

**Christmas Number:** TWO SECTIONS, 84 PAGES, INCLUDING SPACE BUYERS' GUIDE AND MARKET SURVEY OF PENNSYLVANIA



# EDITOR & PUBLISHER



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

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Vol. 53. No. 30

NEW YORK, SATURDAY, DECEMBER 25, 1920

10c. Per Copy

# 800,000

The net paid  
circulation of  
The Chicago  
Sunday Tribune  
now exceeds  
eight hundred  
thousand.

**The Chicago Tribune**  
THE **WORLD'S GREATEST NEWSPAPER**

# THE EMPIRE STATE

## LED THEM ALL

in

## 1918 Income Tax Returns

Incomes indicate more directly than wealth the strength for immediate business activity and purchasing power.

In the report for income taxation (just issued) in the United States for 1918, New York State is shown to have paid the largest personal income tax, \$354,263,417, on a total income of \$2,719,713,784 or 31% of the whole. The next highest state paid only 12% of the whole.

New York is the top note of prosperity—the true goal of mercantile conquest for every advertiser. The really big merchandising successes are obtained by going where the *BIG* money is—and here is why the Empire State is the successful National Advertisers' big money-maker.

Buy Space in these New York State Daily Newspapers.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	30,788	.09	.09	New York Globe.....(E)	181,475	.40	.40
*Albany Knickerbocker Press.....(S)	44,163	.11	.11	New York Evening Mail.....(E)	172,703	.45	.40
Auburn Citizen.....(E)	6,950	.04	.035	*New York Evening Post.....(E)	36,875	.32	.25
*Brooklyn Daily Eagle.....(E)	50,882	.20	.20	*The New York Herald.....(M)	203,686	.50	.45
*Brooklyn Daily Eagle.....(S)	68,623	.20	.20	*The New York Herald.....(S)	207,662	.50	.45
**Brooklyn Standard Union.....(E)	56,104	.20	.20	*The Sun, New York.....(E)	190,509	.50	.45
**Brooklyn Standard Union.....(S)	55,909	.20	.20	†New York Times.....(M)	331,681	.65	.637
*Buffalo Courier and Enquirer (M&E)	88,843	.22	.18	†New York Times.....(S)	502,591	.70	.686
*Buffalo Courier.....(S)	107,994	.27	.22	*New York Tribune.....(M)	125,919	.40	.36
*Buffalo Express.....(M)	36,648	.12	.10	*New York Tribune.....(S)	127,836	.40	.36
†Buffalo Express.....(S)	63,766	.18	.14	*New York World.....(M)	340,995	.60	.58
Buffalo Evening News.....(E)	95,501	.21	.21	*New York World.....(S)	594,644	.60	.58
Buffalo Evening Times.....(E)	71,189	.15	.15	*New York World.....(E)	353,242	.60	.58
Buffalo Sunday Times.....(S)	72,239	.15	.15	Niagara Falls Gazette.....(E)	12,603	.05	.05
*Corning Evening Leader.....(E)	7,620	.04	.04	Olean Times.....(E)	5,037	.02286	.02
*Elmira Star-Gazette.....(E)	24,195	.08	.07	Poughkeepsie Star and Enterprise... (E)	10,437	.05	.05
Glens Falls Post-Star.....(M)	7,276	.03	.03	Rochester Herald.....(M)	27,383	.08	.08
*Gloversville Leader-Republican....(E)	5,938	.03	.03	Rochester Times-Union.....(E)	62,894	.20	.18
Gloversville Morning Herald.....(M)	6,082	.03	.03	Schenectady Union-Star.....(E)	13,417	.06	.05
Hornell Tribune-Times.....(E)	6,533	.035	.035	*Staten Island Daily Advance.....(E)	5,968	.04	.03
Ithaca Journal-News.....(E)	7,226	.04	.04	††Syracuse Journal.....(E)	45,875	.09	.09
*Jamestown Journal.....(E)	6,552	.025	.025	*Troy Record.....(M&E)	22,312	.05	.05
††Jamestown Morning Post.....(M)	9,194	.05	.03	Yonkers Daily News.....(E)	3,700	.03	.03
**Middletown Times-Press.....(E)	5,635	.04	.03	Government Statements, October 1st, 1920.			
**Mount Vernon Daily Argus.....(E)	7,068	.04	.04	*A. B. C. Publishers' Statement, October 1st, 1920.			
Newburgh News and Journal.....(E)	10,636	.05	.05	†Publishers' Statement.			
New York American.....(M)	291,840	.60	.60	††Government Statement, April 1st, 1920.			
New York American.....(S)	949,450	1.25	1.25	**A. B. C. Auditor's Report, April 1st, 1920.			



**Start the  
New Year  
Right!**

*Write or wire*

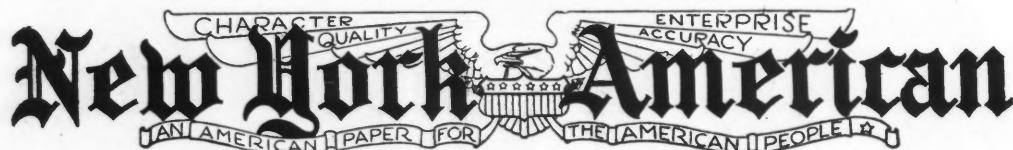
**Newspaper Enterprise Association**

A Service ... not a syndicate

**CLEVELAND, O.**

# The Only American Newspaper with a Million Circulation !

The net paid circulation of the



Sunday, December 12, at 10 cents, was

# 1,046,081

## Almost Twice the Circulation at Twice the Price !

In round figures the Sunday New York American has almost twice the circulation of any of the other four New York Sunday newspapers. The Sunday New York American sells everywhere for 10 cents. The selling price of every other New York Sunday newspaper in the local territory is 5 cents.

And this year, selling at 10 cents a copy, the Sunday New York American has more circulation than it had last year when it, too, sold for only 5 cents a copy



# EDITOR & PUBLISHER



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Vol. 53

NEW YORK, SATURDAY, DECEMBER 25, 1920

No. 30

## The Christmas Story

St. Luke. Chapter 2: Verses 1-20

**A**ND it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed.

2. (And this taxing was first made when Cyrenius was governor of Syria.)

3. And all went to be taxed, every one into his own city.

4. And Joseph also went up from Galilee, out of the city of Nazareth, into Judæa, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David.)

5. To be taxed with Mary, his espoused wife, being great with child.

6. And so it was that, while they were there, the days were accomplished that she should be delivered.

7. And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

8. And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

9. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

10. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

11. For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

12. And this shall be the sign unto you: ye shall find the babe wrapped in swaddling clothes, lying in a manger.

13. And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

14. Glory to God in the highest and on earth peace, good will toward men.

15. And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem and see this thing which is come to pass, which the Lord hath made known unto us.

16. And they came with haste, and found Mary, and Joseph, and the babe lying in a manger.

17. And when they had seen it, they made known abroad the saying which was told them concerning this child.

18. And all they that heard it wondered at those things which were told them by the shepherds.

19. But Mary kept all these things, and pondered them in her heart.

20. And the shepherds returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them.

### The Christmas Spirit

I. Corinthians, 13

**I**F I speak with the tongues of men and of angels, but have not love, I am become sounding brass, or a clanging symbol. And if I have the gift of prophecy, and know all mysteries and all knowledge; and if I have all faith, so as to remove mountains, but have not love, I am nothing.

And if I bestow all my goods to feed the poor, and if I give my body to be burned, but have not love, it profiteth me nothing.

Love suffereth long, and is kind; love envieth not; love vaunteth not itself, is not puffed up, doth not behave itself unseemingly, seeketh not its own, is not provoked, taking no account of evil; rejoiceth not in unrighteousness, but rejoiceth with the truth; beareth all things, believeth all things, hopeth all things, endureth all things.

Love never faileth: but whether there be prophecies, they shall be done away; whether there be tongues, they shall cease; whether there be knowledge, it shall be done away.

For we know in part, and we prophesy in part; but when that which is perfect is come, that which is in part shall be done away.

When I was a child, I spake as a child, I felt as a child, I thought as a child; now that I am become a man, I have put away childish things.

For now we see in a mirror, darkly; but then face to face: now I know in part; but then shall I know fully even as also I was fully known.

But now abideth faith, hope, love, these three; and the greatest of these is love."

## MEET IN ALBANY JAN. 18-19

## N. Y. State Publishers Association and Associated Dailies Set Dates

SYRACUSE, N. Y.—The executive committee of the recently organized New York State Publishers Association, meeting here December 16, set January 19, 1921, as the date for the first annual meeting of the members. It will be held at the Hotel Ten Eyck, in Albany. This is the day after the annual meeting of the New York Associated Dailies and it is expected that a number of the members will attend both sessions.

The executive committee decided to draw up a plan for basing the annual dues on the circulation of each membership newspaper, which will be presented at the Albany meeting. The appointments of a permanent secretary and a labor representative were discussed, but no decision made. It is considered likely, however, that rather than employ a permanent labor commissioner, a man well versed in newspaper labor problems will be engaged as occasion requires. For the present Charles Congdon, of the Watertown Times, is acting as secretary.

Those present at the meeting were: Frank E. Gannett, Rochester Times-Union, president; Edward O'Hara, Syracuse Herald; Prentiss Bailey, Utica Observer; Charles Congdon, Watertown Times, and Franklin A. Merriam, Mt. Vernon Argus, chairman.

## PARIS PAPERS SUPPORT LOAN

## Two Dailies Give One Day's Receipts to New Bond Issue

(Special to Editor &amp; Publisher)

PARIS.—"Commerce Day for the Loan," on which almost every tradesman in Paris and the provinces bound himself to invest the whole of his receipts in the new loan, was held recently. A socialist afternoon paper, the Populaire, run by Jean Longuet, suggested that the leading papers should subscribe their receipts for one day. Two newspapers adopted the suggestion, the Action Française, the royalist organ, which has bought 14,000 francs of the new issue, as its receipts amounted to 13,920.75 francs and the Matin, whose subscription was 105,000 francs. These subscriptions at normal exchange would represent \$2,800 and \$21,000, respectively, but at the rate of the day are about \$850 and \$6,400.

## Discuss Shop Problems at "Smokers"

FREDERICK, Md.—Employees of the News-Post had a Christmas celebration December 18 when they were tendered a dinner by the company and each member of the force was given a Christmas present of cash. About forty members were in attendance. The employees voted to hold regular "smokers" during the year at which shop problems will be discussed and acted upon. It was also decided to secure the pictures of all former employees who have died in the employ of the company and hang them at some suitable place in the building, and also to continue this memorial in the event of deaths in the future.

## Harris Acquitted

SPRINGFIELD, Ill.—J. Victor Harris, formerly managing editor of the Peoria Journal and Peoria Transcript and now engaged in newspaper work in Chicago, was cleared of charges of attempting to bribe a federal officer when his case was heard in the Peoria federal court this week. Charges were brought against Harris by officials of the Springfield federal court district, which takes in Peoria.

## A Little Child Shall Lead Them

By FRED LOCKLEY

*Editorial Note—Now and then we hear people say that newspapers are poorly written and trashy; to those we would commend the following masterpiece in newspaper writing from the column of Mr. Lockley in the Oregon Journal of Portland. It appeared following the death of his little daughter. When you read this remember that on this Christmas Day more than 3,000,000 little children face death from starvation. Ten dollars will save a life and keep a child for one year. The Literary Digest invites the daily newspapers of America to co-operate with them in raising a Child Feeding Fund of \$23,000,000.*

**H**ERE is a story written in my heart's blood. I write it so you who are fathers and mothers may thank God that you have been given the care, the custody and the training of your little ones and so that you may love and cherish them. For years my wife and I wanted a little daughter. How we rejoiced when our little girl came. She was so strong and robust, so sunny tempered, so merry, that it was like having living sunshine in our house.

When I was at work in my den upstairs she would come to the door on her tiptoes and say, "Can I come in, dear father? I won't disturb you. I will write letters on the old typewriter to grandmother and Lawrence."

She was always watching at the window for father to come home from his work, and her little legs fairly twinkled as she ran to meet me.

Two weeks ago we got ready to go to the ocean. I bought a sand pail and a little shovel for her and each night we would talk over what we would do in the morning. Her little bare feet would patter over the floor and she would climb into my bed to have me tell her a story. Ten days ago my little girl seemed slightly restless as she slept, and when her mother put her hand on her cheek she was startled to find her cheeks burning up with fever. Our family doctor said, "I think you should have a consultation at once." At 3 o'clock that morning three doctors were examining her. They went into the next room to talk over the matter and soon one came in and said, "Get a taxi at once; we must operate right away. Every minute counts."

The next five days seem like some terrible nightmare. In spite of the pain, little Hope would say, "Soon I will be well and we will go to the coast." For five days my little girl made a gallant fight, her mother ever with her till the end.

For the first time in all the five years since she came to us her mother did not have her little girl with her last night. Her arms are empty. As we go about our house we see the little dent where her dear head lay on the pillow. Her toys where she laid them down look up at us with friendly and familiar gaze. The little paper dolls she cut out turn up in unexpected places. I pick up the telephone and beneath it is a letter she has written to me. You could not see any words in her childish scribbling, but I can hear her childish voice as she writes it, saying, "I love you more than tongue can tell, dear father."

The day before the end she saw tears in my eyes and, with troubled look, said, "Don't cry, father." When you have walked down into the valley of death with your own little child; when you have agonized for her and prayed that she might be spared, and when you have seen her beautiful and graceful little hands folded across the breast that has ceased to labor for breath; when her last moan has stilled to a whisper, and the nurse says "It is all over," it is hard to understand, it is hard to say God knows best. He gave her to us. He has taken her away. Blessed be the name of the Lord. But is she gone? Have we lost her? Is not the day of her dying really the day of her birth? She has never been away from us before. Will she be lonesome for us in that far land? She always loved flowers. Are not, even now, her little feet pressing the heavenly fields as she gathers asphodels in the better land? Oh, little daughter, we needed you so. It is hard to face the empty years without your sunny smile and your merry laughter. Oh, you fathers and mothers, cherish your children. Value them as God's gifts of love. Train them so that they will for their living in it make this a better world. May you never go through the Gethsemane that has been ours.

## NEWSPAPER YEAR IN 1921

## Chicago Specials Tell Rankin Agency That Business Will Be Better

(Special to Editor &amp; Publisher)

CHICAGO.—One hundred newspaper special representatives met this week in the offices of the William H. Rankin Company, Monroe Bldg. Talks were made by Messrs. Nesbit, Groth, Perley and Rankin on the value of newspaper advertising and in the discussion that followed reports from men who had recently returned from trips to advertising centres of the central west were given. These men all agreed that '1921 will be a newspaper advertising year."

General business conditions were reported as improved and that a feeling of optimism not only pervades the minds of advertisers but also the publishers of newspapers in Cleveland, Detroit, Akron, Dayton, Cincinnati, Louisville, Indianapolis, St. Louis, Milwaukee, Minneapolis, Des Moines, Omaha, St. Paul, Buffalo and Pittsburgh.

The occasion for the meeting was to view the duplicate of the prize exhibition of 1920 advertising at the International Advertising Exhibition at London last week.

## EDITORS TEST THE CHURCHES

## Disguised as Derelicts, St. Paul Writers Probe Charges of Snobbery

(Special to Editor &amp; Publisher)

ST. PAUL.—In consequence of numerous complaints that the churches are not so forward with the helping hand as they should be and have but little use for any but the well-to-do, the St. Paul Daily News tested the truth of the criticisms by sending representatives disguised as human derelicts and down-and-outs to attend the Sunday services. The work was done by Bill Moon, financial editor; J. A. Peterson, political writer; Miss Florence Brande, assistant dramatic editor; Miss Helen Driscoll, school editor; C. D. Johnson, reporter, and Earl Christmas, feature writer. These were divided in their verdicts, but most of their reports were favorable to the churches. Then the News printed interviews with the pastors of all the places of worship investigated.

## Join the Typothetæ

WHITE PLAINS, N. Y.—Forty-two employing printers of Westchester County, at a meeting here, decided to form a Westchester Branch of the United Typothetæ. George T. Long, of White Plains, was elected president, and Wallace Odell, of the Tarrytown Daily News, secretary. Six prominent representatives of the Typothetæ from New York and Brooklyn were present at the meeting and effectively outlined the advantages of membership.

## Steubenville Gazette Sold

STUEBENVILLE, Ohio.—W. R. Alban and Jay S. Paisley have purchased a controlling interest in the Gazette and will conduct it as an independent paper. The Sunday issue was discontinued December 19. John F. Nolan, former president and manager, will give his entire attention to the practice of law. Charles W. Robinson will be general manager. Both Mr. Alban and Mr. Paisley have served as prosecuting attorneys of Jefferson county.

## Detroit Police Will Advertise

DETROIT, Mich.—The police department will spend \$10,000 in newspaper advertising to cut down traffic accidents, the city council having directed the expenditure.

# Out of Troubled Waters

## A True Story of the Part the Christmas Spirit Played in the Reformation of a Down-and-Out Newspaper Man

By DAN W. GALLAGHER

GRAINEY was formerly of the Philadelphia Press, Philadelphia North American, Chicago News, Boston Post-Traveler-Herald-Journal-American, Springfield (Mass.) Union, Manchester Union-Leader, Hartford Post, Schenectady Union-Star, Syracuse Herald, St. Louis Star, Akron Beacon-Journal and other sheets—thirty-two all told.

His "floating" record had its inception following twelve years of service on various Boston newspapers. There had been a time when he "covered" every murder mystery of prominence in New England. He had written such feature stuff as the dynamite trials in Judge Anderson's court at Indianapolis and was among the bunch to greet Peary, at Sydney, N. S., when he returned from the North Pole in the "Roosevelt."

### A Record of Achievement

Grainey's name had long typified newspaper achievement. When the Rev. Clarence V. T. C. Richeson induced pretty Avis Linnell to swallow cyanide of potassium in her room at the Y. W. C. A. in Warrenton street, Boston, under the delusion it would relieve her condition, it was Grainey who had proven his nemesis. Even hours before the clergyman, unruined by the knowledge that he was a premeditated murderer, preached a sermon in his church under the shadow of Harvard College, Grainey was forging the links of evidence that were soon to rob him of his serenity, cause him to plead guilty to first degree murder and ultimately seat him in the grim chair in the death chamber of Charlestown state prison.

It was Grainey's typewriter, too, in the dawn of the morning of Richeson's execution, that had produced the few lines Charles Welch, managing editor of the Boston Traveler, now of the Tacoma Tribune, thought well enough of to spread-eagle over "P. 1." under a "rush" three-column sketch showing the figure of Charity drawing her mantle over a grave marked "Richeson." These lines are fine enough to bear repetition. They ran:

"Now let the mantle of Charity fall  
Over the deed and the shame of it all.  
Carry him out from the prison walls  
gray  
Into God's country, and lay him away  
Under the sod—for, lo, all is serene—  
Grasses above him will grow just as  
green  
As for others for whom loved ones  
weep;  
Don't condemn—don't assail; let him  
sleep."

### His Failing

Yet such infractions of the rules of newspaper propriety as getting alcoholically mugged were beginning to have their effect. Grainey, it seemed, required the attendance of a "don't-use-it, sir" reporter for every assignment to see to it he kept sober long enough to wire in what he dug up. This sort of espionage caused him to transfer his allegiance to the American in the end after he had dropped the Post, the Journal and the Traveler in turn, with a fling at "Philly" sandwiched in between. He remained just long enough to leave the manuscripts of Madam Trentini, in "The Firefly," in the care of a convivial Avery street bar-keep and later forget in just which of the 1,200 gin mills in town he had placed them. This little diversion had caused "Eddie" Collins, Sunday editor, now of the Los Angeles Herald, to spend upwards of three days making the rounds in an endeavor to locate them, for the

company had been waiting for their return for use at much-needed rehearsals. When it was all over, the one-time star man of four Boston papers, who never in his entire career had been fired, merely hit the pike to walk off the booze and seek some other field of activity.

Months passed. Grainey ambled into more booze rather than away from it.

The night of the "Black Tom" explosion, the first concussion hurled him out of his twenty-cent cot in the Mills Hotel at Halsey and Williams street, Newark. Con O'Connell, rewrite man on the Star-Eagle, who had heard of him of old, had slipped him seven plunkers when he ap-

peared in the office of the paper that afternoon. The remainder of the money had long since been either sent over the bar, plucked, or given away in Looey's place, "The Spa," on the corner. For hadn't generous Con chirped as he slipped it to him:

"There's no strings to this as to what you do with it. And if you liquor up it'll be all right with me, for if you feel the way you look you must feel like hell."

Morning again found Grainey "on his way." The following day, dust-blown, unshaven, weak and footsore, he touched Sinnes (correct), city editor of the Trenton Times, for one dollar and fifty

towards sustenance for the body and a boat ticket to "Philly." And he got it, too (surely Sinnes will remember it), without any harsh word being handed him or even a query being made as to his identity.

Once in Philly, in spite of the fact he had worked there previously, he sought out no newspaper office or writers. Disreputable in appearance, he tramped into Wilmington, unloaded boats of the Windsor line at twenty cents per cargo out and cargo in, "gandy danced" at Stone Horse Cove, Curtis Bay, Baltimore, tamping ties for the B. & O., blew in his pay, pawned what was left him in the way of shoes and wearing apparel for the "price of a few" and the worst looking layout of "relievers" the far-famed "Smitty," of Harrison street, ever handed a bum—then doubled and frogged it back into Philadelphia by way of Havre de Grace, Perryville, Wilmington and Chester.

### Down to "Gandy Dancing"

The night of his arrival found him quartered in the Pennsy's railroad camp in the Greenwich district, a gandy dancer once more. The weeks went by. December arrived. Grainey was still tamping ties. The Pennsy was putting in twenty-eight spur tracks. It was a tough gang and Grainey was as tough as any of the lot. The pay car had come around once and was due again. Grainey had followed the practice of the Mexican laborers in the gang and given his savings to one of the railroad detectives to keep for him.

Pay night found Grainey in the vicinity of Porter and Seventh streets with his entire savings in his pocket, for the yard detective had come across. He stopped before a drug store on the corner. Its sign read, "William Silverman, druggist." Grainey entered, Silverman, the proprietor, a fine-looking chap of about thirty, left off waiting upon well-groomed customers, to attend to the newcomer.

"I wish to purchase a prophylactic tooth brush, such as is made in Orange, Mass., and a bottle of Cabot's sulpho-naphthol, manufactured in Chelsea, Mass.," said Grainey.

Silverman got them out and wrapped them.

### A Chance to Make Good

"You're from the camp, aren't you?" he asked.

"Yes," said Grainey.  
"You talk like a well-educated man," went on the druggist.

"It cost \$3,800 to do it," replied his customer. Grainey gave a hint of his one-time profession.

"It seems a shame that a man of your capacity should be wasting his time in that railroad camp," said the druggist. "I'm a man of few words. If you ever feel you wish to make a change, want to get back in the old game, call on me. I'll see you through. Don't let McGurin, up the street, get your money. He gets it from all the others from your camp. Good night and good luck."

"A typical Jew," thought Grainey as he passed to the street. "Imagine a Jew staking an entire stranger to a new start. Don't it beat all—hell what a stall they can put up to bring in trade."

McGurin's place loomed up.  
"I'll have just one," thought Grainey, and he entered. Two hours later he was in the street again, without a sou in his pockets. Even his tooth brush and sulpho-naphthol had fitted. He passed the remainder of the night in Independence Square.

## Frank Speech--and Good Will

### A Christmas Message

BY WILLIAM T. ELLIS



QUEEZE the jelly out of conventional religious teaching, and you have the main idea of Christmas—a good God in the heavens and good will on earth, peace being a natural consequence.

Since God is in the heavens, an ultimate "square deal" is assured for earth. In other words, Eternal Justice reigns. This is precedent to good will and to peace. Without justice, which is righteousness, there can be no full sway of the Almighty. Soft speech and smooth-worn platitudes cannot be made a religions substitute for the clear and inherent truth and honor which go with the character of the Divine Being who revealed Himself at Sinai and at Bethlehem.

No candid person will at this grave Christmas-time cry "Peace! Peace!" where there is no peace; he will, instead, in utter honesty, read from the Gospels, supported by the current cablegrams from all the world, that the word with which the angels sang the coming of Christ is "Peace on earth among men of good will."

There is no other kind of human peace possible. Europe is today a large-scale, red-letter commentary upon the truth of the Christmas message of the celestial choir.

That means something, especially now, for newspaper men. Ours it is to serve as begetters and promoters of good will among men. The present hideous horror, of the hates and greed and jealousy and fears of the Old World, can continue to breed only strife and misery until they have been transformed into simple Christian good will.

To disseminate and increase this spirit of good will is one of the most obvious and difficult tasks of today's journalism. It is an obligation and an ideal that may not be surrendered.

Candor should continue and increase, of course, quite as justice takes precedence of generosity. Hiding essential truth because it is unlovely, and circulating pleasant falsehoods, is no service of good will, as the ominous present reaction from war-time propaganda is making clear. We need more frank words rather than fewer, in our dealings with world-conditions: but underlying all there must be—simply must be—the spirit of good will.

If the Christ who came at Christmas, heralded by music from the skies, were today to come as a newspaper editor—and we may reverently imagine Him in that role as readily as in any other—I think He would be just the same sort of plain-speaking, greed-condemning, class-despising, humanity-serving, love-expounding Proclaimer of a teen centuries ago. There would be only truth in His paper: but new spiritual kingdom of justice, peace and good will as He was nine-what an atmosphere of good will it would diffuse!

The following afternoon, more reputable than ever, he took up patrol duty fronting the entrance to the editorial department of the Public Ledger in Chestnut street.

"I look like a scarecrow," he muttered, surveying his tattered attire, "and I never could face the gang in the editorial room. If I hang out here perhaps Gordon Mackay or Ben Boyden will be going out on an assignment and I can flag 'em." Both Mackay and Boyden, star men for the Public Ledger, had been one-time pals of Graine in his days of affluence.

#### McGurin's Again

A stranger, a bit the worse for booze, too, confronted Graine.

"How's the crops comin' on over in Jersey?" he queried.

Graine rebuked him with words that seared.

"Come on and I'll buy you a drink. I meant no offence, but drat it, man, you look like a rube," the fellow explained.

That was enough. Graine turned, crossed Chestnut street and hurried up Seventh. Before he reached Market, he paused, turned about and journeyed south again along Seventh. He had thrown up his hands; it was to be McGurin's again to dig up a drink or two on the strength of what he had spent and McGurin and McGurin's hangers on had done him for the night previously.

Mile after mile lay behind him. He was passing Seventh and Porter. McGurin's sign was within sight. He was wondering what kind of a reception he would get in that saloon. Just as he was passing Silverman's drug store, someone tapped on the glass. It caught Graine's attention. He turned and saw Silverman beckoning to him from within. Then he entered.

"Heading for McGurin's?" asked Silverman.

"Sure," was the reply.

"Thought so," said the druggist. "Saw you around there last night and knew what would happen. Do you know what night this is?"

"Hell," replied Graine, "I guess this is Christmas eve, isn't it? Fact is, I've lost track of things a bit."

"You've hit it," resumed the druggist. "Now you take this dollar and head over into Broad street." He handed Graine a new bill. "When you reach Broad street look across the way and you'll spot a big restaurant. I want you to go in there and get yourself a square meal. Beat it."

#### Saved by Silverman

Graine walked out and along Porter street in the direction of Broad. Every corner showed the bright lights of a saloon. The temptation to get "just one" came upon him, but he mastered it.

"I'd blow this in a jiffy if it wasn't just the thought of all this," his mind was saying: "Just think of it: Christmas eve, a Jew, a dollar—and Graine"—and he plodded on. The big restaurant looked too swell for his type. He was debating this angle of it and decided to carry out Silverman's orders, come what may, when someone touched him on the shoulder.

Silverman was at his side.

"I followed you," he said. "I wanted to see you run the gauntlet of those bar-rooms and get away with it. Come on."

A little later that Christmas eve, Graine, following the best meal he had eaten in weeks, got further directions from Silverman.

"My father has a tailor shop on Sixth street. I've phoned him and he's got a left over suit there for you. You bring

it around and then we'll decide what is next on the program."

Father Silverman seemed of the same calibre as son Silverman.

He made no comment regarding Graine's uncouth appearance. No pay customer was accorded better attention. The suit seemed to have been built for Graine. Once back in the drug store again, he spread it out in order that he might admire it. Silverman then elaborated on his plans.

At 10 o'clock that night, Graine, down and out, entered the baths at Jackson and Porter streets. At 11:15 Graine, gentleman, emerged. There was nothing missing in the way of raiment. When he surveyed himself in the length of glass that embellished the prescription desk, Graine hardly knew himself in the well-groomed figure that looked out upon him.

"Now," piped up Silverman, "you hit for the Public Ledger and tell them you want a job on the copy desk. Moreover, you're going to get it. While you were over bathing and getting into those glad rags, I called up Mackay of the Ledger, told him you were in town on a hunt for a position, and he was delighted to learn of it. Said they needed a man and you could fit in there to a certainty."

Graine took a car for downtown. He entered the elevator, thinking, as he was carried aloft, of the change only a few hours had brought him. All the way downtown he had been mulling it over:

"If it had all happened to someone else and I had learned of it and written it as a human interest story for the Christmas editions, I'd been fired for perpetrating the rottenest kind of a fake. Where in all the world could you beat it—a Jew Santa Claus on Christmas eve?" And now he stepped off the lift at the third floor.

Mackay, star reporter, advanced to greet him, both hands extended. Larry Covington, head of the copy desk, almost

wrung his hand off. They had been friends for years.

Covington whisked him in to see Dave Smiley, managing editor of the Ledger. Smiley hired him on the spot on Covington's recommendation. Christmas night found him on the job. He dug in. The old energies returned. He was Graine again, this time "Graine of the copy desk." The joy of the old game was in his soul.

Great, wasn't it, you newspaper men of America? Surely so!

But—within three weeks he had tumbled off the cart. The pure gold deed of the Hebrew Santa Claus on a Christmas eve had all come to naught. Drunk, clad in "relievers" again, his Silverman clothing "peddled" in Fourth street, Wilmington, he rolled out of Schwartz's place in Pratt street, Baltimore, where they used to serve the biggest drink of either beer or "scat" in America and staggered along the water front.

Washington may claim shanghaiing is practiced no more in this enlightened nation. Graine knows better. There came a day when he awoke to find himself upon a big steamship, bound for Alexandria, Egypt, with a cargo of 1,200 mules. From that day forward, he became a nursemaid to mules. At Gibraltar he saw a big steamship lying at anchor, with part of her bow shot away. There was talk of the torpedoing of this craft, and that Graine would have welcomed being blown to smithereens. He had lost his manhood; he didn't even have nerve enough to step overboard.

Weeks and months passed. At Alexandria, they had not even permitted the mule tenders to go on shore. The vessel finally cleared for a port in the Mediterranean.

It was 10 o'clock of a dark night when they sent him on shore at Sagona, Italy, to assist in making fast the lines after the big freighter had docked. Graine never put his hand to that hawser. In

the gloom, he vanished up the dock, reached one of the narrow thoroughfares of the city—and dropped, senseless.

Brain illness followed. Some good Samaritan found him, and not only had him removed to a hospital, but also notified the American Consul. It was months before he was well again. Came December and Graine was discharged as able to travel. Instead of applying to the Consul for assistance in getting back to America, he rambled over the city, a stranger in a strange land, able to speak hardly a word of the language.

A sign of the type McGurin, Seventh street, Philadelphia, displayed met his gaze. It read, "American Cafe." Graine entered. Six Swedish sailors were regaling themselves with wine at one of the tables. They hailed the wanderer in broken English and bade him join them. Bumpers were held aloft. They pledged him in a Christmas toast.

#### Swedish Santas

Then Graine knew. It was Christmas eve once again. This time six stalwart Swedes were Santas to the man who had lost himself. They had a feast spread in honor of the man from the "far cuntry." And as the hours passed and he let fall the yearning that was in him to set foot again on the soil he had come to love more than words could have told, they escorted him as a guard of honor to a railroad station, presented him with a ticket to Genoa, and sixteen lires by way of good measure, and saw him on his way. And at the parting, each painfully wrote down his name and home port address, these six remarkable Swedish disciples of Santa Claus.

Three weeks later, Graine went over the side of a Norwegian tramp steamer at Hoboken. Once ashore, he knelt and kissed the ground. He had worked his passage back. He had landed without a dollar. Yet, just as though his pockets were bulging with money, he shook his fist at the big town lying over the river. When he had knelt in reverence to America, he had not included the metropolis as part of it.

"You're not going to get me this time," he challenged as he headed through Hoboken and struck for Nyack, skirting West New York, keeping along the Palisades and passing through Fort Lee.

Within three days he reached Albany, fagged out. He entered the Times-Union, probably the most wretched appearing figure that ever applied for a job in any editorial department in the land. Former Governor Martin Glynn sized him up. Graine was so weak he could hardly walk.

#### Arrives in Albany

"I'll give you a job," said Glynn. He was called away for a moment. His brother, apparently telegraph editor, put in a query in his absence:

"Where did you ever work last?" he asked dubiously.

"Public Ledger," replied Graine.

"Know Tom Daly?"

"No; I knew of him, but never met him personally."

"Not know Tom Daly? He's a poet. It's queer you worked on the Ledger and didn't know Daly."

"Well," said Graine, "how should I know him? He works on the afternoon Ledger. I was with the morning issue. Both editorial departments are entirely distinct, occupying separate buildings, although using the same mechanical plant."

"Brother" Glynn subsided.

(Continued on page 27)

## WHY THE BOSTON RECORD CUT ITS PRICE

(Special to EDITOR & PUBLISHER)

**BOSTON.**—The Evening Record has been besieged with questions of how it can justify reducing its price to one cent despite the fact that the publishers of the nation face an increase during 1921 of about \$75,000,000 for newsprint alone.

"It is a pure business policy—we can afford for a while to expend money now in building up a proposition and then reap the benefits when we are thoroughly stabilized," stated Earl C. Deland, publisher of the Record, to **EDITOR & PUBLISHER.** "It would be absurd to state that we expected to make money just now—we realize that we will lose, financially speaking. Anyone who is familiar with the newspaper business today and its respective newsprint prices can see this.

"We do not expect any other Boston newspaper will follow our lead—we do not think they will be compelled to; furthermore, we do not care what they do in this matter. We feel that the time is coming when there will be one or more large papers of our style and size in every large city of the country, and in view of this feeling we are taking the initiative and laying plans to be that paper.

"In time we expect to specialize on our Saturday issue, making it our best and biggest edition of the week. As far as prospective plans are concerned, it will run, say, about 48 pages in size.

"In style the Record will continue its

old policy of featuring the news. We do not intend to pattern after the New York Illustrated News, which runs many photographs. We will keep down to less than two pages of photographs, and intend, actually, to cut our features down—the main, to get out a live, modern newspaper, playing up the real news.

"From present indications the new style Record is going to be a success. We are optimistic, naturally, but in addition feel that it has had an auspicious start. It has been running now but a little over a week and the sales have more than doubled. Also, advertising in the Record seems to be increasing, and we are in line for more new contracts and more new business than before.

"We have enlarged our editorial department, and press department. Today our pressroom is starting one hour earlier and working two hours later to turn out the largely increased production.

"We feel that the time is not far distant when there will be at least one paper of our new size and style in every large city, and we are working on that basis. As far as circulation is concerned we are going to confine it entirely to Greater Boston. We do not desire widely scattered circulation. In fact, we are contemplating making the price of the Record two cents outside of Greater Boston to discourage sales in those sections.

"As far as a Sunday issue is concerned, we have no present intention of entering the local Sunday field."



# NEWSPAPER AD RATES HAVE INCREASED 41.6 PER CENT IN 22 MONTHS

**Charge Per Line Per Thousand Circulation Rose from \$.001977 to \$.002801 Between January 1, 1919, and November 15, 1920**

THE comparative analysis of net paid circulations of morning, evening and Sunday newspapers, as filed with the Government and the Audit Bureau of Circulations on October 1, 1918, 1919 and 1920, with the joint or combined foreign agate line advertising space rate as filed with Barbour's Advertising Rate Sheets, Inc., as of January 1, 1919, and November 15, 1919 and 1920, as shown in the adjoining columns, will be of general interest to all newspaper-makers and buyers of newspaper space.

An important feature of the tabulation is the average rate per line per thousand for the morning, evening and Sunday newspapers for the years 1918, 1919 and 1920, together with the average rate per line per thousand for all of the daily and Sunday newspapers of the United States.

For example, the average net paid circulation of 519 morning newspapers for the six months' period ending October 1, 1918, is shown to have been 10,271,137 copies per day.

The total combined minimum agate line advertising rate for all of the 519 morning newspapers on January 1, 1919, was \$19.20 per line, whereas the average rate per line per thousand for the same 519 morning newspapers on January 1, 1919, was \$0.001869.

The compilation shows that 2,669 morning, evening and Sunday newspapers on October 1, 1918, had a net paid circulation of 44,701,621 and a joint rate per agate line of \$88.43 on the minimum space basis.

The average rate per line per thousand for this 44,701,621 net paid circula-

tion on October 1, 1918, was \$.001977, or roughly, about 1-5 of a cent per line per thousand.

On October 1, 1919, the combined net paid circulation of 2,584 daily and Sunday newspapers was 41,926,221 and the joint rate was \$98.37 per line, whereas the average rate per thousand was \$.002345.

On October 1, 1920, the net paid circulations of 2,564 daily and Sunday newspapers combined were \$44,874,260 copies per day, with a joint rate per agate line of \$125.71 and an average rate per line per thousand of \$.002801, or exactly 28/100 of a cent per line per thousand.

As between October 1, 1918 and October 1, 1920, the combined circulations of all English-language daily and Sunday newspapers have increased 172,639 copies per day, whereas the combined agate line space rate on a minimum space basis has increased from \$88.43 per line to \$125.71 per line.

The average rate per line per thousand has increased from \$.001977 to \$.002801, or an increase per agate line per thousand circulation of \$.000824, or 8-1000th of a cent per line per thousand or an increase of 41.6 per cent.

This is the increase as between January 1, 1919, and November 15, 1920, or in a period of 22½ months.

These figures also show that the national or foreign advertiser now buys 3,569 net paid circulation per penny per line of his advertising investment, as compared with 5,055 net paid circulation per line per penny invested on January 1, 1919.

tion to his newspaper work, he served as statistician of the Pennsylvania State Board of Navigational Commissions and was at one time connected with the old Board of Port Wardens.

### "Kansas" to Appear February 1

The first issue of the Kansas City (Kan.) Kansas, the new daily newspaper which Senator Arthur Capper will publish, will appear about February 1. Charles Session, now managing editor of the Topeka (Kan.) Daily Capital, will act in the same capacity on the new paper and W. A. Bailey, of Kansas City, Kan., will be its business manager. The publication will be an afternoon paper with a full Sunday morning edition, carrying a full wire report, in addition to local news.

### Will Represent Montana Paper

MISSOULA, Mont.—The Missoulian Publishing Company, publisher of the Daily Missoulian, morning, and the Missoula Sentinel, evening, will be represented in the foreign field after January 1, by Prudden, King & Prudden, Inc., of New York.

### Auld with W. B. Zipp Company

CHICAGO, Ill.—E. C. Auld, formerly Chicago manager of the Boston American, has become general manager of the W. B. Zipp Company, New York and Chicago newspaper representative. He will be located in Chicago.

### Raymond Comstock Dies

Raymond Comstock, who was for some time a member of the copy staff of Sherman & Bryan, Inc., now Sherman & Lemair, and who later was with the Federal Advertising Agency of New York, died at Colorado Springs recently.

### Frank Glass Returns from Abroad

Frank P. Glass and Mrs. Glass have returned from a stay of six months abroad, during which time they visited England, Ireland and Wales, and other points of interest, travelling leisurely by automobile. En route home, Mr. Glass was taken ill and underwent a minor

operation at sea. On arrival in New York he spent a few days in the Presbyterian Hospital. He left December 23, accompanied by his wife and son, for Birmingham, where he will spend the holidays with his children and grandchildren.

### PLAN PRINCE GEORGE MILL

**Thousand Men to Be Employed on \$6,000,000 Plant in British Columbia**

(Special to EDITOR & PUBLISHER)

TORONTO.—Plans are virtually completed for the erection of a pulp and paper mill at Prince George, B. C., to cost more than \$6,000,000. The promoters of the scheme include Angus McLean, of the Bathurst (N. B.) Lumber Company; Frank Jones, president of the Canada Cement Company, Ltd., Montreal; M. E. Preish, president of the Haynes Lumber Company, Buffalo, N. Y.; besides a number of eastern capitalists.

The plant, Mr. McLean declared, would be one of the most modern in Canada and would employ a thousand men. Three kinds of paper can be made, including the finest bond. The plant will cover two hundred acres.

### Dutch Decoration for G. H. Peet

WASHINGTON, D. C.—Word has just been received here of bestowal by the Netherlands Government of the Decoration of Chevalier of the Order of Orange-Nassau, on the late George H. Peet, Washington lawyer and newspaper man, who died several months ago. The insignia was ordered by the Netherlands Government shortly after Mr. Peet's death, in recognition of his services as a journalist during the war.

### Diets Goldwyn Ad Director

Howard Dietz has been appointed director of advertising and publicity of Goldwyn Pictures Corporation, New York. He has been with the Goldwyn organization for about two years.

An advertisement in Editor & Publisher's INTERNATIONAL YEAR BOOK will work for you every day in 1921.

## PHILADELPHIA PRESS ALUMNI

**Journalistic Chiefs Accept Invitations to Dinner on January 15**

(Special to EDITOR & PUBLISHER)

PHILADELPHIA.—Plans for the Philadelphia Press reunion dinner to be held January 15, in the Hotel Adelphia, are nearing completion. Among those who have assured the committee that they will be at the dinner are Bradford Merrill, general manager of the Hearst newspapers; Henry L. Stoddard, editor and publisher of the New York Evening Mail, who read copy on the Press forty years ago; Dr. Talcott Williams, director emeritus of the School of Journalism, Columbia University; Cyrus H. K. Curtis—the only "job" that Mr. Curtis ever had in Philadelphia was when he worked on the Press when he first came from New England; Oswald G. Villard, editor of the Nation and for many years publisher of the New York Evening Post; George Sproule, director of the municipal department of wharves, docks and ferries, Philadelphia; Karl Bloomingtondale, Gov. Sproule of Pennsylvania, who was Chester correspondent of the Press for many years; William B. Bray, Reginald Wright Kauffman, Bruner Kauffman, Yarnall Abbott, Morris L. Cooke, Edward K. Causey, Henry M. Eaton, P. J. McGahan, James A. Campbell, Edward M. Cooke, John P. Dwyer, William T. Ellis, J. J. O'Neill, W. R. D. Hall, Samuel L. Laciari, Robert M. McWade, Ben H. Gordon, James McCoy, Warwick James Price, Gilbert H. Shearer, Roy Williams, Karl de Schweinitz.

Former Press men who have not re-

ceived announcements of the dinner are asked by the committee in charge to send their names and addresses immediately to Room 405, 603 Chestnut street, Philadelphia, Pa.

### "The Metropolis" Newest Magazine

A new bi-weekly magazine called "The Metropolis," will make its appearance in New York, January 1, under the direction of Otis Alexander, editor, and Edward Tannenbaum, business manager, with headquarters at 318 W. 39th street. It will be a publication of local civic interest. It was first intended to call it "Father Knickerbocker."

### Long Retires from Dixon Company

George E. Long, senior vice-president and member of the board of directors of the Joseph Dixon Crucible Company, Jersey City, N. J., has retired as vice-president. Mr. Long, who is now seventy years old, has been with the Dixon Company forty-three years and was interested in the advertising activities of the company.

### A. F. Renner Dead

PHILADELPHIA.—Arthur F. Renner, aged 56, a well-known Philadelphia newspaper man, died in this city on December 18. He had been ill for several months following a stroke of apoplexy. Mr. Renner was one of the best known marine, or ship news, reporters along the Atlantic Seaboard. At the time of his death he was marine reporter of the Public Ledger, and before joining the Ledger staff he did similar work on the North American. In addi-

## SIGNIFICANT FACTS FOR THE SPACE BUYER

Circulations as of October 1, 1920. Rates as of November 15, 1920.

Papers	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Average Rate Per Line Per 1,000 Paid Circulation
*Morning.....	437	9,827,775	\$26.14	\$.002660
*Evening.....	1,605	17,962,881	58.47	.003255
*Sunday.....	522	17,083,604	41.10	.002405
Totals.....	2,564	44,874,260	\$125.71	\$.002801

\*Does not include business dailies.

Circulations as of October 1, 1919. Rates as of November 15, 1919.

(See Editor & Publisher for November 27 and December 25, 1919)

Papers	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Average Rate Per Line Per 1,000 Paid Circulation
*Morning.....	457	9,547,243	\$21.48	\$.002249
*Evening.....	1,621	16,896,108	45.16	.002673
*Sunday.....	506	15,482,870	31.73	.002049
Totals.....	2,584	41,926,221	\$98.37	\$.002345

\*Does not include business dailies.

Circulations as of October 1, 1918. Advertising Rates as of January 1, 1919.

Papers	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Average Rate Per Line Per 1,000 Paid Circulation
†Morning.....	519	10,271,137	\$19.20	\$.001869
†Evening.....	1,647	18,373,904	42.42	.002309
†Sunday.....	503	16,056,580	26.81	.001672
Totals.....	2,669	44,701,621	\$88.43	\$.001977

†Includes business dailies.

# THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh News-writers' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

## The Christmas Fund

### A Fiction Story of a Newspaper Office

By JO SWERLING

**O**RR came to work on the Record on December the twentieth. He got a job against all the odds which govern the monumental task of obtaining the privilege to slug your name in the left hand corner of a sheet of copy covered with words that are seldom printed as written, if you're a seasoned reporter, and never if you're only a cub.

He got a job simply by walking in and asking for it. His eyes shone almost as much as his pants. His face was as pale as his prospects of landing. He was very young, fanatically earnest, and offered to work for nothing, if necessary. So he was put on—at twelve dollars a week, which some asses claim is better than nothing. Perhaps it was the Christmas spirit which got him the job.

Once a year the paper got away from the bitter cynicism which dominated every man on it. The period began about the middle of November and ended on December 26. In those six weeks the Record conducted its Annual Christmas Fund.

#### Grinding the Axe

When the paper came out in bitter denunciation of the mayor, everybody knew it was because the mayor had once sat hard on the publisher of the Record, and not because the mayor was particularly deserving of the pillory.

And when an editorial, couched in measured, conservative language, made a plea for a seven cent fare for the street railways, everybody asked whether Feeney, the owner of the Record, had bought any more stock in the corporation.

The ink that smeared the front page of the Record was daily diluted with the tears of the unhappy whose derelictions, philanderings and reversions to type which jam the court calendars of every big city, had been gleefully recorded and embellished. The Record loved a scandal, and sometimes when a scandal just failed of existence, it has been said that the Record went out of its way to lovingly nurse it until it bloomed with malodorous ardor.

The Record was a crusader, a campaigner, a proponent for and an enemy of. Everybody hated it and everybody bought it and those who refused to advertise in it were usually brought to terms.

No matter what the Record printed, there were always those to sneer and question the motive, except when it was about the Christmas Fund.

That was on the level. The staff of the paper knew it, and threw themselves into the work heart and soul. The public sensed it and extended mighty help.

One man was assigned to take charge, and every other employe of the paper was an ex officio member of his committee, to get as much money for the fund as could be cajoled, sob-written,

begged or bullied out of anybody who could be reached.

There was a Movie Ball, the proceeds of which went to the fund. There was a big vaudeville show, with the gross dedicated to the fund. Scores of actors who had been lambasted by the Record's mad and multisyllabled critic turned the other cheek and offered their services. Press agents who tried in vain to break into the news all the rest of the year, broke into the newspaper during the charmed period, and not once did they try to get the names of their attractions printed in connection with the contributions they dug up.

Everybody believed in the Christmas Fund. But most of all the city's children believed in it. They knew. It was for them that the baskets came—the great, glorious, gargantuan, gorgeous, gorgeful baskets, with the turkey, and the cranberries, and the potatoes, and apples, and butter, and bread, and cake and pudding and everything else that is just food all the rest of the year, but on December 25th is infinitely more than food. Nothing was left out of that basket.

That was Orr's first assignment—the Fund. Letters came by the hundreds from children who wanted to get one of

the baskets. Somebody had to investigate the letters.

Orr threw himself into the work as if he were covering a national convention. Ten hours a day for four days he visited those in the uneven walks of life who had sent their penciled, wistful, often illiterate prayers for the basket. From one reeking tenement into another, out of one damp cellar into the next went the thin, ardent young advance agent of the Fund.

He saw little families clustered around stoves which were as cold as the drama critic's notices. He gazed upon crippled bodies that sent a shiver down his own straight spine. Dirt, disease, want, hunger—those were the things that Orr saw as he went his rounds.

#### Bank Roll Dwindled

To each of the wan groups he brought a message of cheer.

"You'll get a basket," he promised "I'll see to it personally."

And each time he would dig down in his shiny trousers, and from a rapidly thinning roll of small bills he would peel one and hand it to one of the petitioners.

## REGENERATING THE AMERICAN PRESS !!!

(Special to EDITOR & PUBLISHER)

**W**ASHINGTON, D. C.—The Rev. Dr. Wilbur F. Crafts, of this city, who bears the imposing title of superintendent of the International Reform Bureau, having disavowed any intention of foisting "blue laws" upon the American people since that little junket in the realm of morals by statute ran into a blind alley, has turned his reformation guns upon the newspapers of the nation. He comes forward with a program for the regeneration of the owners and producers of the American press.

Dr. Crafts in an editorial contribution to the latest "model newspapers," the "American Standard Daily," to be published in Chicago, offers a series of New Year's resolutions which he urges for adoption by American editors. They are suggestive of a vast store of knowledge in the field of journalism, encompassing depths which few editors have plumbed, and follow:

"1. Catch your facts. Every reporter, editor and reader should insist he shall be 'shown,' especially when the reputation of an individual or society is assailed.

"2. The laugh is on any reputable newspaper that is hoodwinked by a secret propaganda which falsifies news in its

own selfish interest.

"3. Whatever editorial prejudices may be, it is bad form to spill them all over the news columns, in which all important news should be told impartially. As well might a railway refuse to carry a passenger because he is a Democrat, as a newspaper refuse important news because the editor does not like it.

"4. No editor or publisher should say anything in his paper he would be ashamed to say in the homes to which his paper goes. This applies not only to salacious stories but also to fraudulent ads.

"5. Editing ceases to be a profession and becomes a trade when editors do not speak their own views but only write what they are told to say by the financial manager. Editors should be free to speak as real prophets, and fearless tribunes of the people.

"6. Let the people support papers that dare to reject a story that has 'pep' and thrill, if it is a lie.

"7. When a paper has made a mistake the editor should show himself a good sport by publishing the amende promptly and as prominently as the error."

"You'll want a tree," he would say. "The basket's on the paper. The tree's on me. Can't get much of a tree for a dollar, but you gotta have something."

So it went until the day before Christmas, when the distribution of the baskets began. Most of the baskets were loaded on the circulation wagons of the Record. Some were taken around by volunteers who obtained the use of automobiles from their friends.

Orr asked to be assigned to the biggest wagon. He had his own list made out, and he offered to take charge of the distribution of the baskets. It meant getting up early in the morning of the day before Christmas, and working all day long, perhaps until midnight. But the cub pleaded for it as a privilege.

There were a hundred baskets on the truck. A hundred turkeys, two hundred pounds of potatoes, a hundred pints of cranberries, six hundred apples, two hundred loaves of bread, four hundred boxes of sweet crackers, a hundred liberal chunks of pound cakes, a hundred plum puddings, a hundred pounds of butter, a hundred bunches of greens, a hundred bunches of bananas, a hundred boxes of hard candies, a hundred dolls, a hundred jack-in-the-box and a hundred copies of the Record. The last was the gift of the circulation department.

Orr insisted on carrying in each basket himself. He not only delivered the food, but a cheery "Merry Christmas" with it. He gloried in his descent upon the tenements. The gratitude of those who received the gifts thrilled and revived him. As the day progressed Orr knew that Haroun Al Raschid was only a retailer in benefactions—a piker.

Some of his dollars had gotten trees, and in several of the homes, Orr, to the disgust of the circulation driver, paused to help in the dressing of the mangy evergreens.

He was the last of the Fund stewards to come back to the office to report to Collins, who, being in charge of the matter, had not stirred from his desk. Collins was impatient. It was almost eleven o'clock, and he had waited two hours to hear from Orr. He demanded curtly:

"Everything O. K.?"

Orr swayed as he answered:

"Everything O. K."

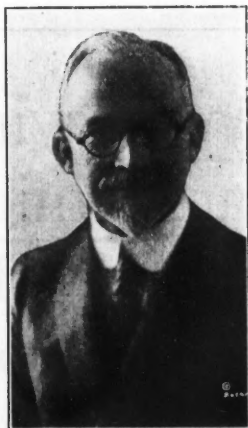
\* \* \*

Dr. Briggs came in answer to the telephone call from the City Desk. Orr, stretched out on the leather couch in the office of the managing editor, was still unconscious. He worked over Orr for twenty minutes, and then Collins wanted to know:

"Something wrong with the kid's heart?"

"Nothing wrong with the kid's heart," said Dr. Briggs. "The young man is suffering from starvation."

# Like John Wanamaker, millions read the Ellis Sunday School Lesson--- published in over sixty newspapers every week →



Dr. William T. Ellis

**DR. WILLIAM T. ELLIS** has received many letters like that from the famous American merchant, John Wanamaker, facsimile of which is reproduced above.

The Editor of the Marion Star—who is also President-elect of the United States—volunteered the opinion

that the Ellis Lesson is the most valuable feature published in the Star, adding that not only the regular church-goers but a host of others follow it regularly.

Indeed, Dr. Ellis's weekly comments on the Sunday School Lesson are read by millions every week — non-church-goers as well as members of the Sunday schools—these last making up the largest classifiable group of persons in America.

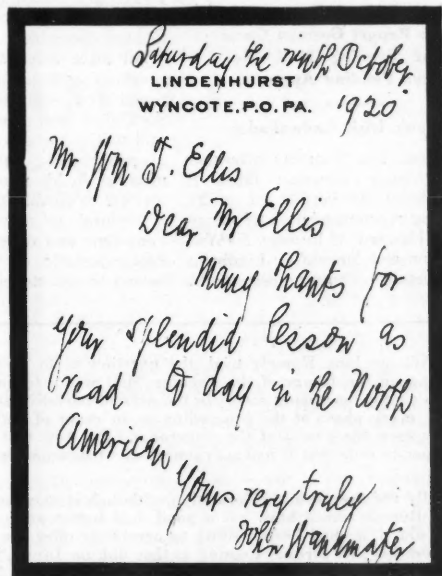
The Ellis Lesson is a serious minded feature,

but there is more sober thought nowadays than ever before. And a sane and readable religious feature — fundamental, non-sectarian, practical—is a unique asset to any newspaper.

Senator Harding put his finger on the significant fact which differentiates the Ellis Lesson from all other religious features when he said it makes an appeal to the big crowd of average Folk. Its wholesome sanity, its penetrating insight into real life, win the heart interest of people of all faiths.

Into the Ellis Lesson goes not only expert and reverent study of the Bible in the light of the life of today, and of the life of today in the light of the Bible; but also travel-experiences in Bible Lands and living pictures out of the crowded experiences of a newspaper man alive to this present world.

One person out of every five in the total population of the United States is regularly following the International Sunday School Lesson. The Ellis Lesson has been appearing weekly for more than twenty years; and some newspapers have attained a national circulation because of it.



FOR RATES AND DETAILS APPLY TO  
ROBERT B. McCLEAN, Business Manager

## THE CONSOLIDATED PRESS ASSOCIATION

(DAVID LAWRENCE, INCORPORATED)

Executive Offices: Commercial Bank Building, Washington, D. C.

Horace Epes, Western Superintendent  
Fourth Floor, Daily News Building, Chicago

Jay Jerome Williams, Eastern Superintendent  
Eleventh Floor, World Building, New York

## DR. RUMELY CONVICTED BY JURY

Sentenced to Federal Penitentiary for  
Failure to Report German Owner-  
ship of Evening Mail—Re-  
leased Pending Appeal

By Frank Irish Cadwallader

At 4 o'clock last Saturday afternoon the jury, through Foreman Jacob E. Block, rendered its verdict of guilty, with a strong recommendation of mercy, against Dr. Edward A. Rumely, S. Walter Kaufmann and Norvin R. Lindheim, on the indictment charging them with

ing \$1,451,700. They were found not guilty on counts 1, 2 and 3, which charged that the stock of the company was really owned by the German Government, which fact they were alleged to have concealed.

All three defendants made statements proclaiming their innocence of any intentional wrong-doing and their loyalty to the United States, as citizens. Dr. Rumely said that in the school he founded, in all his public work, in the Progressive movement, as in his newspaper, he had done his best to further the things that would be helpful to the country, and never knowingly had done any act to harm it. Being himself of German blood, and having been a student at German univer-

"My resources are far spent. Seven indictments and continuous prosecution during the past two and one-half years have debarré me from all work. The attacks upon me destroyed my school, drove me out of my engine company, which was at the time in the service of the War Department without recompense. The newspaper equity which even this verdict allows was mine, was destroyed. I have had to bear the burden of carrying to the Supreme Court removal proceedings designed to take me to a strange district for trial. These two and a half years have been a black hell; but they have brought also insight into the grandeur of life in friendships that stood through adversity. Fanny Scott, my wife, James A. Patten, and hosts of others have shown such loyalty as is given to few men to know. . . .

"If, my energies spent, this remains a legally recorded verdict, I must and will submit to the law of my land; acquiesce, I never can."

Then Judge Grubb pronounced the court's sentence. He said that the question of guilt or innocence was removed from consideration by the verdict of the jury, which he had "no disposition to criticise." He spoke briefly of the importance of an "adequate" enforcement of the law, and said that this

consideration forbade the imposition of a merely nominal penalty, as he might feel inclined to impose, in view of the jury's recommendation to mercy. Considering all the circumstances of the case, he felt compelled to make the sentence such as would tend to discourage infractions of the law. For any mitigation of the law's rigors, he remarked, the convicted men must look to executive clemency. He then pronounced sentence of imprisonment in Atlanta Penitentiary of a year and a day for each of the three, without any fine.

Tuesday, Judge Grubb himself signed an order permitting the appeal of the case to the Circuit Court of Appeals, which carried with it a stay of the execution of sentence. The prisoners each gave bail in the sum of \$10,000, Lindheim with the bond of a security company, while the other two both deposited Liberty bonds.

During the discussion of the various motions, it was stated that there are now no less than ten cases pending before the United States Supreme Court, in which the constitutionality of the Trading with the Enemy Act is attacked. It is entirely possible that the Circuit Court will await the decision of the court of last resort on these cases, before it undertakes to pass upon the Rumely case.

**D**URING the long Rumely trial, the question as to its possible effect or bearing on the future of the Evening Mail was a frequent topic of conversation among newspaper men. In the present narrative an effort was made to reflect every phase of the proceeding as an event of national importance, including even the gossip of the courtroom. But now that the trial is over, it is proper to state that it had no connection whatever with the future of the paper.

It hardly requires inside information, although it may be stated as a fact, that Dr. Rumely could have got a good deal better price for the property than he did if he had been willing to accept an offer for the paper a few days before his first arrest. Coming as that did, on July 8, 1918, right at one of the darkest periods of the war, it was a sad blow to the Mail, and it is no secret that for some time afterward the paper had an exceedingly bad time. Of late, however, it has made material gains, and in an announcement it made on Thanksgiving just past, it rejoiced in the largest circulation in its history, also in the largest volume of advertising, the largest revenue, both gross and net, as well as the largest payroll and amount of advance business under contract. It should be remembered that Henry L. Stoddard, when he took the paper back, held four-fifths of the \$800,000 bonds outstanding, and he could have foreclosed had he so desired. Instead he purchased Dr. Rumely's entire interest, and, so far as the Mail is concerned, it is wholly a matter of ancient history.

During the period of storm and stress that followed the return of the Mail to his possession, Mr. Stoddard preferred to make no public comment upon the transaction. Because of the interest aroused among newspaper men in connection with the recent trial, however, he finally decided to make this statement to Editor & Publisher.

"Personally I have the same interest that every newspaper man must have in the proceeding and verdict of the trial, but the Evening Mail's interest in Dr. Rumely's affairs ceased on July 8, 1918, when he was indicted on the charge of which he has now been found guilty."

In fairness to the present management of the Mail, it is only right that this matter should be set forth clearly.

In the report of the trial last week it was inadvertently stated that Daniel Nicoll was "formerly business manager of the Mail." Mr. Nicoll is now business manager of that paper and it was he who signed the Thanksgiving announcement referred to above.

violation of the Trading with the Enemy Act in having failed to report the alleged German ownership of the New York Evening Mail to the Alien Property Custodian. Judge William I. Grubb thanked the jury heartily for having so faithfully performed a wearisome public duty—the selection of the jury began on November 3 and the taking of evidence on November 8—and announced that their service would entitle them to exemption from further calls of the kind for five years to come.

The jury found all three defendants guilty on counts 4 and 5 of the indictment, which charged them with concealing the fact that they had received from the German Government sums aggregat-

sities, he said frankly, "I loved the German people," but he added that he had opposed German "ruthlessness" even more emphatically than he had the British blockade, and he had been among the first to urge preparedness in military, as well as economic and social matters.

He admitted his friendly relations with German representatives, but said that was not the damning thing five years ago it would have been after German aggression and war upon us. Finally, he believed Dr. Albert to be truthful, believed his statement that the money advanced belonged to Sielcken, and he believed the report he made was true. The more personal part of the statement was as follows:

## Marysville Democrat

OH  
YES  
IT'S  
HOT

Around Marysville in the summer time.

When making your schedules up for next summer's campaign, remember that soft drinks, cool summer clothing, sporting goods, auto accessories and other hot weather necessities can be moved from your dealer's shelves with co-operative local advertising.

EST.  
1884

CALIFORNIA FLAT RATE  
25¢ PER INCH

All Brooklyn is saying  
the Standard Union  
has captured the  
town with its won-  
derful full page of  
news pictures each  
day.

This last page feature  
rivals our first page in  
intense news interest.

We know we are making  
a better newspaper every  
day because more people  
are buying it every day.

R. F. R. Shulman

# Unlike Any Other Community Joplin, Missouri

## The Market 240,000

### What of 1921?

In considering general business conditions of the nation and their relation to current advertising plans, several reasons combine to establish the clear logic of advertising in Joplin, Missouri.

In short, the main reasons are: the conditions and extent of the Joplin territory, the exceptional wholesale and transportation facilities, and the editorial quality and unusual coverage of the Joplin Globe.

In detail the reasons are:

### Conditions of Territory

The industrial concerns are all operating, some of them enlarging production. Most of the zinc and lead mines are operating. The world must have zinc and lead.

Labor conditions have never been a cause for worry. Joplin is an open shop town. Some 95% of the miners are American born whites. They are a substantial, home-owning class.

The Commercial & Financial Chronicle for December 11, 1920, shows bank clearings \$6,568,000 for November, 1920, as against \$7,341,000 for

November, 1919, a decline of 10.5%, and for the first eleven months of 1920, \$86,948,048, as against \$74,383,719 for the same period of 1919, an increase of 16.9%.

Construction plans are in a healthy condition, and there is continued evidence of a big building boom for the Spring of 1921.

Joplin's wonderful farming section takes its share of the decline of prices, but because of the exceptional fertility of the region our farmers are going to be in a better condition than the average. Exact figures on crop values not yet available.

Plans are going full speed ahead for next season to produce the largest crop of tourists in the history of the justly famous Ozark Playgrounds.

### Extent of the Market

Since 1910 the trading area expanded from an average radius of 25 to 39½ miles. Much of the territory but prairie then is now the site of many good-sized towns.

The territorial population has increased within ten years, 75,000, although Joplin proper shows a decrease of 2,218.

Joplin has become the operating center of the great district as is proved by the tremendous increases in its business and buildings of all classifications.

The Joplin market is actually larger than that of many cities with a greater census showing but limited in trading territory.

There is a market of 240,000 people.

### Wholesale Service

No outside city materially affects the Joplin market. The main jobbing competition comes from Kansas City and St. Louis, but Joplin dominates. Almost any manufacturer may find a splendid local outlet through which to wholesale his product.

A good local service tends to insure a honey-combed distribution, greater volume.

### Transportation

The exceptionally fine transportation facilities make possible and probable a better than average distribution of merchandise at lower costs. They also account for the rising importance of Joplin as the trading center for big merchandise. Likewise they explain the paradox of the population

increase in the suburbs, the decrease in the city, and yet the substantial growth in Joplin's commercial importance.

There is a webbing of fine roads either of concrete or crushed stone from the local mines. Right now there is a road construction program calling for more than a million dollars, to lay down concrete highways eight miles in every direction out of Joplin.

There are seven railroads and two interurban electric lines.

This transportation service insures to Joplin certain commercial future, and to manufacturers a low wholesale selling cost, a greater volume, and more net profit.

Big tourist business in any section tends to improve the quality and range of merchandise, and other results are reflected in the local buying habits.

### The Joplin Globe

Advertising in the Joplin district logically goes to the Joplin Globe. The exceptional qualities of the Globe combine with all the other reasons to establish the clear logic of advertising in Joplin in 1921. The main features are set forth in detail as follows:

## Unlike Any Other Newspaper Joplin Globe

(A. B. C. Member)

### Paid Circulation 24,896

Average for 6 months ending September 30, 1920

Line Rate 8c Flat Mornings Except Monday

The Joplin Globe is merchandised to its readers on editorial merit.

The transportation facilities so valuable to the manufacturer have been capitalized by the Globe. A splendid distributing service has been built up and maintained. Where local trains or trolleys do not leave at early hours, the Globe rushed agency bundles out to various towns by its own rapid automobile service starting at 3 A. M.

The Globe blankets the territory thoroughly. We do not say 100%; there is still room for growth and we intend to expand when newsprint is stabilized.

The Globe's city circulation frequently exceeds the total number of families, and in the suburbs the Globe serves about every second family, reaching most of its subscribers before early breakfast.

Consider the United States, and see if you can find another paper that has the qualities of the Globe in a city the size of Joplin.

The basis of the Globe's success, of course, is editorial merit. The Globe is more than a daily newspaper. It is also a Mining Trade Paper, and Farm Paper.

The Globe's mining section is recognized as the authoritative medium in the operating center of the world's greatest zinc field.

Much evidence can be supplied of the definite influence of the Globe's farming department. This is edited by a special and practical staff. Through the Globe, at small cost, a manufacturer can reach a well defined group of farmers in a fertile section—a type of farmer who demands the service of a daily newspaper.

The Globe is independent, public spirited and aggressive. Many of the great projects, such as the Ozark

Playgrounds, road construction, have been sponsored by the Globe. In fact much of the territory's expansion in trading area is due to the Globe's aggressive influence.

Is not the Joplin Globe, assuring an advertiser such complete coverage in such an unusual section, likely to show a greater net return on the advertiser's investment than mediums though somewhat larger, in territories of uncertain stability, with a mixed population, and with net profits decreased through the need of more than one paper for satisfactory coverage?

### Representatives

## E. Katz Special Advertising Agency

Established 1886

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Waldheim Bldg.  
KANSAS CITY

Candler Annex  
ATLANTA

Monadnock Bldg.  
SAN FRANCISCO

## WOULD CHECK PAPER FROM EUROPE

**Proposed Tariff Reform for Valuation of Imports at American Exchange Rate Would Impose Prohibitive Duty on Newsprint**

(Special to Editor & Publisher)

WASHINGTON, Dec. 23.—Among the numerous suggestions made to Congress since the Ways and Means Committee ventured into the field of tariff reform, is one bearing an intimate relationship to the price of newsprint imported from European countries by American publishers. The committee has been urged to provide that customs dues shall be paid on basis of the American dollar instead of the money value at the European point of origin, which in some cases would bring present prices of imported newsprint over the eight-cent free limit allowed by the Hull bill and make it subject to a tax of 12 per cent ad valorem. Such taxation would virtually stop foreign paper coming into the United States and place American newspaper publishers again at the mercy of American and Canadian manufacturers. Canadian paper would not be affected, as the price is set at the American exchange rate and payable in United States money.

It is a general proposal contemplating automatic equalization of exchange. Thus far no bill has been offered in Congress on the subject, and there won't be at this session, according to Chairman Fordney of the House Ways and Means Committee, but the question has been discussed by senators and representatives in connection with other emergency legislation now pending and will likely come up again.

The original suggestion came from

Franklin W. Hobbs, of Boston, representing the National Association of Wool Manufacturers and the Spinners' Association at the Ways and Means Committee hearings. Although the discussion was confined almost exclusively to the effect of foreign exchange fluctuations upon manufacturers, especially the New England textile people, and the western live stock raisers, the tariff duties prescribed by the Hull bill, enacted at the past session of Congress, would be affected by the proposed change.

## SEVEN PER CENT MORE PAPER

**Eleven Months' Production Is 122,938 Tons Greater Than in 1919**

The 45 companies reporting to the Newsprint Service Bureau produced 174,902 tons and shipped 180,448 tons during November. Shipments exceeded production by 5,546 tons. Production figures include 2,832 tons of hanging, of which 693 tons were made in Canada.

The average daily production of newsprint paper by the mills reporting for November amounted to 96.7 per cent of the average daily output during the three months of greatest production in 1919.

Production by the United States reporting mills during the first eleven months of 1920 was 50,087 tons or nearly 5 per cent greater than during the same months in 1919. Production by the Canadian mills during this period was 72,851 tons or 10 per cent greater than during the same eleven months in 1919. This made total production by the 44 reporting companies 122,938 tons or 7 per cent more for the first eleven months of 1920 than during the same period in 1919.

Stocks during November decreased 3,000 tons at United States mill points

and 2,659 tons at Canadian points. Total stocks at all reporting mills amounted to 5,659 tons less on November 30th than on October 31st. The total of 21,902 tons on hand November 30th amounted to about 3 days' production.

## How Newsprint Is Distributed

Distribution of paper by the principal manufacturers of the United States and Canada is shown graphically on a map sent out this week by P. T. Dodge, president of the International Paper Company. The map, says Mr. Dodge, shows how the paper was distributed at the time the manufacturers were charged with having violated the Sherman Law and with having agreed upon the distribution of territory. Lines running from the several mills to cities all over the country cross in every direction on the map and Mr. Dodge calls attention to the "vast amount which must be wasted in freights because of this distribution. If the manufacturers should attempt to exchange contracts or do anything which would prevent this waste, they would be indictable."

## Mead Announces \$6.50 Price

DAYTON, Ohio, Dec. 23.—Definite announcement was made here today by H. S. Mead of the G. H. Mead Company, that its newsprint contract for 1921 will contain a clause providing for quarterly adjustment of price and that the price for the first quarter would be \$6.50 per cwt. This confirms announcements of the Mead price and policy for 1921 made in EDITOR AND PUBLISHER of December 11 and December 18.

## Libel Verdict Stands

WORCESTER, Mass.—Judge George A. Flynn in the Superior Court, has declined to disturb a verdict of \$1,887.50

rendered by a jury in favor of the Mason Drug Company of Webster, against the Times Printing Company, of Webster, publishers of a syndicate of weekly newspapers. The Mason Drug Company alleged libel.

## Santa Rosa Paper in 8 Columns

SANTA ROSA, Cal.—The Republican has changed from 7 columns, 13 ems, to 8 columns, 12 ems.

## World Wide on Standard Size

MONTREAL.—Beginning with the first week in January, World Wide, Montreal, will be printed according to the standard size.

# CALEXICO

on the border between Mexicali, Mexico, and U. S. It is the gateway to 150,000 acres in Imperial Valley in Mexico as well as having tributary a large section in the U. S.

The combined population of Calexico and Mexicali is over 20,000. Imports of \$12,491,000 greater than all southern California ports combined. Leads entire Valley in bank resources and volume of business. Its only newspaper is the

# CHRONICLE

evening daily with Associated Press and N. E. A. service, is a cash-in-advance paper and completely covers the richest field in Imperial Valley.

# INTERTYPE

"THE BETTER MACHINE"

## Real Achievement—

When Intertype Engineers and Designers completed the development of INTERTYPE STANDARDIZATION it was at once apparent to Publishers and Printers that a Real Achievement had been accomplished.

Intertype Standardization permits you to choose a machine that grows with your business—thus assuring you against over equipment and safe guarding your investment.

Study INTERTYPE STANDARDIZATION—and you will realize why most sales of INTERTYPES are Repeat Orders. Ask any user, why the INTERTYPE is

*"The Better Machine"*

WRITE FOR LITERATURE

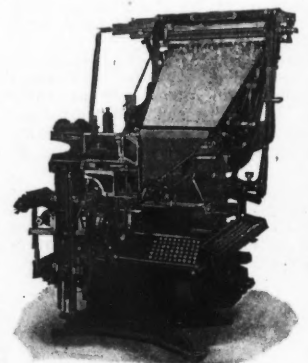
# INTERTYPE CORPORATION

General Offices: 50 COURT ST., BROOKLYN, N. Y., U. S. A.

Middle Western Branch  
Rand-McNally Building, Chicago, Ill.

Southern Branch  
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch  
86 Third St., San Francisco, Cal.



MODEL C INTERTYPE

# The Automobile as a Barometer of Prosperity

Fort Worth Trade Territory leads Texas in the number of automobiles purchased during the year ending November 25; which is but added evidence of the greater buying power of that territory as compared with any other in the State.

Fort Worth Trade Territory is defined as that served preferentially from the City of Fort Worth—in other words that portion of the State enjoying a lower freight rate from Fort Worth than from any other city.

According to figures recently compiled by the Chamber of Commerce, Fort Worth also had a greater percentage of increase in automobile sales during 1920 than any other Texas city. The gain of Fort Worth in 1920 over 1919 was 59 per cent, as compared with 15 per cent for Dallas and 23 per cent for Houston.

The figures showing number of cars registered in the various territories in the State are as follows:

<b>IN FORT WORTH TERRITORY 1919, 108,698; 1920, 172,682</b>			
In Dallas Territory	1919	86,624;	1920... 99,887
In Houston Territory	1919	99,195;	1920... 121,985

## CARS SOLD DURING THE YEAR ENDING NOV. 15, 1920

<b>IN FORT WORTH TERRITORY</b>	<b>63,984</b>
In Dallas Territory	13,263
In Houston Territory	22,790

These figures demonstrate the relative buying power of the territories controlled from the three cities more forcibly than could be shown in any other manner. Where the greatest number of motor cars is sold, there lies the buying power. That is an indisputable fact.

Some of the counties in Fort Worth's natural territory reflect their great prosperity in phenomenal increases in number of automobiles owned. Eastland County, for instance, in 1919 had a total of 5,204 cars, while the latest figures show a total of 8,360. Stephens County, 1919, 1,222; 1920, 2,631; Wichita County, 1919, 8,341; 1920, 11,786. The greatest gains in automobile registration are noted in Fort Worth's tributary territory almost without exception.

The Automobile follows prosperity. There is no more sure indication. Don't be led to believe that Fort Worth trading area is in other than first-class condition. And, obviously, the city of Fort Worth commercially is but a reflection of the condition of its territory. West and Northwest Texas are the richest sections of Texas in per capita wealth, in natural resources and in percentage of native-born white population.

Fort Worth's future is assured. Its progressive citizenship is forward looking; and with a certainty of expansion in its trade territory. With the richest section of the State at its back every condition is most favorable for the more rapid growth.

# FORT WORTH STAR-TELEGRAM

Largest circulation in Texas by more than 10,000,  
as shown by Government report, October 1, 1920

CHARTER MEMBER A. B. C.

CIRCULATION NOW

**OVER 75,000 DAILY**

**OVER 90,000 SUNDAY**

AMON G. CARTER,  
Vice Pres. & Gen. Mgr.

A. L. SHUMAN  
Advertising Manager

# NEWS AND VIEWS FROM THE NATIONAL FIELD

By JOHN SULLIVAN

Secretary-Treasurer, Association of National Advertisers, Inc.

## FACTS MUST NOW BE FORTH-COMING IN LABOR ARBITRATION

A FEW weeks ago, at the monthly meeting of the New York Employing Printers' Association, an engineer employed by the association in getting material together for the use of arbitrators in labor disputes, in furnishing a synopsis of the employing printers' brief in cases now pending, said that oratorical fireworks performed before arbitrators did not succeed today; these gentlemen want facts, and decide solely upon the basis of facts.

The advertising world has long worked on that basis. And, again, as is so frequently the case, the advertising world has anticipated modern requirements. It is probable that it is because advertising men, by and large, are so actively foresighted and forehanded that they have hitherto been little troubled by regulatory or coercive legislation.

## ART AND ADVERTISEMENT

HERE is something written on this subject by G. K. Chesterton that has not yet, so far as I know, gotten into any advertising trade paper. It is interesting as showing an intellectual's point of view, the point of view of a man of the cloister, it seems not unfair to say; and it will sound curiously to American advertising men. Incidentally, the writing might be taken as indicating, by the very fact of its having been written, the present stage of conception of advertising art in Great Britain:

"Our merchants have really adopted the style of merchant princes. They have begun openly to dominate the civilization of the State, as the emperors and popes openly dominated in Italy. In Millais' time, broadly speaking, art was supposed to mean good art; advertisement was supposed to mean inferior art. The head of a black man, painted to advertise somebody's blacking, could be a rough symbol, like an inn sign. The black man had only to be black enough.

"An artist exhibiting the picture of a negro was expected to know that a black man is not as black as he is painted. He was expected to render a thousand tints of grey and brown and violet: for there is no such a thing as a black man just as there is no such thing as a white man. A fairly clear line separated advertisement from art. . . .

"I should say the first effect of the triumph of the capitalist (if we allow him to triumph) will be that that line of demarcation will entirely disappear. There will be no art that might not just as well be advertisement. . . . there has been a vast improvement in advertisements. . . . but the improvement of advertisements is the degradation of artists. It is their degradation for this clear and vital reason: that the artist will work, not only to please the rich, but only to increase their riches, which is a considerable step lower. . . . And no one who knows the small-minded cynicism of our plutocracy, its secrecy, its gambling spirit, its contempt of conscience, can doubt that the artist-advertiser will often be assisting enterprises over which he will have no moral control, and of which he could feel no moral approval."

What are your reactions to this? There are two I might mention, to start with: One is, that art art—as distinguished from advertising art—art art

(to use Mayor Hylan's phrase) in contrast with commercial artists—should be inspired to take a jump forward somehow, to keep ahead of the procession.

The other reaction is to imagine G. K. Chesterton saying to the advertising merchant, to change the pronouns of the catechism of the Church of England, "You are to order yourself lowly and reverently to all your betters" and, to advertising art, "to do your duty in that state of life unto which it hath pleased God to call you."

## COERCION OR STANDARDS

THE publisher, who also is a great editor, of a national business journal wanted a personal, not an official, point of view stated in regard to the advisability of his publication becoming a member of the A. B. C.

Here is what he received: "If I were the business director of such a publication as yours, I would say to myself: 'Here am I, directing the business interests of a business publication. These business interests are doing all they can to conduct their operations efficiently. Not only do they weigh and examine all the material they buy, but they even insist, where it is necessary, on an analysis of the product being furnished by the seller.

"As a business man, running a publication for these business interests, I should at least be ready to furnish to the people who wish to talk to the market my publication reaches, the kind of information that these interests seek, and I should be willing to furnish an outside and authoritative statement concerning my proposition, even as the analysis of a product is usually attested by a capable and professional man.

"It is also a fact that the concerns my publication serves have adopted standards that enable work to be performed without friction, with economy of time and effort, and to release the capacity of their organizations for essential tasks. I know, of course, that there has been much inefficiency in the use of publications because of a lack of standards, and that in the past many publications have wasted a great deal of time talking about their circulation and distribution instead of selling their markets.

"Surely I, as business director of this publication, ought to put my publication in line with the standards in the conduct of business that are favored by my readers. In so doing I will probably save the time of prospective advertisers, and it is possible they will be able to give more ready attention to my proposition because they are accustomed to examining publications along the lines of the standards followed by the A. B. C. and endorsed by the biggest association of advertisers in the world."

## "WHICH NEWSPAPERS—AND HOW MANY?"

ROGER BABSON, in one of his bulletins recently gives his opinion that, during the forthcoming year, advertisers will cut out magazines and use newspapers.

Perhaps so! There are quite logical and definite reasons for this course by some—perhaps many—national advertisers. But newspaper men make a

great mistake if, thinking Mr. Babson's forecast means more than it actually does, they sit back comfortably, smile, twiddle their thumbs, and wait for the order to come in, each order with a doubtful look on its face, as though it wondered whether it would get a reception among a crowd.

Many advertisers may spend more money in 1921 than in 1920. But the money will be spent for one purpose—to break down sales resistance. And the sales resistance may be bucked wherever it is greatest. It may be greater in Toledo, Atlanta, San Francisco, than in Buffalo, Pittsburgh, Philadelphia, in which latter cities, it may be, the sales are near normal.

Or, the Buffalo, Pittsburgh, Philadelphia papers may be used because sales resistance in those cities may not be as great. It depends upon the product, the house policy, the distribution factors—a dozen things.

But it by no means follows that newspapers will be used generally. That is the reason why newspaper men should heed the headline question, "Which Newspapers—and How Many?"

## "A CONDITION AND NOT A THEORY"

STANLEY LATSHAW is one of the cleverest men in the advertising field—not only one of the cleverest, but one of the soundest in his knowledge of marketing. His speech at the Sphinx Club on December 14 was brilliant, and he had many a merry quip at the expense of something I had said, or word I had used, in my endeavor to tell publishers what they would be up against in 1921, and why.

Particularly did he hang upon the word "theory" in applying it to publishing conditions, which, of course, I had not done. Indeed, the case of many publishers is anything but theoretical; rather one of hard, disagreeable fact. But, also, there is nothing theoretical about the advertiser's side. There there is a definite condition, and publishers should have no illusions about it.

In the utterance of some sellers of advertising space, material or service, there seems frequently to be an over-emphasis on the part played by advertising in a manufacturer's business—a manufacturer who has general distribution. It is the kind of over-emphasis which takes no account of the relation of advertising and advertising expenditure to the business in general; to the interrelation of buying and planning, production and selling and advertising and shipping, credits and collections, and so on.

Perhaps it is this oversight of interrelating factors that makes some sellers of space think and act as though their mediums were indispensable. The fact is that the manufacturer will always find a way to market his goods. If a wall of high costs of marketing is erected in his path, instead of besieging the wall, he is more likely to walk around the ends of the wall and so get into his markets.

Some sellers, when a buyer talks about no medium being indispensable, begin to declaim about the costliness of direct advertising, although that is by no manner of means the only substitute for publication advertising. Yet there are

quite a few manufacturers of national character who could doubtless dispose of their output by means of direct advertising and salesmen at a less cost than publication advertising.

There are far too many men employed in advertising who have become so hypnotized by this word advertising that they act as though a business was established and carried on for the sake of advertising, instead of advertising having been originated and developed for the sake of business promotion.

During the past year I have several times stated to audiences of advertising men that members of the A. N. A. do not advertise, essentially speaking. They market their goods; and marketing goods includes purchasing, manufacturing, inspection, administration, accounting, credits, individual selling, shipping, factory harmony and welfare and health—every single factor that enters into the life of a manufacturing establishment—and then advertising.

If that interrelation were thoroughly understood generally, the mass selling or advertising factor would be enhanced, not lessened, in importance.

## ANOTHER CHALLENGE

EDITOR & PUBLISHER, in its issue of December 18, seems optimistic that production, raw material, and transportation costs will be forthcoming from newspaper publishers.

EDITOR & PUBLISHER says: "Then present the facts—the costs of operation—which will quickly dispel all illusionment."

Three or four weeks ago this page had a challenge to produce and present the facts.

Has any newspaper publisher given them?

Not one.

And they will not.

This is another challenge—on behalf of the newspaper publishing business!

## NEW MEMBERS OF THE A. N. A.

THE following firms have recently been elected to membership in the Association:

Dulop Tire & Rubber Corporation of America, Buffalo, N. Y.—W. D. Humphrey, associate sales manager, in charge of advertising.

Long-Bell Lumber Company, Kansas City, Mo.—Paul E. Kendall, advertising manager.

American Ironing Machine Company, Chicago.—H. G. Grosse, general manager.

Dexter Folder Company, 200 Fifth Avenue, New York City.—George A. Heintzemann, advertising manager.

## "HORTON'S ICE CREAM"—69 YEARS OLD

THIS is the text of an advertisement running in theatre programs—a description that didn't "cut much ice" with a friend of mine who read it a few days ago. And yet this friend is a man so inordinately fond of ice cream that in Washington the other night he topped a dish of pancakes with two portions of ice cream! But the ice cream was only a few hours old, at most.



# THE EVENING MAIL

NEW YORK

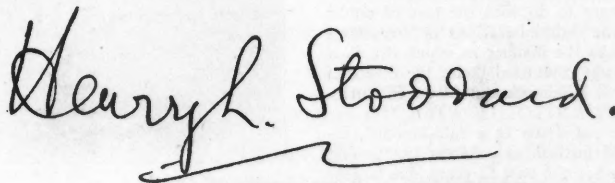
*Closes 1920 with*

- the Largest Circulation (172,703 daily net paid) in Its History!
- the Largest Advertising Volume in Its History!
- the Largest Gross Revenue in Its History!
- the Largest Pay Roll in Its History!
- the Largest Net Revenue in Its History!
- the Largest Advance Business Under Contract in Its History!
- the Largest Faith in the Ability of Uncle Sam to carry every burden successfully; to win and hold the rewards of peace as splendidly as he won in war the rewards of courage and vigor.

Finally, THE EVENING MAIL has the spirit to keep everlastingly at it; to preach the gospel of confidence and not of despair; to believe in America as the world's land of promise and our home of prosperity and achievement.

## SUCH IS OUR PLATFORM FOR 1921

*“For we walk by faith, not by sight!”*



PRESIDENT AND EDITOR

# EDITORIAL

## THE CHRISTMAS SPIRIT

WE have again come to the annual festival of the Christian world—a season not unlike the day nineteen hundred and twenty years ago when Christ was born in a manger in the City of Bethlehem in Judea. Indeed we repeat the age-old story. The business world is in turmoil. Mankind is weary of burdens, and there seems to be no room for Him in the Inn.

Now, as then, people are self-centred and too much concerned with their own affairs to give a thought or a care for others; not because they are any more heartless perhaps, not because they are any more cruel perhaps, but because the burden of their sins has been heavy and fear and distrust of one another has taken possession of their souls.

We need Divine help in these critical days. The kind of help that the Prince of Peace alone can give. If we want a proper perspective, please consider that whilst He could have chosen his followers from among the kings and priests and financiers of His day, he rather chose the simple folk—the fishermen—instead and did not attempt to make them millionaires but He did strive earnestly to inculcate into their minds a passion for truth, honesty and square dealing. "Share Ye One Another's Burdens," He said.

Human nature does not change. His parable of the Pearl of Great Price contains a lesson for the business man of today who holds out too long in a falling market. And the thing that He sought to emphasize is best expressed in His phrase—"Man's life consisteth not in the abundance of the things which he possesseth." Let the leaders of public opinion in America remember that Christ was never too burdened or too busy to be kind. On the way to the crucifixion, carrying the weight of the world's sin on His heart, together with the burden of His Cross and the knowledge of His death on the cross He had time and inclination to be helpful. You'll remember the story. He was hailed by a blind man. His disciples sought to get rid of the man because they said the Master should not be troubled, but Jesus heard the cry and calling the man to Him restored his sight.

All the wealth in the world cannot buy immortality; neither can it be attained by any act of the individual or his fellows; it is a great gift purchased by the Savior on the cross and is conferred upon all those who accept Him and lead righteous and holy lives.

The need of the World today is faith—faith of man in his fellowman, and faith of all men in the saving grace of the Master. Faith is the foundation upon which the Christian structure is built. We need it this Christmas Day, perhaps, more than ever before in Government, business and individually.

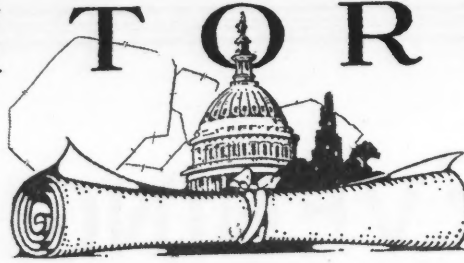
The Christmas spirit should typify the Christ-spirit. Christ gave it to us, you know, by going about doing good, but of all his disciples, only Paul realized its full significance and saw in it more than fine words for a special occasion uttered by the young Master who had no family to support, no payrolls to meet and no excess profits to pay. Paul realized its true significance and compressed it into a phrase when he said—"It is more blessed to give than to receive."

## WANTED—A POSTAL EXPERT

NO single agency brought anywhere near the criticism or had more to do with the loss of public confidence in the Administrations of Presidents Taft and Wilson than the manner in which the Post Office Department was conducted under the direction and policies of Frank Hitchcock and Albert S. Burleson.

Indeed, it can be put down as a cold-blooded, indisputable fact, that the lack of coherent functioning of the postal service for the past 12 years, due largely to false and impracticable policies, brought down on the heads of the two last Presidents more varieties of anathema, than any other hundred causes combined.

It is to be hoped, therefore, that Editor Harding will carefully consider the wisdom of taking this great public service department out of politics and placing in charge of it a man of broad knowledge and understanding, capacity and ability, a man of the vision of



*Merry Christmas, Good Cheer  
and a Happy New Year*

the fathers, one who visualizes the great organization as an instrument of service to all the people in order that the blessings of an even flow of intelligence may abound, and not a man who sees in it an opportunity for rewarding political servants or an enterprise that must be operated on penurious lines in order to show a dollar and cents profit.

The profit that this great arm of the Government should show is an ever increasing improved and efficient postal distribution as between the citizens and the residents of all the States. To do this the employees must know and be assured that merit will win and that politics are hereafter to be tabooed.

The newspapers of the land as well as the people generally have every confidence in the high purpose and ideals of public service of Editor Harding and look to him for succor and relief.

## WHAT ARE YOU DOING FOR FORESTRY?



[Amawalk Photo]

GOOD-CHEER is the fruit of the Christmas-tree—its appeal is worldwide. It is only a very few years ago since the boys went up the creek and cut a tree for the annual festival. That tree met the family requirements. Now we buy it. A few years ago ten cents would have been a good price—now we willingly pay \$3.

## TWELVE PAGES IN CHRISTCHURCH

FROM the other side of the world comes a Christmas visitor in the form of the Thursday, September 30th, issue of the Press of Christchurch, New Zealand, a 12-page, 8-column newspaper, measuring 19½ inches wide by 26 inches deep, with columns 2¼ inches wide and 23¾ inches in length.

This issue is remarkable in that it does not contain a streamer or a two-column heading, in fact the largest type on a news story is 24-point, single column. There is not a single illustration of any kind, either news or feature, comic or editorial layout. Some of the advertisements, most of which have the appearance of classified, contain illustrations. The largest type used in any advertisement is 60-point.

Page 1 is all advertisements, page 2 is all advertisements with exception of about a column and two-thirds in the centre columns of the page, which are devoted to the "Women's Corner."

Page 3 is all advertising except two columns, which are devoted to the "Courts."

Page 4 has 1 column of news; page 5 has 2 columns of news; pages 6 and 7, the editorial and local news pages, are free from all advertising; whilst page 8 contains about 6 columns of local news, and page 9 has 7 columns of sports and markets. Pages 11 and 12 are devoted to classified advertising.

Does this mean anything to you, Mr. Editor, by way of condensation and conservation?

## HORATIO WINSLOW SEYMOUR

HORATIO WINSLOW SEYMOUR is gone! Park Row and Washington street will see him no more. He has gone off yonder to join the celestial throng of redeemed scribes and master craftsmen of all ages.

For almost half a century he was an outstanding exponent of the best practices, ideals and traditions of the profession of journalism. In Milwaukee, St. Louis, Chicago and New York he stood at the very front of the hosts of those who fight the good fight of faith for righteousness in public and private life.

Modest and unassuming, quiet and retiring, he was nevertheless strong and virile, courageous and fearless in combating dangerous Governmental policies and evils in business and society.

Horatio Seymour had many of the attributes of a great judge. He was absolutely fair and impartial, and in many respects altogether detached from the allurements and distractions of the social life of the great metropolis. He was consecrated and devoted to the public interest and at all times a worthy disciple of the great Pulitzer, whose ideas and ideals of public service he cherished and advanced.

In his death the New York World has lost an honest and capable editorial writer and executive; the public has lost a devoted champion of intellectual range and capacity; his people have lost a tender and loving father and his associates a true friend and competent adviser.

## CONSIDER THE PAPER TARIFF

THE American press is largely dependent upon the newsprint mills of Canada for a major part of its supply of raw material for the next few years. That is why the proposed tariff bill now contemplated is of first interest to every newspaper publisher in America.

There is every assurance that nothing will be done with this bill at this session, but it will be one of the first matters taken up when Congress again convenes.

The press of the United States is the world's largest user of newsprint, and the bill proposed would, by its restrictions on money exchange, create a Canadian monopoly of that product.

The possibilities of this proposed bill and its effect on the newspaper publishing business must receive the serious consideration of every newspaper publisher in the country during the next few weeks.

**PERSONAL**

**B. W. FLEISHER**, proprietor of the Japan Advertiser and the Trans-Pacific Magazine, of Tokio, arrived in New York December 20, and will make his headquarters at the New York office of the Trans-Pacific, at 1 West 34th street. He plans to be in New York several months, and his family is with him. Mrs. Fleisher has not been in New York in seventeen years, and one daughter never before. He visited Toronto on his way to New York.

**B. H. Peace**, publisher of the Greenville (S. C.) News, has returned to his home after a business trip to New York.

**Julian Harris**, general manager of the Columbus (Ga.) Ledger, is a visitor to New York, and is a guest at the Hotel Monticello.

**Fernando Hartford**, publisher of the Portsmouth (N. H.) Herald-Chronicle, who received the Republican nomination for Mayor in a close contest, was elected by a majority of 2,243 over his Democratic opponent.

**Louis A. Hornstein**, publicity manager of the Mergenthaler Linotype Company, has undergone an eye operation. He is now at the Eye and Ear Infirmary, 13th street and Second avenue, New York, where friends can call and see him.

**Eugene Dyar**, for some time editor and publisher of the Carnesville (Ga.) Herald and the Royston Record, has sold the Record to V. L. Loehr, until recently connected with the Manchester Mercury, and A. B. Peters.

**Bud Fisher**, creator of "Mutt and Jeff," has been spending a vacation in New Orleans, enjoying the racing season. He has a stable of ponies there, but luck has frowned on him for the last two weeks.

**John H. Thompson**, publisher of the Thorold (Ont.) Post, has been on a trip through Western Canada. In a series of letters to his paper, instead of describing western conditions in general, he tells of former Thorold people living in the West, of what they are doing, and how they are getting along.

**George Priest**, former proprietor and owner of the Ithaca (N. Y.) Journal, is seriously ill.

**John W. Baker**, vice-president and general manager of the Ithaca (N. Y.) Journal, is ill.

**T. H. Preston**, publisher of the Brantford (Ont.) Expositor, delivered an address to the local Kiwanis Club on December 15, on the "Big Brother" movement.

**Bernard K. Sandwell**, managing editor of the Montreal Journal of Commerce, has been appointed an associate in economics with Professor Stephen Leacock at McGill. For some time he has been editing the Canadian Bookman, and it is not yet known whether this publication will be continued. Previously Mr. Sandwell wrote dramatic criticisms over the name of "Munday Knight" for the Montreal Herald.

**Walter C. Nichol**, editor and proprietor of the Vancouver (B. C.) Daily Province, has been offered the Lieutenant-Governorship of that Province, vice the Hon. Lt.-Col. E. G. Prior, recently deceased.

**Major Fernando W. Hartford**, editor of the Portsmouth (N. H.) Herald and Chronicle, was elected Mayor December 14. Major Hartford led his ticket by 500 votes.

**THE EDITORIAL ROOMS**

**E. J. Tarbell**, formerly of the staff of the Spokane (Wash.) Chronicle, is now with the Great Falls (Mont.) Daily Tribune.

**L. B. Rowland**, city editor of the Great Falls (Mont.) Daily Tribune, recently addressed the Great Falls Ad Club on "Advertising from the News Room's Viewpoint."

**Herbert M. Peet**, formerly editor of the Harlowton (Mont.) Press, has been appointed Sunday feature editor of the Great Falls (Mont.) Tribune.

**Warren W. Moses**, state editor of the Great Falls (Mont.) Daily Tribune, will be that paper's special correspondent during the legislative session at Helena in January and February.

**H. A. VanDusen**, formerly of the Great Falls (Mont.) Daily Tribune, is now editor and manager of the Service Star, a 24-page weekly magazine published by the Great Falls Post American Legion.

**William H. Doyle**, formerly editor of the Bridgeport (Conn.) Standard, was remembered by Elk friends on his 50th birthday December 18, by presenting him with a life membership in Bridgeport Lodge, No. 36, B. P. O. E. Mr. Doyle is now with the New York Evening Mail.

**Harvey Brown**, formerly reporter for the Bridgeport (Conn.) Telegram, has succeeded Julian Seamon as special writer for the Bridgeport Sunday Post.

**Miss Marguerite Kerr**, of the staff of the Portland (Me.) Express-Advertiser, is editor of the Blue Triangle Monthly, a self-supporting publication inaugurated by the Portland Young Women's Christian Association, and now making its initial bow to the public.

**Albert H. Kirchhofer**, political reporter and Albany correspondent during legislative sessions for the Buffalo Evening News, is being prominently mentioned as secretary to Governor-elect Nathan L. Miller, of New York.

**Mrs. Rose Herbert**, former Worcester (Mass.) newspaper writer, was elected as school committee-at-large at the municipal election last week. Her husband, Major J. F. J. Herbert, was editor of the Worcester Post for many years.

**Charles Phillips**, of New Richmond, Wis., former Twin City newspaper man, who has been director of American Red Cross publicity in Warsaw, Poland, has organized a post of the American Legion in Warsaw, which is said to be the "farthest outpost" of the Legion in the world. It comprises forty members who are all ex-service men now with the American Red Cross.

**Harold W. Belcher** has left the local desk of the New York World to become make-up editor of the Evening Telegram. "Bob" Hobbs, former make-up man for the Telegram, now is head of the desk.

**Bide Dudley**, of the New York Evening World, was the winner of the first prize in the \$100 prize contest for essays on "How I Would Run a Hotel," offered by Worth Colwell and Edward F. Korbel, publicity directors of the recent Hotel Men's Exposition in Grand Central Palace. Harold M. Weeks, of the New York Evening Post, won second prize, and Edward B. Riis, of the Brooklyn Eagle, third prize.

**WITH THE AD FOLKS**

**Arthur C. Thomas**, for three years manager of the Bureau of Publicity of the Omaha Chamber of Commerce, has become advertising and sales manager for T. F. Stroud & Co., Omaha, manufacturers of heavy road machinery. During his regime as manager of the Omaha Bureau of Publicity, Omaha won distinction through a newspaper campaign of community advertising.

**Harold deV. Partridge**, formerly of

**FOLKS WORTH KNOWING**

**W. D. BOYCE** of Chicago, owner and publisher of the Indianapolis Daily Times, the Chicago Ledger, the Saturday Blade and the Lone Scout, is off on another globe trotting expedition — this time to the South Sea Islands, New Zealand and Australia. His party sailed from Vancouver, B. C., December 17 and will go to Honolulu, then to the Fiji Islands, then to New Zealand and Australia, and



W. D. Boyce

after these countries have been covered, both in a literary and photographic way, Mr. Boyce will begin what he calls the "dessert" of the expedition, of which the least is known.

Novelty has been injected into the enterprise by the fact that airplanes, seaplanes, and boats will be chartered in order to get far from the beaten tracks which are taken by tourists.

Mr. Boyce began his expeditions many years ago, when he brought from Old Mexico a band of cave dwellers, who had been unknown and lost to civilization. Later he took to Africa an expedition that put up the first balloons ever seen on that continent and from these balloons he and his party photographed big game.

In 1910 and 1911 he had the distinction of interviewing the presidents of all the South American republics, his travels extending from the Isthmus of Panama to the Straits of Magellan. The following year he covered the colonial possessions and dependencies of the United States. In 1914 he toured the Orient and in 1915 he visited all the countries at war. Accounts of some of his travels have appeared in book form in his "Illustrated South America" and "United States Colonies and Dependencies."

the Fairbanks Company of New York, has joined the staff of the T. H. Estabrooks Co., Ltd., St. Johns, N. B., in charge of advertising and publicity. Mr.

Partridge was engaged in newspaper work in Rochester, N. Y., for ten years previous to joining the Fairbanks Company.

**C. H. Henderson** has been appointed advertising manager of the Union Trust Company, just formed by the merger of four Cleveland banks—Citizens Savings & Trust Company, First National, Union Commerce National, and First Trust & Savings Company.

**Frederic A. Potter**, formerly of the Wadsworth Howland Company, Boston paint manufacturers, has joined the merchandising sales service branch of the advertising department of the Boston American.

**W. Clinton Pettet**, formerly with the Decorative Designers, New York, is now associated with the Tower Artists of the same city.

**P. V. Burwell** has been appointed assistant advertising manager of the Black & Decker Manufacturing Company, Baltimore. For a year and a half he has been acting as assistant to G. W. Brogan, advertising manager.

**Ralph M. Rolan**, formerly of the Horton Studios, Cleveland, has been appointed assistant to C. K. Matson, advertising manager of the Cleveland Trust Company. Mr. Rolan succeeds I. I. Sperling, who will edit the employees' magazine and handle the neighborhood advertising problems of the company's 29 branch banks.

**Charles K. Keller**, who was director of publicity for the War Savings Committee of Illinois during the war, is now with the Leroy A. Kling Advertising Company of Chicago, in charge of the financial advertising department. Mr. Keller was recently connected with Albert Frank & Co., in Chicago.

**Frank A. De Sousa**, who was in the advertising department of the Endicott-Johnson Corporation for seven years, is now with the M. Samuels Company, Baltimore.

**J. R. Clemens** has resigned as advertising manager of the Cheney Talking Machine Company, Chicago, to join the advertising department of the Federal Electric Company of the same city.

**Lester C. Rau**, formerly direct-by-mail advertising manager of the Rudolph Wurlitzer Company, Cincinnati, has resigned to enter the advertising business for himself, specializing in literature for musical instrument manufacturers.

The Burlington Hawk-Eye invited its readers to vote for the most popular feature in that paper. The list included twenty-five of the best things produced by the leading syndicates in the United States, including children's stuff, cartoons and comic strips. The Free Information Service provided by Frederic J. Haskin, from Washington, received the most votes.

### DEWITT ASKS MUNSEY FOR HERALD BOOKS

Former Advertising Director, Suing for \$560,000 Alleged Due on Broken Contract, Subpoenas Newspaper Officers.

Subpoenas, with orders to produce the books of the New York Herald in the Supreme Court of New York County, have been served upon Frank A. Munsey, William T. Dewart, Ervin Wardman and R. H. Titherington, officers of that paper, by Edward D. DeWitt, who was advertising director of the Herald until it was bought by Mr. Munsey last January. The subpoenas are returnable December 26, and were issued to permit attorneys for Mr. DeWitt to examine the books of the Herald since Mr. Munsey took it over, preliminary to the trial of Mr. DeWitt's action against the New York Herald Company to recover \$560,000 which he claims is due him under his contract with the Herald, which would have expired in 1922.

In Mr. DeWitt's original complaint, it was stated that his contract provided the payment of a commission of one-half of one per cent on all net advertising receipts of the New York Herald and Evening Telegram and a further commission of seven and one-half per cent on all advertising receipts each month over and above the receipts of the same month the year before his contract became effective. He stated that the Herald and Telegram receipts from advertising aggregated \$4,054,133.62 from October 22, 1918, when his contract started, to January 17, 1920, when Mr. Munsey bought the Herald and announced that he would not assume Mr. DeWitt's contract.

Mr. DeWitt informed EDITOR & PUBLISHER that during the 15 months that he was advertising director of the Herald and the Telegram his total commis-

sions amounted to \$115,000, of which he drew about \$35,000 in cash. His suit is to recover the balance, plus the amount that he would have earned had not Mr. Munsey terminated the agreement.

The New York Herald Company is represented by Stetson, Jennings & Russell, and Mr. DeWitt's attorneys are Gregory, Stewart & Wrenn.

### NEW CHICAGO DAILY STARTS

American Daily Standard Has Xmas Number on December 22

CHICAGO.—The American Daily Standard began publication December 22 with a special Christmas edition. Rev. J. Clover Monsma is editor-in-chief and is also president of the American Christian Daily Company, publishers, of which Garret B. Van Heyningen is secretary and treasurer.

Clarence E. Wood is general manager. Robert Hage is managing editor. Dr. Wilbur F. Crafts will be an editorial writer. The paper, which will be published daily, with the exception of Sunday, has the United Press service. Prominence shall be given to news of value in promoting the welfare of the state, church and the home, a preliminary announcement says.

### "Hun" Champion Punished

JACKSONVILLE, Fla.—John D. Bischoff, a real estate dealer, was tarred, feathered and dumped off an automobile into the street by a delegation of citizens on December 19, following publication of a first page editorial in the Florida Metropolis on Saturday afternoon in connection with a letter which Bischoff had written to an advertising solicitor of that paper protesting against the use of the word Hun in its columns, and threatening to cease advertising with the Metropolis unless it at once agreed to stop referring to the Germans as Huns.

**LUDLOW** system for display type from 12 to 60 point. Simple, economical and faster than any other method. That's why the Ludlow sells so easy and gives universal satisfaction.

Hundreds of Publishers and Commercial printers have O'Ked the Ludlow, because by test it has proved best.

**ELROD** for leads, slugs, column rules and rule borders. By test has proved to be the best machine on the market for producing justifying material. Quality of material superior and production greater than that of any other machine.

BY TEST—LUDLOW AND ELROD—ARE BEST

**Ludlow Typograph Company**

606 WORLD BUILDING NEW YORK CITY 2032 CLYBOURN AVE. CHICAGO, ILLINOIS

## What Is the Best Measure of a Newspaper's Value to the Advertiser?

### IS IT CITY CIRCULATION?

In comparing circulation advertisers should insist upon up to date statements. Government statements or A. B. C. reports showing six months' average do not show the present situation because during this period the price of the Des Moines evening newspapers was increased from one cent to three cents per copy. The Register and Tribune publish a circulation statement every month in the year. As the last statement published by the second evening paper was for September, 1920, this comparison shows the net paid average daily circulation for September, 1920. November detailed statements for The Register, daily and Sunday, and The Evening Tribune will be mailed to any agency or advertiser on request.

(In city of Des Moines—paid average September, 1920)

Sunday Register	26,200
Daily Register	11,978
Evening Tribune	26,611
Second evening paper	18,506
Last evening paper	•
Last Sunday paper	•

\*No September figures published.

### IS IT SUBURBAN CIRCULATION?

(Within 50 miles of Des Moines—exclusive of the city)

Sunday Register	15,102
Daily Register	14,473
Evening Tribune	10,816
Second evening paper	13,475
Last evening paper	•
Last Sunday paper	•

\*No September figures published.

### IS IT COUNTRY CIRCULATION?

(Exclusive of Suburban and City.)

Sunday Register	40,254
Daily Register	35,176
Evening Tribune	9,990
Second evening paper	17,431
Last evening paper	•
Last Sunday paper	•

\*No September figures published.

### IS IT TOTAL CIRCULATION?

Sunday Register	81,556	Combined 109,944
Daily Register	61,627	
Evening Tribune	47,417	•
Second evening paper	48,425	
Last evening paper	•	•
Last Sunday paper	•	

\*No September figures published.

### OR IS IT ADVERTISING VOLUME?

Figures below show the total advertising of all kinds published from January 1 to November 30, 1920—nothing omitted

<b>MORNING</b> (6 issues a week)	
Daily Register	4,960,984 lines
<b>EVENING</b> (6 issues a week)	
Evening Tribune	9,057,412 lines
Second evening paper	7,635,816 lines
Last evening paper	4,506,762 lines
<b>SUNDAY</b>	
Sunday Register	3,632,288 lines
Last Sunday paper	2,538,942 lines

### IS IT LOCAL MERCHANTS' ADVERTISING?

This includes all stores—not a selected few.

<b>MORNING</b> (6 issues a week)	
Daily Register	1,487,516 lines
<b>EVENING</b> (6 issues a week)	
Evening Tribune	5,439,434 lines
Second evening paper	5,153,960 lines
Last evening paper	2,721,726 lines
<b>SUNDAY</b>	
Sunday Register	2,181,132 lines
Last Sunday paper	1,920,964 lines

### IS IT NATIONAL ADVERTISING?

<b>MORNING</b> (6 issues a week)	
Daily Register	1,256,220 lines
<b>EVENING</b> (6 issues a week)	
Evening Tribune	1,339,030 lines
Second evening paper	1,135,616 lines
Last evening paper	793,898 lines
*Last paper's figures include a large volume of objectionable copy not acceptable to other papers.	
<b>SUNDAY</b>	
Sunday Register	618,156 lines
Second Sunday paper	200,256 lines

### IS IT CLASSIFIED ADVERTISING?

Many shrewd buyers of space invariably select the newspaper carrying the largest volume of want ads.

<b>MORNING</b> (6 issues a week)	
Daily Register	2,210,740 lines
<b>EVENING</b> (6 issues a week)	
Evening Tribune	2,223,964 lines
Second evening paper	1,257,970 lines
Last Evening paper	961,506 lines
<b>SUNDAY</b>	
Sunday Register	831,054 lines
Second Sunday paper	414,372 lines

The Register and Tribune and the Sunday Register are the Dominant Newspapers in Des Moines and Iowa, Anyway You Look at It.

**PUSH BRITTEN BILL FOR NEWS BY NAVY RADIO**

**Publishers' Committee Tells Wire Troubles to Congress—Republican Members Fear Government Control, Is Rumor**

(By Telegraph to Editor & Publisher)

WASHINGTON, December 23.—Members of the cable and radio committee of the American Newspaper Publishers Association appeared today before the House Committee on Merchant Marine to urge prompt passage of the bill introduced by Representative Fred Britten of Illinois authorizing the Navy to enter into contracts for the transmission of radio press dispatches between the United States and Europe.

Those newspapers having their own foreign news bureaus urged the legislation as of vital necessity for the transmission of European news. They related the necessity for special statutory authority for handling such messages by the Navy.

Some Republican members of the Committee on Merchant Marine are said to be preparing to fight this Britten bill on the ground that such authority vested in the Navy might lead to Government control over press dispatches and ultimately Government operation of wireless and cable communications.

Rear Admiral Bullard, Director of Radio Communication, and Walter S. Rogers, American member of the General Communications Conference, supported the view taken by the newspaper representatives.

Admiral Bullard said that the naval radio stations had been open to the press for communication with France between the latter part of September and December and this caused some surprise on the part of Marlen E. Pew, editor and general manager of the International News Service, who said that his organization had not known that to be a fact. No notice of such a situation had come from the Department of Commerce, Mr. Pew said, although it had been notified earlier that the service had been cut off upon the representation of privately owned corporations that they were able to handle the business. Admiral Bullard said that none of the press associations or newspapers had used the stations to his knowledge during the interval mentioned by him.

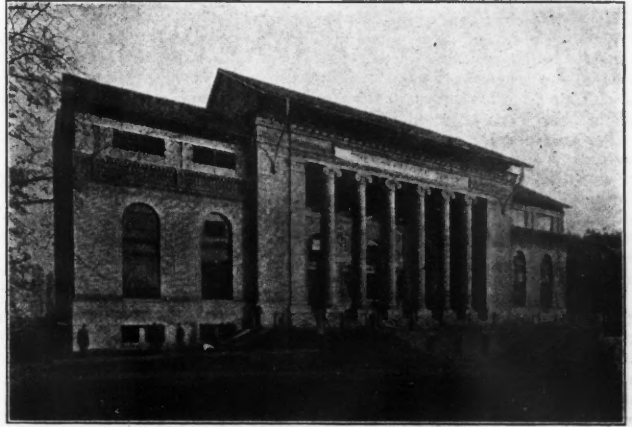
Mr. Rogers told the committee that in his opinion, the privately owned radio corporations would gain by having the naval stations carry press matter. He said that it was the opinion of those who closely observed conditions, that trade followed the distribution of news and the establishment of better relations between nations, and where trade was increased there would be found additional business, at the high commercial rates, for the privately owned companies.

Eugene Young of The New York World told of delays in the transmission of cable dispatches from Europe recently. He said it was impossible to obtain answers to queries sent abroad, either by cable or wireless, without many hours of delay.

An advertisement in Editor & Publisher's INTERNATIONAL YEAR BOOK will work for you every day in 1921.

**The Hartford Times**

Since 1817 Connecticut's Greatest Newspaper



NEW HOME OF THE HARTFORD TIMES

**Where Advertising Is An Investment**

THE advertising rate of the TIMES is much higher than any other Hartford newspaper, yet the TIMES publishes far more advertising than the daily and Sunday papers combined.

Why do Hartford merchants spend more money in the TIMES than in the other Hartford papers?

*Here Are the Reasons:*

It's a great investment.

Being good business men, these merchants do not figure costs but results. Every dollar they spend in the TIMES brings back many more. They know by years of experience that the TIMES with its concentrated home circulation reaches practically every fireside in the community, and that their advertising is sure of a thorough reading.

If advertising space in the TIMES is so valuable to local advertisers, there can be no doubt that it will prove equally valuable to national advertisers.

National Representatives

**KELLY-SMITH COMPANY**

Marbridge Bldg.,  
New York

Lytton Bldg.,  
Chicago

**SCHOOL DAYS By Dwig**

The Unforgettable Living Memories of Every Reader's Childhood

THE STEADIEST COMIC MAGNET ON THE MARKET



REMEMBER THOSE WINTER FLANNELS? So does every other man who sees this cartoon, and a thousand things that DWIG brings back to mind; the unequalled, ridiculous, tragic memories of boyhood. There is no phase of a boy's life that he has overlooked, from fishing, playing hooky, stealing 'pumpkins,' and dressing under the bed clothes in the cold, to the terrible mortification of new squeaky shoes.

Furnished Daily in Two or Three Column Size

The McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue

New York City

## H. W. SEYMOUR PASSES TO "REALMS" WHERE IT IS ALWAYS MORNING"

Originated Sensational Headlines on Old Chicago Times—  
Regarded as Journalistic "Sheet Anchor" of Democratic  
Party—An Appreciation

By RICHARD LINTHICUM

WHILE the journalism of the Middle West has produced many noted men, the most conspicuous figure in that profession of the generation that is passing was Horatio Winslow Seymour, whose death in New York occurred December 17, after twelve years of service on the New York World, with a short intermission, as a leading editorial writer.

For more than two decades Mr. Seymour was recognized as the ablest newspaper man of that section and the journalistic sheet anchor of the Democratic party throughout the territory in which his papers circulated. It was his pen that gave the Democratic party its great victory in the Middle Western states for tariff reform in 1890 and 1892, and it was his brilliant campaign in behalf of sound money in 1896 that held the conservative element of his party in check and added materially to the overthrow of the silver heresy.

### A "Balanced Man"

He may be best epitomized as a "balanced man." He never lost his head or went off half-cocked. He was deliberate in thought and action as well as in his method of style and expression in writing. He had a time for everything and everything in its time; a place for everything and everything in its place. He was methodical to the last degree, and it was an office pleasantry to his associates of many years that they used to set their watches by "H. W." He was always foursquare to the wind, never evasive nor shifting with public opinion, but holding tenaciously to his principles and striving ever like a true leader of men to lead aright and along safe paths.

Despite his deliberate methods and conservatism Mr. Seymour was never a reactionary; never in the "old fogey" class, but always sanely and safely progressive.

He hated wrong and oppression whether in the case of an individual or the masses of the people; he resented injustice in government and waged combat with it all the days of his life.

"Liberty, Equality and Justice," the watchwords of Democracy, were his own personal watchwords and he ever strove to make them living realities. He was a fundamental Democrat of the Jeffersonian school, and on the principles laid down by Jefferson, whom he revered, he was never willing to compromise. He often accounted for the greatness of Lincoln as a statesman by Lincoln's own admission that he was a Jeffersonian Democrat.

### A Jeffersonian Democrat

Vice-President Marshall's definition of the kind of Democrat he is would apply equally well to Horatio Seymour. "I am," said the Vice-President, "an old-fashioned, Constitutional, States' rights, personal liberty Democrat, 100 per cent pure and bottled in bond."

When Horatio Seymour took up journalism, or newspaper work, as most newspaper men prefer to call it, papers were more dependent upon party for success than they are today, and hence were more partisan.

Although a native of New York state, having been born in Cayuga county 66 years ago, Mr. Seymour's parents moved to Racine, Wis., when the son was a small boy. Beginning as printer's devil on the Racine Advocate, he learned the

printer's trade, then became a writer and did so well at it that he soon became city editor of the Milwaukee News, where his progressive methods and good news judgment attracted the attention of Wilbur F. Storey of the Chicago Times, who made him telegraph editor of his paper, then the leading one of the Middle West, the Bible of the Democratic party of that section.

New York City has been credited as the home of sensational journalism, but Storey's Chicago Times had that reputation long before any paper of the Eastern metropolis—not the sensationalism known as "yellow journalism," but the kind that upset all the old conventions in writing and editing news—a sort of a modern progressivism—and it was to the skill and ability of H. W. Seymour that the Chicago Times gained this reputation.

Under the telegraph editorship of Mr. Seymour the Times was soon celebrated for its crisp, newsy, witty and sometimes startling headlines, and not long thereafter had many imitators.

### On Old Chicago Times

Its editorials, too, were equally out of the ordinary—one particularly at a time when the Democratic party was not conducting itself to suit the ideas of Storey, was entitled: "The Democratic Party—Let It Die," which brought the leaders of the party from all over the West to the Storey sanctum. Having been given the assurance that the Democratic party would behave, the Chicago Times concluded to let it live.

When the Chicago Herald came under Democratic ownership Mr. Seymour became its managing editor and later its editor. It was here that all his previous training and experience found large opportunity. Being a practical printer and having a fine, sure taste in typography, he made the Herald one of the handsomest, if not the handsomest, newspaper typographically in the country. He established a news service through special correspondents throughout the Middle West and employed a staff of writers many of whom have gained national reputations, the foundations of which were laid under the guidance and direction of H. W. Seymour.

Among some of the best known were Finley Peter Dunne (Mr. Dooley); Charles Seymour, a younger brother; Brand-Whitlock, Minister to Belgium; Frederick Upham Adams, Charles E. Chapin, William Eugene Lewis, William A. Taylor, Louis Seibold, James O'Shaughnessy, Margaret Sullivan, Katherine Leckie, Allen Eddy and many others. Among well-known artists who had the opportunity to develop under Mr. Seymour's editorship were Thomas E. Powers, Horace Taylor, Ray Brown, Charles Lederer and lesser lights.

Finley P. Dunne and "Charlie" Seymour were considered by members of their own craft as the best two reporters in Chicago. Among other things they initiated was the present-day system of reporting baseball games by picking out the most important or most interesting feature of the news of the game and playing it up for a story, leaving the score and details to the technical sports reporter.

### Fondness for Caution

Of Tom Powers, the artist, Mr. Seymour was admirably fond, but exercised his fondness with caution, as witness: He sent to the art room one day a portrait of a friend who had just died, to be drawn for reproduction. When his secretary returned from the art room, Mr. Seymour asked: "To whom did you give that portrait?"

"To Powers; he was the only one there."

"Go back and get it," said Mr. Seymour, betraying his alarm. "That man has just died and Powers will draw him with a cat climbing up his back."

During the Congressional campaign of 1890 and the Presidential campaign of 1892 Mr. Seymour distinguished himself by a series of editorials on tariff reform which sent a Democratic wave of victory over the Middle Western States. They were later published in book form under the title of "Government and Company, Limited," and are as fine specimens of clear, forceful, convincing English prose as exist in any political writings.

When the Chicago Herald was sold the Western metropolis was left without a Democratic paper, and the Chronicle was established with Mr. Seymour as publisher and soon thereafter in full editorial control.

Then came his notable campaign for sound money, in which he supported Palmer and Buckner, the Gold Democrats' candidates. He materially aided in the victory for honest money, but the campaign of 1896 and the two other Bryan campaigns which followed practically wrecked and destroyed most of the lead-

ing Democratic papers of the Middle West and beyond. The Chronicle was for a time a heavy sufferer in circulation, but continued until 1907, when it suspended through the business failure in other lines of its principal owner.

The tariff issue was epitomized always by Mr. Seymour as special privilege and the money issue as common honesty. He was ever the uncompromising foe of the former and the staunch champion of the latter.

A year later, 1908, Mr. Seymour accepted an offer from the late Joseph Pulitzer to join the editorial writing staff of the World and also to act as editorial supervisor—the latter post he filled only for a short time. Here his talents as an editorial writer had full play, for Mr. Seymour and Mr. Pulitzer were one in their uncompromising antagonism to wrong, to special privilege in government, to dishonesty in public and private place and in their championship of personal liberty and the equality of individuals before the law.

### President Wilson Expresses Sympathy

His efforts in behalf of national virtue and international good-will were appreciatively defined by President Wilson in a telegram of condolence and sympathy to Mrs. Seymour, in which the President said:

"May I not express to you my very deep sympathy in the loss of your admirable husband, who has done so much conscientious and excellent work for the promotion of the right in politics and international relationship."

Mr. Seymour was a man of marked personal kindness in his relations with others, and tolerant of the shortcomings of his subordinates.

He was helpful with advice and always responded within his means in substantial assistance to those of his craft or families in need.

He made friends slowly, but his friendships were genuine and lasting.

The strong friendship between Mr. Seymour and Joseph Pulitzer and Ralph Pulitzer was interrupted only by the deaths of the two elder men.

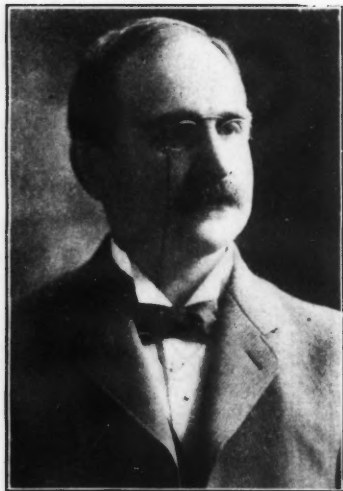
There was also a warm friendship between Mr. Seymour and Frank I. Cobb, editor of the World, beginning with mutual professional admiration—men widely different in their style of workmanship—Cobb, the D'Artagnan of American journalism, and Seymour deliberate, argumentative and less declamatory. Wherever "H. W." was he was always a sound counselor, gifted with wise foresight based on an industrious and studious life and tried experience.

### Belonged to Work and Family

Mr. Seymour was a man of more or less reclusive habits, not that he lacked sociability, but because he felt that his time belonged to his work and his family. He rather avoided personal acquaintance and association with public men, preferring to judge them by their public acts and utterances, free from any possible influence of their personality. He seldom attended public functions partly because the demands upon his time and health did not permit of it, but in May, 1918, he consented to be the guest of honor at a dinner given by former newspaper associates in Chicago, at which he received many evidences of the genuine affection in which he was held by men who enjoyed his confidence and friendship.

On that occasion, referring to the large number of former associates who had passed away, he said:

"I do not intend to call that long roll of the dead, but you will join with me, know, in the hope that they have found the realms where it is always morning. So say all the friends of H. W."



Vice-President Marshall's definition of the kind of a Democrat he is would apply equally well to Horatio Seymour. "I am," said the Vice-President, "an old-fashioned Constitutional, States' rights' personal liberty Democrat, 100 per cent pure. . . ."

**"RESTORING" CAMAC STREET**

**Poor Richard Club Wants Atmosphere of 1776 at Its Front Door**  
(Special to Editor & Publisher)

PHILADELPHIA.—Plans are developing rapidly for the "re-making," so to speak, of that section of Camac street wherein are located the Poor Richard Club, the Franklin Inn, the Sketch Club, and a number of other organizations which are known to advertising men, newspaper men, writers and artists throughout the country.

The present plans for "re-making" Camac street were launched by Karl Bloomingdale, president of the Poor Richard Club, who before he became an advertising man was for many years on the Philadelphia Press editorial staff.

The quaint old houses in Camac street which have been made into club houses are of typical Colonial design. The plans projected provide for the setting up of an old-fashioned hitching post in front of each clubhouse—each post to be painted green from the ground up to eight or ten inches from the top, and white from there up. These hitching posts will be exactly like the old posts that dotted the sidewalks along Chestnut street in the days when Philadelphia was the capital of the nation.

Typical old-fashioned-looking lamp-posts of Colonial design and character will be installed in this "Biggest Little Street in the World." Quaint old flower-boxes will appear in the windows of the numerous club houses. At the Walnut street entrance there will be a bronze tablet giving a direc-

tory of the various organizations that have their homes located along this little street.

**May Grant Advertising Degree**

SAN FRANCISCO.—Marc N. Goodnow, head of the department of journalism at the University of Southern California, has been appointed chairman of a committee of five to cooperate with the Pacific Coast colleges, with a view to granting a degree in advertising.

**Noise Not Advertising, Court Rules**

BUFFALO.—"Don't use buzzers, advertise in the newspapers." This was the advice given Stephen Iacuzzo, Buffalo men's furnishings dealer, when arraigned in court for operating a buzzer in one of his store windows. He was fined \$25.

**To Open Chicago Office**

The Biow Agency, Inc., of New York, will establish an agency service in Chicago on January 1. This new office will be under the management of Gordon E. Cole, now with the Biow Agency in New York.

**Frances B. Noyes to Wed**

WASHINGTON.—Miss Frances B. Noyes, daughter of Frank B. Noyes, publisher of the Washington Star and president of the Associated Press, and Edward Hart, will be married in Washington on January 6.

**Agency Changes Name**

The Rowland Advertising Agency, New York, with offices in the Grand Central Palace, has changed its name to The Rowland Advertising Company, Inc.,

# WISCONSIN

## Leads in Dairying

# WHY?

There are many answers to that question, but these three are the most important in the development of the dairy industry:

First, climate and soil conditions are admirably adapted to dairying; second, men and women who were dairy-minded settled in the state; and, third, an abundance of able, honest leadership.

Wisconsin is first in the production of butter in excess of \$34,000,000 in 675 establishments.

Wisconsin is first in the production of cheese in excess of \$28,000,000 in 1,739 establishments.

Wisconsin is the cow state par excellence with an average of nine cows on every farm.

Wisconsin people know the language of advertising and respond to that which carries to them a real appeal.

These are the daily newspapers that will carry your message to these industrious people.

	Circulation	Rate for 5,000 lines
†Appleton Post-Crescent .....	(E) 7,915	.035
Beloit News .....	(E) 7,814	.045
††Eau Claire Leader-Telegram....	(ME&S) 8,083	.035
*Fond du Lac Reporter.....	(E) 5,325	.03
**Green Bay Press-Gazette.....	(E) 10,005	.035
††Kenosha Herald .....	(E) 2,498	.025
**Kenosha News .....	(E) 5,548	.025
La Crosse Tribune & Leader-Press..	(E&S) 12,085	.05
**Madison (Wis.) State Journal....	(E&S) 13,719	.05
Milwaukee Journal .....	(E) 107,564	.20
Milwaukee Journal .....	(S) 95,074	.20
Milwaukee Sentinel .....	(M&E) 82,927	.14
Milwaukee Sentinel .....	(S) 74,608	.14
Racine Journal-News .....	(E) 8,092	.045
Superior Telegram .....	(E) 18,091	.05
††Superior (Wis.) Sunday Times.....	(S) 10,000	.055

Government Statements, October 1st, 1920.  
\*A. B. C. Publishers' Statement, October 1st, 1920.  
\*\*A. B. C. Report, April 1st, 1920.  
††Government Statement, April 1st, 1920.  
†Publishers' Statement, September 1st, 1920.

The Publishers of

**The Pittsburgh Post**

— and —

**The Pittsburgh Sun**

announce the appointment of

**LORENZEN & THOMPSON, Inc.**

WITH OFFICES AT

19 West 44th Street - New York  
Peoples Gas Building - Chicago

as their special representatives in the National Advertising Field





**TIPS FOR AD MANAGERS**

T. B. Brown, 33 W. 42d street, New York. Making 18,354-line full-year contracts for "Macoris".

Scott & Scott, Inc., 220 W. 42d street, New York. Renewing contracts for E. J. Wood.

Williams & Cunningham, Inc., Tower Building, Chicago. Will start advertising in January for "Lucky Strike" cigarettes. The campaign will run 4-inch, 1 column, twice a week for 42 weeks in daily newspapers and 4 inches, once a week in weekly papers.

Charles F. W. Nichols Company, Inc., 20 E. Jackson Boulevard, Chicago. Making 2,000-line contracts with Western newspapers for Canadian Pacific Railroad Company.

Van Patten, Inc., 30 N. Michigan avenue, Chicago. Making 2,000-line contracts with the West newspapers for Miller Rubber Company.

Hawley Advertising Agency, 347 5th avenue, New York. Making 5,000-line contracts for C. Schirmer, music publishers.

Theo. F. McManus, Inc., E. Hancock avenue, Detroit. Renewing contracts for Maxwell Chalmers, automobiles.

H. W. Ayer & Son, 308 Chestnut street Philadelphia. Placing 12-inch copy to run 6 times with New England newspapers for Lowell Fertilizer Company. Placing 12-inch copy to run 6 times for Essex Fertilizer Company, with New England newspapers. Placing 12-inch copy to run 5 times, in New England, for New England Fertilizer Company.

Lyndon & Hanford Company, Inc., 200 5th Avenue, New York. Making 5,000-line contracts for C. S. Clark Enterprises, Rochester, N. Y.

Nelson Chesman & Co., Inc., Goddard Building, Chicago. Placing 28-line copy to run 21 times in Southern newspapers for William Muller, Brooklyn, N. Y.

Hamilton Advertisers Agency, Ltd., Hamilton, Ont. Handling account of Firestone Tire Rubber Company of Canada, Ltd.

Smith, Denne & Moore, McGill Bldg., Montreal. Placing some advertising in general magazines for "Onto" Ink Pencil.

McCConnell & Fergusson, Temple Bldg., Toronto. Have secured the advertising account of R. A. Lister & Co., manufacturers gas engines and cream separators.

Dramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Handling advertising of Campbell Heating Company of Des Moines, Iowa.

Scott & Scott, Inc., 220 W. 42d street, New York. Contracts for 1921 advertising being placed to 1,100 daily newspapers in the United States for the account of Korein Co., 441 S. Boulevard, N. Y. Space on these contracts expected to total 5,000 lines in the year, as in 1920. Placing contracts with Connecticut newspapers for the account of Doran's Linen Company, Meriden, Conn.

Morris-Patterson, Ltd., 10 E. Adelaide street, Toronto. Placing some advertising for the Delco Portable Gasoline Drag Saw, made by M. Wade & Co., Portland, Ore.

Baker Advertising Agency, Bay street, Toronto. Sending out orders to a list of users for the Delco Light Company, Dayton, Ohio, manufacturing the "Delco Light."

McCConnell & Fergusson, 260 St. James street, Montreal. Preparing plans for an extensive campaign in the new year for the first corner advertising of the Parisian Corset Company, Ltd., Quebec.

James Fisher Company, Ltd., 384 Yonge street, Toronto. Placing the advertising of Shinn Mfg. Company of Canada, manufacturing lightning rods.

C. C. Smith & Sons, 32 Front street, West, Toronto. Placing orders in special papers for the Shale Brick Company of Canada, Ltd., Toronto.

Smith, Denne & Moore, Ltd., McGill Bldg., Montreal. Sending instructions to a list of these newspapers for the Quebec Optometrist Society. The campaign is educational, similar to that recently carried on by the Ontario Optometrist Society, and has for its object a more general conservation of eyesight.

Advertising Agencies Corporation, 162 Metropolitan Tower, New York. Renewing contracts with newspapers for United States Government, Army and Navy.

Allen Advertising Agency, 347 5th avenue, New York. Report to be figuring on a campaign for next year for Samuel Bonat "Bonnet" Hair Net, 67 Irving place, New York.

Boyd Advertising Agency, 220 Fayetteville street, Raleigh, N. C. Reported to be handling advertising for Pepsi Cola Co., temperance drink, New Bern, N. C.

Brett Associates, 1813 Engineers Bldg., Cleveland. Reported to be handling advertising for Air Section Carburetor Company, Canton, Ohio.

John Buchanan Advertising Agency, Globe Building, Boston. Placing orders with some New York state newspapers for Fair Oaks Chocolate Company.

Churchill-Hall, 50 Union square, New York. Making tryout order with Springfield, Mass., newspapers for Sugar Products Company, "Autome Molasses," 16 Exchange place, New York.

Henry, Hurst & McDonald, 58 E. Washington street, Chicago. Placing advertising for Art Lamp Manufacturing Company, "Almco" Lamps, 306 5th avenue, New York city.

Hoys Service, 116 W. 32d street, New York. Will place national advertising for United Electric Company, "Ohio Truc Vacuum Cleaner," Canton, Ohio.

Arnold, Joerns Co., 14 E. Jackson Blvd., Chicago. Placing orders with newspapers in various sections for Knickerbocker Manufacturing Company, "Knickerbocker Bath Brush," Chicago, Ill.

Martin V. Kelley Company, Second National Bank Bldg., Toledo. Reported to be handling advertising for Nylune Laboratories, "Chlorax" Tooth Paste, Jackson, Mich.

Klau-Van Pietersom-Dunlap, 131 2d street, Milwaukee. Reported to be handling advertising for Krause Milling Company, "Amerikown," Milwaukee.

Lord & Thomas, Mellers' Bldg., Chicago. Handling advertising for G. T. Polk Company, "Polk Grapefruit," Miami, Fla.; Johnson Motor Wheel Company, South Bend, Ind.

Manterbach Co., 74 Union place, Hartford, Conn., and 171 Madison avenue, New York city. Handling advertising and later will use newspapers for Allen Pharmacal Co., "Royal Toilet Preparations," Plainfield, N. J. Again placing orders with newspapers for Fuller Brush Company, Hartford, Conn.

Theo. F. McManus, Inc., 44 Hancock avenue, East, Detroit. Reported will make up list of newspapers during January for Hupp Motor Car Corporation, Detroit.

George L. Dyer Company, 42 Broadway, New York. Reported to be renewing contracts with newspapers for "U. S. Tires," Broadway and 58th street, New York city.

Empire Advertising Company, 298 Broadway, New York. Placing orders with newspapers in various sections for Rambler Shoe Company, 129 Duane street, New York.

Erwin Wasey & Co., 58 E. Washington street, Chicago. Reported to be renewing contracts with newspapers for Lafayette Motors Company, Indianapolis; renewing contracts with newspapers for National Motor Vehicle Company, Indianapolis.

Federal Advertising Agency, 6 E. 39th street, New York. Reported will make up lists of newspapers for E. & Z. Van Raalte, veiling, 83 5th avenue, New York; placing 60-inch, nine-time orders for Samstag & Hilden, "Fashionette Hair Net," 1200 Broadway, New York.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago. Handling advertising for Auto Wheel Company, Lansing, Michigan.

E. W. Hellig Company, 299 Madison avenue, New York. Handling advertising for Thompson-Starrett Company, construction engineers, New York.

John O. Powers Company, 461 4th avenue, New York. Placing orders with newspapers that have rotogravure sections for the Nelke Corporation, "Nelke Soft Dolls," 10th and Norris street, Philadelphia, Pa.

George G. Powning, 600 State street, New Haven, Conn. Placing orders with newspapers for Kotal Company hair restorer, 443 Southern Boulevard, New York city.

Frank Presbrey Company, 456 4th avenue, New York. Reported will make up list of newspapers during January for R. & G. Corset Co., 881 Broadway, New York.

William H. Rankin Company, 50 Union square, New York. Handling advertising for Greenpoint Metallic Bed Co., 226 Franklin street, Brooklyn, New York.

Redfield Advertising Agency, 31 W. 33d street, New York. Will start campaign in New York city newspapers for Independent Salt Co., "Red Salt," 44 Whitehall street, New York.

**BENEVOLENT LEAGUE ELECTS**

**G. F. Dobson, Jr., of the Globe Heads New York Newspaper Body**

The Newspaper Men's Benevolent League's frolic December 18 at the New York Press Club was attended by 300 newspaper men and their guests, including a number of city, state and federal officials, prominent men of affairs and celebrities of newspaperdom. The Newspaper Men's Benevolent League elected the following officers for the coming year:

George F. Dobson, Jr., New York Globe, president; Charles S. Salomon, Tribune, first vice-president; John J. O'Connell, Times, second vice-president; Miles Bath, New York City News Association, secretary-treasurer; Joseph A. Butler, World, assistant secretary-treasurer; directors: Don Marquis, Sun; William Beazell, World; Charles E. Seelig, Tribune; Louis Stark, Times; Fred H. Adams, City News; Thornton Fisher, Evening World; Gerald B. Breitigam, Globe; John J. Lindley, Herald; Arthur F. Corrigan, City News; Peter L. Campbell, American; Nelson Meade, Evening Journal, and James E. Durkin, Telegram.

# ILLINOIS

205 miles wide

380 miles long

56,665 square miles

6,485,098 people (1920 census)

\$3,905,321,075 Assessed Valuation

Illinois has over 250,000 farms.

Illinois has the second largest city in the United States.

Illinois is the third largest state in point of population in the United States.

The farm lands of Illinois are highest in point of value in the United States.

Illinois has 18,500 factories and the value of its products exceed \$2,000,000,000 annually.

Illinois presents ideal territorial market conditions and the daily newspapers listed here can work wonders in helping you popularize your products.

A concentrated campaign in Illinois will prove a wonderful eye-opener. It will demonstrate the fundamental soundness of putting all your eggs in one basket and marketing that basket.

		Rate for	Rate for
	Circulation	2,500 Lines	10,000 Lines
Champaign Daily News-Gazette... (E)	8,609	.04	.04
Chicago Evening American..... (E)	364,769	.60	.60
Chicago Herald-Examiner..... (M)	344,538	.55	.55
Chicago Herald-Examiner..... (S)	626,637	.75	.75
††Chicago Daily Journal..... (E)	117,588	.26	.24
†Chicago Daily News..... (E)	398,405	.55	.55
Chicago Evening Post..... (E)	52,981	.25	.12
Danville Press..... (M&S)	11,007	.035	.0325
Moline Dispatch..... (E)	10,189	.04	.04
*Peoria Journal-Transcript.... (M&E)	31,011	.11	.09
Peoria Star..... (E)	22,913	.075	.06
Rock Island Argus..... (E)	9,072	.04	.04
Sterling Gazette..... (E)	4,863	.03	.03

Government Statements, October 1st, 1920.

†Publishers' Statement.

\*A. B. C. Publishers' Statement, October 1st, 1920.

††Government Statement, April 1st, 1920.

**BISHOP BURCH, ONCE EDITOR, IS DEAD**

**Head of New York Episcopal Church for Past Year, Was Long with Daily Newspapers in Middle West**

The Right Rev. Charles Sumner Burch, Bishop of the Protestant Episcopal Diocese of New York, died suddenly December 20. While he was taking a walk he became so weak that he hurried to the home of an old family friend, where he died.

Bishop Burch was born in Michigan, June 30, 1855, and all the years of his life were spent in and about his native State, where he was educated and for many years did daily newspaper work.

After a question as to whether he did not think it unusual for the church to recruit a bishop from the newspaper business, the bishop once replied:

"Perhaps so, but I was a lay reader while yet in journalism. I think the most appreciated honor of my life was my election to the editorship of the University Chronicle, the college paper, except being made first baseman on the college baseball nine. My journalistic beginnings were as correspondent for the Detroit Union, now defunct, but which became the Detroit News. James S. Scripps was my chief.

"Later I was connected with an iron and steel journal, the Industrial World, in Chicago. Then for several years I went into general publishing, having charge of the Joliet Sun and the Kansas City Argo. Finally, I was editor and manager of the Grand Rapids Evening Press for nine years."

**Obituary**

ADEN G. WILEY, city editor of the Indianapolis Star, died December 21, at the Norway Sanatorium, after an illness of only a few days. His death was caused by a physical breakdown followed by pneumonia. Mr. Wiley was born 36 years ago at Arkansas, Ill., and began his newspaper work in Terre Haute, and about 12 years ago joined the Indianapolis Star. After serving for some time as city editor of the paper, he left for the New York Evening World.

REV. THOMAS P. BAKER, at one time editor-in-chief of a San Francisco paper, died at Kennebunkport, Maine, December 9, after a year's illness. It was while engaged in newspaper work that he became converted by Dwight L. Moody, a famous evangelist, and later entered the ministry. He was born in 1862 at Red Bluff, Cal.

MRS. ELIZABETH CUSACK WENK, aged 35, who wrote for the New York American and other newspapers and magazines under the name of Nina Paterson, died December 21, at Whitestone, L. I.

GEORGE WELLS, aged 86, formerly well-known Nebraska editor, died of old

age in Council Bluffs, Ia., last week. He came here from Illinois in the early seventies, and for years edited papers at Central Cities and other parts of the state.

MRS. SUSAN COLT PACKER BRADFORD, wife of Edward Anthony Bradford, editorial writer on the New York Times, died last week in Brooklyn, N. Y.

MRS. S. T. GREEN, mother of Carl M. Green, head of the advertising agency of Green, Fulton & Cunningham, of Detroit, died in Charlotte, Mich., recently.

E. B. FISHER, aged 73, for 23 years editor of the old Grand Rapids Daily Eagle, and one time mayor of Grand Rapids, died December 16.

ARTHUR A. GREENBURG, aged 32, for seven years advertising representative of the Webb Publishing Company of St. Paul, died in that city. His territory was the Middle West, and formerly he was associated with a Milwaukee advertising agency.

HULL FRED ABBOTT, associated with the business office of the Lewiston (Me.) Daily Sun for many years, died December 15.

HENRY G. TINSLEY, formerly reporter on the New York Sun, and later editor of the Pomona (Cal.) Progress and of the Review, died at Pomona, Cal., December 15. He was born at Lyons, N. Y., where his father was editor of the Republican, on April 20, 1861, and was a graduate of Cornell University. He went to California in 1887.

FREDERICK N. SOMMERS, who has conducted an advertising agency in Newark, N. J., for 25 years, died in that city December 19. Starting as a compositor on the old Newark Advertiser, he went into the paper's business office and later started his own advertising agency.

REGINALD F. MAYHEW, aged 59, who was in the service of the New York Herald for twenty years as turf and kennel editor, died several days ago, at Hempstead, L. I. He retired from the Herald ten years ago, but for four years after he became blind he continued writing.

JAMES NOLAN, who retired from newspaper publication two years ago, committed suicide by shooting himself with a rifle while in the woods near Belfast, N. Y. Mr. Nolan, who was well known

in Buffalo, Rochester and Toledo, Ohio, was 70 years old.

MICHAEL W. WOLFE, aged 55, veteran composing room employee of the Buffalo Enquirer, died of injuries received when he was struck by an automobile December 11.

THOMAS C. DAY, aged 41, for 25 years in the pressroom of the New York Herald, died in Brooklyn December 11.

WILLIAM DEVEAUX WOODRUFF, aged 59, president of the Lincoln Paper Mills, of Merrittton, Ont., died December 13, in St. Catharines.

LAWRENCE W. CLARK, aged 81, formerly owner and publisher of the Firemen's Herald, a New York weekly paper, died December 11, in Brooklyn.

CHARLES BARNICE AMES, who started Motor, and formerly controlled Motor Boating, died in Plainfield, N. J., last week, aged 55. When he died, he was editor of Horseless Age.

A. R. KEIM, aged 60, editor of the Falls City (Neb.) Journal, died in Monrovia, Cal., where he went recently for his health.

MRS. MAGGIE MOTT, mother of Raymond Mott of the Pittsburg (Kan.) Sun, and L. G. Mott of the Topeka Capital, died last week.

WILLIAM A. SMITH, former editor of the Sigel (Ill.) Advocate, died in Jacksonville, Ill., this week following a physi-

cal and nervous breakdown. He was 46 years of age and had been engaged in newspaper work in central Illinois for a number of years. He was buried in Sigel.

**Williams Administrator**

PHILADELPHIA.—Churchill Williams, associate editor of the Saturday Evening Post, has been named administrator of his wife's estate, appraised at \$203,000.

**May Become College Daily**

TORONTO.—A proposal to convert the tri-weekly Varsity, published by the under-graduates of the University of Toronto, into a daily is again the subject of discussion.

**Sale and Suspension in Georgia**

ELBERTON, Ga.—The Elbert County Times, semi-weekly, has suspended publication, leaving the field to the Star, W. L. Skelton, editor and proprietor. The Star will be sold at public sale January 4. Mr. Skelton is retiring because of ill health.

IN NEW ORLEANS  
IT'S — —  
THE NEW  
ORLEANS ITEM

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

**Asbury Park Press**  
thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.  
Standard Rate Card Member A. B. C.  
Frank R. Northrup, Special Representative  
303 Fifth Avenue, New York City  
Association Bldg., Chicago, Ill.  
J. LYLE KINMONTH, Publisher  
Asbury Park, N. J.

The  
**Pittsburg Press**  
Daily and Sunday  
Has the Largest  
CIRCULATION  
IN PITTSBURG  
Member A. B. C.  
Foreign Advertising Representatives  
Metropolitan Tower, People's Gas Bldg.  
I. A. KLEIN, JOHN GLASS,  
New York Chicago

**Million Dollar Hearst Features**  
The World's Greatest Circulation Builders  
International Feature Service, Inc.  
New York

**BOSTON AMERICAN**  
LEADS  
all other Boston evening newspapers in  
Department Store ADVERTISING  
A sufficient recommendation to ANY space buyer.

**Famous Wits of History**  
A short magazine page feature twice a week.  
NEWSPAPER FEATURE SERVICE  
241 W. 58th St., NEW YORK

We can increase your business—you want it increased.  
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.  
**BURRELLE**  
145 Lafayette St., N. Y. City  
Established a Quarter of a Century

The Mount Vernon, N. Y.  
**DAILY ARGUS**  
carries more display advertising than any other newspaper in Westchester County  
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon  
GEO. B. DAVID & CO.  
Foreign Representative  
171 Madison Ave. NEW YORK

The Value of any newspaper is best reflected by the confidence of its Advertisers.  
**THE HOUSTON CHRONICLE**  
LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.  
IN TEXAS  
It's  
**THE CHRONICLE**  
Representatives in  
New York Kansas City Chicago  
St. Louis Atlanta  
John M. Branham Company

OUT OF TROUBLED WATERS

(Continued from Page 8)

The Governor returned and invited Graine to his private office on the floor below.

"It's like this," he said. "I see you are all unstrung. This is Friday. You report here to me tomorrow. If you do, you can go to work for us Monday."

Graine was turning to depart, when Glynn called him back, at the same time producing a roll of bills!

"Got any money?"

"Not a cent."

"Take this," and the Governor peeled off two ones. "This will tide you over until tomorrow. When you drop in then I will give you enough to hold you over until Monday, when your job starts. And, by the way, how about salary? I would have to entirely revamp my payroll if I paid you a cent over twenty-five dollars a week. That's all I can give you and I expect you to do some real work for it."

Graine, gripping the two bills, was passing down the narrow stairway leading to the business office of the Times-Union, when he noticed something glimmering and managad, despite his weakness, to pick it up. It proved to be a newly minted one-cent piece. Once in the street, Graine passed along to Broadway, where he sighted the Schenectady-Amsterdam interurban car, about to proceed west, halted on the loop fronting "Boss" Barnes' Albany Journal. He still retained the cent in his hand.

Up spun the coin in the air, and as it descended he slapped both palms upon it. "Head, I stick," he muttered; "tail, I beat it."

He opened his hands. It was "head." "The cent lies," he exclaimed, as he flung it in the general direction of where Albany bluffs it out that Hendric Hudson landed and swung himself upon the step of the interurban, just as it was pulling out.

He sank into a rear seat as the big car began to climb State street hill.

"Where can one find another such combination?" he murmured. "There was the great and good Hebrew Santa Claus of Seventh and Porter, the six warm-hearted 'By Yiminy' human Christmas trees overseas and now—match it if one can—here's Marty taking his turn at playing Santa to Graine. Gee, whiz—and he was even marveling at it all as he crossed the Mohawk at Schenectady, then thought of Ray Mowers and Bill Lipman and Bill Osborne, of the Union Star, old friends, as he was leaving their town behind.

He realized later, when he got back into his old-time stride, it had not been creditable—that departure from Albany. Moreover, Graine hopes that if Governor Glynn reads this story, he will find it in his heart, in the true spirit of Christmas, to forgive him.

Time has restored Graine. Much of the restoration was accomplished at a period before old John B. took the final count. And he believes it will warm the cockles of the heart of Martin H. Glynn to know he had considerable to do with it.

As for the noble-minded Hebrew Santa Claus of Philadelphia: He knows now how it all came out in the end. For Graine regards him as representative of the elect of all mankind—the unostentatious doer of good deeds—reaching out to the assistance of his brother men.

Already, for they have great distances to travel and seas to cross, Graine has forwarded the little gifts he prepared with care for those men of the sea who, imbued with the true Christmas spirit, saw to his well being that Christmas eve when hope had departed and the gloom of despondency encompassed him. May they always steer by the same compass.

And now, in comparative affluence, months back in the beloved game and filled with the great joy of it all, Graine gazes into the dim past this Christmas eve and thanks the Almighty for the exponents of the doctrines of Santa Claus he met with on the long trail that finally brought him into untroubled waters.

A BUSINESS JOURNALISM SCHOOL

Swetland Plan Approved by New York Publishers' Association

H. M. Swetland, president of the United Publishers Corporation, presented a plan for a School of Industrial Journalism at the meeting of the New York Business Publishers' Association on December 17. The idea was enthusiastically received and discussed at length. It provides for a head master and a faculty composed of directors for the three departments—editorial, business and service. Textbooks would be prepared by the instructors. In the editorial course would be taught English, industrial journalism, reporting, determination of valuable material, preparing copy, proof-reader, advertising copy, artistic presentation. The business division would take up business ethics, advertising value in industrial publications, psychology of advertising.

In the service division would be included circulation, getting the right ad-

vertisers (not how many but who they are), how to fit the advertising to the reader, advertising copy, artistic presentation, and follow up. About sixty persons would be instructed in the first year—three classes of twenty students each. Each class would receive two hours' instruction each week in the office of the instructor. "It would broaden the vision and the capacity of all of us to have such a course," Mr. Swetland concluded. Expressions of opinion were unanimous in approval of Mr. Swetland's plan.

Other speakers were: A. I. Findley, editor of the Iron Age; Harry Tipper, of the Class Journal Company; J. Malcolm Muir, McGraw-Hill Publishing Company; Fritz J. Frank, new president of the Iron Age; J. M. Mackay, of the Iron Age.

Jefferson City Post Sold

JEFFERSON CITY, Mo.—Peter Nations has purchased the controlling interest in the Jefferson City Post from Joseph Sarter.

Thousand for La Libre Belgique

The first copy of La Libre Belgique, the newspaper issued secretly during the German occupation of Belgium, to be offered at auction in this country, brought \$1,000 at a sale last week. The name of the purchaser was not disclosed.

Klamath Falls Record a Daily

KLAMATH FALLS, Ore.—Two daily papers are now being issued in Klamath Falls for the first time since 1915. The Klamath Daily Record is the name of the new venture, which is published by William H. Mason.

FIRST in buying power American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through THE INDIANAPOLIS NEWS Use Newspapers on a 3 Year Basis for 50 years a Newspaper. Frank T. Carroll, Advertising Manager Dan A. Carroll, New York Representative J. E. Lutz, Chicago Representative

SCRIPPS NEWSPAPERS FOREIGN ADVERTISING DEPARTMENT Union National Bank Building, Cleveland, Ohio New York Office: Marbridge Bldg. Chicago Office: First National Bank Bldg.

NEW HAVEN REGISTER largest circulation in Connecticut's largest city. Average paid circulation over 30,000 Double the circulation of any New Haven paper. It covers the field.

Chicago Tribune Housewarming (By Telegraph to Editor & Publisher) CHICAGO.—A housewarming party will be held by the Chicago Tribune organization, January 2, to celebrate moving into new quarters.

Opinions of Bankers The Annual Review of The Annalist, January 3, 1921, will be an authoritative survey for 1920 of the financial and commercial conditions in the United States and will present forecasts of authorities on the probable trend of financial, industrial and economic developments of 1921. Expressions of opinion on the business activities of the present year and the prospects for the coming year will be contributed by James B. Forgan, Chairman Board of Directors, First National Bank of Chicago. George M. Reynolds, President, Continental & Commercial National Bank, Chicago. Emory N. Clark, President, First and Old Detroit National Bank. F. M. Prince, Chairman Executive Committee, First National Bank of Minneapolis. John G. Lonsdale, President, National Bank of Commerce, St. Louis. ANNUAL REVIEW January 3, 1921 THE ANNALIST Published by The New York Times Co. Times Square, New York

Buffalo Evening News Leads in National Advertising For 6 Day Newspapers The August issue of the Advertising Age and mail order Journal shows in its tabulated comparison The Buffalo Evening News printed more National advertising than any other six-day publication (morning or evening) in the United States. Total lines of national advertising 1,533,535—GAIN OF 53% KELLY-SMITH COMPANY Representatives 47 W. 34th St., New York City Lytton Bldg., Chicago, Ill.

The amalgamation of the two leading progressive Jewish newspapers of New York THE DAY AND THE WARHEIT brings into being the most powerful advertising medium in the Jewish field. The Day דער טאג The Warheit דער ווארײט The National Jewish Daily

OF THE SHAFFER GROUP The Chicago Evening Post has led the Chicago evening field in display Automobile advertising each and every year for the past five years. The answer is the quality of its circulation. THE CHICAGO EVENING POST Chicago's Class Newspaper OF NEWSPAPERS

The Detroit News, SUNDAY EDITION, has more local trading territory circulation by 80,000 than its only Sunday competitor.

Remember Perth Amboy and the Evening News In making up your lists. F. R. NORTHRUP Foreign Representative 303 Fifth Ave., New York City

IN BRIDGEPORT, CONNECTICUT THE Post-Telegram AT 3c a copy has more than six times the combined circulation of its two contemporaries selling at 2 cents a copy. What is such a medium worth to you?

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.

## CANADA REFUSES WIRE SUBSIDY OF \$20,000

Application of Canadian Press, Ltd., for Fund to Better British Cable Service Is Not Unanimously Favored by Newspapers

(Special to EDITOR & PUBLISHER)

TORONTO.—Application of the Canadian Press, Limited, for a subsidy of \$20,000 for an improved cable service from Great Britain, has been refused by the Government at Ottawa. The action taken is thought to be the result of representations made to the Government that the Canadian press as a body was far from unanimous in seeking support from the public treasury. Premier Meighen briefly informed the applicants that the proposal had been under advisement and that it could not be entertained.

When a vote was taken on the proposed application at the special meeting of the Canadian Press, Limited, in Montreal on November 18, representatives of 32 papers supported it, and 18 opposed it. Only one Toronto paper was in favor of it.

In an editorial favorable to the Government's decision, the Evening Telegram, one of the staunchest opponents of the subsidy says:

"No Press can regard itself as truly free while it receives a cent of Government aid. Already some \$60,000 is contributed by the Federal Treasury, almost entirely for the benefit of Western publishers."

In conclusion, it expresses the hope that the day may come when the associated newspapers will be entirely rid of obligations to all governments, whether Canadian or Imperial.

## FORESTRY BILL IN HOUSE

Rep. Snell of New York Has Six-Fold Measure to Protect Woodlands

(Special to EDITOR & PUBLISHER)

WASHINGTON, D. C.—Representative Snell of New York on December 22, introduced a bill in the House to provide through co-operation between the Federal Government, the States and the owners of timberlands, for adequate protection against forest fires, for reforestation of denuded lands, for obtaining essential information regarding timber and timber lands, for extension of the national forests and for other purposes all essential to continuous forest production on suitable lands.

Appropriations of \$14,000,000 a year for five years are recommended as follows: for purchase of lands for national forests, \$10,000,000; for forest protection, \$1,000,000; for survey of forest resources, \$1,000,000; for researches in production and utilization, \$1,000,000; for forest planting, \$1,000,000.

## BACKUS BID WINS

Offers \$50,100 for 3,046 Square Miles in Ontario

(By Telegraph to EDITOR & PUBLISHER)

TORONTO, Dec. 23.—E. W. Backus, the Minneapolis and Fort Frances Pulp and Paper Manufacturer, will secure the English River Pulpwood Limit, despite determined opposition to the deal by the press and public generally. Yesterday, tenders were opened and that of Mr. Backus was found to be just twice the amount of the next highest. His bonus offer was \$50,100. Two tenders of \$25,000 were made by a British Columbia company. The rights to the Limit

have not yet been awarded to Mr. Backus, but the Hon. E. C. Drury, Provincial Premier, in announcing the result of the tenders, stated that if an acceptable agreement could be made, the Backus interests would get the Limit.

The price bid, which is in the nature of a bonus, is regarded by officials of the Department of Lands and Forests, as fair. The Limit has an area of 3,046 square miles. It is said to have been cruised several times on behalf of the Department and is not as valuable as is generally thought. About 25 per cent of the area is water. The spruce also is not of first class quality.

In addition to the bonus, the Backus interests will be required to pay the usual Crown dues of 80 cents for spruce, 40 cents for poplar, and 15 cents for ties.

In the agreement that Mr. Backus will enter into with the government, he will be required to erect at Kenora, pulp, paper, and sawmills, and supply paper to Canadian publications first. He will also agree to build a railway some 26 miles long.

## WHY SIR LOMER GOUIN QUIT

Would Not Share Exercise of Authority on La Presse of Montreal

(Special to EDITOR & PUBLISHER)

MONTREAL.—Considerable interest is being taken here in the announcement, already made in EDITOR & PUBLISHER, that Sir Lomer Gouin had severed his connection with La Presse, which he assumed when he gave up the Premiership of the Province. No reason was given by La Presse for his withdrawal. An explanation, however, is offered by Le Devoir, published by Henri Bourassa. It is that Sir Lomer could not agree with M. Berthiaume, proprietor of La Presse, and that they split on a question of authority, despite the fact that Sir Lomer had a three-year contract at \$15,000 a year.

## Keeping Western Canada Optimistic

WINNIPEG.—The Winnipeg Free Press is sounding a note of optimism for business by publishing a 400-word article each day in its classified advertising section pointing out the advantages offered by Western Canada as a result of its resources. These articles were obtained by holding a contest open to every employee of the paper and offering prizes for the best essays submitted.

## New A. C. A. Members

TORONTO.—The following firms have recently become members of the Association of Canadian Advertisers: Manufacturers Life Insurance Co., Toronto;

Mutual Life Assurance Co., of Waterloo (Ont.); the T. Eaton Co., Limited, Toronto; and the Sun Life Insurance Company, Montreal.

## Mayor Sues Toronto Star

TORONTO.—Mayor Thomas L. Church, K. C., is bringing action for libel against the Daily Star in connection with an article published in that paper on December 16, which is said to have insinuated wrong doing on the part of the Mayor in accepting certain salary checks, paid him as Police Commis-

sioner, and for the performance of other extra duties.

## Amherstburg Echo Is 46

TORONTO.—The Amherstburg (Ont.) Echo has just celebrated its forty-sixth birthday. During the 2,386 weeks it has served Essex County it has never missed an issue. Five of the Echo's employees have been with it in the aggregate 149 years. This record is unique among Canadian publications. John Auld, editor, has forty-six years' service to his credit.

# SUPPLIES & EQUIPMENT

For Newspaper Making

**FOR SALE**

**6c A WORD for advertisements under this classification. Cash with order.**

**For Sale**  
Corona Typewriter, Model 3, in first class condition, with complete traveling case and equipment. Highest bidder can secure immediate delivery. Box C-712, Editor & Publisher.

**Printers' Outfitters**  
Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

**For Sale**  
Our No. 15 Hand Shaving Machine in first class condition. Derrick Publishing Company, Oil City, Pa.

**For Sale**  
Automatic steam table for sale. Duplex Mechanical Compressor for two forms, operated by small direct connected motor. No compressed air. Fastest, simplest and easiest operated. Displaced by dry mats. Will sell at half price which is \$1,200 F. O. B. cars. First class condition. Derrick Publishing Company, Oil City, Pa.

## FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 23 1/2".

**This Press May Suit You.**

**WALTER SCOTT & COMPANY**  
PLAINFIELD, NEW JERSEY

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

# NEWSPRINT

Best References among Publishers

## Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents  
**INVINCIBLE PAPER & PULP CORPORATION**  
135 Broadway, New York City  
Phone Rector 9957-8-9

## THE CUSHMAN



**OFFSET LINOTYPE MOTOR**  
Has No Equal  
for  
**EFFICIENCY and SERVICE**  
and  
**STURDY CONSTRUCTION**  
We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.  
Write for prices. Address:  
**CUSHMAN ELECTRIC CO.**  
CONCORD, N. H.

# NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK  
**J. & J. SCOTT, Ltd.**  
Pulp & Paper  
33 W. 42nd ST.  
Phone Vanderbilt 1857

For Prompt Service

## TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located  
"American Type the Best in Any Case"

### AMERICAN TYPE FOUNDERS CO.

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

The circulations and advertising rates of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out in January.

# Announcements Which Tell of Better Positions and Better Men.

## SITUATIONS WANTED

**3c.** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

### Advertising Manager, Assistant Business Manager, Assistant to Publisher

Mr. Publisher, this is your opportunity to get a touch with a young fellow aged 25, who has had a varied experience in both large and small newspaper offices. He is a good worker, rising from copy boy to advertising manager of two of the best papers in the East. Is making a record for himself, and this year expects to register 350,000 lines ahead of his adversary, who has a staff of eleven as compared to his two. These papers are carrying considerable foreign business. He has been employed by large metropolitan newspapers and also on trade publications of the highest type.

He is open (now employed) for a connection where he can get contract salary of \$5,000, plus a 5 per cent bonus on all net moneys brought in by the advertising revenue of the paper, guarantee the paper to increase its business by at least 25 per cent or pay back to the publishers 20 per cent of his salary. This man will make an attractive addition in any of the executive positions mentioned above. . . . he knows the business and how to make and save money for the company—are you interested? . . . remember this man does not require a position at once as he is perfectly satisfied to remain where he is, but is looking for Bigger, Better, Business. Get in touch with Box Ad-Man C-67, care of Editor & Publisher.

### Advertising and Business Manager

Experienced newspaper man and printer who has had successful connection with small and medium daily papers and who has owned and made money out of country weekly, is open for engagement in any capacity where there is a future. Sold printing machinery for past fifteen years and now desires to retire from road and get "busy." Sales last year more than \$100,000. Good health, active, age 50. Address W. A. F., care Peckham Machinery Co., 1328 Broadway, New York City.

### Advertising Solicitor

Eight years display advertising experience; able to get and hold business; have written a general line of newspaper copy with papers of about 10,000 circulation; 29 years old; employed at present but want a larger field. Address Box C-709, care of Editor & Publisher.

### Circulation Manager

Farm Paper Circulation Manager, with a fine record for results, is now open for a position. Twenty years of steady experience in circulation work. Best of references. If you need a good man here is your opportunity. Address Box C-706, care Editor & Publisher.

### Want to Go South

Preferably to do advertising promotion work on resort town paper located in Far South or Southern California, during coming winter resort season. Thoroughly experienced as advertising manager, solicitor, copy-idea-layout man. Make convincing, on-the-spot layouts for advertisers that sell. Am immediately available. Box C-691, Editor & Publisher.

### Editorial Worker

Editorial worker, lucid, logical and forceful specialist in politics, economics, and sociology, desires connection with live paper. Opportunity offered more important than initial salary. Address Box C-708, care of Editor & Publisher.

### Newspaperman

Five years' experience as editor and reporter. Wants position on established daily near New York as desk or rewrite man. Address Box C-703, care of Editor & Publisher.

### Service and Promotion Manager

Seeks situation with future on daily in city of 100,000 or more. Well-experienced, with sound advertising and merchandising experience. Prepare copy for any kind of retail account, special ability in preparation of copy for banks and manufacturers. Successful in creating features and special campaigns that sell to non-advertisers. Will make good from start. Address C-710, care Editor & Publisher, New York City.

### Young Woman

Young woman would like to connect with trade magazine. Can attend to make-up, retouching, engravings, editorial correspondence, etc. At present employed as associate editor of technical publication. Have you an opening in your organization? Address Box C-707, care of Editor & Publisher.

## HELP WANTED

**6c.** A WORD for advertisements under this classification. Cash with order.

### Advertising Salesman

Wanted by The Macon News, Macon, Georgia. In applying give full details regarding experience, references, etc.

### Circulation Manager

Small Southern daily and weekly wishes to form a perfect organization and is in need of a circulation manager; one who will take an interest and give his best efforts. Must be able to handle boys and be a hustler. Address Tuscaloosa News, Tuscaloosa, Ala.

### Circulation Man

Wanted experienced highly competent man to build up rapidly cut out of city circulation. Southern afternoon daily in good territory. Must get out, get busy and get results. Fine opportunity for real producer. Address "Dixie," Box C-711, care of Editor & Publisher.

### Circulation Manager

Wanted immediately expert circulation manager for daily and weekly Derrick. Reference required. Derrick Publishing Company, Oil City, Pa.

### Wanted

Two high class subscription solicitors for permanent positions to cover South Eastern States for publishers of 3 Commercial Journals and 2 Technical Publications on a salary, expense and bonus basis. Only producers who can show from past records ability to produce business considered. Give full experience and references in first letter. Address Box C-704, care Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c.** A WORD for advertisements under this classification. Cash with order.

### Daily Newspaper Wanted

I am in the market for a good daily in Southern town of not less than 10,000 population. Must be bargain and in good field. State all details in first letter. Address Box C-705, care Editor & Publisher.

### Cristy Dines Old Employees

WORCESTER, Mass.—Mr. and Mrs. Austin P. Cristy gave a dinner a few days ago at their home in Worcester, for the newspaper women who were on the Telegram when Mr. Cristy owned that newspaper. Covers were laid for 16. Pink blossoms were table decorations and roses were the table favors. The guests included Miss Fanny Fitzgerald, of Brockton, Worcester's first newspaper woman. Others present were: Mrs. Donald Tulloch, Mrs. Maurice F. Reidy, Miss Ida I. Parrott, Miss Anna M. Hurley, Mrs. Augusta A. Johanson, Mrs. Ralph Sibley, Mrs. George Harding, Miss Mary G. Horan, Miss Gwendolyn Albee, Miss Marion W. Emerson, Mrs. Georgiana C. Adams, Miss Margaret T. Leahy, and Miss Lucretia M. O'Connor.

### Weeklies Merge and Daily Starts

ATLANTA.—D. B. Turner, editor and proprietor of the Statesboro (Ga.) Times, has purchased the Statesboro Eagle from J. R. Miller, editor and manager of the Savannah Hawkeye. He will consolidate the newspapers. It is announced that the Hawkeye will be converted into a morning daily the first of January.

### Italian Daily In Niagara Falls

NIAGARA FALLS, N. Y.—The first issue of 11 Risveglio, Italiano, Niagara Falls' new Italian daily, won favorable comment from the English press of the city. The newspaper begins publication with Ettore Nicoletti as editor and Silvestro Sezio as business manager.

## TEXAS A. P. EDITORS MEET

Perkins of Galveston Tribune Is Re-elected President

(Special to EDITOR & PUBLISHER)

FORT WORTH, Tex.—The Texas Association of Managing Editors, composed of the representatives of Texas daily newspapers receiving the wire report of the Associated Press, held its annual two-day conference in Fort Worth last week. At the close of the meeting A. L. Perkins, managing editor of the Galveston Tribune, was re-elected president, and E. B. Doran, director of news and telegraph departments of the Dallas News and other publications of A. H. Belo & Co., was chosen secretary.

Edgar T. Cutter, of Chicago, superintendent of the Central Division of the Associated Press; H. L. Dunn, traffic chief for the division; H. L. McCall, correspondent for the Associated Press at Kansas City; H. A. Dye, correspondent at Dallas; A. T. Davis, wire chief for the Texas Circuit, and other Associated Press men attended the conferences.

### Encouraging Bible Reading

CHARLESTON, S. C.—Recognizing the movement that is on foot to induce people to read the Bible, not only for its inspirational value but for its fine literature, the Charleston Daily Mail has begun the publication each day of eight or ten verses selected from the Old or New Testaments, under the uniform heading, "Back to the Bible." Care is taken to avoid extracts which might promote the antagonisms of creed or lead to doctrinal controversy.

### Ellis Seeks Teachers' President

LACKAWANNA, N. Y.—Charles W. Ellis, editor of the Lackawanna Journal, has been elected a member of the executive committee of the National Teachers' Training Association, with the assigned task of finding a president for that body. He informs EDITOR & PUBLISHER that he intends to "put it up to Edward W. Bok, as strongly as the latter did to 'T. R.' just before he died," as told in Bok's new book.

### Three Paperless Days for London

LONDON.—This city will be newspaperless for three days over the Christmas holidays. Daily and evening papers will not be published Christmas day or Monday, which is a bank holiday, and Sunday newspapers will not publish on December 26.

### Olean Times Buys Building

OLEAN, N. Y.—The Olean Times Publishing Company has purchased the F. V. R. Stilling building, adjoining its building in North street. The Times now owns the entire block between the Olean City Club and the Masonic block. Its editorial rooms will be moved to the second floor of the Stilling building.

### Plan New Prattsburg Paper

BUFFALO.—Business men of Prattsburg, N. Y., are said to be ready to finance a village newspaper to succeed the Prattsburg News, which recently suspended publication. The News was one of the oldest papers in its district.

\$2,000 cash and \$2,500 deferred payments to suit buyers' convenience purchases prosperous New York State weekly. Returning owner \$2,140 a year for personal effort and investment. Proposition V. J.

### CHARLES M. PALMER

Newspaper Properties  
225 Fifth Ave., N. Y.

## THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

### HARWELL & CANNON

Newspaper and Magazine Properties  
Times Building New York

## FOR SALE

Only daily newspaper (evening) in city of 7,500 and county of 35,000, in Southern State, A. P. Franchise. Adequate mechanical equipment. Ind. Dem. Small job plant included. Open shop. Local adv. averages more than 60% of total issue of 6 and 8 pages. Local rate, 30c. per in.; foreign rate, 35c. Occupies first floor of brick building at rental of \$75 per mo. Netting 10% on asking price, not including owner's salary of \$75 per week.

Write  
Southern Publishers Exchange, Inc.

Newspaper Properties  
Printing Equipment  
P. O. Box 1597 Richmond, Va.

### Appeals Court Upholds Globe

ALBANY, N. Y.—The Court of Appeals has reversed the lower courts in dismissing the complaint of William S. Bennet, former New York Congressman, in his action against the New York Globe and Commercial Advertiser to recover \$100,000 damages for the publication of an alleged libel. Bennet charged fifteen causes for action for separate articles published from June to November, 1916, which he alleged caused his defeat for re-election in his campaign in the thirty-fourth Congressional district. The defense was that the articles were a fair criticism of a public officer in a political campaign.

### To Advertise Georgia

ATLANTA.—Georgia plans to raise \$50,000 of the fund of \$300,000 for advertising the state by contributions of \$1 from 50,000 Georgians who have accounts in department stores. A printed card containing a request for a contribution of one dollar was sent along with every statement mailed by a number of department stores.

### Fatal Automobile Accident

BRIDGEPORT, Conn.—The automobile driven by Angus S. McKay, a former newspaper man, killed a Bridgeport resident December 18.

### Here's a Good Story Hunch

DETROIT.—To investigate conditions in the local telephone exchange, Miss Peggy Wells, a Journal reporter, was assigned to work as an operator for three weeks. Her series of articles in the Journal attracted attention throughout the state.

## MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

AT the recent sectional meeting of the Association of Newspaper Classified Advertising Managers, held in Chicago, the members present expressed a desire to secure through some channel comparative figures, month by month, Middle West and radiating, or in the East and going West or in the West and going East. If New York slumps in a certain kind of advertising, Chicago will follow suit, but the slump need not be so great because Chicago men can

rentals is forecasted by the fact the rental advertising is now on the increase in most cities.

### A REQUEST

FOR the December report, newspapers are requested to send to C. L. Perkins, 326 West Madison Street, Chicago, the required data for the classified advertising of their cities. These reports should be mailed as soon after the first of the month as possible.

### NUMBER OF AGATE LINES OF CLASSIFIED PUBLISHED IN NOVEMBER

Name of City	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automo-biles	Gain	For Sale	Gain
Hartford, Conn.	216,538	*81,746										
Baltimore, Md.	1,315,976	*101,062	97,040		52,275		162,470		150,260		49,250	
Albany, N. Y.	92,806	*30,240	19,362		*4,135		10,888		*1,976		7,560	
Cleveland, O.	224,840	*541,828	118,944		*344,694		116,550		64,078		157,696	
Columbus, O.	509,740	*80,220										
Birmingham, Ala.	121,772	*36,428										
Indianapolis, Ind.	438,865	*101,009	56,769		*69,326		34,267		11,810		87,937	
Chicago, Ill.	902,198	*1,516,829	240,958		*764,456		240,958		*64,343		148,926	
Milwaukee, Wis.	315,388	*117,503										
St. Louis, Mo.	473,100	*161,700										
Kansas City, Mo.	499,624	*58,030										

### NUMBER OF CLASSIFIED ADVERTISEMENTS PUBLISHED IN NOVEMBER

Name of City	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automo-biles	Gain	For Sale	Gain
Hartford, Conn.	31,934	*6,454	5,547		*2,548		5,113		863		4,050	
Baltimore, Md.	65,453	15,163					14,468		17,150		11,548	
Albany, N. Y.	14,652	*5,444	3,319		*669		1,994		*512		1,299	
Cleveland, O.	115,596	*4,387	15,760		*21,668		33,961		19,049		16,916	
Columbus, O.	49,405	*3,896	6,056		*3,988		6,802		*2,222		9,757	
Birmingham, Ala.	15,118	*2,460	2,033		101		2,873		*500		2,788	
Indianapolis, Ind.	68,954	*10,376	8,735		*7,638		9,789		3,707		10,664	
Chicago, Ill.	155,842	*211,949	37,770		*81,602		23,315		*18,190		23,762	
Milwaukee, Wis.	55,512	*13,896	11,230		815		5,284		3,231		7,342	
St. Louis, Mo.	97,916	*37,859	19,250		*19,027		13,957		1,516		13,205	
Kansas City, Mo.	111,266	7,135	16,496		*7,882		25,114		12,173		13,214	

\*Loss.

The New York City figures were printed in EDITOR & PUBLISHER on December 11.

showing the classified losses and gains in the various cities of the country.

EDITOR & PUBLISHER, with the co-operation of the classified managers has gladly agreed to compile and publish these comparisons each month. The first tabulation appears on this page.

L. J. Boughner, classified advertising manager of the Chicago Daily News and president of the Association of Newspaper Classified Advertising Managers, commenting on the value of these figures writes: "Classified advertising in the main is voluntary advertising. No matter how active salesmen may be in developing certain lines, most of the advertisements in a given issue of a newspaper will be found to have been practically influenced by solicitation.

"The classified pages, then, are a reflection of the public's mind. If real estate advertising is low, it means that real estate men do not think it is a good time to advertise. Perhaps their opinion is wrong, but it is their opinion and it must be reckoned with.

"The figures gathered from the leading cities of the country and presented in EDITOR & PUBLISHER giving the classified totals month by month enable classified managers to read public opinion. Opinion goes in waves, starting in the

now see it coming and take steps to diminish it.

"The classified figures given in EDITOR & PUBLISHER are of interest not only to classified men but to every business man and manufacturer. EDITOR & PUBLISHER is to be congratulated on printing them and every newspaper should co-operate in compiling them."

While the figures for November do not thoroughly cover the country, they show that a loss in classified lineage is universal. The greatest loss in both advertisements and lineage is in Help Wanted. Real Estate and Automobile advertising also shows a decline. Lower

## High Point, N. C.

The Grand Rapids of the South

High Point is the second largest furniture manufacturing city in the U. S., producing over \$10,000,000 worth annually. Other industries here, hostery, glass, cotton, etc. Yearly payroll approximately \$8,000,000. Population, 1920 census, 14,302.

The Evening Enterprise is supreme in its field, covering this territory thoroughly. Circulation 2,071, rate 35 cents per inch.

Represented by

**Frost, Landis & Kohn**  
Chicago Atlanta New York

## FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.  
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

## New York's American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

### Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

## The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:  
Wallace G. Brooke, Brunswick Building, New York  
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

### Seitz Sells Portland Argus

PORTLAND, Me.—Sale of his interest in the Portland Daily Eastern Argus, by Don C. Seitz, business manager of the New York World, to a syndicate of Portland business men and capitalists, has been effected. The Argus, oldest daily newspaper in Maine, established in 1803, is now known as the Portland Morning Herald.

### To Oppose Wage Increases

MT. VERNON, N. Y.—Members of the Westchester County Publishers' Association held a meeting here at the call of Franklin A. Merriam, of the Mt. Vernon Argus, to discuss the labor situation. The general opinion was that in view of the trend of business and living conditions, publishers should decline to grant demands for increased wages.

### Baseball Writers Elect

The Baseball Writers' Association of America has elected L. E. Sanborn, of the Chicago Tribune, president; F. G. Lieb, New York Telegram, vice-president; Joseph McCready, of Philadelphia, secretary-treasurer.

Few Papers—if any—surpass the  
**TRENTON TIMES**  
NEW JERSEY  
AS  
**A Food Medium**  
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.  
Wednesdays and Sundays four auto pages.  
Tuesday, Music Page.  
Circulation 26,649. Member A. B. C.  
**KELLY-SMITH CO.**  
Marbridge Bldg. New York Lytton Bldg. Chicago

**World Wide**  
ADVERTISING CORPORATION  
**Advertising Counsel**  
One West 34th St., New York  
Telephones Fitzroy { 2969  
{ 5111  
Cable Address:  
**SCHOLZEM, NEW YORK**



**The PLAIN DEALERS MARKET**  
is all of N. Ohio  
**The Plain Dealer**  
Cleveland

"Los Angeles—The largest city in the West."  
IN  
**LOS ANGELES**  
IT IS THE  
**EVENING HERALD**  
MEMBER A. B. C.  
Government Circulation Statement  
April 1, 1920  
**134,686**  
Grows Just Like Los Angeles  
Representatives  
New York: Lester J. Clark, 904 Times Bldg.  
Chicago: G. Lynn Payne Co., 432 Marquette Bldg.

Nearly every person in Richmond reads The  
**NEWS-LEADER**  
The NEWS-LEADER's circulation in Richmond is greater than that of all the other Virginia papers combined.  
The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.  
The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.  
Foreign representatives:  
The Kelly-Smith Co., Chicago, Ill.  
Marbridge Building, Broadway at 34th St., New York City.  
J. B. Keough, Candler Building, Atlanta, Ga.

Leased Wire Service  
Foreign News Reports  
"Pony" Services  
Teletype Service  
Mat and Mail Services.  
**Speed—Reliability—Quality**  
**International News Service**  
10th floor, World Building, New York

# THE SOUTH AS A MARKET UNIT

The South has one-third of the area and population of the United States.

Last year the Southern States increased its crop values over those of last year by a round billion dollars. This represented 60 per cent. of the total increase in crop values of the whole United States.

Think of the South agriculturally in millions—many millions of dollars' worth of produce.

The South does not depend on cotton as much as one would think. At the same time she raises tobacco, sugar, corn, wheat, oats, melons, apples, peaches, peanuts, grape fruit, sheep, hogs and cattle in great quantities.

The South is enjoying prosperity as never seen before.

The people are not only rich but responsive.

The Southern newspapers are producers. Use them right and they will use you right.

## SOUTHEPN LIST.

	Circulation	2,500 lines	10,000 lines
<b>ALABAMA.</b>			
**Birmingham Age-Herald... (M)	22,959	.08	.08
**Birmingham Age-Herald... (S)	24,482	.10	.10
**Birmingham News... (S)	60,000	.15	.15
**Birmingham News... (E)	60,000	.15	.15
Mobile News-Item... (E)	10,948	.07	.07
Mobile Register... (M)	22,550	.07	.07
Mobile Register... (S)	33,320	.085	.085
<b>FLORIDA.</b>			
*Jacksonville Metropolis... (E)	20,740	.05	.05
Florida Times-Union, Jacksonville (M&S)	22,966	.07 (So S)	.07 (So S)
*Palatka Morning Post... (M)	1,450	.0122	.0122
*Pensacola Journal... (M)	6,218	.025	.025
*Pensacola Journal... (S)	7,900	.025	.025
Pensacola News... (E)	5,652	.02	.02
<b>GEORGIA.</b>			
***Atlanta Constitution... (M)	38,154	.12	.12
***Atlanta Constitution... (S)	30,112	.12	.12
***Atlanta Georgian... (E)	46,127	.12	.12
***Atlanta Sunday American... (S)	105,527	.15	.15
Augusta Chronicle... (M)	3,323	.045	.045
Augusta Chronicle... (S)			
Augusta Herald... (E)	12,525	.05	.05
Augusta Herald... (S)	9,775	.05	.05
***Columbus Ledger... (E&S)	3,972	.04	.04
***Macon Telegraph... (M)	20,658	.06	.06
***Macon Telegraph... (S)	20,660	.06	.06
***Savannah News... (M&S)	21,154	.065	.065
***Savannah Press... (E)	14,122	.05	.05
<b>KENTUCKY.</b>			
***Louisville Herald... (M)	49,756	.09	.09
***Louisville Herald... (S)	54,701	.09	.09
<b>LOUISIANA.</b>			
New Orleans Times-Picayune... (M)	76,171	.15	.15
New Orleans Times-Picayune... (S)	92,200	.13	.13
***New Orleans Daily States... (E)	25,225	.10	.10
***New Orleans Daily States... (S)	27,122	.10	.10
***New Orleans Item... (E)	22,024	.10	.10
***New Orleans Item... (S)	22,990	.10	.10
<b>NORTH CAROLINA.</b>			
Asheville Citizen... (M)	12,000	.04	.04
Asheville Citizen... (S)	10,953	.04	.04
**Charlotte News-Chronicle... (E&S)	10,179	.04	.04
**Charlotte Observer... (S)	20,150	.055	.055
**Charlotte Observer... (E)	21,127	.07	.05
***Durham Herald... (M)	6,172	.02	.02
***Greensboro Daily News... (M)	17,061	.06	.06
***Greensboro Daily News... (S)	22,972	.07	.06
**Raleigh News and Observer... (M)	22,212	.06	.06
**Raleigh News and Observer... (S)	22,212	.06	.06
Wilmington Star... (E)	6,250	.04	.04
Winston-Salem Journal... (M)	5,260	.04	.04
Winston-Salem Journal... (S)	6,612	.04	.04
Winston-Salem Sentinel... (E)	6,402	.04	.04
<b>SOUTH CAROLINA.</b>			
***Anderson Mail... (E)	4,225	.025	.025
***Columbia Record... (E)	12,927	.05	.05
***Columbia Record... (S)	12,740	.05	.05
Columbia State... (M)	22,020	.06	.06
Columbia State... (S)	24,700	.06	.06
***Greenville News... (M&S)	10,896	.045	.04
***Greenwood Index Journal... (E)	4,127	.02	.02
***Spartanburg Journal & Carolina Spartan... (E)	3,122	.04	.04
***Spartanburg Herald... (M)	4,744	.04	.04
***Spartanburg Herald... (S)	5,912	.04	.04
<b>TENNESSEE.</b>			
***Chattanooga News... (E)	20,105	.05	.05
***Chattanooga Times... (M)	22,961	.07	.07
***Chattanooga Times... (S)	22,046	.07	.07
***Knoxville Sentinel... (E)	19,622	.07	.06
***Memphis Commercial Appeal... (M)	26,659	.10	.15
***Memphis Commercial Appeal... (S)	112,241	.19	.12
***Nashville Banner... (E)	41,077	.07	.07
***Nashville Banner... (S)	42,116	.08	.08
Nashville Tennessean... (M&S)	46,507	.09	.09
<b>VIRGINIA.</b>			
***Bristol Herald Courier... (M&S)	6,590	.04	.04
***Danville Register and Bee... (M&E)	3,950	.04	.04
***Newport News Times-Herald... (E)	5,404	.05	.05
***Newport News Daily Press... (S&M)	2,240	.04	.04
Norfolk Virginia Pilot... (M)	21,144	.08	.08
Norfolk Virginia Pilot... (S)	22,222	.10	.10
***Roanoke Times... (M&S)	22,422	.07	.06
***Roanoke World-News... (E)	10,122	.07	.06
***Richmond News-Leader... (M)	45,922	.11	.11

Government Statements, April 1st, 1920.  
 \*A. B. C. Report, April 1st, 1920.  
 †Includes Bristol, Tenn.  
 \*\*A. B. C., Audit, October 1st, 1920.  
 ‡Government Statement, October 1st, 1920.  
 \*\*\*A. B. C. Publishers' Statement, October 1st, 1920.

# Advertisers

## Can Avoid the Advance in Rates

JANUARY 1, 1921  
IN THE NEW YORK GLOBE

by sending in their contracts for 1921 space  
at present rates to reach *The Globe* by 12  
noon on Monday, January 3, 1921.

*The Globe* sincerely believes that the peak  
of print paper and labor prices will have  
been reached and passed before the end of  
the first quarter 1921.

*The Globe* offers the National Advertiser  
until January 1 the advantage of a station-  
ary rate, if he wishes, on year's contract.

*The Globe's* rate to the average foreign  
advertiser represents the lowest percentage  
of increase over pre-war prices.

MEMBER  
A. B. C.

**The New York Globe**

170,000  
A DAY

JASON ROGERS, Publisher





# EDITOR & PUBLISHER



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

Copyright 1920 by The Editor & Publisher Company.

## Space-Buyers' Chart and Market Survey of the STATE OF PENNSYLVANIA

Second Section

NEW YORK, SATURDAY, DECEMBER 25, 1920

Pages I to LII

### PENNSYLVANIA IS STILL THE NATION'S KEYSTONE

Great Commonwealth Continues Its Century-Old Leadership in Production of Individual Wealth and Is More Fertile as an Advertising Field Than Ever Before

PENNSYLVANIA has been called the Keystone State, through its geographical and historical relation to the original thirteen states; in these later years the Commonwealth of Pennsylvania has proved itself the keystone in industry, manufacturing and agriculture.

To many who think of Pennsylvania as an industrial commonwealth solely, the statement that she has 202,256 farms, representing an investment of more than \$2,250,000,000 may seem an exaggeration, but it is true. And the total estimated value of mine field crops in 1919 was almost four hundred millions of dollars. Lancaster county, in the southeastern part of the state, is rated the richest county in the world, while in the matter of fruit growing the Keystone state ranks second only to New York in the number of bushels produced.

Last year Pennsylvania stood first in production of buckwheat and potatoes, from an acreage of 225,600 and 252,900 square miles respectively. 5,553,000 bushels of buckwheat were produced while 26,000,000 bushels of potatoes found a market. In addition, the farms of Pennsylvania maintain a dairy herd estimated at 917,306 head and valued at \$88,777,000, while the total value of live-stock on the farms in the state has been estimated at \$218,000,000.

Every year a State Farm Show is held at Harrisburg, and cattle, fruit, and grain are exhibited by farmers from all parts of the State. The movement for a State Fair is gaining impetus at present, and it is the hope of Secretary of Agriculture Fred Rasmussen to have a great stadium for the capitol city to house it.

Pennsylvania has established a record in the matter of construction of state highways during the

past year, more than 400 miles of new concrete road having been completed. In addition to these completed miles of new road, 350 miles have been started for completion next year and an additional 350 miles will be started early in 1921.

The highway department estimates that of this total new work, probably 550 miles will be completed by the close of 1921. This stretch of roads, in addition to the secondary system, will furnish Pennsylvania with one of the best highway systems in the country. The concrete roads are 18 feet in width, and 8 inches in depth.

The highway department during 1920 have gone over, resurfaced, and oiled 360 miles of macadam; more than 1,500 miles of road in all have been treated with oil. The department watches over its roads jealously, state police taking care that overloaded trucks are not permitted on the state system.

The transportation problem finds Pennsylvania in one of the foremost positions, nationally, with the headquarters of the great Pennsylvania Railroad sys-

tem in Philadelphia, and 77 other independent railroad, switching, terminal and industrial plant companies operating in the state.

A total capital of \$56,915,639 is invested in independent railroad companies, while that in the switching, terminal, and plant railroad companies totals \$41,733,539. The assets of these companies, which act as feeders to the major companies, are more than \$56,000,000.

The independent companies in the state operate 1,407 miles of track while the switching and terminal companies operate 586 miles.

During 1919 these independent companies, however, carried a tremendous tonnage of agricultural and manufactured products.

One of the greatest industries in Pennsylvania is the textiles and allied products, which during the last five years have been produced to the value of more than \$1,776,309,800. The center of the textile industry is near Philadelphia, and since 1915 the value of the products has more than doubled. At present the invested capital is \$182,216,300, and more

than 100,000 persons are employed in the industry.

In Philadelphia county alone there are 1,189 industries engaged in the manufacture of textiles and allied products. The leading product is yarn, which in 1919 was produced to a total value of \$76,210,000; hosiery and knit goods take the second position, while next in order come woolen, worsted and felt goods, women's and children's clothing, cotton goods, hats and caps, etc.

Despite the high cost of raw materials and the increased cost of operating, the textile industry in Pennsylvania during the past months has made tremendous gains.

An industry peculiar to Pennsylvania is that of river coal, which has helped to a marked degree in the so-called fuel famines. During 1919 almost two million tons of coal were removed from rivers and streams draining the anthracite fields, and it is said that the close of 1920 will find the total even higher.

Under existing conditions, however, the life of the river coal industry will be short, for the demand for pea, buck-

wheat, and rice coal for commercial purposes has caused the companies to reduce the waste of this coal to a minimum, so that at present very little is getting into the streams. It has been estimated that at the present rate of getting the coal from the rivers, the business can exist for possibly ten years longer.

Concerning bituminous coal, Pennsylvania mined a tonnage to the value of \$327,475,000 last year. The mine workers mined a total of 137,475,000 tons last year. The mine workers mined a total of 137,058,500 tons and were paid a total wage of \$196,024,700 or 60

*(Continued on Page IV; this section)*



Wealth measured by traditions and in natural resources, agriculture, industry, manufacturing and the buying power of individuals is the outstanding attribute of the Keystone State of the Union. This building in Harrisburg, one of the finest capitols in the world, is where the heart of the state beats and propounds better things for her citizens.

City  
Population  
1,823,779

"In  
Philadelphia  
nearly everybody  
reads the  
Bulletin"

Separate  
Dwellings  
390,000

National advertisers and advertising agencies who are now planning "1921" advertising campaigns in the daily newspapers think of The Bulletin first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is reached each day by The Bulletin.

The Bulletin's quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts..... PART 1

### PHILADELPHIA, PA.

#### Population

1910 Census .....	1,549,006
1920 Census .....	1,828,779
A. B. C. City .....	1,828,779
A. B. C. City and Suburban .....	3,000,000
Chamber of Commerce, City .....	1,828,779
Chamber of Commerce, City and Suburban .....	5,000,000
Native Whites .....	70%
Negroes .....	8%
Foreign Born .....	24%
Students .....	16,000
Industrial Workers .....	300,000
English Reading .....	80%
Number of Homes .....	890,000
Home Owners .....	170,000
Summer Visitors & Residents .....	1,500,000

#### City Classed As

The greatest diversified industrial city in the United States.

#### Location

Philadelphia, the third largest city in the United States, lies immediately above the junction of the Schuylkill River with the Delaware River. It occupies the peninsula about two miles in width between the two rivers, and extends westward and southward beyond the Schuylkill, including both shores of that stream. Philadelphia is connected with the rest of the country by three great trunk line systems of railroads—the Pennsylvania, Philadelphia & Reading, and the Baltimore & Ohio, also the Lehigh Valley, reaching Philadelphia over the Philadelphia & Reading.

#### Suburban and Farm Residents

Among the towns included in this suburban district within forty miles of the city's limits are:

Ambler, Pa. ....	2,649	Pottstown, Pa. ....	17,431
Ardmore, Pa. ....	3,350	Salem, N. J. ....	7,485
Bristol, Pa. ....	10,373	Trenton, N. J. ....	119,269
Bryn Mawr, Pa. ....	2,400	Vineland, N. J. ....	6,769
Burlington, N. J. ....	9,049	West Chester, Pa. ....	11,717
Chester, Pa. ....	58,030	Wilmington, Del. ....	110,168
Clifton, Pa. ....	26,470	Woodbury, N. J. ....	8,801
Coatesville, Pa. ....	14,515	Allentown, Pa. ....	65,109
Conshohocken, Pa. ....	7,450	Atlantic City, N. J. ....	50,682
Downingtown, Pa. ....	3,326	Bethlehem, Pa. ....	50,358
Doylestown, Pa. ....	3,304	Columbia, Pa. ....	10,836
Eddystone, Pa. ....	7,500	Dover, Del. ....	9,817
Jenkintown, Pa. ....	2,965	Easton, Pa. ....	32,813
Lansdale, Pa. ....	5,531	Harrisburg, Pa. ....	75,917
Lansdowne, Pa. ....	4,066	Lancaster, Pa. ....	58,510
Marcus Hook, Pa. ....	1,573	Lebanon, Pa. ....	24,643
Media, Pa. ....	3,562	Pottsville, Pa. ....	21,785
Norristown, Pa. ....	32,319	Reading, Pa. ....	111,607
Penns Grove, N. J. ....	6,060	Streidsburg, Pa. ....	4,379
Phoenixville, Pa. ....	11,871	York, Pa. ....	52,770

#### Banks

Trust Companies .....	63	Resources .....	\$941,120,907.00
National .....	32	Resources .....	751,818,851.00
State Banks .....	10	Resources .....	18,445,092.00

Bank clearings for 6 months ending June 30, 1920, \$12,577,735,545.  
With a few exceptions virtually all the banks have a savings department in connection.

#### Schools

Public Grade .....	350	No. of Pupils .....	224,392
High .....	15	No. of Pupils .....	19,381
Parochial .....	32	No. of Pupils .....	96,635
Colleges & Universities .....	5	No. of Pupils .....	16,000
Academies .....	12		

Philadelphia is noted as a great medical center, the University of Pennsylvania, the Jefferson Medical College, the Kohnsamm Medical College and Hospital, the Woman's College and Hospital, Temple University, the Philadelphia College of Pharmacy being known all over the world, each having students attending their courses coming from every part of the globe.

#### Theatres

In Philadelphia there are 14 legitimate houses, 1 vaudeville exclusively (Keith's) 3 burlesque, 11 vaudeville and motion picture theatres, and 160 motion picture houses exclusively.  
The average seating capacity is 1050.

#### Churches

There are over 900 churches in Philadelphia, representing every denomination.

#### Principal Industries

Wire wheels, paints, washing machines, watch cases, shoes, soaps, speedometers, surgical appliances, dyeing and finishing textiles, cerdage and twines, fertilizer, iron and steel, adding machines, agricultural implements, air compressors, asbestos goods, automobiles, axles, beds and bed springs, rubber goods, boilers, bolts and nuts, bottles, brass and bronze castings, electric street cars and trucks, carpets, cash registers, chemicals and dyestuffs, clay products, coal, electric cranes, meters, elevators and apparatus, locomotives, knitting machinery, heating apparatus, lathes, marine tools and equipment, shipbuilding, steam shovels, worsted goods, farm tractors, talking machines, sugar refining.

#### Special Information

Known as the "world's greatest workshop" and "city of homes." Annual product of factories exceeds \$800,000,000, employing over 300,000 people. Has over 300,000 homes, only 12,000 of which are frame.  
Manufacturing establishments cover wide range of articles, from largest locomotive works, employing 19,500 men, to manufacture of wedding rings, employing but a few.  
Great shipbuilding center; more steel tonnage being built on Delaware River than all the rest of the country combined. When working at maximum capacity a locomotive is completed every two and one-half hours; a trolley car every hour; ten pairs of stockings every second; a felt hat every two and one-quarter seconds.

NOTE.— Sources from which facts and figures were secured: Dr. Catell, City Statistician; E. Schlichter, Pub. Agent, Dept. Wharves, Docks and Ferries; Chamber of Commerce, Banks, Board of Education, and other reliable sources.

“That the people of Philadelphia appreciate the endeavors of The Bulletin to give them all of the news of the day as fairly, as exactly and as impartially as it can be laid before them, is attested by the fact that the name of ‘The Bulletin’ is a household word in practically every home in Philadelphia and its vicinity.”

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

### Survey in Two Parts.....PART 2

## PHILADELPHIA, PA.

### Wholesale Houses

Bakers .....	26
Butter and Eggs.....	23
Cigar Mfrs.....	97
Confectioners .....	75
Drugs .....	41
Florists .....	14
Grocers .....	80
Meats .....	31
Produce .....	127

### Retail Section

The principal shopping center of Philadelphia occupies a territory 2 miles long and 1 1/2 miles wide. In this district are the large department stores, shops, theatres, banks and hotels along the well known Market, Chestnut and Walnut Sts.

West Philadelphia also has its shopping center as does North Philadelphia.

### Residential Features

Philadelphia is oft-times called "The City of Homes," due to the fact so many people own their own homes, most of them are of the plain but substantial type.

In the better class districts the houses are of modern architecture, surrounded by well kept lawns—there is also any number of modern apartments and family hotels, and a few tenements in the lower end of Philadelphia.

### Trading Area

Philadelphia's trading area extends on the east to Atlantic City, on the northeast to Trenton, N. J., on the north to Easton, Pa., on the west to Reading and Harrisburg, on the southwest to Lancaster and on the south to Wilmington, Del. This territory is the second largest and most densely populated district in the United States.

### Port of Philadelphia

The City of Philadelphia in the center of the greatest industrial activity of the country has flowing through it two large rivers—the Delaware and the Schuylkill, which form a harbor terminal and give port facilities superior to those of any other port along the Atlantic Seaboard.

The large volume of commerce passing through this port, together with the advantages it possesses in being located upon fresh water rivers, sufficient in depth and width to accommodate the largest ocean steam ships justify its claim of being the second port in importance and official records show it to be the second in the volume and value of export and import trade in the United States.

During 1919 a total of 7,003 vessels entered and cleared this port—foreign trade exports were valued at \$52,391,691.00 and the imports at \$153,374,515.00, a total of \$276,285,695.00.

Nearly one billion gallons of oil of different kinds were shipped in and out of this port.

The value of flour shipped through this port in 1919 ran over \$33,000,000.00, and in quantity 3,301,269 barrels.

Philadelphia is one of the largest wholesale and jobbing centers in the United States and supplies retailers throughout eastern Pennsylvania and sections of New York, Delaware and Maryland.

### Retail Outlets for Nationally Advertised Products

Auto. (Passenger) .....	125	Delicatessen .....	257	Furriers .....	125	Merchant Tailors .....	400
Auto. (Trucks) .....	97	Dress Makers .....	870	Garages .....	325	Milliners .....	160
Auto. (Tires) Agcoys .....	137	Druggists .....	1100	Grocers .....	5696	Opticians .....	90
Auto. (Parts) Agcoys .....	215	Dry Goods .....	1500	Hardware .....	343	Photographers .....	240
Bakers .....	1200	Department Stores .....	65	Hats and Caps .....	175	Pianos and Phonographs .....	540
Cigar Stores .....	2580	Electrical .....	32	Jewelry .....	342	Restaurants .....	1000
Cloaks and Suits .....	18	Florists .....	80	Ladies' Tailors .....	300	Shoe Dealers .....	621
Clothing .....	369	Fruits .....	1363	Meat Markets .....	3100	Sporting goods .....	23
Confectioners .....	767	Furniture .....	300	Men's Furnishings .....	800	Stationers .....	190

#### EVENING

Evening Bulletin  
Evening Public Ledger

#### MORNING

Philadelphia Record  
North American  
Public Ledger  
Inquirer

#### SUNDAY

Philadelphia Record  
North American  
Inquirer  
Public Ledger

### INDEX TO SPACE BUYERS' CHARTS

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indications on October 1 were that the yield approximated 98 per cent of a normal crop, or 20,825,000 bushels. The crop last year was estimated at 7,614,000 and the average production during the last five years was 13,385,000 bushels. The average price of peaches this year was \$2.55 per bushel; pears, \$1.90 and plums, \$2.35. Last year the average price of peaches was \$2.85; pears, \$2.25, and plums, \$3.

The output of the coal mines of Pennsylvania in 1917 reached the unprecedented total of 271,519,710 net tons, of which 171,074,411 tons were bituminous and 100,445,299 tons were anthracite. The coke production amounted to 23,240,777 tons.

The year was without parallel in the entire history of the coal mining industry, not only on account of the remarkable output of coal and coke, but also on account of the conditions more or less chaotic that prevailed, due to war demands and restrictions. The conditions were so abnormal and impelling in their character as to make it impossible for the operators to cope with them with entire success. New conditions are always difficult to deal with, and when they are a result of an imperative de-

(Continued on Page XVIII)

production at 356,150 bushels. The crop last year approximated 381,500 bushels.

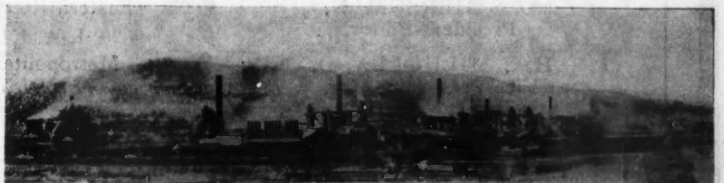
Present indications are that corn will average 45 bushels per acre, and the total production reach approximately 66,457,800 bushels for 1920. The crop last year was estimated at 70,086,000 bushels, and the average yearly yield during the past five years was 61,560,000 bushels.

The prospect for tobacco is 96 per cent of a normal or full crop for 1920. This indicates a yield of 1,536 pounds per acre, and a total production of 60,541,000 pounds. The crop last year was estimated at 53,768,000 pounds, and the average production for the past five years was 50,812,000 pounds.

The abundant precipitation during the month of August was helpful to the pasture, and the condition on October 1 was 101 per cent, which indicates that the

cattle and other livestock went into winter quarters in good condition.

It is the general rule as the season advances the prospect for apples declines, but the reverse was the case this year. The weather conditions were favorable during August and September and the volume of the crop has materially increased and the quality improved. The



Steel is one of the leading products of Pennsylvania and is the largest contributor to that State's per capita wealth. Here we have a typical mill.

class city is Corry, with a population of 7,228.

Pennsylvania has continued to maintain her place as the keystone of the country; and nothing of the turmoil of war and industrial uncertainty it seems can move her from that position.

Diversified farming has prevailed to a greater extent in Pennsylvania than any other state. The average yield of wheat is estimated at 17.1 bushels per acre compared with 17.8 bushels last year and the ten-year average of 18.1 bushels. The total production is estimated at 26,774,000 bushels as compared with 29,190,000 bushels last year, and the average yearly production for the past five years of 26,319,780 bushels. The average yield of spring wheat is estimated at 16 bushels per acre, and the total production at 27,900 bushels. The crop last year was estimated at 401,300 bushels.

Estimates show that the average yield of rye was 16.3 bushels per acre. The average yield last year was 17 bushels, and the ten-year average 17.3 bushels. The total production is estimated at 310,470 bushels for 1920.

The average yield of oats is estimated at 38.9 bushels per acre, making the total production 44,858,325 bushels. Last year's yield was estimated at 29.5 bushels per acre, and the total production at 35,016,000 bushels. The average yearly production for the past five years was 38,717,000 bushels. Owing to the excessive moisture during oats harvest, it was feared in some parts of the State that the quality of the oats would be materially damaged, but it appears that the quality of the oats this year is 97 per cent compared with 89 per cent last year.

The average yield of barley is estimated at 24.8 bushels per acre and the total

# THE PITTSBURG PRESS

Has the

## Largest Circulation

DAILY AND SUNDAY

in the World's Greatest Industrial Center

Circulation Over 40% Greater Than Nearest Competitor

**WITH THIS RADIUS  
PITTSBURG WOULD HAVE  
1,300,000 POPULATION**



**WITH THIS  
RADIUS PITTSBURG  
WOULD HAVE  
867,000  
POPULATION**

Pittsburg's population in Detroit's area (91 square miles) is 1,300,000, as against Detroit's 993,793.

Pittsburg's population in Cleveland's area (57 square miles) is 867,000, as against Cleveland's 796,836.

(Above map and data compiled by the Pittsburg Chamber of Commerce)

### And The Press' Circulation

is increasing (without the use of artificial methods such as premiums, canvassing, contests and prizes, etc.) at a faster rate than that of any other metropolitan newspaper.

In 1919 THE PRESS carried 24,562,048 agate lines paid advertising, exceeding its world's record of the preceding year by 4,880,792 agate lines, or approximately 25 per cent gain. In the first six months of 1920 THE PRESS carried 12,960,976 agate lines, a gain of 1,301,384 lines over the first six months last year, and in this period THE PRESS omitted nearly 2,000,000 lines of advertising on account of newsprint conservation.

All National and Local Advertisers Use

# THE PITTSBURG PRESS

(MEMBER A. B. C.)

Because It Is the

## Big Result Getter

O. S. HERSHMAN,  
President-Editor.  
H. C. MILHOLLAND,  
Vice Pres.-Adv. Mgr.

Eastern Representative,  
I. A. KLEIN,  
Metropolitan Tower,  
New York.

Western Representative,  
JOHN GLASS,  
Peoples Gas Bldg.,  
Chicago.

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

Survey in Five Parts. . . . . PART 1  
**PITTSBURGH, PA.**

**Population**

1920 Census . . . . .	588,193
A. B. C. City . . . . .	588,193
A. B. C. City and Suburban . . .	1,371,354
Chamber of Commerce, City . .	600,000
C. of Commerce City and Sub .	1,250,000
Native Whites . . . . .	67%
Negroes . . . . .	8%
Foreign Born . . . . .	25%
Students . . . . .	6,340
Industrial Workers . . . . .	25%
English Reading . . . . .	87½%
Home Owners . . . . .	100,000
Summer Residents . . . . .	None

**City Classed As**

**Industrial**

One of the greatest steel producing cities in America. Supplying about 60% of the steel and 35% of the iron used in the U. S.

**Location**

Pittsburgh is located on the Ohio River at the confluence of the Allegheny and Monongahela Rivers, in one of the richest mineral sections in the U. S. The total area of Pittsburgh is 26,511 acres and the district outside of Pittsburgh but within the metropolitan district is 379,369 acres.

Nine railroad trunk lines radiate from Pittsburgh. Pennsylvania R. R., Baltimore and Ohio R. R., New York Central R. R., Buffalo, Rochester and Pittsburgh R. R., Bessemer and Lake Erie R. R. and Wabash R. R. center here and all have commodious terminals. Additional transportation service is afforded by interurban electric lines which extends throughout the district.

Pittsburgh is the natural gateway between the East and West. It is nearer the center of the fifty millions of people or the major population of the United States, than any other industrial district. This means the saving of rate in the assembly of the raw materials and in the distribution of the finished product.

Pittsburgh is within twelve hours of the sea, twelve hours of the Mississippi valley and six hours of the Great Lakes.

**In Pittsburg, Everybody Reads**

# The Pittsburg Press

**GREATEST WEALTH PER CAPITA**

ACCORDING to the latest available official figures the per capita wealth of Pittsburg is greater than that of any of the other large cities in the United States, and perhaps the wealthiest city in the world. The great strides Pittsburg has made during the past few years in industrial progress has placed her still further in the lead.

PITTSBURG'S great per capita wealth is the basic reason for the enormous advertising volume carried by THE PITTSBURG PRESS. Through years of these conditions, by the combined results of the most progressive merchant advertisers and the best advertising medium, the people have been taught and educated to respond to advertising as nowhere else; and it is safe to say, without qualification, that the field is the most responsive to judicious advertising in the world.

Excels in presentation of the world's news, IN CIRCULATION, in features and comics and in VOLUME OF ADVERTISING—It is in fact Pittsburg's one complete newspaper. It not only excels in local and foreign advertising, and in automobile and high-class specialty advertising, such as musical instruments, financial, Jewelry, etc., but carries **More Classified Ads Than All Competitors Combined**

**Pittsburg's Greatest Newspaper**

is

# THE PITTSBURG PRESS

O. S. HERSHMAN,  
 President-Editor

H. C. MILHOLLAND,  
 V. President—Adv. Mgr.

Eastern Representative,

I. A. KLEIN,  
 Metropolitan Tower, New York

Western Representative,

JOHN GLASS  
 Peoples Gas Bldg., Chicago.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Five Parts.....PART 2  
**PITTSBURGH, PA.**

### Banks

State Banks .....	22	Resources .....	\$ 93,306,029
Trust Companies .....	34	" .....	339,330,797
National .....	21	" .....	484,123,629
Co-operative .....	1	" .....	39,551,128
<b>Total .....</b>	<b>78</b>		<b>956,311,583</b>

Total clearings, year ending 1918.....\$5,761,511,499  
Total clearings, year ending 1919..... 7,276,698,489

### Schools

Public Grade .....	136	Pupils .....	100,000
High .....	12	" .....	7,000
Industrial .....	1	" .....	250
Colleges .....	4	" .....	9,346

### Schools and Colleges

	Pupils
Carnegie Institute of Tech.....	3,628
University of Pittsburg .....	4,250
Duquesne University .....	1,268
Penn. College for Women.....	200
Normal Schools .....	1 1,404
Open Air Schools .....	2 800
Continuation Schools .....	1 200

### Theatres

Legitimate .....	4
Burlesque .....	3
Vaudeville (exclusively) .....	1
Vaudeville and Pictures.....	4
Motion Pictures .....	90

Having an average seating capacity of 960.

The Olympic and the Grand—pictures exclusively—are the largest in the city—having a seating capacity of 2,500 and 3,000 respectively.

### Churches

Baptist .....	46
Catholic—Roman .....	40
Christian Science .....	3
Congregational .....	17
Methodist .....	15
Lutheran .....	24
Presbyterian .....	15
Catholic—Greek .....	3
Catholic—Italian .....	15
Negro .....	21
Misc. ....	10

# PITTSBURGH CHRONICLE TELEGRAPH

"THE PAPER THAT GOES HOME."

ESTABLISHED 1841

The Pittsburgh Chronicle Telegraph has a large home-delivered, net-paid circulation. Premiums are not offered its readers to keep them. The news and advertising columns are well edited and kept clean, so that every reader can be proud of the fact that he is a reader.

The newspapers published are ordered and paid for by the agents, eliminating return privileges and making every copy a sure direct message to a reader, for the advertiser who uses its columns.

**Every Evening Except Sunday (2c. a Copy).**

**A Very Attractive Combination Rate in Conjunction With the Morning Gazette Times Is Offered**

Eastern Office  
**Knill Burke, Inc.**  
110 West 40th St.  
New York City

**U. E. Dice Foreign Advertising Manager**  
GAZETTE TIMES BUILDING  
**GAZETTE SQUARE PITTSBURGH, PA.**

Western Office  
**Knill Burke, Inc.**  
468 Peoples Gas Bldg.  
Chicago, Ill.



**EDITOR & PUBLISHER**  
 SPACE BUYERS CHART

Survey in Five Parts.....PART 3  
**PITTSBURGH, PA.**

**Suburban and Farm Residents**

Under this heading must be listed the cities and towns bordering or that are within what is commonly termed Metropolitan Pittsburgh—Wilkinsburg, 29,403, borders—Edgewood, 11,398, borders—Knoxville, 8,201, borders—Avalon, 5,277, 2 miles—Swissvale, 11,908, 2 miles—Rankin, 7,301, 3 miles—Bellevue, 8,998, 3 miles—Crafton, 5, 5,575—St. Clair, 3, 6,585—Carrick, 4, 10,504—Millvale, 2, 8,031—Sharpsburg, 4, 8,821—Munhall, 3, 7,554.

**Principal Industries**

	Metropolitan Pittsburgh	Municipal Pittsburgh	No. of Establishments	Value of Products
Number of Establishments.	2,479	1,741		
Persons Engaged .....	117,328	83,385		
Proprietor and Firm Members .....	2,167	1,580		
Salaried Employees .....	24,248	12,185		
Wage Earners (Average)....	149,913	69,620		
Capital Invested .....	\$705,660,139	\$309,217,271		
Salaries and Wages.....	136,352,480	61,369,040		
Salaries .....	33,542,199	16,300,808		
Wages .....	102,810,281	45,068,232		
Cost of Materials .....	350,561,800	149,915,402		
Value of Products.....	573,380,021	246,694,018		
Value Added by Manufacture .....	222,818,221	96,778,616		
			No. of Establishments	Value of Products
Brass, bronze and copper products.	12	\$3,175,811		
Brick and Tile.....	15	1,007,863		
Cars and general shop construction.	5	9,706,953		
Brooms and brushes.....	12	542,248		
Clothing (Men's) .....	30	1,818,772		
Electrical machinery and supplies..	21	3,059,983		
Copper, tin and sheet iron works..	57	1,225,298		
Foundry and mach. shop products.....	122	\$14,999,351		
Furniture and refrigerators.....	16	1,444,114		
Glass .....	8	1,816,445		
Iron, steel, blast furnaces.....	4	16,982,402		
Iron, steel, steel work and rolling mills .....	25	61,007,875		
Leather (Tan, curried and finished).	3	1,098,472		
Paints .....	11	1,645,226		
Pickles and Preserves.....	11	11,492,328		
Slaughtering and meat packing....	12	17,945,949		
Structural iron works .....	19	2,871,165		
Tobacco (Cigars) .....	182	3,839,163		

Other industries include the following: Book binding and blank book making, cleansing and polishing preparations, gas fixtures, electric fixtures, hats, jewelry, marble and stone works, perfumery, shirts, soap, springs, stove and furnaces, trunks, varnish, wire work, flavoring extracts, hilliard tables, cork, hardware, locomotives, rubber goods, wall plaster, saddlery and harness, signs and advertising novelty, suspenders, art goods, toys and games, washing machines, tubing and piping, air brakes, aluminum and vanadium.

NOTE.—The Pittsburgh metropolitan district, which ranks fourth among metropolitan districts of the United States in manufacturing in 1914, was made up of 119 cities, boroughs and townships.

NOTE.— Sources from which facts and figures were secured: H. Ralph Davis, Director Pittsburg Chamber of Commerce, Banks, Board of Education, Board of Public Service, Theatres, A. B. C. Reports, Merchants and other reliable sources.

**THE GAZETTE TIMES.**

PITTSBURGH'S

**ONE BIG Newspaper**

ESTABLISHED 1786

**Every Morning Including Sunday. (Daily, 2c.); (Sunday, 10c.).**

The Gazette Times receives the full reports of the Associated Press and United Press Association and the New York Times every day of the week; and in addition has special telegraphic service from its bureaus in Washington, Philadelphia and Harrisburg, direct into The Gazette Times office.

The Gazette Times is a good buy from an advertising standpoint because the readers have confidence in its advertising as well as its news.

**A very attractive combination rate in conjunction with the evening Pittsburgh Chronicle Telegraph is offered.**

Eastern Office  
**Knill Burke, Inc.**  
 110 West 40th St.  
 New York City

U. E. Dice Foreign Advertising Manager  
 GAZETTE-TIMES BUILDING  
 Gazette Square Pittsburgh, Pa.

Western Office  
**Knill Burke, Inc.**  
 468 Peoples Gas Bldg  
 Chicago, Ill.

BECAUSE OF ITS CHARACTER, PRESTIGE AND DOMINATING  
INFLUENCE AMONG DISCRIMINATING PEOPLE

# The Pittsburg Dispatch

IS OF KNOWN QUANTITY AND QUALITY

THE DISPATCH is printed and edited with the object in view of appealing to those Pittsburgers and their neighbors who, not necessarily wealthy, are ambitious, able and of a type to appreciate the substantialities of life rather than its theories and unrealities. There are many advertisers who have just this problem in view and find in The Dispatch's circulation an already established channel into the homes of the people they most desire to reach.

## Advertisers Select The Dispatch First

THE DISPATCH news service—The Associated Press, The Sun and New York Herald service and special correspondents throughout the world—its tremendous hold on its subscribers and the influence it wields in its territory, its roster of prominent national advertisers who advertise in this territory, its interest to all members of the family, its illustrious records of results, its peculiar appeal to all classes—these are the irresistible reasons why thoughtful advertisers coming into the Pittsburg field select The Dispatch first.

Old readers stick as long as they live. New ones come along and add to the total in proportion as the population increases. The Dispatch, you will see, occupies an enviable position.

## AN UNUSUAL ADVERTISING MEDIUM

SUCH a newspaper, approved by so many people, is an unusual advertising medium. The very fact that readers are so loyal to the paper and believe in it so thoroughly gives advertisers a larger percentage of readers of their advertising than they can obtain in any other Pittsburg paper.

The Dispatch is regarded by its readers with genuine family sentiment—the strongest possible link. This gives the paper unusual power of assured results as a distributor of business news as furnished by advertisers.

## Now, Business Men, the Concerns That Reap the Big Profits

from advertising are those that use constructive, creative, efficient advertising continuously in a paper that possesses all the essential features of reader interest. The value of such a policy is obvious.

You know you cannot win a fight unless you are ready to fight, and, by the same token, you cannot win a profitable return on your advertising investment unless you place it to the greatest possible advantage.

# The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE  
225 Fifth Ave., New York  
Brunswick Bldg.

THE FORD-PARSONS CO.  
950 Marquette Bldg., Chicago  
Peoples Gas Bldg.

WALTER EDGE  
Atlantic City  
1809 Atlantic Ave.

DORLAND AGENCY  
London, England  
16 Regent St.

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

Survey in Five Parts.....PART 4

**PITTSBURGH, PA.**

**Trading Area**

Wishing to ascertain what this area comprised, EDITOR & PUBLISHER'S representative deemed it advisable to interview, besides those already mentioned in another part of this survey, the advertising managers of two of the largest department stores in this city and several members of the Rotary Club as well.

The consensus of opinions was that Pittsburgh's retail trading area included everything within a radius of thirty miles—charting this into three areas, namely, the ten-mile, twenty-mile, and thirty-mile radius. Within the ten-mile limit are those who make daily trips into town for business, shopping and social purposes; this is the class known as steady or daily buyers.

The twenty-mile radius forms the weekly or bi-weekly shoppers, and the thirty-mile radius forms that which is known as the monthly or twice monthly shoppers, and who usually buy in large quantities due to the seldom or protracted visits.

Many things, such as splendid stores, excellent transportation facilities, the unusual topography of this part of the state, go to make Pittsburgh's trading area second to none in the state.

**SPECIAL INFORMATION**

Pittsburg contains nearly one-half the population of the Metropolitan district, but contributed only 43% of the value of the manufactured products of the entire district. This is due to the steel works, rolling mills and blast furnaces which require considerable space for operation, and consequently are located outside the corporate limits of the city.

In diversified manufactures Pittsburg stands first in the production of many commodities. It leads the world in the production of finished aluminum. It has the largest cork manufacturing plant and its pickling and preserving business is the largest in the world.

The payroll of the Pittsburg district exceeds \$1,500,000 daily.

The annual value of manufactured products for the current year is estimated at over \$1,000,000,000. The Pittsburg manufacturing district in embracing activities within a radius of 40 miles, furnishes items of production on so vast a scale as to stagger the imagination.

As a producer of raw materials this territory stands pre-eminent. With census figures as a basis it has been found that the manufacturers of the U. S. are dependent upon the Pittsburg district for their raw materials in the following radius:

Product	Percent of raw materials from Pittsburg district
Agricultural implements .....	44%
Hardware Products .....	45%
Automobiles .....	45.7%
Machinery (All Kinds) .....	37%

Pittsburg takes a leading place among the scientific centers of the world for industrial and technical study and research. The testing stations of the U. S. Bureau of Mines, Bureau of Standards and Bureau of Geological Survey have been established here. Also at the Carnegie Institute of Technology are special laboratories for the testing of building materials. The Mellon Institute for Industrial Research in the University of Pittsburg conducts experiments covering a wide field.

In building operation Pittsburg has spent more than \$75,000,000 in the last decade in public edifices, office structures and other monumental buildings.

Pittsburg produces 3/5 of the glass output of the entire country.

The Pittsburg district produces 2/3 of the bituminous coal mined in Pennsylvania. There are in Pittsburg 93 pig iron blast furnaces producing, according to the last official statistics, 6,357,660 tons or 10% of the world's output of pig iron.

There are 372 open hearth steel furnaces with a total production of 10,000,000 tons. Pittsburg percentage of output of steel to the total of the whole country is 40%.

Pittsburg produces 66% of the tin plate output of the United States.

Compare with the tonnage of the world's greatest ports the Pittsburg tonnage is 2 1/2 times the total of New York, London and Hamburg.

Assessed valuation in Pittsburg is \$950,000,000.

**YOU ARE WELCOME, Mr. Advertiser**

to share in the steadily increasing prosperity of the wonderful Pittsburg district—the center of the world's industry. Business thrives, introductory advertising campaign succeed, if worthy, and established trade connections grow on and on in this productive territory. There's not another spot throughout the whole world to compare with Wonderful Pittsburg. Come and share in our prosperity. Forget the trifling obstacles of the present—brace up—put on more pressure—have courage and join the hosts of Dispatch advertisers in making money.

**The Pittsburg Dispatch**

**Greater Pittsburg's Greatest Newspaper**

with its broad influence in the home, office and factory is at your service. Over 75 years the leader in its field. Bigger circulation, more advertising and better than ever.

New York Office  
**WALLACE G. BROOKE**  
 BRUNSWICK BLDG.

Chicago Office  
**FORD-PARSONS CO.**  
 MARQUETTE BLDG.

London Office  
**DORLAND COMPANY**  
 16 REGENT ST., S. W.

# The Pittsburg Leader

431 FIFTH AVENUE

PITTSBURGH, PA.

ALEXANDER P. MOORE, Publisher

WILLIAM E. MOFFETT, Advertising Manager

*Published Evenings and Sunday Mornings*

*A CLEAN, INDEPENDENT NEWSPAPER*

When an advertiser buys Leader circulation, he not only receives a maximum investment at minimum cost, but has the assurance of non-duplicating circulation because the Leader reader demands the Leader—no other paper will do.

*No Objectionable Advertising Published*

**NATIONAL ADVERTISING REPRESENTATIVES**

**VERREE & CONKLIN**

Brunswick Bldg.  
New York, N. Y.

**VERREE & CONKLIN**

Steger Building  
Chicago, Ill.

**VERREE & CONKLIN**

11 Lafayette Blvd.  
Detroit, Mich.

**VERREE & CONKLIN**

Selling Building  
Portland, Oregon

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Five Parts.....PART 5

### PITTSBURGH, PA.

#### Wholesalers

Bakers .....	21
Cigars and Tobacco .....	68
Cloaks and Suits .....	18
Confectioners .....	51
Druggists .....	11
Dry Goods .....	41
Florists .....	55
Grocers .....	46
Hardware .....	15
Jewelry .....	54
Meats .....	17
Milliners .....	10
Stationers .....	11

The city is the center of an immense jobbing trade, supplying over ten million people and counts its annual business above the billion mark. A single item as an illustration shows Pittsburgh is the third city in the country in the distribution of fruits and vegetables. During 1916 the city received more than forty thousand carloads of such produce and of this number twenty-five thousand carloads were used in the metropolitan district.

#### Retail Sections

Municipal Pittsburgh can justly be proud of its so-called "downtown" shopping district, comprising about one square mile. In this section are located the department stores, shops, theatres, banks, etc.

While to the left of this district lies one of the finest municipal markets in the U. S.—where hundreds of thrifty housewives make their daily pilgrimages.

In the east end there is a retail section in Penn Ave., about 1½ miles long. This is commonly termed the silk-stocking end of Pittsburgh comprising a typical high-class neighborhood shopping center.

Each of the seventeen towns or villages bordering on Pittsburgh has a shopping center of its own, but naturally the downtown shopping center of Pittsburgh holds the big attractions.

#### Residential Features

The residents of Municipal Pittsburgh occupy almost exclusively fine apartments in the better sections, while in the poorer section hundreds of small but comfortable homes have been erected by the different steel mill companies, and while there are still several tenements they are fast making way for the individual "working men's homes."

The east end is the popular and exclusive residential section, and is noted for its beautiful individual homes with their spacious grounds and picturesque settings. There are also a great number of large and modern apartments or courts located in this district.

In the Schenley Park district there are quite a few apartment hotels and individual homes.

While in the outlying districts private homes form the majority of dwellings.

#### Retail Outlets for Nationally Advertised Products

Auto. (Passenger) Makes .....	42	Delicatessen .....	150	Furriers .....	27	Merchant Tailors .....	546
Auto. (Truck) Makes .....	33	Dressmakers .....	400	Garages .....	110	Milliners .....	91
Auto. (Tires) Agencies .....	24	Druggists .....	255	Grocers .....	1783	Opticians .....	75
Bakers .....	134	Dry Goods .....	206	Hardware .....	106	Photographers .....	85
Cigar Stores .....	190	Department Stores .....	26	Hats and Caps .....	31	Pianos .....	25
Cloaks and Suits .....	109	Electrical .....	171	Jewelry .....	95	Restaurants .....	410
Clothiers .....	95	Florists .....	53	Ladies' Tailors .....	27	Shoe Dealers .....	307
Confectioners .....	312	Fruits .....	215	Meat Markets .....	602	Sporting Goods .....	22
Apartment Houses .....	330	Furniture .....	112	Men's Furnishings .....	190	Stationers .....	30

#### MORNING NEWSPAPERS

- The Pittsburgh Dispatch.
- The Pittsburgh Gazette-Times.
- The Pittsburgh Post.

#### EVENING NEWSPAPERS

- The Chronicle-Telegraph.
- The Evening Sun.
- The Pittsburgh Leader.
- The Pittsburgh Press.

#### SUNDAY NEWSPAPERS

- The Pittsburgh Sunday Leader.
- The Pittsburgh Sunday Post.
- The Sunday Dispatch.
- The Sunday Gazette-Times.
- The Sunday Press.

NOTE.—There are also printed in this city a large number of foreign language dailies and weeklies, Catholic weeklies, trade papers, technical journals, mining and oil publications, both weekly and monthly.

PITTSBURGH is a wonderful city and the PITTSBURGH LEADER is recognized and appreciated by its people.

Every successful PITTSBURGH advertiser uses the LEADER in a big, regular way—many of them starting years ago when they were small and today, some of THOSE MANY are the leaders in their line.

Any national advertiser coming into Pittsburgh will do well to get inside facts about the LEADER—it's the one newspaper that has been through the Mill of TRIED and TEST.

It is established on facts and solid principles. It has the endorsement of the largest and best organizations, advocating highest business ideals.

The LEADER operates on a flat rate.

Write for Standard Rate Card, sample copies or any other information to William E. Moffett, Advertising Manager, The Pittsburgh Leader or to Verree & Conklin, Brunswick Bldg., New York, Verree & Conklin, Steger Bldg., Chicago, Verree & Conklin, 11 Lafayette Blvd., Detroit, or Verree & Conklin, Selling Bldg., Portland.

**EDITOR & PUBLISHER**  
 SPACE BUYERS CHART

Survey in Two Parts.....PART 1  
**SCRANTON, PA.**

**Population**

1920 Censns.....	137,783
A. B. C. City.....	137,783
A. B. C. City and Suburban.....	140,000
Chamber of Commerce, City.....	150,000
Chamber of Commerce, City and Suburban.....	300,000
Native Whites .....	74% Industrial workers.... 35%
Negroes .....	1% English reading..... 90%
Foreign Born.....	25% Families .....
Students .....	300 Summer residents..... Few

**Suburban and Farm Residents**

Waverly, 515; Dalton, 800; Elmhurst, 400; Dunmore, 22,050; Dickson City, 11,051; Avoca, 4,950; Throop, 5,671; Olyphant, 10,236; Peckville, 4,000; Jessup, 3,400; Archibald, 8,603; Jermyn, 3,500; Mayfield, 3,832; Carbondale, 18,643; Taylor, 9,884; Old Forge, 12,264; Duryea, 8,000; Pittston, 18,000; Minooka, 3,100; Moosic, 4,365; Chinchilla, 300; Clark's Summit, 800; Glenburn, 320; Moscow, 650.

**City Classed As**

Mining and Industrial Centre.

**Location**

Scranton is located 134 miles from New York City, 167 miles from Philadelphia and 316 miles from Pittsburgh, on five steam railroads and two interurban electric lines—is the county seat of Lackawanna county and is the third largest city in the State of Pennsylvania.

**Banks**

State .....	11 Resources.....	\$28,967,000
Trust Companies .....	4 Resources.....	5,825,000
National .....	4 Resources.....	55,863,000

**Schools**

Public Grade .....	76 Pupils.....	25,000
High .....	2 Pupils.....	2,500
Industrial .....	2 Pupils.....	550
Colleges .....	2 Pupils.....	1,050
Parochial .....	12 Pnpils.....	4,795

**Theatres**

2 motion picture and vaudeville, 1 burlesque, 18 motion picture; seating capacity 10,500.

**Churches**

Baptist 16, Christian 8, Congregational 5, Hebrew 8, Methodist 18, Presbyterian 18, Catholic 26, Lutheran 8, Protestant Episcopal 8, Reformed 2, Greek Catholic 5, and 18 miscellaneous.

**Principal Industries**

Anthracite coal, heavy hardware, bolts and nuts, stoves and grates, furnaces, scales, boilers, screens, steam pumps, mining machinery, auto trucks, silk and other textiles, lace curtains, buttons, locomotives, men's clothing, wooden ware and marine engines.

**Special Information**

Scranton is the biggest and wealthiest coal-mining city in the world, the yearly output within a twenty-mile radius is valued at more than \$150,000,000. Scranton is also the second largest silk manufacturing city in the United States. County seat of Lackawanna county, situated in the north-eastern corner of the state. Five steam railroads, two interurban electric lines and a trolley system that covers the entire city and valley, give Scranton better freight and passenger service than most cities enjoy. Scranton is the home of the International Correspondence School.

NOTE.— Sources from which facts and figures were secured: J. S. Gibbons, Pub. Sec. Scranton Board of Trade; banks, Board of Education and other reliable sources.

**The Scranton Times.**

ESTABLISHED 1870

E. J. LYNETT  
 Editor & Proprietor

J. E. BRADLEY  
 Manager

A. B. C. PAPER

Enjoys the largest daily circulation in the state of Pennsylvania outside of the cities of Philadelphia and Pittsburgh.

The family newspaper of northeastern Pennsylvania.  
 Has double the circulation in the city of Scranton of any other daily paper.  
 Never had a circulation contest, premium scheme, or gift enterprise, or any other device for the inflation of circulation. Its circulation has been built up strictly on the merits of the paper.

First in local advertising  
 First in Foreign advertising  
 First in number of classified ads.

Average daily net paid circulation for the month of November, 1920—35,227

Special Representatives

LA COSTE & MAXWELL  
 MONOLITH BUILDING,  
 NEW YORK CITY

LA COSTE & MAXWELL  
 MARQUETTE BUILDING,  
 CHICAGO, ILL.

**EDITOR & PUBLISHER**  
**SPACE BUYERS CHART**

Survey in Two Parts.....**PART 2**  
**SCRANTON, PA.**

**Wholesale Houses**

- Confectioners .....15
- Groceries .....16
- Hardware ..... 6
- Meats .....13
- Drygoods .....12
- Fruits ..... 9
- Bakers .....11
- Produce .....11
- Clothing ..... 5

**Retail Section**

1 mile on Lackawanna avenue; 1 mile on Main avenue; ½ mile on Spruce street; ½ mile on Linden street; 2 blocks on Franklin avenue; 5 blocks on Penn avenue; 6 blocks on Wyoming avenue; 3 blocks on Washington avenue; 4 blocks on Adams avenue; 2 blocks on Jefferson avenue; also several other intersecting streets.

**Residential Features**

Principally a city of homes. There are also a large number of modern apartment buildings and tenements.

**Trading Area**

Scranton's trading area contains a population of 400,000, is thickly populated and is exceedingly prosperous as shown by the large number of wholesale and retail stores in every line of trade. Good steam road interurban and electric trolley service brings large numbers of shoppers from outside territory into Scranton.

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) ..... 35	Delicatessen ..... 10	Furriers ..... 7	Merchant Tailors ..... 9
Auto. (Truck) ..... 14	Dress Makers ..... 118	Garages ..... 52	Milliners ..... 21
Auto. (Tires) Agoys ..... 29	Druggists ..... 64	Grocers ..... 663	Opticians ..... 13
Auto. (Parts) Agoys ..... 30	Dry Goods ..... 32	Hardware ..... 22	Photographers ..... 16
Bakers ..... 39	Department Stores ..... 12	Hats and Caps ..... 5	Pianos ..... 14
Cigar Stores ..... 25	Electrical ..... 14	Jewelry ..... 39	Restaurants ..... 44
Cloaks and Suits ..... 11	Florists ..... 28	Ladies' Tailors ..... 4	Shoe Dealers ..... 41
Clothiers ..... 33	Fruits ..... 75	Meat Markets ..... 105	Sporting Goods ..... 11
Confectioners ..... 80	Furniture ..... 34	Men's Furnishings ..... 24	Stationers ..... 15

**Weekly Publications**

- Allied Craftsman
- The Pennsylvania Sportsman (bi-monthly)
- Board of Trade Journal
- Lackawanna Jurist

**Newspapers**

- Times (Eve.)
- Republican (Morn.)
- Scrantonian (Sun.)
- Dispatch (Sun.)

**Scranton, Pennsylvania**

and its most important daily newspaper

**The Scranton Republican**

**CIRCULATION 31,000 DAILY**

Located in the heart of the rich anthracite coal region, it is also the second largest silk producing city in the United States.

**POPULATION - - - 157,000**

**BANK CLEARINGS OVER \$226,000,000**

The Scranton Republican has the largest home delivered circulation in Scranton, service being rendered by its own carriers.

It prints more classified advertising than any other Scranton newspaper.

**Foreign Representative:**

**Paul Block, Inc., New York, Boston, Chicago, Detroit**



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts.....PART 1

**ERIE, PA.**

"The Manufacturing City"

### Population

1920 Census .....	102,093
A. B. C. City.....	102,093
Chamber of Commerce, City.....	105,000
Chamber of Commerce, City and Suburban.....	150,000

Native Whites..... 77%	Industrial workers.... 21%
Negroes .....	1% English reading..... 95%
Foreign Born..... 22%	Families .....
Students .....	None Summer residents..... Few

### Suburban and Farm Residents

Northeast, 450; State Line, 150; Harbor Creek, 400; Corry, 8,000; Wesleyville, 600; Bell Valley, 200; Wattsburg, 400; Union City, 3,500; Waterford, 800; Edinboro, 800; Albion, 800; Girard, 1,100; Springfield, 460; Platea, 250; Swanville, 200; McKane, 207; Fairville, 562; Kearsarge, 400; Philipsville, 100; Mill Village, 593.

### City Classified As

Diversified industrial.

### Banks

Trust Companies..... 3	Resources.....	\$14,341,580.00
National .....	4	Resources..... 29,086,850.00
Co-operative State..... 2	Resources.....	1,380,990.00

### Schools

Public Grade..... 25	Pupils.....	9,175
High .....	4	Pupils..... 3,486
Fresh Air .....	1	Pupils..... 28
Parochial .....	16	Pupils..... 6,000

### Location

Erie, the county seat of Erie county, is located on the south shore of Lake Erie, with a natural harbor 4½ miles long, with the New York Central, Nickel Plate, Pennsylvania, Erie and the Pittsburgh & Lake Erie and Bessemer railroads passing through or having their terminal at Erie—three interurban trolley lines also, giving both passenger and freight service.

### Theatres

1 opera house, seating 1,600; 1 community playhouse, seating 500; 1 vaudeville and motion picture house; 18 motion picture houses, exclusively, the three largest being the Majestic, 1,600; Columbia, 1,500; Strand, 1,000; 2 motion picture houses under construction.

### Churches

5 Baptist, 23 Catholic, 4 Hebrew, 1 Christian Science, 4 Episcopal, 6 Evangelical, 9 Lutheran, 8 Presbyterian, 10 Methodist Episcopal, 12 miscellaneous.

### Principal Industries

Steam engines and boilers, paper mills, sterilizing equipment, gray iron, steel and malleable castings, steam turbines, automobile tires, tool steel, oil well supplies, silk mills, builders' supplies and hardware, screens, vacuum cleaners, toys, nuts and bolts, electric cars, paper boxes, cigars, fire brick, brass products and coffee roasters.

### Special Information

Erie is the largest fresh water fishing port in the United States, and is the third city in rank in the diversity of industries, the value of manufactured articles yearly are over \$90,000,000. Custom house records show that between 2 and 3,000 yessels enter and clear from the Erie ports every year. The steam engine industry is to Erie what the gas engine is to Detroit.

NOTE.— Sources from which facts and figures were secured: J. K. Shields, Publicity Manager Erie Board of Commerce-Manufacturers' Association of Pennsylvania; Banks, Board of Education and other reliable sources.

MEMBERS A. B. C.—ONLY PAPERS IN ERIE SHOWING GAINS IN CIRCULATION—QUANTITY AND QUALITY CIRCULATION

More Than One-Half of the People in Erie Reached by These Papers

11,486 NOW—AND GROWING RAPIDLY

# THE ERIE DISPATCH

Established 1852  
Price Three Cents

Every Week Day  
Morning

Only Morning Paper—Exclusive Associated Press

10,549 NOW—AND GROWING RAPIDLY

# THE ERIE DAILY HERALD

Established 1878  
Price Three Cents

Every Week Day  
Evening

Exclusively—Associated Press—United Press—Exclusively

20,304 NOW—AND GROWING RAPIDLY

# ERIE SUNDAY DISPATCH AND HERALD

Price 7 Cents—Greatest Newspaper in Northwestern Pennsylvania—Price 7 Cents

Carrying Full Wire Service of Both The Associated Press and United Press—Five Pages of Comics Each Sunday—Magazine Section Leads in all Local News and Sports. Only Sunday Newspaper in Erie.

Here's What  
Transpired  
in Three  
Months

SEPTEMBER 1, 1920—Owners of Morning Dispatch purchased Evening Herald.  
OCTOBER 22, 1920—Dispatch enlarged to eight columns, with added features.  
NOVEMBER 1, 1920—Herald started publishing from Dispatch plant, and enlarged to 8 columns, with added features.  
NOVEMBER 7, 1920—Sunday Dispatch and Sunday Herald combined.  
NOVEMBER 12, 1920—Herald printed largest issue in history of paper.  
NOVEMBER 25, 1920—A total of \$35,000 expended in making three good papers better—more news—larger size papers—circulation increasing rapidly.

RECORD PUBLISHING COMPANY OF ERIE, Publishers.

ROBERT L. NOLAND, Business Manager.

NEW YORK, BOSTON, CHICAGO

**CHAS. EDDY CO., Inc.**

National Advertising Representative



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Two Parts.....PART 2

**ERIE, PA.**

*"The Manufacturing City"*

### Wholesale Houses

Bakers .....	8
Cigars and tobacco.....	4
Confectionery .....	5
Fish .....	8
Fruits .....	2
Meats .....	5
Grocers .....	8
Produce .....	9

### Retail Section

Erie's principal shopping district extends 1½ miles along State St., 1½ miles along Parade St., 1 mile along Peach St., 1 mile on W. 18th St., and 1 mile on W. 26th St., also numerous other neighborhood centers.

### Residential Features

Erie is a city of pretty homes with well-kept lawns and surroundings; single homes and apartments of a modern type predominate.

### Trading Area

Erie's trading area covers the entire north-eastern section of Pennsylvania, a section comprising a fertile and productive farming and fruit growing belt, extending on the east to the New York State line, on the west to the Ohio State line and on the south to Corey and Girard.

### Retail Outlet for Nationally Advertised Goods

Auto. (Passenger) .....	60	Delicatessen .....	2	Furriers .....	6	Merchant Tailors .....	5
Auto (Truck) .....	27	Dress Makers .....	119	Garages .....	47	Milliners .....	26
Auto. (Tires) Agcys .....	33	Druggists .....	32	Grocers .....	364	Opticians .....	7
Auto. (Parts) Agcys.....	47	Dry Goods .....	33	Hardware .....	22	Photographers .....	14
Bakers .....	36	Department Stores .....	7	Hats and Caps .....	5	Pianos .....	7
Cigar Stores .....	20	Electrical .....	28	Jewelry .....	31	Restaurants .....	85
Cloaks and Suits .....	20	Florists .....	17	Ladies' Tailors .....	2	Shoe Dealers .....	41
Clothiers .....	54	Fruits .....	21	Meat Markets .....	160	Sporting Goods .....	7
Confectioners .....	134	Furniture .....	20	Men's Furnishings .....	14	Stationers .....	3

MORNING NEWSPAPERS  
Dispatch

EVENING NEWSPAPERS  
Times  
Herald

SUNDAY NEWSPAPERS  
Dispatch and Herald

WEEKLY PUBLICATIONS  
Christian Home and School  
Erie Review  
Erie Tageblatt

# Greater Results from Reduced Appropriations

Choose cities large enough to be profitable, assured of steady employment and completely served by one home paper.

Territory	Population 1920	Families Number	Erie Times Circulation
Erie, Pa. ....	102,093	20,418	20,801
Suburban .....	52,000	10,400	6,016
Country .....			947

Obviously the Times reaches practically every worth-while family. The city circulation frequently exceeds the total number of families. The November 1920 grand total circulation is subnormal because of a recent increased subscription rate.

## Erie Daily Times Circulation... 27,764

Evenings except Sunday. Line rate 8c. flat.

A. B. C. Member. Paid Average November, 1920.

The population unit of 154,000 is large enough to be attractive. The diversification of industries insures stability—never a likelihood of heavy over or under supply of labor. Your actual net profit obviously would be greater in Erie

where, through the Times alone at a low rate, you can reach practically 100% of the families—at once a class and mass proposition—than in many cities though much larger but with actual net profit diminished through keen newspaper competition.

Representatives

### E. KATZ SPECIAL ADVERTISING AGENCY

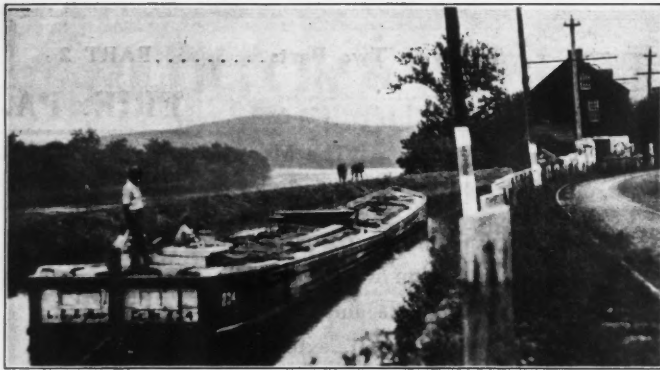
NEW YORK

CHICAGO

ATLANTA

KANSAS CITY

SAN FRANCISCO



Pennsylvania, with her diversified industries and agriculture, has one of the most perfect rail transportation systems in the world. The commonwealth also keeps her waterways working for the common good

**PENNSYLVANIA IS STILL NATION'S KEYSTONE**

(Continued from Page V)

mand from which there can be no exemption, they place a strain upon even the greatest resourcefulness and highest efficiency.

In spite, however, of the confusion that existed in all the mining centers and the drawbacks of car shortage and labor troubles, the coal and coke production exceeded by many millions of tons the output of any previous year.

To both operators and miners the year was one of great prosperity. Prices for coal were exceedingly high until the close of the year when they were regulated by the Federal Government and considerably reduced, thereby lessening the vast profits that were being earned by the operators. Even under the Government prices, however, the well-conducted mine was profitable and no fear need be entertained for the coming year. The wages of the miners have risen to almost unreasonable heights and reports of unheard of earnings are received from all sections of the regions.

Owing to the imperative demand for coal and the satisfactory prices paid for the product, the established operations have all been working with feverish haste, and, in addition, there have come into existence a remarkable number of small operations. There are now in active operation about 1,800 new small mining concerns employing from two to ten persons each, with an aggregate number of about 10,000 employees, and a production estimated at 500,000 tons monthly.

Very few of these mines have as yet come under the jurisdiction of the State Department, except as to the matter of ventilation, the law excepting from the supervision of the department all mines operating with less than ten persons inside. Most of these mines are what are known as wagon mines and sell their product locally.

In the United States, including Alaska, the deposits are placed at 4,231,352,000 tons, or half the total of the world. A great part of the deposits, however, lie below a practical mining depth. In Pennsylvania, the unmined anthracite deposits are by one authority estimated at 10,638,902,809 tons, half of which may be available, or 5,319,451,404 tons. Another computation is 6,512,167,703 tons as available. Estimating the annual production at 70,000,000 tons, the duration of this industry in one case would be about 73 years and in the other about 93 years.

In the bituminous region, according to the latest estimate of the Federal Government, there still remain about 109,000,000 tons unmined or an amount sufficient to continue the present rate of

production for 500 years. This estimate, however, is deemed very extravagant by the best informed mining men. The twenty-six counties now being exploited comprise practically all of the coal bearing measures of the region, and from some of them the greater part of the coal has already been extracted. It is probably nearer the mark to say that another hundred years at the present rate of production will no doubt bring to the point of exhaustion the rapidly diminishing deposits of the bituminous region of the State.



The manufacturing plants of Pennsylvania are the safest and most modern in the world. This is an electrical shop in the Pittsburgh district

If the estimates given above can be accepted as reliable, the tremendous quantity of reserve coal at the disposal of future generations should effectually dispel for many years to come any apprehension as to the possibility of distress resulting from a lack of fuel.

The City of Philadelphia is the greatest manufacturing city in the country in heavy machinery and iron and textile products, and, in addition, to shippers is the most advantageous ocean gate-way on the Atlantic coast of the United States.

As a port, its only rivals on the Atlantic seaboard are New York, Baltimore and Boston. Its superiority as an economical shipping point over any of these is marked and indisputable. Philadelphia, with a population of nearly 2,000,000—one-sixtieth of that of the United States—produces one-twentieth of the nation's entire manufactures. The State of Pennsylvania, of which Philadelphia is the only seaport, has a population of 8,000,000 inhabitants.

It is the second port in the United States, according to the latest published statistics of the Federal Customs Service, both in tonnage and in value of imports and exports, and in customs receipts, ranking next after New York.

Philadelphia's piers total nearly two hundred in number, affording a berthing space of more than 160,000 lineal feet for the accommodation of vessels of every size and character. Of this total

berthing length, about 35,000 lineal feet is capable of accommodating large, deep-draft, ocean carriers, affording dockage for about one hundred fair sized ships at one time.

Philadelphia has a Belt Line Railroad serving its active waterfront, by means of which freight from any railroad point in the country can be delivered direct in railroad cars to any steamship wharf in the city, and can be sent in cars direct from any wharf to any interior points without rehandling. The expensive system of transferring freight by lighters and car floats from one part of the harbor to another is not necessary in Philadelphia.

In 1919 there were in Allegheny County, which is a part of the Pittsburgh district, 2,580 plants, showing an increase over 1916 of five per cent. The industries of the county in 1916 represented 238 different kinds of manufacture while in 1919 the variety was 250 or five per cent more than in 1916. Likewise, there was a slight increase last year in the number of employees. Payrolls of the various industrial establishments of Allegheny county in 1916 carried the names of 220,060 employees, while in 1919 the employees numbered 221,621. Of the total number of employees in 1916, 115,495 were American whites; 7,897 were Americans colored; and 96,668 were foreigners. In 1919 the records show that in Allegheny county there were employed



A smooth easy climb over the Allegheny Mountains. All communities are connected by perfect highways

in 1919 the invested capital was \$970,072,700.

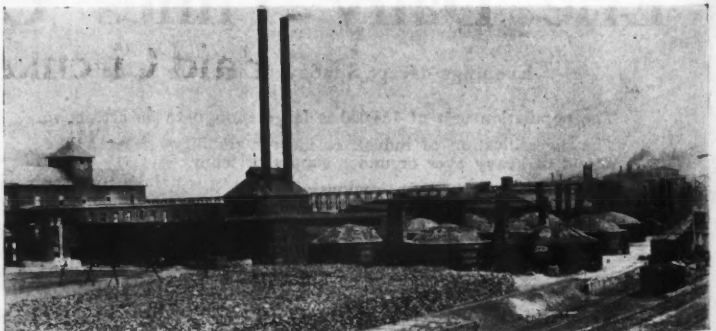
The growth in individual daily wages, complete daily payroll and complete daily production for the years 1916, 1917, 1918 and 1919 were given as follows:

	Individual Production	Daily Payroll	Daily Payroll
1916	\$5,452,300	\$626,345	\$2.85
1917	7,251,400	831,562	3.53
1918	8,840,400	1,330,833	4.71
1919	6,762,400	1,126,675	5.08

Certain outstanding facts are apparent from the study of the production figures during the war years of 1917 and 1918. In the number of employees, he said, the increase was large, there being 282,458 during 1918 or 60,837 more than in 1919. In the number of foreigners employed the decrease is most marked. In 1917 the records show 2,163 more than the year preceding and in 1918 showed an increase of 10,439. In 1919, however, the exodus of foreign labor from this country caused a loss of 23,440 employees of this class.

In wages paid there was a steady increase. While in 1919 the increase was 70 per cent more than it was in 1916, a peak of \$391,265,000 was reached in 1918, or a sum greater than 100 per cent more than the payroll for 1916. The employees decreased 60,837 in 1919 over the preceding year, the wage decrease was \$74,669,300 and production decreased from \$2,305,065,800 in 1918 to \$1,900,226,400 in 1919, or \$404,839,400.

Increases in production during 1919 are found in the manufacture of clothing, the value of the production being \$976,700 more than the preceding year. Likewise in food and kindred products there was an increase of \$6,165,700. The value of lumber products jumped in 1919 to \$1,856,900. The products of the paper and printing industry also increased \$4,271,700. The Pittsburgh stogie, not merely held its own, but 200 more employees produced a total of \$2,225,000 worth of stogies.



The Pittsburgh district is the industrial center of America. This is one of the Nation's Largest Refractory Plants

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

HARRISBURG, PA.

Population	City Classified as
1920 .....	75,917
A. B. C. City .....	75,917
A. B. C. City and Suburban ..	125,000
Chamber of Commerce, City ..	75,917
Chamber of Commerce, City and Suburban ..	135,000
Native Whites .....	90%
Negroes .....	1/15%
Foreign Born .....	9 14/15%
Students .....	300
Industrial Workers ..	22%
English Reading .....	95%
Families .....	13,900
Summer Residents .....	Few

**Location**  
 Harrisburg is the capital city of Pennsylvania, is 100 miles from Phila. and 190 miles from New York City. It is on the right bank of the Susquahanna River and is served by five railroads, which radiate in seven different directions from the city.

**Suburban and Farm Residents**  
 Steelton, 13,428; Oberlin, 543; Highspire, 2,031; Middletown, 5,920; Reyalton, 1,156; Penbrook, 2,072; Hummelstown, 3,654; Linglestown, 563; Fort Hunter, 313; Danphin, 595; Grantville, 250; Duncannon, 1,673; Marysville, 1,377; West Fairview, 1,137; Lemoyne, 1,939; New Cumberland, 1,577; Shiremanstown, 635; Falmouth, 300; Mechanicsburg, 4,635; Camp Hill, 1,636; Lykens, 2,330; Millersburg, 2,374; Carlisle, 10,916; Hershey, 3,000; Williamstown, 2,575; Elizabethtown, 3,319.

**Banks**

Trust Companies .....	11	Resources .....	\$35,529,902.14
National .....	3	Resources .....	7,478,470.00
State .....	2	Resources .....	942,120.00

**Principal Industries**  
 Iron, steel, machinery, boilers, castings, bridges, frogs and switches, iron and brass pipe, billing machines, metal wheelbarrows, band instruments, women's and children's wear, boxes, easkets, metal beds, out stone, tin plate, mattresses, book binding machines, shoes, cigars and textiles. Strikes or labor troubles are practically unknown in Harrisburg. The principal industry is the manufacture of iron and steel products.

**Wholesalers**

Groceries .....	5
Meats .....	4
Fruits .....	4
Drugs .....	5
Confections .....	4
Cigars & Tobacco ..	4

**Retail Section**  
 1 1/2 miles on Market St., 1/2 of a mile on 2d St., 1/2 mile on 3d St., 1/2 mile on 4th St., 1/4 of a mile on Walnut St., and several intersecting streets, in the outlying district, 1/2 mile on 13th St.

**Schools**

Public Grade .....	26	Pupils .....	10,487
High .....	4	Pupils .....	2,030
Parochial .....	7	Pupils .....	725
Academy .....	1	Pupils .....	250

**Special Information**  
 Harrisburg is the capital of the State of Pennsylvania and within the corporate city limits are 150 diversified industries. The assessed property value of Harrisburg is \$68,000,000. The authorized capital of the banks is \$3,200,000 and deposits of \$25,600,000, the annual clearings \$155,760,000, Harrisburg has 1,000 acres of public parks, 100 miles of paved streets, and a \$40,000 bathing beach.

Harrisburg's wholesale houses have on hand at all times a full line of goods, due to the proximity of the Philadelphia markets.

**Residential Features**  
 Individual one and two-story homes comprise the chief residential feature. There is a marked tendency for modern apartments, several of which are now under construction.

**Theatres**  
 1 legitimate, 1 vaudeville, 10 motion picture houses—the largest is the Victoria, with a seating capacity of 3,200, and the Olympia, with 1,500 seats. The average seating capacity of all the houses is 500 seats.

**Churches**  
 91 churches, representing all denominations, a Y. M. C. A., a Y. W. C. A., and 2 deaconesses' homes.

**Retail Outlet for Nationally Advertised Products**

Auto (Passenger) ...	37	Delicatessen .....	2	Furriers .....	3	Merchant Tailors ...	15
Auto. (Truck) .....	14	Dressmakers .....	73	Garages .....	42	Milliners .....	19
Auto. (Tires) Agcys. ...	20	Druggists .....	45	Grocers .....	230	Opticians .....	14
Auto. (Parts) Agcys. ...	31	Dry Goods .....	26	Hardware .....	15	Photographers .....	14
Bakers .....	27	Department Stores ..	5	Hats and Caps .....	5	Pianos .....	13
Cigar Stores .....	55	Electrical .....	12	Jewelry .....	22	Restaurants .....	17
Cloaks and Suits .....	15	Florists .....	11	Ladies' Tailors .....	12	Shoe Dealers .....	30
Clothiers .....	31	Fruits .....	13	Meat Markets .....	49	Sporting Goods .....	5
Confectioners .....	60	Furniture .....	31	Men's Furnishings ...	19	Stationers .....	9

**Trading Area**  
 Harrisburg's trading area extends on the north to Millerstown, on the south to Mount Joy, on the east to Williamstown, on the west to Mount Holly Springs. This includes everything in a radius of 25 miles, covering several manufacturing centers as well as a prosperous farming community.

NOTE.—Sources from which facts and figures were secured: C. R. Havinghurst, Asst. Sec. Harrisburg Chamber of Commerce, Board of Education, Banks and other reliable sources.

**Newspapers:** Telegraph and News (Eve.), Patriot (Morn.), Courier (Sun.).

# IMPORTANT FACTS FOR THE SPACE BUYER

The only newspaper in Harrisburg, Pa., to show a growth in circulation over its peak war time circulation is the eighty-nine year old

## HARRISBURG TELEGRAPH

Largest circulation.  
 Most local advertising.  
 Only Republican newspaper in a community overwhelmingly Republican.  
 October, 1920, Government Statement, compared with that of October, 1917, shows growth of 10,112. Similar comparison of other two papers (sold only in combination) shows loss of 465.

**Net Paid Circulation Over 34,000**

DAILY EVENINGS, EXCEPT SUNDAY

Publisher's Representatives

### STORY, BROOKS & FINLEY

New York  
 5th Ave. Bldg.

Philadelphia  
 Colonial Trust Bldg.

Chicago  
 Peoples Gas Bldg.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Two Parts.....PART 1  
**ALLENTOWN, PA.**

### Population

1920 Census .....	73,502
A. B. C. City .....	73,502
A. B. C. City and Suburban.....	200,000
Chamber of Commerce, City.....	80,000
C. of Commerce City and Sub.....	175,000

Native Whites .....	92%	Industrial workers .....	22%
Negroes .....	1%	English reading .....	95%
Foreign born .....	7%	Families .....	11,250
Students .....	225	Summer residents .....	None

### Suburban and Farm Residents

Under this heading must be listed those towns bordering on or within a radius of 15 miles of Allentown, which are Mountainville, 250; Emaus, 4,370; Coopersburg, 870; Centre Valley, 250; Fullerton, 1,000; Catasauqua, 4,714; Slatington, 4,014; Slatedale, 300; Alburtis, 795; Hokendauqua, 500; Egypt, 500; Northampton, 9,349; Trexlertown, 300; Coplay, 2,845; Cementon, 300; Nazareth, 4,288; also included in this list should be the numerous farming and dairy centers, of which Allentown is the logical shopping district.

### Classed as Diversified Industries.

### Banks

Trust Companies .....	5	Resources .....	\$10,184,000
National .....	2	" .....	20,849,000
State .....	2	" .....	935,000

### Schools

Public Grade .....	22	Pupils .....	11,363
High .....	1	" .....	1,402
Parochial .....	2	" .....	1,005
Colleges .....	2	" .....	225

### Location

Allentown is 90 miles west of N. Y. City and 57 miles north of Philadelphia and is the "Metropolis of the Lehigh Valley." It is served by 5 steam roads, the L. V. R. R., Philadelphia and Reading R. R., Central R. R. of N. J., Perkiomen R. R. and the L. & N. E. R. R. Splendid trolley service in all directions is furnished by the L. V. Transit Co.

### Theatres

1 Legit., 2 M. P. and Vandoverille and 11 M. P. exclusively. The Colonial, the largest and newest, is one of the finest in the United States, seating 2,000 people. The average seating capacity of Allentown's theatres is 750.

### Churches

66 Churches, representing all denominations, Y. M. C. A. and Y. W. C. A., Rescue Mission and Good Shepherd Home, Phoebe Deaconess Home, Day Nursery and County Infirmary.

### Principal Industries

Silk, motor trucks, barbwire, nails, wire products, rods, belting, iron, blasting powder, boilers, boots and shoes, boxes, cigars, engines, pumps, furniture, knitting machines, leather, mining machinery, tools, underwear, knit goods, dairy products and produce. A source of strength of Allentown is the diversification of its industries, the principal of which is silk, Allentown ranking as the second silk center in the nation.

### Special Information

Allentown has 300 factories and employs 16,000 operatives; the value of the manufactured products for 1919 was \$36,263,327; the estimated annual business amounted to \$100,000,000. Allentown ranks second in the U. S. as a silk center. P. O. receipts for 1919 amounted to \$370,124.87. Allentown was founded in 1762 by Wm. Allen, then Chief Justice of Pennsylvania, incorporated as a borough in 1811 and as a city in 1867.

NOTE.— Sources from which facts and figures were secured—Jas. R. Kinsloe, Mgr. Allentown Cham. of Com., Banks, Bd. of Education, Bldg. Inspect. Dept. and other reliable sources.

No more productive nor consistently prosperous section in Pennsylvania than the Lehigh Valley—

## Allentown, Penna.

Is the heart of this region, and to reach the Lehigh Valley you need

# THE ALLENTOWN MORNING CALL and THE EVENING ITEM

Member A. B. C.

Combined circulation (Morning and Evening) thoroughly covers the entire Section, with only a negligible amount of duplication.

## ALLENTOWN CALL PUBLISHING CO., Inc.

PUBLISHERS

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 President

CLARENCE J. SMITH  
 Vice President, Mng. Editor

P. W. LEISENRING  
 Sec.-Treas.

## LA COSTE & MAXWELL

New York

Chicago

REPRESENTATIVES IN THE NATIONAL FIELD



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts... PART 2  
**ALLENTOWN, PA.**

### Wholesale Houses

Groceries .....	5
Meats .....	4
Fruits .....	4
Confectionery .....	7
Cigars and Tobacco....	5
Drugs .....	4

### Retail Section

Hamilton St., the principal thoroughfare, gives Allentown a shopping district second to none in the State.

### Residential Features

Beautiful individual homes — modern apts. and two story homes comprise the chief residential features.

### Trading Area

Allentown's trading area is one of the largest in the State, drawing trade as well as supplying merchandise—its exceptionally fine retail shopping center drawing large numbers from the surrounding territory, and its numerous wholesale houses supplying the needs of dealers within a forty or fifty mile radius.

### Retail Outlets for Nationally Advertised Products

Auto. (Passenger) .....	18	Delicatessen .....	—	Furriers .....	4	Merchant Tailors .....	11
Auto. (Truck) .....	18	Dress Makers .....	32	Garages .....	15	Milliners .....	31
Auto. (Tires) Agcys.....	18	Druggists .....	15	Grocers .....	114	Opticians .....	8
Auto. (Parts) Agcys.....	20	Dry Goods .....	13	Hardware .....	4	Photographers .....	8
Bakers .....	13	Department Stores .....	6	Hats and Caps.....	12	Pianos .....	9
Cigar Stores .....	31	Electrical .....	7	Jewelry .....	12	Restaurants .....	13
Cloaks and Suits.....	7	Florists .....	6	Ladies' Tailors .....	13	Shoe Dealers .....	15
Clothiers .....	16	Fruits .....	7	Meat Markets .....	73	Sporting Goods .....	3
Confectioners .....	11	Furniture .....	17	Men's Furnishings .....	11	Stationers .....	4

### Newspapers

MORNING  
Call

Chronicle & News

EVENING  
Item

Leader

# The Chronicle and News

## Allentown's Leading Evening Paper

*Always in the Lead*

*Largest Evening Circulation*

Applicant for Membership in the A. B. C.

Reaches more homes in the evening than any other paper. In your next campaign consult our foreign representatives, Ralph R. Mulligan, 30 East 42nd St., New York City. C. J. Anderson, Marquette Building, Chicago, Ills.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts.....PART 1

ALTOONA, PA.

### Population

1920 Census .....	60,331
Chamber of Commerce, City.....	70,000
Chamber of Commerce, City and Sub.....	150,000

Native Whites .....	83%	Industrial workers .....	32%
Negroes .....	5%	English reading .....	95%
Foreign Born .....	12%	Families .....	11,665
Students .....	Few	Summer residents .....	200

### Suburban and Farm Residents

Juniata, 7,660; Tyrone, 9,000; Hollidaysburg, 4,071; Cresson, 6,000; Williamsburg, 1,872; Claysburg, 2,000; Martinsburg, 1,872; Roaring Springs, 2,379; Philipsburg, 3,000; Houtzdale, 2,400; Clearfield, 6,000.

### City Classed As

Railroad and manufacturing center; located here are the largest railroad car shops in the world.

### Location

Halfway between Harrisburg and Pittsburgh, on the main line of the Penn. R. R., having direct connection also with Philadelphia and New York City. Altoona has an altitude of 1200 ft. above the sea level.

### Banks

Savings .....	1	Resources	\$918,778.56
Trust Companies ...	4	"	7,898,677.00
National .....	3	"	7,577,509.00
Private Banks .....	1	"	1,670,550.00

### Schools

Public Grade .....	16	Pupils .....	7,946
High .....	1	"	1,588
Parochial .....	6	"	3,700

### Theatres

1 Legitimate, 1 Vaudeville and M. P., and 7 Mot. Picture Theatres, with an average seating capacity of 900.

### Churches

4 Baptist, 1 Christian Science, 3 Hebrew, 11 Lutheran, 15 Methodist, 6 Presbyterian, 8 Catholic, 4 United Brethren, and 31 Miscellaneous.

### Principal Industries

Railroading, silk mills, fire and building bricks, coal mining, marketing toys, shirts, caps, overalls, automobile springs, automobile bodies (truck), iron works.

### Special Information

Altoona has the largest railroad car shops in the world—is in the center of a highly productive bituminous coal region—Altoona's schools are recognized as among the best in the U. S.—Altoona may be reached by rail either over the main line of the Penn. R.R. or any of its 5 branch roads, there being approximately 100 trains every 24 hours; also over the "Lake to Sea" and "Wm. Penn" Highways.

NOTE.—Sources from which facts and figures were secured: M. P. Neighbor, Mgr. Altoona Chamber of Commerce; Banks, Supt. of Schools, City Council's Office and other reliable sources.

# DO NOT OVERLOOK ALTOONA!

It contains a Busy Hive of Industrial Workers, who receive excellent pay and who readily respond to advertising appeal, if made through their favorite home newspaper, the

# Altoona Times Tribune

ONLY MORNING AND ONLY REPUBLICAN NEWSPAPER HERE

HENRY W. SHOEMAKER, PRESIDENT; MILO W. WHITTAKER, GENERAL MANAGER  
THE CENTRAL PENNSYLVANIA FIELD

Is where the Times Tribune circulates. It has full Associated Press service, Newspaper Enterprise Assn., and other features that give prestige to the modern newspaper. If you want to place your product before an intelligent and able buying class of readers, this field should appeal to you. The Times Tribune Co. has the largest printing plant in this territory, occupying two

whole buildings, and possessing the latest and most modern printing appliances. Two morning papers were merged a year ago. We offer you a Flat Rate of Five Cents an agate line and a guaranteed basic circulation of 15,000 copies daily. Government report Oct. 1, 1920, was 15,049. Write the home office or us for any desired information.

## BRYANT, GRIFFITH AND BRUNSON

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK—CHICAGO—BOSTON

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

Survey in Two Parts.....PART 2

**ALTOONA, PA.**

**Wholesale Houses**

- Groceries .....8
- Meats .....4
- Fruits .....4
- Drugs .....3
- Cigar & Tobacco....7
- Confectionery .....6

**Retail Section**

Extends along 1/2 mile on 11th Avenue—5 blocks on 12th Avenue—1/4 mile on 11th Street—8 blocks on 8th Avenue—1/2 mile on Union Avenue. Also on 18 side streets extending through the shopping district.

**Residential Features**

Comprise individually owned homes; also several apartments and tenements. A new million dollar hotel, the "Penn Alto," is nearing completion.

**Trading Area**

The trading area of Altoona is one of the largest in the state—it is thickly populated and within its boundaries are numerous small but wealthy industrial and mining towns and boroughs. Throughout this area is splendid steam train, trolley and motor transportation systems. This county is noted for its good roads.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) ..... 14	Delicatessen ..... 1	Furriers ..... 5	Merchant Tailors ..... 16
Auto. (Truck) ..... 10	Dress Makers ..... 46	Garages ..... 27	Milliners ..... 12
Auto. (Tires) Agents ..... 19	Druggists ..... 30	Grocers ..... 230	Opticians ..... 3
Auto. (Parts) Agents ..... 24	Dry Goods ..... 6	Hardware ..... 20	Photographers ..... 6
Bakers ..... 21	Department Stores ..... 12	Hats and Caps ..... 7	Pianos ..... 6
Cigar Stores ..... 25	Electrical ..... 4	Jewelry ..... 13	Restaurants ..... 30
Cloaks and Suits ..... 6	Florists ..... 10	Ladies' Tailors ..... 6	Shoe Dealers ..... 24
Clothiers ..... 20	Fruits ..... 21	Meat Markets ..... 66	Sporting Goods ..... 3
Confectioners ..... 33	Furniture ..... 9	Men's Furnishings ..... 25	Stationers ..... 9

Morning Newspapers  
Times Tribune

Evening Newspapers  
Mirror

Other Publications  
New Guide, Catholic Weekly  
Altoona Monthly, Catholic Monthly

**FACTS ADVERTISERS SHOULD KNOW**

The Altoona Mirror is the only A. B. C. paper in Altoona.

It covers its territory thoroughly.

It has a daily circulation of over 23,000.

It goes into 90 per cent of all the homes in and around Altoona.

Many local merchants use its columns exclusively. If circulation counts, use the columns of the newspaper with the widest circulation in Central Pennsylvania.

**THE ALTOONA MIRROR**  
ALTOONA, PA.

# SERVICE

Stands first in duty to the government, state, friends and associates.

During the year of 1920 presenting buying values and market possibilities has become a service within the range of the everyday work of Editor & Publisher.

Space-Buyers' Charts and Market Surveys are only a few of many services that Editor & Publisher has rendered its readers, but in support of this alone we quote the following letter:

"I would like to state that these Market Surveys have proven of great value to us . . . We find that these surveys reduce our work to a minimum."

**EDWARD J. GANTS,**

Contract Department,  
Newell-Emmett Co. New York City.

## These Surveys Are Part of a National Series

Agencies Which Control National Accounts Are Using



## SPACE BUYERS' CHARTS AND MARKET SURVEYS





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



### BETHLEHEM, PA.

Population		City Classified as	
1910 Census	54,149	Steel Mills and Industrial Center.	
Chamber of Commerce, City	60,000		
Chamber of Commerce, City and Suburban	150,000		
Native Whites	90%	Industrial Workers	32%
Negroes	Less than 30	English Reading	90%
Foreign Born	10%	Families	11,025
Students	1,050	Summer Residents	Few
Banks		Schools	
Trust Companies	3	Resources	\$8,964,000
National	3	Resources	15,540,000
State	1	Resources	656,000
Public Grade	22	Pupils	6,986
High	2	Pupils	982
Parochial	4	Pupils	2,200
Lehigh University	—	Pupils	1,050
Bishop Thorpe Sem.	—	Pupils	500
Theatres		Churches	
3 motion picture houses, with an average seating capacity of 550.		1 Negro, 1 Christian Science, 4 Evangelical, 3 Methodist, 11 Lutheran, 10 Reformed, 10 Catholic, 9 Presbyterian, 6 Moravian.	

**Location**  
Bethlehem is 89 miles west of N. Y. City and 57 miles north of Philadelphia and on the Lehigh River. It is served by 5 steam roads and two third rail trolley systems, having freight facilities and one national and one state highway, offering splendid motor services.

**Principal Industries**  
Steel, steel products, furniture, silk, spark plugs, cigars, rubber tires, flour mills, graphite, and hosiery, air reduction (oxygen), chemicals.

**Special Information**  
Bethlehem has over 11 silk mills, whose value of the yearly products is \$50,000,000. Bethlehem has in the course of erection a 200 room hotel costing \$1,500,000. Bethlehem is the home of Lehigh University. Bethlehem banks have over 46,000 depositors. Bethlehem bank clearings last week were \$4,370,189. Bethlehem is the home of Chas. Schwab.

**Suburban and Farm Residents**  
Under this heading must be listed those towns bordering on or within a radius of 10 miles:  
Fountain Hill, 400; Hellertown, 3,008; Freemansburg, 1,203; Bath, 1,401; Bangor, 10,001; Mo. Catsaqua, 2,331; Northampton, 9,349; Pen Argyl, 4,094; Walnutport, 1,051; Windgap, 1,133; Nazareth, 4,283; Glendon, 715; Roseto, 1,634.

**Wholesalers**  
Groceries ..... 4  
Meats ..... 3  
Fruits ..... 3  
Drugs ..... 2

**Retail Section**  
1 mile on Broad St., 1/2 mile on Main St., 1/4 mile on 3d St., and 1/2 mile on 4th St. Also several intersecting streets. Bethlehem has an exceptionally fine class of retail stores and are seemingly well patronized.

**Residential Features**  
Individual and two-story houses, chiefly of a modern and substantial type, a great number being surrounded by well kept lawns and gardens. A few modern apartments and some few tenements.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger) .... 14	Delicatessen ..... 2	Furriers ..... 4	Merchant Tailors ..... 12
Auto. (Truck) ..... 11	Dressmakers ..... 28	Garages ..... 35	Milliners ..... 7
Auto. (Tires) Agcys. . 6	Druggists ..... 20	Grocers ..... 210	Opticians ..... 5
Auto. (Parts) Agcys. . 16	Dry Goods ..... 18	Hardware ..... 18	Photographers ..... 3
Bakers ..... 17	Department Stores . 6	Hats and Caps ..... 2	Pianos ..... 5
Cigar Stores ..... 48	Electrical ..... 13	Jewelry ..... 15	Restaurants ..... 41
Cloaks and Suits ..... 5	Florists ..... 7	Ladies' Tailors ..... 11	Shoe Dealers ..... 16
Clothiers ..... 22	Fruits ..... 19	Meat Markets ..... 56	Sporting Goods ..... 2
Confectioners ..... 26	Furniture ..... 9	Men's Furnishings . 20	Stationers ..... 4

**Trading Area**  
Bethlehem's trading area is diminutive in the number of square miles, but draws on a surrounding territory noted for its vast wealth in mineral deposits and farm products.

**NOTE.**— Sources from which facts and figures were secured: A. M. Buck, Sec. Bethlehem Chamber of Commerce, banks, Board of Education and other sources.

**Newspapers** { Times (Eve.)  
Globe (Eve.)

# THE BETHLEHEM GLOBE

Bethlehem - - - - Pa.

Leads in NEWS  
Leads in CIRCULATION  
Leads in DISPLAY ADVERTISING  
Leads in CLASSIFIED ADVERTISING

FOREIGN REPRESENTATIVES:  
**HOWLAND & HOWLAND**  
303 Fifth Ave., New York City  
10 So. La Salle St., Chicago, Ill.







**EDITOR & PUBLISHER**  
SPACE BUYERS CHART



**CHESTER, PA.**

The City of Opportunities

Population		City Classified as	
1920 Census	53,030	Manufacturing and Industrial Center	
A. E. C. City	53,030	Industrial Workers	20%
A. E. C. City and Suburban	113,000	English Reading	75%
Chamber of Commerce, City	60,000	Families	11,300
Chamber of Commerce, City and Suburban	120,000	Summer Residents	Few
Native Whites	70%		
Negroes	10%		
Foreign Born	20%		
Students	160		

Banks	
Trust Companies	3
National	4
Resources	\$13,169,600
Resources	14,359,756

Schools	
Public Grade	23
High	1
Parochial	5
Penna. Military	—
Pupils	6,098
Enpils	993
Enpils	2,500
Pupils	160

Theatres		Churches	
2 vaudiville and motion picture and 8 motion picture houses, with an average seating capacity of 600.		36 churches of all denominations.	

**Location**  
Chester is 23 miles south of Philadelphia and is on the main line of the B. & O. and Penn. R. R., and is also served by the Phila. & Reading R. R. Also four inter-urban trolley systems covering the entire county, also affording good trolley service between Chester, Philadelphia and Wilmington, Del.

**Principal Industries**  
Ships, engines, boilers, anchors, cotton and woolen textiles, carpets, rope, dyes and chemicals, bronze and iron castings, pencils, hydraulic machinery, oils, paraffine, magnesite, fire brick, patterns, rubber tires, furniture, tissue paper and locomotives.

**Special Information**  
Chester has a frontage on the Delaware River of a mile and a quarter, vessels from foreign ports dock and discharge here. Located here is the Baldwin Locomotive Works and the Eddystone Print Works, each the largest of its kind in the United States. The banks have a combined capital of \$1,500,000 and deposits of \$10,000,000. Chester's railroad passenger service is 88 trains daily and over 100 freight trains.

**Suburban and Farm Residents**  
Under this heading must be listed those towns bordering on or within a radius of 10 miles of Chester, which are: Media, 3,568; Marcus Hook, 1,573; Glan Riddle, 1,263; Darby, 6,305; Ridley Park, 1,761; Moore, 1,050; Clifton Heights, 3,155; Swarthmore, 1,899; also several small boroughs and farming communities.

**Wholesalers**  
Groceries ..... 3  
Meats ..... 1  
Fruits ..... 2  
Bakers ..... 2  
Confectioners ..... 6

**Retail Section**  
Chester's retail shopping district, in size and comparison, is one of up-to-dateness; its stores and shops are of a high character, and seemingly well patronized.

Owing to its proximity to the large centers of Philadelphia, Pittsburgh and New York, Chester merchants and wholesalers have on hand a full line of goods.

**Residential Features**  
Chester's houses range from 2 to 5 stories high, also a large number of the newer and more modern type of apartments, also a few tenements.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) .. 25	Delicatessen ..... 1	Furriers ..... 2	Merchant Tailors .. 11
Auto. (Truck) ..... 9	Dressmakers ..... 46	Garages ..... 27	Milliners ..... 15
Auto. (Tires) Agcys 14	Druggists ..... 34	Grocers ..... 270	Opticians ..... 9
Auto. (Parts) Agcys 24	Dry Goods ..... 39	Hardware ..... 25	Photographers ..... 7
Bakers ..... 17	Department Stores.. 2	Hats and Caps ... 1	Pianos ..... 3
Cigar Stores ..... 71	Electrical ..... 9	Jewelry ..... 19	Restaurants ..... 25
Cloaks and Suits... 5	Florists ..... 7	Ladies' Tailors ... 1	Shoe Dealers ..... 28
Clothiers ..... 31	Fruits ..... 23	Meat Markets ..... 53	Sporting Goods ... 4
Confectioners ..... 93	Furniture ..... 15	Men's Furnishings.. 27	Stationers ..... 5

**Trading Area**

Chester's trading area is not large in the number of square miles, but extends in a radius of ten miles, covering one of the most thickly populated areas in the U. S., and one of the wealthiest.

NOTE.—Sources from which facts and figures were secured: Chester Board of Trade, Banks, Board of Education, and other sources.

Newspapers: Republican (Morn-). Times (Eve-).

# You Cannot Hope to Cover

THIS RICH INDUSTRIAL SECTION WITHOUT USING THE

## CHESTER TIMES

AND

## THE MORNING REPUBLICAN

### CHESTER, PENNSYLVANIA

While Chester is only 15 miles below Philadelphia on the Delaware River such well known and big stores as John Wanamaker, Strawbridge and Clothier, Gimbel Bros., Lit Bros. and lesser ones, but nevertheless important, do not rely on the Philadelphia newspapers to reach the buyers of this community, but they carry their advertisements in the column of these two Chester DAILIES, and have done so for years, because it is the only means they have of reaching nearly all the buying public in one of the richest and most prosperous industrial sections along the Atlantic Seaboard.

OVER 15,000 NET PAID DAILY CIRCULATION.

MEMBER THE A. B. C.  
Foreign Representative

303 Fifth Ave., New York

FRANK R. NORTHRUP

Association Bldg., Chicago



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



YORK, PA.

Population		City Classified as	
1920 Census .....	47,512	Diversified Industries	
Chamber of Commerce, City ..	47,512		
Chamber of Commerce, City and Suburban .....	75,000		
Native Whites .....		Industrial Workers ..	80%
Negroes .....	5%	English Reading .....	90%
Foreign Born .....	3%	Families .....	9,400
Students .....	225	Summer Residents .....	None
Banks			
Trust Companies .....	3	Resources .....	\$5,339,000
National .....	7	Resources .....	16,187,000
State .....	2	Resources .....	3,188,000
Schools			
Public Grade .....	25	Pupils .....	6,422
High .....	1	Pupils .....	1,153
Parochial .....	4	Pupils .....	650
York Academy .....	—	Pupils .....	250
Theatres			
1 legitimate, 1 motion picture and vaudeville, 7 motion picture, average seating capacity 450.			
Churches			
5 Baptist, 2 Christian Science, 2 Episcopal, 3 Hebrew, 3 Negro, 15 Lutheran, 5 Methodist, 5 Presbyterian, 9 Reformed, 5 Catholic, 7 United Brethren, 9 United Evangelical.			

**Location**  
York is located 96 miles west of Philadelphia, 56 miles north of Baltimore, and 38 south of Harrisburg. York is on the Lincoln Highway and Susquehanna trail. The Penn. R. R., the Western Maryland R. R. and the Maryland & Penn. R. R. furnish unusual good facilities for the entire county.

**Principal Industries**  
Portland cement, dental supplies, safes, ice machinery, castings, hardware, wall paper, lime, pottery, vehicles, glass, silks, umbrellas, brick, hosiery, tobacco, roofing, and traction engines.

**Special Information**  
York is the county seat of York County. Estimated capital of York's manufacturing establishments is \$25,000,000, value of their manufactured products is \$90,000,000, and their payroll over \$12,000,000. York County is the seventh richest county in the United States. York has within the corporate city limits 146 incorporated companies and is the home of the Certain-teed Roofing Co.

**Suburban and Farm Residents**  
Under this heading must be listed those towns bordering on or within a 10 mile radius of York:  
W. York, 3,320; Dillsburg, 924; Manchester, 716; York Haven, 779; Yoe, 535; Mt. Wolf, 683; Windsor, 854; Wrightville, 1,943; Shrewsbury, 568; Red Lion, 3,198; Spring Grove, 1,115; Dover, 535; North York, 2,239; Hallam, 492; Hanover, 3,046; Falton, 344; Deits, 331; Fawn Grove, 345; Dallastown, 2,124.

**Wholesalers**  
Groceries .....

**Retail Section**  
4 blocks on Market St., 4 on George St. and several intersecting streets. Also several neighborhood stores throughout the residence section.

**Residential Features**  
One and two-story homes go to make the greatest number of abodes. Very few apartments and no tenements.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) ..	20	Delicatessen .....	7	Furriers .....	2	Merchant Tailors ..	13
Auto. (Truck) .....	12	Dressmakers .....	72	Garages .....	23	Milliners .....	22
Auto. (Tires) Agcys.	21	Druggists .....	19	Grocers .....	188	Opticians .....	11
Auto. (Parts) Agcys.	26	Dry Goods .....	10	Hardware .....	10	Photographers .....	11
Bakers .....	14	Department Stores.	11	Hats and Caps .....	1	Pianos .....	6
Cigar Stores .....	46	Electrical .....	9	Jewelry .....	19	Restaurants .....	39
Cloaks and Suits .....	3	Florists .....	7	Ladies' Tailors .....	4	Shoe Dealers .....	20
Clothiers .....	17	Fruits .....	4	Meat Markets .....	32	Sporting Goods .....	4
Confectioners .....	24	Furniture .....	19	Men's Furnishings ..	14	Stationers .....	5

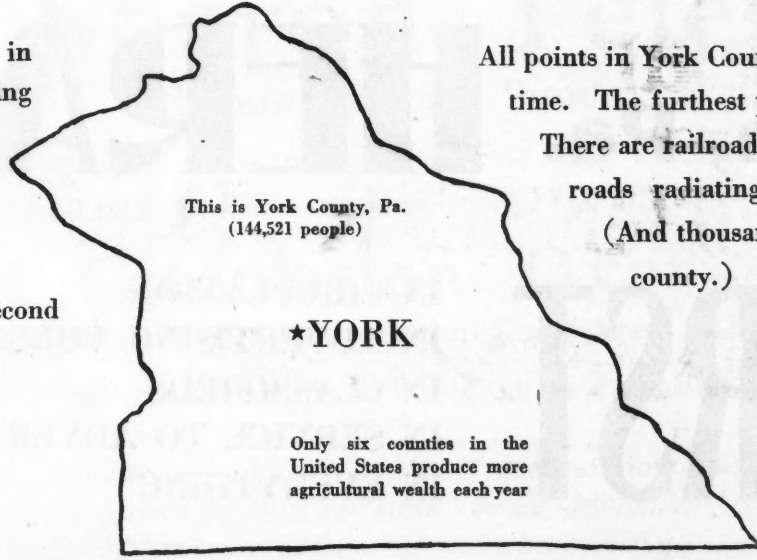
**Trading Area**  
York's trading area extends on the east to Columbia, on the west to Hanover, on the north to York Haven and on the south to Shrewsbury, covering one of the richest counties in the United States.

**NOTE.**— Sources from which facts and figures were secured: E. A. Hirschman, Secretary York Cham. of Comm.; Prothonotary's Office, banks, Board of Education.

**Newspapers** Dispatch (Eve.), Gazette-Daily (Morn.).

One person in ten in York County (including the city) has the Gazette and Daily delivered into his (or her) home every week day.

This means every second or third family.



All points in York County are near the city in time. The furthest point is 32 miles.

There are railroads, interurban and good roads radiating in every direction. (And thousands of cars in this rich county.)

**MAKE EVERY DOLLAR COUNT**  
Concentrate in the one paper which covers both this rich city and county

# THE YORK PA. GAZETTE AND DAILY

HOWLAND AND HOWLAND, Representatives

303 FIFTH AVE., NEW YORK

10 SQ. LA SALLE ST., CHICAGO



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts.....PART 1

### SHARON and FARRELL, PA.

#### Population

1920 Census .....	37,143
A. B. C. City.....	37,143
A. B. C. City and Suburban.....	75,000
Chamber of Commerce, City.....	40,000
Chamber of Commerce, City and Suburban.....	90,000
Native Whites .....	45%
Negroes .....	3½%
Foreign Born .....	52½%
Students .....	None
Industrial Workers....	30%
English Reading .....	75%
Families .....	6,000
Summer Residents....	None

#### Suburban and Farm Residents

Sharpsville, 4,674; Farrell, 15,500; Greenville, 8,100; Mercer, 1,932; W. Middlesex, 1,349; Hubbard, 400; Grove City, 4,944; Jamestown, 812; Clarksville, 225; Fredonia, 422; Jackson Center, 260; New Lebanon, 118; Sandy Lake, 645; Stoneboro, 530; Hadley, Ohio, 400; Petroleum, Ohio, 500; Masury, Ohio, 350; Brookfield, Ohio, 255.

#### City Classed As

Steel and Iron center.

#### Location

Sharon and Farrell are midway between Pittsburg and Erie, and sixteen miles from Mercer, the county seat. On the main line of the Penn. R.R.; also on the Erie R.R. and the Pitts. & Lake Erie, for freight only.

#### Banks

Trust Companies.....	3	Resources .....	\$7,136,690
National .....	4	" .....	10,477,710
Co-operative, Foreign.....	1	" .....	Not Listed

#### Theatres

One Vaudeville and Motion Picture Theatre seating 850 and nine Motion Picture Houses with an average seating capacity of 650.

#### Schools

Public Grade.....	12	Pupils .....	5,361
High .....	2	" .....	643
Industrial, Parochial....	4	" .....	1,239
Colleges, Bnsiness.....	2	" .....	200

#### Churches

3 M. E., 2 Presby., 5 Bapt., 9 Cath., 3 Lutb., 2 Un Presby., 2 Epis., 1 Hebrew, 4 Negro, 1 Greek, 1 Cong.

#### Principal Industries

Located in Sharon and Farrell are the United States Steel Corp., American Sheet and Tinplate Co., American Steel and Wire Co., Carnegie Steel Co., Natl. Malleable Castings Co., American Steel Foundries and the Sharon Steel Hoop Co.; also automobile frames, gas engines, tank cars, boilers, shelf hardware and car conplings.

#### Special Information

Sharon and Farrell are second only to Pittsburg in the manufacture of steel and iron, and the estimated payroll of the two cities is \$28,000,000 annually. These cities form the "hub" of the Shenango Valley and draw from and serve a rich and prosperous farming and stock raising community. Located here is the Standard Tank Car Co. and the Sharon Steel Hoop Co. Each one of the largest of its kind in the U. S.

NOTE.—Sources from which facts and figures were secured—P. A. Jones, Sect. Sharon C. of C., and F. K. Blakeslee, Sect. Farrell C. of C., Banks, Bd. of Education and other sources.

# The Sharon, Pa.

# HERALD

# FIRST

IN CIRCULATION  
 IN ADVERTISING VOLUME  
 IN CLASSIFIEDS  
 IN SERVICE TO ADVERTISERS  
 IN EVERYTHING

Foreign Advertising Representative

S. G. LINDENSTEIN

118 East 28th Street, New York City

MEMBER AUDIT BUREAU OF CIRCULATIONS



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts.....PART 2

**SHARON and FARRELL, PA.**

### Wholesale Houses

Groceries .....	5
Meats .....	2
Fruits .....	4
Produce .....	4
Bakers .....	2

Excellent delivery service is maintained by these houses throughout the adjacent territory. The nearness of Pittsburg enables these wholesalers to keep on hand at all times a complete line of goods.

### Retail Section

In Sharon, about 1 mile along State St. and all those intersecting streets. In Farrell, about ¼ of a mile along Broadway and ½ mile on Idaho St. Also on those intersecting streets and neighborhood shopping districts.

### Residential Features

One and two story single homes comprise the greatest number of residences; very few apartments, and a few tenements.

### Trading Area

Sharon's and Farrell's trading area covers all of Mercer Co. and the Shenango Valley. Extending on the north and the east within a radius of 30 miles and on the west and south within a radius of 10 miles. This territory covers one of the wealthiest manufacturing centers in the state of Pennsylvania, including the Shenango Valley, noted for its productive soil and large dairy farms.

### Retail Outlet for Nationally Advertised Goods

Auto. (Passenger) .....	18	Delicatessen .....	2	Furriers .....	1	Merchant Tailors .....	18
Auto (Truck) .....	12	Dress Makers .....	17	Garages .....	15	Milliners .....	11
Auto. (Tires) Agcys.....	32	Druggists .....	11	Grocers .....	165	Opticians .....	5
Auto. (Parts) Agcys.....	32	Dry Goods .....	16	Hardware .....	10	Photographers .....	5
Bakers .....	17	Department Stores .....	8	Hats and Caps.....	—	Pianos .....	7
Cigar Stores .....	19	Electrical .....	4	Jewelry .....	13	Restaurants .....	16
Cloaks and Suits.....	19	Florists .....	4	Ladies' Tailors .....	1	Shoe Dealers .....	22
Clothiers .....	25	Fruits .....	8	Men's Furnishings .....	28	Sporting Goods .....	6
Confectioners .....	35	Furniture .....	12	Meat Markets .....	45	Stationers .....	5

Sharon Herald (Eve.)

Sharon Telegraph (Eve.)

Farrell News (Eve.)

# The Sharon Telegraph

Evening Except Sunday

The Oldest Newspaper in Sharon and the Home Paper for 27 years.

The Telegraph is the medium of greatest prestige and influence.

## Paid Circulation Over 4,700

95% of its circulation concentrated in Trade Area. A. B. C. Member.

The Sharon district is second only to Pittsburgh in the manufacture of Steel and Iron.

The Hub of the Shenango Valley, it is the Trade and Marketing Center of one of the most productive farming and stock raising communities to be found in Western Pennsylvania.

Minimum Rate:—42c per inch—100 inches or more.

Detailed information on the market supplied gladly upon request.

ESTABLISHED 1888

## E. Katz Special Advertising Agency

Chicago  
Kansas City

Representatives  
New York

Atlanta  
San Francisco



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



### Survey in Two Parts.....PART 1 EASTON, PA.

"CITY OF RESOURCES"

#### Population

Easton (1920 Census)	33,818
Phillipsburg, N. J. (1920 Census)	16,928
Wilson, West Easton, Williams Boroughs (1920 Census)	10,469
A. B. C. City (no newspapers of any nature whatsoever are published in any of this territory excepting in the city of Easton proper)	Total 61,205
A. B. C. City and Suburban	175,000
Board of Trade, City (Easton)	35,000
Board of Trade (Phillipsburg)	18,000

Easton, Wilson Boro., West Easton, etc.		Phillipsburg, N. J.
Native Whites	94%	88%
Negroes	1%	..
Foreign born	15%	14%
Students	750	..
Industrial Workers	45%	88%
English Reading	95%	93%
Families	8,329	4,156

#### Suburban and Farm Residents

Nazareth, 5,000; Pen Argyl, 5,000; Bangor, 6,000; East Bangor, 1,993; Roseto, 800; Phillipsburg, 16,000; Alpha, 2,000; Wilsonborough, 5,360; Portland, 500; Belfast, 250; Bath, 2,000; Freemansburg, 2,000; Redington, 500; Glendon, 800; Wind Gap, 1,200; Martin's Creek, 800; Riegelsville, 800; Raubsville, 200.

Easton so centrally located can quickly and cheaply reach all the markets mentioned above.

#### City Classed As

Diversified industries. Agricultural and university center.

#### Location

Easton is but two hours by rail from New York; two from Philadelphia; ten from Buffalo; eight from Boston; five from Baltimore; six from Washington; eight from Troy and Albany.

Four competing trunk lines center here, giving splendid facilities and all necessary switch connecting advantages, viz., Lehigh Valley, Central R. R. of New Jersey, D. L. & W., and Pennsylvania; and four small local lines; viz., Lehigh & Hudson, Lehigh & New England, Easton & Northern; and Bangor and Portland, with two industrial branch railroads built by the Lehigh Valley and Central R. R. of New Jersey.

The Lehigh Valley and Central R. R. of New Jersey each has constructed industrial branches, enveloping Easton, opening large areas for factory sites. The regular Easton rate only is charged on these industrial branch lines.

#### Banks

	Easton	Phillipsburg
Trust Companies (Two)	Rosources \$7,689,450.00	Rosources \$728,476.79
National (Three)	15,036,790.00	5,336,790.98
Private (Two)	Not listed	

#### Schools

Easton		Phillipsburg	
Public Grade	14 Pupils 4,900	Public Grade	6 Pupils 2,377
High	1 Pupils 830	High	1 Pupils 430
Parochial	3 Pupils 550	Parochial	1 Pupils 530
Lafayette College	Pupils 750		

#### Theatres

Easton/Phillipsburg	
Legitimate	1 ..
Vandoville	1 ..
Motion Picture	7 2

#### Churches

48 churches of all denominations.

#### Principal Industries

Slate, soapstone, talc, crushed stone, Portland cement, China, clay products, malleable iron, stoves, mills, cigars, pianos, dry colors, cordage, belting, silks, flour, knit goods, pneumatic drills, air pumps, valves, graphite, cinder cars and railroad shops.

Within a one hundred mile radius of Easton is contained one-tenth of the population and wealth of the whole United States.

Northampton County, of which Easton is the county seat, ranks seventh in the assessment valuation of all the counties in the State of Pennsylvania. Its area is equal to that of Rhode Island.

#### Special Information

Easton is the county seat of Northampton county and is located at the forks of the Delaware River in the center of a business community of 100,000 people, and surrounded by a district unsurpassed in its wealth of farm and mineral products.

Within a twenty mile radius is made 40% of the entire American Portland cement output. Too much emphasis cannot be given to Easton's wonderfully high class of labor. The Lehigh Valley R. R. Co. has large repair shops here. The Ingersoll Rand Company have many men who worked for them twenty years; many factories and mills in Easton have men working for them from ten to twenty years. The wonderfully high class of men in Easton who work every day for wages, have made Easton a unique spot for labor. Strikes are practically unknown in Easton.

NOTE.— Sources from which facts and figures were secured: Thos. A. H. Hay, Sec. Easton Board of Trade, Banks, Board of Education, and other reliable sources.

# EASTON, PA.

with a population of 33,800, is the centre of five separate communities with municipal governments, in a radius of two and one-half miles, having a total population of over 60,000, according to 1920 census. Easton's trading territory reaches into both Pennsylvania and New Jersey and takes in over 175,000 people.

## The Easton Free Press

### Covers this territory fully

For the last seven years it has had the largest circulation of any afternoon newspaper published within a radius of 50 miles. For a much longer time it has carried the greatest amount of both local and foreign advertising.

The growth of the Easton Free Press has been neither spasmodic nor mushroom. It has been steady, the result of publishing the news that holds the reader and of circulating among a class of people who give attention alike to the information contained in news and advertising columns. It is unquestionably the best advertising medium in its territory.

### The Easton Free Press Leads in Circulation

in these cities and towns: Easton, West Easton, Glendon, Wilson, in Pennsylvania, and Phillipsburg, N. J., constituting the practically one community of over 60,000, and in Nazareth, Bath, Tatamy, Stockertown, Wind Gap, Pen Argyl, Bangor, Roseto, East Bangor, Portland, Martin's Creek and Riegelsville, Pa.; Belvidere, Washington, Hackettstown, Broadway, New Village, Stewartsville, Martin's Creek, Harmony, Bloomsbury, Hampton, High Bridge, Riegelsville, French-

town and Milford, N. J., together, with smaller villages in the district adjoining the juncture of the Lehigh and Delaware rivers.

In these various communities the leading industries are steel, iron, silk, cement, slate, together with railroad shops, machine shops and an endless variety of other enterprises. The people are contented and happy—a notable and pronounced feature for years—intelligent and prosperous and **BUSINESS IS GOOD.**

IT IS THESE THE FREE PRESS SERVES.

S. G. LINDENSTEIN, INC.  
118 East 28th Street, New York  
Sole Foreign Representative

FREE PRESS PUBLISHING CO.  
C. N. ANDREWS  
General Manager



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Two Parts.....PART 2

**EASTON, PA.**

### Wholesale Houses

Groceries .....	2
Meats .....	3
Fruits .....	4
Drugs .....	2
Confections .....	4

### Retail Section

3/4 of a mile on Northampton Street —3 blocks on Third Street and several intersecting streets comprise the principal retail shopping district.

### Residential Features

Individual homes predominate, also two story duplex's and modern apartments.

### Trading Area

Easton's trading area extends on the north to Stroudsburg—on the east to Hackettstown, N. J.—on the south to Doylestown, and to Mauch Chunk on the west.

Easton, County Seat of Northampton County, is situated in its extreme southeastern corner. Its northern boundary being the main chain of the Blue or Appalachian mountains, stretching from the Northern States through Pennsylvania, Maryland, Virginia, North and South Carolina and Georgia.

### Retail Outlets for Nationally Advertised Products

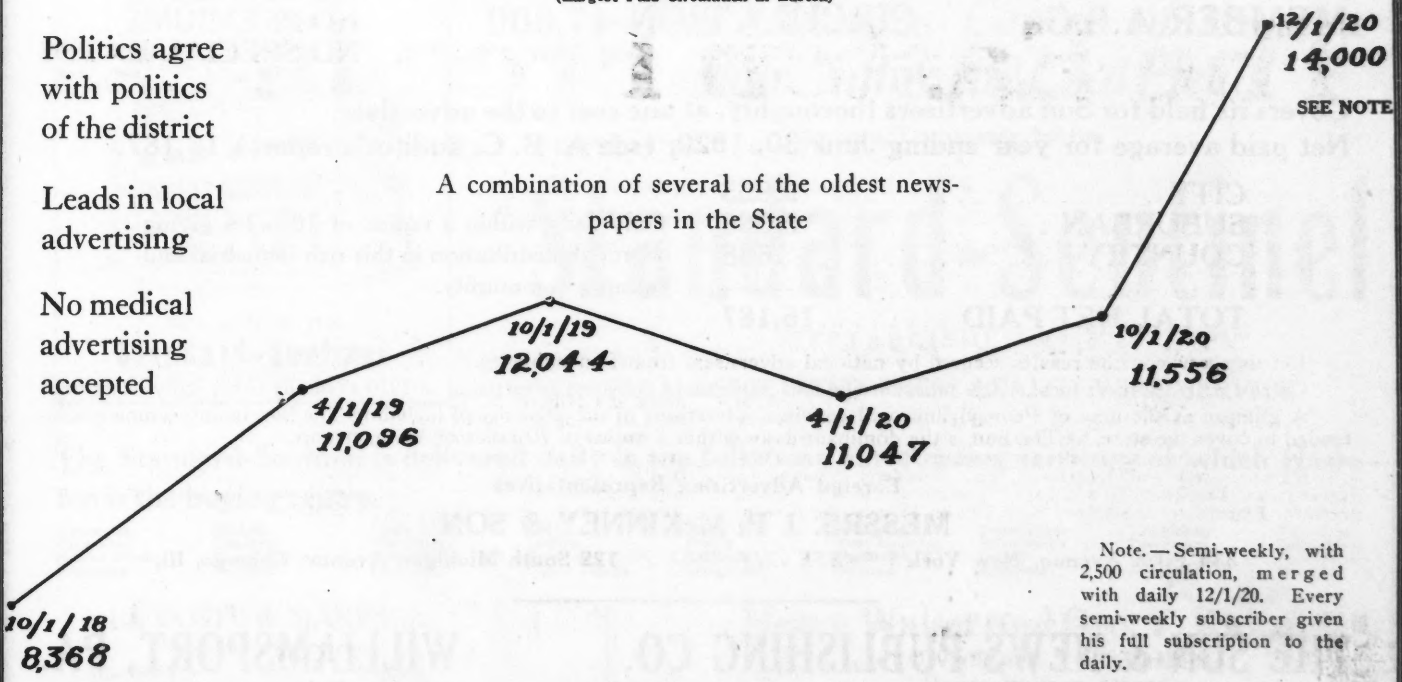
Auto. (Passenger) .....	19	Delicatessen .....	4	Furriers .....	4	Merchant Tailors .....	13
Auto. (Truck) .....	14	Dressmakers .....	36	Garages .....	29	Milliners .....	34
Auto. (Tires) Agcys .....	12	Druggists .....	21	Grocers .....	197	Opticians .....	9
Auto. (Parts) Agcys .....	24	Dry Goods .....	29	Hardware .....	13	Photographers .....	12
Bakers .....	20	Department Stores .....	13	Hats and Caps .....	7	Pianos .....	9
Cigar Stores .....	43	Electrical .....	9	Jewelry .....	21	Restaurants .....	36
Cloaks and Suits .....	6	Florists .....	4	Ladies' Tailors .....	5	Shoe Dealers .....	27
Clothiers .....	23	Fruits .....	11	Meat Markets .....	31	Sporting Goods .....	2
Confectioners .....	60	Furniture .....	25	Men's Furnishings .....	23	Stationers .....	6

**Newspapers** { Express (Eve.)  
Free Press (Eve.)  
Call (Sun.)

# EASTON, PA., EXPRESS

Only A. B. C. Daily in Easton

(Largest Paid Circulation in Easton)



Politics agree with politics of the district

Leads in local advertising

No medical advertising accepted

A combination of several of the oldest newspapers in the State

Note.— Semi-weekly, with 2,500 circulation, merged with daily 12/1/20. Every semi-weekly subscriber given his full subscription to the daily.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



WILLIAMSPORT, PA.

Population		City Classified as	
1920 Census	36,198	Industrial and Agriculture	
A. B. C. City	36,198		
A. B. C. City and Suburban	250,000		
Chamber of Commerce, City and Suburban	36,000		
Native Whites	90%	Industrial Workers	29%
Negroes	5%	English Reading	95%
Foreign Born	5%	Families	7,029
Students	Few	Summer Residents	Few

Banks	
Savings	2
Trust Companies	2
National	4

Schools	
Public Grade	12
High	1
Parochial	2
Colleges	1

Theatres		Churches	
1 legitimate and 8 motion picture houses, with an average seating capacity of 700.		7 Baptist, 2 Hebrew, 9 Lutheran, 12 Methodist, 5 Presbyterian, 4 Protestant Episcopal, 4 Catholic, 2 United Brethren, and 5 miscellaneous.	

**Location**  
On the West Branch of the Susquehanna River, near the center of the State in Lycoming county, and is served by four steam railroads—the Penn. R. R., Phila. & Reading, N. Y. Central & H. R., and the Susquehanna & N. Y. Two motor highways make possible good motor truck service.

**Principal Industries**  
Steel machine shops, foundries, tanneries, rubber footwear, sand paper, wood pipe, silk, boilers, furniture, paper boxes, box shooks, silk dyes, hardware, and numerous other industries. Williamsport location gives easy access to the hard and soft coal fields, coke, iron, sand and cement sources, most essential for its growth and development as a manufacturing city of great and increasing importance.

**Special Information**  
Williamsport is the county seat of Lycoming County, which has an area of 777,320 acres and a population of over 80,000. The city limits are seven miles long and one and one-half miles wide. Its streets are well paved and lighted, and it has provided a public park and two playgrounds. The bank deposits in the last four years have increased nearly \$5,000,000.

**Suburban and Farm Residents**  
Under this heading must be listed these towns bordering on or within a radius of 10 miles of Williamsport: Vallamont, 5,342; Gramplan, 430; Duboistown, 746; So. Williamsport, 4,341; Allenwood, 560; Muncy, 2,200; Jersey Shere, 6,874; Hughesville, 670; Cogan Station, 207; Halls Station, 156; Antes Fort, 278; Larrys Creek, 317; Treut Run, 396; White Deer, 175; Ralston, 715; Mentoursville, 1,949; Powell, 296.

**Wholesalers**  
Groceries ..... 3  
Meats ..... 2  
Fruits ..... 3  
Tobacco and Cigars 1  
Drugs ..... 1

**Retail Section**  
Extends about 1/2 mile on 3d St. 1/2 mile on 4th St. and all intersecting streets and some few neighborhood centers.

**Residential Features**  
Almost all the homes are individual dwellings. There are very few apartments or tenements. The greatest majority of the homes are substantial, well kept homes.

**Retail Outlet for Nationally Advertised Goods**

Auto. (Passenger) ..... 21	Delicatessen ..... —	Furriers ..... 2	Merchant Tailors ..... 14
Auto. (Truck) ..... 7	Dressmakers ..... 40	Garages ..... 17	Milliners ..... 16
Auto. (Tires) Agcys. .... 13	Druggists ..... 22	Grocers ..... 156	Opticians ..... 4
Auto. (Parts) Agcys. .... 25	Dry Goods ..... 16	Hardware ..... 14	Photographers ..... 9
Bakers ..... 22	Department Stores ..... 2	Hats and Caps ..... 6	Pianos ..... 4
Cigar Stores ..... 26	Electrical ..... 5	Jewelry ..... 6	Restaurants ..... 27
Cloaks and Suits ..... 3	Florists ..... 8	Ladies' Tailors ..... 4	Shoe Dealers ..... 35
Clothiers ..... 21	Fruits ..... 11	Meat Markets ..... 30	Sporting Goods ..... 8
Confectioners ..... 42	Furniture ..... 14	Men's Furnishings ..... 8	Stationers ..... 8

**Trading Area**  
The Williamsport trading area covers an area of about ten square miles, drawing from a number of wealthy suburban communities and a prosperous agriculture center.

NOTE.—Sources from which facts and figures were secured: W. S. Millener, Sec. Board of Trade, banks, school board and other sources.

**Newspapers**  
Sun (E).  
Gazette and Bulletin (M).  
Penn. Crit (Sun.).  
Statesman (Weekly).  
Banner (Tri-Weekly).

# THE WILLIAMSPORT SUN

(EVERY EVENING EXCEPT SUNDAY)

MEMBER A.B.C.

CIRCULATION 17,000

NO CONTESTS  
NO PREMIUMS  
NO SPECIAL RATES

Covers its field for Sun advertisers thoroughly, at one cost to the advertiser.

Net paid average for year ending June 30, 1920, (see A. B. C. auditor's report) 16,187.

CITY	9,953
SUBURBAN	5,566
COUNTRY	668

Only daily within a radius of 70 miles giving thorough distribution in this rich industrial and farming community.

**TOTAL NET PAID ..... 16,187**

Let us show you the results secured by national advertisers from Sun publicity.

Carried 33 1/3% more local, 190% more foreign and 500% more classified advertising in 1919 than any other daily in its field.

A glimpse at the map of Pennsylvania will convince advertisers of the necessity of including The Sun in any campaigns intended to cover the state, as The Sun is the dominant daily within a radius of 70 miles of Williamsport.

Foreign Advertising Representatives

**MESSRS. J. P. MCKINNEY & SON**

334 Fifth Avenue, New York

122 South Michigan Avenue, Chicago, Ill.

**THE SUN & NEWS PUBLISHING CO.**

**WILLIAMSPORT, PA.**

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

HAZLETON, PA.

Population		City Classified as	
1920 Census .....	32,267	Diversified Industries and Coal Mining.	
Chamber of Commerce, City..	35,000	Industrial Workers... 25%	
Chamber of Commerce, City and Suburban .....	80,000	English Reading ..... 75%	
Native Whites ....	25,458	Families ..... 3,750	
Negroes .....	85	Summer Residents .. 1,000	
Foreign Born .....	8,391		

Banks	
Five banking institutions with resources of \$21,000,000.	

Schools	
Public Grade .....	14 Pupils ..... 5,367
High .....	3 Pupils ..... 734
Parochial .....	4 Pupils ..... 1,105

Theatres	Churches
One motion picture and vaudeville theatre and four motion picture houses, with an average seating capacity of 700.	1 Baptist, 16 Catholic, 1 Congregational, 3 Episcopal, 2 Hebrew, 5 Lutheran, 5 Methodist, 2 Presbyterian, 4 Reformed, a Y. M. C. A.-Y. W. C. A. and 4 misc. churches.

### Location

Hazleton, in Luzerne County, is 145 miles west of N. Y. City and 114 miles north of Philadelphia. It is served by 2 railroads, the Penn. R. R. and L. V. R. R., and a third rail system to Wilkes-Barre. A strong feature of Hazleton's popularity in comparison to other cities is its climate.

### Principal Industries

Coal mining, filters, silk mills, shirts, macaroni, automobile pistons, separators, women's wear, laboratory supplies, paper boxes, electric power, iron works, caskets, furniture, pianos and fly swatters. Hazleton offers attractive advantages in the form of cheap power, excellent transportation facilities, financial advantages offered by its banks, remarkable climatic conditions and abundance of labor.

### Special Information

Hazleton is located on a broad tableland, overlooking the surrounding country and has an elevation of 1,800 feet. The principal business thoroughfare is Broad St., 100 feet wide. Post office receipts in 1919 were over \$65,000 and total resources of five banking institutions over \$21,000,000. The annual output of silk and mixed goods in 1919 was 10,700,000 yards with an approximate value of \$8,000,000.

### Suburban and Farm Residents

Under this heading must be listed those cities bordering on or within a radius of 10 miles of Hazleton, which are: Jeanesville, Park View, Beaver Brook, Andenried, McAdoo, Coleraine, Beaver Meadow, Stockton, Hazle Brook, Weatherly, Harleigh, Ebervale, Jeddo, Drifton, Freeland, Upper Lehigh, Sandy Run, Eckley, Lattimer, Milnesville, Hollywood, West Hazleton, Cranberry, Harwood, Conyngham, Sybertsville, Drums, Sugarloaf, Tomhicken, Derringer, Oneida, Sheppton, Fern Glen, Rock Glen, Nuremberg, Weston.

### Wholesalers

Groceries ....5  
Meats .....2  
Fruits .....6  
Confectioners 4  
Notions .....2  
Cigars and Tobacco ...2

Hazleton's wholesalers have on hand at all times a complete line of goods.

### Retail Section

Extends ¼ mile along Broad St., ½ mile on Wyoming St., 2 blocks on Laurel and several intersecting streets. This forms the principal shopping district of Hazleton, which in size and population is second to none.

### Residential Features

Almost all individual homes; some have spacious lawns, some few apts., and tenements. A "City of Homes" is an appropriate title for Hazleton.

### Retail Outlet for Nationally Advertised Products

Auto. (Passenger) ... 7	Delicatessen ..... 1	Furriers ..... 2	Merchant Tailors ..... 8
Auto (Truck) ..... 3	Dress Makers ..... 83	Garages ..... 9	Milliners ..... 10
Auto. (Tires) Agcys. 11	Druggists ..... 13	Grocers ..... 132	Opticians ..... 6
Auto. (Paris) Agcys. 9	Dry Goods ..... 10	Hardware ..... 17	Photographers ..... 6
Bakers ..... 12	Department Stores .. 7	Hats and Caps..... 1	Pianos ..... 4
Cigar Stores ..... 16	Electrical ..... 2	Jewelry ..... 16	Restaurants ..... 8
Cloaks and Suits... 2	Florists ..... 2	Ladies' Tailors... 2	Shoe Dealers ..... 12
Clothiers ..... 21	Fruits ..... 2	Meat Markets ..... 23	Sporting Goods ..... 4
Confectioners ..... 89	Furniture ..... 7	Men's Furnishings... 21	Stationers ..... 3

### Trading Area

Hazleton's trading area is a prosperous one, serving a wealthy farming community and all the surrounding coal mining centers, who look to Hazleton as their shopping district.

NOTE.—Sources from which facts and figures were secured: R. C. Job, Sec. Hazleton Chamber of Commerce; Banks, Board of Education, Department Stores and other reliable sources.

Newspapers Standard Sentinel (Morn.)  
The Plain Speaker (Eve.)  
Valley Vigilant (Weekly)



# HAZLETON, PENNA.

Over 32,000 Population, 80,000 in 10-mile limit

The Business Centre of the  
Lehigh Anthracite Coal Fields

Covered Thoroughly by the

# Standard-Sentinel

ESTABLISHED 1866

FULL ASSOCIATED PRESS LEASED WIRE SERVICE

The Standard-Sentinel is delivered daily in the following surrounding territory of which Hazleton is the buying centre.

Jeanesville	McAdoo	Hazle Brook	Jeddo	Sandy Run	West Hazleton	Conyngham	Tomhicken	Fern Glen
Park View	Coleraine	Weatherly	Drifton	Eckley	West Hazleton	Sybertsville	Derringer	Rock Glen
Beaver Brook	Beaver Meadow	Harleigh	Freeland	Lattimer	Cranberry	Drums	Oneida	Nuremberg
Andenried	Stockton	Ebervale	Upper Lehigh	Milnesville	Harwood	Sugarloaf	Sheppton	Weston

LA COSTE & MAXWELL

Foreign Representative

New York  
45 West 34th St.

Chicago  
Marquette Bldg.

Henry Walser and Geo. T. Kirkendall

OWNERS & PUBLISHERS

Henry Walser, Manager

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

LEBANON, PA.

Population	Classed as
1920 Census . . . . . 24,643	Industrial Manu- facturing and Agriculture
Chamber of Commerce, City . . . 25,000	
Chamber of Commerce, City and Suburban . . . . . 50,000	
Native Whites . . . . . 86%	Industrial Workers . . . 35%
Negroes . . . . . 0.5%	English Reading . . . . . 90%
Foreign Born . . . . . 13.5%	Families . . . . . 4,828
Students . . . . . Few	Summer Residents . . . None

Banks	
Trust Companies . . . . . 2	Resources . . . . . \$3,489,770
National . . . . . 4	Resources . . . . . 7,027,200
State . . . . . 1	Resources . . . . . 866,770

Schools	
Public Grade . . . . . 11	Pupils . . . . . 2,694
High . . . . . 2	Pupils . . . . . 1,146
Parochial . . . . . 3	Pupils . . . . . 718

Theatres	Churches
One legitimate and six moving picture houses with an average seating capacity of 600.	Baptist, 1; Evangelical, 8; Jewish, 1; Methodist, 2; Presbyterian, 2; Catholic, 3; Reformed, 6; United Brethren, 7; and miscellaneous churches, 9.

**Location**  
Lebanon, the county seat of Lebanon County is 156 miles southeast of New York City and 86 miles north of Philadelphia, on the Philadelphia & Reading and Pennsylvania Railroads. Three trolley systems and the Wm. Penn State Highway afford ample transportation facilities at all times of the year.

**Principal Industries**  
Limestone, iron, steel, boilers, machinery, iron and steel castings, chains, organs, pianos, jar rubbers, knit goods, cigars, handkerchiefs, shirts, shoes, stockings, silk, automobile parts, furniture, flour, horse shoes, talking machines.

**Special Information**  
Lebanon is the county seat of Lebanon County. A city with a capital investment of almost \$25,000,000 in industries, with a yearly payroll of more than \$6,000,000, and the annual value of manufactured products reaching \$50,000,000.

Located here is the American Iron & Steel Co. with the largest belt, nut and rivet works in the world, giving employment to the largest number of employes.

**Statistics of Lebanon's Industries**  
The following figures show the items of the various leading industrial lines as of July 1, 1918:

Line of Manufacture	Capital Investment	Value of Products	Employes	Monthly Male Payroll	Monthly Female Payroll
Iron and Steel	\$15,885,871	\$25,536,470	5,406	476	\$496,532
Scrap Metals	1,385,000	410,250,000	382	...	18,400
Textiles & Shoes	3,751,000	7,388,587	406	1,813	98,595
Wood & Paper G'ds	972,638	1,042,321	230	181	23,493
Food & Allied G'ds	926,075	2,909,885	247	37	21,123
Miscellaneous	218,420	590,100	172	11	19,656
<b>Total</b>	<b>\$23,068,989</b>	<b>\$48,212,163</b>	<b>7,943</b>	<b>2,518</b>	<b>\$677,849</b>

**Suburban and Farm Residents**

Mt. Gretna, 715; Mt. Zion, 300; Meyerstown, 630; Quentin, 800; Rexmont, 430; Richland, 1,090; Lawn, 250; Schaefferstown, 1,470; Millback, 350; Kleinfeltersville, 900; Jonestown, 800; Green Point, 260; Fredericksburg, 540; Fontana, 270; Cornwall, 300; Colebrook, 276; Cold Spring, 325; Campbelltown, 400. In addition the farming territory of Lebanon County looks to Lebanon as its shopping center.

**Wholesalers**

Groceries . . . . . 5
Meats . . . . . 1
Fruits . . . . . 2
Cigars . . . . . 3

The proximity of Philadelphia markets guarantees to the retail dealers of Lebanon an opportunity to have on hand at all times, a full line of goods. The excellent motor truck facilities make the service possible.

**Retail Section**

About one mile on Cumberland St., 1/2 mile on Eight St., and 1/2 mile on Ninth St., are several intersecting streets. This comprises the main retail shopping section, but there are a few neighbor shopping centers.

**Residential Features**

Individual one and two story houses, modern apartments and courts and tenements.

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) . . . 9	Delicatessen . . . . .	Furriers . . . . .	Merchant Tailors . . . . . 2
Auto. (Truck) . . . . . 4	Dress Makers . . . . . 35	Garages . . . . . 32	Milliners . . . . . 16
Auto. (Tires) Agcys. . . 11	Druggists . . . . . 20	Grocers . . . . . 154	Opticians . . . . . 3
Auto. (Parts) Agcys. . . 20	Dry Goods . . . . . 7	Hardware . . . . . 10	Photographers . . . . . 4
Bakers . . . . . 16	Department Stores . . . 4	Hats and Caps . . . . . 2	Pianos . . . . . 6
Cigar Stores . . . . . 25	Electrical . . . . . 5	Jewelry . . . . . 10	Restaurants . . . . . 14
Cloaks and Suits . . . 4	Florists . . . . . 5	Ladies' Tailors . . . . . 1	Shoe Dealers . . . . . 13
Clothing . . . . . 13	Fruits . . . . . 15	Meat Markets . . . . . 21	Sporting Goods . . . . . 3
Confectioners . . . . . 35	Furniture . . . . . 15	Men's Furnishings . . . . . 9	Stationers . . . . . 3

**Trading Area**

Lebanon's trading area extends and covers a very fertile and prosperous agricultural center, extending on the north to Fredericksburg, on the south to Cornwall, on the east to Sheridan, and Palmyra on the west.

Its location attracts buyers in considerable numbers from Schuylkill, Berks, Lancaster and Dauphin counties.

**NOTE.**—Sources from which facts and figures were secured: E. J. Fallows, Sec. Lebanon Chamber of Commerce, prothonotary's office, banks, Board of Education and other sources. **Newspapers** News (E), Report (E), Times (M), Courier & News (Semi-weekly), Annville Journal (Weekly).

# LEBANON DAILY NEWS—No SUNDAY ISSUE

## SEMI-WEEKLY NEWS MONDAYS AND THURSDAYS

Through these mediums an advertising campaign must reach highest efficiency and return-value.

### BECAUSE

The Lebanon Daily News has a circulation more than the combined circulation of the two other dailies published in the city. The Semi-Weekly News is the recognized medium for the advertisement of country sales and goes into the homes of the farmers. These newspapers cover not only Lebanon city and county, but circulate extensively throughout the Lebanon Valley. Their large advertising patronage which annually exceeds all other newspapers published in the county COMBINED is proof of their power.

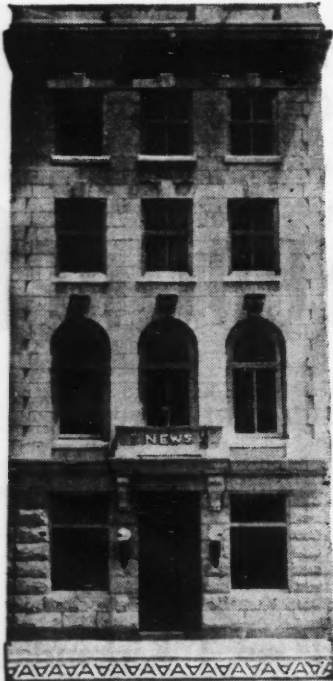
**SWORN CIRCULATION** DAILY NEWS . . . . . 8,511  
SEMI-WEEKLY NEWS 4,039

**Rates per line:** Daily, 3 1/2 Cents—49 cents per inch.  
Semi-Weekly—30 Cents per inch.

County towns covered with each daily issue—

Myerstown	Jonestown	Palmyra	Miners Village
Quentin	Sheridan	Newmanstown	Annville
Cornwall	Fredericksburg	Midway	Rexmont
Richland	Avon	Schaefferstown	Cleona
Kleinfeltersville	Mt. Gretna	Campbelltown	Hershey
Reistville			Pine Grove

MEMBER UNITED PRESS ASSOCIATION



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Population	City
1920 Census .....	23,894
A. B. C. City .....	23,894
A. B. C. City and Suburban ..	60,000
Chamber of Commerce, City ..	30,000
Chamber of Commerce, City and Suburban .....	110,000
Native Whites .....	60%
Negroes .....	5%
Foreign Born .....	35%
Students .....	600
Industrial Workers ..	30%
English Reading .....	75%
Families .....	4,628
Summer Residents .....	Few

Banks	
Trust Companies .....	3
National .....	5
State .....	3
Resources .....	\$3,402,000
Resources .....	6,448,000
Resources .....	1,203,000

Schools	
Public Grade .....	17
High .....	3
Parochial .....	2
Geneva College .....	—
Beaver College .....	—
Pupils .....	5,512
Pupils .....	991
Pupils .....	325
Pupils .....	800
Pupils .....	100

Theatres	Churches
1 legitimate and 7 motion pictures, with an average seating capacity of 900.	3 Baptist, 1 Episcopal, 2 Evangelical, 3 Methodist, 9 Presbyterian, 2 Lutheran, 2 Catholic, 1 Hebrew and 2 missions, 3 miscellaneous.

**Location**  
Beaver, Beaver Falls and Rochester are practically one city, being separated only by borough lines; located on the Penn. R. R. and the Pittsburgh & Lake Erie, also transportation on the Ohio River, having a frontage of 2 1/4 miles. Beaver is the county seat of Beaver County and one of the wealthiest boroughs in this part of the state.

**Principal Industries**  
Iron, steel, railroading, oil, natural gas, iron gray castings, nails, metal hinges, fire and building brick, metal products, paper novelties, warehousing, window glass, grain and flour, cork. The iron and steel industries give employment to the greatest number, and the large railroad classification yards are second in the number of employees.

**Special Information**  
Here are the famous "Conway yards," the largest classification yards of the Pennsylvania system. Beaver is the county seat of Beaver County, the weekly payroll averaging one of the highest in the state, the largest percentage of which is expended right in this territory. The character of the retail stores and of the banks are of the highest.

## BEAVER, BEAVER FALLS and ROCHESTER, PA.

### Suburban and Farm Residents

Under this heading must be listed the following towns and boroughs within a ten mile radius: Bridgewater, 1,340; Ambridge, 12,730; Monaca, 3,338; New Brighton, 9,361; Freedom, 3,452; Conway, 1,853; Baden, 895; Midland, 5,452; and Woodlawn, 12,495, also numerous farming communities located nearby.

**Wholesalers**

Groceries .....	3
Meats .....	2
Fruits .....	2
Confectionery ..	4
Cigars and Tobacco .....	1

**Retail Section**  
Extends along 1/4 mile on Third St., Beaver, 1 1/4 miles along 7th Ave., Beaver Falls and intersecting streets, and 1 mile on Brighton Ave. and intersecting streets in Rochester.

**Residential Features**  
Beaver forms the residence center of the valley, the other boroughs being mostly industrial centers. There are a large number of substantial houses, with well kept lawns and gardens.

### Retail Outlet for Nationally Advertised Goods

Auto. (Passenger) ...	12	Delicatessen .....	—	Furriers .....	2	Merchant Tailors .....	9
Auto. (Truck) .....	6	Dressmakers .....	19	Garages .....	16	Milliners .....	21
Auto. (Tires) Acgys. ..	13	Druggists .....	29	Grocers .....	120	Opticians .....	9
Auto. (Parts) Acgys. ..	13	Dry Goods .....	24	Hardware .....	23	Photographers .....	8
Bakers .....	24	Department Stores ..	7	Hats and Caps .....	7	Pianos .....	10
Cigar Stores .....	13	Electrical .....	5	Jewelry .....	13	Restaurants .....	34
Cloaks and Suits .....	8	Florists .....	7	Ladies' Tailors .....	4	Shoe Dealers .....	23
Clothing .....	18	Fruits .....	19	Meat Markets .....	47	Sporting Goods .....	2
Confectioners .....	42	Furniture .....	11	Men's Furnishings ..	16	Stationers .....	2

### Trading Area

The trading area of these three cities forms one of the wealthiest in the state—drawing from a direct total population of 110,000, and through splendid interurban, train and motor highway facilities an additional 30,000.

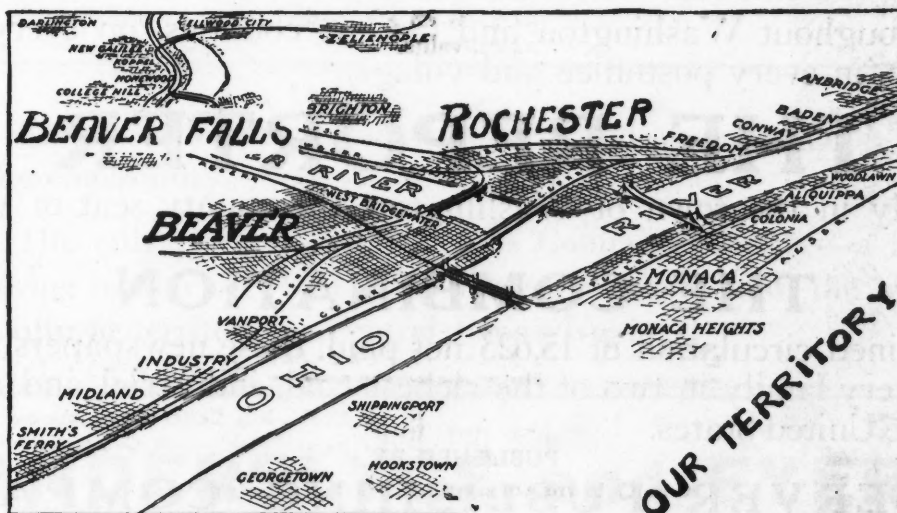
NOTE.—Sources from which facts and figures were secured: H. B. Barth, Beaver Falls Chamber of Commerce; R. E. Slough, Beaver Daily Times, banks, Board of Education and other reliable sources.

**Newspapers**  
Beaver Falls Tribune.  
Beaver Daily Times.  
Beaver Argus.  
Beaver Falls Review.

# THE DAILY TIMES

PUBLISHED AT BEAVER, PA.

Concentrate in One Newspaper and Cover ALL Beaver County Towns



ONLY A. B. C. NEWSPAPER  
IN BEAVER COUNTY

BRYANT, GRIFFITH & BRUNSON  
NEW YORK & CHICAGO

BRANCH OFFICES AT BEAVER FALLS AND ROCHESTER



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



WASHINGTON, PA.

Population	City	Location
1920 Census ..... 21,480	<b>Classed</b>	Thirty miles southwest of Pittsburgh on the Baltimore & Ohio and Pennsylvania R. R. County seat of Washington county, and right in the center of the finest bituminous coal fields in the United States. One interurban trolley system and two main state highways, covers the entire Washington county.
A. B. C. City .....	<b>as</b>	
A. B. C. City and Suburban .....	Industrial and Educational Center	
Chamber of Commerce, City.. 25,000		
Chamber of Commerce, City and Suburban .....		
Native Whites ..... 89%	Industrial workers ... 32%	
Negroes ..... 7%	English Reading ..... 93%	
Foreign Born ..... 4%	Families ..... 4,216	
Students ..... 650	Summer Residents ... Few	
<b>Banks</b>		
State Banks and Trust Co. .... 3	Resources ..... \$12,663,510	
National ..... 3	Resources ..... 13,900,000	
<b>Schools</b>		
Public Grade ..... 7	Pupils ..... 3,924	
High ..... 1	Pupils ..... 625	
College ..... 1	Pupils ..... 400	
Girls' Seminary ..... 1	Pupils ..... 165	
<b>Theatres</b>		
Five motion picture houses with an average seating capacity of 600.		
<b>Churches</b>		
Baptist, 6; Episcopal, 1; Lutheran, 1; Methodist, 7; Presbyterian, 6; Catholic, 2; Christian Science, 1; Hebrew, 1.		

**Principal Industries**

Glass, wire-plate and colored, druggist sundries, food containers, high grade tool steel, clay products, tungsten, baby carriages, steamship supplies, tin plates, tubing and piping, gray iron castings, rubber tires, casings and coal. Washington is also an educational center of great repute—this should be listed amongst the industries as it contributes heavily to the bank deposits.

**Special Information**

Located here is the second oldest college in the United States—Washington and Jefferson College. This city is also noted for its numerous historical landmarks.

This is the home of the nationally advertised "Mason Jars." The closeness of the bituminous coal fields, the low tax rate, cheap power, and excellent transportation facilities, go to make Washington an ideal manufacturing site.

**Suburban and Farm Residents**

In this must be included East Washington, with a population of 2,500; Canton, 2,500; No. Franklin, 1,000; Strabane, 2,500; Chartiers, 2,000; Meadow Lands, 300.

**Wholesalers**

Groceries ..... 4  
Meats ..... 2  
Fruits ..... 4  
Confectionery ..... 2  
Tobaccos ..... 2

**Retail Section**

Extends about 1½ miles on Chestnut and one-half mile on Main St., while numerous side streets and neighborhood sections hold their own trade. Numerous Washington merchants conduct their own rural delivery on an extensive scale.

**Residential Features**

Washington has an unusually high-class residential section, practically every home is surrounded by a spacious lawn and gardens.

**Retail Outlets for Nationally Advertised Products**

Auto. (Passengers) ... 14	Delicatessen ..... 0	Furriers ..... 1	Merchant Tailors ..... 18
Auto. (Truck) ..... 4	Dress Makers ..... 28	Garages ..... 15	Milliners ..... 8
Auto. (Tires) Agcys .. 12	Druggists ..... 20	Grocers ..... 114	Opticians ..... 3
Auto. (Parts) Agcys.. 11	Dry Goods ..... 8	Hardware ..... 11	Photographers ..... 6
Bakers ..... 13	Department Stores .. 2	Hats and Caps..... 0	Pianos ..... 3
Cigar Stores ..... 15	Electrical ..... 3	Jewelry ..... 10	Restaurants ..... 24
Cloaks and Snits.... 0	Florists ..... 6	Ladies' Tailors .. 2	Shoe Dealers ..... 15
Clothiers ..... 14	Fruits ..... 9	Meat Markets ..... 20	Sporting Goods ..... 2
Confectioners ..... 22	Furniture ..... 8	Men's Furnishings .. 10	Stationers ..... 5

**Trading Area**

Washington's trading area covers one of the wealthiest sections of the State of Pennsylvania, extending in all directions to a radius of 10 or 25 miles; in this territory is the skilled mechanic of which Washington has many, the several hundred students of Washington and Jefferson College, the nearby bituminous coal fields lying to the south of the city and the wealthy farming communities of Washington county.

NOTE.—Sources from which facts and figures were secured—H. R. Campbell, Secy. Washington Chamber of Commerce, banks, board of education and other sources.

Newspapers { Observer (E.).  
Reporter (M.).

**THE OBSERVER**  
MORNING  
ESTABLISHED 1871

**THE REPORTER**  
EVENING  
ESTABLISHED 1808

# THE OBSERVER

circulates throughout Washington and Greene counties, on every rural free delivery route, in every postoffice and village.

# THE REPORTER

circulates only in the town of Washington, the county seat of Washington county.

## THE COMBINATION

With a combined circulation of 15,623 net paid, these newspapers are read by practically every family in two of the richest coal, industrial and agricultural counties of the United States.

PUBLISHED BY  
**OBSERVER PUBLISHING COMPANY**  
WASHINGTON, PENNSYLVANIA  
JOHN L. STEWART, President and Editor

REPRESENTATIVES

**BRYANT, GRIFFITH & BRUNSON, 225 Fifth Avenue, New York, N. Y.**  
Peoples Gas Bldg., Chicago, Ill. 201 Devonshire Street, Boston, Mass.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



**BLOOMSBURG and  
BERWICK, PA.**

Population		Classed City	
1920 Census	20,000	<b>as</b>	
A. B. C. City	.....	Diversified Industries, Dairying and Agriculture.	
A. B. C. City and Suburban	.....		
Chamber of Commerce, City	23,500		
Chamber of Commerce, City and Suburban	50,000		
Native Whites 94%		Industrial Workers	81%
Negroes 1%		English Reading	95%
Foreign Born 5%		Families	6,800
Students 715		Summer Residents	Few
Banks		Churches	
Trust Companies	8	Resources	\$1,667,840
National	5	Resources	7,820,473
Schools		Theatres	
Public Grade	7	Pupils	3,554
High	2	Pupils	727
Industrial State Normal	1	Pupils	815
Two legitimate and 5 motion picture houses, with an average seating capacity of 600.		Twenty-nine churches of all denominations, a Y. M. C. A. and Y. W. C. A.	

**Location**  
Bloomsburg and Berwick are both on the north branch of the Susquehanna River, and served by three railroads, the Pennsylvania R. R., Philadelphia & Reading and D. L. & W. Bloomsburg is the county seat of Columbia County. The few miles distance between these two cities tend to increase their trading area.

**Principal Industries**  
Freight cars, steel coaches, mine cars, carpets, shirts, yarns, silk mills, cigars, locomotives, furniture, gramophone cabinets, hosiery and matches.  
Located here is the American Car & Foundry Co., being the largest industry so naturally giving employment to the greatest number of men. Located on the outskirts of Bloomsburg is an endowed hospital, one of the finest in the United States.

**Special Information**  
Berwick is the largest city in Columbia County and one of the largest car building centers in Pennsylvania, with an output of 720 steel coaches a year and a monthly payroll of \$400,000.  
Bloomsburg is the county seat of Columbia County, widely known for its model farms and fruit orchards. Here in Bloomsburg is the export branch of the American Car & Foundry Co.

**Suburban and Farm Residents**  
Benton, 695; Briar Creek, 300; Catawissa borough, 2,035; Centralia, 2,335; Millville, 658; Beach Haven, 500; Nescopeck, 1,875; Waywallopen, 600; Mifflinville, 400; Salem, 1,200; Shickshinny, 2,500; Foundryville, 280. Included in this should be the farming and dairying centers lying close to Bloomsburg, for which the county is justly famous.

**Wholesalers**  
Groceries ..... 2  
Meats ..... 1  
Fruits ..... 1  
Conf. .... 2  
Cig. & Tob... 2

**Retail Section**  
In Bloomsburg one mile along Main St. and in Berwick one-half mile on Front and one-half mile on Market, and some few intersecting streets from the principal shopping centers. There is also a small local shopping center lying between these two towns.

**Residential Features**  
Mostly all individual houses of good construction, also several new and modern apartments in both cities.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) ... 12	Deliicatessen ..... 1	Furriers ..... —	Merchant Tailors .... 8
Auto. (Truck) ..... 8	Dress Makers ..... 31	Garages ..... 23	Milliners ..... 8
Auto. (Tires) Agcys.. 12	Druggists ..... 10	Grocers ..... 30	Opticians ..... 6
Auto. (Parts) Agcys.. 16	Dry Goods ..... 9	Hardware ..... 11	Photographers ..... 7
Bakers ..... 9	Department Stores .. 2	Hats and Caps. .... —	Pianos ..... 4
Cigar Stores ..... 8	Electrical ..... 4	Jewelry ..... 6	Restaurants ..... 5
Cloaks and Suits .. 3	Florists ..... 1	Ladies' Tailors ..... —	Shoe Dealers ..... 10
Clothiers ..... 9	Fruits ..... 5	Meat Markets ..... 11	Sporting Goods ..... 1
Confectioners ..... 10	Furniture ..... 7	Men's Furnishings .. 10	Stationers ..... 2

**Trading Area**  
Bloomsburg's and Berwick's trading area covers the entire Columbia Co. valley and forms the principal shopping center for one of the wealthiest farming and dairying districts in Penn. Both towns are easily accessible by railroad, trolley, and state highways.

**NOTE.**— Sources from which facts and figures were secured: R. L. Harder, Berwick Enterprise, Prothonotary's Office, F. P. Zarr, Columbia Trust Co.; Bloomsburg—banks, Board of Education, Bell Telephone Co., and other sources.

**Newspapers** Enterprise (E.). Press (M.).

# THE BLOOMSBURG MORNING PRESS AND THE BERWICK EVENING ENTERPRISE

Each a leader in its respective field and an outstanding figure in the community.

The only Dailies in the famous Columbia County—a manufacturing center of well paid expert workers and the richest agricultural territory in Central Pennsylvania.

## VANDERSLYCE and EYERLY

### Publishers

Bloomsburg, Pa.

Berwick, Pa.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



POTTSTOWN, PA.

### Population

1920 Census .....	17,481
C. E. C. City .....	17,481
A. E. C. City and Suburban .....	40,000
Chamber of Commerce, City and Suburban .....	18,000
Chamber of Commerce, City and Suburban .....	35,000

Manufacturing and wealthy agricultural center.

Native Whites .....	95%	Industrial Workers ..	21%
Negroes .....	—	English Reading .....	96%
Foreign Born .....	5%	Families .....	3,175
Students .....	300	Summer Residents .....	Few

### Banks

Trust Companies .....	1	Resources .....	\$2,552,946.15
National .....	3	Resources .....	7,843,094.96

### Schools

Public Grade .....	7	Pupils .....	2,585
High .....	1	Pupils .....	515
Parochial .....	1	Pupils .....	225
Academy Hill School .....	1	Pupils .....	300

### Theatres

One legitimate and two motion picture houses with an average seating capacity of 700.

### Churches

2 Catholic, 3 Methodist, 5 Lutheran, 2 Presbyterian, 1 Episcopal, 1 Hebrew, 1 United Brethren, 2 Reformed.

### Location

Pottstown, in Montgomery County, is 35 miles Northwest of Philadelphia on the Phila. & Reading and Penn. R. R.'s. and the Schuylkill River and canal, also two interurban trolley systems covering the entire county.

### Principal Industries

Iron, steel, foundry and machine shop products, stoves, auto parts, nails, boilers, motors, brick, knit goods, shirts, tires, blowers, silk and agricultural implements.

### Special Information

Pottstown's population is largely engaged in the iron and steel manufacturing, some 3,000 men being so engaged with an estimated monthly payroll of \$480,000.

Pottstown's bank clearings are over \$47,000,000 annually.

Pottstown is a busy city under all conditions and at all times and its industrial workers are a prosperous and progressive people.

### Suburban and Farm Residents

Boyerstown, 1,200; Spring City, 1,500; Reyerford, 2,000; Phoenixville Township, 13,000; Saratoga, 200; Stowe, 500; Douglasville, 150; Pennsburg, 1,400; Linfield, 400; Limerick, 150.

### Wholesalers

Groceries .....
 2 || Meats ..... | 2 |
Fruits .....	3
Confections .....	2
Cigars and tobacco .....	2
Notions .....	1

In addition to the service rendered by the above local wholesalers, the retail merchants of Pottstown have easy access to the large wholesale houses of Philadelphia.

### Retail Section

Extends along High St. about ½ of a mile, also about 2 blocks on some of the intersecting streets. The retail stores are of a high character and seemingly well patronized.

### Residential Features

Mostly all individually owned 2½ story homes—some two and three-story apartments and duplexes. The largest majority are extremely comfortable looking and up-to-date homes; in fact, Pottstown is noted for its beautiful and substantial residences, surrounded by large spacious lawns.

### Retail Outlet for Nationally Advertised Goods

Auto (Passenger) .....	7	Delicatessen .....	5	Furriers .....	5	Merchant Tailors .....	10
Auto (Truck) .....	5	Dressmakers .....	25	Garages .....	8	Milliners .....	5
Auto (Tires) Agcys. .....	10	Druggists .....	8	Grocers .....	62	Opticians .....	2
Auto (Parts) Agcys. .....	10	Dry Goods .....	6	Hardware .....	4	Photographers .....	4
Bakers .....	8	Department Stores .....	1	Hats and Caps .....	2	Pianos .....	4
Cigar Stores .....	23	Electrical .....	2	Jewelry .....	5	Restaurants .....	9
Cloaks and Suits .....	3	Florists .....	3	Ladies' Tailors .....	1	Shoe Dealers .....	9
Clothiers .....	8	Fruits .....	4	Meat Markets .....	12	Sporting Goods .....	1
Confectioners .....	13	Furniture .....	5	Men's Furnishings .....	8	Stationers .....	2

### Trading Area

Pottstown trading area extends on the south to So. Pottstown on the north to Boyerstown on the west to Douglasville, and Spring City on the east. Covering one of the richest and most productive farming centers in the state. Excellent automobile roads, good train and trolley service enable people in this territory to shop in Pottstown.

NOTE.— Sources from which facts and figures were secured—Banks, Board of Education, City Directory and others.

Newspapers: Ledger (Eve.), News (Morn.), Pottstown Blade (Weekly).

# The Pottstown News

POTTSTOWN, PA.

ESTABLISHED 1887

Only morning paper in Montgomery County. Pottstown is located in the midst of the Iron and Steel industries and a rich agricultural section. Population, 18,000. Suburban population, 40,000. Read and appreciated by the masses.

Members of the Audit Bureau of Circulations. Net paid circulation over 6,000.

## A. F. SMITH SPECIAL AGENCY

1001 CHESTNUT STREET  
PHILADELPHIA, PA.

and

HARTFORD BUILDING  
CHICAGO, ILL.





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



UNIONTOWN, PA.

Population		Classed as	
1920 Census	15,750	Industrial, and coal mining center.	
A. B. C. City			
A. B. C. City and Suburban			
Chamber of Commerce, City	20,000		
Chamber of Commerce, City and Suburban	35,000		
Native Whites	60%	English Reading	75%
Negroes	5%	Families	4,000
Foreign Born	35%	Summer Residents	None
Industrial Workers	38%	Students	None
Banks		Schools	
Trust Companies	3	Resources	\$3,890,000
National	2	Resources	5,549,000
State	1	Resources	1,483,000
Public Grade	6	Pupils	2,271
High	1	Pupils	700
Business	2	Pupils	300
Theatres		Churches	
One legitimate, seating capacity, 700; one motion picture and vaudeville, seating capacity 500, and three motion picture, total seating capacity 3,600.		Baptist, 3; Methodist, 5; Hebrew, 1; Catholic, 9; Presbyterian, 3; Lutheran, 3; Negro, 2.	

**Location**  
 Seventy miles direct south of Pittsburgh on the Penn. R.R. and B. & O. R.R. and Interurban RR. Being surrounded by large coke and coal fields, with a national highway connecting all the surrounding towns, large numbers of tourists travel this highway daily.

**Principal Industries**  
 Silk, Glass, Castings, Radiators and Heating Plants and immense Coke Works.

**Special Information**  
 Uniontown is surrounded by immense coke ovens; in fact, this forms the largest industry in this territory. The American Radiator Co. also has a large factory in this city. Located here is the second largest speedway (auto) in the U. S., where every year the noted speed kings gather for two races each year, drawing thousands of interested spectators from all the nearby States.

**Suburban and Farm Residents**  
 Under this heading must be listed those towns bordering on or within a radius of 10 miles of Uniontown. Brownsville, 5,000; Fairbanks, 2,000; New Salem, 2,000; McClellandtown, 1,500; Masontown, 3,000; Smithfield, 1,500; Fairchance, 1,500; Dunbar, 3,000; Leisenring, 2,000; Vanderbilt, 1,300; Perryopolis, 2,000; Star Junction, 1,500; Waltersburg, 1,500. Also numerous farm and dairy communities as well as mining centers extending well into West Virginia.

**Wholesalers**  
 Groceries ..... 4  
 Meats ..... 4  
 Fruits ..... 4  
 Confectionery ..... 3  
 Cigars and Tobacco. 3

**Retail Section**  
 Extends about one mile along Main St., also along several intersecting streets and in some neighborhoods. Friday and Saturday of each week there is an immense farmers market, drawing trade from all the surrounding towns.

The nearness of the Pittsburgh markets allows the wholesalers as well as the retail merchants to have on hand at all times a full line of goods.

**Residential Features**  
 Mostly all individual homes and tenements, there also being a large number of apartments. There is a tendency towards modern apartments, any number of which are under construction.

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) .. 17	Deliicatessen .. 2	Furriers .. 3	Merchant Tailors .. 10
Auto. (Truck) .. 8	Dress Makers .. 31	Garages .. 17	Milliners .. 6
Auto. (Tires) Agcys. 5	Druggists .. 9	Grocers .. 58	Opticians .. 2
Auto. (Parts) Agcys 21	Dry Goods .. 7	Hardware .. 7	Photographers .. 3
Bakers .. 7	Department Stores 1	Hats and Caps .. 2	Pianos .. 5
Cigar Stores .. 10	Electrical .. 6	Jewelry .. 4	Restaurants .. 12
Cloaks and Suits .. 3	Florists .. 4	Ladies' Tailors .. 9	Shoe Dealers .. 6
Clothiers .. —	Fruits .. 20	Meat Markets .. 19	Sporting Goods .. 2
Confectioners .. 20	Furniture .. 3	Men's Furnishings .. 19	Stationers .. 2

**Trading Area**  
 Uniontown's trading area is one of the largest in the State, extending in a radius of ten square miles. The network of trolley lines and excellent R.R. and motor highway transportation are great aids in the developing of retail business in this area.

NOTE.— Sources from which facts and figures were secured—Co. Comm. Office, Bd. of Education, Banks, Merchants and other reliable sources. Newspapers { Herald (M.), Genius (E.).

# Uniontown, Pennsylvania

County Seat of Fayette, the Richest Coal and Coke  
 County in the World, with Its 200,000 Population

**The Morning Herald**  
 UNIONTOWN, PA.

**The Evening Genius**  
 UNIONTOWN, PA.

In Circulation, Advertising, News and Features pre-eminent in the famous Connellsville bituminous coal region.

**CIRCULATION:**

The Herald	-	-	9,116
The Genius	-	-	6,328
			<b>15,444</b>

(Sworn circulation to postoffice department for six months ending October 1, 1920.)

MEMBERS OF THE ASSOCIATED PRESS

Foreign Advertising Contracts Handled Direct with Advertiser or His Advertising Agency.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



SUNBURY, PA.

Population		City Classified as	
1920 Census	15,721		
A. B. C. City			
A. B. C. City and Suburban			
Chamber of Commerce, City	20,000	Railroad, Industrial and Agricultural Center.	
Chamber of Commerce, City and Suburban	30,000		
Native Whites	98%	Industrial Workers	35%
Negroes	1%	English Reading	95%
Foreign Born	1%	Families	4,100
Students	None	Summer Residents	Few
Banks			
Trust Companies	2	Resources	\$2,920,291.52
National	2	Resources	3,225,235.06
Schools			
Public Grade	3	Pupils	2,380
High	1	Pupils	440
Industrial Parochial	1	Pupils	300
Colleges, Business	1	Pupils	100
Theatres		Churches	
One Opera House	1,000 seats	Methodist, 2; Christian Science, 1; Baptist, 1; Presbyterian, 1; Evangelical, 2; Catholic, 1; Lutheran, 4; Hebrew, 1; and 3 Missions.	
Two Motion Pictures	seating 1,200.		

**Location**  
Sunbury is the county seat of Northumberland County, 54 miles from Harrisburg and 19 miles from the heart of the anthracite coal fields, situated at the confluence of the north and west branches of the Susquehanna River and is served by three railroads—Pennsylvania R. R., D. L. & W. and Reading.

**Principal Industries**  
Railroading, silk mills, caskets, coal, lumber, vehicles, cigars, waists, bed springs, dye works, grain, flour, thrown silk, sash, doors and blinds and print shops.

**Special Information**  
This is the home of the Susquehanna silk mills, giving employment to over 5,000 people, and the value of the yearly output is over \$6,000,000. Sunbury is the Pennsylvania R. R. classification yards, being the fifth largest in the United States. Sunbury has few labor troubles, low tax rate and offers many advantages as a location for manufacturing industries and is an especially good market for nationally advertised goods.

**Suburban and Farm Residents**  
Under this heading must be listed those towns bordering on or within a radius of 10 miles of Sunbury, which are Shamokin Dam, 600; Selinsgrove, 1,947; Middleburg, 984; Snyderstown, 321; Herndon, 650; Hamilton, 300; Northumberland, 4,061; Beavertown, 525.

**Wholesalers**  
Groceries ..... 2  
Meats ..... 1  
Fruits ..... 3  
Drugs ..... 1  
Confectionery ..... 1

**Retail Section**  
Seven blocks on Market St., two blocks on Third St., two blocks on Fourth St., and several intersecting streets form the principal shopping center. The retail stores are of a high character and are well patronized.

**Residential Features**  
The biggest majority are one and two story houses. There are also a few modern apartments and duplexes.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger)	6	Delicatessen	1	Furriers	1	Merchant Tailors	7
Auto. (Truck)	4	Dress Makers	14	Garages	8	Milliners	8
Auto. (Tires) Agcys.	7	Druggists	10	Grocers	56	Opticians	4
Auto. (Parts) Agcys.	5	Dry Goods	6	Hardware	3	Photographers	5
Bakers	3	Department Stores	5	Hats and Caps	1	Pianos	4
Cigar Stores	13	Electrical	4	Jewelry	5	Restaurants	5
Cloaks and Suits	4	Florists	1	Ladies' Tailors	1	Shoe Dealers	8
Clothiers	6	Fruits	3	Meat Markets	7	Sporting Goods	1
Confectioners	12	Furniture	6	Men's Furnishings	7	Stationers	3

**Trading Area**  
Sunbury trading area extends on the north to Williamsport, on the south of Harrisburg, on the east to Shamokin and Lewistown on the west. This area is comprised of several small communities and a prosperous farming district. Sunbury is the logical market or shipping district for all the surrounding territory.

NOTE.—Sources from which facts and figures were secured: Chas. Hartman, merchant; banks, Board of Education, city directory and other reliable sources.

Newspapers { Item (Eve.).  
Daily (Eve.).  
Northumberland County Democrat (Wkly.).

# 100% Service

To Advertisers and to Subscribers

Has Established the reputation of

## THE SUNBURY DAILY ITEM

As the home newspaper in Sunbury, Northumberland, Selinsgrove, Shamokin Dam, Hummel's Wharf, Winfield, Snyderstown, Herndon, Dalmatia, Hamilton and the rich agricultural districts of Northumberland and Snyder Counties.

The Sunbury Daily Item demands and receives the highest subscription and advertising rates of any paper published in its territory. It has the quality circulation—readers who are able to pay for advertised merchandise. It has more readers and carries 30 per cent more local advertising than its competitors.

Your advertising has 50% more pulling power if placed in

## THE SUNBURY DAILY ITEM

FIRST IN CIRCULATION. FIRST IN ADVERTISING. FIRST IN PRESTIGE.  
FULL LEASED WIRE AND ILLUSTRATED NEWS SERVICE.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



**BRADFORD, PA.**

Population		City Classified as	
1920 Census	15,528	Manufacturing and Oil Production	
A. B. C. City	15,528	Industrial Workers .. 19%	
A. B. C. City and Suburban	15,528	English Reading .... 95%	
Chamber of Commerce, City	15,528	Families .....	
Chamber of Commerce, City and Suburban	30,000	Summer Residents ... Few	
<b>Banks</b>			
Trust Companies	1	Resources	\$2,350,800
National	2	Resources	\$,568,900
Savings department in all banks and trust companies.			
<b>Schools</b>			
Public Grade	5	Pupils	2,047
High	1	Pupils	589
Industrial Parochial	1	Pupils	576
Colleges			
<b>Theatres</b>		<b>Churches</b>	
One Opera House seating 1,000 and three Moving Pictures, seating approximately 1,500.		Twenty-six churches of all denominations and two missions.	

**Location**  
Bradford is in McKean County, 78 miles south of Buffalo, N. Y., and two miles from the New York State line. Bradford is served by three railroads, the Erie—Buffalo, Rochester & Pittsburgh—and Pennsylvania, and one inter-urban trolley system.

**Principal Industries**  
Oil production, natural gas, silks, gasoline tanks, window glass, bottles, oil well supplies and machinery, boilers, engines, chemicals, cutlery and terra cotta products.

**Special Information**  
In Bradford there are 1,400 men employed on oil leases with an estimated monthly payroll of \$250,000, there are 1,540 men employed in manufactures with an estimated monthly payroll of \$275,000. Within a radius of 10 miles of Bradford are 13,950 oil wells, who's production sold for \$9,000,000. The value of manufactures in Bradford in 1919 was \$9,277,500.

**Suburban and Farm Residents**  
Lewis Run borough, 500; Kane, 6,626; Mt. Jewett borough, 1,771; Eldred, 1,235; Smethport, 1,817; Port Alleghany, 1,972. Also several oil production centers located within a radius of ten miles of Bradford.

**Wholesalers**  
Groceries ..... 2  
Meats ..... 2  
Fruits ..... 1  
Tobacco's ..... 2

**Retail Section**  
Bradford's retail section extends about one mile along Main Street, one-half mile on Washington Street and 1/2-mile on Mechanic Street. Also four blocks on Main St., in the East End, considerable business is also conducted on those interesting streets.

**Residential Features**  
Mostly all one and two story, individual owned houses, very few apartments and no tenements. The biggest majority of the homes are of the modern type.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) ... 10	Deliicatessen ..... —	Furriers ..... 3	Merchant Tailors ..... 10
Auto. (Truck) ..... 7	Dress Makers ..... \$1	Garages ..... 10	Milliners ..... 9
Auto. (Tires) Agcys. .. 10	Druggists ..... 11	Grocers ..... 52	Opticians ..... 3
Auto. (Parts) Agcys. .. 10	Dry Goods ..... 11	Hardware ..... 8	Photographers ..... 6
Bakers ..... 13	Department Stores .. 2	Hats and Caps..... 2	Pianos ..... 2
Cigar Stores ..... 14	Electrical ..... 3	Jewelry ..... 7	Restaurants ..... 7
Clocks and Suits..... 10	Florists ..... 2	Ladies' Tailors .. 2	Shoe Dealers ..... 14
Clothing ..... 16	Fruits ..... 5	Meat Markets ..... 15	Sporting Goods ..... 4
Confectioners ..... 30	Furniture ..... 5	Men's Furnishings .. 7	Stationers ..... 4

**Trading Area**  
Bradford's trading area extends over the New York State line on the south, and on the north, east and west covering the entire county, rich in oil production and natural gas, state highways and two trolley systems bringing a large number of people daily from this territory to do their shopping and for the wholesalers to supply the surrounding country.

**NOTE:** Sources from which facts and figures were secured: E. S. Weber, Sect. Bradford Board of Commerce; Board of Education, Banks, City Directory and other reliable sources.

**Newspapers** { Star (E.).  
Era (Morn.).  
Herald (Sun.).

# The Bradford Era

Bradford, Pennsylvania - - - Circulation 3548 Net

## WHERE IS BRADFORD?

Ask any oil man in the United States and he can tell you.  
For fear you may not meet the oil man, it is located 78 miles south of Buffalo, N. Y.

## ITS RESOURCES IN 1920

One of the most prolific oil centers in the U. S., and today the amber fluid is pouring hundreds of thousands of dollars into the coffers of the producers and their workers. The record of the increased wealth of Bradford reads like a fairy tale, but it was compiled by the president of one of Bradford's principal banks and is authentic.

Bank deposits June 30, 1910..... \$4,105,542.20  
Bank deposits Nov. 20, 1920..... 10,352,433.59  
Increase ..... 6,246,981.39

Over 2,000 Automobiles in the County.  
\$400,000 spent each year for tires and accessories.

There are 1,540 men employed in manufactures, with an estimated payroll of \$270,000 per month; 1,400 men are employed on oil leases, with an estimated payroll of \$200,000 per month. There are 750 carpenters, painters, bricklayers, plumbers, school teachers, clerks and bookkeepers with a monthly payroll of \$165,000, making \$635,000 monthly, or \$7,620,000 a year.

In 1909 the value of crude oil produced by 9,280 wells, within a radius of ten miles of Bradford, at \$1.30 per barrel, was \$1,297,760. At the present price of oil (average \$6.20 per barrel) the production of 13,950 wells in the same territory this year will approximate \$9,474,400, an increase of 730.6 per cent.

In 1910, oil territory sold at \$2,500 per barrel production. In 1920, the price ranges from \$10,000 to \$20,000, depending on acreage, number of wells and other conditions.

The value of manufactures in Bradford in 1919, as given by the State reports, was \$5,451,729.

Building permits issued by the city since 1910 were \$788,813. The Bradford Housing Corporation is now building 37 houses at a cost of \$175,000, as a starter on the house problem. The Case Cutlery Co. is building a No. 2 plant as large as their present plant. The Barnsdall Printing Co. is building a new plant. The Cuban & Allied Works Co. have just about doubled their works. The Boward & Seyfang Co. have approximately doubled theirs. The Corliss Carbon Co., Bradford Motor Works, The Oil Well Supply Co. have practically rebuilt and enlarged their plants, and there are others.

Bradford is on a solid basis. Its annual output of crude oil and manufactured products conservatively estimated is \$15,000,000. It has two and one-half times as much money in the bank as it had ten years ago. Its income from oil is more than seven times what it was in 1910. There is not one vacant store all the length of Main street, nor a vacant house in the city.

National advertisers naturally are interested in a section where the people not only have money to spend, but where they spend it freely for what they want. No other section of the United States excels the district of which Bradford, Pa., is the shopping center in cash buying power. Its oil producers and workers receive approximately \$800,000 per month 12 months in the year. There is no dull season.

# The ERA

Goes into 90 per cent of the homes of the United Wealth Producers of Bradford and Vicinity.  
No argument is necessary to convince advertisers that its columns are a valuable medium to reach its cash buyers.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



GREENSBURG, PA.

Population	City
1920 Census ..... 15,033	<b>Classed as</b>
Chamber of Commerce, City .. 25,000	Industrial and coal
Chamber of Commerce, City and Suburban ..... 200,000	mining and rail-
	road center.
Native Whites ..... 81%	Industrial Workers ..... 29%
Negroes ..... 6%	English Reading ..... 75%
Foreign Born ..... 13%	Families ..... 4,000
Students ..... 500	Summer Residents ..... Few

Banks	
Trust Companies ..... 3	Resources ..... \$5,650,000
National ..... 3	Resources ..... 6,575,000

Schools	
Public Grade ..... 10	Pupils ..... 1,900
High ..... 1	Pupils ..... 750
Parochial ..... 2	Pupils ..... 370
Colleges and Academies ..... 2	Pupils ..... 250
Business Colleges ..... 2	Pupils ..... 120

Theatres	Churches
4 motion picture houses, the average seating capacity 400.	2 Baptist, 1 Christian, 1 Christian Science, 1 Eabrow, 3 Lutheran, 3 Methodist Episcopal, 3 Presbyterian, 3 Reformed, 3 Catholic, 1 United Presbyterian, 1 United Brethren, 1 Protestant Episcopal and 5 miscellaneous.

**Location**  
 Located 30 miles east of Pittsburgh on the main line of the Penn. R. R., in the center of a rich bituminous coal field, also served by the Bessemer & Pittsburgh for freight only and two interurban trolley systems covering all the surrounding towns. State highways also play an important part.

**Principal Industries**  
 Brass and iron valves and fittings, clay products, china-ware, aluminum, woodware, coal, coke, window glass, natural gas, cigars, candy, woolen mills, boxes, iron goods, including all kinds of castings, barbed wire, nails, boilers, boots and shoes and dairy produce.

Located near Greensburg are some of the largest coke ovens in the United States and the coal production is never hindered by labor troubles.

**Special Information**  
 Greensburg is the county seat of Westmoreland county, the largest and richest county west of the Allegheny mountains, exceeded only by Pittsburgh and Allegheny county and is the center of a rich soft coal district. Westmoreland county's realty is assessed at \$175,000,000, representing an actual value of \$250,000,000. Well paved streets, well kept parks and playgrounds are numerous in Greensburg.

**Suburban and Farm Residents**  
 South Greensburg, 2,500; Gaysville, 500; Haydeaville, 700; Bovard, 1,700; Luxor, 1,100; Hannastown, 1,400; Forbes Road, 1,100; Carbon, 400; Crabtree, 2,000; New Alexandria, 800; Salemville, 900; South West Greensburg, 3,500; Mt. Pleasant, 7,000; Youngwood, 1,500; Madison, 600; Claridge, 600; Delmont, 700; Jeanette, 9,000.

**Wholesalers**  
 Druggists ..... 2  
 Groceries ..... 4  
 Meats ..... 4  
 Fruits ..... 8  
 Confectioners ... 4  
 Cigars & Tob... 4  
 Dairies ..... 8  
 Tea, Coffee & Spices ..... 2

**Retail Section**  
 Extends 4 blocks along Main St., 3 blocks on Pittsburg St., 4 on Penn. Ave., 4 on Maple Ave., 3 on Otterman St., 2 on Second St., 2 on Harrison Ave.; also several neighborhood shopping centers.

**Residential Features**  
 Greensburg proper is a city of beautiful homes, there being some few modern apartments—on the outskirts are "company houses" and tenements.

**Retail Outlet for Nationally Advertised Products**

Auto. (Passenger) ..... 12	Delicatessen ..... 2	Furriers ..... 3	Merchant Tailors .... 4
Auto. (Truck) ..... 9	Dressmakers ..... 26	Garages ..... 15	Milliners ..... 7
Auto. (Tires) Agcys. .... 7	Druggists ..... 12	Grocers ..... 98	Opticians ..... 5
Auto. (Parts) Agcys. .... 6	Dry Goods ..... 8	Hardware ..... 7	Photographers ..... 6
Bakers ..... 12	Department Stores ... 4	Hats and Caps ..... 2	Pianos ..... 4
Cigar Stores ..... 8	Electrical ..... 8	Jewelry ..... 7	Restaurants ..... 11
Cloaks and Suits ..... 3	Florists ..... 6	Ladies' Tailors ..... 4	Shoe Dealers ..... 3
Clothiers ..... 14	Fruits ..... 18	Meat Markets ..... 20	Sporting Goods ..... 2
Confectioners ..... 18	Furniture ..... 9	Men's Furnishings ... 16	Stationers ..... 3

**Trading Area**  
 Greensburg has a large and prosperous trading area. The nearness of such cities as Jeanette, Latrobe, Mt. Pleasant and other prosperous industrial centers is a benefit to Greensburg merchants. Fine trolley service and motor routes bring large numbers of shoppers to this city.

NOTE.—Sources from which facts and figures were secured—Mr. Dalrymple, Sect. Americanization Bureau, c/o Y. M. C. A.; Banks, Board of Education, City Hall and other reliable sources.

Record (E), Tribune (E), Review (M), The Greensburg Press (W), Penn. Argus (W), La Stella D'Italia (W), Westmoreland Democrat (W).

# Greensburg Daily Tribune

Largest and Best Newspaper in Westmoreland County

First for News, Advertising, Circulation and Prestige in its community.

ADVERTISING RATES UPON REQUEST.

KNILL-BURKE, Inc.  
 110 W. 40th Street  
 New York City

Special Representatives

KNILL-BURKE, Inc.  
 122 So. Michigan Blvd.  
 Chicago, Ill.

TRIBUNE PRESS PUBLISHING COMPANY

GREENSBURG, PENNA.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

COATESVILLE, PA.

<b>Population</b>		<b>City Classed as</b>	
1920 Census .....	14,515	Rolling Mills and Diversified Industries.	
Chamber of Commerce, City .....	14,515		
Chamber of Commerce, City and Suburban .....	25,000		
Native Whites .....	70%	Industrial Workers ..	38%
Negroes .....	20%	English Reading .....	95%
Foreign Born .....	10%	Families .....	2,808
Students .....	Few	Summer Residents .....	Few
<b>Banks</b>			
Trust Companies .....	1	Resources .....	\$1,478,525
National .....	2	Resources .....	7,402,777
<b>Schools</b>			
Public Grade .....	4	Pupils .....	1850
High .....	1	Pupils .....	1047
Parochial .....	2	Pupils .....	420
<b>Theatres</b>		<b>Churches</b>	
1 opera house and 2 motion picture houses; seating capacity, 2,500.		12 churches of all denominations, also 2 Rescue Missions.	

**Location**  
Coatesville is located on the main line of the Penn. R. R. —39 miles from Philadelphia, and on the Philadelphia & Reading midway between Reading and Wilmington. It is also served by an interurban trolley system with freight carrying facilities, and is on the Wm. Penn and the Lincoln Highways.

**Principal Industries**  
Included in the line of manufactured goods in Coatesville are steel products, boilers, castings, paper, all kinds of steel and iron castings, paper specialties, silks, lumber, fertilizer, sash and door factory, flour, cigars, tube steel, steel plate and elevators. The total amount of goods manufactured annually in Coatesville totals over \$25,000,000. Freight is delivered from Coatesville to New York and Philadelphia within twelve hours.

**Special Information**  
Coatesville is the biggest iron and steel center in the east, comprising the works of the Midvale Steel & Ordnance Co., Lukens Steel Co., Coatesville Rolling Mills, Coatesville Boiler Works, Craig, Ridgway & Sons Foundry, and the Aronsohn Silk Mills. The iron and steel industries alone employ over 8,500 men, and the combined payroll amounts to over \$1,500,000 monthly.

**Suburban and Farm Residents**  
Coatesville is the shopping center of all of Chester county. This county ranks fourth in the U. S. for the value of agricultural and dairy products. Downingtown, 4,000; Parkersburg, 3,500; smaller towns and thickly settled rural districts, 20,000.

**Wholesalers**  
Groceries .....1  
Meats .....1  
Fruits .....1  
Confectionery 1  
H'dware .....2

**Retail Section**  
Lincoln Highway St. is the main shopping street, extending from 1st to 4th St., and on those intersecting streets, also two or three community shopping districts.

**Residential Features**  
Mostly all twin houses of 1, 2, and 3 stories, several apts., and some few "tenement rows"; an industrial housing plan for steel workers.

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) ....	8	Delicatessen .....	1	Furriers .....	1	Merchant Tailors ....	4
Auto. (Truck) .....	5	Dressmakers .....	21	Garages .....	18	Milliners .....	9
Auto. (Tires) Agcys. ..	13	Druggists .....	10	Grocers .....	100	Opticians .....	3
Auto. (Parts) Agcys. ..	15	Dry Goods .....	7	Hardware .....	4	Photographers .....	5
Bakers .....	19	Department Stores...	3	Hats and Caps .....	6	Pianos .....	4
Cigar Stores .....	17	Electrical .....	3	Jewelry .....	6	Restaurants .....	11
Cloaks and Suits .....	3	Florists .....	2	Ladies' Tailors .....	2	Shoe Dealers .....	12
Clothiers .....	13	Fruits .....	5	Meat Markets .....	15	Sporting Goods .....	2
Confectioners .....	22	Furniture .....	8	Men's Furnishings ..	13	Stationers .....	2

**Trading Area**  
Coatesville's trading area is covered by a network of trolley systems, railroads and state highways all over Chester Co., and in some cases extending into other counties. It has two city markets attended by farmers within a radius of 15 miles. The country district does all its buying in Coatesville.

NOTE.— Sources from which facts and figures were secured: C. H. Heintzelman, Sec. Coatesville Chamber of Commerce, banks, Board of Education and other sources.

Newspapers Record. (Eve.)

# Coatesville Record

## COATESVILLE, PENNA.

Published in the metropolis of Chester County—fourth in the United States in value of Farm and Dairy products.

### That Means the Farmers Are Here

Coatesville is a steel city, its big mills making the largest steel plates in the world. Its industries employ more than 7,000 men. The towns in the immediate vicinity, and making Coatesville their shopping center, employ nearly 2,000 more.

### That Means the Industrial Workers Are Here

The Coatesville Record reaches them all. It is a growing newspaper published in a growing field. That is why it leads in the county in foreign as well as local advertising.

An advertising campaign in Pennsylvania is not complete if Coatesville is omitted.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



CONNELLSVILLE, PA



### Population

A. B. C. City .....	18,804
1910 Census .....	18,804
Chamber of Commerce, City ..	15,900
A. B. C. City and Suburban ..	90,000
Chamber of Commerce, City and Suburban ..	90,000
Native Whites .....	75%
Negroes .....	10%
Foreign Born .....	15%
Students .....	None

### City Classified as

Industrial and mining center.	Industrial Workers ..	26%
	English Reading .....	80%
	Families .....	2,000
	Summer Residents ..	None

### Location

Located 57 miles southeast of Pittsburgh on the Penn. R. R., B. & O. R. R., Pitts. and Lake Erie and Western Maryland R. R., also on interurban trolley system connecting all the nearby towns. A national highway gives Connellsville large numbers of automobile tourists annually.

### Principal Industries

Cigars, glass, shirts, overalls, brass foundry, iron castings, steel, fire brick, paving brick, aluminum, steel castings, chemicals, machine shops, macaroni and silk mill.

In the Connellsville district there are 36,111 coke ovens, calling for at least one man to an oven. Weekly production is 300,000 tons (at \$19.00 per ton). Last year's sales totaled \$48,196,808 in coke alone.

### Special Information

Connellsville has one of the largest power plants in the U. S., furnishing power even into some parts of W. Va. Supplies power for over 300 miles of interurban trolleys. The terminal of three railroads.

This is the home of the Boyts-Porter Co., makers of pumps, and are national advertisers.

### Suburban and Farm Residents

Scottdale, 6,500; Mt. Pleasant, 6,700; Dunbar, 3,500; Vanderbilt, 1,500; Dawson, 1,000; Ohiopyle, 500; Perryopolis, 500; Everson, 800; Confluence, 1,000. The large number of surrounding small towns, boroughs and mining communities look upon Connellsville as their logical shopping center.

### Wholesalers

Groceries .....	1
Meats .....	1
Fruits .....	5
Confectioners ..	3

### Retail Section

Pittsburgh St., Crawford Ave. and Peach St. are the principal retail thoroughfares. These streets combine to make a shopping center second to none in the state in comparison to size and population.

### Residential Features

Most of the homes are individually owned, there being some few apartments and tenements—"A City of Homes."

### Banks

State Banks and Trust Companies .....	2	Resources .....	\$2,604,000.00
National .....	5	Resources .....	12,917,000.00

### Schools

Public Grade .....	7	Pupils .....	1,800
High .....	1	Pupils .....	980
Parochial Colleges .....	3	Pupils .....	270

### Theatres

Two legitimate, 1 vaudeville and pictures, 3 motion pictures, average seating capacity 800.

### Churches

Methodist, 2; Lutheran, 3; Catholic, 4; Presbyterian, 2; United Brethren, 1; Christian, 1; Methodist Episcopal, 2; and 5 miscellaneous.

### Retail Outlet for Nationally Advertised Goods

Auto. (Passenger) ..	10	Delicatessen .....	2	Furriers .....	0	Merchant Tailors ..	2
Auto. (Truck) .....	6	Dress Makers .....	11	Garages .....	7	Milliners .....	2
Auto. (Tires) Ascys ..	2	Druggists .....	13	Grocers .....	26	Opticians .....	1
Auto. (Parts) Ascys ..	3	Dry Goods .....	2	Hardware .....	3	Photographers .....	2
Bakers .....	4	Department Stores ..	2	Hats and Caps .....	0	Pianos .....	1
Cigar Stores .....	4	Electrical .....	3	Jewelry .....	3	Restaurants .....	6
Cloaks and Suits .....	1	Florists .....	2	Ladies' Tailors .....	0	Shoe Dealers .....	3
Clothiers .....	5	Fruits .....	7	Meat Markets .....	16	Sporting Goods .....	2
Confectioners .....	7	Furniture .....	3	Men's Furnishings ..	12	Stationers .....	2

### Trading Area

Connellsville's trading area is second to none in the state in proportion to size. Connellsville supplies the needs of the surrounding coke producing region—one of the greatest in the world.

NOTE.— Sources from which facts and figures were secured: Banks, Board of Education, James J. Driscoll, Connellsville Courier, and other sources.

Newspapers Evening Courier Morning News

# The Daily Courier

covers the Connellsville Coke Region which includes 100,000 people within a radius of 12 miles of the city. The Courier is the only advertising medium through which this vast buying population may be reached.

# The Daily Courier

has the largest evening circulation in Fayette County and the fact that it carries 90 percent of the advertising done here, speaks more plainly than any written words.

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

**STROUDSBURG, PA.**

Population	City	Location
1920 Census ..... 9,668	<b>Classed</b>	Stroudsburg is 75 miles from Philadelphia and 87 miles from New York City on the main line of the Delaware, Lackawanna & Western R. R. and is also served by the Pennsylvania R. R., the Erie R. R. and the Delaware Valley R. R. The county seat of Monroe County, situated 600 feet above the sea level.
A. B. C. City .....	<b>as</b>	
A. B. C. City and Suburban .....	Industrial Mining and Agricultural Center.	
Chamber of Commerce, City and Suburban .....	Foreign Born ..... 10%	
Native Whites ..... 85%	Students ..... 300	
Negroes ..... 5%	Families ..... 1,200	
Industrial Workers .. 18%	Summer Residents .. 1,000	
English Reading ..... 97%		
<b>Banks</b>		
Trust Companies ..... 2	Resources ..... \$1,520,000	
National ..... 4	Resources ..... 5,815,000	
<b>Schools</b>		
Public Grade ..... 5	Pupils ..... 1,700	
High ..... 2	Pupils ..... 375	
State Normal ..... 1	Pupils ..... 250	
<b>Theatres</b>		
One legitimate and five motion picture theatres. The Stroud, seating 1,000 people. The average seating capacity is 550.		
<b>Churches</b>		
Sixteen churches, all denominations. Y. M. C. A. and Y. W. C. A.		

**Location**  
 Stroudsburg is 75 miles from Philadelphia and 87 miles from New York City on the main line of the Delaware, Lackawanna & Western R. R. and is also served by the Pennsylvania R. R., the Erie R. R. and the Delaware Valley R. R. The county seat of Monroe County, situated 600 feet above the sea level.

**Principal Industries**  
 Silks, hosiery, metal goods, hats, caps, boilers, window and bottle glass, piano stools, ribbons, woolen goods, emery wheels, building and fire brick, flour, cigars, tractors and farming machinery, hoisting engines and pulling chains. The diversity of industries in Stroudsburg eliminates any possibility of serious labor troubles.

**Special Information**  
 Stroudsburg is the county seat of Monroe County, commonly called "The Play Ground of Pennsylvania," and lying just southeast of the city is the Delaware Water Gap noted for its scenic beauty. During the earlier periods this city was famous as an out-post, both "Fort Penn" and "Fort Hamilton" being located here. Stroudsburg is the home of S. S. Kresge of 50 and 100 store fame and Atty. General, A. Mitchell Palmer.

**Suburban and Farm Residents**  
 Under this heading must be listed those towns bordering on, or within a radius of ten (10) miles of Stroudsburg from which daily business is transacted, which are: Saylorsburg, Sciota, Brodheadsville, Snyder'sville, Effort, Tanversville, Cresco, Aualomink, Mt. Pocono, Water Gap, Tobyhanna, Gilbert, Portland, Bushkill and Kresgeville.

**Wholesalers**  
 Groceries ..... 1  
 Meats ..... 0  
 Fruits ..... 0  
 Confectioners 1

**Retail Section**  
 Three-quarters of a mile on Main St., two blocks on 6th St., two on 7th St., two on 8th and several intersecting streets in Stroudsburg. Two blocks on Washington St., four on Crystal, four on Courtland St. and several intersecting streets in East Stroudsburg.

**Residential Features**  
 These two cities are indeed a city of homes—there being very few apartments and no tenements whatsoever.

**Retail Outlet for Nationally Advertised Goods**

Auto. (Passenger) ... 10	Deliicatessen ..... 2	Furriers ..... 1	Merchant Tailors ..... 8
Auto. (Truck) ..... 2	Dress Makers ..... 20	Garages ..... 16	Milliners ..... 10
Auto. (Tires) Agcys. 7	Druggists ..... 9	Grocers ..... 55	Opticians ..... 3
Auto. (Parts) Agcys. 15	Dry Goods ..... 6	Hardware ..... 3	Photographers ..... 3
Bakers ..... 12	Department Stores .. 4	Hats and Caps ..... 4	Pianos ..... 3
Cigar Stores ..... 7	Electrical ..... 6	Jewelry ..... 7	Restaurants ..... 15
Clocks and Suits ..... 2	Florists ..... 3	Ladies' Tailors ..... 1	Shoe Dealers ..... 5
Clothing ..... 11	Fruits ..... 17	Meat Markets ..... 18	Sporting Goods ..... 2
Confectioners ..... 14	Furniture ..... 11	Men's Furnishings ... 4	Stationers ..... 1

**Trading Area**  
 The trading area of Stroudsburg and East Stroudsburg extends as far north as Gouldsboro, on the south to Portland, on the west to the border of Monroe Co. and on the east to the county border.

**NOTE.**—Sources from which facts and figures were secured: C. Rhodes, Sec. Stroudsburg Chamber of Commerce, Manufacturers' Assn. of Monroe County, Banks, Board of Education and other sources.

**Newspapers** Record and Times Democrat (E).

# THE RECORD AND Times-Democrat

The merchandise seller for Stroudsburg, East Stroudsburg, and Monroe County

The only newspaper published in Stroudsburg since the consolidation of the Daily Record and the Times-Democrat, this powerful business puller is steadily gaining in strength and circulation through the added news and special features.

Stroudsburg and East Stroudsburg are well ballasted towns, business men keep their heads, and the public is always in a position to buy.

A manufacturing center, an industrial center, a summer resort center and an educational center. Put the Record and Times-Democrat on your list of national advertisers.

**L. H. CROSS, ADVERTISING MANAGER**  
 Stroudsburg, Pa.

**NEW YORK REPRESENTATIVE,**  
**S. C. THEIS COMPANY**  
 366 Fifth Avenue

COLUMBIA, Pa.

Population
1920 Census 10,866
Chamber of Commerce, City 11,000
Chamber of Commerce, City and Suburban 30,000

Native Whites 90%
Negroes 9%
Foreign born 5%
Banks 3
Schools 9
Churches 13

City Classed as Industrial and Agricultural

Industrial workers 22%
English reading 90%
Families 2,110
Resources \$3,253,000.00
Theatres, 3; Seats 1,900

EDITOR & PUBLISHER SPACE BUYERS CHART

Location
Columbia is located on the east bank of the Susquehanna River 27 miles south of Harrisburg and is served by two railroads, the Penn. R. R. and the Phila. & Reading R. R.
Principal Industries
Iron, leather, stoves, lace, wagons, silks, out glass, flour and tobacco, thermometers, steam engines and machinery.
Residential Features
Mostly all individually owned one and two story homes.

COLUMBIA, PA. BUTLER, PA.
PITTSSTON, PA. READING, PA.
POTTSVILLE, PA.

Suburban and Farm Residents
Wrightsville, 2,100; Mountville, 756; Marietta, 1,735; Silver Springs, 200; Washington borough, 650; Maytown, 700.
Retail Section
The principal shopping centers extends about 3 blocks on Locust St. and those intersecting streets.
Wholesale Houses
Groceries 1
Fruits 2
Drugs 1

Table with 4 columns: Retail Outlets for Nationally Advertised Goods. Lists categories like Auto, Cigar Stores, Cloaks and Suits, etc. with counts.

Trading Area
Columbia's trading area extends on the west to Wrightville, on the east to Silver Springs, on the north to Bainbridge and on south to Washington borough.
Newspapers
Daily News (E).
NOTE—Sources: A. L. Campbell, secretary Columbia Chamber of Commerce; banks, Board of Education and other reliable sources.

BUTLER, PA.

Population
1920 Census 23,778
Chamber of Commerce, City 30,000
Chamber of Commerce, City and Suburban 50,000

Native Whites 63%
Negroes 8%
Foreign born 30%
Banks 3
Schools 12
Theatres, 3; Seats 3,500

City Classed as Industrial

Industrial workers 25%
English reading 80%
Families 4,620
Resources \$18,623,753.93
Pupils 6,666
Churches 24

Location
Butler is 35 miles from Pittsburg, connected by two trolley lines and four steam roads—Penn. R. R., B. & O., Buffalo, Rochester & Pittsburg and Bessemer and Lake Erie.
Principal Industries
Railroad cars, automobiles, plate glass, steel wheels, bolts and rivets, oil well supplies, overalls, shirts, steam and gas engines, refrigerators and flour.
Special Information
Has an abundant, natural supply of coal and gas and oil.

Suburban and Farm Residents
Prospect, 695; Mars, 1,226; Callory, 318; Evans City, 1,548; Harmony, 750; Millerstown, 805; Briem, 720; Slippery Rock, 826. Butler is in the center of a rich farming community.
Retail Section
Extends along Main St. about 1 mile and 1/2 mile on Jefferson St.
Residential Features
Almost all of the homes are privately owned; there are practically no apartments or tenements.

Table with 4 columns: Retail Outlets for Nationally Advertised Goods. Lists categories like Auto, Cigar Stores, Cloaks and Suits, etc. with counts.

Trading Area
Butler is the county seat of Butler County and is the only city in the county. It is surrounded by several small boroughs, each one proud of its many fine homes.
Newspapers
Eagle (E). Citizen (M).
NOTE—Sources: W. C. Wood, Butler Board of Commerce, banks, Board of Education, and other sources.

PITTSSTON, PA.

Population
1920 Census 18,497
Chamber of Commerce, City 20,000
Chamber of Commerce, City and Suburban 65,192

Native Whites 59%
Negroes 1%
Foreign born 40%
Banks 5
Schools 9
Churches 35

City Classed as Industrial and Mining Center

Industrial workers 30%
English reading 65%
Home owners 2,400
Resources \$15,306,707.73
Pupils 1,850
Theatres, 5; Seats 3,000

Location
Pittston is located at the head of the historic Wyoming Valley, half way between Scranton and Wilkes-Barre, and is served by five railroads and one electric line.
Principal Industries
Coal, knit goods, machinery, explosive powder, paper, flour, cigars, automobile equipment and ribbons.
Special Information
Pittston is the center of an extensive coal belt, one of the richest in the world, where thousands are employed. The payroll of the different industries total over \$1,000,000.00 a month.

Suburban and Farm Residents
West Pittston, 6,968; Pittston township, 3,531; Exeter borough, 4,176; Hughestown borough, 2,244; Wyoming borough, 3,532; Duryea, 7,775; Avoca borough, 4,950.
Retail Section
Extends 1 1/2 miles along Main St. and several intersecting streets.
Residential Features
There is not an apartment or tenement in Pittston.

Table with 4 columns: Retail Outlets for Nationally Advertised Goods. Lists categories like Auto, Cigar Stores, Cloaks and Suits, etc. with counts.

Trading Area
Pittston's trading area, while restricted as to square miles, is a very prosperous one, serving 70,000 miners' families.
Newspapers
Pittston Gazette (E).
NOTE—Sources from which fact and figures were secured: J. T. Walsh, secretary Chamber of Commerce; banks, Board of Education and other sources.

READING, PA.

Population
1920 Census 107,785
Chamber of Commerce, City 115,000
Chamber of Commerce, City and Suburban 150,000

Native Whites 35%
Negroes Less than 1,000
Foreign born 15%
Students Few
Banks 16
Schools 55
Theatres 22

City Classed as Iron and Steel Mills and diversified industries.

Industrial workers 32%
English reading 92%
Families 20,115
Summer residents 1,000
Resources \$55,108,000.00
Pupils 20,980
Churches 104

Location
Reading is 53 miles north of Philadelphia and 126 miles west of N. Y. City and is served by the Penn. R. R. and the Phila. & Reading R. R.
Principal Industries
Adding machines, automobiles, boilers, brick, hardware, car wheels, chemicals, hosiery, iron and steel, locomotives, motorcycles, knitting machinery, optical goods, washing machines, woolen goods.
Special Information
More than 750 manufacturing establishments turn out products to the value of \$200,000,000 annually, giving Reading third rank industrially among the cities of Pennsylvania.

Suburban and Farm Residents
Fleetwood, 1,652; Kutztown, 2,684; Hamburg, 2,764; Womelsdorf, 1,331; Mohnton, 1,640; Robisona, 1,203; Wernersville, 797; Wyomissing, 2,082; W. Reading, 2,921; Schillington, 2,178; Birdsborough, 3,289; Boyertown, 3,189; Mt. Penn., 1,370.
Retail Section
One mile along Penn St. and four blocks on each of 3d, 4th, 5th, 6th, 8th and 9th Sts.
Residential Features
Individual, and one and two story homes chiefly.

Table with 4 columns: Retail Outlets for Nationally Advertised Goods. Lists categories like Auto, Cigar Stores, Cloaks and Suits, etc. with counts.

Trading Area
Reading is the trading center for 300,000 people, making Reading the third largest trading area in the state.
Newspapers
Herald-Telegram (E). News-Times (M). Reading Eagle (E).
NOTE—Sources: Theodoro Leinbach, secretary Reading Chamber of Commerce; Banks, Board of Education and other sources.

POTTSVILLE, PA.

Population
1920 Census 33,866
Chamber of Commerce 25,000
Chamber of Commerce, City and Suburban 80,000

Native Whites 94%
Negroes 1%
Foreign born 5%
Banks 3
Schools 14
Theatres 4

City Classed as Coal Mining and Industrial Center.

Industrial workers 30%
English reading 90%
Families 4,000
Resources \$18,314,233.14
Pupils 8,570
Churches 37

Location
Pottsville is 95 miles northwest of Philadelphia, is the southern boundary of the anthracite coal fields and is served by three railroads—the Phila. & Reading, Penn. R. R. and L. V. R. R.
Principal Industries
Coal, steel, foundry products, knit goods, underwear, hosiery, silks, shirts, brick, dressed beef, cigars and lumber.
Special Information
Pottsville is the county seat of Schuylkill County.

Suburban and Farm Residents
Port Carbon, 2,882; Minersville, 7,845; Cressona, 1,739; Ourgsburg, 1,935; St. Clair, 6,495; Schuylkillhaven, 5,437; Frackville, 5,590; New Philadelphia, 2,750.
Retail Section
One mile along Center St., 4 blocks on Market St., 3 blocks on 2d St.; also several intersecting streets; also 4 blocks on Nerwegian St.
Residential Features
Individual homes, apartments and duplexes chiefly.

Table with 4 columns: Retail Outlets for Nationally Advertised Goods. Lists categories like Auto, Cigar Stores, Cloaks and Suits, etc. with counts.

Trading Area
Pottsville is the trading area and shopping center for the surrounding towns and coal mining settlements.
Newspapers
Republican (E). Journal (E). Chronicle (E).
NOTE—Sources: G. W. Meyers, secretary Pottsville Chamber of Commerce, banks and other reliable sources.



CARBONDALE, PA.

Population table for Carbondale, PA, including 1920 Census, Chamber of Commerce, and demographic data.

City Classed As

Mining, Industrial and Railroad Terminal Center

EDITOR & PUBLISHER SPACE BUYERS CHART

Location

Eighteen miles northwest of Scranton, Pa., on the Delaware & Hudson R. E., Erie R. E. and N. Y., Ontario & Western R. E.

Principal Industries

Perforated metals, screens, coal mining machinery, auto radiators, silks, gloves, glassware.

Special Information

Carbondale claims the honor of being the first city to discover coal and shipped out the first car of coal.

CARBONDALE, PA. MONESSEN, PA. SHENANDOAH, PA. SHAMOKIN, PA. MAHANOEY CITY, PA.

Suburban and Farm Residents Simpson, 4,000; Bantling, 4,000; Forest City, 7,000; Mayfield, 3,000; Jermyn, 3,500; Archbald, 5,000.

Wholesale Houses

- Greceries 1, Fruits 1, Confectioners 1, Hardware 1

Retail Section

Extends 1/2 mile along Main St. and on several intersecting streets of a distance of one to four miles.

Residential Features

Carbondale is a town of single frame homes, there being very few apartments, and a small colony of miners' cabins or hemes.

Trading Area

On the south of Carbondale the trading area extends to Archbald, on the north beyond Uniondale, on the east up to and including Waymart, and on the west Sayre.

Newspapers

Carbondale Leader (Eve.) NOTE—Sources from which facts and figures were secured: W. H. Harbour, Secretary, Secretary Chamber of Commerce; Banks, Board of Education, and other reliable sources.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for nationally advertised goods in Carbondale, including Auto, Clothing, Groceries, etc.

MONESSEN, PA.

Population table for Monessen, PA, including 1910 Census, Chamber of Commerce, and demographic data.

City Classed As

Industrial Steel and coal industries employing the greatest number of employes.

Location

Forty miles south of Pittsburgh, on the Monongahela division of the Pittsburg & Lake Erie R. E. and on the Monongahela River, having a frontage of 2 1/2 miles.

Principal Industries

Ore, steel, wire rope, tin plate, machinery, bricks, wood boxes, castings and coal.

Special Information

The average inbound shipments per day are 175 cars and outbound 106 cars. Monessen is a thriving steel center.

Suburban and Farm Residents

This must include Belle Vernon, 4,000; North Belle Vernon, 2,000; Monessen Jct., 800.

Wholesale Houses

- Greceries 1, Fruits 2, Confectioners 1

Retail Section

Extends about 1 mile on Schoonmaker Ave. and about 1/2 of a mile on Donner; also several side streets and neighborhood stores.

Residential Features

The largest number of homes are plain but comfortable, while several tenements and small homes comprise the majority.

Trading Area

Extends on the south to South Brownsville, on the east to Fuller, on the west to Carwood, on the north to Monongahela City.

Newspapers

Independent (Eve.) NOTE—Sources from which facts and figures were secured: J. E. White, Secretary Monessen Board of Trade; banks, borough office and other sources.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for nationally advertised goods in Monessen, including Auto, Clothing, Groceries, etc.

SHENANDOAH, PA.

Population table for Shenandoah, PA, including 1920 Census, Chamber of Commerce, and demographic data.

City Classed As

Coal mining center

Location

105 miles from Philadelphia, and served by three railroads, the Philadelphia & Reading, the L. V. R. E., and the Pennsylvania R. E., and one interurban trolley system.

Principal Industries

Coal mining, powder, cigars, garments and knit goods.

Special Information

Shenandoah is right in the heart of one of the greatest coal producing centers in the state, and gives employment to three-fifths of the male population of the city. The monthly payroll is over \$140,000.

Suburban and Farm Residents

Butler, 3,831; East Union, 2,530; Gilberton, 4,766; Girardville, 4,882; Gordon, 2,178.

Wholesale Houses

- Greceries 1, Fruits 1

Retail Section

One half mile on Center St. and one-half mile on Main St. Also some intersecting streets.

Residential Features

All one story individual homes, a few apartments and duplexes, lanked on the outskirts by miners' homes.

Trading Area

Shenandoah's trading area in square miles is limited, due to the fact that Shenandoah is in a valley, surrounded by mountains, of great mineral wealth, three trolley lines and two state highways bring great numbers of shoppers from nearby towns.

Newspapers

Herald (Eve.) NOTE—Sources from which facts and figures were secured: Banks, Board of Education, and other sources.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for nationally advertised goods in Shenandoah, including Auto, Clothing, Groceries, etc.

SHAMOKIN, PA.

Population table for Shamokin, PA, including 1910 Census, Chamber of Commerce, and demographic data.

City Classed As

Industrial and Mining Centers.

Location

Shamokin is located in the southeastern part of Northumberland County. It is served by two steam roads, Penn. R. E. and Philadelphia and Reading R. E., and a third rail system.

Principal Industries

Railroading, coal mining, silk mills, hosiery, underwear, ladies' dresses, cigars, overalls and knit goods.

Special Information

Shamokin is the center of the anthracite coal fields, and here also is located several large silk mills, one of which is the largest in Penn. Anthracite coal mining is the one big industry.

Suburban and Farm Residents

Kulpport, 5,000; Trevorton, 3,500; Dayscales, 200; Coal Township, 1,800; Centralia, 3,300.

Wholesale Houses

- Greceries 3, Meats 2, Fruits 3, Cigars and Confection 2

Retail Section

Extends about 1/2 of a mile along Independence St., two blocks on Spruce and several intersecting streets.

Residential Features

One-family houses seem to predominate, although there are a few apartments and tenements. There is a miners' housing district here also.

Trading Area

Shamokin's trading area is the entire valley, bounded on the north and south by mountains. This valley is known as one of the most fertile farming districts in the state. There are several state highways leading into the city, also good trolley and steam train service.

Newspapers

Dispatch (Eve.), Daily News (Eve.), Daily Herald (Eve.) NOTE—Sources from which facts and figures were secured: T. C. Roberts, City Clerk of Shamokin, banks, Board of Education and other reliable sources.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for nationally advertised goods in Shamokin, including Auto, Clothing, Groceries, etc.

MAHANOEY CITY, PA.

Population table for Mahanoe City, PA, including 1910 Census, Chamber of Commerce, and demographic data.

City Classed As

Coal Mining.

Location

109 miles north of Philadelphia and served by two railroads, the L. V. R. E. and the Philadelphia & Reading.

Principal Industries

Coal mining, foundry products, tools, wagons and powder, shirts and hosiery.

Special Information

Mahanoe City's chief industry is coal mining, which gives annual employment to over 5,000 men. The monthly payroll of the different mines averages \$250,000.

Suburban and Farm Residents

Frackville, 5,500; Gilberton, 4,766; Mahanoe Township, 6,700; Delano, 300; Vulcan, 300; Jackson, 1,000.

Wholesale Houses

- Greceries 1, Meats 1, Fruits 2

Retail Section

One-half mile along Main St., two blocks on Mahanoe St., is the principal business section.

Residential Features

Mostly all two and three story houses, two or three apartments and several tenements.

Trading Area

Mahanoe City's trading area extends on the west to Girard, on the east to Vulcan and Delano, on the north to Merca and to Jackson on the south.

Newspapers

Record-American (Eve.) NOTE—Sources from which facts and figures were secured: Banks, Board of Education, City Clerk's office and other reliable sources.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for nationally advertised goods in Mahanoe City, including Auto, Clothing, Groceries, etc.

**WARREN, PA.**

**Population**  
 1920 Census 14,256  
 Chamber of Commerce, City 15,000  
 Chamber of Commerce, City and Suburban 30,000

Native Whites	95%	Industrial Workers	27%
Negroes	Less than 5%	English Reading	90%
Foreign Born	5%	Families	2,940
Students	None	Summer Residents	None
Schools	9	Pupils	3,304
Banks	3	Resources	\$21,787,090
Theatres	2	Churches	23

**City Classified as**  
 Oil and Gas Refining Centre.



**EDITOR & PUBLISHER**  
 ~SPACE BUYERS CHART~



**WARREN, PA. McKESPORT, PA.**  
**NORRISTOWN, PA. JOHNSTOWN, PA.**  
**MT. CARMEL, PA.**

**Location**

Warren is 21 miles south of Jamestown, N. Y., and 65 miles northwest of Erie and is served by two railroads, the Penn. R. R. and the N. Y. C. R. R.

**Principal Industries**

Oil refining, steel tanks, silks, furniture, natural gas, tools, tank cars, steel bars and plate and mirrors.

**Special Information**

The value of Warren's yearly manufactured products are \$22,000,000. Oil refining and furniture making are the two largest industries.

**Suburban and Farm Residents**

Clarendon, 928; Irvington, 1,036; Youngsville, 1,608; Sheffield, 3,888; Tidicote, 1,063.

**Retail Section**

About 3/4 of a mile on Penna. Ave., two blocks on Hickory and Liberty streets and 2 blocks on 2d Ave. constitute the principal shopping center.

**Residential Features**

Individual homes and apartments predominate.

**Wholesale Houses**

Groceries	2
Meats	1
Fruits	1
Cigars	2

**Trading Area**

Warren trading area extends to the north about 15 miles, on the south to Shofield, on the west to Youngsville.

**Newspapers**

Mirror (Evo.) Times (Evo.)  
 NOTE—Sources from which facts and figures were secured: Warren Chamber of Commerce, banks, Board of Education and other reliable sources.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	3	Confectioners	16	Florists	5	Jewelry	6	Opticians	2
Auto. (Truck)	6	Dress Makers	17	Fruits	3	Ladies' Tailors	3	Photographers	6
Auto. (Tires) Agcys	6	Druggists	6	Furniture	6	Meat Markets	13	Pianos	4
Auto. (Parts) Agcys	10	Dry Goods	3	Garages	11	Men's Furnishings	7	Restaurants	12
Bakers	5	Department Stores	1	Grocers	43	Merchant Tailors	6	Shoe Dealers	6
Cigar Stores	12	Electrical	4	Hardware	5	Milliners	5	Sporting Goods	3
Clothing	11							Stationers	6

**NORRISTOWN, PA.**

**Population**  
 1920 Census 32,319  
 Chamber of Commerce, City 35,000  
 Chamber of Commerce, City and Suburban 75,000

Native Whites	70%	Industrial workers	29%
Negroes	5%	Students	Few
Foreign born	25%	English reading	75%
Families	6,300	Summer residents	Few
Banks	7	Resources	\$19,250,000.00
Schools	12	Pupils	5,125
Theatres	5; Seats, 3,000	Churches	25

**City Classified As**  
 Diversified Industrial Center

Norristown is 17 miles west of Philadelphia on the main line of the Philadelphia & Reading R. R., and is also served by the Penn. R. R. and the P. & W.

**Principal Industries**

Stone, asbestos fibre, magnesite, lime, iron, hardware, machinery, hosiery, woollens, yarns, rugs, shirts, pottery, tissue paper, flour, paints, radiators and tanks.

**Special Information**

There is a diversity of about sixty different industries in Norristown.

**Suburban and Farm Residents**

Bridgport, 3,860; Canshehocken, 7,460; Joffersonville, 540; Center Square, 960; Plymth, 790; Nortonville, 1,040.

**Retail Section**

About one mile along Main St. 1/2 mile on De Kalb St., 1/4 mile on Swoode St. and on these interesting streets.

**Residential Features**

All two and three story one and two family homes; a few apartments and some townhomes.

**Wholesale Houses**

Groceries	3
Meats	2
Fruits	4

**Trading Area**

Norristown's trading area extends: On the east to the county line, on the west to Trappe, on the north Pennsylvania, on the south to Chester Valley.

**Newspapers**

(Eve.) Times (Evo.) Herald  
 NOTE—Sources: B. E. Barrett, secretary Norristown Manufacturers' Association, Banks, Board of Education and other reliable sources.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	14	Confectioners	28	Florists	6	Hats and Caps	3	Opticians	9
Auto. (Truck)	7	Delicatessen	2	Fruits	12	Jewelry	7	Photographers	9
Auto. (Tires) Ag.	15	Dress Makers	41	Furniture	13	Ladies' Tailors	4	Pianos	4
Auto. (Parts) Ag.	15	Druggists	21	Furriers	3	Meat Markets	25	Restaurants	18
Bakers	18	Dry Goods	18	Garages	19	Men's Furnishings	13	Shoe Dealers	22
Cigar Stores	32	Department Stores	4	Grocers	162	Merchant Tailors	9	Sporting Goods	3
Clothing	45	Electrical	5	Hardware	10	Milliners	14	Stationers	6

**McKESPORT, PA.**

**Population**  
 1920 Census 45,975  
 Chamber of Commerce, City 50,000  
 Chamber of Commerce, City and Suburban 128,000

Native White	38,090	Industrial Workers	30%
Negroes	3%	English Reading	65%
Foreign Born	11,041	Families	9,000
Banks	6	Resources	\$25,511,315.10
Schools	16	Pupils	9,752
Theatres	9	Seats	900
Churches	41		

**City Classified as**  
 Industrial

Twenty-nine miles from Pittsburgh and on the main line of the B. & O., Pittsburg & Lake Erie and Pennsylvania Railroads; also trolley service to and from Pittsburgh.

**Principal Industries**

Tin plate, coal, tubing and piping, steel castings, glass, by-products, tools, sheet iron, window sashes, door frames, toys and novelties, fire brick, tile and armour.

**Special Information**

Has twelve small parks and public playgrounds located throughout the city. A municipal swimming pool which has been accepted as a standard by other cities. The per capita deposits of Postal Savings of this city is second in the list of 2,500 Post Offices.

**Suburban and Farm Residents**

Some few farms and dairy centers, but given mostly to coal mines and gas wells.

**Retail Section**

Extends along one mile on Fifth St., Market, 1/4 mile; Walnut, 1/4 mile; also several neighborhood retail buying sections.

**Residential Features**

Practically all one and two-family houses; very few apartments or townhomes.

**Wholesale Houses**

Groceries	3
Meats	5
Fruits	4
Confectioners	3

**Trading Area**

Included in this are the following: Fort View, 2,538; Versailles, 2,241; Wilson, 3,249; Clariton, 6,264; Elizabeth, 6,563; Dravosburg, 2,800; Glassport, 2,000; Wilmerding, 6,441; Elizabeth, 6,563.

**Newspapers**

Daily News (Eve.) 2 Foreign Weeklies  
 NOTE—Sources: R. W. Grills, Secretary, Chamber of Commerce, Board of Education, banks and other sources.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	13	Clothing	36	Florists	5	Jewelry	12	Photographers	9
Auto. (Truck)	10	Confectioners	102	Fruits	5	Ladies' Tailors	2	Pianos	9
Auto. (Tires) Agcys	14	Dress Makers	50	Furniture	11	Meat Markets	52	Restaurants	19
Auto. (Parts) Agcys	15	Druggists	23	Garages	17	Men's Furnishings	17	Shoe Dealers	22
Bakers	22	Dry Goods	31	Grocers	264	Merchant Tailors	26	Sporting Goods	4
Cigar Stores	12	Department Stores	7	Hardware	11	Milliners	9	Stationers	6
Cloaks and Suits	8	Electrical	3	Hats and Caps	4	Opticians	7		

**JOHNSTOWN, PA.**

**Population**  
 1920 Census 67,327  
 Chamber of Commerce, City 70,000  
 Chamber of Commerce, City and Suburban 90,000

Native Whites	70%	Industrial Workers	28%
Negroes	3%	English Reading	85%
Foreign Born	30%	Families	12,000
Banks	14	Resources	\$36,539,768.57
Schools	13	Pupils	14,896
Theatres	13	Seats	9,000
Churches	51		

**City Classified as**  
 Purely industrial

Johnstown is located on the main line of the Pennsylvania R. R., 80 miles northeast of Pittsburgh. It is also the terminus of the Cumberland division of the B. & O.

**Principal Industries**

Chemicals, steel, radiators, locomotive axles, brooms, bur-lap bags, freight cars, chairs, clay products, talking machines.

**Special Information**

Johnstown has an annual payroll of \$55,000,000; an assessed valuation on real estate, \$63,274,925. Johnstown produces annually \$150,000,000 worth of manufactured goods.

**Suburban and Farm Residents**

Canaanagh, 1,549; Dale, 2,245; East Canaanagh, 5,046; Ebensburg, 1,978; Franklin, 2,102; Jackson, 2,492; Lower Yoder, 2,785; West Taylor, 1,482; Richland, 2,103; Scalp Level, 1,424; South Fork, 4,592; Stony Creek, 2,293.

**Retail Section**

About 1 1/2 mile on Main, 1/4 mile on Clinton, 1/2 mile on Bedford, 1/4 mile on Franklin, 1/4 mile on Market, 1/2 mile on Washington.

**Residential Features**

Principally private and duplex dwellings with spacious grounds.

**Wholesale Houses**

Groceries	8
Meats	5
Fruits	6
Confectioners	11
Druggists	4

**Trading Area**

Johnstown's trading area in square miles is the largest in the State.

**Newspapers**

Tribune (Evo.) Leader (Eve.) Democrat (Morn.)  
 NOTE—Sources from which facts and figures were secured: Johnstown Chamber of Commerce, banks, Board of Education, Assessors' Office, and other reliable sources.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	18	Clothing	22	Florists	3	Jewelry	22	Photographers	9
Auto. (Truck)	16	Confectioners	75	Fruits	12	Ladies' Tailors	2	Pianos	6
Auto. (Tires) Agcys	17	Dress Makers	49	Furniture	10	Meat Markets	56	Restaurants	44
Auto. (Parts) Agcys	24	Druggists	31	Furriers	3	Men's Furnishings	37	Shoe Dealers	18
Bakers	17	Dry Goods	12	Garages	25	Merchant Tailors	5	Sporting Goods	4
Cigar Stores	15	Department Stores	9	Grocers	264	Milliners	10	Stationers	3
Cloaks and Suits	3	Electrical	6	Hardware	8	Opticians	10		

**MT. CARMEL, PA.**

**Population**  
 1920 Census 17,469  
 Chamber of Commerce, City 20,000  
 Chamber of Commerce, City and Suburban 28,000

Native Whites	80%	Industrial Workers	30%
Negroes	20%	English Reading	80%
Families	3,100	Resources	\$5,307,000
Banks	4	Pupils	4,394
Schools	13	Churches	22
Theatres	4		

**City Classified as**  
 Industrial and Coal Mining.

Mt. Carmel is surrounded by a mountainous region of vast mineral wealth. It is served by three railroads, the Penn. R. R., L. V. R. R., and Phila. & Reading R. R.

**Principal Industries**

Coal mining, shirts, hosiery, silk mill, iron works, cigars.

**Special Information**

Mt. Carmel is in the heart of the lower anthracite coal fields.

**Suburban and Farm Residents**

Kulpmont, 4,500; Exchange, 1,800; Marion Heights, 3,250; Centralis, 3,300; Locust Gap, 1,800.

**Retail Section**

1/2 mile on Oak St. and several intersecting or cross streets, form the principal retail section.

**Residential Features**

Composed chiefly of individual one-story homes, while on the outskirts of the city there is a colony of miners' cabins.

**Wholesale Houses**

Groceries	1
Meats	1
Fruits	1
Confectioners	2
Cigars	2

**Trading Area**

The trading area extends for a distance of about ten or fifteen miles covering this entire rich agricultural district, good steam road, trolley service and state highways serve to facilitate shipping here.

**Newspapers**

News (Eve.) Item (Eve.)  
 NOTE—Sources, banks, Board of Education and other sources.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	11	Clothing	5	Electrical	3	Hardware	6	Milliners	5
Auto. (Truck)	7	Confectioners	13	Florists	1	Hats and Caps	—	Opticians	3
Auto. (Tires) Agcys	12	Delicatessen	—	Fruits	5	Jewelry	3	Photographers	4
Auto. (Parts) Agcys	15	Dress Makers	22	Furniture	8	Ladies' Tailors	—	Pianos	3
Bakers	4	Druggists	6	Furriers	1	Meat Markets	7	Restaurants	7
Cigar Stores	12	Dry Goods	5	Garages	12	Men's Furnishings	9	Shoe Dealers	6
Cloaks and Suits	2	Department Stores	2	Grocers	168	Merchant Tailors	3	Stationers	3

**BRADDOCK, PA.**

Population		City Classed as
1920 Census	35,717	Industrial Center.
Chamber of Commerce, City	40,000	
Chamber of Commerce, City and Suburban	80,000	
Native Whites	90%	
Negroes	20%	Industrial Workers .. 28%
Foreign Born	50%	English reading .. 75%
Banks	5	Families .. 7,100
Schools	10	Resources .. \$22,003,844.15
Theatres, 6; seats 3,200		Pupils .. 5,025
		Churches, 48 of all denom.

**EDITOR & PUBLISHER**  
—SPACE BUYERS CHART—

**Location**  
Ten miles southeast of Pittsburg on main line the Penn R. R. the B. & O. and the Pittsburg & Lake Erie R. R.

**Principal Industries**  
Steel mills, steel rails, iron and steel castings, tools and tool steel, steam packings, brick, wall plaster and gasoline.

**Special Information**  
In Braddock there are approximately \$22,000,000.00 paid in wages, annually, and it is estimated that \$10,000,000.00 is spent annually by the Braddock shoppers.

**BRADDOCK, PA. LANCASTER, PA. CARLISLE, PA. MEADVILLE, PA. OIL CITY, PA.**

**Suburban and Farm Residents**  
Rankin, 7,301; Swiswale, 10,908; East Pittsburg, 6,587; Forest Hills borough, 1,000; Chalfant borough, 1,044; North Braddock, 14,928; Wilkins Township, 1,000.

Wholesale Houses		Retail Section	
Groceries	2	Extends 1 mile along Braddock Ave., 1/2 of a mile on Liberty St.	
Meats	2	<b>Residential Features</b>	
Fruits	4	Mostly all one and two-family houses.	
Confectioners	3		

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) 9	Clothing 39	Electrical 7	Hardware 17	Milliners 12
Auto. (Truck) 6	Confectioners 64	Florists 4	Hats and Caps 5	Opticians 9
Auto. (Tires) Ag. 15	Delicatessen 2	Fruits 8	Jewelry 8	Photographers 7
Auto. (Parts) Ag. 21	Dress Makers 39	Furniture 16	Ladies' Tailors 5	Pianos 7
Bakers 21	Druggists 27	Furriers 3	Meat Markets 21	Restaurants 35
Cigar Stores 50	Dry Goods 22	Garages 20	Men's Furnishings 16	Shoe Dealers 22
Cloaks and Suits 3	Department Stores 4	Grocers 220	Merchant Tailors 3	

**Trading Area**  
Braddock's trading area is composed of four townships and four boroughs, all which practically border on Braddock.

**Newspapers**  
News-Herald (E)  
NOTE—Sources from which facts and figures were secured: Banks, Board of Education, City Clerk's Office, City Directory and other reliable sources.

**LANCASTER, PA.**

Population		City Classed as
1920 Census	53,150	Industrial, Agriculture and Univ. center
Chamber of Commerce, City	55,000	
Chamber of Commerce City and Suburban	225,000	
Native Whites	95%	
Negroes	2%	Industrial workers .. 15%
Foreign born	3%	English reading .. 97%
Students	400	Families .. 10,500
Banks	13	Summer residents .. Few
Schools	24	Resources .. \$37,560,000.00
Theatres, 7; Seats 4,500		Pupils .. 7,646
		Churches .. 64

**Location**  
Located 70 miles from Philadelphia and 150 miles from New York City. It is served by two railroads, the Phila. and Reading and the Penn. R. R.

**Principal Industries**  
Steel castings, bearings, machinery, locks, watches, tools, scales, tanks, elevators, radiators, asbestos and cork goods, silks, leather, flour.

**Special Information**  
Lancaster is the county seat of Lancaster County, the greatest agricultural county in the U. S. Lancaster is the home of the Hamilton Watch Co.

**Suburban and Farm Residents**  
Manheim, 2,712; Lititz, 2,680; Ephrata, 2,736; Elizabethtown, 3,319; Mt. Joy, 2,192; Mounsville, 757; Marietta, 1,753; New Holland, 1,455.

Wholesale Houses		Retail Section	
Groceries	4	Four blocks on Queen St., four blocks on King St., 2 blocks on Prince St., 2 blocks on Orange St.; also on several intersecting streets.	
Meats	1	<b>Residential Features</b>	
Fruits	3	Mostly all two-story homes and apartment buildings.	
Drugs	4		

**Retail Outlets for Nationally Advertised Products**

Drugs 4	Clothing 14	Electrical 7	Hardware 12	Milliners 17
Auto. (Passenger) 21	Confectioners 46	Florists 18	Hats and Caps 4	Opticians 7
Auto. (Truck) 12	Delicatessen 3	Fruits 11	Jewelry 19	Photographers 9
Auto. (Tires) Ag. 14	Dress Makers 82	Furniture 34	Ladies' Tailors 5	Pianos 10
Auto. (Parts) Ag. 22	Druggists 26	Furriers 3	Meat Markets 38	Restaurants 27
Bakers 26	Dry Goods 19	Garages 34	Men's Furnishings 15	Sporting Goods 6
Cigar Stores 24	Department Stores 3	Grocers 205	Merchant Tailors 3	Stationers 6
Cloaks and Suits 11				

**Trading Area**  
Lancaster County has 168 miles of electric trolley systems covering the entire county, and the city's trading area extends on the north to Elizabethtown on the south to Quarryville, on the west to Columbia and Coatsville on the east.

**Newspapers**  
Intelligencer (E) News-Journal (M).  
NOTE—Sources from which facts and figures were secured: Mr. Wise, secretary Merchants' Manufacturing Association, Banks, Board of Education and other sources.

**CARLISLE, PA.**

Population		City Classed as
1920 Census	10,916	Industrial and Agriculture.
Chamber of Commerce, City	12,900	
Chamber of Commerce City and Suburban	20,000	
Native Whites	74%	
Negroes	25%	Industrial workers .. 10%
Foreign born	1%	English reading .. 90%
Students	700	Families .. 2,050
Banks	3	Summer residents .. 200
Schools	3	Resources .. \$6,754,370.00
Theatres, 3; seats 1,500		Pupils .. 3,116
		Churches .. 22

**Location**  
Carlisle is 236 miles from New York City and 125 miles from Philadelphia on the main highway between Philadelphia and Pittsburg, and is served by two steam roads—the Phila. & Reading and the Penn. R. R.

**Principal Industries**  
Shoe manufacturing, carpets, ruses, axles, chains, railroad frogs and switches, ribbons, flour.

**Special Information**  
Carlisle is the county seat of Cumberland County and located here is the government Indian Industrial School.

**Suburban and Farm Residents**  
Mechanicsburg, 4,436; Newville, 2,500; Mt. Holly Springs, 1,100; Boiling Springs, 600; Allen, 600; Plainfield, 450; Middletown, 200; New Kingston, 350.

Wholesale Houses		Retail Section	
Groceries	1	Hanover St. 1/2 of a mile and 1/2 mile on High St.; also some few intersecting streets.	
Fruits	1	<b>Residential Features</b>	
Confectioners	2	Mostly all of the individual two-story type; also some modern apartments.	
Tobacco & Cigars	1		

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) 4	Clothing 7	Electrical 2	Jewelry 3	Photographers 2
Auto. (Truck) 2	Confectioners 5	Florists 3	Meat Markets 6	Pianos 3
Auto. (Tires) Ag. 5	Dress Makers 13	Fruits 4	Men's Furnishings 4	Restaurants 5
Auto. (Parts) Ag. 5	Druggists 7	Furniture 3	Merchant Tailors 3	Shoe Dealers 5
Bakers 7	Dry Goods 8	Garages 6	Milliners 1	Sporting Goods 1
Cigar Stores 10	Department Stores 4	Grocers 27	Opticians 2	Stationers 2
		Hardware 2		

**Trading Area**  
Carlisle's trading area extends on the north to Landisburg, on the south to Biglerville, on the west to Newville and on the east to New Kingston.

**Newspapers**  
Herald (E). Sentinel (M).  
NOTE—Sources from which facts and figures were secured: C. A. Bishoff, secretary Carlisle Chamber of Commerce, banks, Board of Education and other sources.

**MEADVILLE, PA.**

Population		City Classed as
1920 Census	14,568	Industrial and Agricultural center.
Chamber of Commerce, City	16,000	
Chamber of Commerce City and Suburban	50,000	
Native Whites	90%	
Negroes	2%	Industrial workers .. 30%
Foreign born	8%	English reading .. 90%
Students	500	Families .. 2,890
Banks	4	Resources .. \$6,188,780.00
Schools	7	Pupils .. 2,820
Theatres, 2; Seats, 1,100		Churches .. 22

**Location**  
Meadville is in the northwestern part of the state on the main line of the Erie R. R. between New York and Chicago; also an interurban trolley system.

**Principal Industries**  
Iron, steel, oil, hollers, machine shops, foundries, clothing, corsets and silk mills.

**Special Information**  
Crude oil and natural gas wells are numerous in this part of the county. Estimated amount of wages paid yearly, \$7,000,000.00; estimated value of products yearly, \$12,000,000.00.

**Suburban and Farm Residents**  
Cambridge Springs, 1,663; Cochran, 647; Conneautville, 969; Lewisville, 1,015; Saegertown, 659; Hydetown, 336; Titusville, 3,432.

Wholesale Houses		Retail Section	
Groceries	1	The principal retail section extends a quarter of a mile along Chestnut, Water and Market Sts.; also on several intersecting streets.	
Meats	1	<b>Residential Features</b>	
Fruits	1	Two story, single family homes predominate.	

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) 10	Clothing 11	Florists 3	Jewelry 5	Photographers 5
Auto. (Trucks) 4	Confectioners 9	Fruits 2	Ladies' Tailors 1	Pianos 3
Auto. (Tires) Ag. 14	Dress Makers 5	Furniture 10	Meat Markets 10	Restaurants 3
Auto. (Parts) Ag. 10	Druggists 9	Garages 10	Merchant Tailors 10	Shoe Dealers 7
Bakers 6	Dry Goods 7	Grocers 38	Milliners 5	Sporting Goods 14
Cigar Stores 6	Electrical 3	Hardware 4	Opticians 5	Stationers 3

**Trading Area**  
South to Greenville, north to Cambridge Springs, on the west to Linesville and on the east to Titusville.

**Newspapers**  
Republican (E). Tribune-Republican (M).  
NOTE—Sources from which facts and figures were secured: D. O. Stewart, secretary Meadville Chamber of Commerce; Board of Education, banks and other sources.

**OIL CITY, PA.**

Population		City Classed as
1920 Census	21,273	Manufacturing and oil production center
Chamber of Commerce, City	22,000	
Chamber of Commerce, City and Suburban	40,000	
Native Whites	80%	
Negroes	Less than 200	Industrial Workers .. 20%
Foreign Born	20%	English Reading .. 90%
Students	None	Families .. 4,000
Banks	4	Summer Residents .. 100
Schools	15	Resources .. \$24,061,506.60
Theatres, 5; seats 3,200		Pupils .. 4,100
		Churches .. 23

**Location**  
On the Allegheny River and on the main line of the Penn. R. R., also served by the N. Y. Central and the Erie R. R.

**Principal Industries**  
Oil production, oil well supplies and machinery, boilers, oil barrels, explosives, gas engines, wagons, railway equipment.

**Special Information**  
Oil production is the principal industry of Oil City and the surrounding territory, giving employment to some 2,000 men.

**Suburban and Farm Residents**  
Rouseville, 1,200; Kaneville, 100; Pleasantville, 1,200; Titusville, 8,253; Franklin, 9,794.

Wholesale Houses		Retail Section	
Groceries	2	About 1 mile on Seneca St., 1/4 mile on Sycamore St., 1/4 mile on Center St., 1/4 mile on East 1st St., and 1/2 mile on Main St.	
Meats	2	<b>Residential Features</b>	
Fruits	3	Mostly all 1 and 2-story individual homes, very few apartments	
Confectioners	2		

**Retail Outlets for Nationally Advertised Products**

Auto. (Passenger) 10	Clothing 16	Electrical 3	Hardware 5	Milliners 13
Auto. (Truck) 4	Confectioners 19	Florists 5	Hats and Caps 5	Opticians 6
Auto. (Tires) Ags 12	Delicatessen 1	Fruits 12	Jewelry 9	Photographers 3
Auto. (Parts) Ags 14	Dressmakers 14	Furniture 6	Ladies' Tailors 1	Pianos 3
Bakers 6	Druggists 9	Furriers 23	Meat Markets 23	Restaurants 14
Cigar Stores 90	Dry Goods 10	Garages 12	Men's Furnishings 8	Sporting Goods 13
Cloaks and Suits 10	Department Stores 2	Grocers 70	Merchant Tailors 11	Stationers 6

**Trading Area**  
Oil City's trading area extends on the north to Titusville, on the south to Kittanning, on the east to Warren and on the west to Mercer.

**Newspapers**  
Blizard (E.). Derrick (M).  
NOTE—Sources from which facts and figures were secured: H. G. Johnson, Secy. Oil City Chamber of Commerce, banks, Board of Education and other sources.

DU BOIS, PA.

Population
1920 Census 13,661
Chamber of Commerce, City 15,000
Chamber of Commerce, City and Suburban 25,000

Native Whites 70%
Negroes Less than 2%
Foreign Born 26%
Students None
Bks. 3; Resources \$6,860,170
Schools, 9; Pupils 1,815

Classed As Industrial

Industrial Workers 24%
English Reading 90%
Families 2,410
Summer Residents None
Theatres, 2; seats 1,100
Churches 22



EDITOR & PUBLISHER
SPACE BUYERS CHART



Location

Du Bois is 125 miles north of Pittsburgh on the main line of the B. R. & P. R. R., also the Penn. R. R. and the N. Y. C. R. R.

Principal Industries

Overall, window glass, rolling mills, silk mills, pottery, coke, coal, pig iron and auto trailers.

Special Information

Du Bois, with its directory of industries, is not dependent upon any one in particular for its livelihood.

DU BOIS, PA. NEWCASTLE, PA.
PHOENIXVILLE, PA. WEST CHESTER, PA.
WILKES BARRE, PA.

Suburban and Farm Residents
The surrounding towns are Byrnedale, Weedville, Knox-ville, Fenfield, Falls Creek, Brookville, Coal Glen and Big Run.

Wholesale Houses

Groceries 3
Meats 2
Fruits 1
Confectionery 1

Retail Section

5 blocks on West Long Ave., 4 blocks on Brady St., and on those intersecting streets.
Residential Features
One and two-story homes.

Retail Outlets for Nationally Advertised Goods

Anto. (Passenger) 3
Bakers 4
Cigar Stores 3
Cloaks and Suits 4
Clothing 7
Confectioners 14
Delicatessen 14

Dressmakers 43
Druggists 6
Dry Goods 6
Department Stores 4
Electrical 2
Florists 3

Fruits 14
Furniture 5
Furriers 6
Garages 8
Grocers 75
Hardware 3
Hats and Caps 2

Jewelry 2
Ladies' Tailors 1
Meat Markets 17
Men's Furnishings 5
Merchant Tailors 1
Milliners 10
Opticians 3

Trading Area

Extends on the north to Johnson, on the south to Pm-sutawney, on the east to Driftwood, on the west to New Bethlehem.

Newspapers

Express (Eve.) Courier (Morn.)
NOTE.—Sources from which facts and figures were secured: Banks, Board of Education, city directory, merchants and other sources.

PHOENIXVILLE, PA.

Population
1910 Census 11,871
Chamber of Commerce, City 12,000
Chamber of Commerce, City and Suburban 20,000

Native Whites 70%
Negroes Less than 1%
Foreign Born 30%
Students Few
Trust Companies 1
National 2
Schools 6
Pupils 1,655

Classed As Manufacturing Center

Industrial Workers 28%
English Reading 75%
Families 2,100
Summer Residents Few
Resources \$3,887,454.10
Theatres 3, seats 1,600
Churches 18

Location

Phoenixville is 28 miles northwest of Philadelphia on the Penn. R. R. and the Philadelphia and Reading R. R.

Principal Industries

Iron, steel, knit goods, underwear, silks, chemicals, food and sash factory and planing mills.

Special Information

Phoenixville, in Chester County, is rich in historical facts and is a thriving little city of no mean proportions.

Suburban and Farm Residents

Regerford, 3,073; Spring City, 2,480; Valley Forge, 500; Port Kennedy, 500; Oaks, 200; Mt. Clair, 300.

Wholesale Houses

Groceries 1
Meats 1
Fruits 2
Confectionery 1
Bakers 1

Retail Section

About 1/2 mile along Bridge St., 3 blocks on Main St., also on some of the intersecting streets.
Residential Features
Mostly all one-story individual homes, no apartments and no tenements.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) 5
Auto. (Truck) 4
Auto. (Tires) Agcs. 11
Auto. (Parts) Agcs. 10
Bakers 5
Cigar Stores 6
Cloaks and Suits 6

Clothing 7
Confectioners 12
Delicatessen 12
Dressmakers 8
Druggists 5
Dry Goods 7
Department Stores 7

Electrical 2
Florists 1
Fruits 3
Furniture 5
Furriers 5
Garages 13
Grocers 27

Hardware 3
Hats and Caps 3
Jewelry 3
Ladies' Tailors 7
Meat Markets 7
Men's Furnishings 7
Merchant Tailors 2

Trading Area

Phoenixville trading area extends within a radius of eight miles, covering a prosperous farming territory.

Newspapers

Republican (Eve.)
NOTE.—Sources from which facts and figures were secured: Merchants, banks, Board of Education, and other sources.

WILKES BARRE, PA.

Population
1920 Census 78,828
Chamber of Commerce, City 76,850
Chamber of Commerce, City and Suburban 50,000

Native Whites 70%
Negroes 1%
Foreign Born 29%
Students 1,500
Banks 18
Resources \$57,741,000
Schools 29
Pupils 14,555
Theatres 23

Classed As Industrial, coal mining, textiles and agriculture.

Industrial Workers 30%
English Reading 80%
Families 12,000
Summer Residents Few
Resources \$57,741,000
Pupils 14,555
Churches 204

Location

Wilkes-Barre 145 miles from Philadelphia and is served by six railroads and two electric third-rail freight and passenger roads.

Principal Industries

Adding machines, silks, laces, mattress, locomotives, hosiery, shirts, steel, iron, coal.

Special Information

The basic industry is anthracite coal mining. The retail value of the annual coal production in the Wilkes-Barre district is greater than the entire annual gold production of the United States, including Alaska.

Suburban and Farm Residents

Newport, 10,277; Plymouth, 8,374; Pittston, 7,088; Plains, 10,529; Nanticoke borough, 13,377; Larksville, 2,285; Plymouth borough, 10,994; Hanover, 6,965.

Wholesale Houses

Groceries 16
Meats 11
Fruits 19
Drugs 6

Retail Section

The Square forms the largest and most prosperous retail district, also two or more blocks radiating from the Square.
Residential Features
One-family homes predominate, many modern apartments.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) 45
Auto. (Truck) 45
Auto. (Tires) Agcs. 58
Bakers 28
Cigar Stores 34
Cloaks and Suits 9

Clothing 25
Confectioners 167
Delicatessen 8
Dressmakers 170
Druggists 59
Dry Goods 49
Department Stores 18

Electrical 25
Florists 17
Fruits 26
Furniture 39
Furriers 7
Garages 52
Grocers 507

Hardware 33
Hats and Caps 7
Jewelry 46
Ladies' Tailors 7
Meat Markets 157
Men's Furnishings 25
Merchant Tailors 22

Trading Area

Wilkes-Barre's trading area is the third largest in the state, within a three mile radius there are 150,000 people, within a ten mile radius 265,000 people, and within a fifty mile radius a retail drawing population of 1,345,400.

Newspapers

Times-Leader (Eve.) Independent (Sun.)
Record (Morn.) News (Eve.)

NEW CASTLE, PA.

Population
1910 Census 46,938
Chamber of Commerce, City 50,000
Chamber of Commerce, City and Suburban 75,000

Native Whites 68%
Negroes 2%
Foreign Born 30%
Students 300
Banks 9
Resources \$19,896,990
Schools 21

Classed As Industrial center and steel mills.

Industrial Workers 22%
English Reading 75%
Families 3,960
Summer Residents None
Theatres 10, seats 5,000
Churches 45
Pupils 9,646

Location

New Castle is in the heart of the Shenango Valley—63 miles west of Pittsburgh on the main line of the Penn. R. R., the P. & L. E. and the B. & O. R. R.

Principal Industries

Steel mills, tin plate, pottery, terra cotta, cement, gray iron castings, rubber tires, sash and door blinds, and cigars.

Special Information

The county seat of Lawrence County, New Castle has 45 factories, employing 10,500 people and a monthly payroll of \$2,000,000.

Suburban and Farm Residents

Elkwood city, 10,000; New Wilmington, 2,500; Wampum, 2,500; Edenburg, 1,500.

Wholesale Houses

Groceries 5
Meats 2
Fruits 4
Bakers 2

Retail Section

1/2 mile on Washington St., 1/4 mile on Mill St., 1/4 mile on Jefferson St., 1/4 on Mercer St.
Residential Features
Mostly two-story houses, a few apartment houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) 13
Auto. (Truck) 6
Auto. (Tires) Agcs. 9
Auto. (Parts) Agcs. 18
Bakers 13
Cigar Stores 24
Cloaks and Suits 12

Clothing 22
Confectioners 54
Delicatessen 5
Dressmakers 5
Druggists 16
Dry Goods 20
Department Stores 5

Electrical 4
Florists 4
Fruits 9
Furniture 14
Furriers 1
Garages 12
Grocers 204

Hardware 14
Hats and Caps 6
Jewelry 11
Ladies' Tailors 2
Meat Markets 51
Men's Furnishings 16
Merchant Tailors 17

Trading Area

New Castle's trading area extends on the east to Elkwood city, on the west to Edenburg, on north to New Wilmington, and to Koppel on the south.

Newspapers

News (Eve.) Herald (Eve.)
NOTE.—Sources from which facts and figures were secured: A. F. Rothstein, Secy. New Castle Board of Trade, banks, Board of Education and other sources.

WEST CHESTER, PA.

Population
1910 Census 11,717
Chamber of Commerce, City 12,000
Chamber of Commerce, City and Suburban 18,000

Native Whites 89%
Negroes 5%
Foreign Born 15%
Students Few
Bks. 5; Resources \$8,350,000
Schools, 7; Pupils 1,800

Classed As Mfg. and agricultural center.

Industrial Workers 32%
English Reading 95%
Families 2,250
Summer Residents Few
Theatres 4, seats 2,400
Churches 26

Location

West Chester is directly west, 21 miles from Philadelphia, two railroads and one interurban trolley system covering the entire county, also direct trolley service to Philadelphia.

Principal Industries

Cream separators, milking machines, gasoline engines, shipping tags, dustless crayon, tree nurseries, creameries.

Special Information

West Chester is one of the wealthiest cities in this territory. Its public buildings, office buildings, banks and stores are of the most modern type.

Suburban and Farm Residents

Downingtown, 4,100; Kennett Square, 2,049; Malvern, 1,125; Embreeville, 200; Berwyn, 1,250; Thordale, 200.

Wholesale Houses

Groceries 1
Meats 1
Fruits 1
Tobacco 1

Retail Section

Market, Gay and Church Sts. are the principal shopping streets, also on some intersecting streets.
Residential Features
Mostly all individual homes of the better type.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) 9
Auto. (Truck) 5
Auto. (Tires) Agcs. 11
Auto. (Parts) Agcs. 14
Bakers 9
Cigar Stores 13
Cloaks and Suits 1

Clothing 10
Confectioners 16
Delicatessen 1
Dressmakers 21
Druggists 9
Dry Goods 9
Department Stores 1

Electrical 3
Florists 2
Fruits 6
Furniture 4
Furriers 17
Garages 21
Grocers 21

Hardware 5
Hats and Caps 3
Jewelry 3
Ladies' Tailors 1
Meat Markets 8
Men's Furnishings 12
Merchant Tailors 2

Trading Area

West Chester extends on the west to Coatesville and Parkersburg, east to Philadelphia, north to 15 miles, south to Delaware line.

Newspapers

Local News (Eve.)

