

UNIVERSITY
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THIS ISSUE: OLD SIN OF U. S. PRESS AGONIZING THE WORLD

EDITOR & PUBLISHER



1884 The Oldest Publishers' and Advertisers' Journal in America 1923

SUITE 1117 WORLD BUILDING, NEW YORK

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Vol. 55. No. 36

NEW YORK, FEBRUARY 3, 1923

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

10c Per Copy

SUPREME!

THE UNQUESTIONABLE supremacy of one economical advertising medium simplifies the task of the advertiser in The Chicago Territory. The surpassing leadership of The Chicago Tribune was never more conclusively demonstrated than during 1922 when

- ☐ THE TRIBUNE printed 36% of all the advertising lineage appearing in the six Chicago newspapers.
- ☐ THE TRIBUNE gained a total of 10,671 columns—which was larger than the combined gains of the other five papers.
- ☐ THE TRIBUNE'S gain in display advertising was twice that of the other five papers combined.
- ☐ THE TRIBUNE printed more want advertising than the other five papers combined.

DISPLAY Advertising

	Display in Columns	Gain in Columns	Per Cent of Total Display Advertising in Chicago Papers
Tribune	59,917.56	6,812.53	31.4
News	45,931.93	1,568.24	24.1
H'ld-Examiner	28,826.32	1,752.58	15.2
American	26,882.99	357.48	14.1
Journal	14,236.00	372.09 (loss)	7.4
Post	14,814.91	504.32 (loss)	7.8

Nat'l Advertising

	National in Columns	Gain in Columns	Per Cent of Total National Advertising in Chicago Papers
Tribune	15,118.05	2,400.65	34.0
News	8,498.59	1,106.34	19.1
H'ld-Examiner	8,553.13	1,134.84	19.2
American	6,195.14	806.37	13.9
Journal	3,135.77	93.02	7.1
Post	2,945.54	362.30	6.7

1922 Advertising

	Total in Columns	Gain in Columns	Per Cent of Total Advertising in Chicago Papers
Tribune	87,375.21	10,671.90	35.7
News	60,749.39	2,410.48	25.0
H'ld-Examiner	35,211.87	5,092.90	14.3
American	29,388.65	1,992.77	11.9
Journal	15,102.93	577.29 (loss)	6.1
Post	16,891.02	269.61	7.0

National advertisers spend more money in The Tribune than in the four Chicago evening papers combined

THE SOUTH

With Numerous Buying Resources Is An Excellent Market

The South is one of the most inviting trade sections in the United States. Cotton no longer holds the South in its power. Watermelons, cantaloupes, strawberries, grapes, peaches, tomatoes, apples and other fruits are bringing gold and silver to the banks of the South.

Sweet potatoes, lettuce, cabbages, peas, corn and other Southern vegetables are "selling the South in the Northern markets."

Cattle that awaken the envy of Northern and Western herdsmen feed and fatten on alfalfa while Northern live stock are expensive luxuries in the barnyards of New England and New York State.

National advertisers and space buyers should stop to realize these conditions all of which added to the fast developing Southern manufacturing interests are creating wealth and prosperity that assure the successful marketing of properly advertised products for personal and household consumption in "the land of opportunity."

Come down and see our cities—markets and manufacturing centers that will surprise and please you. Get in touch with the newspapers listed on this page and become aroused to a genuine constructive selling campaign in the South.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
††Birmingham News(E)	69,381	.15	.15
††Birmingham News(S)	75,581	.15	.15
*Mobile News-Item(E)	10,392	.05	.05
**Mobile Register(M)	21,264	.07	.07
**Mobile Register(S)	32,715	.085	.086
FLORIDA			
†Jacksonville Journal(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,172	.06(9cS)	.06(9cS)
*Pensacola News(E)	4,795	.03	.03
*Pensacola News(S)	5,291	.03	.03
†St. Petersburg Independent.....(E)	4,931	.03	.03
GEORGIA			
**Augusta Chronicle(M)	10,661	.045	.045
**August Chronicle(S)	11,075	.045	.045
**Augusta Herald(E)	12,277	.05	.05
**Augusta Herald(S)	12,121	.05	.05
*Columbus Ledger(E&S)	8,789	.04	.04
**Macon Telegraph(M)	23,017	.06	.06
**Macon Telegraph(S)	24,395	.06	.06
*Savannah Morning News(M&S)	20,875	.055	.05
KENTUCKY			
*Lexington Leader(E)	16,700	.05	.05
*Lexington Leader(S)	16,663	.05	.05
†Louisville Herald(M)	44,303	.09	.09
†Louisville Herald(S)	54,159	.09	.09
NORTH CAROLINA			
*Asheville Times(E)	6,683	.04	.04
**Asheville Citizen(M)	12,003	.045	.045
**Asheville Citizen(S)	11,665	.045	.045
*Durham Herald(M)	7,053	.04	.04
**Greensboro Daily News.....(M)	19,267	.05	.05
NORTH CAROLINA			
**Greensboro Daily News.....(S)	27,250	.06	.06
**Raleigh News and Observer.....(M)	24,503	.06	.06
**Raleigh News and Observer.....(S)	29,338	.06	.06
**Raleigh Times(E)	8,275	.04	.03
SOUTH CAROLINA			
*Columbia State(M)	22,097	.06	.06
*Columbia State(S)	21,700	.06	.06
**Greenville News(M)	13,938	.055	.05
Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Spartanburg Journal(E)	4,165	.04	.04
*Spartanburg Herald(M&S)	5,511	.04	.04
TENNESSEE			
**Chattanooga News(E)	22,814	.06	.06
**Chattanooga Times(M)	23,067	.07	.07
**Chattanooga Times(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	84,862	.16	.15
†Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Nashville Banner(E)	41,700	.07	.07
*Nashville Banner(S)	42,931	.06	.06
VIRGINIA			
†Bristol Herald Courier(M&S)	8,582	.04	.04
†Danville Register and Bee.....(M&E)	12,032	.045	.045
Newport News Times-Herald.....(E)	9,841	.05	.05
Newport News Daily Press.....(S&M)	6,651	.05	.05
*Roanoke Times & World-News....(M&E)	21,420	.07	.06
*Roanoke Times(S)	14,500	.07	.06

Government Statement, April 1, 1922.
 *A. B. C. Publishers' Statement, April 1, 1922.
 **A. B. C. Publishers' Statement, Oct. 1, 1922.
 †Includes Bristol, Tenn.
 †Government Statement, October 1, 1922.
 ††Government Statement, December, 1922.

THE PRESS regularly publishes more Men's Clothing advertising than either The News or daily Plain Dealer.

The figures for the entire year of 1922 are as follows:

THE PRESS	795,473 Lines
Plain Dealer	652,259 Lines
The News	533,716 Lines

Not only is THE PRESS first in local advertising—the local merchant's first choice—but in total paid advertising as well. Here is conclusive, definite and authoritative proof of the complete local supremacy of THE PRESS.

79 Per Cent of THE PRESS total circulation of 182,548 is distributed in Greater Cleveland. It is significant that THE PRESS stands fourth in the entire country in the highly important factor of intensive coverage.



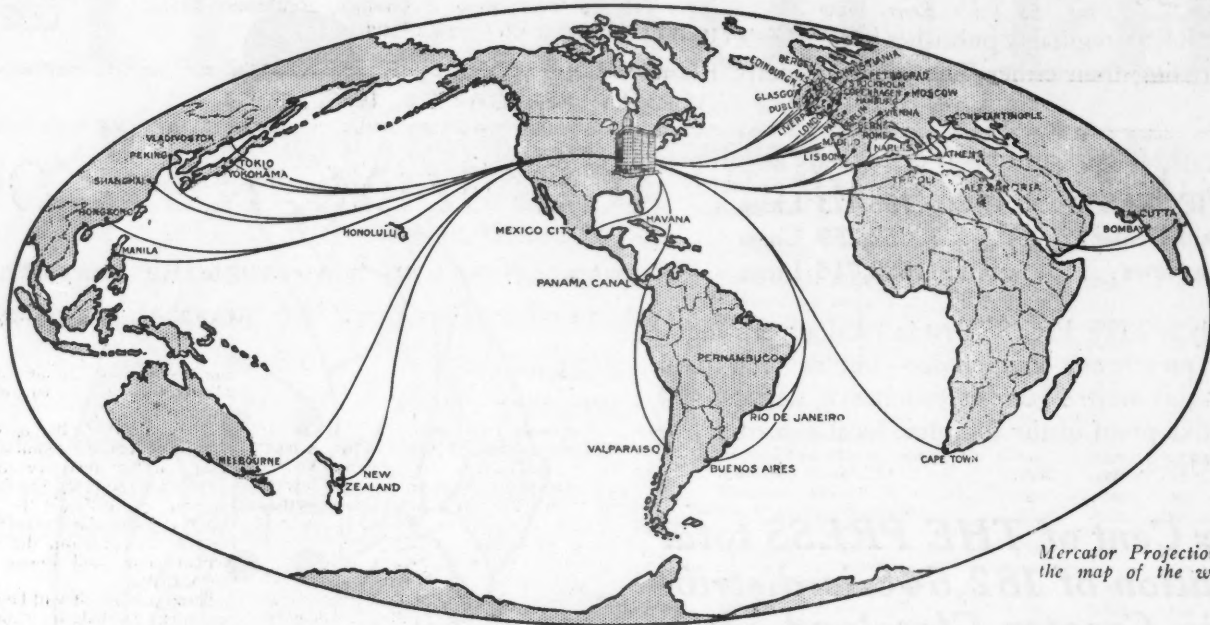
ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York	Chicago	Cleveland	Cincinnati	St. Louis	Atlanta	San Francisco
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MEMBER AUDIT BUREAU OF CIRCULATIONS

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



Get Philadelphians to ride on your ships and trains

Philadelphians planning pleasure or business trips could be interested in routing their travels over your lines if you gave them in their favorite newspaper—The Bulletin—first-hand information about your facilities and points touched by your routes and connecting lines.

With the turning of people's thoughts toward the varied interests of foreign lands or the lure of other climates, there is increased desire on the part of Philadelphians to travel.

Dominate Philadelphia

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



The Bulletin

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

Net paid daily average circulation for 1922—493,240 copies a day.

NEW YORK
DAN A. CARROLL
150 Nassau Street

DETROIT
C. L. WEAVER
VERREE & CONKLIN, INC.
117 Lafayette Blvd.

CHICAGO
VERREE & CONKLIN, INC.
28 East Jackson Blvd.

SAN FRANCISCO
ALLEN HOFMANN
VERREE & CONKLIN, INC.
681 Market Street

LONDON, M. BRYANS, 125 Pall Mall, S. W. 1

PARIS, RAY A. WASHBURN, 5 rue Lamartine, (9).

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EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, FEBRUARY 3, 1923

No. 36

OLD SIN OF U. S. PRESS AGONIZING THE WORLD

Secret Treaties Among Allies, Foundation of Versailles Treaty and Responsible for Europe's Present Welter, Were Known in 1917, But Were Printed in Full By Only One American Newspaper

By IRVING BRANT

Editor of the Editorial Page, St. Louis Star

THE United States accepted the war on trust. Defined in its larger aspects by the aims and methods of German militarism, the cause of the Allies was so overwhelmingly right that any questioning of collateral motives became difficult. It would have sullied our high idealism to have demanded evidence of moral health from our associates. We would have been like an affianced bride saying to her intended, "George, I trust you; show me a certificate from your doctor."

To emphasize the extent to which we took the war, or rather the peace, on trust, let us suppose that in the summer of 1917, some American, gifted with supernatural prescience, had made an exact statement of the condition of the world in 1923, as it would result from German defeat and Allied victory. Is it too much to say that with one unanimous voice all loyal Americans would have cried, "To Leavenworth with him"? As a matter of cold probability, isn't it likely that the maker of such a prophecy would have been convicted of sedition and would be in prison at this moment?

Such was the American attitude at the beginning of the war, and it did honor to our spirit, if not to our intelligence. Knowledge of the secret Macchiavellian greed of the statesman and business groups who made the peace would not, let us hope, have caused the United States to contribute to the triumph of the Hohenzollerns. That would have been jumping from bonfire to hellfire. But it would have forced the Allies to throw out every project except winning the war for the sake of peace. It would have made American ideals supreme at Versailles.

We may heap anathema upon a State Department which was as criminally ignorant as our own in April, 1917, but so far as the American people were concerned, they had no means of determining the truth, and the newspapers were too busy with the surface of the war to burrow beneath it.

Today everybody realizes that the frightful condition of the world is the outgrowth of ambitions which were nurtured by Allied statesmen throughout the war, growing constantly in depth and scope, defined and redefined in secret treaties.

The war was fought in the sunshine; the peace festered in darkness.

The curse of the American people is upon those who sold the victory they won. If they had but known in time!

Now let the newspapers of America face the plain facts. The secret treaties were put before them in 1917, and they closed their columns against them. Every important secret agreement which rose up to plague President Wilson during the peace conference could have been discredited and destroyed if the newspapers of America had stuck to their business of printing the truth.

The inescapable truth is that the newspapers of America voluntarily censored and suppressed the most important diplomatic news given to the world between the declaration of war and the signing of peace. They did so for patri-

otic reasons, but they were false to their profession, and they guessed wrong. That act of suppression is responsible for the failure of victory to bring peace.

The rivalry, the greed, the hatred, the bankruptcy, the chaos of the world today date squarely back to the refusal of American newspapers to publish the secret treaties and deal with them as a living issue of the war period.

Ray Stannard Baker, in "Woodrow Wilson and World Settlement," has furnished a vivid picture of the part played by these secret agreements.

"Though conditions had radically changed in the course of the war," he says, "though America had come in and American principles had been universally accepted . . . even though the secret

voluminous records of the Council of Ten and Council of Four at Paris is more impressive than the amount of time—invaluable time, priceless energy—devoted to trying to devise methods of getting around or over or through these old secret entanglements."

Briefly, the secret treaties were: Agreement with Russia, March 20, 1915, by which Russia was to get Constantinople and the Straits; the demands of Great Britain and France "both within the confines of the Ottoman Empire and in other places" were to be satisfied; Great Britain was to get oil zone in Persia.

Treaty of London, April 16, 1915, by which Italy came into the war with the promise of the Trentino, Trieste, Gorizia,

man rights in Shantung and the German islands north of the equator, was signed March 1, 1917.

In April, 1917, the agreement of St. Jean de Maurienne promised Smyrna and other Turkish territory to Italy.

The last secret agreement was that of February 15, 1919 (at the Peace Conference) revising the Sykes-Picot treaty to transfer Mosul from the French to the British zone, and giving Palestine to Great Britain.

These treaties, it will be noticed, are of two varieties—bids for support, and divisions of spoil. The Allies outbid Germany for Italian support because Germany could not offer Austrian territory to Italy. Germany outbid the Allies for Rumania, but Rumania thought the Allies could deliver and Germany couldn't. Japan held up the Allies when they needed sea power against submarines.

The secret treaties dividing the spoils in Asia and Africa were entered into, for the most part, early in the war, yet some of them were signed after the Allies had issued their statement of war aims of January 10, 1917, indorsing the right of self-determination and a league of nations. The public statements of Lloyd George and others, echoing the principles of President Wilson, lulled American public opinion to sleep. They deceived Mr. Wilson himself. Yet the proof of their insincerity is not alone the resurrection of the earlier secret treaties in the Peace Conference; the secret treaty-making, for the division of territorial spoils, continued right along after the restatement of war aims. The last secret treaty, giving Mosul to England, was signed at the Peace Conference itself.

The extent of American ignorance can be measured from the following colloquy between Senator Borah and President Wilson, at the White House conference, August 19, 1919:

"Senator Borah—When did the secret treaties between Great Britain, France and the other nations of Europe with reference to certain adjustments in Europe first come to your knowledge? Was that after you reached Paris also?"

"The President—Yes, the whole series of understandings were disclosed to me for the first time then."

When the President made this amazing statement, some editorial critic remarked that there was no excuse for his ignorance, because the secret treaties were published in full in the New York Evening Post during the winter of 1917-18. If the President was to be blamed for not knowing what was published in the New York Evening Post, what is to be said of the thousands of newspapers and their editors, who ignored both the news value and the significance of what one newspaper was courageous enough to publish? Why was the New York Evening Post the only newspaper in America with enough fidelity to the truth to publish it?

An understanding of the failure of Americans to appreciate the importance of those treaties may be obtained by comparing the attitude of the little New York Evening Post, with that of its great contemporary, the New York Times, which is chosen only because its Index to the

REAL ACHIEVEMENT OF A REAL NEWSPAPER

(An editorial reprinted from the Brooklyn Standard-Union, of February 1, 1923)

The most comprehensive information about the daily newspapers of the United States, Canada, Great Britain and Ireland ever compiled at one time is contained in the INTERNATIONAL YEAR BOOK edition of the EDITOR & PUBLISHER, issued under date of Jan. 27, 1923.

The EDITOR & PUBLISHER again proves its leadership in the newspaper profession with this truly wonderful encyclopedia of information. Every fact of consequence about all the daily newspapers in the above countries is set forth in detail with the exception of one item. No attempt is made to designate the newspapers which are making money and those which are not. With this exception, nothing is left to the imagination.

James Wright Brown, the owner and publisher of the EDITOR & PUBLISHER, is to be congratulated upon a distinct achievement, one far-reaching in its benefits to every daily newspaper in the United States and to every advertiser, wherever he may be.

treaties had been in some instances disclaimed, yet the demands set forth during the peace conference by the various nations were exactly the claims made in these various very secret treaties."

And again, says Mr. Baker: "But without an understanding of these treaties there can be no true understanding of what really happened at Paris. Two of the great conflicts there, the Italian and Japanese settlements, turned largely upon the existence of secret treaties, and the black trail of the serpent of secret diplomacy of the earlier days of the war also disfigured the discussions of the disposition of the Turkish colonies and the settlements in Turkey and played a part in nearly every other important controversy.

"It was the most insidious single element working against full publicity of the proceedings, for it involved purposes which the European powers dared not discuss in public. It cramped and hampered the experts, it caused the European councillors themselves to play fast and loose with each other. Nothing in the

Gradisca, the Tyrol with 200,000 Germans; the Slav province of Dalmatia, Adriatic islands, African territories and an indemnity.

Rumanian treaty of August, 1916, promising that country Transylvania, having a Rumanian and Magyar population, and the Banat, a Slav province. This treaty was chiefly to be kept secret from Serbia, as it involved a territorial intrigue against that valiant member of the Allies.

Sykes-Picot treaty of May, 1916, giving Syria to France, Mesopotamia to Great Britain, dividing Arabia into British and French spheres of influence, and excluding Italy from any Turkish rights.

Sazanov-Paleologue treaty, March, 1917, giving northern Asiatic Turkey to Russia, and southern Turkey to France, with a line of demarcation to be agreed upon between France and Great Britain.

Franco-Russian agreement of March 11, 1917, giving France the River Rhine as "a permanent strategic frontier" and allowing Russia to annex Poland.

Japan's secret treaty, covering the Ger-

News and complete files make it most accessible of all newspapers to the author.

On November 25, 1917, the New York Times put a conspicuous head upon a dispatch from Russia telling of the publication of the first series of secret treaties. The story "played up" some irrelevant material about Ambassador Francis, then proceeded to describe the Franco-Russian agreement on German boundaries.

It quoted the telegram from Izvolsky of March 11, 1917, "stating that France recognizes Russia's freedom to define her western boundaries. This was followed by a telegram from Sergius Sazonoff, former minister of foreign affairs, assuring M. Izvolsky that the agreement with France and England in regard to the Constantinople straits need not be re-examined, and stating the willingness of Russia to give France and England the freedom of defining the western boundaries of Germany, in exchange for the freedom allowing Russia to define the eastern boundary of Germany."

That was the extent of the information given to the readers of the New York Times, and that was far and away more than the readers of the average American newspaper learned, of the secret treaty which established the basis for the present doom of Europe and the destruction of American war ideals.

The following features of the secret treaty were omitted from the New York Times story, although they were contained in the document as published in Russia:

1. The agreement aimed "to attain the political separation of Germany from her trans-Rhenish districts and their organization on a separate basis."
2. The river Rhine was to "form a permanent strategical frontier against a Germanic invasion."
3. The territories on the left bank of the Rhine were "to be constituted an autonomous and neutral state."
4. They were to be "occupied by French troops until such time as the enemy states have completely satisfied all the conditions and guarantees indicated in the treaty of peace."
5. Germany's western frontier was to be fixed "at the discretion of the French Government"—not, as the Times story said, by "France and England."

Take note that this agreement, which exactly sets forth the aims of France at the Peace Conference and the policies of the Poincaré government today, was entered into two months after the Allies had united in a statement of war aims which pledged them to the principle of self-determination.

As published by the American newspapers, this secret paper could be read in the light of the Allied war aims statements, and it would seem to be limited in application to Alsace-Lorraine. But the suppressed provisions proved it a document to fasten on Europe the methods and fruits of militarism.

Would the United States have been lulled by generalizations if the truth had been put before the American people, and discussed on its merits by the leaders of American journalism?

On December 1 and 2, 1917, the terms on which Italy entered the war were cabled to this country from Russia. The New York Times' reception may again be considered typical of the attitude of American newspapers, or fairer than the average. It gave the Italian treaty a first page "follow" head, after a main head reading, "Assure the Allies Russia Will Oust Usurping Reds." The provisions of the treaty were stated briefly, but accurately and completely. This was followed by a dispatch from Washington, beginning: "Officials here were emphatic today in expressing doubt that the provisions of the alleged treaty with Italy contained guarantees of 'delivery' of territories described in the document. . . ."

"The State Department, it was asserted, had no knowledge of such an agreement between the Allies and Italy. It was suggested in an unofficial quarter that the so-called treaty might have been forged by the Bolsheviks."

That was virtually the beginning and the end of the news treatment of the secret treaties before they became the overshadowing issue at the Peace Conference. Of editorial treatment there was nothing, although the silence of European governments proved the documents to be genuine. Possibly there was a newspaper, somewhere in America, that faced the issue they presented. If so, it should be recorded.

Yet it was not wholly impossible to appraise the treaties for what they were. Some individuals in America did so, when they had an opportunity. For instance, Prof. Morris Zastrow, Jr., of Philadelphia, wrote in the February 7, 1918, issue of the Nation, that the publication of these treaties in the New York Evening Post "reveals a startling condition of affairs in European chancelleries which must be faced frankly if at the conclusion of this war there is to be a settlement that will insure the world against such another outbreak as has now for three and one-half years plunged the world in deep sorrow and terrible suffering."

Truer words were never spoken during the war. But the condition of affairs was not faced frankly, because the newspapers of America suppressed the facts.

It is easy to frame a defense—"All thoughts were concentrated on the winning of the war." But that is not true. Activities were so concentrated; thoughts were upon the terms of peace. In December, 1917, President Wilson had addressed Congress on the war aims of America. The Allies followed on January 10, 1918, with a restatement of their war aims. Then came the "fourteen points" speech of Mr. Wilson. The entire country, and all of Europe, were discussing the principles of peace, the rights of nations, the formation of a league, the abolition of secret diplomacy. And all the while, due to the refusal of our newspapers to publish the hard and disillusioning truth as contained in formal treaties and written agreements, the principles we believed in were being undermined by the very secret diplomacy we wanted to abolish.

What would have happened if the newspapers had dealt with the secret treaties on the basis of their importance? A dangerous situation would have been created. In order to keep America fervently and effectively in the war, it would have become necessary for every signatory to those secret treaties formally to disavow their provisions. And that was exactly what was needed, both to win the peace and to make the war easier to win.

The purification of the war would have brought liberty-loving people together in an unprecedented unity of purpose. As it was, the secret treaties were exploited to the full in the Central Empires. The Italian Treaty and the Rumanian Treaty went far to restore the unity of Austria-Hungary. They turned countless Slavs into supporters of the Hapsburgs. The treaties stiffened German resistance.

It is reasonable to believe that Austria would have gone to pieces earlier, German morale would have collapsed, the war would have been won more quickly, and the lives of thousands of American soldiers would have been saved if American public opinion had dealt with the facts of the secret treaties and knocked them out—as knocked out they would have been.

The Versailles Treaty never could have been written as it was, if the Franco-Russian agreement had been analyzed in advance. By that agreement of 1917, the French ambition to make the Rhine "a permanent strategical frontier" was covered by a clause providing that the German territories on its left bank were "to be occupied by French troops until such time as the enemy states have completely satisfied all the conditions and guarantees indicated in the treaty of peace."

This provision for the military occupation of the trans-Rhenish provinces was incorporated into the Treaty of Versailles, with no thought on the part of the American public that it was aimed at the dismemberment of Germany. Yet the present French policy, based on that

provision of the treaty, is the policy of making the Rhine "a permanent strategical frontier." Looking back at the statement dated March 11, 1917, it seems that a provision for military occupation until the enemy states have satisfied the conditions and guarantees of the peace treaty is enough to insure the permanence of the military frontier on the Rhine.

In other words, provide for military occupation until all of the peace terms are satisfied, make some of the terms impossible to carry out, and military occupation will furnish "a permanent strategical frontier."

The United States is paying the penalty in mortification, and the world in suffering and danger, for the ignorance in which the American people were kept during the war. The newspapers were both the cause and the victims of our national psychology, which demanded that all minds conform to an official standard. Officialdom is merely running true to its standards when it tries to suppress facts, but newspapers are false to their life principle when they join the conspiracy.

Throughout the war, the newspapers of America were agents of propaganda. They were moved by high purposes; they felt themselves consecrated to a patriotic endeavor. But propaganda in the name of patriotism differs from other propaganda not a particle, when measured by the results ensuing from the suppression of the truth.

The penalty for suppressing the secret treaties was the Peace of Versailles, and the penalty for the Peace of Versailles is all about us.

WON'T MEET AT ASHEVILLE

S. N. P. A. Directors Ask Members to Select Other Convention City

CHATTANOOGA, Tenn., Jan. 30.—The board of directors of the Southern Newspaper Publishers' Association, meeting here yesterday, agreed that the 1923 convention will not be held at Asheville, N. C., which has been the meeting place for the past eight years. They think it will be better to give other cities a chance to entertain. Invitations have been received from Asheville, Chattanooga, Lexington, French Lick Springs and White Sulphur Springs. Questionnaires will be sent to all members so each may express his preference.

Those present at the meeting were Charles I. Stewart, president; A. G. Newmyer, chairman of the board of directors; Mrs. W. W. Barksdale, Clark Howell, Jr., Roy Watson, T. M. Hederman, Maj. Allen Potts and Walter Johnson, secretary.

A part of the meeting was devoted to discussing cost-finding, especially as it relates to national advertising. The program committee for the 1923 convention was instructed to prepare a constructive program to be confined strictly to business with no outside speakers. The report of the committee on labor, made by Chairman G. J. Palmer, said all S. N. P. A. members have made satisfactory contracts with the unions.

WOULD BOND TEXAS NEWSPAPERS

Legislator Feels Libel Complainants' Interests Should Be Protected

(By Telegram to Editor & Publisher)

AUSTIN, TEXAS, Jan. 29.—A bill to require Texas newspapers owning less than \$10,000 in physical property to furnish a \$10,000 bond for protection of judgments secured by persons in actions for libel has been introduced in the Texas Legislature by Representative Jacks, of Dallas, and is signed by several other members of the lower house.

An amendment will be offered by the author of the bill when it is considered in committee, to prevent its touching country or small-town newspapers, the amendment to provide that the regulation shall only apply to papers established in cities of 20,000 or more population.

DAILIES MAY JOIN TO SELL NEW YORK

Co-operative Plan Considered by Advertising Managers' Association—Buying Power of Entire City Has Been Surveyed

The first co-operative movement on the part of newspaper advertising salesmen to sell New York to the national advertiser was discussed in detail at a dinner January 26 by the Advertising Managers' Association of New York City at the Advertising Club. A survey of New York and its environs as a market for national advertisers prepared with zoning maps by the Research Bureau of New York University was explained.

Plans were laid to solicit the national advertiser, not as now, on a strictly competitive basis, but by presenting, co-operatively, detailed facts about New York; its vast purchasing power; its concentration of population; its tremendous consumption of staple commodities and luxuries, and its complex and cosmopolitan division into communities with different buying habits.

Leo E. McGivena, of the New York Daily News outlined the progress made and plans for future accomplishment. He told how every block of New York had been completely surveyed and the city divided and mapped into convenient sections in which wealth and purchasing power were clearly indicated by a key color scheme, this to enable a sales manager to plan intelligently his campaign for retailing by placing his commodity only in sections where its appeal to the particular public would be greatest.

"The New York market," said Mr. McGivena, "has been much maligned as a hard market by advertisers who have tried it and failed; but the New York market in general is not more difficult than any new market. It has some peculiar difficulties and some marked advantages. The most difficult aspect of it is its size. The failure of many attempts to enter the market is traced to one fact—that the extent and scope and hugeness of the job are not considered and realized beforehand, and the effort made is totally inadequate to the situation."

The difficulties, Mr. McGivena explained, could be greatly overcome by co-operation among the salesmen of the various newspapers. This phase of the plan is now being worked out by the Advertising Managers' Association.

About 200 advertising salesmen of the advertising staffs of the New York Times, Tribune, Herald, Daily News, Sun, Mail, Globe, Telegram, Brooklyn Eagle, Elizabeth (N. J.) Journal and the Long Island City (N. Y.) Star were present, besides the following advertising managers: William Horner, Brooklyn Eagle; Jerome Vogel, New York Evening Telegram; Lou C. Payne, New York Commercial; Benjamin T. Butterworth, New York Times; Porter Caruthers, New York Evening Post; U. S. G. Welsh, New York Tribune; William Severn, New York Globe; William Burns, New York Evening Mail; E. A. Sutphin, New York Herald, and E. L. Wallace, of the Elizabeth Journal. E. S. Friendly, business manager of the New York Herald and Sun, and C. C. Lane, business manager of the New York Evening Post were also present.

False Information Law in W. Va.

T. N. Read has introduced into the West Virginia House of Delegates a bill which would make it a misdemeanor for any person to furnish false information of any kind to newspapers. The bill is sponsored by the West Virginia Publishers' Association.

Monument for Kilmer Grave

A monument 35 feet high is to mark the grave of Sergeant Joyce Kilmer, poet and former member of the New York Times staff, who died fighting in France as a member of the 165th U. S. Infantry.

NO FUNDS FOR JOINT POSTAL BOARD, HOUSE INSTRUCTS CONFERENCE

Senate Appropriation of \$75,000 Turned Down When Light Is Flashed on Two-Year Idleness and Expense of the Joint Committee—Post Office to Continue Investigation

By SAM BELL

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON, Feb. 1.—The Joint Postal Commission, created in 1920 for the avowed purpose of investigating the handling and transportation of mail, will go out of existence at the end of the present fiscal year, if the House dominates in its present attitude of declining to concur in a Senate amendment to the Post Office Appropriation bill providing an additional \$75,000 for the Commission. The action in the House in refusing further funds to the Commission has the entire approval of the publishing interests which have fought the dilatory tactics of the Commission and its pretense of investigating the cost of handling second-class mail. Congressional action on the proposal to eliminate the wartime increases on second class mail matter has been delayed from time to time on the pretext that members should await the outcome of Joint Commission's investigation.

The action of the House by a vote of 212 to 90 in insisting that no more funds be appropriated for the commission was taken January 25, when House conferees on the Post Office bill were instructed to refuse to accept the Senate appropriation. Both the Senate and House agreed upon the proposal that an additional \$500,000 be allotted the Post Office Department for extra clerk hire necessary to make the mail weighing investigation. Influential House members, however, including Rep. Madden, of Illinois, chairman of Appropriations Committee, expressed the opinion that Joint Commission was making little effort to complete its investigation and a further appropriation meant wasteful expenditures of public funds.

"If you appropriate the money," said Rep. Rouse of Kentucky, himself a member of the Joint Commission by virtue of his membership of the House Committee on Post Office and Post Roads, "you will spend about \$75,000 on junketing trips for employees and avail nothing. The Commission ought not to have been born; as it is it should be killed at the earliest possible moment."

Several Congressmen, including Rep. Steenerson of Minnesota, a member of the Joint Postal Commission, who had consistently opposed consideration of the publishers' request for reductions in second-class rates, asserted that abolition of the Commission would end the government's investigation of second class mail cost. Rep. Madden in reply pointed out that the Post Office Appropriation Bill carried \$500,000 for continuation of the work by the Post Office Department, the only organization of the government really competent to make the investigation.

Mr. Steenerson then resumed his attack on the publishers.

"The periodical publications," he said, "which have been enjoying a bonus or a subsidy from the government for years and years first said they wanted to have this investigation made, but as soon as the Commission recommended it they turned around and they and their organs attacked the Commission from one end of the country to the other. We are being abused by the representatives of big journals that are reaping a benefit and a bonus at the expense of the postal service because we are trying to find out what the truth is about the different classes of mail."

Mr. Steenerson's position was supported by Rep. Paige of Massachusetts, who inveighed against what he termed the "propaganda" against the commission.

"For years," he said, "it has been a disputed question whether the government was losing \$60,000,000 or \$70,000,000 in carrying second-class matter. The

Postal Commission has been investigating that question. The second-class publishers claim there is no loss. The Postal Commission is endeavoring to find out whether there is a loss or not. There has never been such a propaganda put up against anything as there has been on this proposition about second-class mail.

"More than \$200,000 already has been expended by the commission and to stop it now would be to waste all that has been spent in the past. It is simply a question of whether the government wants to have this investigation made as to the cost of second-class mail. If the publishers of second-class matter believe what they claim, that they want to know the actual cost, they would not put any hindrance in the way of the ascertainment of that fact, but I know they are trying to hinder it by protesting against this \$75,000 proposition."

In summing up the position of the vast majority of the House that wanted the commission abolished, Rep. Madden said:

"If the House believes the statement of these gentlemen literally, the House will be deceived. These gentlemen try to make you understand that no provision is being made in this bill for the ascertainment of the cost of handling the mail, and they further try to make you understand that the Joint Commission which we are seeking to abolish is going to make that ascertainment. The Joint Commission is not going to make that ascertainment and the ascertainment is going to be made. Who is going to make it? Why the Postmaster-General; and we have provided \$500,000 in this bill to enable him to do it.

"I do not know anything about what the publishers want. But whether they want it or not, it is going to be made."

A. P. NOMINATIONS MADE

Committee Names Ten Candidates for Board of Directors

The Associated Press nominating committee this week made the following nominations to succeed the five directors whose terms expire in 1923, the rule requiring at least ten nominations:

E. P. Adler, Davenport (Iowa) Times.
Benjamin H. Anthony, New Bedford (Mass.) Standard.
H. V. Jones, Minneapolis (Minn.) Journal.
Frank Knox, Manchester (N. H.) Union.

*Adolph S. Ochs, New York Times.
Stuart H. Perry, Adrian (Mich.) Telegram.

Paul Patterson, Baltimore Sun.
Frederick I. Thompson, Birmingham (Ala.) Age-Herald.

*W. L. McLean, Philadelphia Bulletin.
*F. B. Noyes, Washington Star.

The elections will take place at the A. P. annual meeting to be held in New York April 24. Those marked with an asterisk are renominated.

A. N. P. A. Convention, April 25 to 27

The American Newspaper Publishers' Association will hold its annual convention at the Waldorf-Astoria, New York, April 25, 26 and 27. There will be no luncheons or dinners in connection with this convention save the one to be held under the auspices of the Bureau of Advertising of the A. N. P. A. The exact date of this dinner and the names of the speakers will probably be announced next week. The committee for the dinner consists of Louis Wiley, business manager, New York Times, chairman; Howard

Davis, business manager, New York Tribune; David B. Plum, general manager, Troy (N. Y.) Record; John F. Bresnahan, business manager, New York World; Raymond F. Gunnison, Brooklyn Eagle; and Mortimer D. Bryant, Six Point League of New York.

AUTO MAKERS RELYING ON NEWSPAPERS

Realize Rising Costs Can Be Offset Only by Keeping Plants Going 100%—Chicago Show Advertising Threatens Records

By JAMES T. SULLIVAN

(By Telegraph to Editor & Publisher)

CHICAGO, Feb. 1.—That the deluge of advertising, which started with the New York Motor Show is going to continue for some time, is indicated by the fact that in the three days here of the Chicago show or perhaps four days, there have been 314,481 lines of motor car advertising used in five Chicago papers. When it is considered that this has just been for cars, and that accessory advertising made the figures roll up to some 325,000, at least, it is going some.

Another comparison shows that in 1922, in New York last month, with 13 papers getting advertising during motor show week the figures for all combined totalled some 650,000 lines. That covered a period of about eight days. If five Chicago papers in half that time can run up a total of some 50 per cent or thereabouts of the New York total it gives some evidence of what is in sight for 1923.

Here are the lineage figures for the Chicago papers, beginning Saturday and taking in part of today:

Tribune, 95,424.
Herald-Examiner, 71,278.
Evening Post, 60,574.
Daily News, 49,878.
Journal, 32,565.
American, 24,762.

It is very easy to see that the motor manufacturers are continuing all along the line, to tell their story to the world by means of the newspapers.

There are two things beginning to worry the manufacturers now. These are production and prices. They are planning a big production again, more than 2,500,000 cars. If they can all keep going at 100 per cent it means overhead can be kept down. That will have a tendency to hold the prices about where they are.

However, while the orders, so far in as a result of the shows held to date, guarantee to keep the factories going full tilt until after the summer, the executives are beginning to wonder if the demand will still keep up. They do not like to admit that they are not quite so optimistic as they were at New York. Not that they have shifted materially to the pessimistic side, but they have been through the changes in the past and now are ready to admit that there may have too much over enthusiasm in the early days of 1923 following the big 1922 sales.

There is a little cloud appearing on the California horizon. The Pacific Coast was one spot where there had been no slump. Just now there are rumors that one is showing up. December made new records, but it may have been an orgy of over-buying. At any rate some of the big men at the Chicago show are slipping away for the West to get first hand information. They are sending subordinates to the Northwest to look over that field and bring it back potentially to make up for any slowing down in California between now and the return of the winter tourists.

So much for production. Everything going into the cars is climbing. Tires are being quoted at higher figures to the motor makers. The rubber market seems to be cornered at London. Lumber is going up. Leather began going up some time ago. Steel advanced with the other things. Now these are all important factors. If they continue to climb, cars may have to go up. The 1923 models were based upon prices quoted last fall.

and the makers today are not going ahead with long orders for a supply to cover a year. Therefore they will run out of their materials shortly, and the new orders will cost more. Unless production can be kept high the overhead will mean an impossibility to continue along at present price levels. Yet no one wants to advance. If there is a slowing down of orders some companies may cut prices to be the first to get rid of their stock. It does not take more than a few hundred cars to run a value of stock up to a \$1,000,000 or more. That is why they are pouring out their advertising copy to sell the idea of buying to the public.

The creating of a demand for quick sales through newspapers is recognized now as a big factor.

This, then, is the story of the Chicago show, and the reason why papers here are creating new records in the number of columns carried both in show issues and during the week.

And schedules are being made up now for spring campaigns to run into the millions.

There have been some interesting meetings of advertising men here since the show started. The N. A. C. C. Factory Managers' Council got a lot of the advertising men from the car plants together Monday. It was a closed session. President E. S. Jordan of the Jordan Motor Car Company presided and kept things moving. There were some interesting discussions on all phases of advertising problems, including publicity.

The following day there was a session of the truck advertising men. This was well attended also, and some of the factory men had some good ideas to advance to try to bring the trucks back into their own again.

Wednesday the advertising men identified with the accessory trade held an all day session, at which a program of some very excellent papers were prepared and read under the direction of Chairman Ezra W. Clark.

MATS FOR SMALL PAPERS

Use Urged in Minnesota to Encourage National Advertising

RED LAKE FALLS, Minn., Jan. 28.—Herman Roe, editor of the Northfield (Minn.) News and president of the Country Newspapers, Inc., speaking at the annual convention of the Northern Minnesota Editorial Association held here January 26 and 27, urged publishers to join the co-operative movement for foreign advertising and suggested the installation of a casting box permitting the use of mats, costing the advertiser much less than electros, as a means of securing more business.

The association which adopted a new constitution and by-laws elected the following officers: E. M. Denu, general manager, Bemidji Daily Pioneer, president; Martin Widsten, Warroad Pioneer, vice-president; and Dr. A. G. Rutledge of Minneapolis was re-elected secretary-treasurer for the 18th successive term. J. P. Groth, Roseau Times-Region; Grove Wills, Evelette Clarion; and Carl Carlson, Melrose Beacon, were selected for the executive committee.

The association endorsed the work of the Ten Thousand Lakes Association which spend a large amount of money in advertising the state throughout the United States.

Mr. Denu, the new president, spoke on the problem of giving direct advertisers the same discount as advertising agencies and concluded that under present conditions the advertising agency could not be done away with, and consequently must be protected. C. C. Peterson, a Grand Rapids merchant, said that merchandise is the necessity of the little man and the press and business men should co-operate. Grant Utley, of Cass Lake, advised the publishers to co-operate in advertising their own wares.

Labor Daily Now a Tabloid

The Seattle Union Record January 22, changed to a tabloid 5 column, 16 page paper. The regular departments are continued and more pictures are being used.

PRESSMEN DEMAND A WEEK'S NOTICE OF SHIFT HOURS AND OVERTIME

New York Union Asserts It Will Enforce Ruling of Judge Hand in Election Night Walkout Case—Publishers Offer to Ask Both Manton and Hand for Clarification of Decisions

DEMAND that the New York newspaper publishers give notice in advance of the shifts they will work during the succeeding week, including any proposed overtime, was served this week by David Simons, president of New York Newspaper Web Pressmen's Union No. 25, upon the Publishers' Association. This demand followed several weeks of correspondence upon one phrase in the recent decision of United States Judge Learned Hand, in the case of the walkout of the pressmen on Election Night, that "the newspapers must, under Article II (of the Manton Award) give the men notice during each week of what the shifts will be during the succeeding week, including any proposed overtime, except in cases of sudden emergencies, not then known, of which they shall give notice as soon as they are known." The union in meeting this week instructed President Simons to notify the publishers that "it would abide by Judge Hand's interpretation of the Manton decision." The publishers had not replied on February 2.

Efforts of union officers to institute a compulsory "savings plan" among the members to "meet conditions which will arise on September 1, 1923, when the contract with the publishers expires," met with no success at the meeting. The proposal was left to a referendum of the entire membership.

Following Judge Hand's decision, which appeared in **EDITOR & PUBLISHER** of December 23, 1922, the union president notified the Publishers' Association of its contention that the newspapers must give notice during each week of what the shifts will be during the succeeding week, with allowance for sudden emergencies, which President Simons defined as "breakdowns or sudden newspaper scoops."

This letter of the union, dated January 6, was answered by the publishers the following week, after several meetings of the Committee of Eight, which has the pressmen's dispute in charge. They "declined to accept the union interpretation, which would be mischievous in its results and which has no basis in Judge Hand's decision." They stated that they intended to continue, in their own interest, as well as that of the union, the reasonable practice of the last 30 years, that the present practices of overtime and notice to shifts have been in common use in every newspaper office in New York for over 25 years and are recognized throughout the United States and elsewhere. It was added that neither the pressmen nor the publisher could not and cannot now tell when and how much overtime will be necessary on any given date in the future, and that he had never been asked to do so by the pressmen or any other of the 16 unions with which he had contractual relations.

The union's reply to this on January 16 disagreed with the publishers and requested that the joint standing committee of publishers and union consider the matter and refer it back to Judge Hand as to just what his decision meant.

In the publishers' reply, on January 22, it was pointed out that the only question submitted to Judge Hand for decision was whether the Evening World pressmen violated the working contract when they refused to work after 7 p. m. on Election Night, and that Judge Hand's decision as to that violation had been clear and unequivocal upon the sole question submitted to him. It was stated that there were ambiguities in Judge Hand's expressions about reasonable notice of overtime, a question raised by the union at the hearing and which had to be left unanswered by the publishers because the union objected to submission of further briefs. There were also ambiguities, it was stated, in the earlier de-

cision of Judge Manton, on several disputed points.

The union, the publishers declared, had refused to join the publishers in a request to Judge Manton to interpret these issues, which both sides had agreed to arbitrate, and the publishers saw no reason, in the circumstances, to return to Judge Hand for a further decision on issues which the publishers did not submit to him. The publishers, however, expressed their willingness to join the union in a request to both original arbitrators to interpret respectively their views more clearly on the disputed points.

The union's latest statement, after its meeting, asserted that it would abide by Judge Hand's decision as to the interpretation of Article II of the Manton award. It reiterated that the union was willing to go before Judge Hand again and have him state in plainer language to the satisfaction of the publishers what his decision meant. The union insisted that the continuous refusal of the publishers' committee to carry out the decision of Judge Hand, sitting as the fifth member of the joint standing committee, was a positive violation of the Manton award and that the union will treat it as such, and that one week from January 29, the decision of Judge Hand will be put into effect by the union. President Simons declared that the union intended to carry out the Manton award, which has only a few months to run and that it would expect the publishers to do the same.

No reply to this communication had been made by the Publishers' Association when **EDITOR & PUBLISHER** went to press.

Article II of the Manton award, rendered last February, provides for working hours as follows:

"Eight consecutive hours, exclusive of the luncheon period hereinafter provided for, considered between the hours of 7 a. m. and 7 p. m., shall constitute a regular day's work. Any eight consecutive hours, exclusive of the luncheon period provided for, between 7 p. m. and 7 a. m., except on Saturday, when the hours shall be in eight consecutive hours between 5 p. m. and 5 a. m., shall constitute a regular night's work. Workmen called for duty between 5 a. m. and 7 a. m. for day work shall receive \$1 extra. Reasonable notice shall be given by the publisher to the workmen for the hours it is desired that they labor. Men working on Saturday and Saturday night on Brooklyn papers shall receive the regular Saturday night scale for Saturday night and a bonus of \$1.50, provided at least four hours elapse between the two shifts."

In Judge Manton's comments upon this article, at the time, no reference was made to the provision for reasonable notice of shifts.

When the walkout of the Evening World pressmen at 7 p. m. Election Night was referred to Judge Hand for arbitration, he discussed at length the mutual responsibilities of employer and employee. He found that the Evening World pressmen had violated their contract by refusing to work overtime beyond the hour of 7 p. m. set by Judge Manton as the end of the day shift. As a part of his discussion, he stated: "I find further that the newspapers must, under Article II, give the men notice during each week of what the shifts will be during the succeeding week, including any proposed overtime, except in cases of sudden emergencies, not then known, of which they shall give notice as soon as they are known. I do not find that the award requires the newspapers not to change the hours of a shift from week to week."

VOTE AGAINST SUNDAY WORK

A referendum of newspaper men has been taken in Belgium on a proposed law forbidding all work on the preparation of newspapers from Sunday morning until Monday morning. It resulted in a strong vote in favor of the proposed law.

PAPER MEN SEE NEED OF RESEARCH

Canadian Manufacturers Plan to Appoint Director and Establish Plant Next Year—Look for New Outlets for Product

MONTREAL, Que., Jan. 27.—The matters of appointing a director of scientific and industrial research and the establishment of a research plant at a cost of \$30,000 were outstanding among the matters discussed at the annual meeting of the Canadian Pulp & Paper Association which closed here yesterday. The importance of research work was generally admitted, but the general feeling was that it was premature to launch the association into so heavy an expenditure. Consequently it was decided to drop the question and to continue the committee studying the matter for another year.

Another matter discussed at length was that of Australian trade, a complaint being raised that Australia was discriminating against Canadian paper in favor of the British product.

The election of officers resulted in the choice of H. F. E. Kent as president, and George Carruthers, vice-president, Edward Beck remaining secretary.

Mr. Beck, reading the president's report in the absence of George McKee who retired from office about a month ago, reviewed the great progress made by the pulp and paper industry during the ten years that the association has been in existence. Newsprint and paper production had increased from 350,000 to 1,090,000 tons per year, about 60 per cent of it produced in Quebec province. The immediate outlook of the industry favored optimism but there was danger particularly in newsprint, of overrunning the permanent demand of the market.

George Chahoon, Jr., president of the Laurentine Company and chairman of Newsprint Section, presented the report of that section, which read, in part, as follows:

"There has been throughout the year a gradual improvement in business generally, and the improvement has been reflected in a greater demand for the product of our mills. The return to more normal conditions has gone further in the United States than in Canada and as that country consumes over 80 per cent of our production of newsprint paper, our mills have benefited accordingly.

"While we still had competition from European countries, that competition was not so great or so keen as in the previous years. The rising exchanges together with an increased demand for newsprint from other countries resulted in smaller quantities of European paper coming into our market and the increased demand for Canadian paper has enabled our mills to run very nearly to capacity throughout the year. Our production this year will be close to 2,100,000 tons or nearly 25 per cent above the production in 1920, the previous record year.

"Of our total exports in 1923, 887,835 tons went to the United States, 33,693 to Australia, 12,029 to New Zealand and the rest mainly to Great Britain and South America.

"The production capacity of Canadian mills was increased during the year by the addition of four new machines, bringing the total daily capacity up to 3,825 tons. For the coming year there are new machines under construction which will increase this daily capacity for 1923 by 490 tons, giving a total capacity per year of about 1,294,500 tons. There will also be other extensions which will not come into operation in the near future, but which will ultimately have to be reckoned with in estimating the future of the industry."

Means of conserving the forest wealth of the Dominion were the main matters discussed by the forestry association, which recommended a special forestry police force. Reduced freight rates on lumber were the main point of argument at the lumbermen's convention.

NEWSPRINT BUREAU MEETS

George M. McKee Named President—One New Member

The Newsprint Service Bureau held a brief annual meeting at the Hotel Ritz Carlton, Montreal, January 26, at which only business matters, and the election of officers were considered.

The officers elected are president, George M. McKee, Algonquin Paper Company, Ogdensburg; vice-president, Louis Bloch, Crown-Willamette, San Francisco; and R. S. Kellogg, secretary-treasurer. The following were elected to the executive committee, Percy B. Wilson, Spanish River Pulp & Paper Mills, Ltd.; W. E. Haskell, International Paper Company; and J. L. Apedaile, Price Brothers, Ltd. The Oswegatchie Paper Company were elected to membership.

PRINTERS' WAGES INCREASED

New Contracts in Pittsburgh, Scranton, Oklahoma, Mt. Vernon and Haverhill

New agreements between publishers and typographical unions have been concluded in Pittsburgh, Scranton, Oklahoma City, Mt. Vernon, N. Y., and Haverhill, Mass. All carry increases in scales, effective at once or at stated dates in future. Their details follow:

PITTSBURGH—Contract effective January 8, 1923, to January 7, 1924, with a wage for night work of \$56.50 for journeymen; \$51.50 for proofreaders, and \$44.50 for machine tenders; for day work, \$53.50 for journeymen; \$48.50 for proofreaders and \$41.50 for machine tenders. Apprentices on night work receive from \$21 to \$33, and on day work from \$20 to \$32. The 45-hour week is provided. The contract calls for local arbitration of differences arising under the agreement only. The old scale was \$1.50 less per week, except for the apprentices, whose pay is unchanged.

SCRANTON—Contract effective from January 1, 1923, to October 1, 1924, with a night scale of \$49 and a day scale of \$46. Machinist-operators, in charge of two or three machines, get \$1 above the scale. Machine learners get \$26 to \$29. The old scale was \$45 nights and \$42 days, with \$15 for machine learners. Hours remain at 48 per week.

OKLAHOMA CITY—Agreement effective from January 5, 1923, to January 5, 1926, with provision for opening wages only on 60 days' notice prior to January 5, 1924, and January 5, 1925. The scale is \$45 nights and 42 days. Machinist-operators and monotype keyboard men caring for castor machines receive 50 cents per day or night for each machine cared for, above the regular scale. Machine learners are paid \$15 to \$30, and apprentices from \$17.50 to \$37.50. The ratio of apprentices is increased from 1 to 7 to 1 to 5. Hours remain at 48 per week. The old scale was \$43 nights and \$40 days; machine learners, \$8 to \$18, and apprentices, \$10 to \$16.

MT. VERNON, N. Y.—Contract effective from January 1, 1923, to January 1, 1926, with the following scale: First year of contract, \$48 for journeymen; \$53, foremen; \$50, machinist; \$31 to \$36, machine learners; apprentices, \$20 to \$38; second and third years of contract, \$2 increase over above rates. Night work not less than \$5 above day scale. Hours are 48 per week, day, and 44 night. Arbitration of all differences is provided, including those relative to a new contract. The old scale was \$48 for night work, and \$45 for day work; machinists, night, \$50; day, \$47; machine-learners, \$34 to \$39 nights, and \$31 to \$36 days. Apprentices received from \$22 to \$39 night, and \$19 to \$36 day. Hours were 48 per week, day or night.

HAVERTHILL, MASS.—Agreement effective from January 1, 1923, to December 31, 1923, with a scale of \$44.50 night, and \$41.50 day. Apprentices receive from one-half to three-fourths of journeymen's pay. Arbitration of all differences is provided. The old scale was \$41 night, and \$38 day, with the same proportion for apprentices. Hours remain at 48 per week.

THEY ARE ALL IN THE DAY'S NEWS



Well, if it works on this crowd he's good. Emile Coué, French exponent of autosuggestion, made himself right at home up at the National Press Club during his visit to Washington. He warned Washington newspaper men that his famous sentence should not be allowed to become an obsession.



Nothing harassed-looking about this crowd. They call it "fair Mexico." In the group above we have, left to right, F. John Wright, New York Herald; Alfred G. B. Hart, London Times; C. B. Travis, International News Service; Frederick G. Neumeier, United Press. All are located at Mexico City.



Off on a European honeymoon. Herbert F. Gunnison, publisher of the Brooklyn Eagle, and his bride (right), who before her marriage was Mrs. F. E. Mumroe Baldwin, sailed recently on the Volendam.



\$500 reward! William P. Green (left), director of the work of the National Vigilance Committee of the Associated Advertising Clubs of the World, while apparently delirious disappeared January 22. A nation-wide search is now being made for him and the A. A. C. W. has offered \$500 for information that will lead to his whereabouts. He had been doing vigilance work for six years and is well known as a public speaker. Age 34 years; weight 125 pounds; dark hair, somewhat thin; gray eyes, had many fillings in teeth.

Olin W. Kennedy has other duties than just managing editor of the Miami Herald. In the winter time he entertains the newspaper men who journey down that way. In the group below we have, David S. Tarbell, for many years editor of Scripps-McRae newspapers in Ohio; Ed. W. Howe, Sage of Potato Hill, and Mr. Kennedy, host at a recent outing.



The call of Palm Beach is annually answered. William J. Conners, owner of the Buffalo Courier and Enquirer and Mrs. W. J. Conners, Jr., wife of the publisher of those newspapers (below), are among the regular visitors making merry at that resort this season.



GRAPHIC OILDAG ADS TURNED TRICK FOR CHICAGO DISTRIBUTOR

Intensive Newspaper Campaign of Eight Weeks Quadrupled Number of Sellers of High Priced Lubricants—Copy Shows Teeth in Polished Metal of Automobiles

By HAMMOND EDWARD FRANKLIN

THE man who makes a success as an advertising man has to have some of the same qualities peculiar to an editor. He has to know what will interest people and how they may be made to think his way most readily.

If a big idea can be found in a product and presented dramatically, yet convincingly, a big step has been taken in the problem of causing the public and dealers to sit up and take notice. It goes a long way in overcoming sales obstacles.

The use of a big, graphic idea has had much to do with the increase in sales in the Chicago market of what is claimed to be the highest priced motor oil there. There are numerous motor oils offered for sale, many being strongly advertised, and the outlook for a new oil, especially where high in price, does not encourage, off hand, the thought of any material sale in any large city market.

The Acheson Oildag Company of Niagara Falls, N. Y., manufactures Oildag, the motor oil in question, and Gre-dag for cups and gears. These products are for motor and factory use. Its Chicago distributor, Hunt, Wallis & Co., last year wished to increase the volume of business being done. Several methods had been tried, but they had not worked out well.

It was decided to conduct an intensive effort of eight weeks directly centered on the city itself. What could be said about the highest priced oil to make the motorist willing to pay the price and want the product?

Careful study by the David C. Thomas Company Advertising Agency resulted in a decision to show, enlarged as under the microscope, the highly polished surfaces of pistons, bearings and crankshafts. When thus enlarged, the surfaces showed sharp, uneven teeth. The teeth idea was used to put teeth into the copy.

The teeth diagrams were featured in each advertisement. How the dag of oildag covers the teeth of metal and sur-

rounds them with a film was shown, illustrating the key idea of the copy.

The copy itself might have had its headlines written by a Sunday feature editor and its copy prepared by a special writer of Sunday stories, so skillfully was the treatment handled. The copy was concrete and it hit close home to various points of interest of the average motorist in his car.

One advertisement said: "HOW MUCH IS YOUR CAR WORTH TODAY?"

"Your first ride costs from \$100 up. What the others cost depends a good deal on taking the teeth out of your motor."

"When you buy a new car for \$900 and drive it a few blocks to an insurance office you will find its value has gone down to \$750. It has become a used car; a purchaser wouldn't pay more than that because he can't tell what has happened to the motor and its bearings in that time."

"Whether he knows much about the teeth in metal or not, he does know that there is such a thing as wear and that oil protects only partially against it. What your car will be worth one or more years later will depend a great deal on how well you guard against wear."

"No matter how smooth the cylinder walls and piston rings of your motor may be, they have teeth like those shown in the illustration. An oil-film can cover them, but whenever the motor works hard enough the best oil-film breaks. That is why your motor heats on hills or when driven improperly or hard. Heat means wear, means that the teeth of the metal are chewing."

"By using oildag instead of oil, the teeth of all the bearings surfaces are sheathed with a film of graphite, a fine slippery film. This film is only five-millionths of an inch thick where it covers the teeth—much thinner than ordinary oil film. But it is thousands of times stronger—so strong that after it has been formed you can drive your car as much as an hour without 'heating' the motor."

"The oil of oildag is pure, straight run oil—nothing else. The dag is Defloculated Acheson Graphite invented by Dr. Acheson, the world famous inventor of carborundum and made electrically in his laboratories at Niagara Falls."

"Dag constitutes only one-fourth of one per-

cent of oildag—but that is enough to make a crank case full of oildag last from 1,000 to 1,200 miles. A filling of exceptionally good oil generally lasts only 500 miles. This makes oildag much cheaper than oil—even though it costs a few cents more per quart."

"Send for 'Why'—or Call Calumet 0999. Send for names and addresses of the 100 and more garages and filling stations in Chicago who supply oildag on demand. Ask also for our free booklet, 'Why'—or just call Calumet 0999 and ask us."

The name, Oildag, was featured in huge type, with below it the slogan, "Muzzles the teeth of your motor."

Under the headline, "Why today's gasoline makes repair bills run high" and the sub-head, "How a dag film, only five-millionths of an inch thick, keeps bearing surfaces from biting each other," another advertisement stated:

"The gasoline of today is seldom vaporized completely in your motor. It is too heavy. More or less of it runs down the cylinder walls and into the crank case, cutting the oil-film much as kerosene does."

"When the oil film is cut, the teeth of the motor—shown in the illustration—start to chew. All you notice is that your motor 'heats up' quickly. But that heating means friction, friction means wear, and wear means repair bills sooner or later. Oildag prevents this kind of wear because it provides a lubricating film that gasoline can't cut."

The advertisement then described the product and how it works.

"What makes your car grow old so fast?" "How to muzzle the teeth of your motor" and "What makes your motor heat on hills?" were among other pieces of copy used.

Under the main head, "Every motor has teeth that chew up metal" and the sub-head, "When the oil muzzle slips off, they bite—sheathing them properly with Dag protects the bearing surfaces, increases power, decreases repairs and oil costs," a piece of copy in large space pointed out:

"If metal surfaces, however polished and smooth, didn't have teeth, your motor would never wear down or out. If oil-films could really be depended on to keep the teeth muzzled at all times, there would never be any wear, either. But everyone knows that cylinders, piston rings and bearings wear down and out. Even the toughest oil-films break frequently."

"The teeth in your motor can always break through the oil-film when the motor works hard enough. Every one knows how motors heat on hills when driven improperly or hard. Heat means friction; friction means the oil-film has broken and the teeth are chewing at each other—and that means that a bill for repairs and depreciation is being written."

"In new cars and repaired motors, the teeth show even more often because the pistons and bearings fit more closely even on the level. The Dag film is .000005 of an inch thick. That is why many car dealers and motor rebalers recommend filling your motor's crank case with oildag instead of with oil."

"Oildag does everything that oil can do and in addition muzzles the teeth of metal as no oil-

film can. Oildag actually sheathes the teeth of bearings surfaces with a non-metal film, an unctuous film, a film of graphite, thinner than oil and thousands of times stronger."

It is so smooth and strong that after it has been formed in a motor, the car can be driven as long as an hour with the crank case absolutely dry."

The copy then told of the inventor, Dr. Acheson, and explained why the product lasts much longer than regular oil.

A car, with the name Oildag painted on it in giant letters, was shown in several advertisements, with the note, "Cars marked like this have been run in scores of official tests in Chicago, New York and other cities to show the toughness and the wonderful lubricating quality of the 'dag' film. Records of 15 to 20 miles, with the crank case absolutely dry, are the usual average."

Sub-heads were scattered through the text to break it up and make it easier to read.

That the work of the salesmen in going after outlets made progress as the advertising appeared is shown by references made in various pieces of copy. One advertisement said that the names of a hundred or more garages and filling stations handling Oildag would be furnished by telephone, another in a sub-head said, "Why today's gasoline makes repair bills run high—and why 200 garages now carry a lubricant better than oil," and another "Send for the names and addresses of the hundreds of garages and filling stations in Chicago which supply Oildag on demand." The advertising appeared in the Chicago Daily News.

As a matter of fact, the campaign proved valuable in its moral effect on the dealers as well as influence on the public. Hunt, Wallis & Company, the distributor, states that with the campaign as a powerful factor the number of dealers was increased 260% in Chicago and immediate suburbs and sales increased 400%. In fact, some of the effect of the copy still is being felt although the last insertion appeared last August.

It is planned to conduct another campaign this year.

Metropolis Broadcasting Again

The Miami (Fla.) Daily Metropolis resumed broadcasting daily radio programs from its station, WFAW, January 28, with new apparatus with a 2,000-mile radius. The Metropolis station has been out of commission for about six weeks, due to damage to the equipment.

Ad Checkers Move

The Advertising Checking Bureau, Inc., has moved from 448 Fourth avenue, New York, to 15 East 26th street.

Every Motor Has Teeth That Chew Up Metal

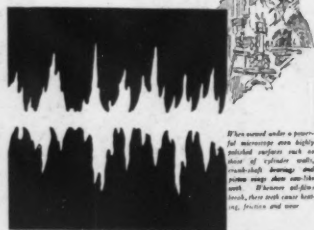
When the Oil Muzzle Slips Off, They Bite—Sheathing Them Properly With "Dag" Protects the Bearing Surfaces, Increases Power, Decreases Repairs and Oil-Costs.

If metal surfaces, however polished and smooth, didn't have teeth, your motor would never wear down or out. If oil-films could really be depended upon to keep the teeth muzzled all the time, there would never be any wear, either. But everyone knows that cylinders, piston rings and bearings wear down and out. Even the toughest oil-films break frequently.



Send for the names and addresses of the 100 and more garages and filling stations in Chicago who supply Oildag on demand. Ask also for our free booklet, "Why"—or just call Calumet 0999 and ask us.

Send for the names and addresses of the 100 and more garages and filling stations in Chicago who supply Oildag on demand. Ask also for our free booklet, "Why"—or just call Calumet 0999 and ask us.



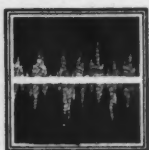
Microscopic view of metal teeth showing sharp, uneven surfaces.

It would take millions of these particles to cover the head of a pin. As soon as oildag is put into a motor these particles begin to fly to the metal surfaces, as if they were attracted by a magnet. They accumulate, fill up the teeth, form a sheathing film smoother than glass, more friction-free than oil.

Last Twice as Long as Oil
A crank case full of oildag need be drained only after 1,000 to 1,200 miles, as a rule—only half as often as selected motor oils.

In addition to this saving of economy, it generally increases gasoline mileage two or three per gallon because it lessens friction. Naturally it cuts depreciation and repair amazingly. During the last ten years, many oildag users report running 20,000 miles and more without paying any attention whatever to their motors.

Send for the names and addresses of the 100 and more garages and filling stations in Chicago who supply Oildag on demand. Ask also for our free booklet, "Why"—or just call Calumet 0999 and ask us.



Microscopic view of metal teeth showing sharp, uneven surfaces.

Hunt, Wallis & Co.
211 Michigan Ave. Telephone Calumet 0999.
Distributors of Oildag and Gre-dag For Motor and Factory Use



Muzzles the Teeth of Your Motor

What Makes Your Motor Heat on Hills

Why the teeth of metal surfaces should be muzzled with a film stronger than oil

If weren't for the teeth in all metal surfaces, you wouldn't have to use oil in your motor.

While an oil-film covers the teeth they can't bite—but just as soon as the oil-film breaks they start to chew.

This chewing is called friction, and causes wear and heat.

Whenever the motor works hard enough, as on hills or in hard driving, the oil-film breaks.

A Film Thinner But Stronger
About sixteen years ago Dr. E. G. Acheson, the great inventor and maker of carborundum at Niagara Falls, discovered a way of using graphite to sheathe the teeth of metal.

His invention is called oildag and consists of pure, straight-run oil containing 1/4 of one per cent of "dag."

"Dag" is Defloculated Acheson Graphite—that is free from natural impurities because it is electrically made; graphite defloculated, that is, divided

so finely that it takes millions of particles to cover a pin head.

One Filling Lasts From 1000 to 2000 Miles
Because of its fineness it doesn't settle out of the oil, even if oildag is kept years before being used.

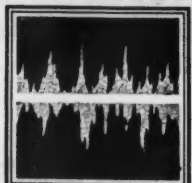
But when oildag comes into contact with metal, the dag particles fly to the latter as if magnetically attracted.

They fill up the teeth of the surface and coat it with a thin film—about five millionths of an inch thick.

This film is so strong that it not only keeps motors from heating on hills, but once it has been properly formed you can

drain your crankcase dry and run from fifteen to twenty miles without wearing or heating the motor.

One filling of oildag lasts about twice as long as a filling of oil. Instead of draining the crank-case every 500 miles, as manufacturers tell you to do in the case of oil, a draining every 1,000 to 1,200 miles is enough.



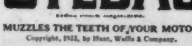
Microscopic view of metal teeth showing sharp, uneven surfaces.

Send for "WHY"—or call Calumet 0999

Send for the names and addresses of the 150 and more garages and filling stations in Chicago who supply oildag on demand. Ask also for our free booklet, "Why"

Or just call Calumet 0999 and ask us

Hunt, Wallis & Company
2121 Michigan Avenue
Distributors of Oildag and Gre-dag For Motor and Factory Use



Muzzles the Teeth of Your Motor

"Oildag" Copy might have been written by a Sunday feature editor and its text prepared by a special writer of Sunday stories, so skillfully was its treatment handled. The story was concrete and it hit close home to the things that most interest the average motorist.

BUFFALO

The Wonder City of America!

Buffalo has often been called the Wonder City of America. The reason for this descriptive and well earned title is found in Buffalo's fortunate location on Lake Erie, the cheap, abundant and accessible electric power from Niagara Falls and its extraordinary transportation facilities—lake, canal and rail.

Its unexcelled Lake Erie location explains why Buffalo has become one of the world's great ports. The port of Buffalo is third in the United States in tonnage. A tremendous lake commerce and an immense grain trade figure largely in Buffalo's prosperity.

An unlimited supply of low cost Niagara Falls power plays a part in the romance of Buffalo's industrial development. Coal, iron and limestone are so easily assembled at Buffalo that it has become the second city in the United States in the manufacture of iron and steel products.

These advantages of location and industrial opportunity are making Buffalo one of the world's great cities, the population at the present time exceeding a half million.

Added impetus to Buffalo's growth is lately given by Dunlop Tire, General Motors, Bethlehem Steel Corporation and the newly located Buffalo plants who have spent or will spend upwards of \$75,000,000 in construction and expansion of their Buffalo Establishments.

This high grade, prosperous and responsive zone can be successfully appealed to and dominated by the sole use of the Buffalo News.

As an example—the six leading department stores of Buffalo, whose copy is a daily test of a newspaper's worth to a local advertiser, place in the News 46% of the total copy placed by them in Buffalo's six daily newspapers.

Dominate by concentrating in the News.

Circulation—Net Paid—Now 115,000

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

KELLY-SMITH COMPANY, Representatives

Marbridge Bldg.
New York, N. Y.

Lytton Bldg.
Chicago, Ill.

EDITORS GIVE LIE TO PRESS AGENT WHO SAYS MOVIES CONTROL PAPERS

Church Conference Publicity Man's Charges That Washington Post Refused Advertising and That All Ignored or Played Down News Refuted by Indisputable Evidence

WASHINGTON, D. C., Feb. 1.—Washington editors and newspaper managers were aroused to fighting pitch this week by the intimation of Dr. Charles Scanlon, general secretary of the Presbyterian Board of Temperance and Moral Welfare, that the influence of the motion picture industry in Washington had brought about the suppression of news. In a statement issued for Dr. Scanlon by Walter I. Clarke, manager of the publicity department of the Presbyterian Church, Witherspoon Building, Philadelphia, the virtual charge was made that Washington newspapers "possibly with negligible exceptions," not only ignored a recent interdenominational conference on proposed legislation for a federal movie censor-

printed in the Post of January 18, page 2, bottom of first column.

Following receipt of Mr. Clarke's version of Dr. Scanlon's charges, EDITOR & PUBLISHER secured copies of the Washington newspapers of the dates in question and requested the managing editors of the Washington newspapers to state their answer to the allegations.

The Times and Herald answer is given above.

The Post, as Arthur D. Marks stated, carried the advertisement on January 18, at the foot of the first column on the second page, first following and next to reading matter. In connection with the advertisement, E. S. Johnston, advertising manager, reported as follows to Mr. Marks:

"This ad was brought into the office on Tuesday night, the 16th, for publication Wednesday, January 17. At that time there was only a new man and a messenger boy, and not knowing that these people had an account with us, held the copy up. Upon learning (the next day) when this was brought to my attention, I immediately called Dr. Chase on the 'phone, and later in the day when we were able to catch him, he gave us the order for the ad to run the next day, January 18, and it was published as instructed."

The Star, concerning which Dr. Scanlon said it carried a "short announcement for which I paid," did print the advertising, as such, and it also printed an advance notice and three-quarters of a column reporting the meeting. The story was played on page 5 and carried a regular top-of-column head. Rudolph Kauffmann, managing editor of the Star, gave EDITOR & PUBLISHER the following statement:

"Dr. Scanlon's charges about Washington papers are absolutely untrue. So far as the Washington Star is concerned, on January 17 an announcement of the conference with a detailed program was published in the Star's news columns. On January 18, the conference was covered by a Star reporter and three-quarters of a column report of the proceedings was published in the news columns. A paid announcement was published in the advertising columns."

Lowell Mellett, editor of the Washington News, was just as emphatic in his repudiation of the press agent's charges. He said:

"The Washington Daily News carried an advance announcement of the Interdenominational Conference and a comprehensive news story of its sessions prominently displayed under the headlines 'Says Magnates Control Hays.' No advertising was offered or refused. Dr. Scanlon's charges are utterly baseless so far as this newspaper is concerned."

Briefly Dr. Scanlon's recital, as told by Mr. Clarke, was as follows:

"Two days preceding the conference, Dr. William Sheafe Chase, who was actively promoting it, called at the offices of a Washington newspaper, and, being unable to secure the publication of any news notice, submitted a paid advertisement simply announcing the time and place of the conference and the agencies by which it was called.

"The advertisement did not appear as agreed upon and in company with him I called the following day to make inquiry.

"One of the assistants in the advertising department told us the advertising manager had instructed him not to admit the advertisement. Inquiring why, he said that the manager simply stated it would 'hurt the paper.'

"Dr. Chase and I then went to the business manager of the paper. He insisted that we were mistaken and accompanied us to the advertising department where the young man confirmed, in our presence, what he previously had told us. The manager then said he would then take it up with the advertising manager. That evening some one called Dr. Chase on the 'phone, claiming to represent the paper, and said they had reconsidered and that the advertisement would appear the following morning—that is, on the day of the conference—but it did not appear."

The newspaper referred to, Mr. Clarke informed EDITOR & PUBLISHER, was the Washington Post. Arthur D. Marks, its business manager, said flatly today that he had never received a visit from Dr. Scanlon and Dr. Chase and knew nothing of the incident until it was called to his attention by Mr. Clarke's publicity notice. He offered the explanation made above and gave the correspondent of EDITOR & PUBLISHER a copy of the Post of January 18 containing the Conference advertisement which Dr. Scanlon said did not appear.

Dr. Scanlon acknowledged that a "small" notice did appear in another newspaper, also "a short announcement for which I paid in the Washington Star." Dr. Scanlon said:

"As chairman of the conference, I publicly stated just what had occurred and assured the gathering that we would be heard in every part of the country, notwithstanding the conspiracy of silence imposed upon the public press by the motion picture interests.

"The 'freedom of the press,' of which we have heard so much, is a farce, a delusion and a snare, when any business for sinister motives can prevent announcement of public welfare endeavor such as this. The liquor traf-

fic in its worst days never exceeded, if indeed equalled, such methods.

"Whatever may have been the suspicion of people before that the motion picture interests were subsidizing the press, here is plain and unmistakable evidence."

BUT THE PRESS AGENT PUT IT THIS WAY—

DR. SCANLON'S version of his treatment by the Washington Press, as retailed for editorial consumption from Walter I. Clarke's Philadelphia office, is as follows:

Released on receipt for immediate publication. The question whether the motion picture industry uses its influence in the suppression of news in the American press is raised by Dr. Charles Scanlon, general secretary of the Presbyterian Board of Temperance and Moral Welfare.

At his offices in the Columbia Bank Building, Pittsburgh, today, Dr. Scanlon related his experience with the newspapers in connection with an interdenominational conference called by him at Washington to consider federal control of the movies. This conference was authorized by the Presbyterian General Assembly, which delegated to Dr. Scanlon's committee authority to co-operate with other denominational and social welfare organizations in an attempt to make united effort toward lessening film abuses.

Advance news announcements of the Conference were sent to the Washington newspapers and an attempt was made to insert paid advertising concerning the conference. Twenty-seven different national organizations were represented at the gathering, which approved a bill for submission to Congress incorporating the principles of federal control of the motion picture industry. Despite the nationwide participation and the representation of other great religious bodies besides the Presbyterian Church, Washington papers are accused by Dr. Scanlon not only of ignoring the event but also of actually suppressing paid advertising in connection with it.

"So far as I know," said Dr. Scanlon today, "the Washington papers ignored the com-

(Continued on page 22)

Conference on Federal Control of Motion Pictures

Thursday, Jan. 18

At New York Avenue Presbyterian Church

N. Y. Ave. and 14th St. N. W.

Called by Churches of U. S. All Moral

Welfare Organizations as follows:

Presbyterian Church U. S. A.

Methodist Episcopal Church

Northern Baptist Church (U. S. Social Serv-

ice Committee)

United Lutheran Church for Social Ser-

vice Committee

International Reform Alliance

National Reform Association

Meeting 10 A. M. & 2 P. M. Rooms

7150 P. M.

Addresses by Dr. Charles Scanlon,

of Pittsburgh; Carlton Chase,

of Brooklyn, N. Y.; Dr. Clarence

True Wilson, Rev. Ethel Boyce

Swisher, Rev. Dr. Harry L. Dowdy,

At 2:30 P. M. addresses by Dr.

Ellis P. Oberholzer, formerly

Chairman of Pennsylvania Board

of Censorship and Dr. G. M. Twombly,

D. D. of Lancaster, Pa.

This is a facsimile reproduction of the advertisement Rev. Dr. Scanlon charges was suppressed by the Washington Post. Exactly as shown here it was published by the Post on January 18, page 2, first column.

ship, but "actually suppressed paid advertising in connection with it."

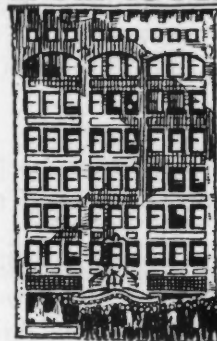
Without exception the Washington newspapers denied Dr. Scanlon's imputation and Arthur D. Marks, business manager of the Washington Post, against whom the Rev. Mr. Scanlon's assertions, as quoted by his publicity man, Mr. Clarke, were directed particularly, produced the advertisement in a copy of the Post of January 18, which Dr. Scanlon said was suppressed. Several other of the Washington newspapers carried advertisements of the conference and news notices as well, but it was apparent that the conference did not attract the newspaper interest or publicity that its projectors had hoped.

The attitude of at least two of the Washington newspapers, the Times and the Herald, was frankly stated by Avery Marks, Jr., managing editor of the Times, who said:

"We wouldn't refuse to print any kind of news, as news. We do not carry propaganda, however, and certainly not this kind of propaganda, for we are against federal control of the movies. An advance notice of the conference did appear in the Times. As for Dr. Scanlon's specific charges, I know nothing."

The failure of the Washington Post to run the advertisement submitted for its issue of January 17, Arthur D. Marks explained, was due to the fact that it was given over the counter to a new man who did not know the organization had an account with the Post and held it up to find out if it would be paid for if accepted. It was ordered run the next day by E. S. Johnston, advertising manager, after he had communicated on the telephone with Dr. William Sheafe Chase of New York, who promoted the conference. The 3-inch advertisement in question was

Detroit's Retail Business Increases Show Prosperity



The Retail Dealers' Association in Detroit, reporting on the volume of business transacted in December, 1922, as compared with December, 1921, showed an average increase of 31.11 per cent in all lines of retail trade for this city.

This is the ninth consecutive month that retail sales in Detroit have shown an increase over the corresponding month of the preceding year.

In Detroit the retail stores spend from 60 to 80 per cent of their total advertising appropriations with The Detroit News, this being a most important factor in maintaining the wonderful position of The Detroit News among the newspapers of America.

Increased business is the rule in Detroit, where there is no unemployment and where the factories are working night and day.

Take advantage of this situation through The Detroit News which reaches practically every home in Detroit and vicinity.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

First in Home Ownership

Of the twenty-five largest cities in the United States, Baltimore ranks first in home ownership, 62 per cent of the homes in the city being owned by the families occupying them.

And into the great majority of these homes, located in every section of the city, the Sun-papers—morning, evening and Sunday—are ready to carry your message, for

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The Only Authorized Service of News and Pictures Of the Tomb of Tut-ankh-Amen

(King of Egypt 3,000 Years Ago)

From The London Times, January 10, 1923

THE TOMB OF THE KING CONTRACT GIVEN TO "THE TIMES" EXCLUSIVE SERVICE OF NEWS LORD CARNARVON'S PLANS

We are able to announce that Lord Carnarvon, with the cordial concurrence of Mr. Howard Carter, has entered into an exclusive agreement with *The Times* for the distribution throughout the Press of the world of all news and photographs of his discoveries in the tomb of Tut-ankh-Amen. Both Lord Carnarvon, since his return to London, and Mr. Howard Carter, at Luxor, have found it an impossible task to supply the Press individually with news and illustrations of their discoveries. Accordingly they have agreed for the future to employ a single agency for this purpose.

The Times was enabled, by the courtesy of Lord Carnarvon, to publish the first account of the discoveries in the Valley of the Tombs of the Kings, which have aroused a world-wide interest never before approached in the annals of excavation in Egypt or in any other land. Lord Carnarvon has now accepted the offer of *The Times* to place its organization at his disposal for the purpose of supplying a service of news and illustrations of the discoveries to every newspaper, magazine, or other periodical publication in the world which wishes to have it. He has therefore placed in our hands the whole of the serial publication rights of his expedition, and these rights include all news of discoveries, special articles, interviews, and photographs relating to the several chambers of the tomb of King Tut-ankh-Amen, opened and yet to be opened. Neither Lord Carnarvon nor any member of his party will supply news, articles, or photographs to any other individual, newspaper, or agency. No other service will be authorized.

The Times will supply the Press of the world with the material obtained under this agreement by means similar to those used in the arrangement which it made last year with the Mount Everest Expedition. Arrangements have already been made in Egypt and in London by which the whole of the material supplied by Lord Carnarvon and Mr. Howard Carter will be dispatched to *The Times* Office in London for simultaneous release to the Press of the world. *The Times* will make its own arrangements for this service direct with other newspapers, not only in this country, but throughout the world. All news matter and

photographs published under this agreement will bear the following acknowledgment: "*The Times* world's copyright by arrangement with the Earl of Carnarvon." Both *The Times* and Lord Carnarvon will take every precaution to prevent any infringement of this copyright.

Lord Carnarvon will leave London at the end of next week for Luxor. During his absence Mr. Howard Carter has been engaged in removing and preserving the objects found in the first chamber. Soon after Lord Carnarvon's arrival at Luxor the most important task of all will be undertaken. The mystery of the north wall of the outer chamber, guarded by gigantic statues of King Tut-ankh-Amen, will be solved. Nobody can yet say what will be discovered behind that wall, but Lord Carnarvon has made public his conjecture in the special article which he contributed to *The Times* on December 11. He then said:

"There is little doubt that behind this wall there exists a chamber or chambers, and in one of these probably reposes, in his coffins and sarcophagus, the body of King Tut-ankh-Amen. Should this Royal burial-place prove to be untouched, then the sight to be revealed will prove to be absolutely unique in the experience of any living archaeologist, and, as far as I know, in the history of archaeology."

It is possible that there may be a further chamber or chambers beyond this central one. In any event it is certain that the excavations will by no means be completed at the end of the present season. The work will have to be discontinued some time in April because of the heat. It will be resumed in the middle of October, and will probably be continued through the whole of next winter. It should be emphasized that *The Times* scheme embraces the work not only of the present season but of such future seasons as may be used for the completion of the exploration of all the chambers of the tomb of King Tut-ankh-Amen.

As it is desirable in the general interest that the scheme should be put into operation without delay, all who are interested in *The Times* service are asked to communicate immediately with the Manager at Printing House-square.


¶ The discovery of the tomb a few weeks ago aroused world-wide interest. People from all parts of Europe and America are already flocking to the scene. Only the ante-chamber has been opened, but it was found to contain treasures unrivalled in the annals of Archaeology. The inner chambers, containing presumably the mummies of Tut-ankh-Amen and his queen, and probably also many further examples of the art and handicraft of one of the oldest civilizations, are now about to be opened.

¶ It is proposed by the Earl of Carnarvon, under whose concession for exploration the tomb was discovered, to permit henceforward only authorized news, articles, and pictures relating to the discovery.

¶ These will appear at frequent intervals in the daily and Sunday editions of

The New York Times

¶ The pictures will appear chiefly in the Sunday rotogravure sections, where full justice can be done them. The articles will be prepared by competent writers and Egyptologists. Many pictures are on the way to New York and hundreds more will be taken. The service will probably run through several months.

 *The New York Times is always sold out early.*
Order of your newsdealer in advance.

Notice to Editors and Publishers

¶ The New York Times, by arrangement with The London Times, has undertaken to distribute to the newspapers and periodicals of the United States and Canada the service of news, articles, and pictures relating to the tomb of Tut-ankh-Amen, prepared under the sanction of the Earl of Carnarvon.

¶ Newspapers and periodicals desiring all or any branch of this service are requested to apply at once to The New York Times, Egyptian Service Department.

READERS AND DEALERS SERVED WITH FUEL THROUGH CLASSIFIED COLUMNS

Indianapolis News Has Carried Special Section in Its Want-Ads for Several Years—Satisfactory Method of Comparing Classified Lineage Is Needed

By C. L. PERKINS

Executive Secretary, Association Newspaper Classified Advertising Managers

LACK of vision is undoubtedly one of the greatest handicaps in every line of business. Certainly this is true in the business of selling classified advertising.

The average person whose business is selling and developing want-ads realizes that they are efficient in selling real estate. He will agree that classified advertising offers the best channel of employing help. He will admit that want-ads will do all the things that they have done for many years but he doesn't see or admit the undeveloped possibilities. Want-ads will accomplish successfully many things—many new tasks if given the opportunity.

This is not an indictment against classified managers. They are just like the great majority of human beings—lacking in sufficient imagination to enable them to venture out of the beaten path. Classified managers are undoubtedly even more progressive than people in many other lines yet the scope of classified has not been greatly enlarged in the last ten years.

One of the great questions of the day is coal. Coal famines, coal strikes, federal coal investigations, state coal bureaus, empty coal bins, high coal prices, and claims of coal profiteering are seen daily in the news columns and heard in conversation. Coal is one of the topics of the day and has been for some time on account of its importance in our lives.

Yet coal and want-ads have never been considered together—at least not seriously until H. G. Barringer, classified advertising manager of the Indianapolis News, had a vision. He believed that consumer and dealer would both be benefited if coal and other kinds of fuel were advertised in the want-ad columns of the daily newspaper. Having this idea he started to prove it. A couple of years ago he established this classification on the News and secured a few advertisements which produced some results.

Since then he has endeavored to build this classification. Advertisers have been called upon. They have been sent direct by mail campaigns, and at the same time the readers of the News have been educated to buy their fuel through want-ads.

The result is that today the Indianapolis News is printing three and four columns of coal advertising a day. The advertisements range from 2 to 75 lines and all quote prices for the various grades and kinds of coal. As a result the people of Indianapolis know the prices of coal—a greedy dealer cannot charge exorbitant prices—the reliable dealer can impress upon the public his reliability and create good will. Both dealers and public are benefited by having this new method of marketing de-

veloped. That this is true is shown by Mr. Barringer's statement:

"All the dealers of the column are getting wonderful results. The big dealers who up to this time have been holding out on us are gradually being forced in for the reason that they have been losing considerable business to the dealers who have been represented these past two years.

"About the last of December one of the largest dealers in the city started to advertise. He tells us that he did more cash business the first five days of January than during the entire month of December. This is certainly a very good testimonial."

Other newspapers will do well not only to follow the plan of Mr. Barringer in developing a coal column but also in building up new fields of usefulness for the want-ad.

* * *

THE following letter from C. A. Sternberger, classified advertising manager of the San Francisco Examiner, presents an interesting subject:

"How can we develop a satisfactory method for comparison of classified lineage?"

"Some papers use small headings, others take up as much as an inch of space with line drawings or poster type displays. The gross figures given out by a newspaper, therefore, may not represent the actual lineage. Variance in even the leads used in making up the pages will amount to a considerable difference in a month's time.

"Why not put the classified lineage tabulation on a net line basis? That seems to me to be the most adequate method of reaching an honest comparison between newspapers. We all want to show the greatest lineage possible but we surely want to show it in an honest way.

"Take the San Francisco Examiner, for instance:

"We use 8 point heads and 1 point cut-off rules and we justify our columns without the use of the leads whenever possible. Yet we must stand comparisons with newspapers which employ 2 point cut-off rules, make up their columns loosely and use extra large headings. The tabulation by the gross lineage method, therefore, does not supply a fair basis of comparison.

"I should like to see some expressions from other classified managers and wish that we might work toward a definite standard for classified measurement."

Mr. Sternberger's contention concerning various sizes of headings and cut-off rules is correct. Furthermore, different papers included in their classified figures various kinds of advertising. Most pa-

pers when referring to classified mean what are commonly termed want-ads. Many others include in their classified such lines of business as Auctions, Schools and Colleges, Resorts and Travel, etc.

Do your part toward creating a standard system of measurement. Send your ideas on the subject in this column for publication.

* * *

ONCE a young business man approached a theater manager and asked permission to talk to the audience. "It will cost you \$5.00 to whisper and \$25.00 to yell," said the manager. "I'll take five whispers," said the young man, acting on George Ade's moral that—"even the best can't win the medal every time."

There is, in this illustration, a very significant point for classified salespeople. Followed, it will help them, their newspapers, and their advertisers.

The point is simply this: that three and seven time advertisements are much more effective and productive than those of one insertion, even if the one time copy is larger.

This does not reflect at all on the pulling power of a newspaper or its value as an advertising medium. Salesmen do not expect everyone they visit to give them orders. They visit many to land few. Now consider the large one time advertisement and the same copy, in less space, if need be, run seven times.

Every day a great army of people read the want-ad pages of newspapers to satisfy their wants. But these wants and this army of readers are constantly changing. Today Jones wants a position. Tomorrow he has no immediate want,

and the next day he may want an automobile. No one can tell when newspaper readers will have some specific want. Isn't it then a bit unreasonable to expect that an advertiser can always select one certain day of the three hundred and sixty-five and expect to reach his best prospect on that day?

How much better it is to speak to this ever shifting audience five or seven times—even if you speak in a whisper—for the whispers are heard and understood just as plainly as the one-time shouts.

Simply on a theory of getting a better price when there are two or three prospective buyers, it is better to advertise an article for several days. Or if the advertiser wants help or something else, isn't it better for him to have a choice of four or five applicants or articles, as the case may be, than be limited to one?

Just as ham makes restaurant business better; cloudy days are bad for dentists, and cigar sales are affected by the news in the morning newspapers; want ads are affected by one and a hundred outside conditions—which neither the salesman nor the advertiser can foresee.

The classified salesman will, therefore, find it better for himself, the advertiser and the newspaper, to urge the use of five or seven time advertisements instead of one-time flash insertions.

Freight Rate Reduced

The Western Classified Committee has reduced the freight rate west of the Mississippi on type setting machines from one and one-half times the first class rate to the first class rate. This reduction became effective February 1.

The Story Advertising Tells And the Conclusion to Which It Leads

You can judge the community-influence of a newspaper by the volume of advertising it carries.

Not only does The Washington Star day after day print more advertising than all the other local papers combined; but year after year the total of its lineage places it among the first in all the larger cities of the country.

SIXTH IN THE UNITED STATES

Figures showing the total advertising in fifteen Daily and Sunday newspapers in fifteen of the principal cities of the United States for the year 1922.

Taken from statistics compiled by the New York Evening Post.

Los Angeles Times	26,795,244
Chicago Tribune	26,212,563
Detroit News	25,701,844
New York Times	24,142,222
Baltimore Sun	22,985,328
WASHINGTON STAR	21,659,659
St. Louis Post-Dispatch	19,851,129
Philadelphia Inquirer	18,211,200
Cleveland Plain Dealer	17,194,125
Milwaukee Journal	16,286,970
San Francisco Examiner	15,596,504
New Orleans Times-Picayune	15,454,163
Minneapolis Tribune	14,278,579
Boston Globe	12,633,476
Cincinnati Times-Star	12,000,300

Total volume of advertising in six of the greatest dailies having no Sunday issue:

Chicago Daily News	18,224,817
Philadelphia Bulletin	17,379,300
Indianapolis News	16,400,173
Los Angeles Express	14,783,718
Cleveland Press	12,508,425
Buffalo News	12,506,723

Pittsburgh and Newark papers do not report their figures.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Detroit News prints Clarence each 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

The Seattle Times

—Seattle's Only
Seattle Newspaper

—Carried nearly as
much advertising
in the year 1922
as all of its com-
petitors put to-
gether.



*Ask Beckwith,
World Building.
He Knows!*

OHIO DAILIES SEE BUMPER BUSINESS IN 1923, WITH RATES GOING UP

Associated Dailies, Select List, and Ohio Scripps-Howard Papers in Joint Session at Columbus, Give Special Emphasis to Community and Farm News

(By Telegraph to Editor & Publisher)

COLUMBUS, Ohio, Feb. 1.—With 200 newspaper men attending, the Ohio Newspaper Convention, comprising joint sessions of associated Ohio dailies, select list of Ohio dailies and Ohio Scripps-Howard papers was successfully held at Columbus, January 29, 30, 31. The tone of the conference was optimistic, with prospects for a financially successful year ahead voiced by delegates. Advertising prospects, as outlined by Harvey R. Young, advertising manager of the Columbus Dispatch, and corroborated by messages from many advertising firms and newspapers, are much better than last year's.

Business is on an upward trend, prices of commercial products will probably rise and a bumper advertising year is predicted. Many Ohio newspapers are increasing advertising rates, and their publishers are confident lineage will not shrink as merchants are realizing the pulling power of advertisements.

Afternoon and evening sessions on January 29 were devoted to the community newspaper. Circulation, country correspondents, farm news and makeup of the community newspaper were the principal topics of discussion. Most speakers felt that circulation of community newspapers could be greatly increased by better selection of correspondents, and by placing them on a paid rather than a subscription basis. Closer contact with correspondents has been secured by arranging dinners periodically for correspondents at which all may gather to discuss new values, news-writing and get in closer touch with the editor. Instruction sheets for correspondents have proved their value, while farm news is of undoubted attraction to rural subscribers. However, farm news must be such as will interest the general public.

The how-to-do-it farm news has a place in farm papers but not in the newspaper, the editors agreed. Large crops and unusual successes should be given special mention, and grange and other agricultural activities should be faithfully reported. The farmer wants to be treated just as any other individual and a special heading for his news is no more necessary than special departments for grocers, blacksmiths, and dry goods merchants, one speaker declared.

A feature of these sessions was a display of 100 Ohio newspapers, with awards for the winning papers in five classes. Prize winning publications follow:

CLASS 1.—Best local farm, home and community news, judged on quality, quantity and manner of presentation. First prize, Millersburg Republican; second, Hillsboro Gazette; third, Westerville Public Opinion; mention, West Union Peoples Defender, Archbold Buckeye, Hillsboro News-Herald, Richland County Leader, Circleville Democrat-Watchman, Madison County Democrat, Hancock County Herald, Putnam County Vidette.

CLASS 2.—Best front-page make-up judged on typography, balance, display and the suitability and arrangement of

material. First prize, West Union People's Defender; second, Archbold Buckeye; third, Medina County Gazette; mention, Hillsboro Gazette, Chagrin Falls Exponent, Madison Press, Ada Herald, Brookville Star, Barnesville Enterprise, New Paris Mirror.

CLASS 3.—Best editorials, to be judged on subject, content and typographical presentation. First prize, Port Clinton Progressive Times; second, Putnam County Vidette; third, Liberty Center Press; mention, Circleville Democrat-Watchman, Morrow County Sentinel, Sycamore Leader, Barnesville Enterprise, Hillsboro Gazette, Washington C. H. Record-Republican.

CLASS 4.—Dailies in towns of less than 25,000, judged on best local, farm, home and community news. First prize, Findlay Morning Republican; second, Sandusky Register; third, Xenia Republican; mention, Coshocton Tribune.

CLASS 5.—Cities above 25,000, to be judged on farm page department, in light of content, make-up and degree of local flavor maintained. First prize, Toledo News-Bee; second, Toledo Daily Blade; third, Sandusky Register (Special).

Judging was done by Prof. Bristow Adams of the New York State College of Agriculture. Prize ribbons will be made up as zinc etchings and will be sent to winners for publication. This display attracted widespread interest throughout the state. Held as an experiment this year, it will be made again next year, as officials feel such competition to be of great value in stimulating better publications.

Tuesday morning was taken up with a business session and an address by George U. Marvin of the Ohio Department of Agriculture on "Marketing Service and the Press," who emphasized possibilities of the press for great service in marketing. F. W. Bush, president of the Associated Ohio Dailies, presided. Carlisle N. Greig of the Cleveland Plain Dealer, declared that newspapers do not advertise their wares sufficiently, in his talk on "Merchandising a Newspaper." Newspapers, he said, are constantly seeking advertisers, preaching to them the gospel of advertising values, but seldom practicing what they preach. Circulation can be built up if the editor lets his readers know in advance what features to expect. He should tell them throughout the week what to expect in the Sunday edition. He should run advertisements for those who patronize the advertising columns, educating them to a fuller appreciation of returns from this source, and teaching them some of the psychology of successful advertising.

Guy E. Newark, Columbus, told dele-

gates newspapers should be well housed. Comfortable quarters will give a paper self-respect and will help to inspire confidence in it from subscribers. A shabbily housed newspaper, reflecting meager returns and lack of prosperity, exerts the same influence as a shabbily dressed tramp giving advice on financial matters. A show of prosperity will gain both circulation and advertising, he said. Plans for a modern newspaper home were presented and talks were made by publishers who have recently gone into new quarters.

"Giving the Readers What They Want" was discussed by Prof. Adams, who showed the fallacy of believing newspapers printed a superabundance of crime news. Actual tests show that four per cent of the reading matter is crime news, and it is only those people who hungrily devour every morsel of this kind of news who feel it is emphasized. Business and finance news constitutes an average of 28 per cent of news space in several metropolitan papers with sports, foreign, educational, government and political, labor, crime, disaster, courts, liquor, society, agriculture and miscellaneous news following in the order named. Prof. Adams thinks a survey of each paper, if made and published, would be of great educational value to subscribers and would help circulation problems.

The evening session began with a banquet at Desher Hotel, followed by talks from Karl A. Bickel, president of the United Press; William B. Colver, directing editor of the Scripps-Howard newspapers, and Smith Bennett, Ohio attorney. Greetings from President Harding were read, expressing his pleasure in being a member of the organization and

his regent in not being able to attend. Gov. A. V. Donahey of Ohio also sent regrets.

Mr. Bickel, speaking on "Combing the World for News," declared the hardest task is to comb the news for truth. Foreign news is more difficult to get, as most countries color their reports with propaganda, with the result that distorted viewpoints are often presented to the public. Every effort is made by the great international services to get the facts in these reports. He also stated American newspapers are far in advance of any others, due to retardation of other nations by the recent war in Europe. High tax rates in foreign countries handicap them greatly, making it more difficult for them to come back.

An entertaining account of the growth and death of newspapers was given by Mr. Colver—it is given at length in another column—while Mr. Bennett gave a general outline of present libel laws. At the concluding session Wednesday morning, Mr. Young outlined advertising prospects for next year, and a round table discussion of successful newspaper practices was held.

Officers of the Buckeye Press Association announced their state meeting would be held March 1 and 2.

Election of officers by the Associated Dailies resulted in choice of the following: President, R. C. Snyder, Norwalk Reflector-Herald; first vice-president, E. E. Cook, Columbus Citizen; second vice-president, George Taylor, Portsmouth Sun-Times; secretary, Fred Wallace, Coshocton Tribune and Times-Age; treasurer, Alfred Haswell, Bowling Green Sentinel-Tribune. The next meeting has not yet been arranged.

Gain of Half Million Lines of Advertising by Richmond (Va.) Evening Dispatch

Figures for 6 months ending Nov. 30, 1922, 25% better than 1921

By J. F. FINLEY

WHEN the *Evening Dispatch* can show a gain of more than 25% for a six months period it is a very sure sign that important changes in the newspaper situation in Richmond are taking place—changes that should be highly interesting to advertisers.

Service Department Useful to Advertisers

An example of the co-operation given to advertisers by the *Dispatch* papers is shown in the Service Department maintained for their benefit. This service comprising complete surveys of market conditions and data on any article or line of business is rendered without charge. It is an indication of the broad policy of the management of the *Dispatch* papers.



June to December 1921,
2,149,000 lines



June to December 1922,
2,692,928 lines

Taking the six months beginning with June in 1921, and comparing these with the same months in 1922, shows that the *Evening Dispatch* has made a gain of 543,928 lines of advertising. This includes local, foreign and classified.

Essential to Cover Territory

Local advertisers were not long in discovering that the use of the *Evening Dispatch* was essential for properly covering the Richmond market. The result is that every large local store is carrying full copy in this newspaper. What is true for local merchants is equally true for every advertiser entering this fertile territory. It is impossible to reach Richmond buyers on an efficient basis without using the *Evening Dispatch*.

at a flat rate of 11c. in combination with the *Times-Dispatch* daily edition or individually for 7c. on a contract for 3,000 lines.

The *Evening Dispatch* goes into the homes of Richmond by carrier, over regular routes. Your advertising message goes into the homes not by chance of purchase, but by systematic delivery, rain or shine.

This is One of a Series of Advertisements

which will appear in this publication giving advertisers the facts about the newspaper situation in Richmond, Va.

Dispatch Papers are Members of A. B. C.

STORY, BROOKS & FINLEY,
Special Representatives
NEW YORK - CHICAGO - PHILADELPHIA

Over 64,000

LARGEST
EVENING
CIRCULATION
IN
IOWA

The Des Moines Capital

LOS ANGELES
EVENING HERALD

LED THE WORLD IN
ADVERTISING GAINS,
1922 OVER 1921

GAIN **3,493,854** LINES

REPRESENTATIVES

H. W. Meloney, 604 Times Bldg., New York.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.
G. Logan Payne Co., 401 Tower Bldg., 6 N. Michigan Ave., Chicago.

EMPIRE STATE LEADS NATION WITH MORE THAN MILLION CARS

Figures show an increase of nearly twenty-five per cent in the number of automobiles registered and an increase of more than twenty per cent in the total receipts collected by the Motor Vehicle Bureau.

The automobile bureau showed that there was a total of 1,007,617 motor cars in use throughout the State. Passenger cars represent 779,616, trucks 185,359.

New York State is the richest and most populous market in the world. The 10,385,227 people forming the population of New York State have a variety of needs which together with the volume of their purchases, constitute the nation's largest business market.

New York State is the vanguard of the Nation's purchasing army. "As goes New York, so goes the Nation."

Concentrate your advertising efforts in this exceptional market through these New York Daily Newspapers and win New York's approval as this means nation-wide approval.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press.....(M)	33,394	.09	.09	†The New York Herald.....(M)	178,866	.49	.45
***Albany Knickerbocker Press.....(S)	47,496	.11	.11	†The New York Herald.....(S)	178,866	.49	.45
†Auburn Citizen.....(E)	6,433	.04	.035	The Sun, New York.....(E)	189,442	.48	.45
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20	New York Times.....(M)	356,671	.95	.896
*Brooklyn Daily Eagle.....(S)	75,560	.20	.20	New York Times.....(S)	137,011	.49	.36
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18	*New York Tribune.....(M)	141,973	.48	.36
*Buffalo Courier.....(S)	120,554	.27	.22	**New York World.....(M)	351,260	.595	.58
*Buffalo Evening News.....(E)	104,958	.21	.21	**New York World.....(S)	576,778	.595	.58
*Buffalo Evening Times.....(E)	85,000	.15	.15	**New York World.....(E)	272,479	.595	.58
*Buffalo Sunday Times.....(E)	102,809	.15	.15	***Niagara Falls Gazette.....(E)	14,614	.06	.06
Corning Evening Leader.....(E)	7,260	.04	.04	**Olean Times.....(E)	6,423	.03	.03
***Elmira Star-Gazette.....(E)	23,754	.09	.07	†Poughkeepsie Star and Enterprise.....(E)	11,553	.05	.05
Geneva Daily Times.....(E)	6,415	.04	.04	†Rochester Times-Union.....(E)	65,240	.26	.18
***Glens Falls Post-Star.....(M)	7,419	.03	.03	Saratoga Springs Saratogian.....(E)	4,224	.04	.04
***Gloversville Leader Republican.....(E)	6,247	.03	.03	***Staten Island Daily Advance.....(E)	10,168	.05	.05
*Gloversville Morning Herald.....(M)	5,717	.035	.035	Syracuse Journal.....(E)	45,014	.10	.10
*Ithaca Journal-News.....(E)	7,454	.04	.04	†Troy Record.....(M&E)	22,408	.05	.05
*Jamestown Morning Post.....(M)	9,525	.05	.03				
***Middletown Times-Press.....(E)	6,335	.03	.03	Government Statements, April 1, 1922.			
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04	*A. B. C. Publishers' Statement, April 1, 1922.			
***Newburgh Daily News.....(E)	10,283	.05	.05	†Government Statement, October 1, 1922.			
†New York Globe.....(E)	106,196	.36	.34	***A. B. C. Publishers' Statement, October 1, 1922.			
†New York Evening Mail.....(E)	161,215	.41	.40	**A. B. C. Annual Audit, Sept. 30, 1922.			

WED CIRCULATION; WOO ADVERTISING AND GO BROKE ON ALIMONY

So William B. Colver Sees One Phase of a Newspaper, Considered as Folks, in Fitting Its Existence to the Seven Ages Made Famous by William Shakespeare

By WILLIAM B. COLVER*

Editorial Director, Scripps-Howard Newspapers

A NEWSPAPER has come to appeal to me as though it were a personality—a man, a woman, or a child—and I have come to think that I could see in a newspaper those same traits and vices and virtues and strengths and weaknesses that I see every day in the human beings around me. To be high-brow for a moment, let us say that we will address ourselves to a Biological Theory of Newspapers. To be low-brow, let us consider newspapers as folks.

Taking Shakespeare's seven ages of man, let us see if the span of life of a newspaper will not fit fairly into the poet's seven periods in the life of man.

"At first the infant mewling and puking in the nurse's arms."

Those of you who have stood by at the first day's publication of a baby newspaper will agree that that is a pretty good description of the first age of a newspaper.

Like the human infant, brought into an uncajole world without its consent being asked, it finds itself "mewling and puking in its nurse's arms," its baby brain bewildered and its parents wondering whether it will live long enough to prove that the second summer is the hardest.

Friend Shakespeare describes the second stage in the life of man

"And then the whining school-boy, with his satchel And his shining morning face, creeping like snail Unwillingly to school."

So the baby newspaper, if it did survive the second summer, having gotten its little stomach settled and eased off on the mewling stuff, enters upon the boyhood stage. It is going to the School of Experience. It is too big by now to command the pity and sympathy to which it was entitled as an infant, and, like a boy, it takes advantage of this fact and the fact that it is not big enough and old enough to be held accountable for its whining, for its reluctance to go to the School of Experience. I suppose the line, "creeping like snail," means the ingrained reluctance of a newspaper in its earlier age to go to press on time.

These are the childhood years when the newspaper is likely to be noisy and rude and unmannerly. To be, generally, a little rowdy. The exception, of course, is the flaxen-haired, blue-eyed, little angel, dressed all-the-same Lord Fauntleroy and who never, never tells a lie or gets its bands dirty. As between the mollycoddle and the rowdy, give me the rowdy. For he, however unwillingly, is learning in the School of Experience where, if he has red blood enough to be a rowdy, he will be able to survive the polishing process which will prepare him for his next and quite interesting age, when, according to Shakespeare:

"And then the lover. Sighing like a furnace, with a woful ballad Made to his mistress' eyebrow."

Here is the newspaper with the down beginning to show on its upper lip and its voice beginning to seek the lower registers—cracking occasionally—turned

lover and "sighing like a furnace" as it woos its necessary mate.

There are always two of these gals. One is a coy miss, shy and bashful, but very, very canny. The lover "sighing like a furnace" will make small progress with this girl unless she knows all the time that his intentions are honorable and that he is a he-man. This girl's name is Circulation.

The other girl is a vamp. She is all for the jazz. She will have no dealings with our young lover unless she is perfectly certain that she will get the big end of the bargain. She won't stand by him in adversity. She won't nurse him when he is sick. I am not saying anything against this girl, except—that she is not exactly of a generous disposition. Her name is Advertising Copy—call her Addie for short.

It is at this point in life that many newspapers wreck promising careers by electing to lead Miss Circulation to the altar (thereby thinking they have her tied for life), while their real affections are given to the other girl—Addie. And the more the newspaper gallivants around with his mistress the more certain it is that his jealous wife, Circulation, will effect a separation even if she has to take the road to Reno. And when she does separate—the alimony is something awful.

Well, if the newspaper gets through this rather perilous point in its career, it finds itself happily married to Circulation, who, on her part, fulfills her duty and provides him with a plenteous progeny, while the vamp girl is what we used to call the "hired girl" and now call the "maid." She is out in the kitchen preparing nourishing food for Mamma Circulation and all the little Circulations. Then everything is fine, and our hero, thinking pretty well of himself, passes to Shakespeare's fourth estate, which is described:

"Then a soldier, Full of strange oaths and bearded like the pard; Jealous in honour, sudden and quick in quarrel, Seeking the bubble reputation, Even in the cannon's mouth."

And here you have the newspaper in the prime of young manhood, inclined, perhaps, to be sudden and quick in quarrel, though in most cases not his own quarrel, but rather the quarrel of his community and of his own fellow citizens, and jealous of the honor and integrity of his town. This is the period and these are the years that decent living, courage, honesty, temperance, charity and loyalty will prolong, almost indefinitely. And these are the years when the newspaper pays back, or should pay back, to its suffering fellow citizens, for the inconvenience and the bother that it has inflicted upon the community during those years that it has been "mewling and puking" and "whining" and "sighing like a furnace" and being guided, generally, by the selfishness and egotism of extreme youth.

Four of the seven periods are passed. These are the periods of growth and achievement. So the fifth one:

"And then the justice, In fair round belly with good capon lined, With eyes severe and beard of formal cut, Full of wise saws and modern instances."

There is your newspaper, no longer militant, no longer fighting on foot, the comrade and equal of his fellow citizens, but with "fair round belly" lined with dividends. Plant all paid for, money in the bank, member of the best clubs, director in the bank; from the height of his own self-esteem judging his humbler fellow citizens with "eyes severe."

"Beard of formal cut"—some of the jazz gone out of the make-up. Getting sobered down now. A bit conservative—eh, what? And "full of wise saws and modern instances." The wise saws being its own particular inspired-from-on-high judgments on its fellow man and on nations, and considerable less emphasis laid on "modern instances," which along back in the second, third and fourth periods of the newspaper's life, were the much-prized, but now vulgar news items.

Well, that can't last. Growth is ended. The decline begins. The wife, Circulation, is either dead or growing extremely feeble and all the little Circulations have married and left home. Addie, no longer a vamp, thin and feeble, only works a few days at a time, and the meals she cooks are not nourishing. Which, of course, brings us to Shakespeare's sixth age, described thus:

"The lean and slipper'd pantaloon, With spectacles on nose and pouch on side; His youthful hose, well saved, a world too wide For his shrunk shank; and his big manly voice, Turning again toward childish treble, pipes And whistles in his sound."

Lean, hungry, spindle-shanked and too small for his socks—that means the fine, big building and the great plant are too big for the dwindling product. The lusty voice of former days turned to "a childish treble" which commands neither attention nor respect but which, in the nature of a querulous whine, annoys the neighbors and becomes a public nuisance.

And the burden of the old man's plaint is that "things are not as they used to be."

These years are few. For the descent once started is rapid, and, none too soon for the comfort of the poor old man and for the pleasure of the community, the newspaper slips swiftly and unnoticed into the seventh stage, which is the

"Last scene of all, That ends this strange eventful history, Is second childishness and mere oblivion, Sans teeth, sans eyes, sans taste, sans everything."

One more job for the undertaker. Eyes too dim to see injustice or oppression; no teeth to bite into the problem of the day; no taste wherewith to savor the lust of battle and the joy of victory. "Sans evr'thing."

So you see, the newspaper life cycle fits fairly well with the Shakespearean life of man.

Here you see the paper that reminds you of the withered old maid who takes her solace with the office cat. Again we see the boob. Soft and credulous. Again we see the shrew, fault-finding, scolding. Again we see the bully, uncharitable, domineering, intolerant. Again we see the snob, arrogating to himself omniscience and superiority over his fellow citizens. Again we see in turn the grafter, the hypocrite, the sycophant, the toady. We see the miser, the glutton, the seeker after flattery and praise or the chronic invalid. The neurasthenic filled with phobias. And, too, we see the newspaper which takes its place as a simple, industrious, patriotic citizen. The kindly, understanding neighbor. The one who is repaid for his good deeds by the mere satisfaction of doing them.

That is enough. These newspapers are all just folks. And just as we love folks in the mass and like or hate them as individuals, we like or dislike individual newspapers but love them in the mass and devote our lives to their service. And if we choose our masters well, there is no more honorable service under the sun.

An address delivered before the Ohio newspaper conventions, January 30.

Not a Miracle But an Accomplishment

Fort Wayne Journal Gazette, Exclusive, Morning and Sunday

Year 1922 9,470,668 Agate Lines
Year 1921 8,822,520 Agate Lines
Gain over 1921 648,148 Agate Lines

These figures include local, national and classified advertising.

It is doubtful if any paper in America in a city of 100,000 has such a record.

The FORT WAYNE JOURNAL GAZETTE

is an Exclusive Morning Paper in a field all its own and sells its space, placing at the forefront of its arguments the fact that it is a Morning Newspaper with a distinctively loyal following whose readers buy nationally-advertised goods displayed in its columns.

There is a reason for this unparalleled record! Ask Our National Representatives

Why?

The Journal Gazette Co., of Fort Wayne, Ind.
L. G. Ellingham, President A. Schaefer, Advertising Director
National Advertising Representatives

Chas. H. Eddy Co.

Chicago

New York

Boston

Population 67,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes
18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

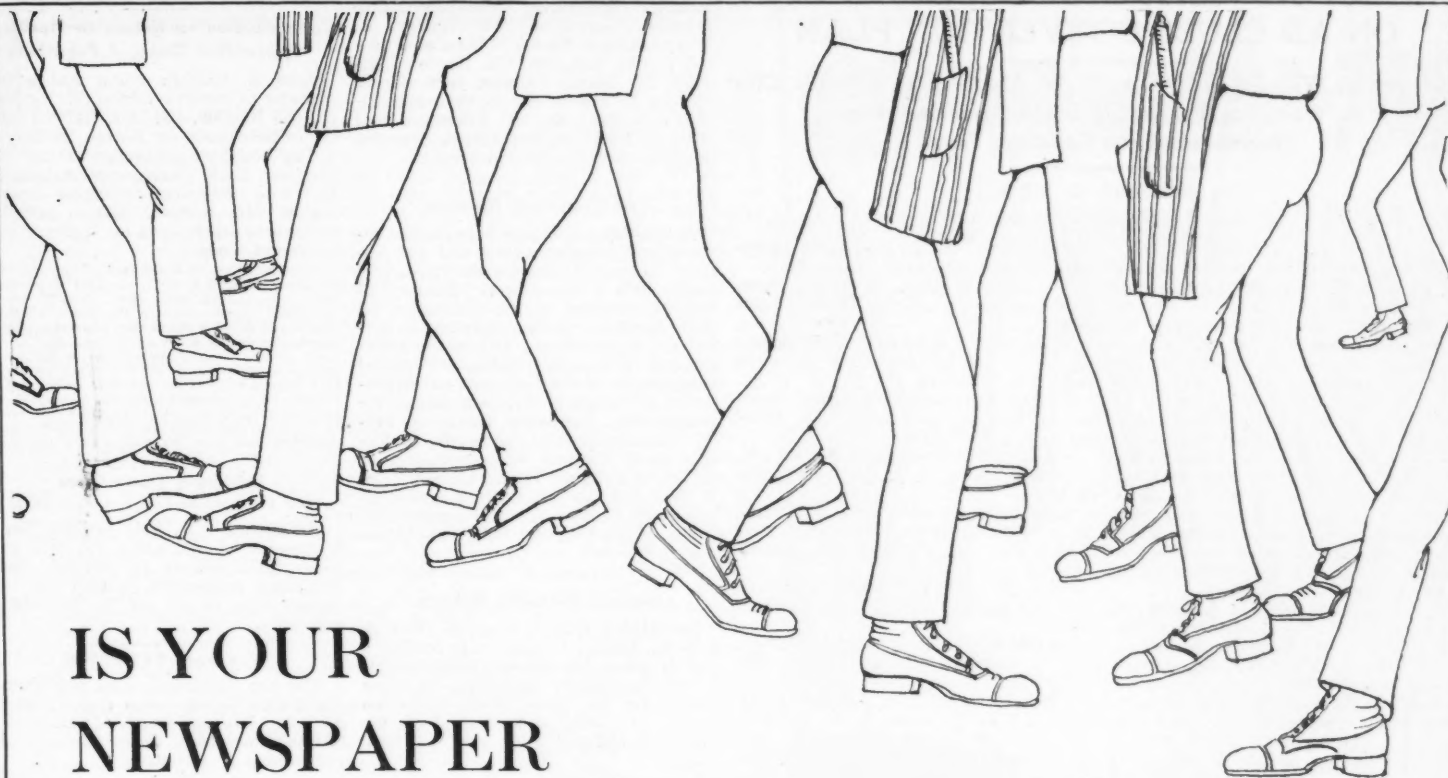
Printing 22,000 Daily

Flat Commercial Rates
6 1/2 cts. per Line 91 cts. per Inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements





IS YOUR NEWSPAPER COMPOSED OR "ASSEMBLED"?

TRADE **LINOTYPE** MARK

Is your composing room a *composing* room or an "assembling" room? Are your compositors half compositors and half errand boys? How much walking around, how much going to get something, how much fetching and carrying is there in your "assembling" room? Think of the absurdity of a full-grown man walking 25 feet to get a line of a certain 18-point type and walking 25 feet to bring it back, and of somebody else taking the same journey the next day to put that line of type back in its case.

Multiply this by several times and you have composition as it exists in many plants today. It is not composition at all — it is "assembling."

Straight-line production is as profitable in a newspaper or job plant as in any industrial plant, and the only way to get straight-line production of combination text-and-display matter is on a Text-and-Display Linotype. An operator may sit in his chair and bring down several sizes of different kinds of type just as they are marked on the copy, from small text to full 36 point — in an uninterrupted, continuous, straight-line stream — all in one galley, ready for the make-up man — no walking at all. Every minute is productive time; and there is no distribution tomorrow.

Whether it is a country office or a big city plant there is a Text-and-Display Linotype to meet your needs — Models 21, 22 or 24.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, Toronto

BRITISH ADVERTISING INTERESTS BUSY ON AD CLUBS CONVENTION PLAN

Delegation Will Attend A. A. C. W. Meeting at Atlantic City to Work for Favorable Final Decision—Preliminaries Take Concrete Form

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Jan. 23. THE suggestion put forward by Sir Charles F. Higham, representing the Thirty Club of London last year at the Associated Advertising Clubs of the World convention, that in 1924 British advertising men would welcome an International Convention to be held in London, has just taken firm root. Up to now advertising men and publishers have been too busily occupied with the activities of the big advertising season to devote time to much more than informal discussion of the idea, but with the slow-up after the year-end there have been shown many signs of active interest in the project, and various bodies are now engaged in dealing with its preliminaries in a concrete form.

It is understood here in London, of course, that definite acceptance of the Thirty Club invitation cannot be looked for until the A. A. C. W. meet in convention later on, but despite this it is intended that every step be taken to make it thoroughly apparent that the proposed convention shall be wholly representative of British interests, and every confidence is expressed, first by John Cheshire, director, Lever Bros. Ltd., who is president of the Thirty Club of London, and also generally that these serious efforts to convince our American friends of an assured welcome will find the right response.

It will be recalled that Sir Charles Higham bore letters of commendation of the scheme for the London convention from the late Viscount Northcliffe, whose support in itself would have ensured its success. It was thought that by his death such support might not easily be found elsewhere, but it is gratifying to know that Sir Charles Higham has received from Viscount Rothermere, now the head of the Daily Mail and associated companies, in which he states that all possible assistance will be rendered by his associates, thus generously providing a significant assurance of much desired co-operation.

Mr. Cheshire, as head of the Trinity Club of London, states that it is the intention of the club to arrange for the attendance of a fully representative delegation at the A. A. C. W. Convention this year at Atlantic City to pull all their weight in influencing the final decision in favor of London.

Meantime, the honorary secretary of the Thirty Club has been getting after the various associations in and allied with advertising interests, with the result that the following organizations have agreed to appoint delegates to a general com-

mittee for the consideration and arrangement of the London convention plans:

Newspaper Society: Sir James Owen, Valentine Knapp and Sir George Toulmin.

Newspaper Proprietors' Association: Lt. Col. E. F. Lawson, B. F. Crosfield and Thomas McAra.

Weekly Newspaper Proprietors' Association: George Springfield, C. R. Johnson and S. H. Perrian.

Scottish Daily Newspaper Society: H. Thompson Clark, H. J. Lees and J. W. A. Mudie.

Association of Advertisement Managers of London and Provincial Press: H. C. Patterson, F. Osborne and Shewin Thomas.

Publicity Club of London: Robert Thornberry, Roy Hardy and Andrew Milne.

Federation of Master Process Engravers: A. Dargavel, Alfred Craske and F. H. Vaus.

British Association of Display Men: E. Willins, L. Ferje and W. G. Rowe.

Incorporated Society of British Advertisers: N. F. Kingzett, J. A. Kenningham and H. G. Humphries.

The Association of British Advertising Agents, the Incorporated Society of Advertisement Consultants, the United Billposters' Association and the Federation of Master Printers are also expected to appoint delegates.

Doubtless, part of the reason for this special activity may be attributed to the presence in London of F. A. Wilson-Lawrenson, the chairman of the American On-to-London Committee of the A. A. C. W., who is looking around to find out whether we are really serious about it. Mr. Wilson-Lawrenson has been received with open arms, and his enthusiasm on A. A. C. W. affairs has proved mightily impressive to all who have met him. The big affair at which he talked to advertising men on the subject was the dinner being given by the Thirty Club on January 18, at which Sir Philips Lloyd-Graeme attended as president of the Board of Trade. After that there was probably little doubt left in Mr. Wilson-Lawrenson's mind as to the sincerity of advertising men here concerning the London Convention, and his report to his executive can hardly fail to be of an emphatically affirmative character.

Prominent advertising, newspaper and business men who have expressed the greatest warmth in the project already include Viscount Leverhulme, Lever Bros., Ltd., Viscount Burnham C. H., the London Daily Telegraph; Lord Ashfield,

London Underground Railways; Lord Riddell, representing Newspaper Proprietors' Association; Sir William E. Berry, London Sunday Times, and Cassell & Co., Ltd., &c.; H. Gordon Selfridge, Sir Sidney Skinner, John Barker Stores; Sir Harold Mackintosh, Mackintosh's Toffee; W. S. Crawford, and others. Their support at this juncture promises well for the convention.

For Copyright Revision

A two-day conference between the international printing unions and the Authors' League of America and its various guilds held in New York, January 23 and 24, resulted in the completion of plans to revise the copyright law to permit the United States to join the International Copyright Union. Proposed amendments to the law, soon to be presented to Congress, have been sent to the International Copyright Union at Berlin. Among those attending the conference were Matthew Woll, president of the Allied Printing Trades Union; Peter J. Brady, of the Allied Printing Trades Council of Greater New York, and F. W. Hume of the National Publishers' Association.

Seek to Extradite Roberts

Extradition from Canada of John H. Roberts, Montreal editor now serving a year in prison for violating the privileges of the Legislative Assembly, is being sought by the New York police on charges of having stolen \$415 from the British & Colonial Press, Inc., of New York.

RATHOM OFF TO EUROPE

Congratulated on Return to Health by Fellow New England Publishers

John R. Rathom, editor and general manager of the Providence (R. I.) Journal and Bulletin, and Mrs. Rathom sailed on the Berengaria for Europe, January 30.

The board of governors of the New England Daily Newspaper Association passed the following resolution congratulating Mr. Rathom, who is president of the association, upon his recovery from his recent illness:

"The members of the Board of Governors of the New England Daily Newspaper Association, who have learned with great pleasure of the continued improvement in the health of President Rathom, with whom they have sympathized constantly during his long illness, offer to him their sincere congratulations on being so far recovered as to contemplate a trip abroad; and they hereby express to him their heartiest good wishes for a pleasant journey, a restful and helpful period of recuperation, and a safe return to his home and to the work in which for many years he has been so successfully engaged."

Baltimore Times Quits

(By Telegraph to EDITOR & PUBLISHER)

BALTIMORE, Md., Feb. 1.—The Times a one-cent tabloid, which has been published in Baltimore for several weeks, suspended publication January 28. Receivers were named for the corporation last week.

Fox Left \$3,000,000

The late Richard K. Fox, publisher of the Police Gazette, who died December 14 last, left an estate of more than \$3,000,000 according to the attorneys who are making an inventory.

Semi-Weeklies!

MAGYAR HIRLAP, Detroit, a semi-weekly newspaper in the Hungarian language, is now printing all display above 12 point from Ludlow slugs. This puts their paper on an all-slug basis, from 6 point to 60 point.

8-Column Heads on Slugs

Their equipment consists of an electrically heated Ludlow, 27 fonts of matrices (including special accents) and three 20-case matrix cabinets. One of the long-line (112½ pica) sticks is included for use in casting 8-column heads when needed.

There is also an outfit of auxiliary matrices, such as superior figures and a special offset stick to set them in. These will be of assistance in setting snappy advertising display, and for

use in their job department.

Mr. Anton Feder, owner of this publication, is planning a large extension in the business. We understand he has also bought a 36-page Duplex press.

The Ludlow system, which has enough capacity to serve such big papers as the Cleveland Press and Detroit News, is yet simple enough and low enough in cost and upkeep to be within the reach of semi-weeklies.

THE LUDLOW



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

OUR OWN WORLD OF LETTERS

EDITED BY JAMES MELVIN LEE

FOR years Reverend David James Burrell, Pastor of the Marble Collegiate Church, New York, was the highest paid minister in the United States. Even today, no minister draws a larger salary. Consequently, his sermon, Wanted—A Newspaper, is worth a wider audience than that which assembled in his Fifth Avenue Church. The sermon in pamphlet form may be obtained through a postal card request sent to the Marble Collegiate Church, Fifth avenue and 29th street, New York.

Dr. Burrell thus points out what is wanted of newspaper men:

We want a newspaper that shall publish the news. All the news? Well, hardly. If "Old Soak" and the Co-respondent should come bicoughing by your home arm in arm and vomit on your doorstep—which they do every day—that would be news of a sort; but you would scarcely care to publish it. We want a newspaper, therefore, that will print "all the news that's fit to print," and nothing more.

What took the place of the newspaper in ancient Israel? Dr. Burrell answers the question:

And the King said unto Ahimaz, "How goeth the battle in the wood of Ephraim?" And Ahimaz answered, "I saw a great tumult but I knew not what it was." Then said David, "Turn aside and stand here; thou art a poor newspaper man."

Usually when the pulpit speaks about the press, the sermon consists of destructive criticism. Here is a sermon which is constructive. It contains excellent material for editorial comment.

L. N. FLINT, Director of the School of Journalism, University of Kansas, has compiled a circular which gives ten tests on the value of an advertisement. The first five tests cover the advertisement as a whole and deal with the task that a successful advertisement must perform. They are:

- 1. Will the ad be seen? Not necessarily by everybody, but by the people you are after?
2. Will the ad be read? Is it newsy, timely, interesting?
3. Will it be believed? Is it sincere and convincing?
4. Will it create desire? Is it plausible, authoritative?
5. Will it get results in action? Is it all pointed towards one decision?

The other five tests deal with details determining whether or not each part of the advertisement has been made to do its full share toward the desired end. These are:

- 6. Are the headings as effective as possible?
7. Are illustrations and ornament properly used?
8. Is the arrangement of text matter satisfactory?
9. Is the white space effectively distributed?
10. Are border lines and other lines managed so as to attract and direct the eye?

Many Kansas editors have published these tests either in their newspapers or on blotters for distribution among advertisers. The circular giving these tests may be obtained gratis upon application to L. N. Flint, School of Journalism, University of Kansas, Lawrence, Kans.

LIFE begins the new year with an anniversary number. Among the features of press interest are The Staff of Life, Forty Years—a historical sketch by Brander Matthews, and a double-page cartoon in colors of "Life's Birthday Party." Among the caricatures portrayed in the last feature are those of several men prominent in the newspaper world such as Arthur Brisbane of the New York Evening Journal and William Allan White of the Emporia Gazette. Those interested in the history of periodical literature in this country will want to preserve this fortieth anniversary number of life. As a former editor of Judge, I would like to pay a fine tribute to those worth while editorials continually found in the pages of Life from the pen of Edward S. Martin. Life is frequently a constructive critics of the press in this country.

NEWSPAPER men who have learned their business at the case will know exactly what I mean when I say that The Fun of Being a Fat Man

by William Johnston, the rotund member of the editorial staff of The New York World (Little, Brown and Company, Boston), is a nice "fat take" from the season's humorous books. With a bold face, Mr. Johnston asserts with all the weight of his two hundred and fifty pounds that he likes to be fat. The only criticism I would make of the book is that it is too thin. A man the size of Mr. Johnston—mentally speaking, of course—ought to be able to write a thick volume. Yet thin as his book is, it made my wife good natured one night when I was very late for dinner.

What interests me in the book is not so much its humor as its philosophy. Newspaper work is apt to make one cynical. By way of cure, I would prescribe a chapter or two of this volume—to be repeated as often as necessary. A good tonic for continued use is Mr. Johnston's aphorism, "What happens doesn't count. It's what you think about what happens that counts." A note on the jacket of the book says, "If you have enjoyed reading this book or have gained anything from it, won't you make it known to your friends." That is precisely what I am trying to do in this paragraph.

FRED W. ALLSOPP is the author of "History of the Arkansas Press" (Parke-Harper Publishing Company, Little Rock, Arkansas). This book will be mentioned more in detail in a later issue.

E. H. O'HARA, publisher of the Syracuse Herald, has just issued "The World War and Its Climax." The book grew out of an official visit which Mr. O'Hara and other members of the American Committee of Editors made to the war scenes just prior to the signing of the armistice.

ERNEST ELMO CALKINS, senior member of the advertising agency of Calkins & Holden, New York, has written extensively on the technique of advertising. He has evidently given as careful attention to the technique of being deaf as his charming essay in the current issue of The Atlantic Monthly will show. He offers a valuable suggestion in the matter of a personal inventory of oneself in which formal lists of liabilities and assets are set down. He wonders, for example, whether the mellowed and sunny philosophy of E. S. Martin, "who so nobly filled the editorial chair of Life," is not due to deafness. It may be said that this essay by Mr. Calkins radiates the same mellowed and sunny philosophy.

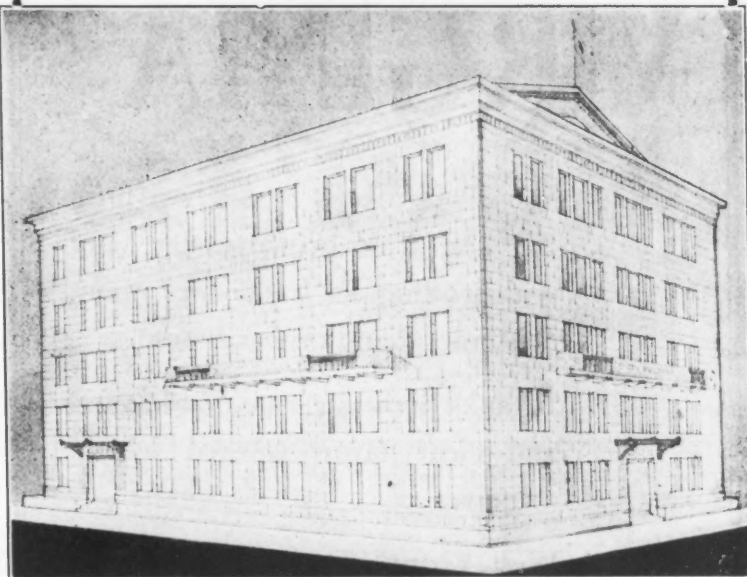
PERMANENT changes in international calendars are being urged by numerous associations. Editorial writers will find the pamphlet, The Evolution of Calendars—And How to Improve Them, well worth reading before writing editorials on the proposed changes. The pamphlet may be obtained from the Government Printing Office at Washington, D. C., without cost.

Write

SEND for free 24 page booklet, "Guide to Writing Advertisements," endorsed by faculty of New York advertising men as the best thing of its kind ever written. Tells why good writers earn as much as \$200 a week, opportunities in advertising firms and stores, what writers have to know, the best method for learning. 24 pages of professional advice and information. Advertising offers an opportunity for every beginner, as well as for experienced persons of either sex in any profession or business. SEND TODAY—NO OBLIGATION

Advertising Writers League
71-G West 55th Street, New York City.
Please send your free 24 page booklet, "Guide to Writing Advertisements."
Name
Address City

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Table with 2 columns: Rate type and Price. Per line...Y 1.25, Per Column...Y 170.00, Per inch...Y 12.50, Per page...Y2,000.00

The Hochi Shimbun TOKYO, JAPAN

WEST VIRGINIA

West Virginia is basically a farming and fruit growing state, notwithstanding its leadership among the mineral and timber states.

It ranks high as a state that has free and clear farms worked by the owners.

West Virginia is an active market. You can be a BIG advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

The following list of daily West Virginia newspapers cover this territory and sell merchandise. They offer to discriminating advertisers the least expensive and most effective method of making their trade mark a greater asset.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
††Telegraph (M)	10,112	.84	**Journal (E)	3,992	.83
Charleston			Parkersburg		
**Gazette (M)	19,920	.86	†News (M)	5,568	.825
**Gazette (S)	23,580	.87	†News (S)	6,360	.825
			**Sentinel (E)	6,654	.827
Clarksburg			Wheeling		
**Exponent ... (M&S)	8,205	.835	**Intelligencer .. (M)	12,797	.835
**Telegram (E)	7,907	.835	**News (E)	13,117	.85
**Telegram (S)	9,792	.835	**News (S)	18,395	.87
Huntington			†Government Statement, April 1, 1922.		
††Advertiser (E)	12,250	.835	††Publishers' Statement.		
**Herald-Dispatch			††Government Statement, Oct. 1, 1922.		
(M)	13,484	.835	**A. B. C. Report, Oct. 1, 1922.		
**Herald-Dispatch					
(S)	12,753	.835			

ERNEST BROSS IS DEAD IN INDIANAPOLIS

Eighteen Years Managing Editor of Star, He was Editorial Dean of Shaffer Newspapers

(By Telegraph to EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Feb. 1.—Ernest Bross, managing editor of the Indianapolis Star for the last 18 years and editorial dean of the Shaffer group of newspapers, passed away at the Methodist Hospital January 31. Bronchial pneumonia, following a year of ill health, was the immediate cause of his death. He was 62 years old, more than forty of which had been spent in newspaper work. The break in health which now has terminated in his loss to the community and to the Shaffer group of papers, came in February, 1922. At that time a change in climate during the severe weather was advised and he went to Seabreeze, Fla., where he spent two months. Another month at Asheville, N. C., brought further improvement for a time. In June, Mr. Bross started to Chautauqua, N. Y., but his condition became suddenly worse and made his return to Indianapolis imperative. During the past year, editorial as well as general business management has been with B. F. Lawrence and will so continue.

Mr. Bross was born September 1, 1860, at Newago, Mich., of Revolutionary War stock. His education was received at Doane College, Crete, Neb., from which he was graduated in 1881 with the Degree of A. B. and by which he was honored in 1896 with the degree of A. M. He worked his way through college by teaching short terms of school, and with much amusement he used to tell of other days when he sold trees for an Omaha nursery. Immediately upon graduation he went to Omaha and worked as an accountant. There he made the acquaintance of W. J. Cuddy, with whom he later was associated on the Portland Oregonian, then on the Omaha Bee. Mr. Cuddy induced him to join the staff of the Bee, for which he did reportorial work and later editorial work.

Soon thereafter Mr. Bross joined Mr. Cuddy in Portland as a member of the Oregonian staff. He remained there seventeen years, graduating from reporter and editorial writer to managing editor, a position which he held for eight years, 1897 to 1904, writing editorials side by side with the late Harvey W. Scott.

In the latter year, he came to Indianapolis as managing editor of the Star, when John C. Shaffer assumed direction of the paper upon its sale by George F. McCulloch.

Shortly after he came to Indianapolis, Mr. Bross requested B. F. Lawrence, with whom he had been associated on the Oregonian for five years, to join

him and the association of the two remained unbroken for twenty-three years. Mr. Bross was married to Anne Dickson Parker in Baltimore, September 12, 1894.

EDITORS GIVE THE LIE TO PRESS AGENT

(Continued from page 12)

munications which were sent to them on this subject, possibly with negligible exceptions. "Two days preceding the conference, Dr. William Sheafe Chase of New York, who was actively promoting it, called at the office of a Washington paper, and, being unable to secure the publication of any news notice, submitted a paid advertisement, simply announcing the time and place of the conference and the agencies by which it was called. This advertisement did not appear as agreed upon, and in company with him I called the following day to inquire the reason. One of the assistants in the advertising department told us that the advertising manager had instructed him not to admit the advertisement. Inquiring why, he said that the manager simply stated that he would take it up with the advertising manager called by agencies representing millions of church members could be detrimental to a news agency or to the public welfare. He professed ignorance, but said he was under instruction from the advertising manager not to admit it and could not do so.

"Dr. Chase and I then went to the business manager of the paper. He insisted that we must be mistaken and accompanied us to the advertising department, where the young man confirmed to him in our presence what he had previously told us. The manager then said he would take it up with the advertising manager, who was absent at the time from the office. That evening someone called Dr. Chase on the telephone, claiming to represent that paper, and said that they had reconsidered and that the advertisement would appear the following morning—that is, on the day of the conference—but it did not appear.

"A small news notice did appear in another paper, also a short announcement, for which I paid, appeared in the Washington Star. I remarked to the manager of the paper which refused to print our ad, that his refusal to announce the conference on a subject of such large public interest, that refusal being evidently because the motion picture people paid large sums for advertising, would defeat its own ends.

"As chairman, in opening the conference, I publicly stated just what had occurred and assured the gathering that we would be heard in every part of this country, notwithstanding the conspiracy of silence imposed upon the public press by the motion picture interests.

"The 'freedom of the press' of which we have heard much is a farce, a delusion and a snare, when any business, for sinister motives, can prevent announcement of a public welfare endeavor such as this.

"The liquor traffic in its worst days never exceeded, if indeed it equalled, such methods.

"Whatever may have been the suspicion of people before, that the motion picture interests were subsidizing the press, here is plain and unmistakable evidence. "In spite of the attitude of the newspapers, the conference was highly successful, 27 different national organizations being represented by the delegations present. We never planned nor desired a mass meeting in this instance, but instead held exactly what we desired, a conference of representative people who had studied this subject, and were interested in some form of federal control.

"Resolutions were passed and a bill was approved for submission to Congress in which principles of federal control are definitely included and emphasized."

Released for immediate publication by Walter L. Clarke, manager publicity department, Presbyterian Church in the U. S. A., Witherspoon Building, Philadelphia, Penna.

LEDGER SYNDICATE NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

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

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

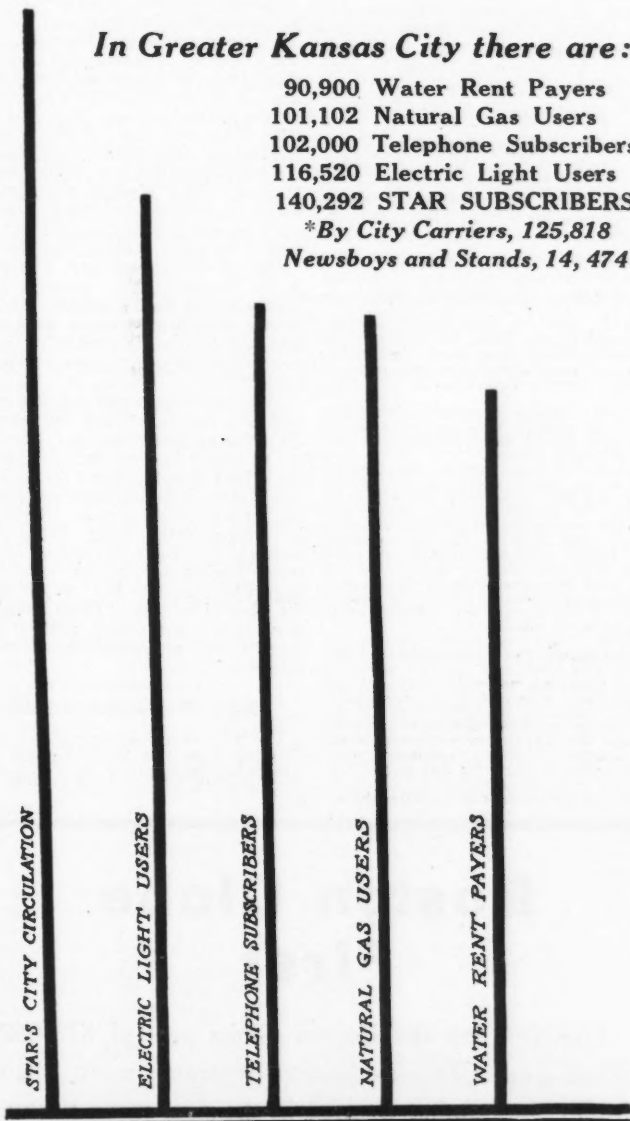
FEATURE SERVICES: Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page, Fashion Page. DAILY HOME PAGE FEATURES: "The Dorothy Dix Talks," "The Eternal Question," by Felice Davis; "Broadcasts," by Lora Kelly; "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook; "As Woman to Woman," "Dreamland Adventures." DAILY PERSONALITY FEATURE: "Three Minutes with a Headliner," by Frederick L. Collins. COMICS: "Somebody's Stenog," (Hayward), Daily Strip and Weekly Page; "Burrus McGourus" (Cunningham), Daily Strip; "The Sussler, Kollum" (Bach), "That's Different" (Bach), "Dumb-Bells," "The Crossing Cop" (John). CARTOONS: "Spike" Daily and Weekly Detective and Mystery Serials; Hazel Dero Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Mildred Beautiful," "Love Nois," "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where," "Daily Fun Hour," "Can You Tell?" "Correct English." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE INDEPENDENCE SQUARE PHILADELPHIA, PA.

A Startling Comparison

In Greater Kansas City there are:

- 90,900 Water Rent Payers
- 101,102 Natural Gas Users
- 102,000 Telephone Subscribers
- 116,520 Electric Light Users
- 140,292 STAR SUBSCRIBERS*
- *By City Carriers, 125,818*
- Newsboys and Stands, 14,474*



This chart shows graphically The Kansas City Star's city circulation as compared with the patrons of the various public utilities

If you had a message for the people of Kansas City, it would be worth a whole lot to deliver it to all the families and business houses who use electric lights, wouldn't it? Or to all the persons who have telephones in their homes, shops or offices? Or to all the gas users? Or to all those who have the convenience of city water?

And yet, if you were to reach all of any one of these classes, or all of them put together, you would have fallen short of getting your message before everybody in Kansas City.

There are districts in Kansas City to which electric lights have not yet penetrated. There are homes without telephones. There are thousands of housewives who for one reason or another do not use gas. Water mains have not yet reached all the newly pioneered residence sections of Kansas City.

But there is no district in all of Greater Kansas City which is not served by The Star's carriers. The home in which The Star is not read twice a day would be as hard to find as the proverbial needle in a haystack.

Look at this chart. A graphic presentation of the thoroughness of The Star's circulation. More Star readers by 22,000 than there are electric light users; more by 36,000 than there are telephone subscribers; more by 37,000 than there are natural gas users; and more by 48,000 than there are water rent payers.

Analysis of The Kansas City Star's Circulation

Carriers	125,818
Newsboys	14,474
Total City	140,292
Suburban	21,640
Country	74,238
	236,170

Circulation of The Star's Morning Edition, 229,659

Total Daily Circulation, 465,829

Gain over a year ago 21,848

THE KANSAS CITY STAR

NEW YORK OFFICE: 15 East 40th Street

CHICAGO OFFICE: 1418 Century Bldg.

WHAT OUR READERS SAY

Cheap at \$10

January 31, 1923.

To EDITOR & PUBLISHER: The best ever. You are showing the whole trade paper world how to get out annual numbers which are not only wonderfully constructed, but must be very profitable from every angle.

Ten dollars a copy for your annual number would be cheap to the man of concern who wants all possible data regarding the newspapers of the Anglo-Saxon countries.

Before you started bringing out this basic data the whole industry labored under the handicap of being hidden under a cloud as it were. Some few knew a few of the men on the newspapers, but no one could find a way to know them all.

The new comers into the newspaper and advertising industries do not realize the wonderful strides toward maximum efficiency that have been made possible through the efforts of the EDITOR & PUBLISHER.

Our friends the advertising agents do not apparently realize that nearly every worth-while advertiser reads and swears by the EDITOR & PUBLISHER, and do not give you the share of their own advertising which they should.

The people of this old world of ours are not as openly appreciated as they should be when we are among them. Lilies and bouquets after we have passed on may be all well enough, but you certainly are entitled to maximum recognition when with us.

JASON ROGERS,
Publisher, New York Globe.

Of Inestimable Value

BROOKLYN, N. Y., January 31, 1923.

To EDITOR & PUBLISHER: I have just been looking over the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1923 and congratulate you on this splendid piece of work. It is full of information and data which I am sure is of inestimable value to the newspaper of the country, and to those who have any business dealings with them.

H. R. SWARTZ,
President, Intertype Corporation.

Worth Real Money

NEW YORK, January 31, 1923.

To EDITOR & PUBLISHER: I have just received my copy of your 1923 Year Book, and want to extend my congratulations to you and your staff for the splendid achievement. It certainly reflects an untold amount of hard work and a strong desire to render service, that I am sure will be appreciated by your subscribers. I find information contained in it that is worth real money to me.

CECILE PRESTON,
Editor, The Business Woman.

Plan for Journalists' Home in Colorado

DENVER, Col., January 20, 1923.

To EDITOR & PUBLISHER: The American Journalists' Club has been formed to provide a home for those who have become incapacitated in newspaper or periodical service. The clubhouse and camp are intended also for the use of active journalists, who may require a rest or a few weeks of health building.

Twenty acres—a superb site overlooking Denver—has been donated for the uses of the club. The executive committee having the work of organization in hand, gives its services without compensation. A board of regents, composed of publishers and editors of national reputation, will in July next relieve the present committee and appoint an executive staff which will have charge of the institution.

Funds for the support of the home will be provided by memberships and by a foundation subscribed by those who recognize the importance of this work. Each \$1,000 membership held by a publisher or press club entitles the holder to send one guest to the clubhouse or

camp. A room is provided for this guest without charge and the meals will be provided at actual cost.

A journalist retiring with a small income or pension, will find a home here amidst very delightful and most healthful surroundings and but forty minutes' distant from the libraries, theatres and hotels of a large city. An income of a few hundred dollars will go as far at the clubhouse as three times the amount expended in a city.

An active journalist in danger of breaking down can be restored to health and vitality as a guest of the publisher holding the membership, at an expense that is almost nominal.

The co-operation of publishers, press clubs and all interested in the men and women who make American newspapers and periodicals is asked. An immediate subscription of one or two memberships by each of the leading periodicals and press clubs will insure the opening of the club during 1923.

The executive committee will appreciate your careful consideration of these plans and your early co-operation; and it will be thankful for all criticisms and suggestions intended to aid in the development of this too long delayed project.

JOHN BRISBEN WALKER,
412 Boston Building, Denver.

Jefferson Quotation Verified

CULPEPPER, Va., January 29, 1923.

To EDITOR & PUBLISHER:
Answering this query:

PITTSBURGH, Pa., January 6, 1923.

To EDITOR & PUBLISHER: When one sees a notable quotation, attributed to some person of distinction, he is usually inclined to verify its accuracy. Here are three quotations of great interest to the newspaper profession:

"I would rather live in a country with newspapers and without government than in a country with a government but without newspapers."—THOMAS JEFFERSON.

Thomas Jefferson, writing to Col. Edward Carrington, of Virginia, from Paris, under date of January 16, 1787, says:

"The basis of our government being the opinion of the people, the very first object should be to keep that right; were it left to me to decide whether we should have government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

Col. Carrington was a Virginia member of the Continental Congress 1785-86. In 1789 he was appointed by President Washington, Marshall of the United States District Court of Virginia. In 1807 he was foreman of the jury in the trial of Aaron Burr. Col. Carrington died October 28, 1810.

RALEIGH T. GREEN,
Editor, Culpepper Exponent.

Newspaper Work Gives Women Square Deal

HASTINGS-ON-HUDSON, N. Y.,

January 22, 1923.

To EDITOR & PUBLISHER: Enclosed find \$4 for my subscription to your valuable paper.

I enjoy best the column of personals about editorial people, staff changes, etc.; also stories like the recent one with pictures announcing changes in the United Press and Scripps; also the interview with Clare Sheridan, in fact any stories which keep us newspaper folk in touch with the rest of the clan.

I like the way you stress the fact that newspapering is a fine and exalted calling, too. Such emphasis keeps the newspaper fraternity "pepped up," and inspires them with new love of the game.

I notice some poor "skirt" out in Ohio complains about women not having any chance in "the game," kept back by men, etc. She doesn't

know what she is talking about. If a woman can deliver the goods, there's no profession under the sun where she is given better opportunity and gets more chivalrous help from men than in newspapering. At least that's been my experience. I've been Sunday editor, star feature writer, taken assignments to Panama, Washington to write special war stuff, was smuggled aboard President Wilson's special by a good scout of a newspaper man, and got a dandy story—I could give you yards of such instances. If that woman in Ohio hasn't had an even break, it's because she can't write. If you ever want an article giving a different angle on a woman's opportunities in newspapering, let me know.

SUE McNAMARA.

KANSAS EDITORS VOTE FOR FIELD SECRETARY

Clymer Made President at Topeka Meeting—Little Re-Elected Secretary—Federal Free Publicity Condemned

Decision to employ a field secretary to handle association and service work of the association and condemnation of the policy of the federal government in trying to depend on free publicity to advertise projects which compete with privately owned business were outstanding features of the annual convention of the Kansas Editorial Association at Topeka January 26 and 27.

Rolla Clymer, editor of the El Dorado Times, was elected president of the association; W. F. Hill, Westmoreland Recorder, vice-president, and O. W. Little, of the Alma Enterprise was re-elected secretary. E. A. Pinkerton, of the Glasco Sun, treasurer for the last year, was elected recorder, and J. H. Barley of the Republican Register of Washington, was elected treasurer.

The following resolutions were adopted:

Resolved: That the association commends the practical training given by the department of journalism and printing at the Agricultural College, and urges that these departments receive state support commensurate with their importance.

Resolved: That we recommend to the manufacturers of plates a rigid adherence to the point system thereby saving many hours time in the composing rooms.

Resolved: That in view of the unselfish service of the Kansas editor not only during the war time but in peace—a real service to his town, his county, state and nation—we resent the insinuation of certain politicians during the last campaign that the newspaper men of Kansas are less intelligent, less patriotic, or give less of their service for the general good than other class of citizens, and we condemn as absolutely untrue and entirely uncalled for the charges and insinuations by certain interested parties.

Resolved: That we protest against the persistent attempt of government officials to secure free advertising in the columns of the newspapers, and respectfully represent that the government is as able to pay the regular advertising rates for its publicity as are the banks, building and loan associations and other institutions bidding for the patronage of the people, and that we hereby recommend to all publishers when solicited for free publicity by government paid press agents or officers to definitely decline the same and courteously in-

form the sender that the government will be required to pay the same rate for its publicity as is collected for the same class of matter coming from private or corporate institutions; and be it further,

Resolved, That a copy of these resolutions be forwarded to the Hon. Lew Wallace, Jr., director of government savings and to each of the senators and representatives from this state, with the request that an adequate appropriation be made for legitimate newspaper advertising, to the end our government may no longer be placed in the attitude of a beggar in this matter.

It is the plan to finance the work of the field secretary this year by voluntary subscription. The dues of the association will remain unchanged. In 1924, however, it is proposed to put the dues on a schedule according to the circulation of each paper. A tentative schedule calls for \$1 for every 100 subscribers, with a minimum of \$5 and a maximum of \$25.

During 1923 the field secretary, it is planned, will devote the major portion of his time to increasing the membership of the association, presenting the organization to every editor in the state. The association will be advertised.

The executive committee of the association has called for subscriptions for the support of this work. The job of field secretary has been offered to O. W. Little, of the Alma Enterprise.

Members elected from each district to the executive committee are: First district, George Harman, Harman Publishing Company, Valley Falls; second district, Drew McLaughlin, Miami Republican, Paola; third district, Charles Beebe, of the Neodesha Daily Sun; fourth district, John Redmond, of the Burlington Republican; fifth district, Fay Seaton, of the Manhattan Mercury; sixth district, J. H. Hale, of the Western Advocate, Manhattan; seventh district, Adna Palmer, of the Kingman Leader-Courier; eighth district, John Mack, Newton, Kansas.

One of the feature talks was that by B. H. Rogers on how to get a page of want ads in a country weekly. His paper carries such a page every week and he declared dominating circulation was the most important factor in putting want ads across.

"We have never solicited a want ad," said Mr. Rogers. "They are brought to the office or telephoned in. Rural sales are numerous in our county. Much poultry is bought and sold and the spring season usually finds our want ad page filled for three months or more. Several men in Olathe make their living largely through the want ad pages, following sales, buying and selling, handling all their advertising to buy or sell through the want ad columns. These include livestock buyers and sellers, dealers in used articles and automobile and accessory salesmen."

Makes Book Section a Tabloid

The book review section of the Chicago Evening Post has been changed into a tabloid supplement of eight pages each week.

Boston Globe First

During 1922 the Boston Globe printed 575,082 Want and Classified advertisements, more than double the number printed in the next three Boston papers (having Daily and Sunday editions).

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. See our full page next week.

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

Obituary

WILLIAM L. EATON, aged 72, an editorial writer and exchange editor on the Rockford (Ill.) Register-Gazette, died January 29. Mr. Eaton was editor of the Kalamazoo (Mich.) Telegraph from 1876 until 1888. In 1891, with Edgar E. Bartlett and Eugene McSweeney, he became one of the owners of the Register-Gazette. In 1900 he sold his interest in the paper to Mr. Bartlett and for a short time was identified with other interests, but returned to the Register-Gazette as an editorial writer and exchange editor.

JOHN A. CORWIN, aged 75, at one time on the staff of the Chicago Tribune and for the past 20 years a special agent of the United States Treasury, died last week in Los Angeles.

THOMAS A. SINDELAR, aged 55, of the Patterson-Andress Company, Inc., New York advertising agency, died January 27.

MRS. SUSAN PLUMMER RANDOLPH, who was formerly connected with newspapers in Pasadena and Los Angeles, died January 20.

REV. P. H. BODKIN, founder of the Southern California Christian Advocate, a former publisher of the California Independent and for five years editor of the Palo Verde (Cal.) News, died January 19.

DAN CLOUD, aged 54, former editor of the Montesano (Wash.) Vidette, who gave up newspaper work last September because of failing health, died January 24. He was for five years city editor of the Tacoma News.

MARK W. MADGE, aged 72, at one time publisher of the Toledo Independent, died January 27.

ALFRED L. CAMPBELL, aged 80, pioneer Chicago printer, died last week in Glenn Ridge, N. J.

MORRIS D. WILKINS, aged 71, for years connected with the Goss Printing Press Company, Chicago, died January 24 at Syracuse, N. Y.

W. H. PETER, aged 56, at various times editor of the Weekly Kansas City Journal; city editor, Guthrie (Okla.) State Capital; owner and publisher, Pawnee (Okla.) Courier and on the circulation staff, Kansas City Star, died January 20.

WILLIAM RHEEM LYTON, aged 67, a former editorial writer for the Omaha (Neb.) World-Herald, died January 26 at Hollywood, Cal.

FRED DEWITT, for 40 years an employee of the Lincoln (Neb.) State Journal, died suddenly in Chicago January 31.

JOSEPH F. DEGENDORF, aged 67, for 37 years a proofreader in St. Paul and Minneapolis, died January 22.

JAMES S. BOYD, city editor of the Carmi (Ill.) White County Democrat, died January 24.

CLARENCE A. BELL, aged 56, for the past 30 years a Pittsburgh newspaper man, was found dead in bed January 27.

WILLIAM V. PRYBESKI, aged 66, founder and for 15 years editor and publisher of the Bay City (Mich.) Prawdo, a Polish newspaper, died January 25.

JOSEPH S. PRIBYL, aged 65, editor for a number of years of the Omaha (Neb.) Pokrok-Zapadu, Bohemian paper, died January 25.

MRS. LUCINDA C. SCOTT, aged 76, widow of John Scott, long owner and editor of the Peterboro (N. H.) Transcript, died January 29.

ELIOTT G. LEATHERS, aged 83, for many years connected with the business department of the Worcester (Mass.) Daily Spy, died last week.

MRS. MARY I. GREENE HOLLAND, wife of W. W. Holland, business manager of the Spartanburg (S. C.) Herald, died January 19.

G. A. HERVEY, farm journalist and editor of a number of such periodicals in Omaha, died January 21.

S. SELBY, secretary to Mayor of Des Moines, Iowa, and editorial department of a newspaper, died January 26.

WILLIAM J. G. PREST, aged 68, at one time an employee of the Detroit Free Press, and active in the Detroit Typographical union, is dead.

JAMES H. DUNN, aged 61, owner and editor of the Sutton (W. Va.) Braxton Central for 36 years, died last week.

JOHN D. LIVELY, for many years a foreman on the Richmond (Va.) News-Leader, died January 27.

JOHN YOUNG, aged 78, formerly of the advertising staff of the New York World, died last week at Geneseo, N. Y.

MRS. ANNABELLE BARTLETT CAULKINS, aged 59, wife of Frederick J. Caulkins, for 30 years editor of the Lumberman's Review, New York, died January 26.

KENNETH W. KEITH, aged 31, former correspondent for Boston and Brockton papers, died January 23.

ROSCOE P. HAM, for over 30 years employed on newspapers in Bath, Me., died suddenly in Washington January 25.

WILLIAM B. CRADDOCK, aged 60, veteran Kansas City (Mo.) press operator for nearly ten years manager of the Western Union office in the Kansas City Post Building, died January 20.

GEORGE W. TRACY, aged 55, former printer on the Wichita (Kan.) Eagle and for 15 years with the Western Newspaper Union at Wichita, died January 21.

EDWARD M. TAYLOR, aged 56, former publisher of the St. Joseph (Mo.) Journal of Commerce, died January 16.

V. HUTCHINS, aged 65, for 25 years editor and publisher of the Smith County (Kan.) Pioneer, died January 17.

ROBERT J. BLYTHE, aged 19, son of E. N. Blythe, chief of the copy desk of the Portland, Oregon, Journal, died January 14.

JOSEPH Z. WILKINS, aged 69, feature writer on the Wilmington (Del.) Evening died this past week. He has been in newspaper work in Wilmington for 40 years starting as an apprenticed printer on the old Wilmington Republican.

JAMES W. ALLISON, aged 73, for 41 years a Washington newspaper man and for 31 years a member of the editorial staff of the Washington Star, died January 19, after an attack of the grippe. Mr. Allison went to Washington as correspondent for the Louisville Commercial, later representing the old New York Star, New York World and New York Tribune. He was a member of the Grid-iron Club and the National Press Club.

M. J. Dodsworth Stock Appraised

The stock in the New York Journal of Commerce and Commercial Bulletin, owned by the late Michael J. Dodsworth, vice-president of the paper at the time of his death and son of William Dodsworth, founder of the paper, was appraised January 23 at \$396,542 for 495 and a fraction shares, or \$800 a share. Mr. Dodsworth left his estate to his wife, Emily Y. Dodsworth. The Appraisal report shows that the corporation has \$700,000 stock and \$112,000 bonds outstanding and that the assets in 1919 were valued at \$1,464,642 of which \$1,065,744 was estimated as the value of the good will and \$71,631 the plant account. The profits for 1919 were \$279,900.

Ottley Left \$7,902,222.08

The late James H. Ottley, formerly president of the McCall Publishing Company, Inc., New York, publisher of McCall's Magazine, who died March 3, 1922, left an estate valued at \$7,902,222.08, according to a transfer tax appraisal which has been filed at Mineola, N. Y. The gross estate was appraised at \$8,256,202.85, of which his holdings in the McCall Company, Inc., were valued at \$158,733.33.

Asks \$10,000 for Newsboy's Death

The owners of the Salt Lake City Telegram building are being sued for \$10,000 damages by the parents of a Telegram newsboy who was killed on a freight elevator in building while waiting for papers.

ILLINOIS

PEOPLE BUY IN

ILLINOIS

Illinois is the center of merchandise and manufacturing distribution and practically the center of population. Geographically Illinois is central. Farmers, stock raisers, merchants from the West go to Illinois. Some go to sell, but all go to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

As Illinois buys, so buys the West—Illinois standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,485,280 people; if you would get the full benefit of the almost limitless market that Illinois offers, you must use these Illinois Daily Newspapers. They and they alone put you in direct touch with the market.

These Illinois Daily Newspapers are the factors in their communities. Use them.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News (E)	15,249	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
Chicago Herald-Examiner (M)	395,861	.55	.55
Chicago Herald-Examiner (S)	729,735	.85	.85
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	517,184	.70	.70
†Chicago Tribune (S)	790,552	1.00	1.00
**Moline Dispatch (E)	9,391	.04	.04
†Peoria Journal-Transcript (M&E)	33,182	.10	.09
Peoria Star (E)	24,580	.075	.06
**Rock Island Argus (E)	10,704	.04	.04
†Sterling Gazette (E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

EDITORIAL



THE BROTHERHOOD OF SH-SH

THE French have clamped on a censorship in the Ruhr and under its protection secret diplomacy, the greatest foe of peace and human advancement, will carry on its work in full confidence that its crimes will not be known until it is too late; British statesmen speaking in England give Americans their first information about the terms laid down by the United States for the settlement of the British debt; the German Government, through its Embassy, is already whining of atrocities. It has been a big week for secret diplomacy; it has been a menacing week for the people who are going to continue to pay the bills in blood and gold.

With the full realization that the American people must depend upon the old world masters of secret diplomacy for the little news they are permitted to have about their own activities in international affairs, the weekly press conferences with Secretary of State Hughes have become utterly worthless and should be abolished by order of American editors.

The men now assigned to those time-wasting gatherings could be employed much more profitably on assignments where there is at least a chance to get news that is dependable. The American people have been fed up on the other kind.

In the meantime, American correspondents in England, France, Germany, Italy and other countries will continue to dig out the story of this nation's part in the affairs of the world, even though it does carry a foreign flavor and comes late.

Secret diplomacy is the white sheet behind which nations go ku kluxing, and ku kluxing among nations is just as great a danger to established government as ku kluxing among races or religious faiths.

America was sincere when she went to war to put an end to war and abolish secret diplomacy, the cause of past wars; America still holds to those ideals, and a frightened "Sh-sh" is not going to prevent it from finally finding the truth and doing its part in rebuilding the world on it. The press of the nation must be the agency through which the people work to the better future and it is to the extent the press functions as that agency that it will profit in public confidence in the future.

The world will get back to normal, so far as the individual is concerned, just as soon as there is frank, open discussion and settlement on the basis of truth and justice. There can be no lasting peace so long as the truth goes into dark recesses of confidential files and our own Secretary of State turns his back to all demands for information on every question vital to the future peace of our people.

With all the blunders of the peace that was written, we were, nevertheless, traveling the highway that would lead to a brotherhood among men yesterday. But today we are in the grip of the Brotherhood of Sh-sh, manikins dangling in the dark.

ETHICS IN JOURNALISM

THERE is a growing demand among newspaper men who honor their profession to place it upon a higher plane. This is shown in the increasing interest that is being taken in the subject of ethics.

The Arkansas Press Association is the latest to fall into line by adopting an ethical code for the guidance of its members at a recent meeting held in Little Rock. A standing committee on ethics was appointed to serve for a period of five years, and there is every indication that the members intend going into the matter thoroughly.

Journalistic ethics will be one of the subjects discussed at the New York State Conference to be held at Ithaca on February 12 and 13. The Newspaper Club of New York adopted a code in the early days of its organization and is now redrafting it.

EDITOR & PUBLISHER welcomes this wide interest in a subject of such great importance to the profession, but it feels that a code in itself is not enough. With it there must be a pledge for the individual based on the first amendment to the Constitution of the United States. That amendment means more to journalism than most newspaper men realize and better acquaintance with it would be a good thing for everybody.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER

Vicksburg (Miss.) Herald

WHO is he that saith, and it cometh to pass, when the Lord commanded it not? Out of the mouth of the most High proceedeth not evil and good? wherefore doth a living man complain, a man for the punishment of his sins? Let us search and try our ways, and turn again to the Lord? Let us lift up our heart with our hands unto God in the heavens. We have transgressed and have rebelled: Thou has not pardoned.—(Lam. iii : 37-42.) Therefore by their fruits ye shall know them. Not every one that saith unto Me, Lord, Lord, shall enter into the kingdom of heaven; but he that doeth the will of My Father which is in heaven.—(Matt. vii : 20, 21). Ye hypocrites, well did Esaias prophesy of you, saying, This people draweth nigh unto Me with their mouth and honoureth Me with their lips; but their heart is far from Me.—(Matt. xv : 7, 8). If any of you lack wisdom, let him ask of God, that giveth to all men liberally, and upbraideth not; and it shall be given him.—(James i : 5)

TAPS FOR THE POSTAL COMMISSION

INVESTIGATION of second-class mail costs and methods by a joint postal commission, composed of Senators and Representatives, met its just fate the other day. It was killed by the House and awaits only a decent burial. With economy, economy, economy, shouted in its ears by White House and nation, the House is in no mood to listen to requests for \$75,000 from a commission which has spent four times that amount in two years and has accomplished absolutely nothing, not even the preliminary steps which would enable it to spend more money with some prospect of results. And the answer is that investigation of postal costs is again placed where it belongs—with the Post Office.

That is promising. It is encouraging for the publishers. And, like all proposals of Congress, it needs to be watched closely for jokers. It must be made to be what it seems to be. The \$500,000 that Congress is willing to vote for additional Post Office clerks and inspectors for the investigation may be plenty if the clerks and inspectors are chosen for the job in hand. It may be only pork if politicians are selected and turned loose on an investigation without specific instructions and limitations. There is no doubt that an honest, thorough investigation of the costs of handling publications in the mails would be productive of good not only for the publications but for the Government. And there is likewise no question that a political investigation would be as useless as has been the career of the joint postal commission composed of members of Congress.

Sight should not be lost, however, of the fact that an investigation of postal costs has no bearing on the publishers' demands for and need of relief from charges that were imposed by haters of the press under cover of war legislation. This relief has been granted to every other industry. It was promised to the publishers before last Election Day. It was refused after the people had given their biennial rebuke to the men who had misrepresented them in Congress.

Politics placed the burden on the newspapers and magazines, and politics has kept it intact. If politics can impose it, politics can also remove it and should do so immediately. The relief can be temporary, subject to such amendment as the postal investigators find necessary, but it should be made effective before the next fiscal year of the Government is ended. If it is too late to expect the present Congress to keep the pledged word of its members, it is not too early to bring the light of reason to its successor.

"KULTUR" AND NEW YORK'S PRESSMEN

BERNSTORFF of 1916 and the German Reich of 1922 would seem to be the models chosen by New York web pressmen in their relations with the newspaper publishers. The tactics of stall and whine which have made the German diplomats a stench in the nostrils of civilized peoples find an excellent counterpart in the actions of President David Simons and his union during the past two years.

There is no need to retell the story of the negotiations throughout 1921 which led to arbitration one year ago after the publishers had declared themselves finished with the union's quibbling and evasion. Neither is there need for lengthy treatment of the union's tactics since last February when Judge Manton handed down his award of wages and working conditions. The union could not make effective its unreasonable demands upon the publishers and it has spent the entire year since then in making unpleasant the task of the newspapers in enforcing the contract. No spirit of co-operation has been evident. Dispute has followed dispute. The publishers' committee have spent almost as much time listening to futile union quibbles as they have in the conduct of their newspapers.

When the union chiefs egged on the Evening World pressmen to a walkout on Election Night and induced the publishers to arbitrate the point they raised on whether overtime could be required under the contract, they lost their case at arbitration. Their latest is to take an *obiter dictum* of that arbitration award and make of it a supreme provision of their contract with the publishers. That contract plainly provides that "reasonable notice shall be given by the publisher to the workmen of hours it is desired that they labor." Judge Hand, in the later case, discussing the general question of industrial relations, observed "that the newspapers must . . . give the men notice during each week of what the shifts will be during the succeeding week, including any proposed overtime, except in cases of sudden emergencies." The union makes the week's notice of overtime paramount.

Of course, the publishers have refused to be bound by the union's interpretation of Judge Hand's interpretation of Judge Manton's award, as being totally at variance with trade practices of the past thirty years. Its folly need not be pointed out to anyone conversant with the newspaper business, probably not even to the pressmen themselves. The union demand is not presented in sincerity, but with the idea of bartering an impossibility for some other concession that is not theirs under their present contract. It is the German idea throughout.

It is not the province of EDITOR & PUBLISHER to advise the New York publishers or the pressmen as to the conduct of their business, but the obvious cannot be avoided. Germany wasn't beaten by writing notes and it isn't likely that the pressmen will be brought to their senses by continuing the weekly exchange of letters that has marked the past year.

FINISHED PRODUCT ONLY?

IRVING BRANT makes a serious charge against the American press in the leading article of this issue of EDITOR & PUBLISHER. This is not a bomb hurled from the outside. Brant is inside. He is the editor of the editorial page of one of the country's big newspapers.

In reading this article one cannot help but ponder whether or not the editorial executive personnel of the United States must not assume responsibility for the condition that existed in 1917 and today.

If the treaties and agreements, secret but binding, that were the ruling factors in the peace that was written at the close of the World War, had been sent out by a recognized news service or had been offered by a feature syndicate, we wonder whether or not they would have been printed?

A shell-shocked press can be excused for its mistakes and blunders, but certainly there is no alibi for a press that has ceased to function on its own initiative.

The charge has been made that less than twelve men are doing the thinking for the press of the nation; that managing editors have become buyers of a finished product, and not originators of new ideas.

Whether this is true or not the fact that so-called "big news" comes by wire and rapidly becoming a lost art.

PERSONALS

CLARK HOWELL, JR., has been appointed business manager of the Atlanta Constitution, succeeding E. Stowe, who becomes auditor and secretary-treasurer of the paper.

Herbert B. Swope, managing editor of the New York World, left January 28 for Palm Beach.

Col. Charles A. Rook, editor and publisher of the Pittsburgh Dispatch, has been appointed director of public safety by Mayor Magee. He assumed office February 1.

W. H. Ukers, publisher of the Tea and Coffee Trade Journal, New York, has been appointed to represent the Associated Business Papers, Inc., on the National Advertising Commission in place of Harry Tipper, recently resigned. Incidentally, Mr. Ukers' recently published book, "All About Coffee," is being hailed by critics as the best work of its kind issued in the past 20 years.

Asa W. Butler, president of the Missouri Press Association, has been appointed state oil inspector of Missouri at a salary of \$3,500 a year. He has for 20 years been editor of the Albany Capital.

S. H. Robie, publisher of the Chelsea (Mass.) Record, celebrated his twenty-fifth anniversary as publisher of the Record last week by entertaining his staff at dinner.

Charles S. Young, publisher of the Oakland (Cal.) Post-Enquirer, and Miss Gladys Meyer have announced their engagement.

Thomas Rees, publisher of the Springfield Illinois State Register, has sailed from San Francisco for an extended tour of the Orient.

Theodore T. Ellis, publisher of the Worcester (Mass.) Telegram and Gazette, is one of the incorporators of the Worcester Baseball Club, Inc., which received its charter of incorporation last week.

David Atwood, formerly editor of the Janesville (Wis.) Daily Gazette, has been renamed editor of public printing for Wisconsin by Gov. Blaine.

Edward H. Butler, publisher, and Joseph Melia, advertising manager, of the Buffalo Evening News, are members of a committee which is making plans for the formation of a Better Business Bureau in Buffalo.

IN THE EDITORIAL ROOMS

RALPH RAYMOND has been made city editor of the Duluth News-Tribune.

C. K. Streit, Rome correspondent of the Philadelphia Public Ledger, and Mrs. Streit are the parents of a son born in Paris.

Frank A. Hunt, for a number of years a reporter on the Salt Lake City Telegram, has been made head of the newly organized book department.

Ashton Stevens, drama critic of the Chicago Herald & Examiner, has completed the writing of a book, which will be off the press soon.

L. L. Trumbull, formerly of the copy desk of the Chicago Daily News, is now on the staff of the Chicago Journal.

Raymond Kinze, assistant financial editor of the Chicago Journal, is ill at his home with influenza.

George Putney, managing editor of the Danville (Ill.) Commercial-News, has resigned to go to the Kokomo (Ind.) Dispatch as managing editor.

Charles I. Parsons, athletic star of the University of Iowa, until recently Colorado College football coach, has been named sports editor of the Denver (Col.) Post.

Walter M. Leggett has resigned as managing editor of the New York Call and has been succeeded by David Karsner, for the past six years Sunday editor of the Call.

H. B. Crozier, assistant managing editor of the St. Paul Dispatch-Pioneer Press, resumed work too soon after his recent illness and has had a relapse, being confined to his home.

Charles A. Roberts, court reporter for the Springfield (Ohio) Daily News, is the father of a daughter born January 27.

Charles Lang has resigned as police reporter for the Springfield (Ohio) News, to take a post-graduate at Denison University, Granville, Ohio.

Miss Peggy Derrough of the Chicago Evening Post staff has taken a month's leave of absence for a trip to Florida.

Howard Mann, sports editor of the Chicago Evening Post, has returned from Florida.

Zeke Lake, formerly with the Chicago City News Bureau, is now a reporter on the Springfield Illinois State Register.

Otto B. Baker, state editor of the Harrisburg (Pa.) News, has completed 50 years of service in various branches of newspaper work in Harrisburg.

Halbert Crews, former managing editor of the Springfield (Ill.) News-Record, has become Springfield legislative correspondent for the United Press.

Eugene Kessler, for the past year with the editorial department of the South Bend Tribune, is now sports editor of the Danville (Ill.) Commercial-News.

Miss Emily Burke, of the Omaha (Neb.) Bee editorial staff, and Grenville T. Anderson have announced their engagement.

Orville A. Welsh, formerly on Cleveland and Philadelphia papers, has resigned as swing man on the New York Daily News to go on the copy desk of the New York American.

Herbert H. Pfahler, managing editor of the Charleston (W. Va.) Gazette, was guest of honor at a banquet given by the staff last week.

Halstead Worth is now on the copy desk of the Charleston (W. Va.) Gazette.

Henry Cavendish, formerly a reporter for the Charleston (W. Va.) Gazette, has gone to the copy desk of the Cincinnati Enquirer.

Tom Rose has been named vicinity news editor of the Buffalo Times.

Alex Watson, formerly police reporter for the Buffalo Evening News, now has a similar assignment on the Buffalo Times.

Clark Good has resigned from the city staff of the Buffalo Commercial to join the Buffalo Times staff.

Joe Berdel, formerly of the Buffalo Times city staff, is now with the Rochester (N. Y.) American.

Clarence Leighton, city hall man on the Buffalo Evening News, has been made assistant financial editor of the News.

Paul Bowen has been appointed telegraph editor of the Buffalo Times, succeeding his brother, John Bowen, who is now with the Albany (N. Y.) Knickerbocker Press.

Langdon Drennan, former staff photographer of the Buffalo Commercial, has established himself as a commercial photographer.

Charles B. Spurway, lately one of the editors of the Hibbing (Minn.) Daily Tribune, has bought the St. Louis County Journal and will move the plant to North Hibbing.

E. C. Norlander, assistant city editor of the Chicago Journal, was the guest of honor at a dinner of the paper's staff just before going on an extended leave of absence for his health. Guy Housley will take Mr. Norlander's place while he is away.

Frank E. Butzow has joined the Chicago Tribune staff and relieved Ted Phillips, in Springfield, Ill. The latter has returned to work in Chicago.

A. C. Veach has returned to the editorial staff of the Newkirk (Okla.) Democrat-Herald.

Joseph Salked, political editor for the Chicago Journal, and recently appointed as a Cook County Civil Service com-

missioner, continues to represent the newspaper in political matters.

J. C. Safley, a one-time telegraph editor of the Moline (Ill.) Dispatch, and now publisher of the Grangerville Idaho County Free Press, a weekly paper, recently purchased the plant and subscription list of the Grangerville Globe and will merge the two papers.

Mrs. Lena Falk Gjertsen, formerly on the staff of San Diego (Cal.) Tribune, has returned to the paper as society editor.

Sumner N. Blossom, assistant managing editor and Sunday editor of the New York News, has resigned to become editor of Popular Science Monthly.

G. W. Loomis, for the past year on with the Albany (Ore.) Daily Herald, has bought the Lebanon Criterion and took possession February 1.

Mark F. Ethridge, for two years city editor of the Macon (Ga.) Telegraph, resigned February 1 to do newspaper work in Washington, D. C. Malcolm D. Ainsworth, who has been city editor of the Macon News, succeeds him on the Telegraph.

Douglas K. Miller, formerly city hall reporter on the Schenectady (N. Y.) Union-Star, is now the secretary of Clarence A. Whitmyre, mayor of Schenectady.

Paul Steinberger has resigned as Bellefontaine (Ohio) correspondent of the Springfield Morning Sun, to go into the job printing business at New Carlisle, Ohio.

J. L. Sheppard, Jr., formerly city editor of the Cuero (Tex.) Daily Record has taken the commercial run on the San Antonio Express, and Ben Meyer, of the Express staff, succeeds him on the Cuero Record as city editor.

Michael J. Reidy, well known telegrapher, for a long time a member of the national executive board of the Commercial Telegraphers' Union and president of Boston Local No. 4, has been nominated by Mayor Curley of Boston as street commissioner at \$4,000 a year.

IN THE BUSINESS OFFICE

A. LEVICH has resigned as head of the St. Paul Dispatch-Pioneer Press classified advertising department to take the post of director of advertising on the Des Moines (Iowa) Capital. He is succeeded on the Dispatch-Pioneer Press by Earl Dempsey.

Raymond Bissell has resigned as business manager of the Buffalo Commercial to go with the Cutler Desk Company.

Alexander Jackson has resigned as advertising solicitor on the Lynn (Mass.) Telegram-News.

Miss L. Purdy has been made adver-

tising manager of the St. John (N. B.) Telegraph.

E. S. Woodruff and A. N. McKay, general managers, respectively, of the Salt Lake City Deseret News and Salt Lake City Tribune, have been appointed members of newspaper, magazine and billboard committee of the advertising department of the Salt Lake Chamber of Commerce.

William S. Cady, advertising manager of the Hutchinson (Kan.) News for several years, has become a member of the advertising staffs of the Oklahoma City Oklahoman and Times.

Harry B. Adsit, assistant manager of the Pawtucket (R. I.) Times, and Mrs. Adsit are the parents of a second son born January 29.

C. W. Parker has resigned as secretary of the Marshfield (Ore.) Chamber of Commerce to assume the management of the Marshfield Daily News.

Joseph C. Murphy is now advertising manager of the Wilmington (Ohio) Daily News-Journal.

A. M. Varney, general manager of the St. Albans (Vt.) Messenger for the last two years, has resigned and will be success department of the Messenger.

James F. S. Wemyss, formerly with the Springfield (Mass.) Republican has joined the Schaefer-Ross Company, Inc., Rochester, N. Y.

Dermot Fitzgibbon has returned to New York, after spending several months in Germany and on February 4 will take charge of the Sunday book section of the Herald. Before going abroad, he had been advertising manager of the Sun, the Telegram and the American. He is now recovering from a major operation, which he underwent shortly before leaving Germany.

WITH THE AD FOLKS

B. G. KOETHER, formerly sales manager of the Hyatt Roller Bearing Company, has been made sales and advertising manager of the General Motors Corporation.

Edwin L. Andrews, for the past seven years with the publicity department of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been appointed assistant.

Warner Bates, recently advertising manager for the H-O Company, Buffalo, has started a trade news service at Buffalo.

L. H. Harvey, recently assistant advertising manager of Pratt & Lambert, Inc., Buffalo, varnish makers, has joined the advertising staff of the Pierce-Arrow Motor Car Company.

Miss Vivien R. Bretherton, of the advertising department of the Meier &

During the year 1922 the newspapers represented by Frederic J. Haskin distributed to their readers free educational literature that cost nearly \$200,000.

Frank department store, Portland, Ore., has a story in the current number of McCall's.

Willard G. Stanton has been appointed advertising manager of the Central Cigar Manufacturing Company, New York, manufacturer of Na-Bocklish, Manhattan and Elm cigars. He was formerly advertising manager of the International Cigar Machinery Company.

Frank M. Ronk has been appointed advertising manager of the W. G. Nagel Electric Company, Toledo, wholesale dealers in electrical supplies. He was formerly with Toledo Edison Company.

James W. Critchfield, recently with the advertising department of the Chesapeake & Potomac Telephone Company, Washington, D. C., has been made advertising manager of the Marietta Paint & Color Company, Marietta, Ohio.

C. W. Peck, recently advertising manager of the L. E. Waterman Company, New York, Waterman's fountain pens, has joined the sales and production department of Snyder & Black, Inc., lithographers, New York.

F. Kohl, formerly with the advertising staff of Perry Dame & Co., has been appointed production manager of the Four Arts, New York.

H. J. P. Murphy is now in charge of the advertising department of the Ford Motor Company, of Canada, Ltd., under the direction of H. S. Pritchard, sales manager.

James O. Duffy, assistant advertising manager of Eberhard Faber, Brooklyn, N. Y., has been made advertising manager of that organization.

Lester Brozman, formerly with the Chatham Advertising Agency, Inc., has joined the staff of Frederick Hasse, New York advertising agency.

MARRIED

SAM P. HALL, sports writer on the Chicago Herald & Examiner, and Miss Catherine Hughes were married last week. They will leave shortly for Los Angeles, where Mr. Hall will join the sports staff of the Los Angeles Examiner.

Nathan S. Sodekson, of the Boston Globe circulation staff, and Miss Emma H. Kurlansky have announced their marriage.

Miss Margaret Russell, society editor of the San Diego (Cal.) Tribune, and Lieut. James C. Lough, U.S.N., have been married.

NOTES OF THE AD AGENCIES

HARRY J. RIKER has been appointed third vice-president and executive director of William T. Mullally, Inc., New York advertising agency. Mr. Riker started with this agency as an office boy less than seven years ago. In 1920 he was made assistant secretary of the company.

Willard D. Humphrey, formerly advertising manager of the Burroughs Adding Machine Company and business manager of the company's publications, has been appointed vice-president of the Power, Alexander & Jenkins Company, Detroit.

A. V. B. Geoghegan was placed in charge of media department of the Federal Advertising Agency, Inc., New York, February 1.

Frank Presbrey, head of the Frank Presbrey Company, has been elected one of the executive committee of the Union League Club, New York.

C. S. McElwain has resigned from Brooke Smith & French, Detroit advertising agency, and is now promotion sales manager of the Yellow Cab Manufacturing Company, Chicago.

Ernest J. Goulston, head of Goulston's Advertising Agency, Boston, was the guest of honor at a dinner January 25 to celebrate his fortieth birthday. He was presented a completely equipped traveling bag.

Clarence Reeder, who had been on the Commercial art staff of the New Orleans Item for 11 years, has joined the

art department of the Chambers Agency, New Orleans.

Howard P. Connable, for the past five years with Erwin, Wasey & Co., Chicago, advertising agency, has joined the Francis Fox Institute, New York, as advertising and sales manager.

George F. Whitsett, formerly with the copy staff of Gardner-Glen Buck Company, is now with advertising department of Butler Brothers, Inc., Chicago, wholesalers.

William G. Schaeffer, recently with Farnsworth, Brown & Schaeffer, advertising Agency, New York, has joined the New York office staff of Barrows & Richardson.

K. R. Bridges has joined the New York office of Campbell-Ewald Company as account executive. He succeeds Stephen M. Aberly, resigned. Mr. Bridges was formerly assistant advertising manager of the Tide Water Oil Company.

W. A. Schulte, president and secretary of the Schulte-Tiffany Company, Cleveland Advertising Agency, has disposed of his interest in that agency.

John H. Stumberg has joined the printing production department of the Chambers Agency, Inc., New Orleans.

Harry C. Marschalk and Edward M. Pratt have formed an advertising agency at New York under the name of Marschalk & Pratt. Mr. Marschalk was recently with Frank Seaman, Inc., New York, as vice-president. Mr. Pratt was also a vice-president of the same agency.

John A. Holland, recently account executive of the St. James Advertising and Publishing Company, London, England, has joined the R. Sykes Muller Company, Ltd., Montreal, advertising agency.

William M. Baldwin, recently with the advertising department of the Pierce-Arrow Motor Car Company, has joined the staff of Henri, Hurst & McDonald, Chicago advertising agency.

The Washburne-Flarsheim Company, Cincinnati, advertising agency, has been reorganized and its name changed to the Henry B. Flarsheim Company. Henry B. Flarsheim is president.

Webster Wagner, formerly with the Wales Advertising Agency, New York, has joined the Lyon Advertising Agency, Inc., as account executive.

Philip W. Lennen has resigned as vice-president of the Royal Tailors, Chicago, with which he has been connected more than 15 years and will join Erwin, Wasey & Co., Chicago, advertising agency. The advertising department of the Royal Tailors will be under the management of J. R. Grout, who was an assistant of Mr. Lennen for many years.

Fred W. Janvrin, acquired an interest in the Hunt-Luce Advertising Agency, Boston, and has become vice-president of that agency.

John E. Finneran, recently with the St. Louis office of the Gardner-Glen Buck Company, advertising agency is now a member of its New York office staff.

Thaddeus B. Dayton, formerly New York staff representative of the business news section, Philadelphia Public Ledger, has joined the staff of Edwin Bird Wilson, Inc., New York.

Roi B. Woolley, recently with Grandin, Dorrance, Sullivan, Inc., has been appointed vice-president of Goldman-Carrigan, New York advertising agency.

Edward S. LaBart, formerly advertising manager of Wilson & Co., Chicago, will join the sales and merchandising staff of George Enos Throop, poster advertising, Chicago, February 1.

H. Gardner McKerrow, formerly advertising manager of the National Aniline & Chemical Company, New York, is now with the staff of the Hazard Advertising Corporation, New York.

B. T. Palmado has been appointed manager of the New York office of the Hancock Payne Advertising Organization, Philadelphia.

Clayton C. Grandy has returned to the Powers-House Company, Cleveland

advertising agency, joining its plan department. Gaylord Kurtz has been made manager of production.

B. E. Chappelow, president of the Chappelow Advertising Company, St. Louis, was recently elected a director in the Dorris Motor Car Company, St. Louis.

Ka-Lo Service, Inc., New York, a direct-mail advertising organization, has been formed with B. B. Katz, formerly sales manager of the Bandor Olive Oil Company, as president, and Lester A. Loeb, as secretary-treasurer.

Mrs. E. Rollins, who has been space buyer for magazines for the last six years for the Federal Agency, New York, has resigned. She has not yet announced her future plans.

Samuel D. Pelham and Ansley D. Terry have joined the selling organization of the M. P. Gould Agency, New York.

Sigmund Margon, president, the Margon-Robinson Company, Louisville, Ky., advertising agency, has been elected to the board of directors of the Advertising Club of St. Louis.

Robert T. Willigan, of the production department of the H. K. McCann Company, New York, has been made assistant to the space buyer, Frank Hilson.

Samuel A. Moss has been elected vice-president of Campbell & Campbell, New York advertising agency, and the name will be changed to Campbell-Moss, Inc.

T. A. Ballantyne and D. J. Hinman have joined the staff of Campbell & Campbell, Inc. Mr. Ballantyne, who re-

cently was with the Wm. H. Rankin Company, has been appointed secretary of the company, and chief of the copy department. Mr. Hinman will be space buyer and business manager. He was previously with Gilman, Nicoll & Ruthman.

Helen Woodward has joined the V-C Advertisers Service Corporation, New York, as account executive. Mrs. Woodward was recently with the Harry Porter Company, New York.

H. M. Munroe, recently advertising manager of W. P. Fuller & Co., San Francisco, has joined the Sterling Furniture Company, San Francisco, in the same capacity.

John A. Holland, formerly director of publicity for the Canadian Consolidated Rubber Company has joined the R. Sykes Muller Company, Ltd., Montreal advertising agency.

Frank Seaman, Inc., New York, has added to its production staff Francis Brooke Farley, John S. Barlor, Thomas F. Coggin, and Arthur Witt Ramsdell.

Addison F. Vars has been made general manager of the E. P. Remington Company, advertising agency, Buffalo, N. Y. E. K. Emerson has also joined that agency.

Katherine Powell has become associated with the World Wide Advertising Corporation, New York, as office manager. Mrs. Powell was secretary to Emil M. Scholz, president of the agency, when he was publisher of the New York Evening Post and was assistant to D. E. Town, until recently general manager of the Shaffer newspapers.

"If He Can Do It, I Can"

A Michigan publisher, hearing of the way the Alpena News sold a series of church advertisements to the Episcopalians, wants to try the same thing in his town.

There is a mine of unworked possibilities for advertising in the churches of your town. The path to its discovery does not lie through classified announcements or small ads asking people to hear a particular sermon.

Give the churches a big idea to work toward. Help them to make their advertising pay biggest returns.

Show them that other churches are uniting their appeal in space proportioned to the importance of the churches in the community.

Series No. 3 consists of 52 ads designed for use for or by all the churches in your city. Write for free proofs and see how you can use the matter. Price for use averages three dimes a week. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. of W.

Editor and Publisher is helping the cause by donating this weekly space. Why not do likewise for your biggest community asset—the churches?

**An Accounting
and
Federal Tax Service
for Publishers**

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

Introducing
"PUTNAM OHVER"

by

Charles Gordon Saxton

Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS

C-V Newspaper Service

Borden Bldg. New York City

The
Syracuse Herald

SYRACUSE, N. Y.

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

First in total; local; national
lineages.

Special Representatives

PRUDEN, KING & PRUDEN, Inc.

284 Fifth Ave. Steger Bldg.
N. Y. City Chicago, Ill.
Globe Bldg.
Boston, Mass.

**THE BOSTON
AMERICAN**

Is showing two gratifying re-
sults of its three-cent price:

It has the Largest Circulation in
New England at that price.

It is taking on a Higher Grade
of Advertising every month.

QUALITY and QUANTITY
Go Hand in Hand.

BOSTON AMERICAN

**NEWS OF ASSOCIATIONS
AND CLUBS**

PUBLISHING

GEORGE D. LINDSAY, editor of the Marion Chronicle, was chosen head of the Indiana Republican Editorial Association at the annual meeting held in Indianapolis January 27. The other officers elected are: Vice-president, George Elliott, publisher, Newcastle Courier; treasurer, Herbert C. Willis, Waterloo, and secretary, Will O. Feudner, general manager, Rushville Republican.

The annual winter meeting of the South Dakota Press Association will be held at Sioux Falls February 15 and 16.

The Star Club, composed of employees of the Washington Star, will revive its banquet, which has been allowed to lapse for the last two years, some time in February. The date will be determined at the convenience of President Harding, who is expected to attend.

The dinner committee of the New York State Legislative Correspondents' Association has changed the date of the annual dinner at the Ten Eyck Hotel from March 29 to April 5.

The following legislative committee to draft measures which it considers desirable to have come before the present session of the Alabama Legislature has been appointed by W. T. Sheehan, of the Montgomery Advertiser, president of the Alabama Press Association, and announced by F. W. Stanley, of Greenville, secretary; Ed Doty, Lafayette Sun, chairman; H. S. Doster, Prattville Progress; W. T. Hall, Dothan Eagle; Harry Ayers, Anniston Star; Dr. Hugh McKinnon, Troy Messenger; Mack Wyatt, Clanton Banner; Webb Stabley, Greenville Advocate, and D. D. Norman, Union Springs Herald. The committee will meet shortly in Montgomery to outline its full program for this session of the legislature.

Thomas J. Walker, of the Philadelphia Evening Ledger, was elected president of the Pennsylvania Legislative Correspondents' Association at the biennial meeting at Harrisburg. He succeeded E. J. Hart, of the Scranton Times. W. I. Grundish, Pittsburgh Gazette-Times, was chosen vice-president; Charles G. Miller, Harrisburg News, secretary; Harold Myers, Scranton Republican, treasurer, and William R. Douglas, International News Service, sergeant-at-arms.

The personnel of committees appointed by the Newspaper Representatives' Association of Chicago for 1923 follows: Agency and credit, Robert J. Virtue, chairman, Horace M. Ford and Sylvester Blish; entertainment, H. K. Clark, E. S. Wells and Robert Flaherty; finance, W. H. Stockwell, H. E. Scheerer and Berry Stevens; membership committee, J. E. Lutz, Robert Flaherty and P. L. Henriquez; agency relations, H. W. King, P. L. Henriquez and J. E. Lutz; resolution, J. E. Middleton, W. F. Kentnor and H. E. Scheerer; publicity, W. H. Stockwell, E. S. Wells, John A. Dickson, Walter Merrill and J. K. Byrne, and publications and records, W. H. Stockwell, Horace M. Ford and C. J. Anderson.

The winter meeting of the Second District, Minnesota Editorial Association, was held February 2 at Mankato.

F. H. Price, of Newman Grove, Neb., has been elected president of the Northeast Nebraska Editorial Association.

A. O. Backert, president of the Associated Business Papers, Inc., has appointed the following committee chairmen for the current year: Advisory, H. M. Swetland, United Publishers Corporation, New York; standardization, John N. Nind, Jr., Periodical Publishing Company, Grand Rapids, Mich.; trade practices, E. E. Haight, Motor Age, Chicago; agency relations, Harry Tipper, Automotive Industries, New York; surplus property, Mason Britton, American Machinist; membership, Fred D. Porter, Buildings and Building Management, Chicago; educational, H. M. Swetland, and copy and service, R. Bigelow Lockwood, McGraw-Hill Company, Inc., New York.

He has also appointed the following representatives on the National Advertising Commission: Dr. O. F. Ball, Modern Hospital, Chicago; Frank Bruce, American School Board Journal, Milwaukee; and W. H. Ukers, Tea and Coffee Trade Journal, New York; and Fritz J. Frank, Iron Age, New York, the representative in the U. S. Chamber of Commerce.

Twenty southern Illinois editors met in East St. Louis, Ill., recently and formed an organization to work for the establishment of a state park in southern Illinois, which would center around the Cahokia Mound District. A. T. Spivey, editor and publisher of the East St. Louis Journal, presided, and John Vogt, of the Granite City Republic, was secretary.

Twenty-five newspaper publishers and editors, members of the Texas Senate and House of Representatives, have organized the Webster-Franklin Club and will hold weekly sessions during the legislature. The newspaper men will talk shop and discuss legislation affecting the publishing business. F. M. Cowen, of Houston, is president; F. B. Russell, Groveton, secretary; H. E. Faubion, Marble Falls, treasurer; Lee Rountree, Bryan, chaplain, and Will C. Edwards, Denton, sergeant-at-arms.

O. C. Freeman was elected president of the Connecticut Editorial Association at its annual meeting held January 20 at the Hotel Stratfield, Bridgeport, Conn. The other officers elected are: Vice-presidents, Miss Shirley Putnam, Greenwich; Robert Russell, New Britain; E. L. Pramm, Deep River and W. Stemmins, Storrs; and secretary-treasurer, Everett T. Hill, Hartford.

The Associated Professional Photographers of St. Louis recently organized, with O. C. Conkling as chairman; Wilson Todd, vice-chairman, and John A. Ruth, secretary-treasurer. The association will inaugurate an advertising campaign shortly.

The Texas Press Association will hold its annual convention in Austin, Tex., February 8 and 9.

ADVERTISING

THE Baltimore Advertising Club will hold its fifteenth banquet at the Hotel Emerson February 13.

The Women's Advertising Club of Detroit was organized at a meeting January 26. The first formal meeting of the club will be held in Hotel Tuller February 2. Miss Marie Yeats, assistant advertising manager of Berry Bros., has been appointed temporary chairman. Working committees have been formed, and the following temporary committee chairmen appointed: constitution, Miss Katherine Cornell, the Chevrolet Motor Car Company; membership, Miss Clara Moser, advertising manager of Himel-hoch's; house, Miss Margaret Wirt, advertising solicitor, Mason News, and publicity, Mrs. M. E. Adamson, the Savage Advertising Agency. Miss Hazel Boxley, president of the Toledo Women's Advertising Club, and Miss Marion Powell, vice-president of the Toledo club, attended the organization meeting and helped to get Detroit club started.

Advertising Men's Post 209 of the American Legion will entertain at a luncheon February 5 at the Pennsylvania Hotel. National Commander Alvin M. Owsley of the American Legion, will be the principal speaker. Other guests will include State Commander, Albert S. Callen, County Commander, Thomas J. Brady and members of the national executive committee. This will be the only public appearance of Commander Owsley in New York.

The Erie (Pa.) Advertising Club held a Benjamin Franklin anniversary dinner January 19. The speakers were John Benson, president, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies.

Traveler Adds Saturday Roto Section

The Boston Traveler has started a four-page rotogravure supplement as a feature of its Saturday edition.

**In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation**

More circulation in Wash-
ington than there are homes.

**The Washington Times
and
The Washington Herald**

G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

The Pittsburgh Post

*A newspaper of character,
integrity and enter-
prise which has earned
the confidence of the peo-
ple of the world's greatest
industrial district.*

DAILY and SUNDAY

**"The African World"
AND
"Cape-to-Cairo Express"**

Published every Saturday in
London.

We can increase your business—
you want it increased.

You have thought of press clippings
yourself. But let us tell you how press
clippings can be made a business-build-
er for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
 and others
The McNaught Syndicate, Inc.
 Times Building, New York

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Congress Cigar Company, Philadelphia, maker of "La Palina" cigars.

Biow Company, 116 West 32nd street, New York. Placing account for the J. Bulova Company, New York manufacturer of Bulova wrist watches.

Blaine-Thompson Company, Fourth National Bank Bldg., Chicago. Sending out orders for Keller Laboratory.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Planning extensive newspaper campaign for Boraxetine. Placing account for the Masol Laboratories, Chicago manufacturers of Masol Tooth Paste.

Emil Brisacher & Staff, Flood Bldg., San Francisco. Placing account for the Magnus Fruit Company.

Burnet-Kuhn Company, 605 North Michigan avenue, Chicago. Using 2 columns one time for the Chicago Tribune.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 5,000 line contracts for the General Motors Corporation.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Has been employed by the Biloxi (Miss.) Chamber of Commerce and the Biloxi Resort Hotels to put on a campaign of advertising for tourists to the Gulf Coast. Northern and Eastern newspapers will be used.

Chesman & Co., 500 North Dearborn street, Chicago. Issuing orders and contracts on Dodd Medicine Company.

Dake Advertising Agency, 121 Second street, San Francisco. Making yearly contracts with newspapers for the Cutter Laboratories.

Dorland-English Company, Philadelphia. Sending out orders for Carlisle's Iron Rust Soap Company.

George L. Dyer Company, 42 Broadway, New York. Making 4,000 line contracts for the Edison Electrical Appliance.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000 line contracts for Goodyear Tire & Rubber Company. Adding new towns on Forhan's Toothpaste.

Federal Advertising Agency, 6 East 39th street, New York. Making 4,500 line contracts for Tobacco Products Company. Using newspapers in five states for English Oval cigarettes.

Ferry-Hanly Advertising Company, Hibenia Bank Bldg., New Orleans. Planning newspaper campaign for Pitcher Syrup, manufactured by the Dunbar Molasses & Syrup Company, New Orleans. Will start in a few weeks with page copy in metropolitan newspapers.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Making 10,000 line contracts for J. A. Folger & Co.

Albert Frank & Co., 332 South LaSalle street, Chicago. Placing account for the Gillman Wrench Corporation of Chicago. Placing account for Brokaw & Co., Chicago, investment securities. Placing account for W. L. Ross & Co., investment securities.

Albert Frank & Co., 14 Stone street, New York. Placing account for J. P. Morgan & Co.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000 line contracts for the Channell Chemical Company. Contracts being issued on Apex Manufacturing Company.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making yearly contracts with newspapers for Dictograph Products Corporation. Sending out contracts and copy on Dr. Newman.

W. S. Hill Company, 8 West 40th street, New York. Making 5,000 line contracts for Waid Baking Company.

Hill-Winsten Company, 25 West 44th street, New York. Placing account for the Bernhard Ulmann Company, "Bear Brand" yarn, "Bucilla" cottons, and "Glossilla" rope.

Hoops Advertising Agency, 93 Huron street, Chicago. Making 40,000 line contracts with Middle West newspaper for the Sefton Manufacturing Company.

James Advertising Agency, 120 West 42nd street, New York. Using 4 1/2 lines 3 times in newspapers for Sanitol.

Johnson-Dallis Company, 136 Marietta street, Atlanta. Sending out orders for Hill's Mixture. Sending out orders for Motor Parts Corporation.

Lord & Thomas, 366 Madison avenue, New York. Making 10,000 line contracts for J. T. Castle Ice Cream. Making 10,000 line contracts for the Auto Strop Safety Razor.

Lord & Thomas, 400 North Michigan avenue, Chicago. General orders and contracts on Mary T. Goldman.

Massengale Advertising Agency, 127 West Peachtree street, Atlanta. Sending out orders for Swift & Co.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Using Southern papers on French Lick Springs.

Robert M. McMullen Company, 522 5th avenue, New York. Making 5,000 line contracts for the products of F. F. Dalley Company, 2 In 1 Shoe Polish.

Newell-Emmett Company, 120 West 32nd street, New York. Making 3,000-line contracts for the American Chiclé Company.

Frank Presbrey Company, 456 4th avenue,

New York. Placing account for the Swiss Federal Railway.

Roberts & MacAvinech, 30 North Dearborn street, Chicago. Have issued orders to a list of mail order mediums for the Strand Tailoring Company. Orders issued to mail order publications for the Walter Field Co. Orders being issued daily for the Banner Tailoring Company, Knickerbocker Tailoring Company, Park Tailoring Company and Goodyear. Issuing copy and contracts for the Pendergast Fence Company.

John Ring Advertising Company, Victoria Bldg., St. Louis. Using 175 lines by 4 columns, twice for St. Louis Chamber of Commerce.

F. J. Ross Company, 119 West 40th street, New York. Making 12,000-line contracts for Consolidated Cigar Corporation.

Sacks Company, Georgia Savings Bank Bldg., Atlanta. Making 35,000-line contracts for the International Proprietaries, "Tanlac."

Allen C. Smith, Davidson Bldg., Kansas City. Making 3,000-line contracts for the Melton Laboratories.

Snitzler-Warner Company, 225 North Michigan blvd., Chicago. Sending out 33 time orders for Fould's Milling Company.

Walter B. Snow & Staff, 60 High street, Boston. Placing account for the Lane Manufacturing Company, Montpelier, Vt. Featuring the new Lane Portable Saw Mill.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Using 250 lines once a week in newspapers for Wrigley Chewing Gum.

J. Walter Thompson Company, 244 Madison avenue, New York. Will use full pages in Sunday newspapers in ten cities, and other space in metropolitan newspapers for Lamont, Corliss & Co., Pond's Vanishing Cream and Pond's Cold Cream.

Thresher Service Advertising, 136 Liberty street, New York. Conducting newspaper campaign in New York, New Jersey and Pennsylvania for American Molasses Company, featuring Rosemeie Molasses.

Wales Advertising Company, 141 West 36th street, New York. Placing account for Kohler Manufacturing Company, Baltimore, Kohler Antidote and Kohler One-Night Corn Cure.

Watts, Scott & Beutell, Alfriend Bldg., Atlanta, Ga. Sending out orders for the Orr Shoe Company.

C. C. Wittingham, 10 Peterboro West, Detroit. Making 10,000-line contracts for Hudson-Essex Motors.

Vredenburg-Kennedy Company, 171 Madison avenue, New York. Making 2,000-line contracts for the Arrow Chemical Company.

Perry Takes Over Minneapolis News

(By Telegraph to Editor & Publisher)

MINNEAPOLIS, Minn., Feb. 2.—John H. Perry arrived in Minneapolis yesterday to formally take over the Minneapolis Daily News, which he and Richard Lloyd Jones recently purchased. Mr. Lloyd Jones, who is now ill in New York, is expected to come here shortly for a three months' stay to reorganize the paper. No personnel changes of any kind have been announced to date. W. A. Frisbie continues in charge. Mr. Perry said there was no statement he wished to make at present. The News appeared yesterday with the line—"One of the Perry-Lloyd Jones Newspapers" on the editorial page masthead.

Northcliffe Will Settlement

The settlement effected in the dispute over the will of the late Lord Northcliffe was sanctioned by the courts February 1, according to a cable from London, though no details were announced. Sir John Simon stated the compromise "left no loophole for further controversy." Counsel appeared in behalf of the infants whose interests are now protected under the will. Lord Justice Duke pronounced against the wills dated July 8 and July 21 and the alleged codicil dated October 8, 1922, and confirmed the other will and codicil, which made bequests to the infants and to charities.

Charge Newsdealer with Fraud

The United States Post Office Department has issued a fraud order against Rafael Gonzales, of Orzaba, Mexico, who has been writing publishers asking them to send him 50 or 75 copies of their Sunday papers, for which he promised \$100 upon receipt of the first shipment. According to the post office he never remitted, but disposed of the papers at such profit as he was able to make.

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising	1,639,936
National Advertising	25,003
Classified Advertising	63,514
Total Advertising	1,728,453

Lineage Figures by De Lisser Brothers.

DAILY NEWS
 Passaic, New Jersey

THE KNICKERBOCKER PRESS
 (Morning and Sunday)

and
ALBANY EVENING NEWS
 COVERS

ONE BIG MARKET
 Albany, Troy, Schenectady

AND
 The Capitol District

NATIONAL REPRESENTATIVE
 John M. Branham Co.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES

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 30,237 Member A. B. C.
KELLY-SMITH CO.
 Marbridge Bldg. Lytton Bldg.
 New York Chicago

The great TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
 New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

In
 New Orleans
 it's
THE ITEM

YOU USUALLY FIND THAT THE PROGRESSIVE NEWSPAPER IN A CITY IS AN—

NEA CLIENT

EVERY FEATURE NECESSARY FOR THE UP-TO-THE-MINUTE PAPER IS INCLUDED IN THE DAILY NEA FULL SERVICE.

Ask for Samples and Rates

NEA SERVICE, INC.
 1200 W. Third St., Cleveland, Ohio

in MILWAUKEE

Let your advertising grow with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
 G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
 PAYNE, BURNS & SMITH, New York, Boston.

Success!

Only 20 Weeks Old—and its circulation is more than

170,000

DETROIT
 Sunday
TIMES

FIRST IN PUBLIC SERVICE

The World.

The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallor's Building, Chicago
Ford Building, Detroit

BY every test of daily circulation **The News** leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

The Speedumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-828 WASHINGTON BLVD.
CHICAGO

THE NEW ORLEANS STATES

In two years has increased
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

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.

THERE is a tip for live circulation managers in towns rightly situated, in a stunt put over last year at Billings, Mont., the Gazette benefiting. The manager of the Keefe, Automotive Supply Co., each morning made a trip out to the tourist camping grounds, reaching there about 6.30. The grounds are a mile from town. He gave to each visitor a morning paper, the Gazette, with a sticker attached, "Good morning, Mr. Tourist," wishing the visitor pleasure while visiting Montana. The same stunt was put over at Livingston, Mont. There are thousands of towns and cities which have their auto camp ground, and this would be a good stunt at any of them. It boosts the town, the newspaper and the enterprising advertiser.—J. T. B.

Spring cleaning time will soon be here, and it would be a good stunt for the paper to get up a page of ads of concerns dealing in vacuum cleaners, and to use some such line as this over the page: "A Vacuum Cleaner Will Make Your Spring Cleaning Easier." Spring housecleaning time can be made a big business building time for the sale of vacuum cleaners, and so many concerns dealing in vacuum cleaners would be glad to come in such a page as this.—F. H. W.

A Missouri newspaper recently conducted a "Want Ad Week," and increased the patronage of its classified department. For ten days previous to the week set, it put on an advertising campaign, acquainting the public with the value of Want Ads, the opportunities they offer, the interesting reading they afford, etc. It used newspaper space, direct by mail and picture slides in this campaign of publicity. A special price of six insertions for the price of five was made for the week. The motor car dealers came across with fine lists of used cars, the real estate men increased their space, and dealers in poultry and eggs came in from the country. On the first day of "Want Ad Week" this newspaper set twice its usual number of Want Ads and came out with the largest classified section it had ever run.—F. W. R.

A hardware merchant here is using space to advertise a stove. He offers the stove at the regular price the first day and then reduces it one dollar each day until someone buys it. The first one went at a very slight reduction.—H. J. W.

The Cornwall (N. Y.) Press is sending to all its advertisers and agents a telephone memorandum book, thumbnail indexed and bound in blue pinseal leather, with the name of each recipient imprinted in gold on the lower right hand corner of the cover. The inside front and back covers each carry a dignified service announcement of the Cornwall Press. Indeed the book is handsome enough to grace the parlor of any home. Irwin Ronk, editor of the Press, reports that clients of the Press are showing their appreciation of the gift.—R.

An Ohio newspaper is now urging its readers to have their cars overhauled and ready for spring. Co-operating with local dealers whose display advertisements are carried on the page, it invites them to visit any of these dealers for an inspection of the car at the newspaper's expense. While they are not required to have any needed repairs done at that shop, the supposition is, they will. Under the agreement with the dealers, this inspection is made at a very minimum cost to the newspaper.—B. A. T.

The Boulder News-Herald, putting over with local merchants a fashion show, originated a secret slogan containing twenty-odd letters. One different letter from the slogan, on a card, was displayed in the window of each of an equal number of News-Herald advertisers. A \$10 prize was offered for the first correct slogan submitted, together with a list of the stores in which the letters were displayed. The contestants were not told which stores participated—they had to search and find them. The slogan incorporated the "Buy at home" idea. This good stunt helped put over the fashion show, and in addition pleased advertisers.—J. T. B.

An advertising solicitor called on a dentist who said he didn't believe it paid to advertise. After having several of his propositions turned down, the solicitor said: "Just let me run this ad for you two weeks, and pay me a five per cent commission on the new business it brings you." "All right," said the dentist, "I'll keep account of the new customers it brings me, and pay you a five per cent commission at

the end of two weeks." At the end of two weeks the solicitor returned to the dentist's office; the dentist opened his ledger and read: "Four sets of teeth, \$120; nine crowns, \$36; pulling teeth, \$15; a total of \$171, so I owe you \$8.50 for this little ad." "Thank you," said the solicitor, "shall I run the ad again on this basis?" "No," said the dentist, "just run it at your regular rates."—B. F. C.

It is much harder to get an advertiser started than it is to hold him after once started. One Oregon newspaper has made regular advertisers out of a number of business houses of the city by getting them started with two-inch surrounded (island position) ads. Several who had repeatedly said that advertising could do them no good, and who were started this way, have been every-week advertisers for years, and of course, now take much larger space than that used as a teaser. Another business man who said he would advertise if the newspaper could prove that anyone read his ads, and who left it to the advertising solicitor to write the copy, was immediately made an every-week advertiser. The teaser used in this case was in news story form, and the advertiser himself read it down to his name before he realized that it was a piece of advertising.—E. B.

The St. Louis Star, which has been giving free travel accident insurance for the death or injury of any reader during the term of his subscription, is taking display space in its own paper to advertise the payment of insurance in each case that arises. There have been 350 such cases since the Star inaugurated the policy about three years ago, an average of two a week; however, only five deaths have resulted from these accidents. The name and address of the injured man or woman to whom the insurance is immediately paid is published. This makes a very favorable impression on all of the injured person's friends and acquaintances, bringing many new subscriptions.—D. R.

Why not run a state campaign to increase circulation? The Cheyenne (Wyo.) State Tribune is running a campaign from January 15 to June 1. They claim it is not a contest but merely a hit of friendly rivalry between individuals, clubs or societies in the incorporated towns of Wyoming. Every cent collected on old subscriptions will be counted as one vote. Every cent collected on new subscriptions will be counted as two votes. On June 1, the person or club having the most votes will receive \$150; second largest, \$100, and third largest, \$50.—A. R. D.

Many people like a little variety in the bread they eat every now and then, but they are entirely unfamiliar with all the varieties baked by the various concerns in their city. It would, therefore, be a good stunt for the paper to get up a page of ads of local bakeries in each of which ads the bakery would tell about the different kinds of bread it bakes. An appropriate heading urging people to try different varieties of bread, would help to sell the page.—F. H. W.

The St. Louis Globe-Democrat recently secured from Washington University, which is located just outside the city's limits of St. Louis, a display advertisement soliciting part time employment wanted by students earning their way through college. Business men and others needing help of various kinds were asked to call upon the Board of Recommendations of the university for needy students. The available labor supply which was listed included almost everything between a tutor and a janitor, or between a stenographer and a housemaid. This should suggest a field for new advertising from your local college as well as a good feature story about the many different and perhaps unusual ways that students in your city are earning money to pay for an education. Writing Hunches and Dollar Pullers might be one.—D. R.

The Paris (Texas) Morning News guarantees the results of its want ads. That is, if there is no result, there is no payment. By result is meant that the News want ad will put the advertiser in touch with prospects, and not that the entire deal will be consummated. If there is no response to the want ad, then there is no payment. At intervals, the News runs advertisements giving instructions as to the writing of want ads, and outlines the information that should be contained in each class of such ads.—W. L. M.

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Westchester County's
Greatest Advertising
Medium

THE DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

The Pittsburgh Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH MEMBER A. B. C.

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

THE MECHANICAL SIDE

CHARLES H. BROWN, son of Charles S. Brown, for the past 12 years Chicago manager of the Duplex Printing Press Company, has been appointed traveling representative for the Duplex Company. He will cover the Western and Northwestern States. His headquarters will be in Chicago.

The Duplex Printing Press Company has appointed Horace G. Samson and Bruce M. Phelps as special representatives in Canada. Mr. Phelps started as a press boy on the Sarnia (Ont.) Post and was later connected with the press-rooms of the Port Huron (Mich.) Herald, Flint Globe and Adrian Telegram. Since then he has been an erector and instructor for the Duplex Company. Mr. Samson began as a fly-boy on the Winnipeg (Man.) Telegram and has been mechanical superintendent of the Montreal Daily Mail and the Winnipeg Tribune.

Henry Boddiker head machinist of the Chicago Tribune composing room, recently retired on a pension after more than a quarter of a century with the Tribune.

F. A. Bryce has been appointed manager of the commercial printing department of the Ypsilanti (Mich.) Press.

Harold Vahl, chief mechanic of the Marshfield (Ore.) Daily News, was called to Boise, Idaho, January 6 by the death of a sister, Mrs. F. C. White.

Harry S. Rossiter, special newspaper representative of the Lanston Monotype Machine Company, Philadelphia, has disposed of his interest in the trucking and rigging business operated in New York as the John H. Muller Company, by Mr. Rossiter and R. H. Rosen.

The Boston Globe recently installed three electrically driven automatic self-inking and feeding proof presses.

The engraving department of the Boston Post has installed a Dino planer and a Monorail beveling machine.

The Mergenthaler Linotype Company recently sold the following newspapers slug casting machines: New York Tribune, 17 machines; Boston Globe, 14 machines; New York Times, 6 machines; Cincinnati Post, 6 machines; Butte (Mont.) Daily Post, 5 machines; and South Bend (Ind.) News-Times, 5 machines.

The Bowling Green (Ky.) Park City Daily News has changed from seven columns, 13 ems, to eight columns, 12 ems.

The Owensboro (Ky.) Inquirer has installed a new Duplex tubular press and changed from a 7-column 13-em page to an 8-column 12-em page.

NEW INCORPORATIONS

NEW YORK CITY—Kuryer Corporation; capital stock, \$50,000; directors, S. Rysiakiewicz, Rockaway road, Jamaica, N. Y.; Gervase Kubec, 392 Adelphi street, Brooklyn; and F. I. Drobinski, 146 Dupont street, Brooklyn.

Duo-Art Press, Inc., of New York County; capital stock, \$10,000; directors, Alex Tauber, 220 Audubon avenue, New York; and H. Steinberg and S. Steinberg, 997 Morris avenue, New York.

Sporting Goods Buyer Company, Inc.; capital stock, \$6,000; directors, E. F. Warner and I. T. Myers, 25 West 45th street, New York and I. M. Hoffman, 373 4th avenue, New York.

Marschale & Pratt, Inc.; capital stock, \$100,000; directors, G. K. Simonds, 470 Main street, Fitchburg, Mass.; H. C. Marshchalk, 197 Coligan avenue, New Rochelle, N. Y. and E. M. Pratt, 33 Oakwood avenue, Rye, N. Y.

Wylie & Sutton, Inc.; capital stock, \$15,000; directors, Thomas Wylie and F. M. Sutton, Jr., 45 East 17th street, New York and R. S. Benedict, 14 Wall street, New York.

Keilson & Waxelbaum, advertising, capital stock \$20,000; directors, M. Keilson, B. Waxelbaum and W. A. Rothschild.

Edmund Walker & Co., auditing; capital stock, \$20,000; directors, E. Walker, E. D. Hayward and L. T. Manus; attorneys, Mc Kercher & Link, 40 Rector street, New York.

Hatoff Printing Company, printing; capital stock, \$20,000; directors, I. Hatoff and E. Singer; attorney, S. Hatoff, 19 East 4th street, New York.

HOUSTON, TEX.—C. C. Young Printing Company, Inc.; capital stock, \$35,000; in-

corporators, C. C. Young, H. G. Bastian and R. L. Cole.

Rein Printing Company, Inc.; capital stock, \$60,000; incorporators, D. Rein, H. Rein and E. Rein.

McALESTER, OKLA.—Patriot Publishing Company; capital stock, \$50,000; incorporators, J. A. Steele, E. B. Galloway and Mattie Steele.

SYRACUSE, N. Y.—Motor Bus Advertising, Inc.; capital stock, \$1,000; directors, George H. Smith, 334 Montgomery street;

Tracy Tuttle, 103 East Adams street and M. C. Morrison, 408 Beattie street, Syracuse.

ABILENE, TEX.—Abilene Paper Company; capital stock, \$15,000; incorporators, O. A. Hale, C. W. Barnes, Lloyd B. McCarty and others.

SWEETWATER, TEX.—Sweetwater Reporter, Inc., publishes the Daily and Weekly Reporter; capital stock, \$30,000; incorporators, Houston Harte, H. Q. Taylor and Mike Shutt.

SUPPLIES and EQUIPMENT
For Newspaper Making

FOR SALE

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

Sixteen Page Potter.
Rotary newspaper press for sale. Splendid condition, complete stereotype equipment with press, also electric motor and control system. Inquire the Daily News, Cumberland, Maryland.

Harris
Two color rotary press, bed 29x42, sheet 28 x 40. Automatic Art Delivery Exceptional Press for long runs. Price, terms, etc., C. F. & Co., 96 Beekman St., N. Y. City.

Bargains in Power Paper Cutters.
70" "New Idea" Automatic Clamp Sheridan.
64" "New Model," Automatic Clamp Sheridan.
50" "Dayton" Automatic Clamp Seybold.
50" "20th Century" Automatic Clamp, Seybold.
45" "New Model" Automatic Clamp Sheridan.
44" "Oswego" Auto and Hand Clamp, Oswego Mach Works.

44" "Keystone" Automatic Clamp, Standard Mach. Co.
44" "Kent" Semi-Auto Clamp, Thos. Ryan.
38" "Holyoke" Automatic Clamp, Seybold.
38" "Oswego" Automatic Clamp, Oswego Mach Works.

38" "White" Hand and Auto Clamp, White.
36" "New Idea" Automatic Clamp, Sheridan.
36" "Sheridan" Hand Clamp, Sheridan.
34" B. & C. Hand Clamp, Brown & Carver.

34" "White" Hand and Auto Clamp, White.
32" "National" Hand and Auto Clamp, Atlantic Mach Co.
32" Seybold Hand Clamp, Seybold.

Prices, Terms and particulars of Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Hoe Quad Newspaper Web Press, printing the usual combinations up to 32 pages, rebuilt by the manufacturers, and packed for shipment to Russia, together with complete new stereotype equipment and large amount of stereotype material, all new. Press arranged to print pages of seven columns, 13 ems, but can be changed at small expense to take eight columns, 12½ ems. Has been stored in New York since the revolution of 1917, prevented shipment, accumulating charges for storage, etc., of \$18,000—will be sold for less than these charges to close out. All new or equal to new for all practical purposes. Complete itemized list of the outfit supplied on request, with price. (Refer to our No. 401.) Baker Sales Company, 200 Fifth Ave., New York City.

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS
Prints four to thirty-two pages. Can be seen in operation every afternoon in the week at Hoboken.

HOE CONDENSED SEXTUPLE PRESS
with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS
available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation.

WALTER SCOTT & CO.

Plainfield, New Jersey
NEW YORK 1457 Broadway
CHICAGO 1441 Monadnock Block

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

HAVE YOU TRIED HOE PRESSROOM SUPPLIES?

In the field of Small Supplies as well as Large Machinery, Hoe Quality is Supreme.

We carry a complete line of Plate Making Machinery, small tools and supplies, including

- Blanketing
- Matrix tissue
- Paste powder
- Brushes
- Chemicals
- Router bits
- Jig saw blades
- Metal saws

Gauges, etc.

Write for prices

R. HOE & CO.

504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune Bldg. Chicago, Ill.

Take It To POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation\$12,500.00
64-page multi-color, 22 in. cut off, erected\$17,500.00
2-16 page Tabloid size webs \$3,000.00

Get our List No. 27—16 pages.

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming Block.
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

FOR SALE

Newspaper and Job Printing Plant of the
NEWBURGH (N.Y.) DAILY STAR

consisting of

3 Linotype, machines, Ludlow Typograph, matrices and cabinets, Goss Comet Perfecting Press. Printing Department and Newspaper equipment complete in every way.

For particulars address

A. W. BENNET
Trustee in Bankruptcy,
Brewster Building,
Newburgh, N. Y.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huberize



Speed Up the Mailing and Make the Wrap Secure With—

"QUICK STICK"

For Every Pasting Purpose

"Quick Stick" is a vegetable gum, which when mixed with cold water, forms a tenacious, quick-drying, white paste. Because of its unexcelled adhesive strength, "Quick Stick" is frequently used in place of hot glue.

Mixes Quick
Sticks Quick
Dries Quick

Guaranteed to not Sour or Mold. Can be obtained in 125 lb. bags, 50 lb. and 25 lb. kegs and barrels.

WRITE TO
THE COMMERCIAL PASTE CO.
Columbus Dept. 123 Ohio

Introduction to Employer and Employee

SITUATIONS WANTED

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

Advertising Manager

Extensive experience. Salary start \$85.00 week. Box A-758, Editor & Publisher.

Advertising Manager

Thorough executive who knows how to handle men successfully and a big personal producer, is seeking a more profitable and permanent connection. Over 15 years' successful experience, local and National in both provincial and metropolitan cities. Reputation for resourcefulness and getting maximum results. Now located in one of the larger Eastern cities. Must be at least \$5,000 proposition, salary and bonus arrangement preferred. Address Box A-846, care Editor & Publisher.

Advertising or Business Executive

Thoroughly experienced executive and strong personal producer, now located in important Eastern city, is seeking a more desirable opportunity. Young married man, with long successful record as Advertising Manager, Business Manager and Associate Publisher. Not merely seeking a change, but a real permanent proposition, salary and bonus or profit sharing basis preferred, and possibly an opportunity to secure financial interest after reasonable period. Metropolitan and provincial experience. Unquestionable record. Address Box A-845, care Editor & Publisher.

Advertising Manager or Solicitor

wants connection with newspaper in small city. Prefer southern territory. A man of ability, personality, level business head, who can produce results. Highest qualifications. A-825, Editor & Publisher.

Advertising Salesman and Copy Writer

A good position with a well known newspaper in lake city of 275,000 population. Write, stating experience, age and salary expected, Box A-839, Editor & Publisher.

Business or Advertising Manager

Offering services, quality of which has been developed by 4 years in retail general merchandise on own account; 4 years with large daily in city of 300,000 working up as accountant, cashier, auditor, business manager; 3 years publishers' representative, including lots of ad-writing experience; 9 years newspaper circulation promotion; 1 year in financial and high grade investment bond field. Married, 41, good health, high school, commercial school and college education. Now on advertising and sales promotion with largest morning paper in city of 700,000, but must change to connection in New York City or nearby. A-833, Editor & Publisher.

Advertising Office Man

Age 33, experienced on local and foreign copy desks. Can take charge service bureau. Steady, thorough and reliable. A-1 references. Address A-782, Editor & Publisher.

Circulation Manager

Have had wide range of experience in every phase of circulation work. Desire to become located with growing newspaper, where competency and initiative in handling circulation problems is demanded. Box A-816, Editor & Publisher.

Circulation Manager

Age 34, with 12 years of successful training, desires to locate in town of 100,000 or more. Now Circulation Manager of an evening daily in a town of 42,000. Previous ten years with large metropolitan daily in city of over two million. Understand all phases of circulation work; thoroughly familiar with A. B. C. records and requirements. Address Box A-836, Editor & Publisher.

Circulation Manager

Somewhere in a city of 50,000 to 100,000, a publisher has an opening for a live circulation manager. This ad is written to get me in direct connection with that publisher. Several years experience on large and small dailies. Age 30; have a clean past record and can furnish A-1 references. I am willing to start at any figure you set and will prove within six months that I am entitled to an increase. Available February 15th. Address Box A-838, Editor & Publisher.

Circulation Manager

Have had twelve years' experience in all branches circulation work. Am now connected with one of the largest papers in the East. Past five years in present city with two papers. Do not care to connect with paper that uses premiums or expects to double its circulation with office conferences. If you are looking for a world beater, you can find plenty of wind jammers, but, if you want a man that knows he knows circulation, I am sure it would be to our mutual benefit to address Box A-806, Editor & Publisher.

Column Man,

Now conducting column on small town daily, wishes position on larger daily, as a column man. Present column is going big and is being favorably commented on by the readers. Samples of work being compiled will be mailed on request. A-847, Editor & Publisher.

SITUATIONS WANTED

Copy Writer-Reporter

2 years' newspaper experience, 1 year associate editor of weekly magazine. Qualified for reporter, copy writer, or house organ work. 24, college graduate. At present employed. Address A-802, Editor & Publisher.

Editor

of exceptional ability and well qualified feature writer, desires to affiliate with large weekly publication or trade journal having plant sufficiently well equipped to handle monthly magazine owned by applicant. Profits from publishing of magazine and attendant job work sufficient to meet salary expected. If you are looking for a high class man who knows every phase of the newspaper game from a publisher's standpoint, address Box A-830, Editor and Publisher.

Experienced Newspaperman,

widely travelled, age twenty-four, at present free, seeks to connect with daily or weekly publication where intimate knowledge of Europe (or Great Britain) would be an essential. Have been on daily news editorial for three years. A-843, Editor & Publisher.

Feature Writer

and humorist wants good connection. Wide experience. Give details. A-828, Editor & Publisher.

Mailing Room Foreman

desires position. Nine years practical experience, knows business end of the department, can handle help and give service to publisher. Excellent reference furnished from several large daily newspapers. Any sized shop, organized or unorganized, considered. Address A-820, care of Editor and Publisher.

Managing Editor

of one of the best papers in the southwest, desires to return to the middle western states. Has unusual record of success with no failures. Thoroughly experienced in all departments of the newspaper game, a good organizer and fully competent to take complete charge of editorial end of a progressive newspaper. Contemplated change is entirely voluntary. Address A-823, Editor & Publisher.

A Managing Editor

who doesn't know it all, but who *does* know how to get out the kind of paper that sells, is open for position where he can prove his worth. From cub to managing editorship in ten years tells my story. Experienced on papers in towns of from 75,000 to six millions. University man, Christian, 36, married. A-822, Editor & Publisher.

Newspaper Foreman,

assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

A Newspaper Man,

who is 51 years old, wants a job as managing editor and editor, combined, or either job separately, on a daily newspaper in town from 15,000 to 40,000 population. Could take full charge of small town daily, including business end, if an attractive proposition were made. Not broke nor out of a job, but circumstances make a change desirable. Good health, good spirits, esteemed best editorial writer in state where I now reside. Have built a daily paper now two years old from small beginning to second paper in the state. Hard worker and know and love the newspaper game. Can take some stock later on, if mutually agreeable. Prefer location east of Mississippi or in South. Address A-815, care Editor & Publisher.

To Busy Executives.

University-trained accountant is willing to locate anywhere. Widely travelled, honest and loyal. Middle-aged, Protestant, married. Have initiative, grit and perseverance. Salary to start \$4,000. Will save more than this amount for your concern yearly. Best references. A-837, Editor & Publisher.

Wanted

Desk job in town not larger than 25,000 in middle west. I have had eight years' experience all desks and as reporter. Married, 28 years old. A-834, Editor & Publisher.

Wanted

Position as foreman of daily newspaper plant with linotype and web press equipment; efficient and reliable; union; Great Lakes states preferred. Long experience with medium sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time, and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P. O. Box 209, Ann Arbor, Mich.

Well Known Columnist

of distinction; writer of satires and poems, which appeared on the editorial page of New York's most distinguished evening paper; writer of literary articles and book reviews, recently engaged in writing a novel, now desires a column again. Write immediately. A-840, Editor & Publisher.

SITUATIONS WANTED

Reporter

with an inclination for facts, 15 years' experience on daily and trade papers, would like connection with trade publication. A-848, Editor & Publisher.

Young Man,

general metropolitan newspaper experience, college training, now with night press service, wants day work. Will consider worth while trade publication. A-842, Editor & Publisher.

10 Years' Experience

reporting, copy reading two biggest Eastern dailies; also have secretarial and executive training; 32 years old, healthy. Want day work not less than \$65 weekly. A-844, Editor & Publisher.

HELP WANTED

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

City Editor

Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Fast and Accurate Copy-Reader

now on New York daily, can give four hours each day to other work. A-841, Editor & Publisher.

Middle Western Daily,

nearly 90,000 circulation, wants advertising salesman who can sell special pages. Will pay liberal commission. Want a man who has proven his ability along this line. Unless you are good and know you are good, don't apply. This is a job for a real salesman. Address D. P. Slayton, 601 S. 17th St., Omaha, Nebr.

Solicitor

First newspaper in eastern town of 60,000 in need of ad solicitor and copy writer. Must be man of some experience, good appearance and ability. Address Box A-821, care of Editor & Publisher, giving references, stating experience and salary expected.

Wanted,

by evening daily newspaper near New York, an assistant in the advertising and circulation departments. Want young man of good habits and willing to work, and who has had experience. Address, giving particulars as to age, experience and salary. Box A-826, Editor & Publisher.

BUSINESS OPPORTUNITIES

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

Splendid Weekly Newspaper for Sale

Ten miles from Central Pennsylvania city. In growing town, amidst industrial activities. Big opportunity to tie right party. Address A-827, Editor & Publisher.

Magazine Printing Plant for Sale

Located in fastest growing city in America; magazine in third year, with 10,000 circulation; wonderful opportunity to develop large national magazine; has plant costing \$20,000; did \$52,000 business last year; for sale because advertiser lacks capital to develop; controlling interest will be sold for \$9,000 cash or \$10,000 on payments; this control carries active management; with good salary; party buying this fine business should have \$20,000 to \$25,000; or will accept partner with \$10,000 to buy needed equipment; don't write unless you have capital and experience in editorial, business or job printing departments. Address Magazine, 329-331 N. W. First Ave., Miami, Fla.

SPECIAL EDITIONS

THE Phoenix (Ariz.) Republican issued a Midwinter Resource edition in 18 sections, totaling 108 pages, on December 31.

The Lewiston (Me.) Journal on December 30 issued a 76-page special edition, it being the 75th anniversary of the founding of the paper.

The Rochester (N. Y.) Herald, January 14, included two sections of 32 pages devoted to automobile and one section 22 pages to motor trucks on the occasion of the 15th Rochester automobile show.

To sell to the home folks and the outside world the big new gusher oil field that has just been brought in six miles of the city, together with the other many resources, the Corsicana (Tex.) Daily Sun through the Corsicana Advertising Club, has contributed 48 pages of free space. These are to be used im-

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

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Business Founded 1899

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

YOUR ADVERTISING STAFF—
Does it lack a resourceful director, persuasive salesman, clever copy writer, classified builder, or dealer research and sales aid man? A chain is no stronger than its weakest link, and the spring tug-of-war is on! No charge is made to employers for our service. Wire us.

FERNALD'S EXCHANGE, INC.
THIRD NATL. BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROOKAW BLDG.-42ND AND BROADWAY
NEW YORK

mediately, 12 pages being distributed to each of the following clubs: Advertising Club, Chamber of Commerce, Lions Club and Rotary Club.

The Winfield (Kan.) Courier celebrated its 50th anniversary January 11. The front page of the Courier carried a reproduction of the first issue of the paper, that of January 11, 1873.

W. A. Dealey Heads Texas Publishers

The Texas Newspaper Publishers' Association held its third annual convention at the Hotel Gunter, San Antonio, January 22. The officers elected for the ensuing year were: President, Walter A. Dealey, Dallas News and Dallas Journal; vice-president, A. L. Shuman, Fort Worth Star-Telegram; and secretary-treasurer, A. E. Clarkson, Houston Post.

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HUNCHES

Managing editor and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

IF your vicinity has been subjected to a good amount of snowfall this year, you have an opportunity to get some good features by looking around town for snow artists, not the kids who build the common snow man, but real down and out would-be sculptors who take delight in creating snow statuary about their grounds. Papers in Rochester, N. Y., have found snow lions and other animals, in addition to many genuine Eskimo igloos. Cuts should feature the stories.—J. R. E.

A British publication calls attention to the effort being made by the Cape Argus, South Africa, to assist in the solution of the housing proposition in the Cape Province. It has invited competitive designs for a model house of from three to five rooms for which it offers a premium of 100 guineas for the first selection and 50 for the second. Arrangements have been made with a local building firm to erect the houses selected, and with capital to secure building loans on easy repayment plans, the Argus serving as intermediary between all parties concerned. The Argus is giving much publicity to the undertaking, and it is attracting attention all over South Africa, it is said.—W. H. M.

How strongly do you dwell on the particular industry or business that is the mainstay of your community? The Boston Transcript devotes much space to peculiarly New England industries and businesses. Papers in automobile cities too frequently give their space to "canned publicity," instead of to real news and views of the industry. The same may be said of papers in mining towns, farm communities and others. Real news of the vital local industry and conditions affecting it is strong stuff.—R. M. F.

The Williamsport Sun recently carried a human interest story relating to the mail received by prisoners in the county court house, that city. It developed that one morning delivery included several seed catalogs and various hulletins from mail order houses as well as other answers to advertisements. Investigation by a reporter revealed that the prisoners liked to receive mail, and resorted to various means that their desires along this particular line might be gratified. Interesting is the fact that while the prisoners gave as their address the number and street of their involuntary abode, they failed to mention "County Jail." Perhaps a similar feature could be developed in your city.—H. E. R.

Commercial paper is little understood by a large number of people—perhaps, even, by a majority—in spite of the fact that most of them have more or less frequent occasion to use one or more forms of it. Even such simple things as checks and drafts are mysteries to a surprisingly large number. Why not run a series of non-technical, yet authoritative and thorough articles, describing the various more common forms? The first article might deal with checks, the second with bank drafts, the third with promissory notes, and so on. If the small town paper could get some well known bank official or employee to write them, and if the paper in the larger place could secure the services of someone connected with a prominent bank, so much the better. If that plan were impracticable, some member of the editorial or reportorial staff could handle the assignment, being careful, however, to check up with some bank official or employee capable of detecting errors or ambiguities.—T. A. H.

In many public schools nowadays the principals examine new pupils to see just what their mentality is and just where they belong. Why wouldn't it be a good idea to write a resume of these tests and then urge all the adult readers of the paper to try the test on themselves and see just how they'd stack up in such a test? Of course, with the tests it would be a good plan to show which grades the pupils are put into according to the answers they give to the tests.—F. H. W.

In the comic pictures we are often shown the clever methods of serving summonses to unwilling summonees. But near San Jose, Cal., a summons was recently served by dropping it down from an aeroplane in front of an auto. The motorist stopped, picked it up, and then found that it was just what he was trying to run away from. Talk with your local summoners, and write up some of their interesting experiences.—P. E. M.

"How Your City Is Run"—A series of articles dealing with the functions of the vari-

ous departments of the municipality. Good educational stuff which readers appreciate—and which make friends for the newspaper in the city offices.—A. D. B.

To what city do the greatest number of long distance phone calls from your town go? What proportion of the long distance phone calls from your town go to places within a radius of fifty miles? What proportion go to places within a radius of 100 miles? What are the longest calls from your town within the past three months? Where were these calls to? What are the busiest hours of the day in the long distance department of your local phone company? A story along this line would be novel and very interesting.—F. H. W.

How many old buildings are there in your city which were originally erected as churches, and which are now utilized for some other purpose? To what various uses have they been put since being abandoned as churches? We find one which was changed from a church to a boarding house, and is now a granite shop. Another is now a screw factory, and so on. A little investigation will show up plenty of material for a good story.—C. E. L.

Along with a half a column article on the use of fuel oil for industrial purposes which was published in the St. Louis Star recently with credit to a trade journal in that particular field from which the article was clipped, there appeared in the Star 13 small advertisements totaling a little more than a quarter of a page from local dealers in fuel oil, fuel oil burners, pumps, tanks, etc. This same idea can be worked with many fields that have not as yet been exploited by your local papers. Technical articles of merit and authority are easily available from technical journals or can be prepared by one of the men in the trade of your city.—D. R.

Ordinarily dry stuff from the municipal treasurer's office in cities from 20,000 to 150,000 can be worked into a daily feature by running, under the head "Where Your Money Goes," brief facts regarding payments made by the office. Every check of more than \$10,000 has some interesting fact behind it. One paper under this heading told of a payment of \$60,000 on a water loan bond, giving the date of construction of the works for which the money had been borrowed, the total cost, the total amount paid to date and the amount remaining due.—M. T.

"Who's Abroad in Town from Midnight to Four A. M.," was the title of an interesting story recently run by a Michigan paper. They did not take somebody else's word for it, but put a reporter on the street during those hours to see for himself. Some interesting and amusing facts can be brought out, especially in the smaller cities where the average person would probably say that no one was on the street at those hours. In the larger cities, of course, there is much interesting and little appreciated work done during the night.—C. E. L.

Hundreds of "human interest items," not considered in the general course of the day's news, are passed over every day by newspaper editors and reporters. By using just such little items a certain Western Missouri newspaper editor has built up a very interesting and popular department. Under the heading "Escaped the Waste Basket," he gives each week spicy paragraphs—sometimes it is a bit of conversation he has had a part in, sometimes an interesting incident, often the cute sayings of his neighbors' children, but everything in this column comes out of his own experience. It has local flavor.—F. W. R.

Throughout the United States at the present time the youth of the country is being interested in calf club work. It is usually started in the rural school when the teacher teaching dairying, explains the need of better blood in herds. Usually an adjacent county is taken as an example. This is followed by a sense of jealousy on the part of the local pupils. The result is the formation of a calf club and the securing of herd animals that will mean in future years dairy cattle, registered, tuberculin tested and of purer stock.—L. J. J.

What is the daily life of a high school senior in your city like? What does he study? When does he study it? What athletic activities does he engage in? What are his social recreations? The answer to all these questions would make a very interesting and novel story.—F. H. W.



Symbol of Fascinating Fiction

"Your Service Has Them All Beat"—F. D. Moffett, Sunday Editor Milwaukee Journal.

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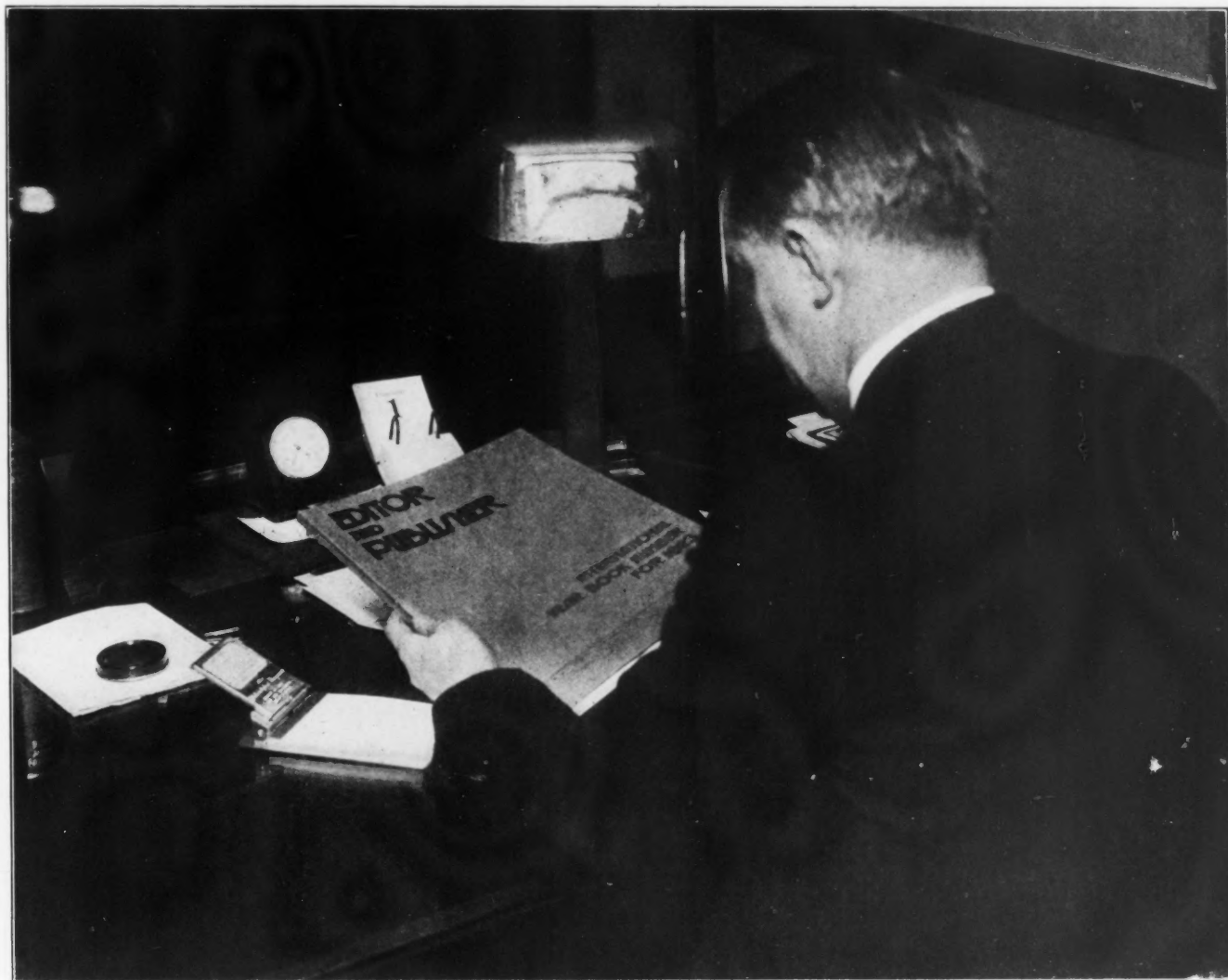
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