

THIS ISSUE: WIDER FIELD OPENS BEFORE A. N. A.



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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

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Vol. 56. No. 25

NEW YORK, NOVEMBER 17, 1923

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

When the "Ultimate Consumer" Quits Buying There Is No Bond Market

Ask the overloaded dealer—HE knows. The absorption of current issues and the maintenance of the market for future issues is assured only by continuous advertising to the great army of *investors*, in a medium that enjoys their interest and confidence.

Because it is "Chicago's favorite newspaper" and because it prints every day in its "Final Edition" the *Complete Story of the Financial Day Twelve Hours Earlier* than the same reports appear in any morning newspaper, The Chicago Daily News is the outstanding medium in Chicago for selling securities to Chicago investors.

THE CHICAGO DAILY NEWS

First in Chicago

“page production cost is exceptionally low”



Are YOU profiting
by Intertype
Standardization,
Simplicity, and
Protection against
Obsolescence?

Send for Intertype Literature

INTERTYPE CORPORATION

50 Court St., Brooklyn, N. Y., U. S. A.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Bldg., Chicago
Southern Branch, 77 McCall St., Memphis

Pacific Coast Branch, 560 Howard St., San Francisco
Los Angeles Sales Office, 1240 S. Main St.
Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto

British Branch, Intertype Ltd., 15 Britannia St., Kings Cross, London, W. C. 1

FIRST IN CLEVELAND!

The PRESS, a six-day newspaper, printed 951,272 lines of Display advertising from Cleveland's Department and Specialty Stores in its 27 October work-day issues.

This is 41,748 lines in EXCESS of the similar advertising appearing in the THIRTY-ONE October issues of any of Cleveland's SEVEN-day newspapers—in Daily and Sunday issues, combined.

160,000 of the PRESS total circulation—over 200,000—is in Cleveland's "City Delivery" District, which is 45,000 more than the similar circulation of any other daily newspaper.

Home Circulation begets Home Advertising!

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—Including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

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

ST. LOUIS
SAN FRANCISCO

Get them to
 "Give Books for Christmas"
 in
Philadelphia

3rd Largest Market in the United States

Half a million homes with their growing families in the Philadelphia book market offer desirable prospects for book publishers.

Philadelphians are home-folks. They and their families are big readers, in fact, in the "city of homes" education and culture go hand and hand.

Its thousands of educational institutions bring large numbers of scholars within its gates, and there is a constant and steady sale for books of all kinds.

If your house has any book-offerings, from literary masterpieces down to "best sellers," it will pay your firm to advertise them in the newspaper "nearly everybody reads."

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



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

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

NEW YORK

814 Park-Lexington Bldg.
 (46th St. & Park Ave.)

CHICAGO

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

DETROIT

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

SAN FRANCISCO

Harry J. Wittschen,
 Verree & Conklin, Inc.,
 681 Market St.

LONDON

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

PARIS

Ray A. Washburn
 5 rue Lamartine (9)



EDITOR & PUBLISHER



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

WIDER FIELD OPENS BEFORE A. N. A. MEMBERSHIP

Annual Convention Crystallizes Sentiment That Advertising Is Only Means to the End of Lower Cost of Doing Business—Thomson Elected President

By ARTHUR T. ROBB, Jr.

ADVERTISING, as advertising, was a relatively unimportant factor in the annual meeting of the Association of National Advertisers at the Westchester-Biltmore Country Club, Rye, N. Y., Nov. 12-14.

General business conditions, checks in the flow of goods between factory and consumer—with manufacturers' errors and retailers' indifference or ignorance getting the greatest emphasis—and the necessity for applying to selling forces and policies the waste elimination that has been effected in the production end of American business, these were the primary topics that engaged this group of business men during five half-day sessions.

"Business men." That is what President P. L. Thomson, publicity director of the Western Electric Company, called the members of the association in his broadcast address as toastmaster at the annual dinner Tuesday night.

Appropriations, this year's, last year's, or next year's, were not on the agenda, and so far as noted, were not even discussed in the private group conferences that featured the meal-time recesses.

Media were before the assembly only once specifically, and that in the report of the year's activities by President Thomson.

The old sore spot of agency commissions came up only during the report of G. Lynn Sumner, chairman of the advertising agency relations committee. He reiterated the association's contention that the present system of agency compensation is unsound and declared that in the evolution of advertising and the agency a change from it is inevitable. There was no discussion.

President Thomson's reference to media pointed out that the association will have to undertake an investigation of duplication in circulation, especially among the larger magazines, which are now in strenuous competition among themselves. With increased circulation resulting from their unusual efforts, Mr. Thomson said, there was already talk of increased advertising rates, which would be paid by the members of the association, pyramiding the cost of reaching the family unit at a time when the association felt that cost should come down.

Newspapers were before the house in a report which was distributed, but not read or discussed. The report, comparing the local and foreign advertising rates of about 300 daily newspapers, was referred to by Mr. Thomson as pointing to a condition which should be corrected, some of the differentials ranging as high as 363 per cent.

Mr. Thomson, who was elected several months ago to fill out the unexpired term of the late George B. Sharpe, was given a unanimous call to take the chair for another year. In the election of the three vice-presidents, the division of the balloting among three candidates from the Eastern seaboard resulted in none of the three securing enough votes for election, and changed the association's unwritten rule that these officers are to represent the Atlantic seaboard, the Middle West and the West. The successful candidates were:

G. Lynn Sumner, International Correspondence Schools, Scranton, Pa.
E. T. Hall, Ralston-Purina Company, St. Louis.

W. S. Ashby, Western Clock Company, Chicago.

New directors elected were Ralph Starr Butler, U. S. Rubber Company, New York; S. E. Conybeare, Armstrong Cork Company, Lancaster, Pa.; Robert K. Leavitt, Emery & Beers Company, Inc., New York; J. S. Wichert, Mellin's Food Company of North America, Boston; and Stanley H. Twist, ditto, Incorporated, Chicago. Mr. Twist, who won on a second ballot after tying on the first with Alan C. Reilly of the Remington Typewriter Company, will serve for one year, the others being elected for three years. Holdover members of the directorate are: George S. Fowler, Colgate & Co.; E. I. LaBeaume, Hercules Powder Company, Wilmington, Del.; Carl J. Schumann, Hilo Varnish Company, Brooklyn, N. Y.;

12 to 17 members in seven years, the number of special assignments carried out for members had increased from 500-odd in 1916 to over 35,000 in 1923, and that demands for the association's sales and market information, which he declared were unequalled anywhere, were steadily on the increase. Members were also calling on the secretary for more and more consultative assistance, often necessitating travel and sometimes service by experts.

"On to London" for the Associated Advertising Clubs convention in July, 1924, was urged on the membership by Harry Tipper, Class Journal Company, who pointed out that, although the A. N. A. departmental of the A. A. C. W. had never met in conjunction with the latter body, it would find such a meeting advantageous in London. He stated that the Retail Advertisers' Departmental planned to take 125 leading department store executives to the convention for

A forecast for general business he stated as follows: "I look forward to a year of intense activity with but little speculation. The credit situation is easy. And there never was a period of depression which did not originate at a time of strained credits."

He was followed by B. L. Winchell, president of the Remington Typewriter Company, the general tenor of whose remarks called on the association's members to support Secretary Mellon in his efforts to reduce taxation.

O. D. Street, a speaker before the 1922 convention at Atlantic City, was again on the program with a paper on "Distribution and Marketing Personnel." He named the principal elements in the successful national distribution of quality merchandise as

1. Knowledge of distribution costs both by customers and by items.

2. Competent, well-balanced marketing personnel.

Prices, now about 75 per cent higher than in 1913, will never return to the pre-war level, he declared, although they will probably drop below their present plane. The average standard of living has risen greatly in the past 15 years and a large part of the higher cost of living is due to the higher standard. Modern advertising has created the higher standard, by reminding people of what others have that we do not possess. It has in this way increased the cost of living, but has not added to the cost of things purchased. Rather it has tended to reduce the cost of purchased goods by enabling factories to produce in larger quantities at a lower cost per unit produced.

"If all display advertising in every form were to stop in this country today," Mr. Street said, and not another dollar were to be spent for two or three years, it is altogether likely that by the end of that period, other factors meanwhile being normal, we would be confronted with a condition of unemployment the like of which our present generation has never heard, and with financial failures that would shake the very foundation of our resources."

But, while business men have applied engineering and research to their production and accept expert advice to reduce costs and waste in the factory, many of them continue to interfere with the experts they employ to prepare their advertising, upsetting effective marketing plans. Big executives, he said, will have common sense enough to know that they are not and cannot hope to become advertising experts and they will be wise enough to hire experts and will be clever enough to pay these men what their services are worth.

"I hold no brief for the agencies," Mr. Street said, "yet I am convinced that the best of them are capable of making the advertiser's money go much further than it will without their services. The commission, or its equivalent, paid to the agency for services is a modest charge if the agency has a personnel capable of gathering the meat from the chestnuts they have helped to crack, and ingenious enough to apply what they have acquired, in a constructive way to your problems."

FACING THE NEW BUSINESS DAY

No more wooden swords are being waved by national advertisers. Questions of media rates and agency compensation remain important to them, but not beside the question of finding new markets for the immensely increased production that their factories have achieved in the past three years.

Where "production" was the cry of the sales force only a little while ago, "sales" is the command of the chief executive today. The chief executives, the sales managers and others of any company interested in getting quality merchandise distributed nationally will be welcomed in the larger A. N. A. brought into being this week. More than ever, the demand of advertisers is for facts—where their goods can be sold, how they can be sold, and what profit can be made on each sale.

That is the task that the A. N. A. faces, with its wider field of service and additional funds to make it possible.

Walter L. Weeden, George W. Blabon Company, Philadelphia; P. B. Zimmerman, General Electric Company (National Lamp Works), Cleveland; F. N. Sim, Timken-Detroit Axle Company, Detroit; and E. E. Taylor, Carnation Milk Products Company.

Approval was given to a resolution broadening the membership scope of the association by permitting the admission as representatives of member companies, their officers, sales managers or advertising managers. Membership now stands at 306, George M. Prentiss reported for the membership committee, adding that efforts to secure new members would be made under the broadened scope of the association.

Dues of the association will probably be raised to \$200 a year, those present indicating approval of the step. It cannot become effective, however, until after being submitted to the entire membership thirty days in advance of a vote.

The proposed increase will be used to extend the research work of the association in service to its membership.

Secretary-Treasurer John Sullivan in his report indicated the gigantic expansion in headquarters service by his statement that while the staff had grown from

mutual conference with British retailers, that the bill posters had called a world convention for London, and that the Incorporated Society of British Advertisers, with many other British and continental manufacturers, would welcome a group of American national advertisers in an international assembly. The question of the Audit Bureau of Circulations in England and the Continent, and the growth of standardized practice among advertising agencies both in the United States and Europe were also topics that held high interest and concern for Americans.

Mr. Tipper's recommendations were referred to the executive committee for immediate action.

General business conditions were summarized at the meeting's opening by George E. Roberts, vice-president of the National City Bank, New York.

"The business revival that we have witnessed," he said, "was due primarily to a great increase in construction." Railroads had spent over \$1,000,000,000 for equipment last year. This money was practically all borrowed—a harmful condition that has been increasing for the last ten years. "Borrowed capital should always be protected by a proper amount of proprietor's money."

Selling advertising plans to salesmen and dealers was the subject of George W. Hopkins, vice-president of the Columbia Phonograph Company, whose epigrammatic address drew sparks from his audience.

It is the advertising manager's personal task, he said, to drive home to the company's salesmen the message of the advertising campaign, not a work to be delegated either to subordinates or to other than personal spoken contact.

The sample idea of selling goods was Mid-Victorian, antediluvian, perhaps, he said, but it brought results. Columbia's experience with it recently in a small-space newspaper campaign brought in four times the number of orders for records that had been anticipated.

Advertising should follow, but not force, distribution, he declared, to secure maximum results.

Disregard precedents in advertising and merchandising he counselled. Precedents are the hiding places for cowards.

Go to the Bible for lessons in salesmanship. Christ, the greatest teacher, took his examples from the lives of those around him.

Make the catalog a selling talk. If you want to test its worth, try to talk its language in going after an order.

Possibly some of his hearers might think that the Columbia Phonograph Company had need of advertising now, he said. It had and it had used it. On a recent Monday, it was announced that the company was in the hands of a receiver. Immediately the word went out from New York to salesmen and dealers to stand fast and watch next Sunday's papers. Those papers carried full page rotogravure announcements of a reorganized company, under the present name, new records and a new phonograph and followed by advertising in the black and white newspaper sections prevented the defection of a single dealer. The next day's business was the largest in two years.

When the company departed recently from its policy of large space, using the same amount of space in three-inch newspaper copy, dealers were forcefully shown that no less money was being spent and that they benefited from the trip-hammer frequent blows of the small copy. The tremendous success of "Yes, We Have No Bananas" and another song hit was attributed largely to this copy, and its vigorous support by salesmen and retail dealers.

"Remember in your advertising," Mr. Hopkins concluded, "that you are in competition with every other business in the land for a share of the consumer's dollar. There is one retailer to every 20 families and every retailer is a competitor of every other retailer, no matter what their merchandise may be."

"With Brains, Sir, With Brains" was the title chosen by Harry R. Wellman, former A. N. A. member, now professor of marketing at Dartmouth College. The brains, he explained, were to be exercised by the manufacturer in getting his goods on and off the retailer's shelves.

"Statistics show us that not for three years have seasonal products been sold in the season for which they were made," said Prof. Wellman. "This spring we saw summer sales in May. This fall we are seeing winter overcoats, suits, shoes and hats offered at liberal reductions in October. At a shoe sale in Boston recently, a premium of one pair of stockings was offered with each sale. Forty-five customers purchased six pairs of shoes each. No matter what the actual percentage was, the figure itself makes us wonder how much of this merchandise, sold by this method, is going into still further storage on the closet shelves of the consumer."

"The shoe people tell us that they can manufacture 800,000,000 pairs of shoes yearly and that the United States can consume only 300,000,000 pairs yearly," he continued. "Knowing this, we are refusing to deflate the industry. Instead, we dump our surplus in markets where our distribution is weak. So does the other manufacturer—with the result that all markets are disorganized and flooded. In Boston last week a shoe concern, with its own local stores, put 8,000 pairs on

MEET THE PRESIDENT

ELECTION of Philip L. Thomson, publicity director of the Western Electric Company, as president of the Association of National Advertisers, follows successful service as director and since 1921 as vice-president of the association.

Mr. Thomson began his business career in 1903 following his graduation from Union College and from Harvard University. During the period he was in college and in the year following he was engaged in newspaper work.

For two years Mr. Thomson was employed in the Chicago office of the Western Electric Company. In 1905 he went to Kansas City. Then he became successively manager of the company's headquarters at Pittsburgh and publicity director, in charge of all publicity activities. In this capacity Mr. Thomson has been identified with the development of Western Electric advertising and publicity in this country, and last spring he spent two months in Europe in connection with the publicity problems of the International Western Electric Company.

In the electrical field he has done conspicuous service in the National Electric Light Association and other organizations of the industry.

Mr. Thomson's home is in Glen Ridge, N. J.



P. L. THOMSON

sale through the cheapest outlet store in Boston.

"The problem then, is deflation of merchandise, but reasonable deflation. We all know that surplus stocks make immediate unloading imperative and that the resulting chaos in our selling plans, terribly expensive. All of this merchandise can be sold through our own outlets if we make those outlets the same advantageous prices we make the 'special sale' stores. Moreover, by talking over the plan with our own customer, we make him a partner in our difficulty—but we enable him to make a handsome profit too.

"First, we can count as a clear gain the fact that deflation of merchandise is with us, and is recognized as inevitable by manufacturer, sales manager and merchant alike.

"Second, we are about through with the worst phases and effects of this deflation.

"Third, the time is ripe to re-merchandise factory, sales force and merchant, with safe and sane merchandising plans.

"It is not even hard to believe that ten years from today, the greater proportion of our sales will be with customers with whom we like to do business and who like to do business with us."

Dr. Paul H. Nystrom, director of the Retail Research Association, estimated that in 1920 there were 1,328,000 retail establishments in the United States and that the total volume of retail business that year was \$35,000,000,000.

Statistics on this class of business have been collected only in Massachusetts and Pennsylvania and the Massachusetts figures have not been revised since 1905. The Pennsylvania figures are available for 1920, 1921 and 1922. The 1920 figures show a total of 138,178 retail shops in the state, with a total volume of \$2,022,000,000, or a per capita business of \$232 on the population of Pennsylvania. The average for the three years past is \$250 per capita. The average business of each Pennsylvania store was \$15,600 last year. The population per store was 63.1, or one store for 14 families.

Allowing \$30,000,000,000 as the total 1922 retail business, 74 per cent of it was

done by small independent retailers, with a total of \$25,000,000,000. Department stores turned over \$5,000,000,000, or 15 per cent. Chain stores accounted for about \$2,000,000,000, or 6 per cent of the total. Mail order business, with a total of \$1,500,000,000, has four to five per cent of the volume.

The national income of the United States for 1920 was estimated at \$66,000,000,000. Of this the nation spent for food \$14,000,000,000; for women's and children's clothing, \$2,800,000,000; men's clothing, \$2,000,000,000; shoes, \$1,500,000,000; furs, \$3,000,000,000; automobiles, \$3,000,000,000; tobacco, \$1,700,000,000; ice cream, candy and beverages, \$1,100,000,000; luxuries, \$1,000,000,000. Dr. Nystrom listed other smaller expenditures, bringing the total to over \$29,000,000,000.

Department stores did more than half the trade in ready-to-wear garments for women and children, he said. He believes, however, that they are near their climax in numbers, though they may be expected to grow in suburbs of great cities.

Mail order business will keep pace in growth with population, but not at the rate of the past 30 years.

Chain stores will probably continue to grow for some time. They are not now regarded as the menace that they were pictured 10 years ago.

Co-operative stores, as the product of extremely poor retail service, have no future in American business.

As to retail service, Dr. Nystrom says it is governed purely by what the consumer wants. Department stores often have two non-selling people for every sales person, though the latter receives only one-quarter of the combined pay of the three.

This condition needed correction if the flow of goods was to continue as the manufacturer desired. General education and special sales training must be emphasized in improving the contact of the manufacturer and merchant with the consumer. The primary task of education is not for the manufacturer, but for the retailer himself, though the manufacturer might profit by special training of sales folk for his particular product. What was needed especially, however, was a better groundwork of education than was now generally found among retail sales forces.

In the discussion which followed, A. K. Barnes of the Armstrong Cork Company, outlined the educational plan followed by his company in training retail salesmen.

The evening program on Monday included a concert by the New York Philharmonic Orchestra, broadcast by Stations WEAF and WCAP from Carnegie Hall, New York, and an outline of the possibilities of radio in advertising and education by W. E. Harkness, American Telephone & Telegraph Company.

Tuesday's session, which dealt with sales organization defects opened with a discussion by W. R. Bassett, president of Miller, Franklin, Bassett & Co., on "Fundamentals of a Correct Sales Policy."

Branch offices were useless expenses in organization of a sales force, Mr. Bassett said. They were club rooms for salesmen and reduced their efficiency.

Cost of selling should not be judged on a percentage basis, but on a time basis—the cost of each call. Under the latter system the salesmen will make more calls and thereby decrease the expense of each sale. Salesmen, by that standard, he said, should not be paid commissions, but salaries.

H. G. Kenagy, chief of the sales research department of Procter & Gamble Company, discussed "The Cost of Distribution and Misfit Salesmen."

Prof. Melvin T. Copeland, chief of the Harvard Bureau of Business Research, called for close-hand facts regarding markets and the possibility of profits from the sale of each item manufactured.

W. A. Durgin, chief of the division of simplified practice, U. S. Department of Commerce, told of the results secured by Secretary Hoover in reducing the multiplicity of lines manufactured by many lines of business. He stated that the paving brick industry had cut the kinds

of brick from 66 to 6 in two years, that the lamp socket market now chose from six samples, with one predominant, instead of the hundred odd on sale a short time ago, that seats for farm machinery had been cut from 11 styles to one by one manufacturer, and that the simplification of printing paper sizes, which had engaged the attention of the A. N. A. for several years, was now ready for public announcement. He also outlined the procedure of the department in getting the co-operation of manufacturers in simplifying their practice and in making the new standard effective throughout the trade.

Prof. Daniel Starch of Harvard University related the results of applying laboratory methods to advertising. In a series of tests covering a score of advertised lines, he said that the tests among selected groups of people as to attention value of headlines, text, and layout coincided almost completely with the results traced by the manufacturers to these advertisements. Many of the specimens were mail order copy which permitted direct tracing of sales and inquiries.

"If every piece of advertising were made only 10 to 15 per cent more effective," said Prof. Starch, "it would mean a saving of \$100,000,000 a year."

Charles J. Crockett, sales and advertising manager of the American Lady Corset Company, discussed better relations between national advertisers and retailers. Retail firms, he said, had an average life of 7.1 years, manufacturers of 7 years and wholesalers, of 7.5 years. Advertising is not to blame for this, he said, nor copy, nor layouts, etc., but a lack of appreciation of advertising by those whom it is designed to serve. Production is now on an efficient basis, advertising is approaching that stage, but most sales departments are still wild and woolly.

A similar topic was handled by A. J. Reiss, Acme White Lead and Color Works, who said that advertisers were wasting money by giving the dealer assistance that he did not want and could not use. Retailers' cellars are full of unused window displays, counter displays and electrotypes and stereotypes meant for newspaper advertising. The dealer's morning mail went half unread and the half that went to the waste basket was that sent by advertisers who saw their product only through their own eyes. Dealers are busy men and their attention cannot be gained by the salesman who doesn't try to help them. The dealer won't push goods because he is told that they are the best in the world and that the newspaper advertising he is expected to do with the enclosed electrotypes will bring the crowds through his doors.

It is up to the salesmen to sell the whole package with every sale—not only the merchandise, but the advertising plan of the company, and the salesmen must be thoroughly grounded in their job before they can do it. Contact with the dealer can be maintained by brief memo bulletins once a month or slightly oftener and especially good sales bulletins should be included in the sales manuals, which should also carry a complete exposition of the advertising campaign. Don't send dealers newspaper stereotypes or displays unless he asks for them. He will, if the salesman does his job.

The annual dinner was followed by addresses by J. Butler Wright, third assistant Secretary of State, who outlined the function of that department and related them to American business here and abroad; and Whiting Williams, who told his experiences among the workmen of the Ruhr Basin and in France, calling on the United States to take its part in restoring European prosperity. The addresses were broadcast by Station WEAF.

When the prizes for Tuesday afternoon's sports were distributed at the close of the meeting, the following winners were announced:

Golf

- Low gross—E. I. LaBeaume, silver service.
- Second—E. A. Ecke, Stetson hat.
- Third—M. Prentiss, a Baker-Vawter file.
- Fourth—Philip Will, Walworth wrench.
- Fifth—D. L. Brown, autostrop razor set.

(Continued on page 30)

ADVERTISING ON THRESHOLD OF GOLDEN AGE, SISSON TELLS EXPOSITION

Newspaper Exhibits Prominent at Big New York Show— 23 Experts Speak—Estimated Attendance About 75,000 for Week

“ADVERTISING is on the threshold of its Golden Age.” So declared Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, speaking Nov. 13, the second day of the Advertising Exposition, held in New York, Nov. 12 to 17, under the auspices of the Advertising Club of New York. He was chairman of the exposition committee.

He stood on the stage at the west end of the 71st Regiment Armory, converted for the week into Ad-Land.

Below him were the brilliant booths of more than 100 exhibitors, all teaching the language of advertising to the visiting public, numbering into the thousands.

“There lies before advertising and advertising men not only the opportunity for service and profit, but the clear call to duty,” Mr. Sisson said.

“There rests upon our business and industrial leaders the distinct responsibility to state and explain the facts and principles upon which national business progress must be built, through the printed and spoken word, so clearly that he who runs may read, and that the oft quoted ‘man in the street’ may understand.”

On Monday the exposition was officially launched by President Coolidge who pressed a telegraph key in Washington, D. C. Mr. Sisson summed up in a few words the expectations of the week devoted to advertising.

This week, replete with instructive entertainment in advertising, ends tonight, when the New York Advertising Exposition will become history, but when, as its organizers believe, its spirit, in the form of constructive results, will go marching on.

At least 75,000 people, it is estimated visited “Ad-Land,” during the week.

EDITOR & PUBLISHER’S booth put the names of 750 American dailies before the public attending. The mastheads of representative newspapers of the country, framed, formed the background of the booth, which also carried slogans boosting newspaper advertising as the most effective means of reaching the consuming public.

Many newspaper and advertising men visited the booth during the week. Prominent among the number were: Tor Roxendorff, of the Dagen Nyheter, Stockholm, Sweden; Thomas McDougall, of Thomas McDougall, Inc., London; R. H. Vaughn and Arthur F. Keilbach, of the Utica (N. Y.) Observer-Dispatch;

Leon Seideman, of the Weekly News, Lima, Peru; R. H. Gillespie, Stamford (Conn.) Advocate; Ira C. Atchley, Bridgeport (Conn.) Star.

Two New York newspapers had space immediately opposite the main entrance. They were the New York Times and the Munsey group.

The coloroto process was explained by the Chicago Tribune’s display, which contained a miniature four-color press and a series of photographs showing the different steps required in reproducing a color painting. O. M. Brodfuehrer, manager of the Chicago Tribune’s rotogravure department, designed the booth and was in charge during the exposition.

Preston Goodfellow was in charge of the New York American’s display, which featured a map of the city of New York, showing the territory covered by the newspaper.

The exhibit of the New York Journal endeavored to visualize what newspaper advertising is and does. The advertisements of 1200 individual local and national businesses which appeared in the Journal during 1923, comprised the display. Louis Moore, publicity manager of the Journal, planned the booth.

The New York World featured the “World Family,” the photographs of prominent staff members being on display. Foster Gilroy, of the advertising department of the World, was in charge.

Edward Acree, of the New York Tribune, planned the Tribune exhibit, which centered around a model of that newspaper’s building, showing the gravity system in operation.

A 9 x 15 photostat reproduction of the front page of the New York Daily News, formed the background of that newspaper’s booth. Leo McGivena was in charge of exposition arrangements.

Every day the New York Evening Mail from its booth presented free copies of special “Show Editions” of the paper. The newspaper gave the program for the day, and explained many of the interesting features of the exposition. Andrew A. Freeman and George Macdonald of the Mail’s staff were in charge.

Two maps, one of the world and one of the United States were the central attractions of the Chicago Daily News exhibit. On these maps were traced red lines. On the world map the lines were represented leading to the News; on the map of the United States the lines led from the News.

The St. Louis Globe-Democrat went so

far as to create a 49th State as the main idea of its booth.

Exhibits from the Thirty Club of London, the Charles P. Higham Company of London and the London Daily Mail gave the exposition an international aspect.

The background of the Daily Mail exhibit contained an illuminated map of England, showing the newspaper’s publication centers and marked with the different times at which the copies reached the large cities of the Island.

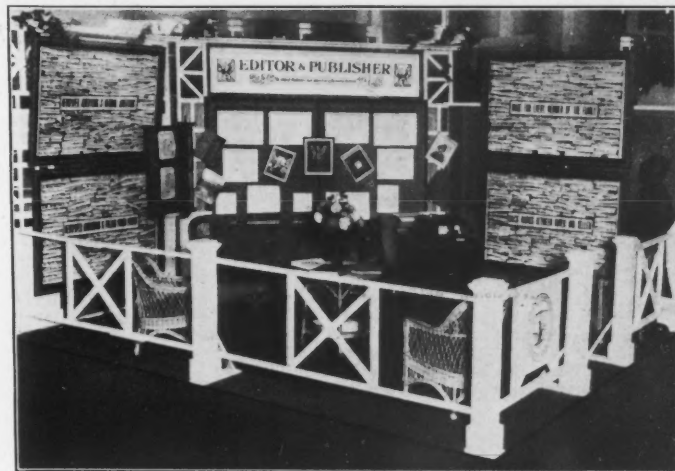
Grover Whalen, Commissioner of Plant and Structures for the City of New York, made the opening address on Monday. “The Reasonableness of Advertising from the Sales Standpoint” was the subject cleverly treated by Arthur H. Deute,

modern business is taking to safeguard advertising’s service to the public, was the declaration of H. J. Kenner, president of the Better Business Bureau of New York City, who spoke Wednesday afternoon on “The Essentials of Advertising Dependability.”

Dr. Frank Crane, author and newspaper editorial writer, spoke Wednesday evening on “The Rise of the Business Man.”

“While men may earn the money, it is the women who spend it,” said Mrs. Christine Frederick, writer and household efficiency expert, in an address Thursday.

Herman Daych was declared the King Go-Getter of the Advertising Club, and was awarded the silver vase for



Thousands of newspapers were represented at New York’s big advertising show in the booth of EDITOR & PUBLISHER, where the claims of the newspaper as a national advertising medium were presented and the most complete collection of newspaper headings ever made was shown.

general sales manager of the Borden Sales Company, N. Y.

“You have made advertising,” Louis Wiley, business manager of the New York Times told the people assembled Tuesday afternoon to hear his talk on “The Daily Newspaper.”

James O’Shaughnessy, secretary of the American Association of Advertising Agencies, also speaking Tuesday, explained the work of agencies in handling advertising.

To Frank A. Black, publicity manager, William Filene’s Sons Company, Boston, Mass., who was on Tuesday’s program speaking on the subject of “Retail Advertising,” it was the place of advertising not mainly to sell, but to teach the public how to buy.

That advertising is growing more dependable due to the precautions which

selling more space at the Advertising Exposition than any other member of the sales force. The handsome vase for the champion Go-Getter Team was awarded to the team captain by Seward L. Bowser, of the Wanamaker Foundation, which was composed of Messrs. Field, Daych, Williams, and Lubs. Mr. Daych is vice-president of the United Advertising Corporation.

Every member of the various teams which took part in the contest was presented with a copy of “The Go-Getter,” Peter B. Kyne’s story which inspired the name, each volume being inscribed by the author.

The following is a list of exhibitors:

Addressograph Company, All Fiction Field, John W. Allison, American Lithograph Company, American Radiator Company, “American Weekly Magazine,” Animated Pictures, Association, Foreign Languages and N., Attractoscope Corporation.

H. D. Beach Company, Beck Engraving Company, Bewtex Productions, A. H. Billingslea, Bradley and Merrill Company, Brentano’s, Campbell Ewald Company, “Chicago Daily News,” “Chicago Daily Tribune,” “Christian Science Monitor,” Cook’s Tours, “Cosmopolitan,” Cunard Steamship Line, Colliers.

Thos. A. Edison, EDITOR & PUBLISHER, Einson-Freeman, Fain Knitting, Forbes Lithograph, Freedman Cut-Outs.

“London Daily Mail,” McGraw-Hill, Mallinson Silks, John Martin’s Book, Modern Priscilla.

National Biscuit Company, National Press Company, National Surety Company, James F. Newcomb, New York American, N. Y. Council, A. A. A. A., New York Daily News, New York Journal, the Evening Mail, New York Sun-Herald, New York Theatre Program, New York Times, New York Tribune, New York University, New York World.

Outdoor Advertising Agency, Photo Engravers Board of Trade, Postage, Poster Advertising Company, Wm. H. Rankin, Red Book Magazine, Rickard & Co., Rogers & Co., Ruggles & Brainard.

Robert Gair Company, Gravure Service Corporation, C. C. Creeme Advertising Agency, O. J. Gude, Alexander Hamilton Institute, Hearsy’s International Magazine, Charles F. Higham Advertising, Hohner Harmonicas, Holeproof Hosiery, Honig Cooper, International Mercantile Marine.

Lasber & Lathrop, League of Advertisers, Women, Lee-Lash Studios, Lee & Nash, Franklin Simon & Co., St. Louis Globe-Democrat, Street Railway Advertising Company, Successful Farming.

Textile World, Thirty Club of London, Underwood & Underwood, United States Shipping Board, John H. Wright, John Wanamaker, L. E. Waterman, Pen, H. L. Weiner Special Agency, Whitehead & Hoag.



When the big show opened, among those present were, reading from left to right, W. J. Bettins, Herman G. Halsted, A. E. McKinnon, H. H. Charles, Thomas McDougall, Francis H. Sisson, Paul Block and Clifton D. Jackson.

NATION-WIDE TRADE SURVEY PRECEDED NAIRN LINOLEUM CAMPAIGN

Trained Investigators Spent Two Months Interviewing Consumers, Architects, Retailers—42 Key Papers in 40 Cities Selected for Big Ad Drive

By HAMMOND EDWARD FRANKLIN

WHAT'S behind a successful, far-reaching newspaper advertising campaign?

Anybody who thinks that such an effort consists chiefly of issuing a few orders to some newspapers, with some copy, has another guess coming.

The case of Nairn Straight-line Inlaid Linoleum is a pertinent example, right down to the minute, of the many other problems which must be faced and solved, if the newspaper copy itself is to be effective.

The Nairn Linoleum Company of Kearny, N. J., largest makers of inlaid linoleum in America, and their sole selling agents, W. & J. Sloane, New York City, wanted increased prestige with the trade and public and bigger sales.

Guess-work won't get a manufacturer far these days. He has to know and his sales and advertising plan of action has to be based on facts, not theories. And so the Nairn advertising agency, the Joseph Richards Company, Inc., of New York, took as a first step a complete and detailed study of the client's selling situation.

Trained investigators spent two months making a survey in different typical sections of the country. These information scouts went to consumers, architects and retailers. They went, armed in advance with carefully planned questionnaires, covering exactly the points information was needed on.

After giving the name, address, class of consumer, position, sex and age, the consumer questionnaire uncovered what brand the consumer was using, in what rooms, what rooms he or she thought it could in the future, reasons if any why linoleum is considered undesirable for bedroom, dining room and living room, whether the consumer was using inlaid, printed or plain linoleum, what caused the first purchase, whether quality, price or pattern would be the biggest consideration in buying now, whether the consumer in purchasing the last linoleum ordered by name, what brand name the consumer would call for if ordering now, whether the dealer's recommendation of a brand other than asked for would be taken now, how the consumer would know whether he or she were receiving the brand asked for, longest time of satisfactory service linoleum has given, what is used to clean linoleum floors, any complaints against any brand of linoleum, attitude toward substitutes for linoleum, brands recalled as having been advertised, which one made most impression, where the advertising was seen, and other points.

Some of the questions asked architects follow: When presenting plans for a building, do you ever recommend the use of linoleum? If "Yes," for what kind of buildings? In cases where you do, does suggestion usually come from you or client? What brands do you recommend in your specifications? Do you specify how linoleum should be laid? Do you specify linoleum with felt paper under it or do you prefer to have it laid on the floor directly? Any clients complain about linoleum used? If so, what brands, and character of complaints? For what rooms in private homes, do you recommend the use of linoleums? From what manufacturers do you get the best co-operation in connection with laying of linoleum?

It was also ascertained which brands the architect remembered seeing advertised, what manufacturer has best presentation of linoleum as a floor covering, and what newspapers the architects read regularly.

The investigation in the retail trade covered such points as what brands are being carried in stock, whether demand for linoleum has increased in past year; what brand increased most rapidly; why;

approximate percentage of the dealer's annual sales represented by various brands; approximate percentage of customers who ask for linoleum by brand name; the order in which customers consider quality and durability; pattern, salesman's recommendations and price in buying; kind in greatest demand now; class of people who buy bulk of linoleum now; what factors influence the dealer most in buying from any one manufacturer; which possesses the desired qualities in greatest measure; opinion of "every room" and "every floor" idea; whether sales are increasing other than for kitchen, bath, hallways and pantry; why; whether customers prefer a narrower or wider yardage; whether a charge is made for laying linoleum; method used; whether average purchaser understands how to care for linoleum; situation on felt base goods; trade papers read; dealer helps most desired and what kind of advertising would go farthest toward increasing the sales of a brand of linoleum for the dealer.

The information from this study was bound into two volumes which gave an authentic basis for further plans.

That dealers felt the newspaper the medium of greatest aid to them is demonstrated by the fact that newspapers were selected to carry the heavy part of the work to consumers. Thus it is that

this fall 42 key papers in 40 cities, with circulations totalling 6,305,585, are carrying nine large insertions, each four columns by 12 inches. As a background for the newspaper campaigning, some full pages are being used in the Ladies' Home Journal, McCall's and Good Housekeeping. The Fall effort follows a strong Spring drive, during the Spring selling season.

The Spring newspaper advertising appeared in four and two column space twice a week in 35 buying centers over an eight-week period. Many dealers tied up with the general campaign, through the influence of newspaper merchandising departments.

Nairn advertising was merchandised to dealers by letters, by salesmen and by a house organ, the Nairn Salesmaker, which carried full details of the advertising and suggested various methods to boost Nairn sales in the store. Dealers also were reached through monthly full pages in American Carpet and Upholstery Journal, Carpet and Upholstery Trade Review and Pacific Furniture Trade.

A dealer help which proved popular was a large, almost life-size cutout lithographed in nine colors, which could be set up with three real or dummy rolls of linoleum in less than 15 minutes. This has served a valuable purpose for window and floor use. Reprints of newspaper and magazine advertising to send to customers have been furnished free of charge. A 24-page booklet, "The floor of enduring beauty," imprinted with the dealer's name also has been furnished. Electros and nameplates were furnished dealers on request.

The interest of the architect was enlisted through advertising in Architectural Forum, Architecture and Architectural Record and a thorough Linoleum Data Book, written specifically for architects,

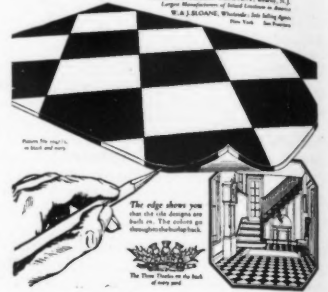
NAIRN Straight Line Inlaid Linoleum

Dignified

and full of character, this large pattern of black and ivory is usually not desired by war. The colors are permanent. They go through to the burlap back.

In spite of the acute angle a full size color photograph is made. The result is a copy of the original.

See dealer's name. Address: Nairn Linoleum Company, Kearny, N. J. Show room No. 1421 1 and the largest manufacturer of Inlaid Linoleum in America. W. & J. SLOANE, Wholesale and Retail Agents, New York, N. Y.



The product stands first in this firm's copy, but the text and the trade mark are prominent enough not to be lost.

bearing the A. I. A. index number in accordance with Standard Construction Classification, loose leaf sheets, 8 1/2 x 11 inches, in a stout folder of the right size to fit into the architect's file. This contained data on Nairn, on linoleum and how to lay it, together with complete linoleum specifications ready for insertion in general building specifications. Missionary men also were sent out to mix with architects and dealers.

The newspaper advertising, which has been drawing much attention, shows that it is as possible to get attractive, strong effects from them as from national magazines. The reproduction with this article shows how the Nairn name and the linoleum were featured. Each advertisement brought out the point that the colors go through to the burlap back and "Your dealer knows Nairn." The trade-mark of the three thistles received some prominence and sketches of rooms with the linoleum in use were shown. The forceful art treatment made the quarter page copy really capture the eye.

New uses, such as Nairn for closets, etc., were driven home in the educational work with the dealers.

On August 23, a sales meeting was held at New York at the Sloane headquarters, following a luncheon. About 100 salesmen, including retail and jobbers' salesmen from near-by eastern territory, were present. H. A. Dammeyer, sales manager of the Sloane linoleum department, presided.

A. W. Sullivan of the Joseph Richards Company, Inc., then outlined the advertising plan as a whole, high lights of the previous survey, and the use of advertising as the "right hand" of selling, showing that it makes introductory work easier, saves time and effort, overcomes price objections and builds increased volume of sales. Lantern slides showed how Nairn planned to carry out these aims.

W. R. Parker of the Joseph Richards agency gave a talk on the dealer helps. At the close of the advertising part of the program, portfolios of advertising were presented to those present and later mailed also to others who couldn't be on hand.

K. W. Plumb of W. & J. Sloane explained how the home office co-operates with jobbers, dealers and salesmen, including how sales promotion men work in the field in calls on architects and dealers, enabling salesmen to center attention on selling. Mr. Dammeyer emphasized the importance of selling the complete line rather than a few popular numbers. The next day three large parties of salesmen visited the Nairn plant. The two-day section concluded with a luncheon.

Newspaper advertising isn't the "whole cheese" in a broad and skillfully conceived marketing program. Many other elements enter. But ordinarily, if the other elements are built around a solid foundation of newspaper copy, success in marked degree follows.

NAIRN

Straight Line

Inlaid Linoleum

Blue, warm gray and ivory lend to this small tile pattern an individuality that will give pleasing distinction to your bathroom. It is particularly effective with ivory or gray walls, or contrasted with white tile.

Nairn Straight Line Inlaid Linoleum enjoys nation-wide popularity, not alone for the artistic merit of its wide range of clean-cut permanent patterns. The Nairn exclusive process builds in more quality, durability and true floor economy.

Of special importance in the bathroom, this floor is waterproof, easily cleaned, and warm.

NAIRN LINOLEUM COMPANY
Kearny, New Jersey
Largest Manufacturers of Inlaid Linoleum in America
W. & J. SLOANE, Wholesale and Retail Agents
New York San Francisco

The Three Thistles on the back of every yard

The edge shows you that the tile designs are built in. The colors go through to the burlap back.

Pattern No. 1087 made in blue, sand and ivory, brown, fawn and sand.

This and the smaller specimen, shown above, are newspaper copy, with bold art effects that lose nothing under the most unfavorable conditions that might exist in newspaper pressrooms. These conditions are better than they are painted by folks who prefer other media, proved by the fact that these reproductions were made from newspaper pages which had passed through the mail three times.

SECURITY DEVICE FOR SENDING NEWS BY RADIO PRINTERS PERFECTED

Invention of Finch and Stevens, I. N. S. Engineers, Quadruples Volume of Wireless Transmission—Practical Stage Reached—Rivals Wire Method

By PHILIP SCHUYLER

STARTLING disclosures of achievements in the secret transmission of news by radio were made this week. After several years of closely guarded experimentation, M. Koenigsberg, president of the International News Service, declared I. N. S. radio engineers had perfected wireless device, capable of sending simultaneously from one central transmitting station four different stories to four separate typewriters operated by the same wireless impulses that carry the messages, thus quadrupling the volume hitherto found possible in radio transmission.



M. KOENIGSBERG

Mr. Koenigsberg's announcement followed the public demonstration in Chicago, Nov. 8, by the Morkrum Company of the invention of Francis Dunmore, insuring privacy in radio communication. The demonstration took place before 300 delegates to the convention of the Association of Railway Electrical Engineers.

The disclosure of experiments conducted by I. N. S., however, showed that secret transmission of news by radio to automatic printing machines has been in progress for more than two years, and that further great advances had been made.

Facts announced by Mr. Koenigsberg, in an interview granted **EDITOR & PUBLISHER**, can be generalized as follows:

1. Obstacles that have hitherto opposed the widespread adoption of radio as a means of news distribution have been overcome.

2. Secrecy of transmission has passed from the experimental into the practical stage through more than two years of successful tests. The secrecy is assured by use of signals which do not form letters, but do actuate the mechanism of typewriters so that if these signals were recorded on a phonograph they could not be transcribed into words. The only possible means by which the message could be picked up would be through the employment of an automatic typewriter identical with the other typewriters to which the transmitting station was sending signals. Even this, however, would prove impossible whenever signals were revised in order to prevent theft. Such revision of signaling can be accomplished from day to day.

3. The manual attention hitherto regarded as necessary for the maintenance of receiving stations has been reduced to a minimum, so that the necessity for the presence of an expert at each automatic typewriter will be necessary only when that machine gets out of order. The day to day operation of each automatic typewriter will be assured by the turning of a knob or lever.

William G. H. Finch, Lieutenant-Commander A. M. Stevens, and William A. Bruno are the engineers who have produced what is known as the High Speed Automatic Radio Printer System, which makes this startling advance in secret radio transmission possible.

"Wireless for extensive news transmission is now commercially feasible, and even more dependable than present overhead wire systems," Mr. Koenigsberg told **EDITOR & PUBLISHER**.

Mr. Koenigsberg was deeply chagrined that the necessity arose at this time for making the announcement that **EDITOR & PUBLISHER** herewith presents. He felt that the necessity was dictated by the

publication of the story from Chicago which, if not clarified, might retard very seriously a general acceptance or understanding of the fact that radio is so close at hand as an instrument in news transmission. The story from Chicago indicated that secrecy was for the first time demonstrated at the convention of the Association of Railway Electrical Engineers, whereas such secrecy has not only been assured but actually practiced from day to day for more than eighteen months.

In the interview, Mr. Koenigsberg emphasized the importance to newspapers of the fact that now four different messages can be sent over the same radio channel and received on automatic printers.

"With the new device," he explained, "financial, sporting, general, and foreign news can be sent from one central transmitting station by wireless simultaneously to newspaper offices. These three messages can be received on different printer machines, placed, if desired, in different parts of the building.

"There would be a series of sending bureaus from which this service could be dispatched to newspapers, within a determined radius.

"Small town newspapers could be furnished easily and at a cost within their means a complete service sent at 50 words a minute.

"Newspapers in larger cities could be given a report totaling 100,000 words a day if they wanted it."

"We believe we have solved all problems which have prevented full use of radio in news distribution," he said.

"Much of the manual attention thought necessary in the operation of the automatic radio printer machine has been done away with. Difficulties due, to static conditions have been greatly diminished.

"There will now be little difference in the average hours of interruption between overhead telegraph and wireless, with the advantage resting with wireless.

"Storms and static conditions are supposed to offer so many obstacles that wireless has been considered less dependable than overhead wire.

"But in a storm, when a wire is down, any telegraph editor knows the terrible delay which results, while repairs are made.

"Wireless needs no such manual attention, and as soon as the static subsides, operation can be resumed, and continued at double speed, quickly regaining the lost time.

"Possibilities for newspapers accruing from the invention are, of course, tremendous," Mr. Koenigsberg pointed out.

"Tremendous increase in the volume of telegraph news will result. We will no longer be dependent upon the number of built and installed lines.

"It will mean, as I said before, that small town newspapers will be afforded service at rates utterly impossible under existing conditions."

Mr. Koenigsberg declined to make public the cost of the new machine. Finch, who was present at the interview, suggesting other radio engineers, working from the cost, might be able to arrive at the secret of the invention.

The talk with Mr. Koenigsberg and Mr. Finch took place in the radio laboratory of the uptown New York office of the International News Service at 59th street.

The room contained a radio transmission set, different types of automatic printer machines, the new invention—the High Speed Automatic Printer System—and a portable receiving system, such as would be installed in the newspaper offices, besides much other experimental radio paraphernalia.

It was Finch who invented the basic principle of the now developed high speed radio printer. The Finch relay was patented as early as 1920. In 1921 International News Service became interested in the project. They purchased Finch's invention and took it off the market.

Archibald M. Stevens, a professional radio expert, came to I. N. S. in June, 1922, and joined with Finch in the work of experimentation.

The first message, with prominent newspaper publishers present, was received by use of the Automatic High Speed Radio Printer July 20, 1922.

Since this date all time and work of the radio engineers was devoted to refinement of the various elements of operation, with one end in view—diminishing the need of manual attention and thereby greatly increasing its dependability.

From the uptown laboratory tests were made almost continuously to what Koenigsberg described as the most difficult receiving station in the world, the downtown office of the I. N. S. on Spruce street, New York. Messages received at this office were automatically returned uptown, to be checked.

The Spruce street station is a veritable "cup" Koenigsberg pointed out, surrounded and blocked by huge intervening steel structures, creating great difficulties in radio transmission. The two offices are five miles apart.

Tests were also made for long periods at a time between New York and an I. N. S. experiment station at 200 Orchard street, Tarrytown, N. Y. The distance in this case is 25 miles.

Stevens is now on the Pacific Coast conducting further experiments in long distance transmission.

Finch is a young man. He is only 28. High strung, rather nervous, and exceedingly modest, he hesitates to speak about his work, which may bring millions of dollars to his pockets.

Born in Birmingham, England, he became an American citizen by naturalization in 1915. His home in this country is at Buffalo, N. Y.

Before entering the services of the Hearst organization, he was employed as

electrical engineer by various concerns. Since 1908, however, he at all times concerned himself with experimental radio work. He held one of the first radio licenses granted by the government early in 1913.

During the World War, disqualified by physical condition from overseas service, he organized and had charge of radio activities of the First Field Artillery, New York National Guard.

Then, after the war, he continued his radio experiments, finally developing and patenting the Finch Automatic High Speed Recorder. It was this device which the I. N. S. purchased and took off the market.

Finch is a member of the following recognized engineering societies: American Association for the Advancement of Science, American Institute of Electrical Engineers, the Institute of Radio Engineers, and the Franklin Institute. In addition to this he has successfully completed a special radio course offered by Columbia University, and also a Patent Law Course.

He is the radio editor of the New York American.

Stevens, during the war, was a Lieutenant Commander in the United States Navy. He was then in charge of the installation and construction of the Lafayette Radio Station at Bordeaux, France,

from which direct radio communication was obtained with Washington. He, too, is a young man, only 39. He has always been an electrical engineer. He is identified with the development of the Arc Transmitter and its associated apparatus. His home is in Palo Alto, Cal. With Finch, he is also a member of the American Institute of Electrical Engineers and the Institute of Radio Engineers.

Following the demonstration by the Morkrum Company in Chicago of the invention of Francis W. Dunmore, insuring privacy in radio communication by means of a standard land-line printing telegraph machine, Milton Garges, chief of the traffic department of the Associated Press, this week in New York declared the Associated Press, with Morkrum, were planning further tests, with a view to possible wide installation of the new apparatus.

Garges declined to enlarge upon the A. P. plans, pending the tests, which he said should be concluded by next week.

Designers of the new equipment claim important possibilities for it in the direction of extended use of the ether waves for private communication, commercial telegraph, and press reporting.

The key device of the new system is a small instrument weighing less than twenty pounds, known as the Dunmore relay, the invention of Francis W. Dun-



MILTON GARGES

more, a staff engineer of the Bureau of Standards. This instrument transmits the radio impulses into a specially devised land-line telegraph code, which, in turn, is recorded by the printer or ticker.

In addition to the selectivity function as regards wave lengths, the relay also responds to definite tones, so that interference by sending stations with corresponding wave lengths is reduced virtually to zero. The extremely close tuning afforded by the tonal resonance works also for the elimination of static interference, according to the demonstrators.

The signals received in the standard radio set are passed to the relay, and thence transmitted to the printing telegraph machine. The primary sending and the receiving equipment are identical to that used in printer telegraph overhead wires, the difference between the two being that the signals of one are transmitted by ether waves and those of the wire system are sent over physical connections between the two stations.

"We have demonstrated the reliability of the radio printing telegraph by tests between ground stations and maneuvering aircraft, and between moving ships, but today's exhibition marks the first demonstration of the system which insures privacy," said L. R. Schmitt, expert of the Morkrum Company.

Privacy is obtained by merely placing the wires of the sending keyboard in improper relationships with the broadcasting pulsator. Then, by arranging the same order of pulsations at the desired receiving station, private communication is possible. Elsewhere, even to stations tuned into the proper wave length, the pulsations register an uncanny XYZ series.

The broadcasting may be made available to many co-ordinated receiving stations simultaneously or a single station. The first long distance experimental test of the Dunmore-Morkrum system in news transmission was made in February between Chicago and Milwaukee. The Morkrum Company, co-operating with the Associated Press and the Milwaukee Journal, tested the system first by sending the Associated Press dispatches into the Journal offices in typewritten form.

"It is hoped that distribution of news by wireless will solve the problems of the papers in the smaller towns," said a statement made public today by Sterling Morton, president of the Morkrum Company.



W. G. H. FINCH



A. M. STEVENS

WHITE HOUSE NEWS CORPS PROTESTS SLEMP'S CONFERENCE RULING

Tells Coolidge They Relinquish Right to Bar All but Bona Fide Reporters from Presidential Interviews When His Secretary Admits Press Agent

By SAM BELL

(Washington Correspondent of EDITOR & PUBLISHER)

FOR the first time since the newspaper correspondents established working relations with the White House, the press conferences between the President and members of the Washington Corps threatens to pass from control of the newspaper men.

Unless conditions at the White House, which the reporters regard as intolerable, are altered, the correspondents propose to disclaim all responsibility for the conduct of the semi-weekly conferences with the President and place the onus of policing the meetings and protecting the confidences of the President squarely upon the shoulders of C Bascom Slemph, the President's secretary, whose action has brought about the situation protested by the bona fide newspapermen of Washington.

Insistence upon the part of Mr. Slemph to reserve for himself "full authority to make and enforce exceptions" to list of persons adjudged eligible to attend the conferences under the rules of the White House Correspondents' Association and the Press Galleries of Congress, has caused the reporters to inform President Coolidge that hereafter the eligibility of all persons admitted to the conference must be judged by Mr. Slemph, the reporters making no further effort to keep their meetings with the President clean of press agents, propagandists, tipsters and the like. The action to the Correspondents' Association was taken Tuesday, Nov. 13, immediately after the noon conference with the President at which a representative of the publicity organization of the Methodist Church was present with the permission of Mr. Slemph, despite the fact that the publicity man had been adjudged ineligible under the rules of the Association.

At the same time, and proving an important factor in prompting this action on the part of the Correspondents' Association, the organization received a letter from President Coolidge stating without qualification that the rules for governing the conference recently adopted by the Association and submitted for Presidential approval were acceptable to the President.

"I am glad to say," wrote Mr. Coolidge, "that they (the rules) are acceptable, and that I shall rely upon your Association for the maintenance of the policy which they represent."

Strangely enough the copy of the rules which had been submitted to the President through Mr. Slemph, and were returned to the Association with the President's letter of apparent acceptance, contained an amendment written in pencil by Mr. Slemph.

"Full authority is reserved by the Secretary to the President," wrote in Mr. Slemph, "to make and enforce exceptions to the eligible list."

On the face of the amendment, which may or may not have been seen, or at least understood fully, by President Coolidge when he wrote the letter accepting the rules as drawn by the Association, it was plain that it would be futile for the Association to function longer, except possibly as a social organization. The President and Mr. Slemph were notified virtually to that effect. If Mr. Slemph's reservation remains in force, he and not the reporters, must see that the President is protected in the future.

When President Coolidge entered the White House, he was asked at his first meeting with newspapermen if the conduct of the conferences was to be the same as those that governed the meetings of press representatives and the late President Harding. Mr. Coolidge indicated that such was his desire, but with the advent of Mr. Slemph and increasing

attempts on the part of persons not considered bona fide newspaper men in the meaning of the White House and Press Gallery rules to gain admittance to the conferences, members of the White House Correspondents' Association sought to put the understanding in black and white for the benefit of correspondents, the President, his secretary, and such persons who sought admittance without having the proper qualifications.

When Deets Pickett of the Methodist organization sought admission for himself, or his representative, Mr. Woolever, it was refused by the Association. The rules which have been in force in the press galleries of Washington for years were re-drawn at the White House. Under those rules admission to the President conferences, as is the case in the press galleries of Congress and Government Department conferences, is limited to "such correspondents as are duly authenticated by their newspapers, or the heads of bureaus, to be representatives of: (a) wire news services, (b) daily American newspapers, (c) foreign newspapers to which daily cable communication is made, and those who are accredited to the Congressional Press Galleries."

It is the position of the members of the White House Correspondents' Association and all the bona fide representatives of daily newspapers in Washington that control over the eligibility of those participating in the meetings with the President was given the newspapermen more for the protection of the President than for the benefit of the press. As the result of such control, it has been assumed the President knew he was talking only to accredited newspaper men who were pledged to respect his confidences. There was no desire on the part of the reporters to keep others from talking to the President, but only to confine press conferences to newspaper men.

In his conversation with officials of the White House Correspondents' Association explaining why Mr. Woolever of the Methodist publicity organization was given permission to enter the last two conferences over the explicit ruling of the Association that he was not eligible, Mr. Slemph said:

"Well Mr. Woolever is a good fellow. Why, he even represents a big university."

In applying to Secretary Slemph after he had been turned down by the Association, Mr. Woolever said that reports of the conference by representatives of the daily press were "unreliable and misleading."

NO CHANGE IN PAPER PRICE

Newsprint to Be \$75 a Ton First Half 1924, Says International

The International Paper Company announced this week the present price of \$75 a ton for newsprint to be delivered under contract would continue during the first half of 1924.

The announcement, sent out by Joseph Fearing, sales manager of International, states approximately 99 per cent of the standard contract customers of the International Paper Company have contracted for tonnage to be delivered next year.

"While it is true that present and probable future costs have been increased to some extent," the announcement reads, "by shortages of water-power in the New England States and in the state of New York; and also by some advances in freight rates on pulpwood; still, and in spite of these facts, this company believes that it is best, for its own interests and those of its customers, to make no change

in the present price of roll newsprint." The company last spring announced an increase in wages, but despite this, the price of paper remained unchanged.

U. S. ADMITS 16 INCH NEWSPRINT FREE

**A. N. P. A. Claims Victory When
Customs Division Reduces Minimum Width of Non-Dutiable
Roll Paper 5 Inches**

Clarification of the Treasury Department's recent ruling defining newsprint paper for the purposes of the customs duties act, has been made by Secretary Mellon in a letter to the Collector of Customs for the Port of New York.

Mr. Mellon said: "The Department is in receipt of your letter relative to the classification of side runs of newsprint paper. You enclose a letter from the appraiser in which he states that according to information furnished him quite a number of daily newspapers use rolls 16 1/4 inches in width and that there are two daily newspapers in the United States using 15-inch rolls and one using 15 1/2-inch rolls.

"In the opinion of the Department the term 'standard newsprint paper' as used in paragraph 1672, has reference to paper of a kind, quality, and width ordinarily used by representative newspapers in printing their regular editions and as the record on file in the Department show that paper as narrow as 16 inches is used for this purpose, it is the opinion that paper of the kind and quality described in T. D. 39778, 16 inches in width or over, is entitled to admission free of duty as standard newsprint paper under paragraph 1672 of the Tariff Act."

The A. N. P. A. made the following announcement relative to the ruling:

"The A. N. P. A. Committee on Federal Laws, of which S. E. Thomason is chairman, has just won another victory for publishers.

"Congress having placed 'Standard News-Print' on the free list, the Treasury Department ignoring the A. N. P. A. Committee's contention that the definition of 'Standard News-Print' should be based on use, promulgated a definition based solely on content and weight, but not on color or finish as contemplated prior to the A. N. P. A. representations.

"The Customs Division of the Treasury Department has just announced it will admit a 16 inch minimum width roll to free entry, having originally excluded from free entry news-print of less than 21 inches width, basing its action on use and not content.

"The A. N. P. A. Committee having demonstrated that some 416 newspapers use news-print of widths less than 21 inches, the minimum width was tentatively reduced to 17 1/4 inches, and on further submission of the fact that 116 or more newspapers use widths of less than 17 1/4 inches, a further reduction to 16 inches has been made.

"We have thus far been unable to learn of more than three newspapers using widths of less than 16 inches. The A. N. P. A. Committee is now giving further consideration to the matter.

"The inconsistency demonstrated by the Treasury Department in refusing to base its definition on use and the Customs Division in doing so, is only surpassed by one recently reported instruction of the Customs Division that newsprint should not be admitted duty free unless 24 by 36 inches."

Swope Donates Chess Club Cup

Herbert Bayard Swope, executive editor of the New York World, has made a contribution to the prize fund of the recently organized World Chess Club. Directors of the club have announced they will establish with his donation the "Herbert Bayard Swope Cup," which will be competed for annually, and on which the names of the prize winners of each tournament will be inscribed. Seventeen entries have been received for the first tournament, which will get under way soon.

FREE TO BACK PRESS USE OF NAVY RADIO

**Congressman from California Will Seek
to Make Present Arrangement Permanent at Next Session
of Congress**

Determined effort to make permanent the present authority by which navy radio facilities are used for the transmission of press dispatches in the Pacific, will be made at the next session of Congress by Representative Arthur M. Free of California, a member of the House Committee on Merchant Marine and Fisheries. The congressional resolution authorizing the present service expires June 30, 1925, having been extended at the last session of Congress from June 30, 1922, as the result of vigorous fight of publishing interests led by the Editor & PUBLISHER and the Press Congress of the World.

Notwithstanding promised development of commercial radio facilities in the Far East and the Pacific area by construction of stations in China by the Federal Wireless Telegraph Company and extensions of the Radio Corporation in the Far Eastern field, Mr. Free is convinced that efficient press service between the United States, Hawaii, the Philippines and Japan still depends upon use by the news associations and newspapers of the Navy's service. Although commercial radio companies, particularly the Radio Corporation of America fought the extension of the use of the navy facilities at the last session of Congress, representatives of the Corporation were forced to acknowledge that their limited facilities hardly permitted the transmission of press dispatches. Neither could the Corporation see its way clear at that time to quote rates for news transmission considered anything but prohibitive by the publishing interests.

This situation, Mr. Free believes, still exists and while he looks for opposition to permanent arrangement between the Navy and the publishing interests, he believes the objections of the commercial companies can be overcome in Congress if the American press rallies to the support of his proposal. The argument of commercial radio interests that use of the Navy's facilities by the press places the Government in competition with private industry will be met with the assertion the extension means the Government will be getting revenues from a business that otherwise would not exist due to the fact that press cannot be transmitted practically at the rates insisted upon by the private corporations.

The service afforded by the Navy, Rep. Free says, has proved successful to the press, but its expansion is being held up because the newspapers and the press associations generally are not willing to undertake extensive arrangements for sending press reports when it is not a certainty that they will be permitted to continue after June 30, 1925. Another extension of three or five years, Mr. Free believes, would not be a sufficient inducement to bring about any great amount of expansion of the service, but he is convinced that a permanent arrangement would result in a great expansion in news exchanges between the United States and the Far East, resulting in a better understanding between the American and the peoples of the Far East.

Navy Department officials are enthusiastic over the service and will support any form of extension, whether permanent or for a limited period of years. The service not only has proved profitable to the Government, but it has afforded the Navy the opportunity to keep its radio personnel in practice. Too few messages actually concerned with the business of the navy, these officials say, are transmitted to keep the men in trim.

Opposition to the Free proposal is looked from Rep. William S. Greene of Massachusetts, who is scheduled to be chairman of the House Merchant Marine Committee and Representative Wallace H. White, Jr., of Maine.

LEE, READING VILLARD, ASKS LESS BIAS, MORE ETHICS, IN CRITICISM OF PRESS

Points to Inaccuracies and "Balloon Reporting" in Nation Editor's Recent Book On American Journalism, "Some Newspapers and Newspapermen"*

By JAMES MELVIN LEE

Director of the Department of Journalism at New York University and Lecturer on Ethics in the New York University School of Retailing.

OSWALD GARRISON VILLARD was long identified with one of the great papers of this country as its president. He has been an influential member of the board of directors of the Associated Press. To the columns of the Atlantic Monthly, and other periodicals of unquestioned standing he has contributed critical articles on newspaper tendencies. At newspaper conferences, he has often been a speaker whose message received careful attention. Consequently, a book from his pen on the American press can not be dismissed nonchalantly with commonplace comments. He is going to be taken seriously by the reading public, a fact that must be faced by the newspaper editor and publisher. In any review of his book, fairness must be the key-note or the review will simply confirm the charges brought against the press.

Too often in a book review, the author's purpose is completely over-looked. No one is better prepared to set forth the purpose of a volume than the author, himself. Mr. Villard opens his preface with the following:

These studies in current daily journalism, most of which have appeared in the Nation, are less haphazard than may seem at first sight. The various journals selected were chosen less for geographical reasons than to illustrate the prevailing tendencies in the raker's progress of our press, due to the commercialization of what should be the noblest of professions.

In all fairness, the concluding paragraph of the preface should be noticed in passing:

While nothing has been set down in malice, the author must admit a bias. It is the bias of one who has belonged to the profession for twenty-six years, when many another fruitful and less arduous intellectual opportunity beckoned; of one who cannot witness its rapid decadence without sharp pain. It is also the bias of one who, together with three other members of his family, has had the privilege of serving journalistic ideals for one hundred and five years, as long a consecutive newspaper service as that of any other American family.

Because Mr. Villard so freely and so frankly confesses this bias, any review ought to be less critical of a nose for news that detects pretentiousness rather than perfume; and of an eye for news that sees decay rather than growth. The practical newspaper man gets the habit of hunting for the bad rather than the good, for the former has the greater news value. Yet to say that Mr. Villard deliberately set out to record only the evils of the press, would be unfair, for his book is not without words of praise when his condemnation is most severe. In all kindness, however, I do assert that his eye for news is sharper and his nose for news is keener when he is the Devil's Advocate.

Right here, I want to dismiss as unworthy of a reply the assertion sometimes heard in newspaper circles that Mr. Villard is a carping critic who, jealous of the success of others in a field in which he has failed, seeks to destroy in a spirit of revenge. At the same time no attention need be paid to such remarks as, "The trouble with Villard is that he wants the press of to-day run the way Granddaddy Garrison ran the Liberator." But back to the book.

As the pages are turned one wonders into what fold Mr. Villard is trying to drive the newspapers. Not until the reader reaches the middle of the book does he find the post to which Mr. Villard would tie the press. Here it is:

I am hopeful that in the future struggle between the two great groups of thought in America, between the powers of privilege and the masses of the people, its voice will be

heard on the side of the masses rather than of the privileged. (page 131.)

Another tag from the same post is found on page 227:

The dailies have all the faults and weaknesses of the ordinary press, which means first of all that they have lost touch with the masses.

Such a tag differs most materially from that once pinned to the lapel of Mr. Godkin for whom Mr. Villard has a chapter of praise:

Godkin the righteous, known of old, Priest of the Nation's moral health, Within whose Post we daily read, The Gospel of the Right of Wealth.

The difference in these tags indicates the change of heart possibly experienced by Mr. Villard. At any rate, the quotations from his book clearly indicate a second bias which the reader must keep constantly in mind as Mr. Villard applies his ethical yard stick to measure such newspapers as the Kansas City Star, the Louisville Courier Journal, the Chicago Tribune, the New York World, the New York Times, the Christian Science Monitor, the Baltimore Sun, the Philadelphia Public Ledger and others.

Mr. Villard says on page 7, that any definite worthwhile survey of American journalism must apply the ethical measuring stick above all others. Since he has suggested such a yard stick, he should be the last to raise any objection if it be applied to his own book. A detailed study of the volume shows that the same criticisms that may at times be justly brought against the American press, may with equal justice be brought against the book.

The American newspaper may be justly criticized for a lack of accuracy. So may the book. To say that Dante Barton (page 217) was once chief editorial writer, when he resigned because he was not given this position is a slight slip which does not affect a charge which could be justly brought against the Kansas City Star. But it is much worse for a newspaper man to make such a false statement than for a layman. To publish in a book that Joseph Medill Patterson is slightly younger than his cousin, Robert R. McCormick (page 206) when he is slightly older, could easily be overlooked if it were not one of many such slips. Such carelessness is less excusable when the assertion is made on page 194, that the Chicago American is a morning paper, when it is listed in all newspaper directories as an evening paper. Such confusion would seemingly indicate that someone is not very familiar with Chicago newspapers. A good newspaper man, if he does not know ought to find out especially when he has not got to make the mail edition.

On page 194, Mr. Villard says:

There is surprisingly little domestic advertising in Chicago, for many of its greatest industries are not advertisers, so that the press there must live largely upon department-store advertising and the highly remunerative "want" advertisements.

Now, the Chicago Tribune publishes a booklet entitled "Book of Facts," which shows that department-store advertising for that paper constitutes less than twenty per cent of its total display advertising; less than fifteen per cent of its total advertising lineage, and probably about ten per cent of its advertising revenue. It is a simple statement of fact that very few American newspapers are so little dependent upon any one class of advertising as the Chicago Tribune.

On page 274, Mr. Villard asserts that the Bennetts were the most remarkable news men this country has ever produced. Mr. Villard may believe this, "but the truth lies elsewhere." The greatest news man this country has ever

SAVING THE CHILDREN



Sophie Irene Loeb, for many years writer on child welfare work for the New York Evening World, this week discussed her favorite topic at the White House with President Coolidge.

produced was Frederic Hudson, who was the managing director of the Herald under the elder Bennett. But why multiply the mistakes?

Since the essays first appeared in the Nation, numerous errors of fact have been corrected, but the book still has too many. They leave the impression that its author has not been so diligent in the search for truth as he should have been since he is so constantly stressing this matter of ethics. After all, it is, as the Good Book says, "the little foxes that spoil the vines."

It was a man who had worked for Villard for years who once remarked to me, "Villard has a very peculiar way of seeing the truth." As much as I personally admire Mr. Villard, the assertion seems to be proved by his book. Half-truths are often less ethical than downright falsehoods. On page 197, the assertion is made that the Chicago Tribune fought Dunne and Fisher when they tried to work out some solution of the street railway problem, and still had no constructive program to suggest. This assertion is partly true and partly untrue. The Tribune did not agree with some of Fisher's ideas in the long course of the Chicago Traction controversy. It did, however, agree with and support some of his ideas and has always supported constructive programs for settlement.

On the same page, is another half falsehood allegation about opposition to the Federal Reserve System. The Tribune did not oppose the Federal Reserve System, but it did say in its editorial columns that the law proposed made it possible through politics to draw resources of one section to the use of another unjustly. The fears thus expressed were doubtless exaggerated, but they did not constitute opposition to the Federal Reserve System.

A criticism which may be justly brought against the American newspaper is that of what may be called "balloon reporting." By this, I mean taking a few facts and blowing them up until the reader gets a false impression. From an ethical point of view, Mr. Villard does this too often in his book. By way of illustration, I may take what he says about the Christian Science Monitor. An examination of that newspaper by my students, shows that it does not ignore in any way, the existence of death, as asserted by Mr. Villard. Its advertising regulations are not so narrow as he asserts as any one can see by examining a copy of the paper itself. To publish such a statement (page 120) that the Monitor forbids an offer to apply a "permanent wave" is to print nonsense. In the issue before me (November 8, 1923) at least eight, if not more, advertisements of "waves" coil themselves up in its col-

umns. The advertising rules of the Monitor are so ethical that they need no exaggeration by the balloon method.

In his concluding sentence about the Christian Science Monitor, Mr. Villard fears that the Monitor is going to be "colorless, dull, monotonous, and without the shining edge of the sword of the Apostle." I may be biased because the present editor of the Monitor is a warm personal friend who gave me one of my first jobs. As a teacher of ethics as well as a teacher of journalism, I am prepared to say that he now prints on the editorial page of the Christian Science Monitor in a temperate, tolerant and courteous way, what produces a far more immediate reaction on the part of those to whom it is addressed than the two column "slams" plentifully besprinkled with small caps with which he used to belabor the American public in a daily newspaper which shall here be nameless. Again, as a teacher of ethics, I should like to emphasize those words, *temperate, tolerant and courteous*, for without the same, no survey of journalism is, in my opinion, ethical.

In his chapter on the Christian Science Monitor, Mr. Villard says: (page 121), "It tries to give full credit to the other man's motives." The affection for and devotion to Theodore Roosevelt on the part of Nelson of the Kansas City Star is known to all newspaper men. On page 216, Mr. Villard makes the assertion that Mr. Nelson made Roosevelt a contributing editor, and then adds that under "the spell of Roosevelt's leadership, Mr. Nelson broke away from older traditions to become a fierce exponent of a militant, prepared, armed America without realizing how inconsistent that was with the tenets of true democracy." The facts are that Mr. Nelson died in April 1915, before preparedness had become a pressing necessity in the United States; and more important before Roosevelt was ever a contributing editor to the Star. It was after Mr. Nelson's death and under the present management that Colonel Roosevelt became a member of the editorial staff of the Star.

In no way do I question the motive of Mr. Villard in being so far from the truth. But I do wonder what he or Upton Sinclair would write if a newspaper made such an error about Roosevelt's connection with the Star. How such an error could be printed in the Nation and later be reprinted in a book without being corrected, is beyond me.

In his revised essay about the Kansas City Star, Mr. Villard has dropped the phrase of "abominable persecution of Mrs. Stokes" which he used in his essay in the Nation. But he offers no explanation of the omission. He is very critical of the newspaper that does seek to amend for wrongs done. From an ethical point of view, I think he owes an apology to the Kansas City Star. I am very familiar with this case—which is not to be confused with another Stokes case—for the reporter who covered the story, later became associated with me in the Department of Journalism at New York University. If space permitted, I should like to take the witness stand on this case.

From an ethical point of view, again, no one should render a decision until he has gone into the case carefully and seen it impartially from the angle of all the people involved—at least that is what I tell my class in ethics. From what appears in the book, Mr. Villard has failed to do this again and again.

Take the case of the Stillman scandal which Mr. Villard, on page 5, criticizes the New York Times for printing, in view of its motto, "All the News That's Fit to Print." Having a little daughter in my home, I personally objected to the first instalment of that serial on the first page of the Times. I went to the managing editor with a protest. From him, I learned all the details which because of the confidential way in which they were given, I can not publish here. But as a teacher of ethics, I am prepared to defend the Times in this matter.

Had the Times suppressed the story, one can easily imagine what the soap box orator, haranguing the crowd on the street corner, would say. His words would remind me of what I recently

*Some Newspapers and Newspapermen (Alfred A. Knopf) by Oswald Garrison Villard, Managing Editor, Editorial Writer, and President of the New York Evening Post 1897-1918; Editor of the Nation.

heard a news boy yell, "All about a rich man killing a poor man and getting away with it." It will be a sad day for the American press when it has one rule for the rich and another for the poor.

In view of what the Times printed about a former president of the National City Bank, and what it printed about a former vice-president of the same bank, I frankly, do not see how Mr. Villard can ethically justify the assertion that the New York Times fawns at the feet of the rich—chiefly the vulgar rich, day in and day out. It looks to me as though a newspaper is going to be damned if it does and damned if it doesn't. From an ethical point of view, the guiding principle must be the motive for the printing of such scandal.

Critics, among them Mr. Villard, condemn the kind of reporting which makes a newspaper relate within a comparatively brief period that Petrograd has fallen six times. Simply as a matter of ethics, critics should indicate whether such newspapers printed the fall as a fact or merely recorded a rumor. The rumor may be untrue and yet it may still be a fact that the rumor is circulated. There is nothing ethically wrong in printing a rumor if it is so indicated.

On page 276, Mr. Villard publishes a rumor that Lincoln read only the New York Herald. Any careful student of American journalism knows that the newspaper read most carefully by Lincoln was the New York Tribune. Yet Mr. Villard is perfectly justified in printing such an assertion that there was a rumor that Lincoln read only the New York Herald.

On page 11, Mr. Villard asserts that the New York Times has never commented on the Tribune's editorial proof of the Times textual alteration for its own purposes of an editorial reprinted from the Boston Transcript. From an ethical point of view, this allegation is open to very severe criticism. The reader has a right to know whether any alterations, if made, appeared in the editorial columns or in the news columns. If it appeared in the news columns, the slip may not be that of the paper but that of the telegrapher who sent the matter over the wire. The case is quite different if after a lapse of several days, a textual alteration appears on the editorial page. But even here, the compositor may make a slip for which the editorial writer can not be held responsible. Everyone knows how type gets mixed; even the best proof readers are not infallible. Now, I am not defending the Times if it deliberately altered for its own purposes an editorial comment originally printed in the Boston Transcript. But I do criticize the particular form in which Mr. Villard makes the allegation. I always tell my class in ethics that in praise they may be somewhat general but in condemnation, they must be specific, so that others may check up the facts for themselves without too much labor about dates and places.

On the same page (11), Mr. Villard uses a very strong word when he says that the New York Times "refused" to print an Associated Press correction. The Times may or may not have printed a correction. Any practical newspaper man knows numerous reasons which might explain an omission. For example, it may have been put into type and in some way become part of the overset, and so not get into the paper. Again, I am not defending the Times. I think I have sent that newspaper as many letters of criticism as any other individual. I should like to take this matter up, but the book does not give me the date or the correction. In matters of ethics, personal opinion can never stand in opposition to facts. Let us have facts.

In all justice to Mr. Villard, he is entitled to his personal opinion, just as rightly as anyone else. For example, he may believe that Mr. Nelson of the Kansas City Star was unlettered (page 213). Frankly, Mr. Nelson was not a college graduate, but he did have college training; was widely read; had travelled extensively; read French newspapers in the original; and was regarded by many who knew him well as a cultured gentleman. In view of these facts,

I think I am entitled to my opinion as to whether Mr. Nelson was unlettered.

Mr. Villard may be sincere in his belief that the Boston Post is "a particularly low but successfully scarlet woman of journalism," (page 97.) To give the impression that the Post prints more crime news than any paper in Boston is in my opinion, to make a ridiculous statement. The tabulation of crime news carried in Boston papers does not indicate such a condition. Here, as in many other cases, personal impression is substituted for analysis of facts.

No review of this book would be complete which overlooked the chapter entitled, "William Randolph Hearst and his Moral Press." I have no desire to be the Lord's Advocate for Hearst. But no appreciation of him can justly use the ethical yard stick until it has balanced the debits and credits.

George Smedal, recently published in **EDITOR & PUBLISHER**, an article about an item from my department in which attention was called to the fact that any violation of the Ten Commandments was news. Because so much of the news relates to these violations, I like to make the experiment occasionally of having my students look into the commandment, "Thou shalt love thy neighbor as thyself." Once a year, I put my students on the street in search of good deeds. They find them. I once gave an assignment to them to interview the readers of Hearst's papers, and try to find out what good, if any, came from the perusal of his papers. Suffice it to say, I got a surprise. The returns showed that one finds whatever is sought. This is true even of the Good Book. The mischievous Sunday school scholar who points out certain phrases behind the teacher's back to other members of the class, has found something quite different from what the aged grandmother finds as she reads the Book for her spiritual guidance. There is a saying so well known that I need not repeat it here, about there being so much good in the worst of us and so much bad in the best of us, that the reader can finish the quotation.

In some cities, I regret to say, there is a too close relation between theatrical advertising and theatrical text. I once looked into such a case very carefully. I saw letters which had been exchanged. From them I learned that editorial mention would only be given where the play had editorial approval. In one case the editorial writer changed his mind about a certain play and the money paid for a big display advertisement was refunded. I do not like such a practice. It is fraught with great dangers. Yet if a reviewer honestly liked a book, I see no ethical objection why he should not write his sentence of praise, even though he knows that in all probability, the publisher will use that sentence in an advertisement. I have nothing but the utmost contempt for a reviewer who would praise a book he did not like simply to get the publisher's advertising. In these matters where such a nice ethical distinction is demanded, every case must be investigated on its own merit. Hasty deductions from superficial knowledge are apt to be unethical.

On page 25, Mr. Villard calls attention to the report of the Senate Committee on "Brewing and Liquor Interests and German and Bolshevik Propaganda"; and rightly, he says that this material must not be overlooked by any student of the subject. In this report, Mr. Villard finds numerous telegrams from Mr. Hearst to his editors. Some of these he prints. He doesn't mention any of those which would show Mr. Hearst in a favorable light. For example, he could have printed the following:

When I inscribed the watchword "An American Paper for the American People," over the titles of my newspapers, I meant just what that motto said.

I will not supplicate England for news or for print paper or for permission to issue. I will not allow my papers to be edited in the smallest degree by any foreign Power. I would shut down every publication I have first and I don't intend to shut them down.

In fact, the more foreign Powers endeavor to interfere in America's domestic matters, and the more these foreign Powers try to control our American institutions, particularly our free press, the more necessary it seems to me that American papers for the American people shall continue to be published.

I will just add the verses of the Star Spang-

led Banner to my editorial mottoes and like that free flag continue to wave.

HEARST.

Yet any appreciation of Mr. Hearst that aimed to be just and fair would not have suppressed all mention of those that showed Mr. Hearst in a favorable light.

In view of the opinions expressed by Mr. Villard about Mr. Hearst, I should say it would be unethical for him to work for Mr. Hearst. The trouble with the ethical yard stick of which Mr. Villard makes so much, is that its units are not the same for all individuals. Wholesale denunciation of those who work for Mr. Hearst is not justified without detailed investigation of each case by itself. May I not, with apologies to Mr. Wilson, remind the reader that what I have already said does not mean that I am the Lord's Advocate for Hearst? I did not hesitate to criticize some of his methods before a group of journalism students at the University of California, one summer in the Greek Theatre. (The marble slab over my head read, "Gift of William Randolph Hearst.")

I do wish that Mr. Villard in his book had denied the rumor that just before he sold the Post he had offered it to Mr. Hearst. There are many who believe this rumor.

I once wrote a rather sharp letter to the Christian Science Monitor of Boston. That paper had printed a dispatch sent by cable and the next day it printed a story relating to the same subject which had come by mail. Over the second story it put a yesterday's date line. It deceived me into believing that the latest information was in the second dispatch. Such a practice on ethical grounds is to be condemned. In the same way, however, I question the ethics of dating an introduction of October 1, 1923, when I had the book in my possession on September 15, 1923. I refer specifically to "Some Newspapers and Newspapermen"; and await an explanation from Mr. Villard to justify such a practice.

On page 10, Mr. Villard remarks that "endless are the letters of correction and reproof which go to the New York Times, never to appear in print." When Mr. Villard, in the Nation, for September 27, 1923, published an article called "America's Most Interesting Daily," in which he described the Jewish Forward, I personally know that some of my students who work on Jewish papers, sent him letters of correction and reproof. I am wondering on what ethical grounds he excluded these letters from the Nation, in view of his criticism of the Times. In justice to Mr. Villard, however, I must admit that the revised essay about the Jewish Forward, in his book, corrected errors and modified assertions along the lines suggested by my students. "Some Newspapers and Newspapermen," is a very valuable book for me to use in my class in ethics.

I could keep on raising questions of ethics about the book, but it will serve no good purpose. I think I have mentioned enough to show that the volume is open to the same criticisms as those brought against the American newspapers. It is often said that reviewers do not read the books. I am prepared to show my volume by way of proof that I have studied very carefully what Mr. Villard has written. Seeking for faults, I have found enough and to spare. But to be just to Mr. Villard again, I have found good things as well.

From a mast head of the New York World, flows a flag, a wonderful flag designed by Joseph Pulitzer. On it will be found a contract with its readers. In every ethical way, it may be justly held to that contract, but another paper which makes no attempt at being a crusading paper but openly publishes its contract must be judged by how faithfully it lives up to that contract. If I buy a newspaper for its news and its news, alone, I feel that I have been swindled if I find special pleas for this or that movement, no matter how worthy they may be. In other words, this book by Mr. Villard, is not a survey of American journalism so much as it is a crusade for the old time journalism which put the emphasis not upon news but upon views.

Another serious fault of the book is

the frequent confusion of matters of taste with matters of ethics. There is no accounting for tastes of individuals. Among the illustrations of the book are two reproductions: One shows the first page of the New York Tribune, before Hearst invaded the New York field; the second reproduces a first page of the Tribune, showing what Mr. Villard calls the Hearst influence upon its headlines and makeup. Frankly, I like the second make-up the better but I pose as no critic of art, and so I am going to have my students get the opinion of those who do know art. From an ethical point of view, Mr. Villard should have picked out two week day issues of the New York Tribune, for comparison instead of picking out in the case of number two, the first page of a Sunday issue.

Mr. Villard is a skilled literary craftsman who knows how to handle sharp edged tools. In his desire to shape his book to set forth his high ideals of journalism, I cannot help feeling that at times he has cut away material which is absolutely necessary for the reader who wants things shown as they are. If space permitted—this review is already considerably overset for the space allotted—I should like to take up one illustration, such as the Gimbel controversy in which the Philadelphia Public Ledger is involved. To understand this case, many more facts are needed than those printed in Mr. Villard's book.

Frankly, in this review, I have emphasized some of the sins of commission because I thought they would be of interest to the readers of **EDITOR AND PUBLISHER**. For another periodical like the Bookman or the Yale Review, I would have reviewed the book differently—something which I may yet do. I have set down nothing in malice but I have attempted to show Mr. Villard how easy it is to be critical. For the things that are honest, the things that are true and the things that are of good report in the book, I have the utmost respect. The press needs watching. A book of constructive criticism is sadly needed. In my opinion, Mr. Villard has not supplied such a book. He has however, blazed a trail which I hope some critic who is temperate, tolerate, and above all else, ethical, will follow.

Over and over again in Mr. Villard's book, personal impression is recorded as fact. I should like to close with a remark which is purely personal opinion. In spite of Mr. Villard's criticisms, I believe that the newspapers in most cities are trying to present the truth as they see it. They may have a blurred vision at times, and they may frequently see through glass darkly, but they aim to be honest and sincere, and they want to do what is right. From an ethical point of view, nothing is more important than to emphasize the purpose.

To Honor Sophie Irene Loeb

Sophie Irene Loeb, for many years and at the present time feature writer on the New York Evening World, will be the guest of honor at a dinner at the Biltmore Hotel on Monday evening, Nov. 19. Miss Margaret Woodrow Wilson, is chairman of the committee in charge of the affair, and Senator Royal S. Copeland will be toastmaster. Miss Loeb who is president of the Board of Child Welfare, of New York City, has done notable work in improving the condition of children.

Longview (Wash.) News Moves

The Longview (Wash.) News moved into a new building and printed its first edition with its new press, installed November 6. It signalized the occasion by increasing the size of its pages from six to eight columns.

Foreign Paper Imports Discussed

The increasing importation of foreign paper was discussed at a conference of members of the American Paper and Pulp Association, Waldorf-Astoria Hotel, New York, Nov. 15. Importation of paper at prices based on lower foreign labor cost is having serious effect on domestic mills, it is believed. This is particularly true of wrapping paper.

TELL IT TO SWEENEY!

—the ready buyer



HAVE you ever noticed that a wad of bills on your person makes you far more susceptible to spending than the same amount deposited to your credit in the Steenth National?

The saloonkeeper of another day found that converting salary checks into currency somehow stimulated business. Many national advertisers engaged in more worthy businesses today do not realize the relation of ready money in prospects' pockets to increased volume of sales; that the dollar in hand—or hose—for sales purposes is worth ten in safe deposit. Ready money is perhaps the greatest subjective sales agent in human nature. The pregnant purse succumbs to sales effort *easier* than the provident pass book. Sweeney's pocket-book reacts to the advertising appeal *long before* Stuyvesant's paying teller.

* * *

SWEENEY, the average man, steps up to the barred window on Saturday and receives a little manila envelope of currency; or he slides his semi-monthly check across the bank counter for exchange into cash. With money jingling in his jeans, Sweeney feels a thrill of power that the largest bundle of coupons cannot bring to a Stuyvesant. His wad of wealth creates a *consciousness of capacity to purchase*—a consciousness exceeding possession of gold mines in Ophir, shares of steel, or rich and mortal relatives. When Mrs. Sweeney does her Saturday shopping, her handbag holds cash—and definite concepts of what

the cash will accomplish. From capacity to consummation is a quick step with the Sweeneys.

Ready money permits the Sweeneys to obey their impulses, accede to their desires; to follow fashions and adopt fads; to buy silk shirts and summer furs, ice cream cones and fireless cookers; and to undertake marriages, the education of children, the ownership of homes, cars, diamonds, vacuum cleaners, pianos, phonographs—which more ready money will pay for!

The Sweeneys—and most of the world—live on reay money, from pay envelope to consumption. Regular infiltrations of income make them the best prospects in this world for almost anything. When advertisement or shop window tempts, the selling process is a short circuit. And advertising to the mass market, where the gap between creating desire and ringing up the sale is shortest, is most efficient and least expensive.

* * *

TELL It to Sweeney in The News and get business *now!* Bring home your New York advertising dollar before it grows a compound interest beard.

Here you have the largest, richest, most compact sales territory in the world; and a medium to get maximum action from such a market at minimum expense—the largest daily circulation in America, 723,204 copies, October, 1923, daily average, and 97% concentrated in New York City and suburbs. Get the facts!



The Sweeney series has been issued in folder form. May we send you the full set? Write on your business letterhead.

THE NEWS
New York's Picture Newspaper
25 PARK PLACE, NEW YORK—Tribune Bldg., Chicago

The Largest
DAILY Circulation
morning or evening
in America!
October, 1923
DAILY - 723,204
SUNDAY - 603,059

LEADER, LABOR DAILY, FORCED TO QUIT

Successor of New York Call Suspends
November 12, When Money
Fails—Revival Attempt
Under Way

The New York Leader, labor newspaper, suspended publication Nov. 12, following six weeks' existence in the evening field, which it entered succeeding the Call, a morning socialist organ.

The suspension resulted from the decision of a committee consisting of S. John Block, president of the Labor Press Association; Morris Hillquit, Socialist leader, and Ossip Wolinsky, of the International Ladies' Garment Workers' Union.

Contributing directly to its collapse were debts for newsprint paper contracted during the strike of New York pressmen, when circulation was trebled without increase in advertising rates. Funds were exhausted, and an appeal to unions for support to meet current expenses failed. The staff and mechanical forces were paid off after 36 hours' notice.

Mr. Block told EDITOR & PUBLISHER a committee was already organized, in an effort to develop a plan making possible a resumption of publication.

"As soon as we can meet a sufficient operating deficit," he said, "we will launch another labor daily."

"There is a tremendous need, we feel, for such an organ in New York with its 700,000 members of organized labor groups."

The committee, Mr. Block said, is made up of representatives of various labor organizations and members of the socialist party. It is the first time in 16 years the New York radical movement has been without a daily English newspaper.

In announcing its suspension the Leader said:

"When the Call, now the Leader, passed into the hands of its present owners it was their high hope that with the resources at their command it would be possible to create and sustain a labor newspaper. Events have shown that it was possible to create a paper with a wide and increasing appeal to labor and to the community. But they have also proved that the costs of sustaining that paper and the length of time necessary to bring it in measurable distance of self-support exceeded the hopes and the immediate capacity of the international unions.

"The cost has been set in newspaper stories at \$100,000 for a month. This is grossly incorrect. So also is the statement that the Leader gained only 1,000 circulation over the circulation of the Call and employed an editorial staff of 40 as against 15. It regularly employed 27 on news, editorial, special features, magazine section and departments, including 4 on part time. This, of course, does not include a small allowance for space writers. It more than doubled the circulation of the Call—over 20,000, as against 10,000 when the new owners took over the Call.

"One hundred thousand dollars was

the amount definitely subscribed to launch the present venture. It not only carried the Leader, but carried the Call from Aug. 13 until Oct. 1. This included the costly period of the pressmen's strike and provided for certain capital payments and loans to the printing company. For actual operations for a period of three months we had less than \$75,000. In view of the financial situation, it seemed in every way right to suspend the Leader while it is solvent rather than to try to continue at financial hazard a paper of greatly reduced size.

"It is the hope of those who have the cause of labor journalism definitely at heart that the period of suspension will not be long. At a meeting held yesterday a committee was appointed to work on plans and possibilities of resumption within the next few months."

THOMSON TALKS ADVERTISING

Lauds West's Co-Operative Spirit
Before Portland Business Men

The spirit of co-operation displayed in the West is one of the first things that impresses the eastern visitor, W. F. Thomson, chief of the Bureau of Advertising of the American Newspaper Publishers' Association, told a large audience of business men assembled at the Portland, Ore., Chamber of Commerce recently.

"This distinct community interest also has been exemplified in the choice of newspapers selected by the merchandising firms to carry on their advertising," he continued. "There is a new note abroad in the land that has turned advertisers to the newspaper field, and as a result the newspaper to-day is the good right arm of the advertiser.

"Present day selling conditions make it imperative that quick action in sales be obtained," said Mr. Thomson in giving some of the reasons why newspaper advertising now amounts to \$100,000,000, ten times as much as a decade ago. "It has been proved that the advertising campaign can be mapped out and placed in a very short time in the newspapers, something that is not possible in any other kind of advertising. Manufacturers get distribution very quickly among dealers and dealers in turn reach their patrons in the same short space of time.

"The cost of selling today makes a world plan of exploitation prohibitive," he concluded. "The manufacturer who would succeed must reach the local market thoroughly and conclusively before seeking the expansion desired."

To Test Utah Anti-Tobacco Law

The Utah Manufacturers' Association of Salt Lake City has decided to test the constitutionality of the new anti-tobacco law, passed last March, which forbids advertising of tobacco in any form in any medium other than newspapers.

Give House as Ad Stunt

The United Happiness Candy Stores will give away a house and lot at Forest Hills, L. I., and will make known this fact entirely through newspaper advertising. Beginning this week, the Stanley E. Gunnison Advertising Agency of New York will release a \$100,000 campaign,

the copy to consist of full pages, half pages and third pages. It will extend over a period of several months, and the house will be awarded to the person having the largest number of votes at the end of that time. Any purchase at a United Happiness Candy Store will entitle the purchaser to one or more coupons, according to the amount spent, and each half coupon represents one vote.

AD MEN HONOR DUPUY

Made Honorary Member of St. Louis
Club, Nov. 12

Senator Paul Dupuy, editor of Le Petit Parisien, was elected an honorary member of the Advertising Club of St. Louis, following his address before the organization Nov. 12. It was the noted French publisher and statesman's second address in this country in English, and his first appearance before an advertising organization.

"The thing that surprised me most in the United States" he said, "was advertising. The French people do not know what advertising is, they must be educated to it. For that purpose I intend to start an advertising club in Paris when I return, one like yours here, the first I have ever seen. I mentioned this, and the possibility of having the world advertising conference come to France, when

they meet in England next year, to Premier Poincare just before I left, and he declared he would do everything in his power to bring it about."

Senator Dupuy was introduced by E. Lansing Ray, president of the Globe Democrat and of the St. Louis Publishers' Association. Joseph Pulitzer, of the Post Dispatch, F. P. Glass of the Star, and G. A. Buder of the Times, also were at the speaker's table.

CANADA BANS RACE FORMS

Not Conducive to Public Morals Is P. O.
Ruling

The Canadian Post Office Department has refused the use of the mails to the Daily Running Horse and the Daily Racing Form on the ground that such publications are not conducive to public morals. Counsel for the publications are reported to be appealing to the Department of Justice for a ruling as to the legality of the action, though officials of the papers in Toronto say that the prohibition does not affect them as they depend entirely on express service.

At last session of Parliament importation of papers containing information designed to aid race track betting was prohibited. This was circumvented by printing the papers in Canada. It is to meet this new situation that the Post Office has taken the action indicated.

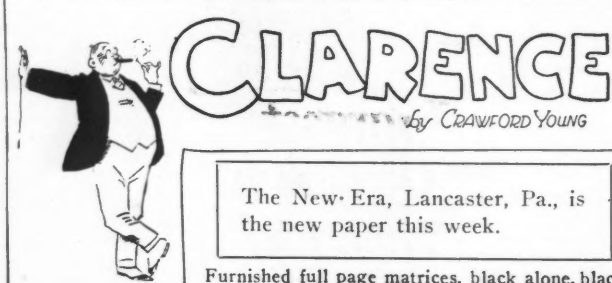
The Seven Wonders of the Newspaper World —

- 1.—Wonder if there'll ever be another Classified Advertising opportunity like The Shop-o-scope?
- 2.—Wonder if I'd recognize my classified medium with the added volume The Shop-o-scope would bring to it next month?
- 3.—Wonder if the added income from The Shop-o-scope Campaign wouldn't make pleasant reading when my year's classified returns are totaled up on December 31st?
- 4.—Wonder how many new permanent classified patrons The Shop-o-scope would win for my classified columns?
- 5.—Wonder how much reader good will and circulation The Shop-o-scope would create for my newspaper?
- 6.—Wonder what a real Christmas Campaign like this would do for the producing powers of my Classified solicitors?
- 7.—Wonder why I've waited this long to wire my acceptance of The Shop-o-scope for my newspaper?

All wondering to one side, there's still time for you to secure this great Christmas classified feature. But get your wire off today!

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors
Otis Building Philadelphia



CLARENCE
by CRAWFORD YOUNG

The New-Era, Lancaster, Pa., is
the new paper this week.

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

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

Good Business in Florida Awaits Your Advertising

A TWENTY MILLION box crop of citrus fruits leads Florida's agricultural production. Estimated on the basis employed by the president of the Florida Citrus Exchange in figuring the value of last year's orange and grapefruit crop, that of the current season will bring in excess of ninety million dollars into the state.

Other big items in the special crops yield of Florida farms, gardens and groves, according to the annual report of the State Marketing Bureau, were 10,269 carloads of tomatoes, 6,616 carloads of celery, 3,907 carloads of watermelons, 4,232 carloads of mixed vegetables, 3,311 carloads of potatoes, 2,754 carloads of lettuce, 1,787 carloads of cucumbers, 1,263 carloads of peppers, 1,204 carloads of cabbage and 1,143 carloads of strawberries. A corn crop of ten million bushels, 50 million pounds of peanuts and hundreds of thousands of pounds of pecans, are three among many other sources of agricultural wealth.

Construction work of all kinds is going ahead at a rapid rate in every part of Florida. Building permits in the ten leading cities of the state for the first nine months of the year were for a grand total of \$30,016,508.00. The permits in nine of these cities for September, a comparatively dull month, amounted to \$2,350,986.00. According to figures supplied by the State Highway Department, road building on an extensive scale is under way in thirty-nine of the sixty-three counties. The present program will add more than 1,500 miles of hard roads to the existing total of approximately 6,500 miles. This year's expenditures for road building and main-

tenance are given as \$2,590,000 and the sum of bond issues now being spent for additional highways as \$39,946,000.

Florida as a summer resort came into its own this year. Thousands of people from inland sections of the south enjoyed the delightful breezes and invigorating bathing of Florida beaches and lakes. Before all the summer visitors had gone, incoming tourist travel for the fall and winter started, earlier than ever before. It is estimated by dependable authorities that more than a hundred thousand persons from other states had reached Florida by the middle of October, most of them to remain until spring. The year-round population of approximately one million will be practically doubled during the winter months. Fully one million dollars will be spent in the next few months for national advertising of Florida and Florida products, about one-half of the sum to attract additional population, transient and permanent.

There is now plenty of business and good business in Florida. To participate therein manufacturers of meritorious products need only to advertise *in Florida*. Magazines and periodicals of alleged national character will not deliver Florida trade in profitable quantities. The newspapers of the state are the safe and sure means for covering Florida. They offer a market not to be duplicated in any other section of the country. In the fall and winter they give materially enlarged circulations at regular rates. Among them, the Florida Times-Union occupies a position of admitted and earned leadership, successfully maintained for a long period of years. The Times-Union is supreme in Jacksonville and dominant in Florida.

FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in Chicago and New York by the
BENJAMIN AND KENTNOR COMPANY,
in Atlanta by A. D. Grant

*Average circulation, according to October postoffice statement,
37,606—a gain of 1,963 from April and of 4,303 over October, 1922.*

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

V.—WICHITA—"City of Home Lovers"

By HARRY R. DRUMMOND

WICHITA, Kansas, is a city of home lovers.

Witness—in 1920 the Government census gave Wichita 72,128 people. In 1922 the state school census, minus government censorship, but supervised by the state, found 83,577 and in 1923 local investigators, unhampered by either government or state supervision, reckons the city as having 90,000 humans.

The birth rate is always high in every city during the first three years following each government census, but the opening statement regarding Wichita stands approved as read. Wichita, Kansas, is a city of home lovers.

For the purpose of this story, however, and to avoid the suspicion of local booster influence—also in order to have official figures to fall back on for substantiation, the United States Census Bureau figures shall be used, and Wichita, Kan. will be classed as 72,128.

In point of population Wichita is the second city in Kansas—but Wichita proudly points to the fact that its citizenry does not move en masse across any state line to work and to spend its money—Wichita is not merely a sleeping place for another city, so, in everything except mere roomers Wichita is the first city in the proud state of Kansas.

Wichita is a good looking city—a mighty good looking city. Clean and well built, well taken care of. The down town district looks very much like Syracuse, New York, which is a compliment, both to Wichita and Syracuse—a merited compliment.

Wichita has, since its incorporation, in 1870, been many kinds of a city. Its original commercial enterprise was the sale of buffalo robes. Later it became a cow town of parts, since which time it has grown into a "boom" town, an oil town, and a wheat center of no small proportion.

There are 135 miles of paved streets in Wichita, and in every respect it is a city in which any citizen may have a just pride.

The buildings, particularly in the down town district, are very modern, decidedly smart in appearance and many of them are extremely pretentious.

The city is "zoned" throughout and the zoning laws are very rigorously upheld, insuring sightly and symmetrical appearance everywhere.

Wichita, in common with almost all cities (please notice the almost) has a Chamber of Commerce where the investigator may find vast quantities of misinformation and at the same time less real information of value than one could imagine.

The writer was gratuitously supplied with a beautifully illustrated and splendidly printed book about Wichita, compiled by the Secretary of the Wichita Board of Commerce, in which it is said that—I quote—"The Wheat Capital of The World" is a title often given to Wichita. Shades of Chicago and Minneapolis! Often! When? Where? By whom?

Wichita's retail shopping district—the "down town" is made up of some twenty-five blocks of stores.

Fifteen blocks on Douglas avenue, the principal business street, North Main street for three blocks, North Market street and North Lawrence street for two blocks are most excellent retail streets—and there are several neighborhood shopping districts of smaller stores, so that there are 482 retail stores in the city, all told.

The Innes store is the largest and highest class department store in the city, catering to the aristocracy of Wichita and points adjacent.

Rohrabugh's is second in quality of merchandise and customers, but third in point of sales, as the Boston Store sells more goods—but cheaper and to the less

particular, price impelled customers. Collectively these stores do some \$5,000,000 annually.

Walker Brothers, Greenway and Rau, Newton-Edwards and Coombs stores, listed as they grade, are four more so-called department stores—principally "so called" merely. They grade more on the "run of mine" variety as to quality, and do some \$4,000,000 between them.

The gross retail sales of Wichita stores, collectively run about \$50,000,000 annually.

The citizenry of Wichita runs very high as to native born white stock. Millionaires are scarce and paupers almost as scarce. The people are, for the most part well to do, well educated, common sense Kansas folks—good people to know, good people to do business with.

Wichita is a well dressed city. Common sense clothes, good quality, well kept but not much fancy ultra-modern stuff.

There are five railroads running through Wichita, the Santa Fe, Rock Island, Missouri Pacific, Frisco and Orient, also the Midland Valley and the Arkansas Valley Interurban.

The automobile routes include the Meridian Highway; Atlantic Pacific Highway; Southwest Trail; Cornhusker Trail; Cannon Ball Route; the Osage Trail and the Denver-Joplin Route, together with several hundred miles of well graded sand and gravel roads covering the surrounding country.

Riding through the residential district of Wichita one is impressed with the good looking, well kept smaller homes. Large houses, mansions and estates are few—but most of the homes follow the bungalow idea. They are mighty comfy and homey looking, with pretty yards and kept in splendid repair.

Good merchandise finds a ready sale in Wichita—good, substantial stuff—made to give service, be sightly, and in which the owner may take pride.

Wheat is easily the leading revenue producer for the Wichita trading territory, but oil and cattle form big revenue producing industries, too.

In 1922 the Wichita stock yards handled 310,860 cattle; 80,258 calves; 568,617 hogs; 82,272 sheep and 17,778 horses and mules.

Wichita creameries manufacture 6,000,000 pounds of butter annually—several very large flour mills ship flour all over the country—two very large packing houses, Cudahy and Dold, as well as several smaller concerns convert beef, pork and mutton from the hoof to the refrigerator in volume running into millions annually.

Wichita is the largest broom corn market in the world, and, after sifting the

"booster" stuff from the actual facts. Wichita stands out as a market active, productive, and capable of great expansion, a market much too important to be slighted, and well worth intensive cultivation.

With few high spots and equally few low spots, but with a very high average, Wichita rightfully belongs in the class of important and only partially developed profitable markets for national advertisers.

A. P. Advisory Board Meets

The advisory board of the Eastern Division of the Associated Press met in New York, Nov. 15, at the Associated Press headquarters on Chambers street. A number of routine matters were considered. Richard Hooker, of the Springfield (Mass.) Republican, is chairman and the other members are: Frank E. Langley, Barre (Vt.) Times, Charles F. Chapin, Waterbury (Conn.) American, Frank E. Gannett, Ithaca (N. Y.) Journal-News, and George E. Graff, Williamsport (Pa.) Sun.

The executive committee of the Associated Press will meet in New York, Nov. 21, at 10.30 o'clock.

N. Y. Times Buys More Property

The New York Times has bought four additional plots of land on Forty-fifth street, adjoining the block front which it purchased a year ago. The new purchase will be used to house the newspaper's rotogravure equipment. It measures 200 feet on Eleventh avenue and 225 feet on Forty-fourth street. The Times rotogravure is now located on the 6th and 7th floors of the Times Annex, where crowded conditions prevail.

ANDREWS LEAVES DORLAND

Resigns Agency Presidency to Publish Boston American

Barrett Andrews has resigned as president of the Dorland Agency, Inc., New York, to become publisher of the Boston American.

A successor was to be appointed at a meeting of the board of directors of the Dorland agency, Nov. 16, it was announced as EDITOR & PUBLISHER went to press.

Senator Walter Edge, New Jersey, who owns the agency, placed Mr. Andrews in charge in 1919. The latter at that time had just returned from the World War. He was a colonel in the army. Before the war he had been half owner, with Conde Nast, of Vanity Fair and House and Garden.

Paul Block Celebrates Anniversary

Paul Block, nationally known as a special newspaper representative, recently celebrated his 25th year in business. He entertained the men of his staff at a luncheon at the Ritz-Carlton, and on Nov. 7, entertained 40 young women in his employ at a luncheon at the Ritz, followed by a matinee party to see "The Nervous Wreck." Mr. Block has also offered three trips with all expenses paid to three deserving members of the Advertising Club of New York, who might otherwise be unable to go, to attend the convention of the Associated Advertising Clubs of the World at London next July. He has also offered to defray the expenses of two members of the New York League of Advertising Women, to the London convention of the A. A. C. W. in July, 1924.

There Are No Padlocks on the Pockets of Cincinnati

Eighty-eight thousand individual givers—an average of one from every family in the city, contributed to the Community Chest for the support of social service agencies in Cincinnati this year. Half of them own the homes they live in; six-sevenths of them are native-born Americans with American liberality in spending as well as in giving. All of them are regular, daily readers of the TIMES-STAR.

Attract the attention of these home folks, secure their interest in the goods or services you have to sell, awaken their desire for possession or enjoyment, and they will take the fourth step for themselves.

The TIMES-STAR is the one medium that reaches and influences every buying unit in this community; it is their source of information and guidance on matters related to the expenditure of the family budget and the investment of the family surplus. The community extends to its advertising pages the same confidence that it accords to its news and editorial columns.

If this were not so the TIMES-STAR could not have held undisputed supremacy for fifteen consecutive years nor would the statements of display lineage for the first six months of the present year show it leading the field with 5,999,259 lines, and carrying 45% of all the national display advertising carried by the four Cincinnati papers during the same days.

No, there are no padlocks on the pockets of Cincinnati. Let the TIMES-STAR tell him what you have to sell, and, if it's good, he'll buy it.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

FOR the first ten months of 1923, The Baltimore Sun (morning, evening and Sunday) carried

26,408,667

agate lines of paid advertising, an increase of 2,615,213 agate lines over the corresponding period of 1922.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday



“The State of Wichita—” —and the Eagle!

THE “STATE OF WICHITA,” as we have designated this area, comprising the trade territory, in Kansas and Oklahoma, of the city of Wichita, defines also the great community over which the Wichita Eagle completely dominates—In advertising—In circulation—In reader interest! It is in size larger than many states in the Union, with more than a million of the highest type of population; with untold resources—oil, mining, livestock, agriculture (and nearly a hundred million bushels of wheat this year!)

It's a big story—so we have prepared a very wonderful Booklet, describing The State of Wichita in Detail—its resources—its people—and its newspaper—The Eagle!

LET US SEND YOU A COMPLIMENTARY COPY

The Wichita Eagle

WICHITA

KANSAS

In the National Field The Wichita Eagle Is Represented by

THE S. C. BECKWITH SPECIAL AGENCY

New York—Detroit—Chicago—St. Louis—Atlanta—Kansas City—Los Angeles—San Francisco

CONTROLLING COPY FLOW IS SECRET OF ECONOMIC PRODUCTION

Milwaukee Journal's Planning Division Created to Eliminate Costly Edition Time Rush—Searching Analysis Revealed Haphazard Methods Prevailing

By OSMORE R. SMITH

EDITORIAL NOTE:—Mr. Smith is a member of the Milwaukee Journal's planning department. This is the first of three articles.

THE production of mechanical department of the city daily is usually an unfamiliar field to the men who comprise its news and advertising staff. The country editor may still arrive by way of the stick and the composing stone, but his city brother develops from the general assignment and the school of journalism. His contact with the process of production, in most instances, is purely incidental and he knows the printer only as a fellow who pi's his pet stories and fails to take his proofs.

Similarly, the advertising man sees in the mechanical branch only a place where he turns in copy and by some hocus pocus, gets out a proof. Before he came to the newspaper, he was perhaps a buyer in a department store, a grocery salesman or an insurance agent. He had no opportunity to learn the a, b, c's of printing before he got his newspaper position and found no particular reason for so doing afterwards.

As a result of this ignorance of things mechanical, the departments which usually exercise major control in the management have disregarded certain elements of co-ordination, attention to which would solve some vexing problems of the newspaper plant and lessen the strain of publication.

Now, the production of a daily newspaper is as much a problem of manufacturing as is the making of an automobile or a pair of shoes. The methods of manufacture naturally differ, but the principles which should determine the methods are the same. Your progressive manufacturer knows that he has not solved his production problem when he has gotten good workmen in a modern factory and given them good tools. He must also see to it that the raw materials or the parts with which they are to make a finished article come to the workers at the right times, in the right places and in the right quantities.

News and advertising copy are the two prime raw materials in newspaper production. If copy is regularly received from the editorial department at such times and in such quantity that the composing room cannot set it before the last form closes, the usual practice has been to buy more linotype machines and hire more men to run them. Similarly, if the advertising department daily swamps the ad alley with last minute advertising, more equipment, more help, and more overtime has been the answer. Unfortunately for this ready-made solution, excessive overhead and operation charges are the result, and the plant is over-equipped and over-manned for the normal daily production.

When Henry Ford faced the problem of manufacturing cars in quantity and selling them at a price that would make more car owners than other auto manufacturers had previously dreamed of getting, he did not adopt this ill-considered solution. He studied his manufacturing processes down to their minutiae, and from his study, noting the weaknesses revealed, evolved a philosophy and method of manufacture that has worked a revolution in American industry. More machinery and more men followed, but as an incident fitting into a preplanned organization.

The Milwaukee Journal attacked its production problem in a similar way some three years ago, to meet the needs of a steadily increasing volume of business handled in a plant already crowded with machinery and enlarged to its practicable limits. It found in short order that there was a most intimate connection between the strain of going to press on time and the flow of copy from the editorial and advertising departments. Imagine copy

from the editorial department swamping the linotypes just before edition time; at intervals between editions there is not sufficient "live" copy to keep the machines busy. "Kills" and "tear-ups" on stories are never ending, even though in many instances the news developments do not appear to justify changes. Advertising comes to the ad alley with cuts and portions of the copy missing, the foreman of the ad alley spending a goodly portion of his time trying to locate the missing matter. Solicitors drift in from time to time to request favors or special service. Others appear after the size of the paper has been determined and the forms made up for the first edition, bringing late copy and the mandate of the advertising manager that it must run. Mutilated proofs dribble in from the advertisers—proofs that called forth triple barreled expletives from printers who see hours of nervous labor gone for naught. Forms crowd one another at the steam table because the type that went into them has been set during the last minute rush. "Chasers" follow, to correct errors made in haste, errors which the proof readers cannot catch before edition closing because they, too, are swamped. And thus the jam in the composing room passes on to the stereotyping room, the press room, and the mailing room, carrying delay and aggravation with it. This caricature of composing room conditions, with which every mechanical superintendent is familiar, illustrates what not infrequently happened on The Journal before copy came to have any significance as a raw material.

The production organization faced a trying situation. It was trying to set type, make up forms, cast plates, run presses, and mail papers, which are its essential functions, and at the same time it was endeavoring to get from other departments the service without which the efficient execution of these functions was impossible. In a word, it was trying both to execute and to plan at once.

A planning division was created to relieve the mechanical divisions of the planning, leaving them free to get out the paper. This division was charged with the duty of getting such service from raw material departments as would eliminate the costly delays, minimize the wasted effort, and relieve the strain of production, and by so doing better the service given by the Production Department to the organization as a whole. It was authorized to work out methods and to recommend standards, the application of which would attain the ends sought. Once such methods and standards had been agreed upon, the Planning Division was responsible for seeing that they were observed, and wherever possible improved upon. It had also the further responsibility of suggesting improvements within the mechanical divisions to save time and labor.

What The Journal did was to emphasize planning for production equally with production itself, and to make it distinct from executing by placing the function in a separate, though co-operating, department. The results attained are proof that the right methods of control are just as important as the right machinery and much cheaper to install.

The details of these methods and the results obtained from their application are described in subsequent articles.

New York Ad Women to Dine

The New York League of Advertising Women will hold its regular monthly dinner Tuesday evening, Nov. 20, at the Advertising Club of New York. Several addresses will be given. Miss Es-

ther Strong, employment manager of L. Bamberger & Co., Newark, N. J., will speak on "The Service End of Selling." "Retail Merchandising" will be discussed by C. A. Brown, merchandise and service manager of L. S. Plaut & Co., of Newark. J. Thomas Lyons, national advertising manager of the Baltimore Sun, will discuss "The Logical Medium for Retail Store Advertising."

PLAN 2ND DISTRICT MEET

Executive Committee Sets Region Convention for Next May

The executive committee of the Second District of the Associated Advertising Clubs of the World met at the Advertising Club of New York, Nov. 13, with Paul V. Barrett, of Scranton, Pa., district chairman, presiding. The reports of clubs on the number of members who will attend the advertising convention in London next July, indicated that 400 and perhaps 500 members will go from this district.

Clifton D. Jackson, secretary of the Advertising Clubs of New York welcomed the guests on behalf of the club. Carl Hunt, general manager of the Associated Advertising Clubs, told of the work of the association and of plans of the Transportation Committee for the London convention.

The slogan, "Every Club the Advertising Manager of Every Good Cause in Its Own Community," was adopted and this will be a keynote of the first convention of this district, to be held in Philadelphia. The meeting will probably be held in May and the Poor Richard Club and the Philadelphia Women's Advertising Club

will be jointly in charge of local arrangements. H. C. Squires, president of the Advertising Club of Scranton described the remarkable campaign which had been carried on at Scranton in behalf of the Scranton Community Chest.

Following Mr. Squire's talk, the committee decided to request reports from every club in the district at the May convention upon what they have done along similar lines. The meeting closed with talks by Kenneth Barnard, director of the National Vigilance Committee and Earle Pearson, educational director.

COMPLETING LONDON PLANS

Neal, Transportation Chairman, Assures Trip in Comfort

Arrangements for the trip abroad to the London Convention of the Associated Advertising Clubs of the World, July 14, 1924, are virtually completed, Jesse Neal, secretary of the Associated Business Papers, Inc., and chairman of the "On to Britain" Transportation Committee, stated this week.

The transportation committee has gone into every detail to provide for the comfort and entertainment of the legitimate delegates to the convention, Neal said. As soon as it is definitely known how many are going to England the plans can be completed.

A definite announcement will be made this month, he said.

Seattle Times to Print Roto

The Seattle (Wash.) Times, beginning Dec. 2, will publish a rotogravure section.



(Photo by Army Air Service)

Washington Is An Unique Market Within Itself

It's the Nation's Capital—a separate and distinct community within itself. Numerically larger than any one of a half dozen States. Well-to-do people—with the inclination and money to buy what appeals to them—luxuries as well as commodities. You cannot reach them by proxy—you must address them directly. But it requires only ONE medium to do this thoroughly—THE STAR.

Your request for an analysis of your problem in this market will receive our immediate attention. Always at your service.

The Evening Star.
WASH. MONDAY MORNING EDITION
WASHINGTON, D. C.

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

Chicago Office
J. E. Lutz
Tower Building

A. W. HOWLAND NOW SMILES AT THOSE WHO SAID, "IT CAN'T BE DONE"

By ROSALIE ARMISTEAD HIGGINS

SIX years is but a brief space of time to build up a list of nine newspapers, but A. W. Howland, member of the firm of Howland & Howland, special newspaper representatives with offices in New York and Chicago, has that number to his credit.



A. W. HOWLAND

Albert Williams Howland, to give his full name, was born in Lancaster, Pa., and with his parents moved to Philadelphia before he was a year old. He grew up in the Quaker City, attending high school there, and then entered Colgate University, where he studied to become a civil engineer. He never entered upon the profession for which he prepared himself, however, as shortly after leaving college he accepted a position as advertising manager with the Penton Publishing Company, publisher of technical trade journals. He went to Boston, where he had charge of the New England territory for these publications, and remained nine years, with this concern.

Advertising made a strong appeal to Howland from the beginning, and he made good use of the years spent with the Penton Publishing Company, for he had but one object in mind, and that was to go into business for himself. The field which attracted him was the field of special newspaper representation, but everyone told him that it was impossible, as he would find it extremely difficult to get even one paper, without previous experience as a "special." To all of these discouragements, young Howland turned a deaf ear, and to quote his own words, he "was going into business for himself to prove that it could be done, if for no other reason." Such dogged determination seldom fails, and after two months, he secured the representation of the Wilmington Sunday Star, in 1917. He opened his office at 303 Fifth avenue, and his wife, a Vassar graduate, with no previous experience in that particular line, but with much innate ability, assisted him for the first year. He added other papers to his list, and several years later, his father joined him in partnership and the firm became Howland & Howland. In 1918, the younger Howland began the publishing of the "Howland Homily," a miniature monthly, devoted alternately to each of the papers he represented. "The Howland Homily" has grown in interest and proportions, and is bright and snappy.

It is sent out to a selected list of 4,200, and in this list are included a number of space buyers or others who have the authority to select space. Howland, to quote his own words is "a great believer in telling 'em quick and telling 'em often." As a proof of his convictions, he sends out each Monday, blotters, telling briefly the story of one of his papers, and each month, he sends out some form of advertising copy. He takes his own medicine; he believes in advertising.

Doubtless the primary reason for A. W. Howland's success is due to the fact that he is doing the thing that he loves to do, and according to his own statement, if he started over again, he would select the same vocation. In speaking of the business of special newspaper representation, he said "There is a big fascination about this business. You may think me prejudiced, but it is my belief that no types of men average higher than men at the head of newspapers, with the possible exception of men in the pulpit. And it is enjoyable to work with them in the building of their properties. There are some publishers who betray their trust, but by and large publishers have the interest and the growth and character of their communities at heart. When to this fact is added the one that the advertising business today is attracting a fine type of alert and forward looking young man, you can see that we are indeed fortunate in the people we deal with on both sides. I must frankly admit that there is a lot of real pleasure in our work, and I do not believe there is any business that would give more day to day interest."

Mr. Howland is a member of the Executive Committee of the Six Point League, the organization of special newspaper representatives, and is deeply interested in its future. He thinks, however, that the Six Point League will never accomplish great good until it has a paid executive, such as the American Association of Advertising Agencies, and similar organizations have. He thinks the League should set a standard of practices for newspaper representatives, and that when this is done, believes the agencies will cooperate to the fullest extent with members of the Six Point League.

Mr. Howland is a member of the Advertising Club of New York, and has served as a member of the Educational Committee of that Club. His other interests include the Delta Kappa Epsilon fraternity, and he is a member of the Board of Governors of the New York Chapter. He is also a member of the Douglaston, Long Island Club, and here in his leisure moments, he plays tennis, his favorite pastime.

To Spend \$150,000 On Publicity

The Knitted Outerwear Association plans to spend \$150,000 in publicity work during the coming year, according to S. S. Sampliner, chairman of the publicity committee, who reported at the recent convention of the Association at Cleveland. Nat C. Wildman, publicity director, declared illustrations and text matter prepared by the publicity bureau are being used by a large number of daily newspapers.

New Syndicate Formed

The Readers' Syndicate, Inc., with offices at 799 Broadway, New York City, has recently been formed. It is a subsidiary corporation of the Readers' Publishing Corporation of the same address. W. M. Clayton, is general manager, Austin C. Ring, editor, and Harold Hersey, associate editor. The Syndicate has made a start with features including Weber and Fields, Thomas Edgelow, W. W. Kenilworth, and others.

Paterson Times Suspends

The Paterson (N. J.) Times has suspended publication, the last issue appearing Nov. 10. The newspaper was founded a year ago. It went into bankruptcy Aug. 11 last, and has since been published by a trustee in bankruptcy for the Passaic County Publishing Company. It was claimed more than \$100,000 was the loss of the year's venture in the publication of the paper.

Chicago Post Radio Section

The Chicago Evening Post on Nov. 15 began publication of a radio supplement of 16 pages, which was issued with the regular editions of the paper. It contained many features now published in periodicals, and also many radio items and pictures. In addition, a daily column conducted by Iverson C. Wells is published in which current news items and complete programs from all broadcasting stations are carried.

時事新報

**JAPAN—
Land of
Greater Opportunities**

Close upon the heels of destruction came the spirit of determination which always leads to greater things. Japan of today is a land of greater opportunities for American exporters—a market that should be given immediate attention by the American manufacturers.

All Japanese from the most humble worker to the most influential citizen are anxious to emphasize their appreciation of the wonderful American generosity which has brought such great relief to thousands of stricken people. Words fail to express the gratitude that is in the heart of every Japanese. This American generosity has made possible the rapid upbuilding of the great Japanese markets.

IMPORTANT ANNOUNCEMENT

The Jiji Shimpo resumed printing regular editions September 12. Since September 2 so called "extra" editions, reduced in size, were printed every day until regular editions were possible. The entire Jiji plant was destroyed but co-operation in publishing circles and the spirit of progress so characteristic of the modern Japanese press has made it possible for the Jiji to resume its position of leadership with complete editions every day.

THE JIJI SHIMPO

Cables:
"Jiji Tokyo," Tokyo, Japan
Bentley Code

Morning
and Evening
Editions

AMERICAN HEADQUARTERS
Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

ENGLISH MAKE READY FOR LONDON MEET

Leaders of Industry Lending Hearty Support to 1924 Ad Convention Says Thomas McDougall, Here from England

Great Britain's advertising fraternity is enthusiastically preparing for the 1924 London convention of the Associated Advertising Clubs of the World, according to Thomas McDougall, governing director, Thomas McDougall, Inc., London, and also member of the convention finance and transportation committees.

Mr. McDougall, a frequent visitor to the United States, arrived in New York Nov. 9, planning to spend a month on business in this country. He attended the 1923 advertising convention at Atlantic City, and is very active in organization work for the London meet.

"We were given such a royal reception in this country, we were rather fagged out, when we first returned home," Mr. McDougall declared in an interview, "but now preparations for the London convention to be held July 14 to 19, at Wembley, are progressing rapidly.

"Leaders of industry on every hand are supporting the convention. Lord Leverhulme and Lord Burnham have agreed to be presidents of the conclave," he said, "while Sir Albert Morgan has accepted the invitation to be chairman of the national reception committee."

Fresh from several important pre-convention meetings in England, Mr. McDougall was confident the gospel of organized advertising has been well received by English advertising men, and predicted the London convention would tend more than anything else to increase trade throughout the world.

"The year 1924, with the British Empire Exhibition in progress, will be the biggest England has ever had, from a business viewpoint," he said. Hotel accommodations will be at a premium. Nevertheless, the Accommodation Committee, of which Horace S. Imber is chairman, has already secured hotel accommodations for 1,200 people, and the work is still going on.

"The Social and Entertainment Committees have arranged a series of banquets, balls, and garden parties to keep visitors entertained during convention week, while the Sight-Seeing Committee is now hard at work, fixing a series of tours for the week following, when most of the big industrial centers of England will be visited.

"Definite organized groups represent-

ing different departments of advertising, such as church, community, direct mail, outdoor publicity, are being formed.

"The advertising men of London are getting together in an informal way for weekly luncheons to discuss and formulate convention plans.

"The week before I sailed," he continued, "the weekly luncheon group went out to Wembley to inspect the building, which is being specially constructed to house the advertising convention.

"This building should be completed by April. It is being built of concrete, and will have a seating capacity in its convention hall of 5,000.

"Many men are showing a keen interest in the convention who otherwise would never concern themselves with any event undertaken by the advertising interests.

"This fact was emphasized at a banquet held in Bedford, Oct. 24, arranged by H. C. Derwent, general manager of the Bradford Daily Telegraph and the Yorkshire Observer. Derwent gave a splendid speech in favor of the convention to more than 200 of the biggest business men of the district.

"Sir James Hill, chairman of the directors of the Bradford Newspaper Company, Ltd., who presided at the banquet gave \$5,000 to the convention fund.

"To sum up," Mr. McDougall concluded, "the advertising men of Great Britain have been brought out of a somewhat apathetic atmosphere to one of enthusiastic and energetic desire for the betterment of advertising in general and the promotion of the convention."

LONDON PROGRAM MEET

Americans to Go Forward Pending Word from British

Despite the fact no definite word had been received Thursday from English officials outlining the British program for the 1924 London convention of the Associated Advertising Clubs of the World, the International Program Committee was to meet Nov. 16, under the chairmanship of Harry Tipper, at the Advertising Club of New York.

Earl Pearson, secretary of the committee, announced the meeting had been postponed on two previous occasions, awaiting word from England, and it was thought best to start work on American arrangements without British representation.

A letter was sent to English officials requesting the program outline as early as Aug. 17, Pearson said, and since that date other letters and cables have been dispatched without response.

The session Friday, it was stated, was to be given over to discussion of American program problems, with particular attention given to transportation.

Catholic Writers' Theater Guests

The Catholic Writers' Guild of America will be given a theater party Nov. 18, when they will be guests of Charles B. Dillingham, Sam H. Harris and E. F. Albee at the Globe Theater, New York.

IMBER OF DAILY MAIL HITS SPURIOUS ADS

Interest in 1924 London Convention Will Center About "Truth in Advertising," He Tells Publicity Club

(By Cable to EDITOR & PUBLISHER)

LONDON, Nov. 13.—The future of advertising depends upon the cleaning up and exclusion of undesirable copy from newspapers, Horace S. Imber, advertisement director of the London Daily Mail and associated newspapers, declared here last night in an address to the Publicity Club of London on "Truth in Advertising."

Imber disclaimed for his views any official representation of the journals with which he is associated.

"We have three types of advertising, which require very careful supervision," he said.

He classified these as:

1. Fraudulent.
2. Advertising which is unreliable, exaggerated, or misleading.
3. Trick advertising.

He declared the number of types of advertising barred by the group of newspapers with which he is associated totalled 43.

"When a reader writes in answer to an advertisement and eventually finds he has been fooled, he does not talk much about it, but at the back of his mind is the thought, 'I will never answer another advertisement.' He damns the whole lot by his experience with one shady individual.

"It is unfortunate that all advertisers suffer. Naturally they do not get the returns they should from their advertising.

"If returns from advertising drop, advertising also drops in volume.

"For the last 12 years I have done all in my power to keep from the papers I represent any advertisement I consider comes under any one of the three categories I mentioned.

"We have banned 80 advertisers, most of whom went into liquidation afterwards, which goes to show that when censorship is exercised the main source of the profits of unsound advertisers is removed.

"I am of the opinion that 98 per cent of the men whose living depends upon advertising are sincere, in their wishes and efforts to get advertising elevated and put on a higher plane than at the present moment.

"At the convention next year the most important work that will be accomplished will take place on the new standard that will be raised bearing the words, 'Truth in Advertising.'"

Writers Appeal for Lestschinsky

The Foreign Press Association of Berlin, through its president, Alvarado Delvayo, has appealed to General von Seeckt and the War Ministry in behalf of J. Lestschinsky, correspondent for the Jewish Daily Forward, of New York, who was put in jail on orders from the War Ministry. The newspaperman, who is a Lithuanian, is accused of falsely reporting Jewish pogroms. Delvayo also has asked for the determination of the status of all correspondents under the present state of siege.

WHO'S WHO IN THE CONSOLIDATED PRESS



WALTER CAMP

WALTER CAMP, the greatest of the football strategists and the father of the gridiron game, writes exclusively for the papers receiving the Consolidated Press service.

Besides football, Walter Camp writes all the year 'round on amateur athletics.

It was Walter Camp who predicted that the American golfers would win the Walker Cup but lose the British amateur championship. And he gave reasons that were confirmed by what happened.

It was Walter Camp who first emphasized the value of the Leader-Conibear rowing stroke for short as well as long distances. He predicted that it would revolutionize rowing at Harvard and force her to go to the Pacific Coast for a rowing coach.

Walter Camp's writings in your newspaper would help to give immediately the prestige that a good sporting page should have to win a permanent hold on young and old.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

Circulation Structure

Ask the Publisher who has taken my service.

Frank H. Burgess, Publisher of
LA CROSSE TRIBUNE
La Crosse, Wis.

knows and will tell

Clifford Hewdall
A.S.A.A.(LONDON, ENGL.) CPA(INDIANA)

ACCOUNTANT & AUDITOR
33 WEST 42ND STREET

NEW YORK CITY

Income Tax

System

Auditing

NEW ENGLAND

An Exceptional Market for the FOOD ADVERTISER

This territory, distinctly a region by itself, owing to its density of population, is compelled to buy three-quarters of its food supply from outside states.

New England as a territory leads the United States in the large proportion of its population that is bonafide city trade.

Seven per cent of the population of the United States live in these six states, while 79.2% are classed as urban, it would be safe to say that more than half of the New England people dwell in 39 cities.

New England is a most highly organized, densely populated and accumulating territory and makes enough money from what it sells to please itself in food specialties.

New England people accustomed to buying advertised commodities which appeal to them, cannot be reached except through newspaper advertising.

This list of Daily New England Newspapers will move, every day, an enormous volume of food merchandise to the consumer, if you will do your part and use adequate newspaper space.

MASSACHUSETTS—Population, 6,852,556				RHODE ISLAND—Population, 604,397			
		Circulation	10,000			Circulation	10,000
		lines	lines			lines	lines
**Attleboro Sun	(E)	5,244	.0275	††Newport Daily News	(E)	6,520	.0336
††Boston Sunday Advertiser	(S)	490,588	.70	**Pawtucket Times	(E)	24,453	.10
†Boston Globe	(M&E)	282,487	.45	†Providence Bulletin	(E)	61,228	.15 (A)
†Boston Globe	(S)	322,418	.55	**Providence Journal	(M)	35,129	.09 (A)
Boston Telegram	(E)	145,118	.20	**Providence Journal	(S)	58,197	.14
††Boston Transcript	(E)	94,282	.20	††Providence Tribune	(E)	22,248	.10
**Fall River Herald	(E)	14,320	.045	**Westerly Sun	(E&S)	4,031	.025
**Fitchburg Sentinel	(E)	11,191	.055	**Woonsocket Call	(E)	13,558	.04
††Greenfield Recorder	(E)	8,241	.0175				
**Haverhill Gazette	(E)	15,916	.055				
**Lynn Item	(E)	16,498	.06				
**Lynn Telegram News	(E&S)	17,004	.05				
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,696	.06				
**New Bedford Standard-Mercury	(M&E)	32,425	.08				
**New Bedford Sunday Standard	(S)	26,087	.08				
†North Adams Transcript	(E)	9,334	.0375				
††Salem News	(E)	20,702	.09				
Taunton Gazette	(E)	8,263	.04				
**Worcester Telegram-Gazette	(M&E)	80,506	.24				
**Worcester Sunday Telegram	(S)	46,539	.18				
MAINE—Population, 768,014				VERMONT—Population, 352,423			
††Bangor Daily Commercial	(E)	14,448	.05	**Barre Times	(E)	6,719	.03
**Portland Press Herald	(M&S)	32,473	.08	††Bennington Banner	(E)	3,051	.0125
**Portland Express	(E)	24,400	.10	Burlington Daily News	(E)	7,183	.04
**Portland Telegram	(S)	28,734	.10	**Burlington Free Press	(M)	12,230	.05
(Sunday Edition Express)				**Burlington Herald	(M)	10,245	.04
††Waterville Sentinel	(M)	5,888	.025	††St. Johnsbury Caledonian-Record	(E)	3,310	.0214
NEW HAMPSHIRE—Population, 449,683				CONNECTICUT—Population, 1,380,631			
††Keene Sentinel	(E)	5,422	.08	†Bridgeport Post-Telegram	(E&M)	45,201	.14
				†Bridgeport Post	(S)	19,996	.09
				**Hartford Courant	(D)	23,157	.08
				**Hartford Courant	(S)	60,185	.11
				††Hartford Times	(E)	45,123	.12
				**Meriden Record	(M)	7,255	.045
				†Middletown Press	(E)	7,897	.03
				†New Haven Register	(E&S)	37,063	.11
				**New London Day	(E)	11,350	.06
				††Norwich Bulletin	(M)	12,248	.07
				**Norwalk Hour	(E)	5,900	.03
				**Stamford Advocate	(E)	3,827	.0275

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

COAST MEET BOOSTS COMMUNITY ADS

Fifty Newspapers Represented at San Francisco Gathering Sponsored by Bureau of Advertising—Hofmann of Oregonian Presides

Fifty representative newspaper men from all parts of the Pacific Coast gathered at San Francisco, Nov. 13, at the invitation of the San Francisco office of the Bureau of Advertising of the American Newspaper Publishers' Association to discuss problems of mutual interest and particularly further development of national advertising for newspapers in the Far West. William J. Hofmann of the Portland Oregonian and member of the committee in charge of the bureau presided.

It was stated at the meeting by a number of speakers that cities all along the coast were showing an ever increasing interest in the possibilities of community advertising done through newspapers, and plans were discussed whereby the Bureau of Advertising might be of further service to cities having advertising of this type to place. The consensus of opinion was that inasmuch as newspaper campaigns for this advertising have been uniformly successful, figures showing definite results obtained should be laid before tourist associations now planning their 1924 advertising for their information and guidance.

Plans were considered for interesting further Pacific Coast manufacturers in the cultivation through newspaper advertising of home markets, and a number of reports showing great progress on these lines were submitted. Other matters considered were dealer co-operation by newspapers, methods of curbing the free publicity evil, and "tie-up advertising." The meeting enthusiastically endorsed the work of the Bureau of Advertising in general, with specific reference to the progress made by the Pacific Coast office under the management of Thomas L. Emory. Resolutions of appreciation of the work of the committee in charge of the bureau under the chairmanship of William F. Rogers of the Boston Transcript were also adopted, and plans were made for a further meeting in Fresno next May in connection with the Pacific

Coast Advertising Club's Convention.

The meeting was held in connection with the visit to San Francisco of William A. Thomson, director of the bureau, who has been speaking on newspaper advertising before Chambers of Commerce and advertising clubs in the far west.

Cameramen Hurt in Explosion

Oscar Goldberg, 21, and Max Fried, 23, news photographers, employed by the Photo News Service, New York, were seriously injured Nov. 9, when a bottle of flashlight powder exploded as they were taking pictures of passengers arriving on the S. S. Aquitania. Both men were reported as recovering. It is feared, however, Goldberg may lose his sight. Two fingers were torn from Fried's right hand, his left hand was badly lacerated, and his body badly burned.

Plain Dealer Extends Ad Service

The Cleveland Plain Dealer is now giving a 24-hour want ad service which insures the publication of an advertisement in every edition printed within 24 hours after the ad is accepted for publication. Under the new plan a want ad received too late for the city or state extra is run in the All Ohio edition and the morning city final 7 o'clock edition the following day, and in addition the ad is held for publication in the first edition the second evening. H. C. MacDonald, classified manager, planned the new arrangement.

Printing Amendment Loses in Ohio

Ohio newspapers will not be made the means of instructing voters how to deal with proposed constitutional amendments. The voters turned down a proposed

amendment to the state constitution at a general election, Nov. 6, providing that instead of having leaflets printed and mailed direct to all registered voters the Secretary of State could print such instructions as he deemed necessary in newspapers of all of the 88 countries.

Manhattan, Kan., Papers Combine

The Manhattan (Kan.) Mercury, an evening paper, and the Manhattan Weekly Republican, both published by Fay N. Seaton, have been combined with the Manhattan Morning Chronicle, published by Harry F. Parsons. The three papers will be issued from the Mercury's new plant, with Seaton as publisher and Parsons as manager. Subscribers will continue to be served independently, but the ultimate intention is said to be to furnish residents of Manhattan with morning and evening editions.

How Shaw-Walker Letter Files Obtained Metropolitan Fame

STREET & FINNEY
TAKE THE GUESS OUT OF
ADVERTISING

171 MADISON AVENUE NEW YORK



November 8th, 1923.

The New York Times:

Shaw-Walker, makers of "Built-Like-A-Skyscraper" Files, have been advertising in New York City for nine years. During practically all of that time their advertisements have appeared in but one New York newspaper -- the New York Times.

Several years ago, we tried to advertise Shaw-Walker Files in another newspaper for a few weeks but have not used it since.

The picture of the Shaw-Walker File -- the man jumping in the drawer -- is one of New York's most familiar trademarks. Probably every literate person in New York City knows it and it seems almost incredible that advertising in a single newspaper could have made this product so universally known to a district of 7,000,000 people.

The Times, and virtually The Times alone, has made Shaw-Walker Letter Files famous.

Very truly yours,

STREET & FINNEY, INC.



ESTABLISHED 1908

Oswald Garrison Villard's SOME NEWSPAPERS AND NEWSPAPERMEN

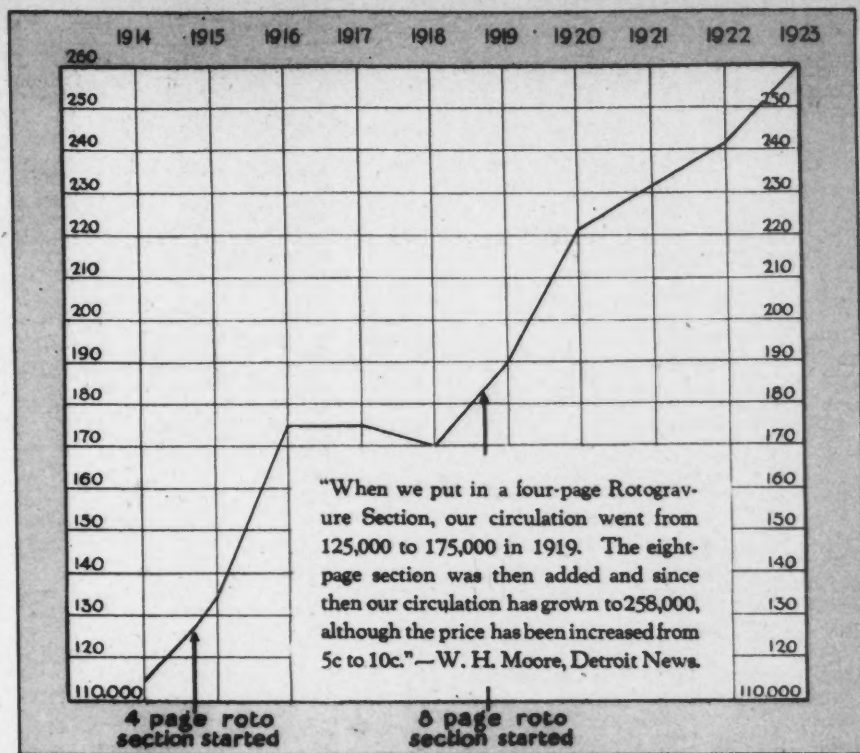
Illuminating essays by the former president of *The New York Evening Post* and present Editor of *The Nation*. Some of the titles are:

Mr. Ochs and His *Times*
William Randolph Hearst and His Moral Press
The New York *World*, a Liberal Journal
Frank A. Munsey, Dealer in Dailies
Washington, a Capital Without a Thunderer
The Chicago *Tribune*, the World's Greatest Newspaper
A Newspaper With Six Thousand Owners
Fremont Older, a Pacific Coast Crusader
The James Gordon Bennetts and Their Newspaper

Illustrated and Indexed.

At All Bookstores. \$3.00 net.

ALFRED A. KNOPF
220 West 42nd St. New York



What Rotogravure has done for Detroit News Circulation

A steady increase from 110,000 to 258,000 in eight years' time is a remarkable record of increased advertising value. Yet what Roto has done for the Detroit News is only one of many instances that show how eager the public is for the interesting picture news of Rotogravure. Other well known newspapers report circulation gains ranging from 28,000 in a few weeks to 300,000 over a period of years. With this strong index of reader interest, the advertiser in Rotogravure newspapers is sure of a rapidly growing audience of progressive, prosperous people.

How Rotogravure Helps Newspapers and their Advertisers

1. Gives added tone
2. Gets results for local advertisers
3. Creates new advertising
4. Increases circulation
5. Intensifies national magazine advertising at local points

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 910 W. 51st St.

“AS YOU WOULD SEE IT IF YOU WERE THERE”

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement and the one on the preceding page are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Boston, Mass.	Herald	New York, N. Y.	Corriere D'America
Boston, Mass.	Traveler	New York, N. Y.	Evening Post
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Forward
Buffalo, N. Y.	Courier	New York, N. Y.	Herald
Buffalo, N. Y.	Express	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	Tribune
Cincinnati, Ohio	Commercial-Tribune	New York, N. Y.	World
Cincinnati, Ohio	Enquirer	Omaha, Neb.	Bee
Cleveland, Ohio	News-Leader	Omaha, Neb.	News
Cleveland, Ohio	Plain Dealer	Peoria, Ill.	Journal-Transcript
Denver, Colo.	Rocky Mountain News	Philadelphia, Pa.	Public Ledger
Des Moines, Iowa	Register	Providence, R. I.	Journal
Detroit, Mich.	Free Press	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	News	St. Louis, Mo.	Globe-Democrat
Erie, Pa.	Dispatch-Herald	St. Louis, Mo.	Post-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Pioneer Press-Dispatch
Grand Rapids, Mich.	Herald	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario De La Marina	South Bend, Ind.	News-Times
Houston, Texas	Chronicle	Springfield, Mass.	Republican
Indianapolis, Ind.	Indianapolis Star	Syracuse, N. Y.	Herald
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Post-Standard
Los Angeles, Calif.	Times	Waco, Tex.	Herald
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Louisville, Ky.	Herald	Washington, D. C.	Star
Memphis, Tenn.	Commercial Appeal	Waterbury, Conn.	Republican
Mexico City, Mex.	El Universal	Wichita, Kan.	Eagle
Milwaukee, Wis.	Journal		

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Darien & Stamford, Conn.	Review	Orange County, Fla.	Winter Park Herald
East Stroudsburg, Pa.	Press	Paintsville, Ky.	Herald
Edgertown, Mass.	Vineyard Gazette	Philadelphia, Pa.	Item
Ellicott City, Md.	Times	Pineville, Ky.	Sun
Foley, Ala.	Onlooker	Plant City, Fla.	Courier
Manchester, N. H.	Union Leader	Portsmouth, Va.	Star
Middletown, Ohio	Journal	Towson, Md.	Jeffersonian
Milford, Ill.	Herald	Utica, N. Y.	Observer

ROTOGRAVURE

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COMMERCIAL APPEAL PUBLISHER DIES

James West Crawford, Memphis Journalist and Civil War Veteran, Succumbs to Long Illness
November 8

West James Crawford, president of the Commercial Publishing Company, publishers of the Memphis (Tenn.) Commercial Appeal, died Nov. 8, following several years of ill-health.

Mr. Crawford for more than half a century was prominent in the business and financial life of Memphis. It was he who built up the Commercial Appeal, putting it on its feet financially.

The close of the Civil War found him virtually penniless. Mustered out of the army in 1865 he first entered the employ of a cotton brokerage firm. He won successive promotions and finally became one of the best informed cotton men in the Memphis market.

Remaining in the cotton industry, he joined the firm of W. B. Galbreath & Co. In 1879 he aided in the organization of the firm of Mallory, Crawford & Co.

Two months ago, after a long newspaper career as president of the Commercial Publishing Company, he became seriously ill. His death was not unexpected. He had continued to go to his office, however, almost daily up until his last illness.

Obituary

T. M. BOWLER, aged 52, president of the Press Publishing Company, publishers of the Sheboygan (Wis.) Press-Telegram, died in that city, Oct. 22, following an operation. For 25 years he was associated with his brother in the practice of law, and besides his interest in the Press-Telegram, had connections with numerous other Sheboygan businesses.

Mrs. W. FORSYTH-GRANT, for more than 40 years society editor of the Toronto Globe, later in charge of that paper's "Circle of Young Canada," died at Toronto on Nov. 2. She was a daughter of the late Sir John Beverley Robinson, former Lieutenant-Governor of Ontario, and the author of a number of books and articles on historical subjects.

HENRY C. MAYDWELL, aged 70, for 44 years compositor on the Meriden (Conn.) Record, and for 30 years secretary of the local Typographical Union, died Nov. 3.

REV. ARTHUR S. BURROWS, aged 69, Baptist clergyman, author of numerous books and contributor to various newspapers on religious subjects, died at his home in Brookline, Mass., Oct. 31.

Mrs. ALICE BUTLER ILDEN, daughter of Major John B. Butler, U. S. A., a well known journalist and veteran of the Mexican war, died Oct. 30 at her home in Milton, Mass.

Mrs. LOUISA HUNT FROST, aged 85, widow of George P. Frost, founder and publisher of the Engineering News, died Nov. 2 in Plainfield, N. J.

J. E. STEAD, brother of the noted journalist, W. T. Stead, died Oct. 31 at Redcar, Yorkshire, England.

GEORGE F. CANIS, aged 76, retired newspaper man, formerly on the staffs of the New York World and Herald, died recently in New York.

PLAT R. SPENCER, Jr., son of the founder of the Spencerian system of handwriting, author of copybooks and widely known as a publisher of the same, died in Florida, Oct. 30. He was once superintendent of penmanship in the Cleveland public schools and with two associates founded the Cleveland Spencerian School of Business.

MARTIN D. LORING, editor of the Mason (Tex.) News, was accidentally killed by a shot from his own gun while he was deer hunting Nov. 4 with a friend.

Mrs. ADA BLANCHE HOGUE, wife of S. Fred Hogue, of the staff of the Los Angeles (Cal.) Times, died Oct. 27. Mrs.

Hogue was born in St. Louis, Mo., in 1877.

CHARLES A. GRACIER, aged 54, a pressman on the San Francisco Chronicle since 1906, died suddenly Oct. 30.

JOHN J. BIGGER, aged 48 years, publisher and editor of the Wapello (Ia.) Tribune eight years, died Nov. 3 in a Burlington, Ia., hospital, following an operation. He was a native of Pennsylvania but had been reared and spent his life in Iowa.

HERBERT J. ANDERSON, formerly a reporter and city editor on the St. John (N. B.) Gazette, died at Renforth, N. B., recently.

JOHN BARRETT, a former publisher of the Riverton (Wyo.) Review, died recently in that city.

DARIUS M. AMSBERRY, a former Broken Bow, Neb., newspaper publisher, died at Lincoln, Neb., Nov. 7.

HENRY A. HALEY, city editor of the Bowling Green (Ky.) Times-Herald, and for some years connected with the editorial staff of the Roscoe (Pa.) Ledger, died at Bowling Green, Ky., Oct. 30.

J. A. CHAPMAN, aged 69, veteran pressman, employed at the Haldeman-Julius publishing plant in Girard, Kan., died unexpectedly Nov. 3.

PHILIP CROMWELL WALTERS, advertising manager of the Johnstown (Pa.) Tribune, died Oct. 21.

LOUIS F. ARGAST, aged 58, former newspaper publisher in Nauvoo, Ill., but in late years correspondent for dailies in that section of the country, died Oct. 30 in Nauvoo.

MANSFIELD L. SNOW, aged 56, of San Diego, Cal., former Salt Lake City newspaper man, died last week.

Mrs. LOUIS T. WALSH, aged 60, of Chicago, wife of the superintendent of the Union News Company, died suddenly in the home of her daughter, Mrs. C. B. Anthony, in Cedar Rapids, Ia.

BEN NELSON, aged 73, widely known Minnesota author and publisher, died recently at Minneapolis, Minn.

Mrs. A. M. TAYLOR, widow of J. Hadson Taylor, formerly a journalist in Montreal, died Nov. 5.

DANIEL P. WESCOTT, for many years compositor on the Jamestown (N. Y.) Journal, took his own life by hanging recently.

JOHN D. BRIDGE, aged 64, general manager of the Rumford Press, Concord, N. H., publisher of several magazines, died suddenly Nov. 12. He at different times owned several New Hampshire papers, among them the Colebrook (N. H.) News; the Littleton (N. H.) Courier, the Coos County Democrat, and also publications at Haverhill, Whitefield, Groveton, and Berlin, N. H.

Mrs. JULIA THOMPSON WILLIAMS, aged 93, widow of the late Dr. J. T. Williams, founder of the Dunkirk (N. Y.) Observer, died Nov. 12, in her home in that city. She was the mother of S. B. Williams, present editor of the Observer.

CHARLES SARNEY, veteran Canadian publisher, died at Port Burwell, Ont., recently. He worked on the Parry Sound (Ont.) North Star, as a young man, and later published papers in Whitby and Ontario points, returning to Parry Sound in 1896 as publisher of the Canadian.

D. M. AMSBERRY, aged 72, formerly secretary of state for Nebraska and widely known Nebraska newspaper publisher, died last week at Lincoln.

Mrs. NELSON E. DEGROAT, president of the Essex County Publishing Company, which publishes the Essex County Republican of Keesville and Port Henry, N. Y., died recently.

MALCOLM CAMPBELL DOUGLAS, aged 51, editor of the Dunn County News at Menomonie, Wis., died of a paralytic stroke, Nov. 5. He had been managing editor of the Milwaukee Sentinel and city editor of the Milwaukee Free Press and St. Paul Pioneer Press.

DR. ALBERT ELIJAH DUNNING, aged 79, for many years editor of "The Congregationalist," died, Nov. 14.

Short Talks on Advertising



By Charles Austin Bates

Not so much a "feature" as a practical aid to the advertising department.

The service includes specially written letters to be sent to advertisers.

The idea is not only to educate readers and advertisers, but to bring a direct and quick increase in revenue.

CHARLES AUSTIN BATES

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Better Casting Results

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WILKE'S TYPE METALS

The NEW Standard For Type Metals



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Send for "WILKE'S TYPE METAL PRIMER"

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Hanna Paper Corporation

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on the business and financial situation, above any other single piece of news that you can print.

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First in Ohio

*Leads
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Newspapers
in Paid
Advertising*

17,530,854 Lines
First TEN Months of 1923.

The Dispatch exceeded the next Ohio newspaper (Cleveland) by over 1,700,000 lines.

Exceeded other Columbus newspapers COMBINED by 2,823,196 lines.

Net Paid Circulation 87,561
Largest in Central Ohio

The **Columbus Dispatch**.

OHIO'S GREATEST HOME DAILY

The New Haven Register

Carried over 3,000,000 lines more Advertising than the next New Haven paper for the first nine months of 1923.

It is the paper that brings
results and advertisers
know it.

Paid circulation, Daily and Sunday average, over 37,000 copies per issue or greater than the next two papers in the New Haven field combined.

Julius Mathews Special Agency

Boston New York Chicago Detroit

EVENING WORLD STAFF SORRY DARNTON GOES; GLAD DUDLEY "STEPS UP"

By ELIAS McQUADE

THE men on the New York Evening World say they never expect to be as sorry again as they were on the day announcement was made that Charles Darnton, for more than 20 years the dramatic critic of that newspaper, had been lured by the films and was on his way to Hollywood and what we used to call a "lucrative position" in the scenario department of the Fox organization.



BIDE DUDLEY

And they never expect to be any happier, the men on the Evening World, say, than they were when Managing Editor John H. Tennant announced the promotion of Bide Dudley to the position left vacant by Darnton's resignation.

The Evening World staff rejoiced, for one thing, that the management had not gone "outside" to fill a most desirable position. They were glad to see one of their own step up. They were particularly glad that the high-stepper was Dudley, for no newspaper worker in New York, probably, is more popular with his associates than the melancholy son of Kansas who for many years has been the Evening World's theatrical reporter and humorist.

One of the men on the Evening World, anxious that the promotion of Dudley should be duly chronicled in the columns of EDITOR & PUBLISHER, asked the famous funmaker for a brief sketch of his life and doings up to date. The result was so entertaining that our friend on the Evening World sends it along just

as Bide Dudley wrote it. Here you have a dramatic critic's own story of his life: "Born in 1878 in Minneapolis, Minn., by accident. Folks making a temporary stay there and, Dudley, having heard of the beauties of Lake Minnetonka, decided to have a look.

"At the age of 1 year induced his parents to move to Leavenworth, Kansas, and immediately workmen set about building three penitentiaries.

"Became a telegraph operator at the age of 17, having been forcibly ejected from the Leavenworth high school because of his peculiar beauty, which fascinated the girls and prevented their studying.

"Moved to Atchison, Kans., where he lived 4 years. Got into the grain buying business, but left it to work on the St. Joseph (Mo.) News, now the News-Press, at \$5 a week. Went from St. Joseph to the Kansas City Journal; thence to the Kansas City Star, where he became a paragrapher and verse-writer.

"Next move was to the Denver Post, where he ran a column called "Smoke Wreaths" four and 50/100ths years. Next became columnist of the Denver Times, and also associate editor. After running this paper into the ground, he came to New York and went to work on the Morning Telegraph.

"Three years on the Telegraph and then John H. Tennant, M. E. of the Evening World, sent for him. Came down; stayed and is still batting 300 at Desk 8, Evening World office.

"Has two children and a wife, the most beautiful woman in the world. Has gray hair and a crabbed disposition. Makes after dinner speeches, in order to get the dinners.

"Has a little black dog which follows him around Bronxville, N. Y., his adopted home town. The dog follows because he thinks the thin, hungry-looking critic is a bone."

CANADIAN PUBLISHERS MEET IN TORONTO

T. J. Tobin Elected President at Annual Gathering of National Newspapers and Periodicals Association, November 9

With the attendance of 130 members, gathered from as far west as Calgary, Alberta, and as far east as Moncton, N. B., the Canadian National Newspapers and Periodicals Association held its annual meeting on Friday, Nov. 9, at the King Edward Hotel, Toronto. The retiring president, Horace T. Hunter, vice-president Maclean Publishing Company, Toronto, presided, while the guest of honor at the noon-day luncheon was Hon. James A. Robb, Minister of Immigration and Colonization, who spoke on the importance of immigration to the future of the Dominion, and also touched on the satisfactory expansion of Canadian export trade.

The Canadian National Newspapers and Periodicals Association is the parent organization of three constituent associations, each with its own officers and directors. These are the Agricultural Press Association of Canada; the Business Newspapers Association of Canada and the Magazine Publishers Association of Canada. At the opening session, the retiring presidents of each of these bodies reported on the year's work, followed by the manager, W. F. Harrison, who dealt with the finances, membership and other work of the main association. Through the resignation of the members representing the religious press during the year, total membership was reported to be slightly lower than a year ago. Otherwise the association is in a flourishing condition and is doing a great deal of necessary and effective work.

The following officers were elected: T. J. Tobin, Canadian Countryman, presi-

dent; Miller McKnight, Toronto Saturday Night, vice-president; John Weld Farmers' Advocate, London; O. A. Cohagan, Norwest Farmer, Winnipeg; Newton McTavish, Canadian Magazine, Toronto; H. V. Tyrrell, Maclean Publishing Company, Toronto; W. A. Lydiatt, Marketing, Toronto; Adam Burrows, Canadian Railway and Marine World, Toronto; Hugh C. Maclean, Maclean Publications, Toronto; and H. T. Hunter, Maclean Publishing Company, directors.

Mr. Weld and Mr. Cohagan were elected president and vice-president respectively of the Agricultural Press Association; W. A. Lydiatt was elected president of the Business Press Association, with B. G. Newton of the Maclean Technical Papers as vice-president and Messrs. McKnight and McTavish president and vice-president of the Magazine Publishers' Association.

Wrigley Loses Huge Damage Suit

A damage award of \$3,718,000 against the William Wrigley, Jr., Company, chewing gum makers, has been given the L. P. Larson Chewing Gum Company, for infringement on a copyrighted gum package, according to an order of Charles B. Morrison, Federal Master in Chancery at Chicago. Litigation has been in progress five years. The Master decided the Wrigley Company owed \$2,850,000 and interest at 6 per cent since Nov. 12, 1918, to the rival concern. The Wrigley Company has announced it will appeal.

Constance Drexel Back

Constance Drexel has recently returned from abroad, where she spent the last six months for the McClure Syndicate and wrote 23 articles on European conditions. Miss Drexel will be located in Washington this winter, where she will write a 1,500 weekly letter for the McClure Syndicate, dealing with all subjects, particularly politics in which women are interested.

“OHIO FIRST”

Ohio is a big state on the map. Her people have ambitions, tastes, needs and desires which can be roused by advertising in Ohio's own home newspapers.

Ohio is FIRST in the making of pottery, FIRST in the rubber industry, FIRST in production of cash registers, FIRST in glass electrical goods.

Of wheat, corn and oats Ohio produces annually, approximately 275,000,000 bushels.

Of tobacco she grows each year over 77,000,000 pounds.

Wealth is distributed in all parts of the state. Cities, towns, villages, suburban and urban districts have cash at their disposal.

Ohio distributes annually among her industrial \$1,400,000,000. These Ohio Daily Newspapers are read regularly by the industrial workers as well as by the rural population.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	39,177	.10	.10	††Middletown Journal.....(E)	5,279	.025	.025
**Akron Times.....(E)	25,124	.06	.06	†Newark American-Tribune.....(E)	6,980	.025	.025
*Akron Sunday Times.....(S)	21,773	.07	.07	New Philadelphia Times.....(E)	6,339	.025	.025
††Bellefontaine Examiner.....(E)	4,631	.02	.02	Piqua Call and Press Dispatch... (E)	6,073	.03	.03
††Cincinnati Enquirer.....(M&S)	75,017	.17-.35	.17-.35	††Portsmouth Sun and Times..(M&E)	17,746	.06	.06
††Columbus Dispatch.....(E)	87,561	.17	.16	††Portsmouth Sun-Times.....(S)	12,575	.04	.04
††Columbus Dispatch.....(S)	75,961	.17	.16	**Springfield Sun.....(M)	14,022	.035	.035
Columbus, Ohio State Journal.(M)	50,147	.12	.11	††Steubenville Gazette.....(E)	8,546	.03	.03
Columbus, Ohio State Journal..(S)	33,124	.12	.11	**Toledo Blade.....(E)	107,009	.27	.25
†Conneaut News Herald.....(E)	3,040	.0225	.0225	††Toronto Tribune.....(E)	1,138	.015	.015
††Dover Daily Reporter.....(E)	4,771	.02	.02	**Youngstown Vindicator.....(E)	27,856	.07	.07
††Hronton Irononian.....(M)	3,400	.0179	.0179	**Youngstown Vindicator.....(S)	26,559	.07	.07
**Kenton Democrat.....(E)	2,500	.014	.014				
††Lima News and Times-Dem..(E&S)	16,970	.06	.05	*A. B. C. Statement, April 1, 1923.			
*Lima Republican-Gazette....(E&S)	10,610	.05	.05	†Government Statement, April 1, 1923.			
Lorain Journal.....(E)	4,866	.025	.018	**A. B. C. Statement, Sept. 30, 1923.			
				††Government Statement, Sept. 30, 1923.			

HOW NEWSPAPER ADVERTISING BOOSTED TRANS-ATLANTIC CRUISING

Claussen's Hamburg-American Line Campaign in 364 Dailies Brought Prompt Returns—Reorganized Shipping Board Methods—Warns Against Under-Advertising

By **MATTHEW B. CLAUSSEN**

ONE does not have to be a farmer to know that a cow has to be fed in order that it may live and produce milk. Also that poor feeding produces little cream. This principle holds good in advertising.

In the field of travel, cruising on trans-Atlantic liners during the winter months has become quite the vogue with the American traveling public. It was just 20 years ago when the first cruise was sent to the Mediterranean. A few years later cruises were made to the West Indies. Then came world cruising and the famous cruise of the S. S. Cleveland, which made two trips around the world in one season and carried 500 Americans on each cruise.

Today the cruise business has reached the point where no less than five big ships will sail this winter on world cruises and a dozen more to the Mediterranean and the West Indies. They will carry the cream of the travelers, those who can afford to spend big money.

These cruises mean much to the traveler, but a great deal more to the trans-Atlantic steamship lines who operate their own ships in the cruise field, or charter them at high prices to the tourist agencies. In each case they keep their ships occupied in the off season, and their crews in service. In the days before cruising became so popular many ships were annually withdrawn from the trans-Atlantic service in the winter and laid up to await the spring rush to Europe.

Competition, it is said, is the life of trade. This is true under certain conditions. The cruise business from 1910 to 1914 was still in its infancy and was, accordingly, well nourished by the steamship lines interested. At that time the Hamburg-American Line was foremost in the field operating cruises around the world, to the Mediterranean, the West Indies, the Near East and the North Cape.

When I was appointed advertising director of the Hamburg-American Line in 1910 I made an analysis of the company's business for the previous five years. It showed many hundreds of thousands of dollars in unsold accommodations and a minimum advertising appropriation. I laid my findings before the then general manager and resident director, Emil Boas, with the suggestion that we reverse the order of things by spending the maximum percentage in advertising and do away with the vacancies.

Mr. Boas asked me the amount of the advertising appropriation for the previous year. It was \$170,000. He asked me what sum I would suggest. I said \$350,000. He said "as it is up to you to pro-

duce the business, I am not going to limit you. Spend what you consider essential. The responsibility rests with you."

The campaign which followed in 364 newspapers throughout the country, the adoption of a trade mark border, which at a glance indicated that the Hamburg-American Line was in the shipping business, brought prompt returns. It also brought strong protests from the other trans-Atlantic lines and a demand for a meeting under the rules of the Trans-Atlantic Steamship Conference, of which all the lines were members. The meeting was held in the directors' room of the Hamburg-American Line. When all the representatives had assembled, I called for Mr. Boas to preside. He said, "Mr. Claussen, this is your plan, and so you will preside in my stead and acquaint the gentlemen with the new methods which we have inaugurated to secure business."

I opened the meeting and every line represented demanded the recall of our big copy and an agreement among the lines as to the limit of space which any one line could use. On behalf of the Hamburg-American Line I repeated my report to Mr. Boas and told them that the line would not be a party to limiting of copy, that we were not satisfied with the high percentage of vacancies, and we intended to create business to fill the empty space on the various sailings. I pointed out the benefit they would receive from increased business that, while we would get the cream from our advertising, some of the increase was sure to drift their way.

I was the most unpopular man in the room. A year later several of those present were big enough to go on record that I was right in my contention that it was necessary to spend the maximum amount in advertising in order to produce the maximum returns. That was the start of progressive steamship advertising. Take the files of the New York Herald or the Times of 1910 and compare them with 1913-14. They will show the growth of the advertising and how the other lines followed the lead of the Hamburg-American.

Today the order of operating cruisers is reversed. The only trans-Atlantic line operating a world cruise is the Canadian Pacific. The tourist agencies are operating the remaining four world cruises. Last season it was the same way and from the financial returns in more than one case it would appear that they under-advertised their product, or, being new in the operation of cruises, did not take advantage of the opportunities available. Most of the cruise advertising today is

placed in territory from which less than 50 per cent of the passengers come. The Hamburg-American Line used some 90 newspapers in the field, from which it secured 45 per centage, namely the big cities. Two hundred and seventy-four newspapers in cities other than those listed as of the first class carried its advertisements and produced 55 per cent.

The sailing of the S. S. Franconia last Thursday with only 386 passengers is a concrete example of the result of under-advertising. This ship was built this year especially for world cruising. The company conducting the cruise, the American Express Company, has a travel department second to none. The booklets issued stated that only 487 passengers would be taken. The total gross revenue with a full ship was to be \$2,100,000. An advertising appropriation of 10 per cent was asked for—considerably less was spent, with corresponding results. The smaller town papers were not used at all—179 of the passengers came from these towns.

The maximum appropriation for advertising in world cruising is 10 per cent of the gross revenue. The question of how it should be spent is another story. The Hamburg-American did not learn it the first year, but profited by its experience. In 1914, that is, up to August 1, of that year, the amount spent in advertising was \$650,000. This included the trans-Atlantic and other services. The increase was justified for the maximum percentage necessary in the several departments of its business produced like returns. The first world cruise of the S. S. Cleveland was sold out a month before sailing date, when the waiting list

numbered more than 200. The return cruise from San Francisco carried 305 and left a waiting list of nearly 300.

Three years ago, when advertising for world and other cruises was resumed, there was a considerable number of travelers waiting and educated by pre-war advertising up to the advantages of these cruises. The steamship lines and tourist agencies have been milking this field without any consideration of the morrow. Their advertising appropriations have been under the necessary percentage to assure maximum returns, and in nearly every case where a cruise ship has sailed in the last two years the passenger list, multiplied by the average rate shown on the cruise tariff, point to a loss or at the best a small profit.

In 1912 the average world cruise rate was \$1,472 for the 520 travelers carried on the first cruise of the S. S. Cleveland. The second cruise averaged about the same. The average rate today, based on an average of last season and this year's offerings, is about \$4,000. The total cruise capacity of the ships sailing this season on the cruise around the world is 2,500 passengers, representing a possible revenue of \$10,000,000.

Advertising rates have increased, but not in proportion to steamship fares and cruise rates. Circulation has offset much of the increase in advertising rates. The increase in the average cruise rate is due not so much to the increased cost of operation, but to the system of chartering. The steamship lines have been able to get a handsome profit from the tourist agencies for their ships, which, in turn, is passed on to the traveling public by the agencies, who take all the risks.

Now Ready for Release

"THE FOUR STRAGGLERS"

Latest and Best Mystery Serial by the Master of Thrills

FRANK L. PACKARD

(Author of "The Miracle Man," "From Now On," "Pawnd," etc.)

In 29 Illustrated Installments for Daily Release.



For Terms, Descriptive Circular, Synopsis, and Sample Installments, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

Vanderbilt Again Chooses Ludlow

AFTER a thorough test of the advantages of the Ludlow system for producing the display composition on his Los Angeles (Cal.) Illustrated Daily News, Mr. Vanderbilt has just placed his order for a Ludlow equipment for the new San Francisco Illustrated Daily Herald, which is soon to appear.

This equipment consists of one Ludlow Typograph, four matrix cabinets and 81 fonts of matrices ranging in size from 18 to 60 point—practically a duplicate of his previous order for the Illustrated Daily News.

The best equipment that money can buy is none too good for Mr. Vanderbilt, and this repeat order shows clearly that he considers the Ludlow the best for his use.

Mechanical Superintendent, Sam R. Sprecher, writes:

"I am firmly convinced that the Ludlow is the most efficient and flexible display system yet devised."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City
San Francisco Office: 303 Hearst Bldg., San Francisco.

TIPS FOR AD MANAGERS

Atkinson Advertising Agency, 322 South State street, Chicago. Sending out schedules for the Atlas Electric Company, of Chicago.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia, Pa. Using 20 inches, 8 times and 48 inches, twice for Congress Cigar Company (La Palma).

George Batten Company, 383 Madison avenue, New York. Placing orders with some Florida newspapers for the Central Oil & Gas Stove Co., Florence Oil Cook Stoves, Gardner, Mass.

Benson, Gamble & Crowell, Tribune Building, 7 South Dearborn street, Chicago. Adding list of newspapers in which White Motor Truck Company of Cleveland, Ohio, will be used.

Blackman Company, 120 West 42nd street, New York. Again renewing newspaper contracts for Alfred H. Smith Co., "Djer Kiss" Perfume, 5 West 34th street, New York.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Preparing copy on Delson Knitting Company of Chicago.

Derby Brown Company, 280 Madison avenue, New York. Placing account for Carreras, Ltd., "Craven Mixture," tobacco, London, England.

Burns-Hall Agency, Merrill Bldg., Milwaukee, Wis. Making 10,000-line yearly contract for Western Oil Refining Company.

Campbell-Ewald Company, General Motors Bldg., Detroit, Mich. Reported to be placing account for the Burroughs Adding Machine Co., Detroit, Mich.

Caples Company, 225 East Erie Street, Chicago, Ill. Placing orders with newspapers in various sections for Gateway Club, Chamber of Commerce Bldg., El Paso, Texas.

Chambers Agency, 247 Park avenue, New York. Using newspapers for The Gulf Coast Lines, railroads operating from New Orleans to Brownsville, Texas.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo. Making contracts with newspapers generally for Summers Medical Co., South Bend, Ind.

Witt K. Cochrane Agency, 39 North Dearborn street, Chicago, Ill. Placing contracts with some Western newspapers for American Rice Products Co., "Cream of Rice," New Orleans, La.

Critchfield & Company, Brooks Bldg., Chicago. Placing account for John Blauls Sons Corp., food products, Burlington, Iowa.

Dolan Company, New Call Bldg., San Francisco, Cal. Placing account for the McKay Mfg. Co., "Auto-Pas-Lite" Lighting device, San Francisco, Cal.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia, Pa. Placing account for Henry Diston & Sons, Inc.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Sending out copy to a large number of city newspapers on their advertising of "Twelve Brands of Tobacco."

Henry B. Flarsheim Company, Fosdick Bldg., Cincinnati, Ohio. Planning national campaign for the Vollman, Lawrence Co., manufacturers of fine shoes for women.

P. K. Frowert Agency, 151 West 42nd street, New York. Using 414 lines, 6 times in rotogravure papers for the Coty Company.

Charles C. Green Agency, 15 West 37th street, New York. Preparing schedules for preliminary campaigns in a number of sections in the United States for Odol Chemical Company, New York. Making 3,000-line contracts for C. F. Mueller Company.

Guenther-Law, Inc., 131 Cedar street, New York, N. Y. Placing 21 lines, 26 times, for Eimer & Amend, medical, 205 3rd avenue, New York.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Bernard Laboratories, Inc., manufacturing chemists and makers of "Denta Caps."

E. T. Howard Company, 33 West 42nd street, New York. Making contracts with newspapers in various sections for Frank C. Clark Tours, Times Bldg., New York, N. Y.

Charles W. Hoyt Company, 116 West 32nd street, New York. Placing orders with newspapers in selected cities for Rutland Fire Clay Company, Rutland, Vt.

Wm. A. Ingoldby Company, 130 South Broadway, Los Angeles, Cal. Placing copy on contracts for Normany Products Co., "Glo-Co" Hair Gloss, 611 East 4th street, Los Angeles, Cal.

John S. King Company, Newman-Stern Bldg., Cleveland, Ohio. Placing orders with newspapers in selected cities for Lion Knitting Mills Co., "Ace" Muffler Cap, Cleveland, Ohio.

Lafferty Advertising Agency, Grand Rapids, Michigan. Planning a newspaper campaign through the Middle West in advertising the new Morton Hotel of Grand Rapids.

Thomas F. Logan Company, 680 5th avenue, New York. Making yearly contracts for Dubilier Condenser & Radio Corporation.

Lord & Thomas, Wrigley Bldg., Chicago. Making 5,000-line contracts for Quaker Oats Company.

McJunkin Advertising Company, 5 South Washburn avenue, Chicago. Using 667 lines in one year for the Victor Adding Machine.

A. McKim, Ltd., Phillips Square, Montreal, Can. Making 35,000-line contracts for Fruitatives, Ltd.

Robert M. McMullen Company, 522 5th avenue, New York. Making 2,400-line yearly con-

tracts for the American Cranberry Exchange.

Metropolitan Advertising Company, 111 Broadway, New York, N. Y. Will handle account, beginning January 1, 1924, of George P. Ide Co., collars and shirts, Troy, N. Y.

Herbert M. Morris Agency, North American Bldg., Philadelphia, Pa. Placing account and later will use newspapers for D. Jayne & Son, "Jaynex" Cough Remedy, Philadelphia.

Morse International Agency, 449 4th avenue, New York. Renewing some of their newspaper contracts for Booth's Hyomei Co., Ithaca, N. Y.

Mutual Service Corporation, 140 Cedar street, New York, N. Y. Placing account for Gold Coast Citrus Exchange, Sugar Sweet Satsuma Oranges, Silverhill, Ala.

Osten Advertising Corporation, 25 East Jackson Blvd., Chicago. Placing account for Aluminum Products Corp., LaGrange, Ill.

Harry D. Phillips, 19 West 34th street, New York. Handling display copy for Sales Literature, Inc., a new organization marketing "The Art of Writing Sales Literature" and other courses of instruction by Benson G. H. Durant.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City, Mo. Sending out 20 time orders for the Portland Cement Association.

Frank Presbrey Company, 247 Park avenue, New York. Placing orders with newspapers in various sections for the Seaboard Air Line Railway, 24 Broad street, New York.

E. P. Remington Company, 1280 Main street, Buffalo, N. Y. Making contracts with newspapers generally for Foster Milburn Co., "Doan's Kidney Pills."

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with newspapers generally for MacFadden Publications, Inc., "True Story Magazine" and "Physical Culture Magazine," 1926 Broadway, New York.

Frank Seaman Agency, 470 4th avenue, New York. Using one page, five times for the Eastman Kodak Company.

Sehl Advertising Agency, 139 North Clark street, Chicago. Sending out copy to papers in the southwest on Precision Equipment Mfg. Company (Crossley Mfg. Company of Cincinnati, Ohio).

Sweeney & James, Cleveland, Ohio. Placing advertising in fifteen cities through scattered territory on Scott and Fletcher (Vacuette).

J. Walter Thompson Company, 244 Madison avenue, New York. Placing account for A. & M. Karagheusian, Inc., Rugs, New York.

Tuttle, Greensboro, N. C. Placing account for "Cu-Co" springless shades.

United Advertising Agency, 339 5th avenue, New York. Placing orders with newspapers in various sections for Interwoven Stocking Co., New Brunswick, N. J.

United States Advertising Corporation, Second Nat. Bank Bldg., Toledo, Ohio. Using 100 inches in one year for Willys Overland, Inc.

Van Patten, Inc., 50 East 42nd street, New York. Renewing newspaper contracts for G. L. Miller Co., bonds, Atlanta, Ga.

Wallerstein-Sharton Company, 70 West 40th street, New York. Using one inch, 40 times, for the Piso Company.

Warfield Advertising Company, Federal Reserve Bldg., Omaha, Neb. Using one inch, once a week for the Skinner Mfg. Company.

James T. Wetherald Company, 142 Berkeley street, Boston, Mass. Using 2,000 inches in one year for the Lydia E. Pinkham Company.

Monmouth College Uses Ads

Monmouth College, Monmouth, Ill., has been using paid newspaper advertising space in that city to promote its \$300,000 endowment drive. Beginning with a full page, the college dropped to a series of quarter page ads, which reviewed the history and growth of the school, and pointed out to citizens the value of the institution as a business asset to the community.

PARENTS' SERVICE!

200 words weekly by prominent authorities for your "Home" or "Woman's Page."

Write or wire now to Parents' Service Dept., Hol-Nord Feature Service 500 Fifth Avenue New York City

IOWA

Leads in Number of Telephones in Farm Homes with 92%

Telephones are but one indication of the better living conditions which surround Iowa farms. It is quite common to find rural homes with electric lights, refrigerating machines, modern plumbing and heating systems.

There are 10,000 more telephones in Iowa farm houses than in those of any other state. This indicates that Iowa takes first rank in the matter of better living conditions on farms—a claim substantiated by the fact that Iowa leads in value of farm property and buildings.

It would seem that Iowa farmers consider the telephone a necessity, while others regard it more of a luxury. Isn't it likely the same would be true of other comforts of life—time and labor-saving devices or home utilities, for instance?

Because these conveniences are found on Iowa farms, it is evident that Iowans can afford to buy them. Since Iowa has more hogs, corn, oats and eggs than any other state, these modern utilities will continue to be purchased.

The chief duty of advertisers is to acquaint this market with their product in order to secure ready sales.

YOU CAN MAKE YOUR PRODUCT FAMILIAR TO EVERY IOWAN WITH THESE NEWSPAPERS

	Circulation	Rate for 5,000 lines
**Burlington Gazette (E)	10,706	.04
**Cedar Rapids Gazette (E)	20,668	.06
**Council Bluffs Nonpareil (E&S)	15,797	.05
**Davenport Democrat & Leader (E)	14,801	.06
**Davenport Democrat & Leader (S)	17,660	.06
††Davenport Times (E)	24,447	.07
*Des Moines Capital (E)	62,780	.14
*Des Moines Sunday Capital (S)	28,769	.14
**Iowa City Press-Citizen (E)	6,176	.035
**Keokuk Gate City (E)	5,656	.03
††Mason City Globe Gazette (E)	12,330	.04
**Muscatine Journal (E)	7,961	.035
**Ottumwa Courier (E)	13,045	.05
**Waterloo Evening Courier (E)	16,636	.05

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

WIDER FIELD FOR A. N. A.

(Continued from page 6)

Low net—W. K. Towers, Stetson hat.
Second (tie)—E. I. LaBeaume and Frank H. Cole, Advertising Library.

Third—H. W. Harney, golf chart.
Fourth—W. A. McDermid, Walworth wrench.

Golf for Guests

Low gross—W. C. Garwick, Ide shirt.
Second—Paul L. Swisher, headlight lenses.
Third—H. S. Livingston, an autostop razor.
Fourth—O. D. Street, a box of Mazda lamps.

Golf—Flag Contest

First—George M. Prentiss, Stetson hat.
Second—F. N. Sim, Fuller bath outfit.
Third—Frank H. Cole, cork bath mat.
Fourth—D. L. Brown, a Walworth wrench.

Golf—Kickers' Handicap

First—Oswald B. Carson, Douglas shoes.
Second—C. A. Powers, hand saw.
Third—Stanley H. Twist, wrench.
Fourth—A. H. Bartsch, comb.

Putting—Golfers

First—E. I. LaBeaume, Coleman camp stove.
Second—E. J. Crosby, case Budweiser.
Third—E. A. Ecker, Scott tissue towel outfit.
Fourth—W. A. McDermid, case ginger ale.
Fifth—J. Fay Newton, Colgate package.

Putting—Non-Golfers

First—W. L. Schaeffer, case Budweiser.
Second—Tim Thrift, case Budweiser.
Third—W. P. Werheim, case ginger ale.

Golf—High Gross

First—Norman O. Mick, golf chart.
Second—C. W. Drepperd, case Budweiser.
Third—John Sullivan, dozen Ide collars.
Fourth—L. B. Steel, ginger ale.
Fifth—C. A. Powers, package Baume Analge-Dengue.
Sixth—R. K. Leavitt, Colgate package.

Croquet—Ladies

Colgate compacts to Mrs. C. A. Powers, Mrs. C. A. Palmer and Mrs. W. S. Ashby.

Ladies' Putting

Low gross—Mrs. P. L. Thomson, glass refreshment set; Mrs. A. H. Bartsch, case Ralston's cereal.

Second—Mrs. George Fowler, dozen golf balls; Mrs. Tim Thrift, package Heinz products.

Third—Mrs. F. N. Sim, Whitman's candy; Mrs. H. Earl Hoover, comb.

Fourth—Mrs. C. A. Powers, case ginger ale; Mrs. C. J. Sharp, Whitman's candy.

Fifth—Mrs. C. H. Schlaach, Colgate package.

Sixth—Mrs. C. A. Palmer, comb.
Seventh—Mrs. E. T. Hall, Colgate package.

Golf—Ladies

Low gross—Mrs. George Fowler, salad set.
Second—Mrs. P. L. Thomson, Heinz products.

Third—Mrs. F. N. Sim, Utilahar varnish.
Fourth—Mrs. C. A. Powers, case Post Toasties.

Bridge—Ladies

Mrs. W. K. Towers, electric toaster; Mrs. H. S. Richardson, electric heater.

Second—Mrs. George Prentiss, two cans enamel; Mrs. H. E. Hoover, two quarts enamel.

Third—Mrs. W. W. Wachtel, one package of enamel; Mrs. C. A. Palmer, case of Heinz products.

Fourth—Mrs. A. H. Bartsch and Mrs. S. F. Withe, Necco Chocolates.

Mah Jongg—Ladies

First—Mrs. Evans E. A. Stone, cork bath mat.

Second—Mrs. R. K. Leavitt, two quarts floor varnish.

Third—Mrs. C. J. Schumann, Whitman's candy.

Fourth—Mrs. John Sullivan, Whitman's candy.

Present at the meeting were:

C. C. Agate, Manhattan Electrical Supply Co.
W. S. Ashby, Western Clock Company.

E. G. Baker, Wm. M. Cooper, American Sales Book Company

R. D. Baldwin, Simonds Saw & Steel Company
S. E. Baldwin, Willard Storage Battery Co.

A. K. Barnes, H. B. Gates, J. C. McCarthy, Armstrong Cork Company

The
Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.

Foreign Advertising Representatives:

I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

C. H. Barr, Crocker-McElwain Company.
C. H. Barre, Texas Company
L. H. Bartlett, L. W. Gillette, Eastman Kodak
A. H. Bartsch, American Bosch Magneto Corp.
C. F. Betty, New Jersey Zinc Company
H. C. Bennett, Bassick Company
A. B. Berwald, Clarence F. Brown, E. F. Carley, S. L. Johnson, L. B. Steel, E. I. Dupont de Nemours & Co.
Gordon Blanchard, Crocker-McElwain Co.
Guy W. Bolte, Cheney Bros.
D. L. Brown, Goodyear Tire & Rubber Export Company

Harold McD. Brown, Corona Typewriter Co.
H. C. Burley, Murphy Varnish Company
Ralph Starr Butler, O. C. Roach, C. D. Richardson, J. Hardin, T. N. Packman, U. S. Rubber Company
Oswald B. Carson, American Hard Rubber Company

Charles P. Catlin, Remington Arms Company
Bennett Chapple, American Rolling Mill Co.
Miss Ida Clarke, Scott & Bowne
Miss F. E. Clotworthy, Association of Canadian Advertisers

Ernest H. Cole, Mills Bros. Company
Frank H. Cole, Peter Henderson & Co.
C. B. Colston, H. Earl Hoover, Miller Munson, Hoover Company

J. A. Cullison, National Fire Proofing Company
John M. Graham, Mr. Cvrigan, Lowe Bros.
F. R. Davis, General Electric Company
W. H. Dawson, Atlas Powder Company
E. D. Doty, Delco-Light Company
C. W. Drepperd, Hamilton Watch Company
W. K. Burlen, New England Confectionery Company

E. A. Ecker, LaSalle Extension University
P. M. Fahrendorf, Brown Shoe Company
G. E. Fahys, Joseph Fahys Company
C. F. Farham, American Stove Company

R. N. Fellows, Addressograph Company
Ire Fleming, George P. Ide & Co.
Curtis H. Gager, Welch Grape Juice Company
Jack Gardner, Beckwith Company

E. D. Gibbs, National Cash Register Company
R. S. Gildart, General Fireproofing Company
John Glossinger, Williamson Candy Company
E. P. Green, Fayette R. Plumb, Inc.

L. R. Greene, Tuckett Tobacco Company, Ltd.
William B. Griffin, A. L. Zeitung, William G. Snow, H. B. O'Brien, International Silver Company

Eben Griffiths, Vacuum Oil Company
Warren Eastwood, Stromberg-Carlson Telephone Mfg. Company

L. F. Hamilton, Walworth Mfg. Company
O. C. Harn, Mr. Tibbetts, National Lead Company

Harold N. Harney, Dennison Mfg. Company
H. V. Jamison, American Sheet & Tin Plate Company

L. E. Jame, Carl J. Schumann, Hilo Varnish Corp.

A. W. Johnson, Lewis A. Cressett Company
David F. Kahn, Walter Scott Rowe, Estate Stove Company

E. M. Keeler, Mallory Hat Company
F. H. Keeler, R. D. Kein, E. R. Squibbs

H. G. Kenagy (Speaker)
Paul E. Kendall, Long Bell Lumber Company

Thomas E. Kendall, Baker-Vawter Company
Karl Kendig, Whitman & Barnes Mfg. Co.

E. I. LaBeaume, N. S. Greensfelder, Hercules Powder Company

P. G. Lambert, Armstrong Cork Company
Robert K. Leavitt, Emery & Beers Company

J. L. Grimes, Firestone Tire & Rubber Co.
Edw. T. Hall, Ralston Purina Company

W. A. McDermid, Autograph Register Company
F. W. McElroy, Alpha Portland Cement Co.

J. W. McIver, Edison Lamp Works of General Electric Company

W. H. McLaughlin, Walter Baker & Co.
James L. Mahon, P. A. Geier Company

H. B. Matthews, S. W. Straus & Co.
O. J. May, Smith, Kline & French Company

H. C. Menagh, McDougall-Butler Company
Norman O. Mick, Burroughs Adding Machine Company

Robert E. Miller, Hamilton Watch Company

Craig D. Munson, International Silver Co.
C. B. Nash, Standard Sanitary Company

J. Fay Newteu, Phoenix Mutual Life Insurance Company

C. A. Palmer, Insurance Company of North America

L. C. Lincoln, Sonora Phonograph Company
W. S. Lockwood, Johns-Manville Company

C. A. Powers, Library Bureau
George M. Prentiss, Standard Textile Products Company

A. T. Preyer, Vick Chemical Company
C. F. Propson, Bausch & Lomb Optical Co.

E. D. Reed, D. S. Thompson, F. F. Dalley Company

Alan C. Keiley, Remington Typewriter Co.
George W. Riley, Joseph & Feiss Company

W. L. Schaeffer, National Tube Company
C. H. Schlabach, Hygienic Products Company

C. J. Sharp, Cornell Wood Products Company
F. N. Simm, Timken Detroit Axle Company

E. W. Simons, Pittsburgh Reflector & Illuminating Company

C. W. Simpson, Art Metal Construction Co.
J. N. Slee, Three-in-One Oil Company

Charles E. Percy, Joseph & Feiss
Evans E. A. Stone, Standard Oil Company of New Jersey

G. Lynn Sumner, International Corr. Schools
Paul L. Swisher, O'Brien Varnish Company

P. L. Thomson, Western Elec. Company
Tim Thrift, American Multigraph Sales Co.

W. K. Towers, Paige Detroit Motor Car Co.
Stanley H. Twist, Ditto, Inc.

R. L. Twitchell, Carnegie Steel Company
W. W. Wachtel, Loose-Wiles Biscuit Company

Walter L. Weeden, George W. Blabon Co.
Prof. Harry R. Wellman, Dartmouth College

A. D. Welton, Continental & Commercial National Bank
L. W. Wheelock, Miss M. A. Creamer, Stephen F. Whitman & Son.

J. S. Wichert, Mellin's Food Company of North America
Everett R. Smith, Fuller Brush Company
Mr. Wilcox, Edison Lamp Works
Philip Will, Walter Will, Sill Stove Works
S. F. Withe, Aetna Life Insurance Company
W. A. Wolf, Western Electric Company

Mont. H. Wright, John B. Stetson Company
F. H. Yeomans, Prudential Insurance Co.
K. L. Zimmerman, Henry Disston & Sons, Inc.
P. B. Zimmerman, National Lamp Works

Theodore Weicker, E. R. Squibb & Sons
W. P. Werheim, Pratt & Lambert, Inc.
Elmer T. White, Pittsburgh Steel Company
C. A. Wiggins, Postum Cereal Company
W. R. Basset (Speaker)

George S. Fowler, M. L. Beard, B. Colgate
J. M. Davidson, Colgate & Co.
H. O. Carson, H. J. Heinz Company
E. Copeland (Speaker)

E. J. Crosby, Celite Products Company
W. A. Durgin (Speaker)
W. C. Garwick, Certain-teed Products Company
Mr. Conkey, Ingersoll-Rand Company

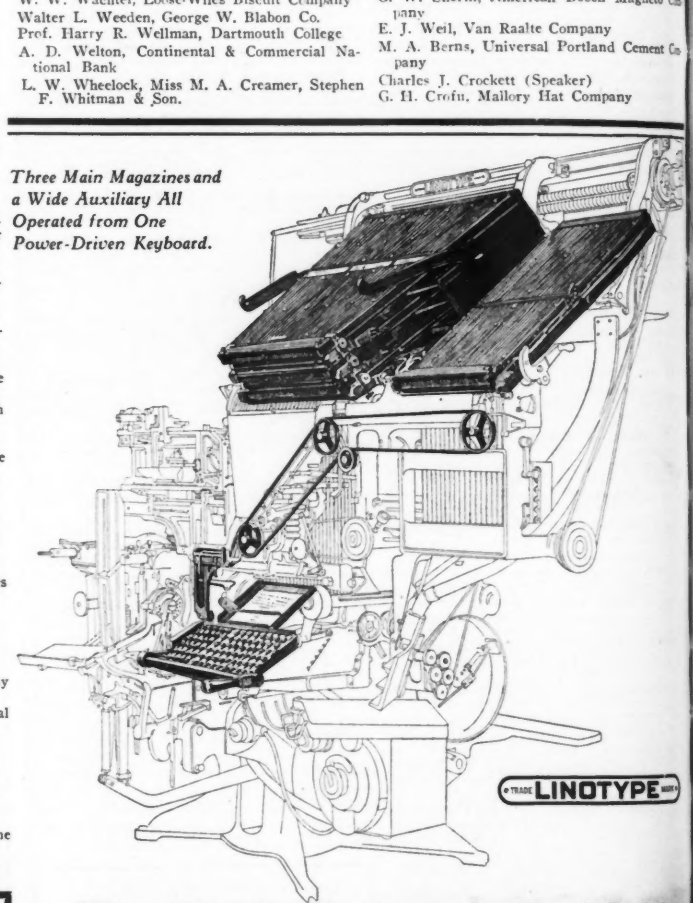
Mr. Concyer, E. R. Squibb
R. J. Davis, E. G. Draper, Hills Bros. Company
S. A. Tibbals, Quaker Lace Company
Northam Warren, Northam Warren Company

G. E. Gilbert, Dexter Folder Company
George Jennings, Ordinator Company
H. G. Keibel, American Molasses Company
F. L. La Bounty, Genesee Pure Food Company

N. L. Mead, B. V. D. Company
John J. Nicholson, Murphy Varnish Company
Mr. Peck, S. T. Straus & Co.
G. W. Sherin, American Bosch Magneto Company

E. J. Weil, Van Raalte Company
M. A. Berns, Universal Portland Cement Company
Charles J. Crockett (Speaker)
G. H. Croft, Mallory Hat Company

Three Main Magazines and
a Wide Auxiliary All
Operated from One
Power-Driven Keyboard.



The Single Keyboard Model 14

has many features of construction that make it particularly adaptable to work which requires a variety of faces and sizes:

Three Magazines and a Wide Auxiliary.

All Operated from One Power-Driven Keyboard.

Any Magazine Changed in a Few Seconds.

All Magazine Handling from Front of Machine.

Split Magazines in Any or All Three Positions.

All Magazines Changeable Without Disturbing Auxiliary.

Sold as a One-, Two-, or Three-Magazine Machine.

MERGENTHALER LINO TYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINO TYPE LIMITED TORONTO

Agencies in the Principal Cities of the World

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

THE
Daily Mail
BRITAIN'S NATIONAL
NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL
New York Offices
280 Broadway
Telephone: Worth 7072

**IN NEW ORLEANS NOW
IT'S THE STATES**

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 square lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco and

S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 39,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By **HERBERT C. RIDOUT**
(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Yorkshire "Never Lets Go":—The Bradford, Yorkshire, banquet to boost the Advertising Convention next year looks as if it is going to have some interesting developments from all I hear. Sir Arthur Marshall, who is associated with the Bradford Daily Telegraph and the Yorkshire Observer (the hosts of the occasion), and Sir Harold Mackintosh, principal of the great Mackintosh's Toffee House, both found so much of interest in the subject of the convention that they stayed behind and discussed it freely with some of the London visitors. In the result both gentlemen told Mr. Thomas McDougall that they would give their heartiest support in every way, and promised to make the convention cause a matter of personal interest in the most practical fashion. I learn, too, that another most interesting announcement may be expected as a result, but the details I am not permitted to reveal this week. A picture of some of the guests is given.

It may interest Americans to know that a Yorkshireman is called a "tyke" (a "Yorkshire Tyke"), which is slang for a terrier dog, the characteristic implied being that he never lets go. The determination of the Yorkshire enthusiast, Mr. H. C. Derwent, in bringing about the convention banquet and discussion, is entirely typical of what the attitude of Yorkshire will be on the question of representation at the convention.

Scotland Gets Going:—Following Yorkshire—Scotland. The first move over the border in connection with next year's event was made on Oct. 26, when a meeting to discuss the participation of Scotland was held in Glasgow at the Ca'doro restaurant under the chairmanship of Mr. H. Thomson Clark, of the Glasgow Herald. A lucid statement was made by the chairman who explained the progress made in London, and thereafter a discussion followed. It was decided to form a corporate body and to get in touch with the other centres in Scotland by means of announcing a further meeting to be held in Glasgow, on Nov. 2, and a weekly meeting until further notice. Mr. H. Thomson Clark was appointed chairman; W. L. D. Yule, vice-chairman, and H. W. Dick, interim secretary.

Daily Mail Trust Breaks Records: The issue of £8,000,000 seven per cent guaranteed mortgage debenture stock in the Daily Mail Trust, to control the publications acquired in the Rothermere-Hulton deal, was the financial event of the month. Such an issue is a record in itself but more than £106,000,000 (over \$540,000,000) was the amazing amount received in subscriptions. Such is the confidence of the British public in the commercial soundness of this wonderful newspaper—as well as proof that there is money in England.

Punch, the leading humorous weekly, had its little joke on the subject:

"The Beaver and the Rotherbreck
Were walking hand-in-hand;
They laughed to hear the newsboys shout
"Two-thirty" down the Strand;
'If we could own the total Press'
They said, 'it would be grand.'"

English A. A. C. of W. Affiliations Growing:—It is good news that the list of affiliations of European advertising clubs, etc., to the A. A. C. of W. is growing. I learn that in addition to the Thirty Club of London, the Association of British Advertising Agents, Publicity Club of London, Aldwych Club, Advertising Club of Ulster, Corporation des Techniciens de la Publicite (Paris), and

the following organizations, have applied for affiliation:

Weekly Newspaper and Periodical Proprietors' Association.

Incorporated Sales Managers' Association.

Association of Advertisement Managers.

Incorporated Society of Advertisement Consultants.

Incorporated Society of British Advertisers.

Fleet Street Club.

United Billposters' Association.

London Billposters' Protection Association.

Federation of Master Printers.

Women's Advertising Club of Ulster.

Publicity Club of Liverpool.

Regent Advertising Club.

Advertising Section of London Chamber of Commerce.

Cercle des Publicitaires Francais (Paris).

Chambre Syndicale de la Publicite (Brussels).

Community & Publicity Utility Interests Move:—The first meeting of those interested in the Community and Public Utility Department for the 1924 Advertising Convention was held on Oct. 28, at 110 St. Martin's Lane, London, W. C. The meeting was summoned by Lieut. Col. G. S. Hutchinson, the first vice-president of this department, and those present included: F. W. Goodenough, the British Commercial Gas Association, Ltd., in the chair; Lt. Col. G. S. Hutchinson; Councillor Stanley Dowling, Margate and the Federation of East Kent Chambers of Commerce; T. W. Dockett Smith, Cardiff Corporation; H. C. Broome, Harrogate; W. T. Leighton, Guildford; W. Craushaw, Margate; J. C. Beaumont, Preston; Gregory Meakin, Nottingham; J. A. Milligan, London, Midland and Scottish Railway; A. Webb, Newspaper House, London; L. L. Blackwell, Edinburgh; John Hatton, Bath; Andrew Milne, convention secretary.

The delegates present represented some 250 Chambers of Commerce, Chambers of Trade and Town Councils to whom communications had been sent. Colonel Hutchinson briefly outlined the purpose of the meeting and expressed the view that Chambers of Commerce and Chambers of Trade would be very unwise if they failed to take advantage of the opportunity which the Community Department and the convention in general presented to them.

The following resolution put by Councillor Dowling of Margate, and seconded by Mr. Meakin of Nottingham, was carried with enthusiasm: "That this meeting form itself into a committee for the purpose of using every endeavor to get community advertisers of Great Britain interested in, and to arrange a conference at the forthcoming International Advertising Convention."

An executive committee was elected consisting of the following men: F. W. Goodenough, Lt. Col. G. S. Hutchinson, Councillor Stanley Dowling, Gregory Meakin, T. W. Dockett Smith, John Hatton, and W. Leighton.

Expectations Are Swelling:—The idea of next year's convention seems to grow with the weeks. The British delegation came back with the impression that 1,000 Americans might be expected. In a month that had risen to 1,500. A fortnight ago the number had grown to 2,500. Now, I see it is hoped that 5,000 people from all parts of the world will assemble. And why not?

When you come to London—

You will notice that eminent men and women who have the Nation's welfare at heart use JOHN BULL as a medium for addressing the public at large. This indicates the value of the paper to advertisers wishing to reach the homes of Britain.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the World. No Bourses. No Competition.

For Advertising Rates and Particulars write: Philip Emanuel, Advertisement Manager ODHAMS PRESS, LTD. 57-59, Long Acre, London, W.C.2. Eng.

JOHN BULL

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902

Copies Per Day

BOSTON SUNDAY POST
401,643

Copies Per Sunday

First in Local, General and Total Display Advertising

New Records

From nothing to 200,000 in seven months on Sunday—
From 25,000 to 200,000 in eleven months Evenings.
Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The
Des Moines
Capital

EDITORIAL



CASE FOR HEADQUARTERS

IT is regrettable that a break has occurred between President Coolidge and Washington newspaper correspondents over the question of who shall be responsible for the eligibility of persons attending the regular conferences at the White House.

C. Bascom Slemph, secretary to the President, seems to be entirely responsible for the ruling that robs the newspaper men of their right to protect their profession from the tipster, propagandist and we-boy insofar as the meetings with the President are concerned.

In other words, the protection of the public has been taken out of the hands of the men chiefly concerned in serving it and placed in the hands of politicians.

The Washington newspaper correspondents are to be congratulated for their stand and deserve the wholehearted support of all newspapers regardless of partisan affiliations.

Tipsters, propagandists and their kind for whom the bars are now pulled down at the discretion of a man who certainly must have no conception of the responsibility of journalism to the public, have no appreciation of the honor of confidences and the way is now open for scandal. The tipster, in fact, lives by selling confidences, and, under this ruling of Mr. Slemph, he again becomes a menace to the public, honest journalism and the Government.

EDITOR & PUBLISHER is in no way concerned about the case at issue but it is seriously concerned about the principle involved. There is nothing to prevent Secretary Slemph from refusing Presidential audience with the representative of an opposition paper at a general conference and no enforced rules that will prevent a bucket-shop runner from gaining information to which he is not entitled.

Both President Coolidge and Mr. Slemph should remember that the newspaper correspondents of Washington have organized to police their ranks as a professional duty that would assure protection both to the President and the public. There are some pretty black pages in Washington's past history that proved the need for such action.

The rules of the Washington newspaper men as to who shall and who shall not attend official conferences with the press are liberal to the extreme and the general feeling among newspaper men was that they should be tightened with the idea of giving high officials even greater protection from the unscrupulous who from time to time find a temporary place in the ranks of journalism.

The action of Secretary Slemph undoes the work of years of the men who are striving to place journalism on the plane which it deserves. The case demands positive protest from the entire press of the country to President Coolidge direct.

THE SPACE-BUYERS' THOUGHTS

NEWSPAPER owners and others with advertising space and service for sale have not always been ready to agree with what the buyers of that space put forward as their desires and ideals. Often they could not, and remain solvent going concerns.

It will be otherwise, in all probability, when the space-sellers learn and consider what advertisers are now thinking as demonstrated at the meeting of the Association of National Advertisers, held this week in the pleasant home of the Westchester-Biltmore Country Club.

In some respects it may appear that the A. N. A. has outgrown its name. Its members are no longer primarily concerned with the merits of competing media, with sharp bargains for secret low rates, or with the other contentious question of how the advertising agent shall be paid. These questions have not been forgotten. They have been subordinated, as developing more heat than light or energy, at a time when light and energy in distribution are pressing necessities.

Advertising manufacturers now have the efficient production that their salesmen commanded in the recent days when sales came easily. There is more production than present sales and advertising facilities can dispose of. Shoe manufacturers can manufacture 800,000,000 pairs annually for a yearly market which does not need more than 300,000,000 pairs. Retailers

THE STRONG MUST BEAR WITH THE WEAK

ROMANS

Chapter XV: 1-7

WE then that are strong ought to hear the infirmities of the weak, and not to please ourselves.

Let every one of us please his neighbour for his good to edification.

For even Christ pleased not himself; but, as it is written, The reproaches of them that reproached thee fell on me.

For whatsoever things were written aforetime were written for our learning, that we through patience and comfort of the Scriptures might have hope.

Now the God of patience and consolation grant you to be likeminded one toward another according to Christ Jesus.

That ye may with one mind and one mouth glorify God, even the Father of our Lord Jesus Christ.

Wherefore receive ye one another, as Christ also received us, to the glory of God.

are still pushing private lines for the greater profit and advertised goods are dumped at suicidal prices to clear shelves and warehouses.

Sales and the places where they can be made, and how, with least expense—the mind of the national advertiser is working at pressure on these now and any message that the seller of space can deliver that can ease the solution will find a profitable welcome. Newspapers' promotion men will find it well to bear this in mind when they are tempted to turn out a stunning piece of copy with flamboyant claims of circulation and advertising dominance. That information has an important place, of course, but it is only the sauce of the dish. And the advertiser is sick of it as a steady diet.

PULLING POWER

ONE of the most unusual stories of the success advertising is found in the announcement of the William Wrigley, Jr., Company, manufacturers of chewing gum, this week that a stock melon of \$50,000,000 would be divided among stockholders as a Christmas gift.

Wrigley success has been built upon persistent advertising at a total cost that is said to be more than \$40,000,000. Gross sales for this year, based upon

figures available up to November 1, and said to be responsible for the new stock issue, will reach more than \$27,000,000 and bring the sales to approximately 5,000,000,000 pieces of gum. The stock increase is from 600,000 shares of par value of \$25 to 1,800,000 shares of no value. Wrigley stock has been selling for \$125 and it is believed the new issue will bring more than \$40.

A story is going the rounds that on a recent trip to the Pacific Coast William Wrigley, Jr., was urged by his friends to kill his unusually heavy advertising appropriation, permit his business to continue on the momentum gained by past expenditures and take this money in additional profits. His reply was that they train they were on seemed to be going along pretty well, but he feared it would not continue, however, if they dropped the locomotive.

Wrigley has never wavered in his belief in advertising; he has always looked upon it as a locomotive that was pulling his business to success and he has given it the thought and care of a thorough engineer.

A GLIMPSE INTO THE FUTURE

THIS week two young inventors become known to the newspaper world as dispellers of certain problems hitherto standing in the way of widespread adoption of radio in news transmission.

William Finch, only 28 years old, and Archibald Stevens, 39, radio engineers, have perfected a wireless device, making radio secrecy a practical matter and making possible the sending of four different messages from one central transmitting station to be received on separate automatic typewriters. In other words, the volume of wireless transmission has been quadrupled.

These two young men by their inventive genius have afforded us a glimpse into the future. Too much cannot be expected for the present. But the eventual adoption of wireless as the chief means of distributing news can now be safely predicted.

What will it mean?

The world now thought to be closely tied together by visible wires carrying news and opinion of the leaders of nations through the press to the door step of the common people will soon be more closely tied invisibly.

It was not long ago that it was said with pride: "You can do anything with wireless you can do with overhead telegraph wires."

Now by radio, it is claimed, it will be possible to send four different messages simultaneously over the same radio channel.

With this one glimpse, what may we not boast in the future?

BUT NEWS IS THE THING

WHAT does the public want?" is a question that is frequently propounded in the newspaper business. Now and then things happen that convince us that the answer is not as hard to find as some students of public thought would have us believe.

The evidence clearly indicates that the public wants the news. It wants news that can be accepted as limited only by the ability and honesty of the reporter. The public value of news, it would seem, is arrived at not by the ownership of a newspaper, but by the purposes that guide in making its appeal. There can be no doubt that this plays an important part in the success of publications which sink petty partisanship and give their news columns an independence that permits the presentation of every point in discussion and every phase of news developments.

Two recent suspensions give strength to this belief. The Paterson (N. J.) Times had a short life in the highly competitive field and quit with a loss of many thousands of dollars to its backers after its candidate for mayor was defeated for re-election. Its reason for being had passed. The death of the New York Leader in its infancy was more unexpected. It boasted 300,000 owners, but could only claim 200,000 circulation. It flaunted the fact that it was "a labor union daily" and its army of owners seem to have bought those other journals that claim only to be newspapers, that strive to print all the news as they reporters find it and their editors measure its value.

News, it would seem, continues to be the thing the public wants in its daily newspapers.

November 17, 1923 Volume 56, No. 25

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

James Wright Brown, Editor.
Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Straub, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

London Editor: Herbert C. Ridout: Business Representative, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Croick, 60 Lympstone Avenue, Lawrence Park.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

PERSONAL

HERBERT S. HOUSTON, editor of *Our World*, and former president of the Associated Advertising Clubs of the World, addressed the Hartford, Conn., Advertising Club Nov. 6.

Bruce Haldeman, president and manager of the Louisville (Ky.) *Courier Journal*, with his wife and daughter, arrived in San Francisco, Nov. 1, from the Orient.

William Allen White, publisher of the *Emporia (Kan.) Gazette*, and W. Y. Morgan, publisher of the *Hutchinson (Kan.) News*, have been elected to honorary membership in Sigma Delta Chi, professional journalistic fraternity, by the Kansas university chapter of the order. They will be initiated in the spring.

Fred S. Ferguson, vice-president of the United Press in charge of news, left New York, Nov. 9, for a short trip of inspection through the middle west. By invitation he delivered an address at Butler College in Indiana, and inspected the United Press bureaus at Chicago, Indianapolis, and St. Louis.

Col. Oliver S. Hershman, former publisher of the *Pittsburgh Press*, was recently presented with a silver loving cup by newboys of the downtown district of Pittsburgh.

George R. Tilton, former Danville, Ill., postmaster, has joined the editorial staff of the Danville (Ill.) *Commercial News*. He was directing head of the Danville Press 10 years prior to its merger with the *News*.

Hon. Frank Oliver, for forty years publisher of the *Edmonton (Alta.) Bulletin*, who has recently been appointed member of the Dominion Railway Board, announces his retirement from the editorial and business direction of the paper. The *Bulletin Company* is being reorganized.

Edward H. Butler, editor and publisher of the *Buffalo Evening News*, is convalescing after an operation for appendicitis.

"Bud" Fisher, creator of the comic strip "Mutt and Jeff," spent a few days recently in Baltimore, watching some of the race horses he owns run at the Pimlico track.

Scott Laird, formerly publisher of the *Winona (Minn.) Republican-Herald*, has been elected special municipal judge of that city.

Lou Holland, president of the Associated Advertising Clubs of the World, spent last week in New York, where he was a speaker at the meeting of the A. N. A. He also came East to attend a conference with Jesse Neal, chairman of the London Transportation Committee of the A. A. C. of W. On Friday evening he was a speaker at the Advertising Exposition.

James T. Williams, Jr., managing editor of the *Boston Transcript*, gave an address before the cadets of Norwich University and the townspeople of Northfield, Vt., Nov. 12, in which he attacked the Ku Klux Klan.

S. H. Somerton, of Yokohama, Japan, publisher and editor of *Eastern Commerce*, the only monthly trade journal in the Orient printed in English, will arrive in New York on Saturday, Nov. 17, and will make his headquarters at the World Wide News Association, 303 Fifth avenue. His plans for the future are not made as yet. Mr. Somerton lost his wife, business and home, during the earthquake.

L. O. FuIts, editor of the *Jeffersonville (O.) Citizen*, was elected mayor of that town in the Nov. 6 election, defeating W. H. Mitchell, a retired Methodist minister.

IN THE BUSINESS OFFICE

FRANK F. MERRIAM, for eleven years with the advertising departments of Long Beach, Cal., papers, has become active vice-president of the Long

Beach Sun. Merriam is speaker of the California assembly.

William A. Brewer, business manager, Sacramento (Cal.) *Star*, has resigned to go with Hale Brothers' department store, Sacramento, as advertising manager.

George W. Gibbs has been named advertising manager of the *Portland (Me.) Press Herald*. He received his training in the Charles H. Fuller Agency of Chicago, and has been connected with the *Chicago Tribune*, *New York Tribune*, and the *New York Herald and Sun*.

James M. Armstrong, of the *Jamestown (N. Y.) Morning Post*, has resigned his position in the circulation department of that paper. He will take charge of the circulation department of the *Warren (Pa.) Tribune* in a few days.

Hal S. Smith, formerly advertising manager of the *Mt. Vernon (Wash.) Herald*, has moved to Kelso, Wash., and opened a printing business.

Willoughby Santman has joined the classified advertising staff of the *Hagerstown (Md.) Herald-Mail*. Fred Diener has been transferred from classified to display.

S. Kent Page of Chicago is handling special advertising for the *Tacoma (Wash.) News Tribune*.

C. N. Relfield and Chester McKittrich, formerly of the *Chicago Tribune's* business survey department, have been transferred to the merchandise service department.

THE EDITORIAL ROOMS

H. C. COLLES, music critic of the *London Times*, who is in New York for three months as visiting critic of the *New York Times*, will deliver a lecture before the League of Composers, Nov. 25, at the Anderson Galleries.

Mrs. Rea S. McClure, after 24 years of service as head of "The Chaperon" column of the *Kansas City Star*, announced her retirement, Nov. 6. She is 78 years old. The *Star* devoted three columns to recounting her services to the paper and the people of Kansas City.

Will F. Candler, former editor of the *Mountain Grove (Mo.) Herald*, and later managing editor of the *Lafayette (La.) Advertiser*, has returned to the latter position after being connected for a time with the *Hyde Park Herald*, published in Chicago.

Walker S. Buell, chief of the Washington bureau of the *Cleveland Plain Dealer*, spent a few days at the home office writing leads for the November state and national elections.

Erskine M. Lord, editor of the *Osborn (Mo.) Enterprise*, has been secured by *Popular Finance*, a New York publication, to write a column, "Between Us," for the paper. Lord is a well-known Missouri paragrapher.

Mrs. Blanche K. Wheeler, formerly of Boston, Mass., has left the reportorial staff of the *St. Petersburg (Fla.) Independent* to engage in the real estate business with a local firm.

Albert Pashby, city editor of the *Lynn (Mass.) Item*, has resumed his duties after a two weeks' vacation.

Charles Donelan, cartoonist on the *Boston Traveler*, entertained members of the *Lynn Section, American Institute of Electrical Engineers*, at its recent meeting by a talk and sketches.

Edward McAdams, managing editor of the *Lynn (Mass.) Telegram-News*, has returned from an automobile trip through New Hampshire and Vermont.

Theodore H. Price, editor of *Commerce and Finance of New York City*, made a speech before the *Rotary Club of Opelika, Ark.*, on Nov. 1. He discussed at length the agricultural and industrial conditions of the South.

William C. (Cy.) Etheredge, formerly city editor of the *Santa Rosa (Cal.) Republican*, has resumed his position after an absence of several months.

Russel Newland, who resigned recently as editor of the *Olympia (Wash.) Olympian*, has been succeeded by Archie Watts of Seattle. Newland has joined the Associated Press staff at Spokane.

FOLKS WORTH KNOWING

W. H. BAGLEY, for many years the publisher of important newspapers in the South and Southwest, has been elected associate and co-publisher, with Kimball G. Colby, of the *Lawrence (Mass.) Telegram*.



W. H. BAGLEY

Bagley was for a number of years managing director of the *Raleigh (N. C.) News and Observer*, owned by Joseph Daniels, Secretary of the Navy, during the Wilson administration. Turning to Texas in 1917, he became publisher of the *Fort Worth Record*. Later he owned control of the *Wichita Falls Record News* and the *Ranger Daily Times*, as well as his *Fort Worth property*.

In 1921, because of ill health, he was forced into temporary retirement, and spent a year in Europe. He has spent the past year in work of advisory capacity to publishers in the eastern states.

Colby, in announcing Bagley's election, paid him the following tribute: "I bespeak for him the confidence of our readers and our people generally."

Mr. Bagley's brother, Worth Bagley, was the first man killed in the Spanish-American War and his other brother, David, was the first man lost at sea in the War with Germany.

W. Thomas Hargis has been made assistant city editor of the *Philadelphia Public Ledger*. He was formerly a reporter.

Walter Yust, feature writer on the *Philadelphia Public Ledger*, has been confined to his bed with an illness caused by an airplane trip.

Herbert F. McDougal, editor of the *Fairfield (Ia.) Daily Ledger*, was guest of the *Ft. Madison (Ia.) Evening Democrat* last week.

L. A. Long, for thirty years editor of the *Hillsboro (Ore.) Argus*, has been succeeded by Verne McKinney, son of the owner.

Charles L. Shaw has assumed the managing editor's desk of the *Victoria (B. C.) Colonist*, a position vacated by the retirement of S. H. Matson, the

owner, from active newspaper work. Shaw, who began his newspaper work on the *Colonist*, is only 26 years old and, it is thought, is the youngest managing editor in Canada. J. W. B. MacDougall returns to the Parliament buildings in place of Shaw. The telegraph desk has been taken over by O. H. Nelson.

Al Baum, sports editor of the *San Francisco Examiner* twelve years ago, has returned to that position.

Miss Louise Hunt is the new radio editor of the *Tacoma (Wash.) Ledger*, taking the place of Albert Ottenheimer, who is attending the University of Washington.

J. H. Carr, who recently joined the staff of the *Tacoma (Wash.) News Tribune* from the *Philadelphia Inquirer*, is coaching the football team of St. Leo's high school in Tacoma.

C. C. Hungerford, cartoonist for the *Pittsburgh Sun*, who with Max Henrici, a member of the editorial staff, is touring Europe, is sending a series of cartoons to the *Sun* regularly, depicting life in France, Germany and Switzerland. Henrici writes the tales which go with the cartoons.

Jack DeWitt of the *Council Bluffs (Ia.) Nonpareil* is co-operating with Mrs. Hattie T. Harl in the preparation of material for a history of that city.

L. Dever, editor of the *Portland (Ore.) Western American* was injured in a railway accident Nov. 6.

F. H. Hosmer, managing editor of the *Syracuse (N. Y.) Journal*, underwent a slight operation to correct eye trouble, this week. It is expected he will be able to resume his duties shortly. L. R. Blanchard, news editor, is taking charge of Hosmer's duties during his absence.

Charles A. Segner, managing editor of the *Chicago Evening Post*, is in Louisville on a visit of two weeks.

A. J. Bean, financial editor of the *Boston Post*, will deliver an address on "The Political and Economic Situation in Europe," Nov. 20, in a course on contemporary Europe offered by Boston University. Dr. L. O. Hartman, editor of *Zion's Herald*, will speak on "Present Day Russia," Dec. 4.

Edward H. Doyle, news editor of the *Syracuse (N. Y.) Telegram*, suffered a nervous collapse last week while at his work. He lies in a critical condition at the Crouse-Irving Hospital.

Wilbur M. Faulkner, formerly court reporter on the *Springfield (O.) News* and now owner of a job shop in Springfield, was elected president of the *Springfield Typotheta* at its meeting Nov. 8.

Barnet Nover, of the editorial staff of the *Buffalo Evening News*, who returned recently from Europe, will give a series

The following papers have renewed their contracts for the Haskin Service for another year:

The Sioux City Tribune

The Fort Wayne News and Sentinel

The Oil City Derrick

The Sheboygan Press

The Danville Morning Press

of 10 lectures on Continental conditions as a special evening course in the University of Buffalo.

Bartlett Cormack, literary editor of the Chicago Evening American, and his recent bride, gave a reception at their Evanston home for Rebecca West, the English author, on her visit to Chicago.

James C. Grant of the Chicago Evening American was appointed during General Haller's stay in Chicago to travel with the Polish war hero as publicity representative. He will return to his position when the five-weeks' tour of the East comes to an end.

Fred J. Meagher, who recently resigned as director of printing of the New York State Board of Estimate and Control, has rejoined the staff of the Oswego (N. Y.) Times as news editor. Meagher began newspaper work on the Times and was city editor when he resigned in 1912 to become secretary to the late Luther C. Mott.

J. Devillo Pollard, editor of the Seneca County Journal, Seneca Falls, N. Y., has been elected a county supervisor.

A. E. Parker, C. A., has resigned as managing editor of Canadian Finance, Winnipeg, to become managing secretary of the Winnipeg Board of Trade. Cecil Lamont is his successor.

Charles Hays, financial editor of the Chicago Evening Post, has gone to northern Michigan for a stay. His place is being taken by Lloyd George.

Edna Lavine, editor of the "Boys' and Girls' Post" section of the Chicago Evening Post, is in New York on a visit. During her absence, William Sahud edited the feature.

HOLDING NEW POSTS

JACK KOFOED, from sports staff Philadelphia Public Ledger to sporting staff, New York World.

Miss F. Arline DeHaas, of Baltimore, Md., to staff, Philadelphia Public Ledger.

George E. Powers, from advertising manager Santa Rosa (Cal.) Press-Democrat, to advertising department Santa Rosa Republican.

Phebe Hunt, from society and club editor Ellensburg (Wash.) Record, to assistant editor Seattle Town Crier, a weekly devoted to stage, church and society.

Frank Lockerby, from city editor Vancouver (B. C.) Columbian, to news editor.

Loren Milliman, from reportorial staff, Okanogan (Wash.) Independent, to city editor Vancouver (B. C.) Columbian.

W. W. Bowman, from Salt Lake City Tribune editorial department, to Salt Lake City Telegram.

A. O. Loomis, from advertising manager Spokane (Wash.) Spokesman-Review, to same position Portland (Ore.) Telegram.

Kay Barr, from sport editor Akron (O.) Press, to editorial staff Pittsburgh Press.

Walt Williams, from associate editor Cle Elum (Wash.) Miner-Echo, to editorial staff Wenatchee (Wash.) World.

Josef K. Schmidt, from automobile editor to assistant state editor, Cleveland Plain Dealer.

Archie R. Dunlap, to associate editor St. Petersburg (Fla.) Independent, following resignation of Fred W. Williamson. Paul A. Davis, formerly Jamestown (N. Y.) Journal, to city editor, succeeding Dunlap.

C. B. Axford, to city editor of the St. Petersburg (Fla.) Times, succeeding Glenn Long, now managing editor.

Sara Ross, graduate of the Ohio State University's journalism course, to staff St. Petersburg (Fla.) Independent, as feature writer.

Thomas Smith, formerly of New York, to reportorial staff of the St. Petersburg (Fla.) Times.

R. A. McLellan, from staff to managing editor New Westminster (B. C.) British Columbian, following the death of J. W. Cunningham.

S. S. Densmore, University of Washington student, to staff of the Tacoma (Wash.) Ledger.

E. G. Fitzhamon, staff correspondent for Universal Service in Europe in 1918-19, to staff San Francisco (Cal.) Examiner.

Abe Hurwitz, from editor Jacksonville (Fla.) Journal, to Reading (Pa.) Times. Sam Ellis, from Mobile (Ala.) Register, to editor Jacksonville (Fla.) Journal.

James G. Davidson, University of Chicago student, to Chicago Daily Journal staff.

C. G. Appregren, to reportorial staff, Chicago Daily Journal.

H. D. Lemley, from advertising department Oklahoma City Oklahoman, to advertising manager Cedar Falls (Ia.) Record.

MARRIED

WARREN KRAFT, head of the Portland, Ore., office of the Botsford-Constantine Advertising Agency, to Miss Beulah Bowman in Seattle.

Emory Hall, president of the Theodore W. Clark Printing Company of Rockford, Ill., to Miss Clara Keeler in Rockford, Nov. 7.

Bert Fosdick, printer with the Tacoma (Wash.) News Tribune, to Beatrice Goldsby of Sumner, Wash.

Ralph Cady, a member of the advertising staff of the Portland (Me.) Press Herald, and Miss Genevieve Dunn, Portland, will be married on Nov. 24.

IN THE AGENCY FIELD

JOHN B. WOODRUFF has been made art director of the Campbell-Ewald advertising agency. His headquarters will be at the Detroit offices of the company.

George O. Jenner has opened an advertising agency at 6912 Hollywood Boulevard, Hollywood, Cal. He has been connected with newspaper and publicity work for some years.

Harold P. Drake has gone from the advertising agency of Hall & Emory of Portland, Ore., to the advertising department of the Walla Walla (Wash.) Bulletin.

The L. S. Gillham Company, Inc., has moved to its new building, 843 San Julian street, Los Angeles.

Mr. and Mrs. Merval Rose will leave Hutchinson, Kan., Nov. 10, for Kansas City, where Mr. Rose will be connected with the Smith Advertising Agency. Mr. Rose was formerly in the advertising department of the Hutchinson (Kan.) Gazette.

W. J. Doherty of Toronto, Canada, has joined the Chicago office of Albert Frank & Co., New York, Chicago and London. He was advertising manager for two years of Graham, Sanson & Co., Investment Bankers, Toronto.

E. J. Tooke, advertising manager of the Wurlitzer Music Company, Chicago, has joined the staff of the Atkinson Advertising Agency and will be in charge of all music advertising.

The Brotherton Company, advertising agency, Detroit, has announced the following new members of their staff: A. H. Jenkins, formerly with Nichols-Moore, Cleveland, to copy staff; Fred Barrett, formerly working on Hudson and Essex schedules, to supervising newspaper schedules; G. G. Slag, formerly Power, Alexander & Jenkins, to production department; Robert N. Taylor, late of the Detroit Times, to editing bulletins; H. M. Hamilton, formerly of Montgomery Ward & Co., to sales promotional work.

John Cowan, publicity officer of the Toronto General Trusts Corporation, has resigned to become associated with A. J. Denne & Co., Ltd., advertising agents. He will continue to have charge of the publicity of the corporation.

John Ring, Jr., president John Ring, Jr., Advertising Company, has been appointed chairman of the publicity committee of the 1924 Community Fund Campaign in St. Louis.

W. J. Doherty and W. E. Armstrong have joined the Chicago office of Albert Frank & Company, Inc., advertising

agency. Mr. Doherty was formerly advertising manager of Graham, Sanson & Company, Toronto. Mr. Armstrong has for the last four years been with the Harvey Blodgett Company, St. Paul, Minn., and previous to that was with the Albert P. Hill Company, Inc., Pittsburgh, Pa.

William B. Gellatly has joined Groesbeck, Hearn & Hindle, New York, as account executive. Gellatly was previously with Goode & Berrien. J. Y. Farrell has also joined this agency as head of the production department. He has previously been with the Blackman Company and the Harry Porter Company, both of New York.

Charles Logan Ozburn, formerly with the Chicago office of Albert Frank & Company, Inc., has opened an advertising business at Minneapolis under the name of Charles Logan Ozburn and Associates.

WITH THE ADVERTISERS

MISS GRACE SHALLENBERGER, advertising manager of the Thompson-Belden Company, Omaha, Neb., and daughter of Congressman Ashton C. Shallenberger, has resigned to become secretary to her father at Washington. Dorothy Latham has been named advertising manager for Thompson-Belden.

Allen H. Center, who was manager of the St. Louis office of the Billboard of Cincinnati, has gone to Chicago to be advertising manager for the Trio Motor Sales Company, Jordan distributors.

E. E. Keough of the American Writing Paper Company has returned from an extended business trip to the Pacific

Coast. He will continue as manager of the advertising department of that company, working in conjunction with the newly created department of sales promotion, which is in charge of Fred Webster.

Elmo Holke, advertising manager of Victor Motors, Inc., spoke at a dinner meeting last week of officials, executives and department heads of that company. His subject was "The Value of the Spoken Word, Coupled With Newspaper Support."

Gilbert U. Radoye, for five years advertising director of the Haynes Automobile Company, Kokomo, Ind., has resigned his position. No successor has been named. Radoye was formerly with the Marmon and Packard organizations.

E. C. Harris, for nine years advertising director of International Proprietaries, Inc., Atlanta, Ga., has established an advertising agency in Atlanta under his own name.

Bruce Whittier has joined the staff of the Corona Typewriter Company, Inc., Groton, N. Y., as assistant advertising manager. He was recently a director of Wm. T. Mullally, Inc., and manager of the Boston office of that agency.

Walter C. Hellmann, associate advertising manager of the House of Kuppenheimer for the past four years, has resigned to become advertising manager of the A. B. Kirschbaum Company, Philadelphia and New York, and assistant to the president, David Kirschbaum.

Stuart Peabody, for the last eight years with the H. K. McCann Company, New York, has been appointed advertising manager of the Borden Sales Company, Inc., New York.

New Rochelle Has Done It

The Protestant churches of New Rochelle—famous as being forty-five minutes from Broadway—have united in a joint appeal to the citizens of the town to attend some church. As general matter they are using Series No. 4, issued by the Church Advertising Department.

Churches are awakening to the need of using printers' ink to stimulate attendance. Publishers can help the matter along by making arrangements to use ads issued by this Department. The price is \$10 for most papers.

Proofs of Series No. 4, twenty-five ads in copy form only, are available. For proofs address

HERBERT H. SMITH

518 Witherspoon Bldg.

Philadelphia, Pa.

The Lanston Monotype Company cooperated with the Church Advertising Department in making possible the issuance of these proofs.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

NEWS SERVICES AND SYNDICATES

THOMAS T. TOPPING, of the Paris office of the Associated Press, has been nominated by the Anglo-American Press Association to cooperate with the French Olympic Committee in all matters relating to American pressmen and their needs as regards seating accommodation at the Olympic Games next year.

H. E. Swisher, Portland, Ore., manager of the United Press, has been transferred to the Los Angeles Bureau, where he will be in charge. **Robert A. Donaldson**, in charge at Los Angeles, has returned to the San Francisco bureau. **F. T. Bowness** is in charge of the Portland bureau.

L. L. Sisk, of the Chicago bureau of the United Press, spent his fall vacation in Oklahoma City. He returned to Chicago with his bride, formerly Miss Warner.

Bryant Harbert, of the Kansas City bureau of the United Press, has been made bureau manager of the United Press at Cleveland, succeeding **John T. Smart**, who will attend law school at the Ohio State University, where he formerly was a student.

E. P. Halline has been made bureau manager of the United Press at Detroit, succeeding **Raymond Fagan**, who will re-enter the daily newspaper field. Halline has been manager of the Des Moines bureau, where he is succeeded by **I. I. Femrite**, formerly bureau manager at Lincoln, Neb. Femrite has been relieved by **L. L. Harrop**, from the Chicago office of the United Press.

C. W. Harris, formerly on the staff of the Pittsburgh (Pa.) Chronicle-Telegraph, has been made manager of the Pittsburgh bureau of the International News Service.

Thomas Horgan, of the Boston bureau of the International News Service, is taking his vacation in Canada on a hunting and fishing trip. **Herbert Caryl**, of the Boston American, is taking his place.

WITH THE SPECIALS

THE C. L. Houser Company, New York, has been appointed sole advertising representative of the Ventnor (N. J.) News.

F. L. Bromley, of Binghamton, N. Y., has joined the firm of Howland & Howland, New York and Chicago newspaper representatives.

The **E. Katz Special Agency** has been appointed national advertising representative for the Longview (Wash.) News.

The **E. Katz Special Agency** is now representing the Eugene (Ore.) Register in the state of California, the business being handled out of the San Francisco office of the agency.

C. W. Bellis has joined the Chicago office of the S. C. Beckwith Special Agency as advertising solicitor.

F. L. Bromley has joined the New York office of Howland & Howland.

NEW PUBLICATIONS

THE Westfield Press, Inc., has begun the publication of a daily evening newspaper, the Westfield (Mass.) Journal.

The **Old Orchard (Me.) Transcript** published by the Old Orchard Publishing Company recently made its initial appearance. The company is incorporated with a capitalization of \$10,000. Officers are: **G. F. Hitchborn**, president; **Frank H. Libby**, treasurer; **Percy N. H. Lombard**, clerk.

The **LaSalle (Col.) Record** began publication Oct. 18. **C. J. Shephardson** is editor and manager, and **Martin E. Champie** publisher.

NEW PLANTS AND EQUIPMENT

THE Cleveland Plain Dealer will install two new Hoe presses next spring to take care of increased production. The new presses will supplant three old presses and will be geared to print 36,000 32-page newspapers each per hour and will operate with five rolls of paper.

The **Meridian (Miss.) Star** has just completed the installation of four new model 14 linotypes. The Star has also remodeled its building.

The **Fond du Lac (Wis.) Reporter** has installed a new 20-page Duplex press.

SUSPENSIONS

THE Nogales (Ariz.) Democrat has suspended publication.

SPECIAL EDITIONS

MIAMI (OKLA.) NEWS, a November Sales Day edition, Oct. 31.

Calgary (Alberta) Albertan, a 50-page Harvest edition, Saturday, Nov. 3.

Santa Rosa (Cal.) Republican, a 34-page Fashion edition, Sept. 8.

Winnipeg (Man.) Free Press, a special 18-page supplement, Nov. 8, in honor of the 50th anniversary of the founding of the city of Winnipeg.

The **Brockville (Ont.) Recorder and Times**, a special number to mark the centenary of its foundation as a weekly newspaper and the 50th anniversary of its publication as a daily.

Urbana (O.) Democrat, a 32-page Farm Bureau edition Nov. 8.

Winona (Minn.) Republican-Herald, a 62-page "Farm Bureau" edition, Nov. 8.

Mankato (Minn.) Free Press, a 28-page Prize Sale Week edition.

CHANGES OF OWNERSHIP

THE ownership of the Alexandria Bay (N. Y.) Thousand Island Sun has been transferred from **Martin & Collins**, who for the past four years have been editors and proprietors, to **William J. Cobey of Philadelphia and Curtis T. Martin**.

Mitchell & Sons, owners of the **Woodland (Wash.) Lewis River News**, have purchased from **D. D. Imus of the Kalama (Wash.) Bulletin**, **Royce H. Mitchell** has become the editor of the latter paper.

Guy L. Wetzel has taken over the management of the **Port Orchard (Wash.) Independent**, which he recently purchased.

Herschel Bullen has sold the **Logan (Utah) Republican** to **James C. Allen, jr., and Edwin Bench**.

Albert Whitney, who graduated last year from the School of Journalism at the University of Washington, has bought the **Oak Harbor (Wash.) Island County Farm Bureau News** from **H. L. Bowmer** and is publishing weekly.

Sale of the Chilliwack (B. C.) Progress to **C. A. Barber** and interests by **Senator J. D. Taylor**, managing director of the **New Westminster (B. C.) British Columbian**, has been announced.

L. T. Proctor, formerly of **McRae, Ga.**, has bought a part interest in **Jacksonville (Ala.) Argus**, a weekly formerly owned by **C. W. Walker**.

Miss Lydia Hornbeck has purchased the **Centerville (S. D.) Journal** from **O. W. Dingman** and will take charge on Jan. 1.

The **Omaha (Neb.) Western Star**, Polish language paper, which was run by the late **Thomas Koziol**, will continue to publish. **Father John Wiczorek** is at present editing the publication.

A. L. Sherman, publisher of the **Grant County (Wis.) Herald**, has taken over the management of the **Lancaster (Wis.) Teller** from **William Kuenemann**, formerly of North English, Ia.

Joseph W. Kubler and **D. Webster Davis**, owners of the **Custer (S. D.) Chronicle**, have dissolved partnership and **Kubler** is now sole proprietor. **Davis** will continue with the paper as reporter.

The **Walsh County Herald of Grafton, N. D.**, has been sold by **Mrs. Grant E. Hager** to **Rilie R. Morgan**.

The **Saugus (Mass.) Herald**, a weekly, has been sold by the **Robert W. McKay Publishing Company** to **Arthur E. Starkey**, of Lynn, who has been associated with McKay as editor for several years. **Starkey** formerly was superintendent of the composing room of the **Lynn (Mass.) Telegram-News**.

INDIANA

Indiana people receive millions of dollars from their land yearly

This list shows in part what Indiana receives from her crops.

Value of Corn	\$229,000,000
Value of Wheat	98,000,000
Value of Hay	53,000,000
Value of Oats	42,000,000
Value of Rye	7,000,000
Value of Potatoes	6,000,000
Value of Tobacco	5,000,000

Figure that cattle, horses, sheep and hogs and other livestock are valued at \$261,000,000 and then is it any wonder that the merchants of these towns are big distributors of goods?

It is no wonder that National Advertisers who link their merchandise to the local merchants, through these Indiana daily newspapers, cash in.

Indiana needs and deserves intensive cooperative cultivation.

Use this list of Indiana daily newspapers to win sales distribution and to popularize your merchandise.

	Circulation	Rate for 5,000 lines
††Decatur Democrat (E)	3,186	.025
*Evansville Courier (M)	26,864	.08
*Evansville Courier (S)	33,443	.08
*Fort Wayne Journal-Gazette (M)	26,279	.07
*Fort Wayne Journal-Gazette (S)	31,008	.07
*Fort Wayne News-Sentinel (E)	39,165	.09
*Gary Evening Post-Tribune (E)	11,292	.05
*Indianapolis News (E)	127,361	.23
*Lafayette Journal & Courier (M) 7,415 } (E) 12,360 }	19,975	.06
††La Porte Herald (E)	4,124	.025
*Newcastle Courier (E)	4,474	.025
*South Bend News-Times (M) 9,676 } (E) 11,987 }	21,663	.06
*South Bend News-Times (S)	19,776	.06
*South Bend Tribune (S) 18,909 . . . (E)	20,293	.06
*Terre Haute Tribune (E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

WHAT

is the sure route to increased advertising revenue, greater prosperity and more prestige for 1924?

A Great Circulation Gain Before the Close of 1923.

8,340 NEW, paid-in-advance subscribers added to The Nashville Banner's circulation—and only two of the four periods of the campaign ended. One more proof of Hollister supremacy!



HOLLISTER'S CIRCULATION ORGANIZATION

Largest in the United States
500 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

The Syracuse Herald

SYRACUSE, N. Y.

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

First in total; local; national lineages.

Special Representatives

PRUDEN, KING & PRUDEN, Inc.

200 Fifth Ave.
N. Y. City

Globe Bldg.
Boston, Mass.

Stager Bldg.
Chicago, Ill.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

**BUILDINGS,
PLANT LAYOUTS,
PRODUCTION,
OPERATION,**

An organization specializing solely in newspaper building, manufacturing and production problems.

S. P. WESTON
120 West 42nd St. New York

ASSOCIATIONS

WILLIAM A. THOMSON, director of the Advertising Bureau of the A. N. P. A., who has been looking over conditions in the Northwestern States and Western Canada, addressed a meeting of advertising men in Vancouver on Oct. 26.

The monthly luncheon of the Six Point League was held at the Hotel McAlpin, Nov. 13, New York. Members heard President J. F. Finley announce that 16 new members had been added. Thomas H. Moore, associate director of the Bureau of Advertising, of the A. N. P. A., spoke of some of the recent work of his Bureau.

The New York Newspaper Golf Club held its annual gymkhana at Van Cortland Park, Nov. 5.

The Wichita, Kan., Advertising Club gave an old time "barn dance," Nov. 6, as a means to raise money with which to send a large delegation to the district convention next February.

The first annual round-up of eastern district members of the International Editorial Association will be held in New York, Nov. 25.

Colonel A. C. Rogers, advertising manager of the Guardian Savings and Trust Company, has been elected president of the Cleveland Financial Advertisers' Association.

Donald Sterling has been elected president of the Portland (Ore.) Press Club. Other officers are: Clark Williams, first vice-president; E. N. Blythe, second vice-president; Tom Smart, third vice-president; F. D. McNaughton, secretary; E. A. Foss, treasurer. Directors are: O. C. Leiter, Pierce Cummings, James S. Sheehy, John Palmer, E. E. Smith and A. A. Anderson.

C. Norman Senior, Vancouver (B. C.) Sun, was elected president of the British Columbia Legislative Press Gallery at the annual meeting held on Oct. 30. Vic. E. Andrew, New Westminster (B. C.) British Columbian, was re-elected secretary. Other members of the gallery this year are: Major W. A. de Graves, D. S. O., Vancouver World; Bruce Hutchison, Victoria Times; Charles L. Shaw, Victoria Colonist; Ken Drury, Victoria Times, and M. D. B. King, Vancouver World.

The executive committee of the Nebraska Press Association, at a recent meeting at Lincoln, decided to hold the annual convention the last week in February, 1924, at Grand Island.

George M. Atwell of the Atwell Printing & Binding Company was the speaker at the meeting of the Business Editors' Association of Chicago on Tuesday, Nov. 13. His subject was "The Editor and the Printer."

The Publicity Committee of the American Photo Engravers' Association held a meeting recently in Chicago. Definite plans were made concerning the publicity and advertising campaign the Association will wage through a large number of trade publications. O. Kwett of the Northern Engraving Company of Canton, Ohio, is chairman of the publicity committee and will soon sign contracts for the space.

SCHOOLS OF JOURNALISM

DEAN M. LYLE SPENCER of the University of Washington School of Journalism, Seattle, announces the placement of the following graduates of the 1923 class: Helen Child, reportorial staff, Wenatchee (Wash.) World; Margaret Day, reportorial staff, Toppenish (Wash.) Tribune and Review; Marietta Upton, teacher of journalism, Centralia, Wash., High School; Alice Frein, secretary of the School of Journalism, University of Washington; Max Miller, reporter, Melbourne Herald, Australia; Harold Turnblad, Associated Press correspondent, Olympia, Wash.; Archie Watts, managing editor, the Olympia (Wash.) Olympian; George Astel, assistant advertising manager, Columbia Theater, Seattle, Wash.

The Press Club of the College of Secretarial Science of Boston University has

elected the following officers: president, Margaret Ford; vice-president, Eva Smith; secretary, Dorothy Guild; treasurer, Florrie Anderson; representative to the student government, Prudence Matthews.

Clark H. Galloway, an instructor in journalism at Kansas University last year, is now advertising and publicity director for a public utility company in Omaha, Neb.

The Tacoma City College, conducted by the Y. M. C. A. of Tacoma, Wash., is conducting its third course in journalism under the direction of Roy A. McMillan of the Tacoma News-Tribune staff.

Ivan Benson, newly named instructor of journalism at the University of Kansas, was recently pledged to Sigma Delta Chi, professional journalism fraternity.

TEXANS ABANDON HOME PLANS

Veteran Editors Hold Annual Frolic and Change Admission Rule

(By Telegraph to EDITOR & PUBLISHER)

CORPUS CHRISTI, Tex., Nov. 15.—The question of what constitutes a veteran editor was threshed out here today when the thirteenth annual convention of the Texas Editorial Association, composed of the leading editors of Texas who have been in the newspaper business as writers or publishers for thirty years or more.

The question was raised when a recommendation was made that the membership test be reduced to twenty years, in order that a larger attendance at the meetings might be obtained. Following heated debate opponents of the measure arguing that lowering the limitation would render the chief distinction of the association no longer valid, the measure was adopted.

Proposals for raising funds for an old editors' home were abandoned when it was reported that there were poor prospects for obtaining the money for the purpose and the treasurer was instructed to return the pledges already paid to the donors.

NEW DAILY AT FLINT, MICH.

Daily Herald Company Incorporated for \$50,000 Nov. 15

A new daily newspaper for Flint, Mich., was forecast in the incorporation at Lansing, Nov. 15, of the Flint Daily Herald Company with William H. McKeighan, former mayor, defeated in the last campaign for re-election, as one of the incorporators.

The company is incorporated for \$50,000 in preferred stock and 5,000 shares of no par value stock nominally valued at \$1 a share. The amount subscribed is \$25,000 and 1,250 shares, \$2,500 being paid in cash. The incorporators besides McKeighan are Leroy Mathew and John H. Caine. The Walsh building has been secured as the home for the new daily.

Scripps Goes to California

Robert Scripps, editorial director of the Scripps-Howard newspapers, left New York, Nov. 12, for Pasadena, Cal., where he plans to spend the winter. Mr. Scripps returned recently from a 10 months trip to the Orient, during which he visited Japan and China observing journalistic conditions.

N. Y. Proofreaders Organize

The New York Society of Proofreaders was organized recently in the rooms of the Brooklyn Press Club. About 100 proofreaders were present. The officers are: L. T. O'Gorman, New York Times, president; Andrew Burke, Post, George O'Neil, World, vice presidents; H. R. Dawley, New York Times, secretary; John F. Lane, Citizen, treasurer.

Leverhulme Sails for U. S.

Viscount Leverhulme, the English soap manufacturer, sailed from London, Nov. 14. He is to speak at a banquet of the Sphinx Club, New York, Nov. 20.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Can Your Mail List Costs Be Cut?

FROM \$250 to \$500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer these questions. Send for it today! It's FREE.

Speedomatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-823 WASHINGTON BLVD.
CHICAGO

Business Is Fine In Baltimore

The Automobile Commission reports the sale of 1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without The Baltimore News and

The Baltimore American

Ask for present-day facts on the Baltimore situation.

MARKET HOUSE for all WESTERN NEW YORK

Buffalo is the food distributing center for nearly a million people in the eight western counties of New York State. You can cover every section of this broad market effectively thru the **BUFFALO EVENING NEWS ALONE.**

A. B. C. Total Net Paid 119,754
September 30, 1923.

BUFFALO EVENING NEWS

Edward H. Butler
Editor & Publisher
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Sar have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

PORTSMOUTH, OHIO

**EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES**

They cover South Central Ohio Completely.

Foreign Representative

ROBERT E. WARD, INC.

8 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

4,500,000 Women

live within 50 miles of 5th Avenue. This paper carries more women's wear advertising than any other paper in New York.

NEW YORK EVENING JOURNAL

In New Orleans
it's
**THE
ITEM**

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

A REAL live wire automobile dealer, located at Ogdensburg, N. Y., recently made an appeal to the farmers in the vicinity of his city that he would accept Dairymen's League Certificates of Indebtedness as partial payment on both new or used cars. Many farmers were glad to dispose of these certificates. The auto dealer likewise disposed of an unusual large number of automobiles. Incidentally, much newspaper advertising was used in broadcasting the message, which resulted in the local paper disposing of considerable space. Perhaps this idea could be used effectively elsewhere in New York State where farmers are members of this League or in any place where there are similar organizations. Try it.—George C. Marcle, Republican-Journal, Ogdensburg, N. Y.

One or two papers conducting voting or other contests in which coupons printed in the paper are used have solved the problem of complaining readers who find that newsboys or others have clipped the coupons from their paper before they received them. Instead of using coupons, under this plan, the title line and date-line of the first page are used, so that if they are clipped before being sold by a newsboy the purchaser will know it and can reject a mutilated copy.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

A number of people have been electrocuted and many injured by reason of carelessness in stringing aerials, the radio wires coming in contact with live electric light and power wires. Utility companies are issuing warnings to amateurs to use more care. Get them to run space ads with this warning.—Joe Carmichael, Director of Iowa Committee on Public Utility Information, Des Moines, Iowa.

With the rapid approach of Christmas a lot more of automobile accessory advertising may be obtained by selling the dealer the idea of urging people to "Give Something for the Car for Christmas." This will be a real help in the problem of selecting gifts for motorists that are different from the usual smoking jackets, slippers and gloves. A large number of manufacturers and distributors are urging the dealer to promote this idea, and the wideawake advertising solicitor should have no difficulty in selling an accessory page a week built around this idea and perhaps a number of good separate ads in addition.—Ivan L. ReVeal, Hoopeston, Ill.

Now is the time of year to plan for the Christmas business. Run a "The best gift I ever gave and the best gift I ever received" column, and offer nominal prizes for the most attractive letters. Some firms will be anxious to point out to your readers that these best gifts can be secured at their shops.—R. L. Lurie, Box 21, Grove Hall, Mass.

The advertising manager of an eastern Canada daily stimulated interest in the advertising columns of his newspaper, among the bakers of his territory, by arranging a bread, cake and pastry show. The show was free to the public and was held in a vacant store, secured at a nominal rental for one week, the duration of the show. Each of the baking concerns was privileged to submit a stipulated number of loaves, cakes and pies, etc., and in connection with the show the advertising manager produced a special section of his paper, known as the Bread, Cake and Pastry Section. The section consisted of eight pages. All of the bakers who participated in the show

bought advertising space in the section.—W. McNulty, St. John, N. B., Can.

Old, odd advertisements sometimes found on the backs of antique furniture, if printed in facsimile, would make an arresting ad for a special display of antique or period furniture, so much in demand just at this time. The old wood type generally used is very unique and the wording quaint. If it is impossible to secure the original advertisements, a little research will bring out delightful possibilities in setting up an original ad for this sort of furniture, using reproductions of old wood cut illustrations and the old form of English spelling as well as type.—K. Cleary.

Following the suggestion of one of the local newspapers, an Ohio theatre began distributing copies of the night extra to its patrons at that time. The plan didn't interfere with the regular home circulation and also proved a good publicity move for the theatre.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Junk men grow rich. Some of them make house to house collections of furniture, etc., which householders have replaced, paying prices so low that many women would rather convert their unused tables, chairs, etc., into firewood than accept the second-hand dealer's offer. Many others, in desperation, take anything they can get. An enterprising newspaper can get good results by sending want ad solicitors from house to house for advertisements offering to sell such articles. The seller will get more by a sale in this way than the junk man offers, and the buyer will pay less than the second-hand man asks.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

One of the greatest problems of the small advertiser is to find some method whereby his advertising will not be buried by the copy of the large advertiser. A clothier in one small town solved this problem by co-operating with a shoe store in his neighborhood. They now run a joint ad, using space across the entire eight columns of the paper and from 8 to 10 inches deep. When the shoe store features boys' shoes, boys' clothing is featured, and conversely, men's clothing with men's shoes. Perhaps advertising men meeting with similar situations might adjust them in a like manner.—H. E. Runner, Hackensack, N. J.

Dollars won't be pulled consistently with EDITOR & PUBLISHER'S Dollar Pullers unless the suggestions are filed for future use. One advertising manager is clipping them all and arranging them in the form of a suggestion calendar. Seasonal ideas are put in their proper place. For instance, an idea for boosting Christmas advertising is filed late in November in the suggestion calendar. Miscellaneous or all-year suggestions are filed according to the merchandise they concern. That advertising manager isn't missing a chance to score.—Frank D. Hicks, University of Iowa, Iowa City, Iowa.

A "Truth Campaign" to give a complete understanding of the druggist and how he serves, strongly urging the public to "Try the drug store first," has been sold by the New Orleans Item. A full page each Sunday and a third page each Friday are to be used for a year, with names of dealers backing the campaign financially appearing.—James M. Mosely, 39 E. Concord St., Boston, Mass.

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee
JOURNAL
FIRST—by Merit

KANSAS IS A RICH, RESPONSIVE
FIELD—TOPEKA, ITS CAPITAL
A GOOD "TRY OUT" CITY
They are best covered by the

Topeka Daily Capital TOPEKA, KANSAS

Only Kansas Daily with a General
Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in
London.

EVENING HERALD

Los Angeles, Calif.

Gained 28,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1923, 145,988 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MOST NEWS

The largest morning daily circulation
in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation ... 118,000
Sunday Circulation ... 175,000

Member A. B. C.

INSURANCE COMPANIES ALIVE TO ADVERTISING

Chauncey Miller Says "Tombstone Ads" Have Passed—Future Copy to Be Instructive—Tells of St. Louis Meet

Insurance companies of the United States have waved final farewell to the "tombstone ad" and will soon become prominent advertisers of the nation, making large use of daily newspapers and other advertising media, in the opinion of Chauncey S. S. Miller, of the North British & Mercantile Insurance Company, Ltd., New York, chairman of the membership committee of the Insurance Advertising Conference, of the Associated Advertising Clubs of the World.

The Conference held its first semi-annual meeting at St. Louis, Mo., last month. At the meeting 54 fire, life, and casualty insurance companies were represented. The membership of the Conference, according to Mr. Miller now numbers more than 100, with applications for membership continuing to come in.

Mr. Miller, in an interview with a representative of EDITOR & PUBLISHER, explained the gradual formation of the Insurance Advertising Conference, its purpose, and present aims, declaring he was "amazed" at the progress already made in the advertising departments of insurance concerns.

"And the 'tombstone ad' is now really a thing of the past," he emphatically declared. "Copy, which will hereafter be prepared by the larger insurance companies, will be concerned with increasing the popular knowledge of the business. All mystery will be taken out of insurance.

"The insurance companies, to be sure, are today still where the banks were eight years ago. We are slowly following the financial group. It won't be long before we are in the class with the banks."

Mr. Miller told how the Insurance Advertising Conference was formed. "Representatives of the advertising departments of the larger insurance companies of the east commenced meeting informally a few years ago.

"We would meet at the Union League Club, New York. The interchange of ideas proved very profitable, and we decided to enlarge.

"For the first semi-annual meeting we chose St. Louis, holding sessions there Oct. 22 and 23. We did this because we wanted to interest the great insurance companies of the middle west. We went

to their very doorstep, in order that they should have no excuses for not attending. "Use of newspapers as advertising media is coming, slowly, perhaps, but inevitably."

The insurance companies, which showed their awakened interest in advertising by having exhibits in St. Louis were: Insurance Company of North America, Western and Southern Life Insurance Company, Automobile Insurance Company, Aetna Associated Companies, Phoenix Mutual Life, Equitable Life, Federal Surety Company, Fidelity and Casualty Company, American Insurance Company, Bankers Accident, Fidelity Mutual, Michigan Automobile, Equitable Life of Iowa, Great Western Life, Fidelity and Deposit, Maryland Assurance Corporation, Maryland Casualty, Missouri State Life, Home Fire, Imperial Life, Hartford Fire, North British and Mercantile, Pennsylvania, Commonwealth, Mercantile Insurance Company, Commercial Union, Palatine Insurance Company, California Insurance Company American Mutual Liability, Connecticut General.

FOR SALE

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

Buy This Press and Save Money.

Balbeck Optimus used but little. Takes sheet 25x38. Perfect condition. Will ship complete with motor and overhead shafting for \$2,500. Cost new, \$4,000. Act quickly on this bargain. The Cobleskill Times, Cobleskill, N. Y.

For Sale

Due to merger, two models 5 and one model 9 linotype machines in excellent condition. Price and terms reasonable. Standard-Star, New Rochelle, N. Y.

For Sale

On account of change of size we have for sale 31 reams 18x23 West India Tissue, 8 reams 18x23 20 pound Red Rag, 4 reams 80 pound 18x23 blotter, price one-half of market. Morning News, Savannah, Ga.

Kelly Press Cheap.

We have for sale a Kelly Press with extension delivery, A. C. Motors and all attachments which cost us new \$4100 two years ago. Must make room for growing newspaper and will sell at \$2,950 on board cars. Guaranteed to be in A-1 condition. Will take sheet 17x22 inches, is automatically fed and delivers 3,500 impressions per hour. A money maker for your job room. Address The Cobleskill Times, Cobleskill, N. Y.

Newspaper Web Presses.

No. 450—Hoe Right Angle Quad, 32 pp., with complete new stereo, equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
No. 468—Goss Comet flat-bed web press.
For details address Baker Sales Co., 200 Fifth avenue, New York.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

For Movie Fans

ARE THERE ANY QUESTIONS?

Let Your Film Fans Ask

GLADYS HALL

In her "Diary of a Professional Movie Fan," Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Humor

CHRISTMAS IS COMING

Start the Weekly Humorous Articles of

STEPHEN LEACOCK

with "My Ideal Christmas."

Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Colyums

DAILY CHIT CHAT

Standard Feature Service,

606 Eastern Ave., Janesville, Wis.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.

KIDDIE KAPERS—in 2 col.; real kids.

Columbia Newspaper Service, 799 B'way, N. Y.

Fiction

STORIES

Constance Edgerton

606 Eastern Ave., Janesville, Wis.

Fiction

LET US BUILD YOUR CIRCULATION

Famous stories by famous authors

Service for Authors, 33 West 42d St., New York

Humor

THE THIRTEENTH GIRL

5,000 words

Lewis Wilson Appleton, Jr.,

1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES

pictures. We pay \$3 and \$5 for each accepted.

Kadel & Herbert,

153 East 49d St., New York City.

Sport Review

THE NEW YORK HERALD

Great Annual Sport Review

Edited by The New York Herald Experts, headed by W. O. McGeehan. 57 orders already booked for this year as repeats, 10 since last week.

Wire your order today.

The Herald-Sun Syndicate, 280 Broadway, N. Y.

SUPPLIES & EQUIPMENT

For Newspaper Making

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.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Gallies, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.

3724 So. Rockwell Street

Chicago, Ill.

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

USED BY THE

SEATTLE STAR

Seattle, Wash.

We refer you to them for their opinion.



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

FOR SALE

1 Goss Comet flat bed press prints, 4, 6 or 8 pages.

Available for quick delivery. Write or wire for price.

Walter Scott & Co.

PLAINFIELD, NEW JERSEY

CHICAGO

NEW YORK

1441 Monadnock Block

457 Broadway

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—
Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street
Boston, Mass.

Tribune Building
Chicago, Illinois

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

GOSS

SERVICE

Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.

Orders are shipped immediately—including those received by the "man on watch" nights, Sundays and holidays.

This service has no parallel in the industry. How vital it is, our customers keenly appreciate.

The GOSS PRINTING PRESS CO
1535 S. Paulina St. Chicago

Introduction to Employer and Employee

SITUATIONS WANTED

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

An Editor
With New York and small town training, 26, Columbia graduate, exceptional editorial writer, authority on make-up and good journalism, is available for publication in town up to 75,000 who wants to build up prestige, quality and circulation. Thorough newspaper man; good headline, news and feature writer; knows news and news sources, and can guarantee a first-class newspaper at a moderate salary. Con- genial, live, hard-working. Send paper for critical review; also all details of town and proposition. Russell, 133 West Fourth street, New York, N. Y.

Capable Circulation Man.
Now with one of the largest newspapers in America, will make suitable changes to live in smaller city. Understand all phases of circulation work. Carriers, dealers, newsboys, country agents, mail subscriptions and office detail. Salary \$5,200 per annum. Box C-749, Editor & Publisher.

Chain Papers.
Man who conducts a daily column of comment on world affairs wants to get in touch with publisher of chain of papers. Column is tested and is an interest builder. Write C-721, Editor & Publisher.

Circulation Manager
Able to produce results under trying and adverse circumstances. Practical experience proves qualification, not a beginner. Will consider city or country circulator. No objection to location or size of city. Address Box C-777, care Editor & Publisher.

Circulation Manager.
Twenty-two years' experience with a practical working knowledge of the business from every angle. Expert in organization and pro- motion work. With ability to execute the most exacting demands of the position. C-506, Editor & Publisher.

Circulation Manager,
age 35, qualified by years of practical experience, understands every angle of circulation work. Now directing entire circulation de- partment on newspaper in city of 100,000. Available after reasonable notice to present employers. Strong credentials will prove ability. Location or size no object. Address C-762, Editor & Publisher.

Circulation Manager
Do you want more circulation in your trading range? I can get it for you. I served in every position from carrier boy to assistant city circulation manager of Indiana's greatest newspaper. I was circulation manager of the other evening paper in same city for three years. Since 1919, I have been city circulation manager of the Northwest's greatest newspaper. Address Box C-771, Editor & Publisher.

Circulation-Promotion-Manager
Live wire, result producer. Will promote and maintain staple circulation against all oppo- sition. Personal reasons for desiring change. Address Box C-773, care Editor & Publisher.

College Man
seeks position as reporter with small town daily offering opportunity for advancement. Willing to start at bottom and work way upward. Writes good, clean copy, available at once. C-754, Editor & Publisher.

Deskman,
Capable, excellent record, seeks opening as telegraph editor. Address Box C-752, Editor & Publisher.

Does This Training
and experience interest you? Two years in advertising department of paper in city of 300,000, twelve years in editorial department of same paper four years as Chamber of Com- merce secretary, one year as secretary of world wide business gathering, partly gov- ernmental. Now at liberty. C-744, Editor & Publisher.

Journalist
wishes position with large news agency or newspaper. Has wide experience in America and Europe. For past five years has been working as foreign correspondent, covering all important events. Will accept position either in America or abroad. Age 36. Address Box C-774, care Editor & Publisher.

PRINTS BIBLE SERIALLY

Topeka Journal Will Continue Daily "Newspaper" Translations

The Topeka (Kas.) State Journal has announced that it will continue to print the entire Bible in a continued story form after a year of successful printing of the new testament in serial form. The compilation as published in the Journal was written by Dr. Charles M. Sheldon, well-known Topeka minister. Dr. Sheldon is editor of the Christian Herald in New York.

SITUATIONS WANTED

Experienced Newspaperwoman,
University graduate, wishes reportorial or desk work; \$35; references. Write or wire Bessie Marks, 3431 Independence avenue, Kansas City, Missouri.

Head of Former
New York Globe reference room, several years' continuous experience reading and filing national and international news, wishes to connect with newspaper, publication, advertising or commercial house. Any organization with such a department will find my work of un- questionable value. Highest New York refer- ences. Viola Joy Layton, C-772, Editor & Publisher.

Managing Editor
large Southern daily, excellent reputation as executive, valuable experience, who can sat- isfy exacting publisher as to executive ability, desires opportunity on afternoon newspaper. Not interested in offers from morning publica- tions. Will welcome opportunity to build up newspaper that has proper prospective field behind it. Address Box C-765, Editor & Pub- lisher.

Newspaper Man Seeks Position
with large city daily. Experience as reporter, copy reader, rewrite or feature writer. Best references. Graduate School of Journalism. Address Box C-740, Editor & Publisher.

Practical Printer,
employed days, seeks work few hours evenings as assistant to publisher or editor. Capable of reading, revising, makeup, ad layout, etc. Box C-768, Editor & Publisher.

Publicity Man
very well connected with leading New York newspapers, wide experience, wishes to get in touch with firm desiring his services. Best references furnished, together with published articles. Experience includes newspaper work, theatrical enterprises, etc. Age 36. Address Box C-775, care Editor & Publisher.

Young Married Man
seeks position as circulation manager on evening paper. Prefers Ohio, Michigan, In- diana or Illinois. Best of references; thirteen years' experience. Box C-756, Editor & Pub- lisher.

University Graduate,
age 23, with general all 'round newspaper ex- perience in news reporting, feature writing, and school department work wants a job! South or East preferred. Address Box C-767, care Editor & Publisher.

Young Married Man,
33 years old, seeks position as circulation manager in city not less than 150,000. Started newspaper career in 1908. Best of references. Salary \$5,600 per annum. Box C-757, Editor & Publisher.

BOOKS, ETC.

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

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sam- ple copy. Writer's Digest, 820 Butler Build- ing, Cincinnati, Ohio.

The new serial is to be known as "The Everyday Bible" and Arthur J. Carruth, Jr., manager of the Journal, declares that "it is really a busy man's Bible, told in an interesting form."

Continuing on the new serial Carruth said:

"This form of the Bible is designed for the newspaper reader who has not the time, nor perhaps the inclination, to read the Bible in its entirety.

"The printing of the new testament in serial form has aroused interest all over the English speaking world. We have letters from every state in the union; from many parts of Canada, from Aus- tralia and from England. Several British newspapers not only inquired about the success of the new undertaking but indicated their intention of adopting a like plan. A number of newspapers in the United States has also taken up the serial.

"Our publication of the new testament will be completed next month. We have used a 'newspaper English' version and are convinced that our readers have taken a tremendous interest in the plan."

Ashland Journal Becomes Daily

The Ashland (Wis.) Journal has changed from weekly to daily. W. C. Kautenburg is the proprietor and man- aging editor.

HELP WANTED

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

Advertising Manager.
Wanted for daily newspaper in Ohio. Young man with ability to write and sell. Must be able to teach his staff to produce also. Give all information in first letter and state whether now employed, salary desired, etc. Write Box C-763, care Editor & Publisher.

Advertising Salesman
whose experience has been on newspapers of 10,000 or more circulation. Must be able to write good copy for general stores. \$50 weekly. State extent of experience and when you can come. Bayonne Times, Bayonne, N. J.

Circulation Manager Wanted
for Canadian city of 60,000. Morning and evening editions about 40,000 copies, former country, latter city circulation. Canadian preferred. Must have experience in situations of approximately same character, references and detailed statement of previous occupation, capable of being checked up required. Apply to C. F. Crandall, British United Press, 171 St. James street, Montreal.

Foreman Wanted
Must be combination machine and floor man, good conditions, union, four machines, morn- ing paper, \$50 to start. Address Box C-766, care Editor & Publisher.

BUSINESS OPPORTUNITIES

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

For Sale—
Controlling interest in established morning daily. Paid circulation 2,400. Apply W. W. Minton, Goldsboro, N. C.

For Sale.
Half or whole interest in daily newspaper in growing medium sized city on Pacific Coast. Doing fine business of approximately \$100,000 a year, \$15,000 to \$30,000 cash required. Ad- dress C-755, Editor & Publisher.

\$250,000 Midwest Daily
Excellent community. Advertising alone \$250,000 annually. Profitable and business growing. Wire National Newspaper Bureau, 233 South Dearborn St., Chicago.

BUSINESS BUREAU SUEED

Brokers Ask \$75,000 Damages from St. Louis Group

Suit for \$75,000 damages was brought Nov. 9, by Leo F. Speck and H. E. Har- berding, doing business as L. J. Jerome & Co., stock brokers, against the Bet- ter Business Bureau of St. Louis, an adjunct of the Advertising Club of St. Louis, and H. W. Riehl, manager, and Arthur J. Freund, attorney for State Finance Commissioner Millsbaugh, and W. H. Schlueter and August Vollmer, Jr., clients of the Jerome Company.

The permit of the brokerage firm to deal in securities was suspended by the finance commissioner on Oct. 31, last, after he had received complaints against the company from the Better Business Bureau. Schlueter and Vollmer had also filed suits to recover money paid on stock deals alleged to be violations of the Missouri "blue sky" law.

The petition of the Jerome company alleges that the business bureau is an organization of certain "bands or cliques of bankers, brokers and investment pro- moters, to encourage the purchase of cer- tain stocks and securities in which the members are interested." It also alleged that the duties of the manager are to "spread propaganda, act as press agent and supply stories such as those published about the company's business. The or- ganization sets itself up as an organiza- tion to protect innocent stockholders, but in reality it is a sham and a combine to control the sale of securities."

"Label suits of this character are to be expected as a result of the work that the Better Business Bureau of the Advertis- ing Club of St. Louis performs from day to day in the protection of St. Louisians from those who seek individual profit through deception and misrepresentation," said Riehl, manager of the Better Busi- ness Bureau in a statement.

"The Better Business Bureau is stead- fast in its purpose to protect the public against such practices and refuses to be turned aside by suits of this character. In this particular case we have ample evi- dence in our possession to protect every point of our position."

Palmer, De Witt & Palmer

Announce

the removal of their office from 225 Fifth Ave.,

to Suite 1311, Borden Bldg.,

350 Madison Avenue
New York

on November 19, 1923.

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

YOUR EMPLOYMENT PRO-BLEM may be solved, without delay or expense, by making use of our 25 years' acquaintance in advertising and publishing field. Record of each applicant, given you in detail, has been certified by previous employers; incompetents and undesirables have been eliminated. Give us a chance to demonstrate the efficiency of our service.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

FRALICK & BATES

NEWSPAPER ADVERTISING REPRESENTATIVES

New York154 Nassau St.
Chicago605 N. Michigan Ave.
AtlantaCandler Annex
Los AngelesSecurity Building

NEW YORK PAPER MEN MEET

Dr. Hugh P. Baker to Talk On Con- servation at Carthage

Dr. Hugh P. Baker, executive secretary of the American Paper & Pulp Association, will give the principal address at the evening session of the annual fall meeting of the Northern New York division of the American Pulp and Paper Mill Superintendents' Association, at Carthage, N. Y., Nov. 17. Dr. Baker's subject will be "The Paper Industry and Conservation of the Forests of the East." John H. O'Connell and Frank Wilder of the Diana Paper Company will have charge of this meeting. Many other prominent speakers will also deliver ad- dresses on various subjects relative to the newsprint industry.

Business Bureau Secures Conviction

Fraudulent newspaper advertising re- sulted in a fine of \$50 for Max Katz, treasurer of the Merchants Tire Com- pany, Boston, after a conviction by a Suffolk jury. The indictment, brought by the Better Business Bureau, claimed that Katz advertised Fisk and Ajax tires for sale, asserting they were "stamped seconds, but perfect in every respect." Witnesses from the Business Bureau and experts from the tire companies tes- tified. The defendant had four witnesses who asserted that in their opinions the tires were perfect.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

A SURVEY in New York City disclosed that 80 per cent of the divorces being granted at the rate of 300 a week by three judges of the New York Supreme Court are won by women and most of the women are either blonde or red-haired. If judges are unwilling to talk, the opinion of anyone is worth printing. It is suggested that the affections of light-haired girls cool quicker, perhaps their tempers warm more readily. Statistics do not tell. All that they say is that judges are signing decrees at the rate of sixty a day, five days a week. Any court will furnish an interesting article on this plane of American life.—L. J. Jellison, Times-Journal, Dubuque, Ia.

The magazines during the last year have published several articles on the feelings and difficulties of the deaf. A good Sunday feature article could be built up by interviewing some of the prominent deaf people of your city and getting their experiences and suggestions in regard to moving about the city and, especially, dodging the automobile. The teachers in schools for the deaf could supply other ideas. The same could be done with the blind, especially the veterans of the World War who were blinded and are now trying to make a living.—W. B. Norris, Annapolis, Md.

The city editor of an eastern Canada newspaper sent out his reporters in quest of opinions on the proposed embargo on pulpwood exportation to the United States. The reporters were instructed to buttonhole men and women, regardless of occupation. Ten of the interviews were printed each issue on the front page, the idea being featured, for two weeks.—W. McNulty, St. John, N. B., Can.

The Y. M. C. A., which had been doing a lot of good for the cause of humanity in a certain city, was just about to go broke and quit business for the lack of support from the public. Seeing the condition that this institution was in, the two daily papers of the town began to dig up the history of it. They published some very interesting stories of it, telling of the good it had done for the city and community. These articles aroused public sentiment, and the institution was saved from bankruptcy. If little success stories were published from time to time in the papers concerning such institutions, perhaps they would not become so financially embarrassed.—B. F. Clark, 101 West 15th Street, Hutchinson, Kan.

They say ducks are replacing turkeys as the favorite meat for Christmas dinners because of the increasing scarcity and consequent high price of the latter. Interview local butchers and raisers of the birds for facts. Is roast pig very popular? Trace origin of these Christmas dishes.—Frank D. Hicks, University of Iowa, Iowa City, Ia.

Did you ever wonder how the railroads ascertained when a steel rail was worn so much as to be dangerous and to know when to replace it? Did you ever wonder why high-speed trains do not jump the track at curves, etc. These and a few other subjects are also cause of speculation at times by readers. Why not satisfy your own and their curiosity by an interview with railroad men in that branch?—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

If your town is not too large you can clean up on all automobile accident stories by arranging with garagemen who have wrecking cars to report all

accidents. They will be glad to do this if you mention their names as receiving the damaged cars.—C. H. V., 322 Decatur Street, Sandusky, Ohio.

"Who Is Teaching Your Child?" Under this heading, the Lorain (Ohio) Journal is printing a series of biographical sketches of teachers in the Lorain school system. The Journal finds this series is creating wide interest, and several letters asking for biographies of outside teachers in the territory covered by the Journal were received. The articles interest every family where there are children, and at the same time help to stimulate interest in the public schools. Children who hear there is something about "teacher" in the paper insist that their parents buy one so they can see it. A variation of this idea was successfully used by the Cleveland (Ohio) Press, which published a series of tabloid interviews with teachers in Cleveland and suburban schools, each dealing with school or news topics.—Walter L. Winn, The News, Cleveland, Ohio.

Does music cast the shadow of what is in the future? Frederick A. Stock, director of the Chicago Symphony Orchestra, believes so. He has just returned from Europe and predicts that the world is on the verge of another general war. He bases his deductions upon the character of new music, which is swift, hysterical and indefinable, the vivid coloring, frenzy and daring of new clothing worn by women, all indicating restlessness and to the point of manifesting the advent of a great tragedy. Interviews from musicians, dancers and psychologists make a fine, readable story.—L. J. Jellison, Times-Journal, Dubuque, Iowa.

What has your Chamber of Commerce done toward building up the industries of your city? How many plants have located in the city due to the activity of the civic body, say in the last five years? What growth have these plants attained since locating? How many people have they been instrumental in attracting to the town? A story on this would not only be a boost for the town and the Chamber of Commerce, but it would make interesting reading.—C. H. V., 322 Decatur street, Sandusky, Ohio.

Why don't men enjoy shopping as much as women? Why is it that a man will always get his sister, mother, wife or some other female to purchase even his wearing apparel—with the exception of necktie? Why does he draw the line on the necktie? What are the stores in your city doing to attract the men buyers? There are many phases to a story of this kind and it is possible that after its run the retail advertisers will use some of their space in direct letters to store readers. Clerks, managers and men owners will gladly talk on this subject.—R. C. Bolton, Jr., 315 West 97th St., New York City.

"Marital Snags" is the title of a department that is proving popular in a Michigan newspaper. "What has been the greatest stumbling block to happiness in your married life and how have you overcome it? What was the dangerous rock on which your ship of matrimony almost went to pieces? Or perhaps it did go to pieces. Tell us why, and whether you think it might have been avoided. Tell us about it." This department appears once each week and is drawing many replies. One dollar is paid for each letter published.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

Do you know of a subject of more commanding interest than
**Love, Marriage and the
Modern Woman**

Or of writers better qualified to discuss it than

Mary Roberts Rinehart,
Gertrude Atherton,
Mary Johnston,
Rupert Hughes,
F. Scott Fitzgerald,
Zona Gale,
Mrs. Gouverneur Morris?

Wire to
**METROPOLITAN
NEWSPAPER SERVICE**
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

NEA COMICS

"Adam and Eva"
"Doings of the Duffs"
"Everett True"
"Freckles and His Friends"
"Old Home Town"
"Out Our Way"
"Our Boarding House"
"Salesman Sam"
"Taken from Life"

All included in
NEA FULL SERVICE

Write or wire collect
for Samples and Rates.

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

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Thomas W.
Briggs
Company
General Offices
Memphis, - Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
**Permanent
Weekly Business
Review Page**
Look us up in
Dun or Bradstreet's

"The After House"
by
MARY ROBERTS RINEHART

is a
**Thrilling Mystery Story,
"Who Killed Vail?"**

Released in 1200 Word
Daily Installments
or for

Weekly Use
Beginning November 26
Runs Five Weeks

Write for Samples

**THE McCLURE
NEWSPAPER SYNDICATE**
Fourth Avenue, New York City

Cappy Ricks

Peter B. Kyne is writing a
new Cappy Ricks story for
us each week. Ask about it.

**UNITED FEATURE
SYNDICATE**

A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

W. Charles Tanner's

CHRISTMAS PICTURE

Released Dec. 1st.
3, 4 & 5 col. sizes.

THE INTERNATIONAL SYNDICATE
212 Gullford Ave., Baltimore, Md.

**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
22 Spruce St., New York

PENNSYLVANIA'S

AGRICULTURAL PRODUCTS

These products are produced by the people of Pennsylvania

- 231,000,000 tons of coal
- 61,000,000 bushels of corn
- 30,000,000 bushels of oats
- 56,000,000 pounds of tobacco
- 22,000,000 tons of hay
- 23,000,000 bushels of wheat
- 4,800,000 bushels of buckwheat

These products alone are stupendous enough to make any state a great state.

They all go into a receptive market where prices are high and the demand brisk.

Pennsylvania produces more than \$500,000,000 of crops yearly and the agricultural development among the Pennsylvania Dutch is not equalled in any other section of the country.

Pennsylvania, industrially, is a veritable keystone state, and no one branch of industry can put the state out of the running as a commercial prospect.

Pennsylvania is a producer and with its workers comes a demand for

merchandise of all kinds—and Pennsylvania's daily newspapers carry your message to these people.

The daily newspapers herewith listed furnish the mediums through which you can reach these people in their homes in the most efficient and economical way.

	Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	28,398	.09	.09
**Allentown Call(S)	17,114	.09	.09
††Bloomsburg Press(M)	6,990	.029	.029
*Chester Times(E)	15,257	.055	.055
††Coatesville Record(E)	6,097	.035	.03
**Connellsville Courier(E)	6,006	.0179	.0179
††Easton Express(E)	21,039	.07	.07
††Easton Free Press(E)	12,711	.05	.05
††Erie Times(E)	28,595	.08	.08
**Harrisburg Telegraph(E)	39,537	.095	.095
††Johnstown Ledger(M)	15,879	.05	.05
*Oil City Derrick.....(M)	6,296	.035	.035
**Pottsville Republican and Morning Paper(E&M)	13,715	.07	.06
††Scranton Republican(M)	32,645	.12	.10
††Scranton Times(E)	39,412	.12	.10
**Sharon Herald(E)	5,861	.021	.021
††Sunbury Daily Item.....(E)	4,302	.021	.018
*Warren Times-Mirror.....(E&M)	8,115	.036	.036
**Washington Observer and Reporter(M&E)	16,971	.06	.05
††West Chester Local News.....(E)	11,057	.03	.03
**Wilkes-Barre Times-Leader.....(E)	22,599	.08	.05
††York Dispatch(E)	17,873	.05	.05
††York Gazette and Daily.....(M)	17,360	.05	.05

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

†Government Statement, April 1, 1923.

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

The Evening Mail is Now One of the Two Big Class Papers In the New York Evening Field

Two class papers remain in the Greater New York evening field to meet the newspaper needs of the greatest and richest evening market in the world. One of these two is The Evening Mail.

Concentration

New York City offers advertisers supreme Concentration in Sales Territory, Population and Responsive Wealth as no other market on earth can. Within a circle 30 miles across are concentrated some 6,000,000 people whose enterprise and business earn for them almost four times as much as that earned by any other 6,000,000 people in America. (While New York's population is only about 5.6 percent of the country's total, its combined annual income is 18.9 percent of the total income for the country at large. —U. S. Census, 1920)

These two class-circulation evening newspapers now reach the active wealth and buying power of the Greater New York market. The Evening Mail, one of the two, has shown the remarkable gain of over 350,000 lines of advertising, net, during the past six months.

THE EVENING MAIL

NEW YORK, N. Y.

87th Year
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