

This Issue: APPLYING THE HAM IDEA TO JOURNALISM



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EDITOR & PUBLISHER



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

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Vol. 55. No. 50

NEW YORK, MAY 12, 1923

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

“A woman who can't hold her husband doesn't deserve to have him!”

This is the theme in

Mrs. PARAMOR

the new Chicago Tribune Serial,
by

LOUIS JOSEPH VANCE
immensely popular author.



TWO thrilling climaxes, both of intense dramatic appeal, in *Mrs. Paramor*. First when the heroine, Nelly Wayne, having gone with her husband to attend a function at a country club, surprises him in the arms of a young, beautiful and unscrupulous girl.

The second comprises a bizarre stroke of retributive justice in which the love thief, Jill Weatherell, is forced to beg of Mrs. Wayne (who, after a divorce, has become famous under her maiden name of Paramor) precisely the mercy she refused to extend.

Serials offered by The Chicago Tribune Newspapers Syndicate build new circulation and make even firmer friends of the readers you already have.

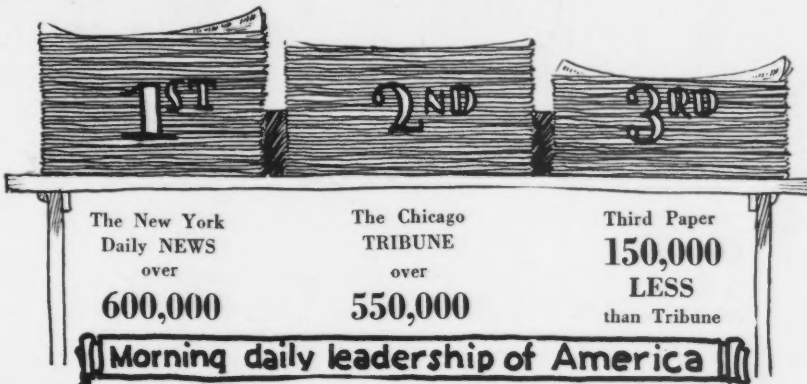
Starting in *The Chicago Tribune* tomorrow—
MAY 13.

Secure your rights to

Mrs. PARAMOR

at once!

Write or wire us for rates or further information about this remarkable serial.



Buy LEADERSHIP!

THE circulation supremacy held by The Chicago Tribune and The New York Daily News is due in great measure to their FEATURES—which are IDENTICAL in both papers, despite their wide divergence in age, shape, size, purpose. The Chicago Tribune Newspapers Syndicate sells *Circulation; Leadership*, — a tangible, *buy-able* commodity! Soon you will find this leadership reflected in your own competitive group. *Is it to be yours?*

LEASED WIRE SERVICE
Foreign National—Local

PACIFIC & ATLANTIC PHOTOS

Organized by *The Chicago Tribune* and *The New York Daily News*.

Charles L. Mathieu, General Manager, 25 Park Place, N. Y.

COLORED COMICS

The Gumps—Gasoline Alley—
—Harold Teen—Winnie Winkle—
Teenie Weenies—Pig Tails—
Angel Child—Smitty.

BLACK & WHITE STRIPS

The Gumps by *Sidney Smith*.
Gasoline Alley by *Frank King*.
Harold Teen by *Carl Ed*.
Winnie Winkle by *M. M. Bran-
ner*.
Smitty by *Walter Berndt*.

W. E. HILL
Page of Comics

in Gravure or Black and White

FICTION

Blue Ribbon Serials for Sunday
(one release a week)

Blue Ribbon Serials, week day
(six days a week)

Blue Ribbon Short Stories—
from 8,000 words down.

Filler Short Stories of 300-600
words.

10 Weekly Short Stories by
CAPT. E. V. RICKEN-
BACKER. Smashing illustrations.

12 Weekly Half-page stories
entitled "OLE RELIABLE"
by Judge Harris Dickson.

CARTOONS

John T. McCutcheon—
Carey Orr—Gaar Williams

BURNS MANTLE

Weekly New York Theatre
Letter.

THE POTTERS

by J. P. McEvoy

DR. EVANS

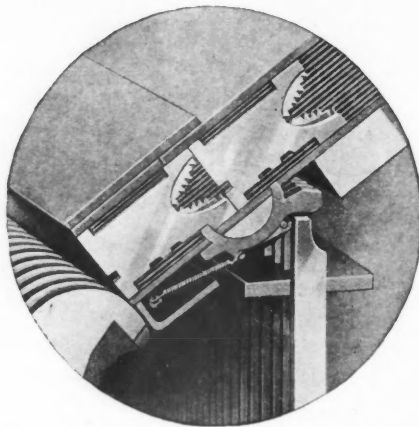
*The first and best of newspaper
medical writers.*

DAILY and SUNDAY

*Men's Fashions, Women's Fash-
ions, Woods and Waters, Farm
and Garden, Love and Beauty,
Cookery, Etiquette, Science and
Embroidery.*

Two clean scoops for the Chicago Tribune's Foreign News Service! Charles Dailey's story of the capture of Americans in China with accurate date—beat both Press Services by five hours. Henry Wales' story of Barbot crossing the English Channel was another scoop—the only story of the flight that brought out important features. This is leadership!

INTERTYPE



910 Fewer Moving Parts in one mechanism alone

We refer to the escapement mechanism on three-magazine Intertypes.

An Intertype user writes: "Our Intertype, purchased eight years ago, is still performing 14 hours daily. I have not yet found the necessity of replacing a single escapement part." The writer then makes a definite side-by-side comparison, which will be sent on request.

The elimination of *unnecessary* moving parts, in any machine, means less trouble, fewer interruptions of service, lower maintenance cost, increased production, and larger profits.

Another Intertype user sums up the matter as follows: "We like the Intertype because it is simple, has a minimum number of parts, and is a good producer."

Intertype Corporation

50 Court St., Brooklyn, N. Y., U. S. A.
New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Bldg., Chicago
Southern Branch, 160 Madison Ave., Memphis
Pacific Coast Branch, 560 Howard St., San Francisco
Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto
British Branch, Intertype Ltd., 15 Britannia St., King's Cross, London, W. C. 1

Every line in this advertisement, excepting the trade name, was set on an Intertype, in the Intertype Cheltonian Bold Series.

CLEVELAND'S ADVERTISING

"Must!" ✓

The buyer of merchandise is like the editor of a newspaper—he considers three times as many GOOD ARTICLES as he can possibly use. When he finds the best there is he writes "Must!" on the offering. This doesn't imply that the rejected aren't any good, but it does mean that the buyer and editor aren't taking any chances with articles they must re-sell.

By this token Cleveland's ADVERTISING "Must!" obviously is the newspaper which is the best among the good, the ONE in which the advertiser takes no chances.

The Cleveland Press—189,397—has the largest circulation of any daily newspaper in the State of Ohio.

In "Greater Cleveland," to whose people the Cleveland merchants make 95% of their sales THE PRESS is read by 94% of all the English reading population. There is one PRESS for every 1.4 families in "Greater Cleveland." With one exception (a Detroit evening newspaper) this is the greatest Home Territory buy-

ing-coverage for sale by any daily newspaper in the United States.

And THE PRESS is the only daily newspaper in Cleveland (excepting the year-old Times) whose circulation INCREASED during the six months ending April 1, 1923. During this period The Press' circulation increased 6,849 while the News LOST 4,785 and the Plain Dealer LOST 3,967 during the same period.

As nearly everybody in Cleveland reads THE PRESS, advertisers therein secure Cleveland's greatest volume of QUALITY buyers—meaning families with refined tastes and the money to gratify them—as well as that MASS-buying which most quickly moves any-priced merchandise in greatest volume.

Whenever Dominant Newspaper Circulation, Quality or Quantity Buying and Home Influence is sought in "The Cleveland Market," that advertiser best serves his own interest who writes "MUST!" after THE CLEVELAND PRESS, who concentrates on the best among the good ones!

The Press

First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

National Representatives:

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Avenue, New York

CHICAGO
ST. LOUIS

CLEVELAND
ATLANTA

CINCINNATI
SAN FRANCISCO

*Industrial leaders are helping
you to sell more automobiles in*

Philadelphia

When the head of a great industry, like Samuel M. Vauclain, says: "If a man of mine won't add gasoline power to his leg power, I don't want him," the market for automobiles takes a jump.

If you make automobiles, or accessories, you can profit from this increased market in Philadelphia this summer. You can tell practically every prospect in the "third largest market in the United States" about your product through The Bulletin.

The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



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

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

NEW YORK
Dan A. Carroll,
150 Nassau St.

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

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

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

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

PARIS
Ray A. Washburn
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, MAY 12, 1923

No. 50

APPLYING THE HAM IDEA TO JOURNALISM

Strangely Enough, This Specialist Absolves the Business Office in Diagnosing the Ills of the Newspaper
—Present Conduct Does Not Jibe With Journalistic Ideals

By CHARLES EDWARD RUSSELL

“WHAT AILS THE PRESS?” say you, and wish me to answer in 3,000 words. I can’t—adequately. Nobody could—adequately. The complication of horrible diseases from which the American newspaper is said to be suffering is a subject for a tome, not a sketch. But if you like we can mention a few of the more pronounced symptoms and indicate in a cursory way a few of their causes.

You do well to be concerned about this patient’s state, for it is becoming notorious and laymen are talking about it—sure sign of peril! The population increases, the number of potential readers increases; the number of newspapers, the influence of newspapers, and the respect in which newspapers are held steadily diminish. These are abnormalities. Every few days we notice the disappearance of some old journal, once famous and prosperous. Sometimes it is merged with a rival, sometimes the poor old thing just curls up and dies. What does this mean? In Chicago, population close to 3,000,000, there are two morning newspapers; twenty-five years ago, population 1,500,000, there were seven. New York has five; my memory goes back to a time when with half as many people we had twice as many morning newspapers. In Detroit is but one—with a million inhabitants. Three were published there when Detroit had one-fifth its present population.

Here is a great change indicated. Why do we have it? For one reason because newspapers have become like the bill of fare at the Jones House, Jayville, Kan. All the viands taste alike and punk at that. One newspaper virtually duplicates another. What was the use of having two Tribunes in Chicago? One was enough. Individuality in newspaper-making (always aside from typographical delirium which mean nothing to the public) went to the discard long ago. Copy-cat is now the journalistic deity. What one has the rest must have. To an outsider it might suggest Stevenson’s “nauseous ape,” but it isn’t of that order. Economic laws and business sense are against waste. If newspapers only duplicate one another, cut out the duplication and do the whole thing at one plant. If a newspaper represents nothing but business this is eminent wisdom. You wouldn’t expect to find in one town five factories all turning out the same brand of tooth paste.

But why are the newspapers so nearly alike and why does each one strive to print what all the rest print?

Because that process represents cheapened manufacturing cost and what we are doing now in journalism is a species of manufacturing and nothing else.

This leads us neatly, I think, to the stirring question you propound. What Ails the Press?

1. The Great Ham Idea.

We manufacture newspapers as we manufacture hams, for the same purpose of profits, with the like measure of idealism, with the same sense of responsibility to the public. Unjustly, the Business Office is accused of originating this

lofty concept. To the Business Office, men say, the object of life is to sell newspapers, as to the packer its object is to sell hams. To sell each day the product of that day never to mind about the product of tomorrow is the reasonable rule of this procedure—for newspapers and for the ready-made clothing business. Sufficient unto each day are the pants thereof.

But are the newspaper business and the ham business really on the same footing? Not in the unalterable view of the American public, certainly, and exactly there does ripe commercial wisdom become but folly. It sells the newspaper product of today and sells it handily, but always it is nourishing the latent disgust of the buyer by neglecting his ethical and spiritual needs, and that is where the bump is coming.

No, sweet youth, moved now to jeer, I don’t mean anything religious, I don’t mean any kind of preaching, I don’t mean anything sentimental. I mean that in the fixed, innermost conviction of the average American the newspaper exists with other functions than to minister to money-grubbing and belly-stuffing. It has a mission to support public causes, right wrongs, champion the weak, curb the strong, uphold public righteousness, and do something, or try to do it, to mitigate the horrors of a primitive and lopsided civilization. These functions it is not performing now and it can’t perform them. Because with the great Ham Idea they never can be made to jibe.

But the Ham Idea didn’t really originate in the Business Office. It was forced on the folks down there by certain slowly working changes. Perhaps these were evolutionary and inevitable, I don’t know; but I can’t side step the notion that if we had been a little more of the

reflective habit we might have blocked some of them.

First of these was the mad practice we all drifted or fell or were pushed into of selling newspapers for less than the cost of the white paper in them. This brought down a train of evils and was the beginning of the decline of the American newspaper as a social force. To make up the loss on circulation, we were driven irresistibly and by whatsoever means to obtain great wads of advertising. To get great advertising we must sell many copies and please the great advertisers. To sell many copies we must seem to have startling news. To seem to have startling news when there was no such news we must throw out of perspective and therefore out of the truth the mirroring of the day’s events. It was impossible that this practice should not end in disaster.

The longer it went the worse it would have to be. Large circulations were forced upon us, but the larger the circulation, the greater the loss upon it, and therefore always the greater the dependence for every life upon the favor of advertisers. As to pleasing these, they were always more and more under absorption by the great central financial powers that are gradually acquiring all the industries of America. Thus, the newspaper became insensibly and unavoidably aligned with those interests and in exactly that degree lost appeal to the imagination and sympathies of the public and lost the chance to serve it.

Newspapers usually protest that this is not so. They protest too much. A simple illustration will be enough. Within the last few years events of tremendous historical importance have taken place under the American flag and have never been recorded in the American

press. In violation of a resolution of Congress, the armed forces of the United States have virtually annexed Cuba. In violation of traditional American policy, they have virtually annexed Hayti, Santo Domingo and Nicaragua. These are startling events. They are of the utmost importance to every American citizen. They are also of strange significance to the rest of the world. It appears that in a democracy can be developed a power that can defy all constituted authority and carry the government into the most perilous complications without the consent of the people. Why have these momentous events gone without record in the American newspapers? Because the aggressions upon these weak nations have been made at the dictation of the central financial interests, which now dominate the great advertisers, which in turn are absolutely the life of the newspaper.

With these changes went others, some co-related with manufacturing at a loss, some independent of it.

2. The Increasing Cost of Production.

Prices of material and of labor rose and greatly increased the capital required in the newspaper business. The more capital the more timidity, the more timidity the less room for a newspaper to function in its true relations to the public and the more the public in its thinkings fall away from the newspaper, because the closer must be the connection between the newspaper and capital’s one source. The result is that newspapers in America have now less influence (in proportion to their circulations) than any other newspapers in the world. Editorially, they have no influence at all, except, perhaps, in *reverso*, and always excepting the unique meditations of a Brisbane. The newspapers of New York could kill any proposal by uniting editorially to support it. For a long time after the editorial ceased to mean anything to any human being except him that wrote it the news columns retained some measure of power. This is now vanishing. Few readers believe unreservedly anything they read in a newspaper unless it is something far away and in which they have no real concern. They are ready to believe that old King Tut’s tomb may have been opened because they don’t care. They are not ready to believe that anything in which they have a real concern is ever fairly presented in any newspaper, and I submit that for the security of the present style of journalism no symptom could be more ominous.

As an example of the general mistrust, take the attitude of the public in regard to the Ruhr. For months a large part of the American press has boiled over with furious denunciations of France for going there, accompanied by such persistent and ingenious misrepresentation as was never before known concerning any current chapter in history. On the mass of the population the effect has been nothing. The average man still believes that if France went into the Ruhr it had a good and sufficient reason to go and the shrieks of the propagandists

Charles Edward Russell needs no introduction to American newspaper men. He has qualified as publisher, editor and reporter. The only thing that stands on the books against him is the rewrite desk.



pass by him as the idle wind that he regards not.

3. The Passing of the Reporter.

There are no more reporters. At this statement many worthy young gentlemen that bear this designation will arise to scornful protest. They may sit down again when I ask them to name one conspicuous piece of reporting done in New York in the last ten years. One is all I ask, one, a poor little lonely one. How many unsolved news mysteries of the first class have you had in the same time? How many notable cases of the sheer fall down, ending in this pathetic collapse at New Brunswick that marked the end of a once glorious craft? It wasn't by accepting and printing in a weary, perfunctory way the daily outgivings of the district attorney that Charles Tyler solved the Hackettstown mystery and Isaac D. White, the greatest reporter of his times, discovered who threw the bomb at Russell Sage.

It isn't the fault of the staffs, God knows. They do the best they can against a daunting condition. But reporting is an art, a fine and delicate and wonderful art. The true reporter is a true artist, working with the facts of life instead of the fictions. Art and commercialism can never by any possibility cohabit. When commercialism walked in at the newspaper door, art flew out of the window.

4. The Hand Out.

At least one-half of the average American daily newspaper now consists of stuff brought into it or furnished by the agencies and therefore identical. Some authorities say the proportion is two-thirds. I lean always to conservatism; let us call it one-half. Well, why not a half? Why not all? If a newspaper is truly like a ham, why send out for matter when you can fill the pages with copy freely provided at the door? "Reduce expenses!" is the motto of the ham business—and rightly. We make hams for profits. Here is the easy way to cut the cost bills. Look at Washington. Every government department has its hired press agent who turns out a daily grist covering the things the department head would like to have the public get and deftly reflecting his glory. You may have noticed that in the last two years we have had in Washington more than once the makings of great stories of departmental misdoings calculated to shake the nation and that these have been airily skimmed over by our favorite journals. Here is the reason. Many a Washington correspondent finds his chief labor in sorting his handouts; that and attending those weirdly comic daily sessions at which our most eminent statesmen ably conceal from the public everything that is really going on. It isn't the correspondent's fault. Economy, the reduction of manufacturing expenses, and conscientious fidelity to hams on the part of the management leave him without adequate help and exact of him some daily barrels of copy. What shall he do?

5. The Libel Terror.

The pressure to make sensation where there is no sensation has naturally produced an astounding crop of these vexatious and always costly actions. If we had the total amount of damages claimed in all the libel suits now pending against New York newspapers the layman would be staggered at the sum. In the futile and foolish effort to avoid these suits without removing their cause, many newspaper offices resort to most unfair regulations. Some dismiss a man that involves the journal in a suit; some suspend him until the suit shall be decided, which amounts to the same thing. In Mr. Bennett's day an able night city editor was dismissed from the Herald because of a change he had made in a story introducing words upon which a libel suit was based. Three years later the suit came to trial when it was found to be without the least merit and was thrown out of court. In the meantime he discharged executive had walked the streets looking for a job.

The terror of these suits and of these extravagant regulations undermines the

courage of the commander when it comes to doing the things an American newspaper must do if it is to supply the public needs. To undertake a fight for a great public cause seems too perilous. When the World was fighting the vice ring in New York the libel suits it drew were a badge of honor. Juries know the difference. When today a newspaper to justify a 72-point head puts into a story something that does not belong there the juries soak the defendant to the limit and invest the whole subject of libel with fantastic terrors.

6. Tabasco.

The newspaper has fed the public with hot stuff (often fictitious or manipulated) until there is nothing left with which to titillate the reading palate. Heads in 72-point no longer excite the public. Why should they, when it has them every day? Nine times in ten when the reader got the paper the matter yelled ferociously upon his attention was nothing he gave a hang about. A newspaper persistently and grossly out of perspective ends with having nothing with which it can catch the tired attention. Having yelled like a madman over some divorce suit of paltry significance nobody listens when in the same voice it tries to yell about something that might be worth while.

7. The Uncompleted Story.

This is a necessary consequence of tabasco and the Ham Idea. The only recognized object is to sell the newspaper of today. So they play up Hell About to Break Loose in the Ruhr, Pekin About to Be Captured, or War About to Be Declared in the Balkans, and that's the end of it. The poor patient reader arises the next day to read about hell in the Ruhr or the capture of Pekin or the war in the Balkans, and behold, there isn't a line anywhere about it, but only another outburst from Bedlam, also in the future infinitive—the only mood and tense known to the practitioners of Ham. To be about to be is the state of all these disasters. Yesterday High-Sing-Low was about to march with a great army upon defenseless Canton and eat it alive and you can't find out today whether he made the meal or didn't, and you never will find out because your newspaper has forgotten all about it in the necessity of finding a fresh sensation on which today's paper can be sold.

8. The University.

It steadily educates young men away from all really human interests. Year after year it sends out youths equipped to write essays in imitation of Walter Pater, fiction in imitation of Rudyard Kipling, and verse in imitation of Alfred Noyes, and utterly incapable of the least understanding of or sympathy with the great American masses. It is largely for this reason that the American newspaper has ceased to represent the American people. If a newspaper executive can't think like the average American, how on earth can he make a newspaper for the average American? We now insist that a candidate for a newspaper position shall have spent four years in a university where he was educated away from his fellows and efficiently soaked in the spirit of caste and snobbery. He had much better spend four months in a New York tenement.

9. The Re-write Man.

Alas, and well-a-day! *Peccavi* and that sort of thing. I have kept to the last the count that is self-indictment. I have to confess that I added this evil to New York journalism. The World, when I was its city editor, was the first newspaper to establish the position of re-write man and that brilliant humorist and genial philosopher, Dr. Edward Cohen, was the first man to fill it. I thought it was a useful device—to have somebody on hand to take a poor story and make it good. It wasn't a good device at all, but very bad. With the rapid increase of the use of the telephone and the pressure of the Hamites to reduce expenses, stories are now generally written in the office by men that get their information over the telephone and never

see the thing they write about. A cheap leg-man to skirmish for the facts and a clever re-write man to lick them into shape—alluring combination, but fatal! No matter how able the re-write man may be he can never make a convincing story that way. It may be as funny as a cake-walk and as scintillating as a star, it will lack the one indispensable value, the one thing that carries home, which is verity. The average reader will not be able to see what is wrong. Often he will not be conscious of any specific fault. But in his mental ear, nevertheless, it will not ring right, and a course of such reading will fill him with vague but indomitable dissatisfaction. Some day the newspaper will report in this slipshod way something about which he happens to have knowledge and as usual report it all wrong. That will put the finishing touch upon his disillusion.

Are these conditions to continue? Not long, unless psychological laws have been suspended. The New York newspapers are now engaged in such obese rut-running as when on May 10, 1883, Joseph Pulitzer came to town and began most rudely to push them out of his way. Another Joseph Pulitzer is about due. When he comes, instead of trying to make a newspaper exactly like all the rest, he will make one wholly different. He will recognize the fundamental truth that in America, at least, if a newspaper is in a way a commercial enterprise it is first of all a great sociological and moral agency and it can't be long the first if it neglects the other. He will therefore revive the now scorned or forgotten notion that a newspaper has solemn duties and responsibilities to the public, and is not truly in the ham line of human endeavor. If he does so and produces a newspaper from which men can gather some idea of the day's news with less than eight hours of continuous reading of febrile dreams, tabasco and future infinitives, he will jar the whole business. And if no Joseph Pulitzer heaves in sight, then the public will eventually turn to some publication like the Literary Digest to find out what is really going on. There are few newspapers from which it can now glean, gather or wrench that interesting item in the life here below.

WEBB LEAVES BALTIMORE PAPERS

Associated With Brother as Merchandising and Advertising Counsel

Frank D. Webb has resigned as advertising manager of the Baltimore News and American and is



FRANK D. WEBB

establishing himself as a merchandising and advertising counsel, associated with his brother, D. Stuart Webb, who has conducted an advertising service in Baltimore for several years. Quarters will be taken on the fourth floor of the Franklin Building on May 12.

With Mr. Webb go his father, F. R. Webb, Miss Anne J. Coleman, and Alfred I. Arnold. The latter have been in contact with national advertisers and agencies through ten years' service in the merchandising department of the News.

While the service that the new organization will render will be in the Baltimore field for the time being, Mr. Webb plans to extend it in connection with newspapers throughout the country, particularly in towns of from 25,000 to 300,000 population.

"I have seen so much advertising plunged into on only partly worked out ideas that I believe business men generally will be rather quick to appreciate the importance of proper planning and thinking in the first place," he told EDITOR & PUBLISHER this week.

HEARST RAISES PRICES IN BALTIMORE

Daily American Now Three Cents, Sunday Ten Cents; Webb Resigns as Ad Chief of Combined Papers

Changes in the Hearst management and policies of the Baltimore News and the Baltimore American include:

Price of the daily American (morning) raised from two cents to three cents.

Price of the Sunday American raised from five cents to ten cents.

Frank D. Webb, advertising manager of the two papers and also assistant general manager under the Frank A. Munsey ownership, left the organization to go with his brother, D. Stuart Webb, in the D. Stuart Webb Advertising & Letter Service of Baltimore.

Robert C. McCabe, formerly manager of the Syracuse Telegram and for 15 years city editor of the New York American, is now managing editor of the News.

W. A. Thayer, editor of the New York American, is temporarily managing editor of the Baltimore American. It is understood he is merely organizing the paper and will return to his post in New York eventually.

Webb's first association in Baltimore was with the editorial department of the Manufacturers' Record. Subsequently he was associated with the editorial department of the old Baltimore Herald, which suspended publication about 15 years ago. He then was out of the newspaper game for several years. He was made advertising manager a few months after he joined the force of the News, later becoming assistant general manager. He was next in authority to Mr. Olivier, serving in the capacity of assistant general manager of both the News and American after Munsey acquired the latter paper.

The Hearst organization has not made any announcement as to who will succeed Webb. John Elmer, who was advertising manager of the American, is now filling the position for both papers. But it is understood the plan is to have entirely separate staffs for the two papers in the future.

McCabe was for five years managing editor of the Boston American. He went from Boston to Syracuse to establish the Telegram. He is a native of Baltimore, but had not lived there since he was six years old.

The Baltimore Sunday American has been converted into the standard Hearst Sunday paper. The subscription rates of the Sunpapers, morning, evening and Sunday, remain 25 cents a week, with the Sunday paper selling for five cents and the morning and evening for two cents a copy. The price of the Baltimore News has not been changed.

Arthur G. Turner, formerly managing editor of the News, has been made assistant to Vice-President John E. Cullen. J. A. Morrow, formerly managing editor of the American, is assisting Mr. Thayer.

GALVESTON REORGANIZATION

News Employees Allowed to Buy 49 Per Cent of Stock

Articles of incorporation of the Galveston News, recently purchased by W. L. Moody, Jr., from A. H. Belo & Co., have been filed. The company is capitalized at \$250,000, the incorporators being W. L. Moody, Jr., Louis C. Elbert and C. W. Nugent. The board of directors includes W. L. Moody, Jr., W. L. Moody 3d, Shearn Moody, Silas B. Ragsdale, W. J. Shaw, Thomas G. Croft and Louis C. Elbert.

It is announced that in the reorganization of the company employees of the company were permitted to subscribe for stock up to 49 per cent, leaving 51 per cent of the stock in the hands of Moody. The latter is president of the company. Elbert is general manager; Ragsdale, managing editor, and E. J. Wall, editor.

ADVERTISING MANAGERS NOT CARRYING THEIR LOAD IN BUSINESS

Blamed by General Motors Official for Increasing Distribution Costs—A. N. A. May Hold Fall Meeting—Wants Better Postal Service

(Special to EDITOR & PUBLISHER)

DETROIT, Mich., May 9.—A hundred years ago commercial costs, including all marketing expenses, amounted to only 10 per cent of the wholesale price of goods.

Today the commercial cost of goods is fully 60 per cent of the wholesale price. In 1820 90 per cent of the price was profit on capital, labor, material and manufacturing costs. In 1920 only 40 per cent of the price was in these items.

To put it in another way—it costs today one and a half times as much to put the goods through the processes of commerce as to put them through the processes of manufacture.

Marketing costs, roughly speaking, have been multiplied six times in the last hundred years.

Two factors are responsible for this: First—More elaborate methods of marketing, made necessary by keener competition and the ever-increasing demands for service on the part of the public.

Second—The remarkable strides that have been made in lowering manufacturing costs through the use of automatic machines and the development of highly specialized labor.

The human element has been greatly reduced in manufacturing operations with marked economies. Man power at an ever-increasing wage has been replaced by machines capable of running at top speed 24 hours a day.

The marketing minds of the world have interested themselves, primarily, in moving the greater volume without regard to cost and the economies resulting from the larger production operations have offset the ever-increasing commercial burden.

Within the next ten years business may expect to see the same fundamental principles of efficiency applied to marketing operations as are now so evident in its factories and shops.

In this new era, advertising is destined to have the same effect on marketing activities as the automatic machine has had on our manufacturing methods. It is only through the intelligent use of advertising that the usefulness of the individual salesman can be expanded and thus, to some degree, "automatize" the selling process.

The foregoing is the big idea that should permeate the minds of the entire advertising profession, the semi-annual meeting of the Association of National Advertisers, which closed a three-day session here today, was told by B. G. Koether, director of sales service and advertising of the General Motors Corporation. Mr. Koether's remarks and criticism of the prevailing type of advertising manager of the present day and his methods created more discussion and interest than possibly any address or paper ever presented to A. N. A. members, as it had the value of being highly constructive, as well as critical. He said:

"Capital is sold on advertising—but it is not yet sold on the idea that the advertising men have any CONTROL of its power. The fault is largely your own. Aside from your failure to reduce this powerful selling influence to a science, you have, in common with we automobile men referred to your business as a 'game.' The word 'game' implies a gamble, a risk or a chance. Even though an occasional client may have a disposition toward poker he doesn't like to mix it with his business and he doesn't like to play at all when the stakes run into million dollar appropriations.

"Sound advertising is neither a gamble, a risk nor a chance. On the contrary its big purpose is to eliminate the uncertain elements in business.

"In certain quarters advertising and the advertising man are looked upon not only as an economic waste but as a national joke.

"Let me read you what an ex-editor has to say about it:

"An American manufacturer, finding himself with a stock of unsalable goods or encountering otherwise a demand that is less than his production, does not have to look, as his English or German colleagues, for foreign dumping grounds. He simply packs his surplus in gaudy packages, joins the 'truth in advertising' movement, hires the biggest liar he can find for copywriter, fills the newspapers and magazines with exaggerated advertisements, folds his hands and sits down in peace while his fellow countrymen fight their way to his counters. That they will come is almost absolutely sure; no matter how valueless the goods, they will leap to the advertisements; their one desire seems to be rid of their money. As a consequence of this pathological eagerness, the advertising bill of the American people is greater than that of all other peoples combined. There is scarcely an article within the range of our desires that does not carry a heavy load of advertising. We pay out millions every year to be sold such common-place necessities as sugar, towels, collars, lead-pencils and corn-meal.

"Our towns are bedaubed with chromatic eye-sores and made hideous with flashing lights; our countryside is polluted; our newspapers and magazines become mere advertising sheets; idiotic slogans and apothegms are invested to enchant us.

"Multitudes of swindlers are naturally induced to adopt advertising as a trade, and some of them make great fortunes at it and call it a profession.

"Like all other men who live by their wits, they regard themselves as superior fellows, and every year they hold great conventions, here each other with learned papers upon psychology of their unfortunate victims, speak of one another as men of genius, have themselves photographed for the rotogravure section of newspapers eager to curry favour with them, denounce the government for not spending the public funds for advertising, and summon United States Senators, eminent chautauquians and distinguished vaudeville stars to entertain them.

"We must get down to fundamentals. We must reduce advertising more nearly to a science—we must analyze our work in the same cold blooded critical manner that characterizes the supervision of production operations—from the purchase of equipment to the setting of piece rates.

"The waste must be ruthlessly squeezed out. Advertising is only a form of selling, but it is astonishing how little real salesmanship there is in advertising.

"Every practical salesman knows that the average advertisement isn't salesmanship at all, or else it is a weak and diluted form of salesmanship.

"Pick up a paper, try it yourself.

"Many of the firms that advertise don't look upon it as salesmanship. When the 'slump' struck the country some time back most of them discontinued their advertising but very few first-class salesmen were laid off.

"Advertising is an intangible sort of thing. It does not readily lend itself to the same critical analysis as do other business activities and for that reason there seems to be a tendency to ignore facts altogether. Advertising men take themselves too seriously and on the other hand, they do not take the engineer, the mechanic, the salesman or the buyer seriously enough.

"In my opinion advertising men spend too much time in conference and too little time out in the field where the goods are to be sold. It seems as though you can prove almost anything in an advertising conference.

"Nothing is more amusing than to sit around a mahogany table and listen to three or four strong, able-bodied, vigorous men from upper Broadway enter into a heated discussion regarding the psychological effect of a one syllable expletive on the farmers of Southern Arizona.

"Too many advertising men are inclined to look upon advertising as a vehicle for displaying their cleverness rather than as a means of

selling goods. It is a mistake to try to force cleverness for the sake of cleverness, into advertisements which skeptical unsympathetic and more or less stupid people are going to read. Good, plain, common sense is far more effective.

"An advertisement should strike instantly through the reader's brain. It should not be so obscure or involved that it can only soak through. It should be written in a natural salesmanly manner.

"As Ed Howe has aptly said: 'I dislike the man who speaks in synonyms—plain, ordinary every day English is hard enough to understand.'

"As another writer has expressed it:

"There has been enough superheated selling talk spilled in times not so remote to justify blind expenditures in wonder-working media to supply exercise for all the matadors of Spain for the next two centuries."

"Advertising men are inclined to think in a 'circle'—they read too many academic books on advertising and pay too much attention to one another's ads.

Every advertising man should read:

- A small town weekly newspaper
- A labor union paper
- A socialist publication
- A religious paper
- E. W. Howe's monthly.

"This sort of stuff is far more valuable than the articles in advertising and selling trade-papers.

"The trouble with the advertising profession is that most of the men in it have the literary or artistic instinct rather than the more practical selling instinct.

"Music and art are rated as good or bad according to their appeal to highly cultured critics, but the value of an advertisement must always be measured by appeal to heterogeneous masses.

"The best advertising critic is the man who thinks in terms of the great masses of people to whom the particular advertisement is aimed to appeal.

"Generally speaking an advertising man measures the size of his job in terms of the appropriation. This attitude should be reversed. The successful advertising man of the future will be the one who can obtain the best results with the least expenditure.

"The selection of media and the writing of copy really represent only a small part of his duty, he should take an active interest in the policies and plans and assist in setting the stage before even attempting to present the picture to public. He should make sure that his advertisements truly reflect the product as well as the policies back of the product.

"He should also make certain that other forms of representation are co-ordinated with the advertising.

"I know of one automobile manufacturer who is spending a half million dollars in farm paper advertising and yet has never taken the trouble to get his dealers to list the trade name of the product in the local telephone directories. If I lived back in the woods, read one of those ads and went to town to buy the car, I'd probably have to run the gauntlet of a dozen competitive agencies before I could find the man who handled the car in question.

"Right now there are two manufacturers spending good money in national magazines who haven't more than 30 dealers throughout the length and breadth of the land.

"Several other manufacturers are advertising products which will not be generally available until late fall—if at all.

"Extravagant advertising appropriations will not offset the failure to coordinate. For too long the premium has been placed upon mere spending.

"It is estimated that in the year 1921, American Industry paid an advertising bill amounting to one billion two hundred and eighty-four millions of dollars. The day when the brute power of huge appropriations can be substituted for advertising brains and marketing judgment is gone forever.

"One of the strongest indictments against the American business man is the negligent, slipshod way in which he will deliberately take a part of his earnings—anywhere from a few thousand up to a cool million and squander it in injudicious and thoughtless purchases of national advertising when there are a thousand and one obvious things that would be attended to before he can really capitalize on any kind of a campaign.

"The development of any advertising campaign should involve a proper co-ordination of the advertising with the sales and producing programs. The purpose and plan should be related to the amount and value of output, the methods of distribution, the purchasing power, buying habits and geographical location of the potential market.

"The amount of expenditures should be determined with reference to immediate sales, reputation building, future sales, effect on existing sales organization and development of new channels of distribution.

"I would hesitate to say how much money is being wasted in advertising at the present time. I know that every advertising man here will agree with me that it is tremendous, because I never knew an advertising man who could not show me things that were radically wrong with the copy of the other fellow.

"Every dollar unnecessarily added to costs, every dollar that does not represent full value to the ultimate user or buyer of the product is a detriment to the success of any business. The wastes of inefficient advertising, like the wastes of inefficient personal selling, have piled up enormous burdens that must be carried by efficient production.

"Much of the advertising of today is destructively competitive.

"If advertising is to take its rightful place as a constructive economic force every advertisement should aim to broaden the market for the product that it features rather than to make inroads on competitive business.

"The advertising man must reverse his tactics. He is too much of the specialist. He needs to forget some of his high-brow psychology and learn a little more plain common sales sense.

"The inherent virtues of advertising as a great selling force are so strong that even the crudest and most primitive advertising has done much to reduce the cost of selling. As an economic factor advertising has survived and grown, despite the handicaps of ignorance, prejudice and abuse to which it has ever been subjected.

"The duty laid upon advertising men today is so to perfect themselves and their tools that advertising may do its full share along with production to cut the price of merchandise. The outstanding requirement is lower distribution costs.

"As has been aptly said: 'We must put longer legs on the advertising dollar; it must go further and do more.'

"Advertising must take its place as a vital public force. It must broaden markets—it must raise the standards of living—it must interpret business to the public; heighten the public understanding and appreciation of business."

It was urged by some members that the A. N. A. hold a fall meeting, some time between September 15 and October 15, as the benefit of such a meeting is desired for laying out spring advertising campaigns, which is usually done in November. The matter was presented in resolution form, and was referred to the board of directors with instructions to take a referendum vote.

It was the prevailing sentiment that the program for the next meeting should be made up on the basis of fifty-fifty for set papers and round table discussions, papers and addresses to be given, if possible, by members of the association, rather than by outsiders.

Post office service on direct-mail advertising came in for a lot of discussion and criticism, with the result that a postal affairs committee was appointed to investigate the possibility of the Post-office Department allowing postmasters to give out information, upon request, as to the number of families served by each rural or city carrier and to accept and deliver, if enclosed in properly labeled boxes, mail matter sufficient to cover each city or rural route, the box bearing the address only of the route carrier and the individual pieces of matter bearing no address whatever.

The committee appointed by President George B. Sharpe consists of Walter L. Weedon, Carl J. Balliet and Tim Thrift. It was suggested that the committee first meet with the representatives of postal employes to discuss problems of service, and then report to the board of directors. The facts developed will then be placed before the Postoffice Department.

An appeal was made by Walter L. Weedon, of Philadelphia, that advertisers aid the postoffice to expedite delivery of mail in every possible manner, especially by the elimination of all dead names from mailing lists. Complaints were made that it has taken four and five days to deliver mail within five minutes' walk from the postoffice. It was the general sentiment that nothing, however, can be done to improve conditions until the next session of Congress.

The convention refused to adopt a resolution designed to put the A. N. A. on record as endorsing the movement of the American Institute of Baking to get the public to "eat more wheat in order



GEORGE B. SHARPE
President A. N. A.



JOHN SULLIVAN
Secretary A. N. A.

that the American farmer may benefit financially and thus improve all business." The resolution was drawn by Dr. H. E. Barnard, director of the American Institute of Baking, after outlining the national advertising campaign now being conducted by the members of the institute. Dr. Barnard said:

There are 2,000,000 wheat farmers in our country and they are raising our most essential food at a loss. The average surplus wheat crop is 170,000,000 bushels. This wheat has been sold in the markets of the world. Most of it went to England and Continental Europe, usually sacked as flour. Today the world market is changed. All the countries which bought flour now buy wheat and grind it in their own mills. Europe lacks the credit with which to buy American wheat and her weary people are turning to other food sources. Any wheat which does seek a foreign market has to meet the price of wheat grown by cheap labor on the cheap lands of Australia, India, Egypt, and this coming season in Russia, Bessarabia and the great areas of southeastern Europe.

How can our wheat farmers be helped? Not by government price fixing, not by new political alignments, not by public loans, but by receptive and remunerative markets. The market is right at hand, it may be found in every American home, it is opened up by the simple slogan, "Eat More Wheat," 170,000,000 bushels of wheat is 35,000,000 barrels of flour, or but a single slice of bread added to the meal.

Here is the opportunity for co-operative advertising—the kind of joint effort which sold Liberty Bonds and which made the United States Food Administration a mighty power in war. It means prosperity for the railroads which haul wheat from the farm and an infinite variety of goods back to it; for implement manufacturers who are waiting to sell tools, for clothiers, shoemakers, manufacturers and merchants of every commodity which helps to make farm life comfortable and happy. It means contentment in this country, less unrest, less longing for changes, less hunting for economic panaceas, less legislative "tinkering."

The strength of the movement is, of course, its vital necessity, but to this appeal is added that of its unselfishness, its avoidance of any element of personal gain and as well the opportunity which opens up for the merging of important industries in a common movement for national prosperity.

Dr. Barnard's request for endorsement of the "Eat More Wheat" campaign developed much opposition and the resolution was defeated.

An aggressive program for the standardization of inks and papers, which is designed to bring about a reduction in the cost of advertisers' printing, is being pushed by the United Typothetae of America, according to Dr. R. E. Rindfusz, of the U. T. A., who addressed the convention on how the U. T. A. might co-operate with the U. T. A. He said:

"The Typothetae is putting forth a definite and aggressive campaign for standardization. Back up your printer by demanding that he use a standardized mill brand. Through the joint committee on which the U. T. A.'s secretary has been such an active leader, we have standardization of sizes practically completed. Soon we shall have definitely established grade standards. It will then be a simple matter for both the user and the printer to specify that the paper furnished belong to the proper grade for the use it is to fill, just as is done in a large part of the commodities bought today. Such an achievement is within our grasp and it is simply up to us to take it.

"The obvious way for inks to be standardized is against standardized papers. I venture to predict that within a very few years the ink manufacturers will be issuing to the printers a chart showing the standardized papers, and against each the inks that are made to suit these papers. In other words, another automobile oil chart arrangement. The standardization of inks is dependent on the standardization of paper and paper is approximately 30 per cent of the cost of each printed job you buy."

In discussing direct-mail advertising, E. A. Ecke, of the La Salle Extension University, said it is not frequency in mailing, but the quality of the letters and copy that brings results. He said he did not believe either in too frequently changing copy in publication advertising.

R. N. Fellows, of the Addressograph Company, emphasized the importance of selling salesmen on the advertising copy before running it.

Emil Straus, of the Powers Colortype Company, New York, described a new improved method of producing color work, making it possible to turn out finished work in one day. A. J. Powers was unable to attend the meeting because of an injury to his eye, sustained in playing golf.

The meeting spent most of its time in general, round table and specialized group discussions on the subject of how the increasing cost of advertising can be offset by better advertising and sales work.

"Next year is going to be as good a year in the business world as 1923," declared Harry M. Jewett, president of the Page-Detroit Motor Car Company, speaking at the semi-annual dinner of the association. "There can't be a slump," he continued. "With Europe in its present unproductive state, America and England, industrially, ought to capture the export trade of the world." Speaking of the automobile industry, Mr. Jewett said:

"The name 'pleasure car' is a misnomer. The automobile is not a pleasure car; it is a fundamental element of economic importance. It is a necessity. Automobiles are needed in the United States more than in any other country in the world. The crying need is to get from one place to another; to bring the merchandise and produce from one section to the other. With this in mind, who would say the automobile was essentially a pleasure car?"

Automobiles will be needed as long as transportation is needed and transportation will be needed until the end of time, the speaker said.

E. St. Elmo Lewis, first president and founder of the association, which was organized in Detroit in 1910, recalled the formation of the Association of National Advertisers; Harry Tippler, business manager of the Automotive Industries, spoke on advertising selling and Douglas Malloch, author, recited some of his poems and told a number of humorous stories. George B. Sharpe, president of the association and advertising manager of Burroughs Adding Machine Company, acted as toastmaster.

EVANSVILLE CHANGES

Journal and Courier Now Published from Same Plant

(By Telegraph to EDITOR & PUBLISHER)

EVANSVILLE, Ind., May 10.—The Evansville Journal is now being published in the same plant as the Courier, the two papers, however, retaining their identity after the purchase of the Journal by the Courier.

W. H. Robertson is editor and Edward J. Fehn business manager of both papers. The circulation staff heads are H. S. Butler, county, and Victor Adler, city. Mrs. Benjamin Bosse is president of the Courier & Journal Co.; Robertson, vice-president; Fehn, treasurer, and George E. Reichmann, secretary. Don Scism has been made city editor of the Courier, succeeding Ludvic Scholem, transferred to the city desk of the Journal. Col. W. W. Ross, dean of Evansville newspaper men, as well as the entire reportorial staff, remains with the Journal. Earl and Curtis Mushlitz, formerly editor and business manager, are no longer connected with the Journal. The International News Service has been ordered for the Journal, the afternoon paper, to supplement the A. P. wire.

Spread Eagle Head in Minneapolis

(By Telegraph to EDITOR & PUBLISHER)

MINNEAPOLIS, Minn., May 8.—The Minneapolis Daily News, recently purchased by John H. Perry and Richard Lloyd Jones, began the use of a spread-eagle outline in its first page masthead today. Messrs. Perry and Lloyd Jones arrived here this week.

Jewish Trade News Issued

The merchandising service department of the Jewish World, of Philadelphia, has begun publication of a monthly Jewish World Trade News in both Yiddish and English.

Weekly Becomes Semi-Weekly

The Summit (N. J.) Herald has changed from a weekly to a semi-weekly. Negotiations are in progress for the purchase and merger of the Summit Record.

HAMBIDGE RE-ELECTED BY NEWSPAPER CLUB

Honors in New York Contest Divided Between Administration and Opposition; Binns Again Treasurer

Honors were divided in the spirited contest for office in the second annual election of the Newspaper Club of New



C. G. HAMBIDGE

York, although Charles G. Hambidge (administration), of the Times, was re-elected president against John J. Leary, Jr., of the World, by a vote of 168 to 61.

Jack Binns, of the Tribune, administration candidate for re-election, proved the big vote getter by defeating Emmet Crozier, of the Sun, for treasurer, 194 to 36.

The other results were: For first vice-president, Gené Fowler (opposition) of the American, 120; Martin Green (administration), of the Evening World, 110.

For second vice-president, Philip D. Hoyt (opposition), of the Times, 118; Harry D. Kingsbury (administration), of the Tribune, 110.

For recording secretary, Alfred W. Pierce (administration), of the Sun, 140; M. Jay Racusin (opposition), of the Tribune, 58; Wellington Wright (independent), of the Telegram, 29.

For corresponding secretary, Joseph Cohn (opposition), of City News, 65; Ben Mellon (administration), of Editor & Publisher, 159.

For the board of directors, active, administration winners: George T. Hargreaves, Universal Service, 175; Elmer Davis, Times, 178; Christie Bohnsack, City News, 173; James L. Durkin, Telegram, 163; Michael F. Haggerty, Times, 192; William E. Aughinbaugh, Commercial, 129; opposition winners, William O. McGeehan, Herald, 149; Russell B. Porter, Times, 143; Dwight Perrin, Tribune, 128; Kelcey Allen, Women's Wear, 127.

The defeated candidates were: William Hillis, American, 121; George Gerhart, Evening World, 120; Alexander A. McCurdy, Oil Trade Journal, 114; Philip Payne, Daily News, 116; Forrest R. Trafford, Commercial, 98.

For associate representation on the board, one to elect, the vote was: G. Selmer Fougner (opposition) 50, Van Ness Harwood (administration) 45, Monte Cutler (independent) 36, William L. Curtin (independent) 35, Frank T. Pope (independent) 12.

The principal issue was the admission of women to the dining room which has been the policy of the present administration. Andrew W. Ford, managing editor of the Telegram, was chairman of the election board. Following announcement of the result, the victors were the guests of the defeated candidates at an impromptu celebration.

Washington Conferences Changed

The exigencies of newspaper publication have been directly responsible for changing the hour for the twice-a-week meetings of President Harding's cabinet. When it became apparent that Washington remained the only large city in the eastern section of the country operating on standard time, the newspaper men prevailed upon the President to change his

Tuesday conference, which is specifically designed for afternoon newspaper men, from 1 o'clock to noon, with a corresponding change of the hour of convening the cabinet from 11 A. M. to 10 A. M. Daylight savings also brought about a change in the afternoon conferences at the State and War Departments. The War Department conference, formerly held at 3 P. M. now is held at 2:15 P. M., and the 3:30 conference with Secretary Hughes will be held during the summer months at 3 P. M.

THREE ON BIRMINGHAM POST JAILED BY COURT

Judge Offers Newspaper Men the Alternative of Apologizing and Promising to Obey Him; They Refuse

Three members of the staff of the Birmingham (Ala.) Post, a Scripps-Howard afternoon newspaper, were sentenced to jail for 24 hours by Circuit Court Judge H. P. Heflin, May 9, in connection with the publication of facts in connection with a criminal trial. Those sentenced were E. T. Leech, editor, and Lewey Robinson, reporter.

They were defended by Newton D. Baker, of Cleveland, member of the firm of Baker, Hostetler & Sidlo, general counsel of the Scripps-Howard newspapers.

The court gave the men an alternative of apologizing and promising that they would not again print what the court deemed improper matter, but they chose the jail sentences. Leave to appeal was denied, and the men were lodged in jail forthwith. The court in pronouncing sentence declared that it was higher than the newspapers, and that the liberty of the press was secondary to human liberty.

Mr. Baker for the defense held that nothing had been printed except absolute facts based on court records, and that no harm had been done the defendant in question.

The summonses were issued last week, following the postponement by Judge Heflin on the previous Monday of the trial of W. M. Yerby, charged with murder, on account of the publication by the Post, April 30, of an article reviewing the connection of Yerby with the kidnapping and flogging of Dr. J. D. Dowling, and the kidnapping of Ed Herman Daniels, for both of which offenses Yerby is under indictment.

FINED \$300 FOR EDITORIAL

Memphis Editor Cited for Contempt of U. S. Court

G. V. Sanders, editor of the Memphis (Tenn.) Press, on May 7 was fined \$300 and costs for violation of a Federal injunction issued by Judge J. W. Ross during the shopmen's strike last Summer. The Government held that publication of an editorial, "The King Forbids," was calculated to cause disrespect of the court.

Sanders is under \$1,000 bond pending appeal.

New Paper in New Mexico

With August Wolf as editor a new weekly, the Rio Grande Farmer, has appeared at Las Cruces, New Mexico.



E. T. LEECH



JACK BINNS

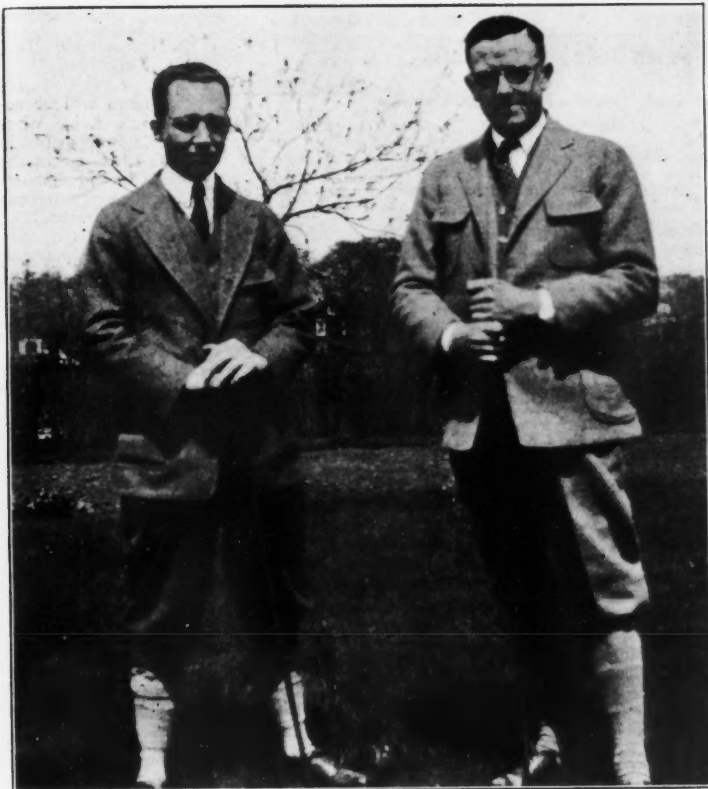


G. V. SANDERS

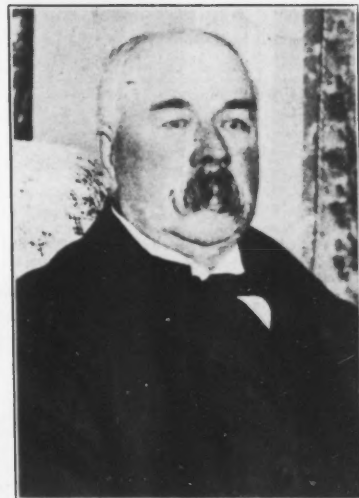
THEY ARE ALL IN THE DAY'S NEWS



Convention time. Members of the Canadian press held one of the most successful meetings in their history. In the picture above, from left to right, we have: John Scott, Montreal Gazette; C. Swayne, Victoria Colonist; F. J. Burd, Vancouver Province (retiring president C. D. N. A.); John M. Imrie, Edmonton Journal (elected vice-president C. D. N. A.); Eldred Archibald, Montreal Star; J. F. B. Livesay, general manager, Canadian Press; E. Norman Smith, Ottawa Journal (president, the C. P.); W. J. McNair, Hamilton Herald; G. F. Peatson, Halifax Chronicle (2nd vice-president C. P.); Arthur Ford, London Free Press; T. H. Preston, Brantford Expositor (new president C. D. N. A.); M. E. Nichols, Winnipeg Tribune; Buford Hooke, Regina Leader.



Eighty-six and still going strong. Sir John M. Le Sage (right), editor of the London Daily Telegraph, has just celebrated his 86th birthday. Next month he will celebrate the 60th anniversary of his joining that newspaper's staff.



This editor works quietly. When President Harding (below) recently visited the Florida School for the Deaf and Blind, he was introduced by Herbert Felkel, editor of the St. Augustine Evening Record. President Harding's address was translated to the deaf by A. H. Walker, president of the school, and he likewise translated the speech of the hick introducer to the President.



Score suppressed. When Don Sterling (right), managing editor of the Oregon Journal, hit New York the other day he made a boast, and Fred Ferguson, vice-president of the United Press (left), who also claims to be some golfer, took him on, but neither will tell the score.



Forty thousand dollars' worth of flame food. The home of the Charlottetown (Prince Edward Island) Guardian, the only morning paper in that city, was destroyed by fire early on the morning of April 28. Through the courtesy of the Patriot, the Guardian did not miss an issue. The new home will be built on the old site.

Forty-one noses for news or—count them. The annual convention of the Theta Sigma Phi, honorary and professional fraternity for women in journalism, meet this year at Norman, Oklahoma. Sophie Kerr Underwood and Ruth Hale of New York were the guests of honor.



CLASSIFIED MANAGERS TO "PACK MORE WORK" INTO CONVENTION

Every Phase and Angle on How to Increase Number of Lines, Insertions and Advertisements Covered in Atlantic City Program

By C. L. PERKINS

Executive Secretary Association of Newspaper Classified Advertising Managers

PREVIOUS CONVENTIONS of the Association of Newspaper Classified Advertising Managers have been noted for the work accomplished. The members attend to get information. The result has been eight to twelve sessions, each one all business.



HARRY GWALTNEY
President A. N. C. A. M.

Classified men attending these gatherings have not found them to be pleasure trips in the usual sense of the words, but only in the sense that it is a pleasure to exchange information that will aid in securing more business. This year's convention in the Breakers Hotel, Atlantic City, June 4-7, promises to be a greater success than ever. The attendance will be larger and the program committee has arranged to give still more information per hour—to eliminate waste. The outline of the program is as follows:

MONDAY, JUNE 4—9 A. M.

Registration.
Assembly. Organization of fourth annual convention.
Opening Address, Harry Gwaltney, president of the Association of Newspaper Classified Advertising Managers.
Reports and recommendations of officers and committees, and appointments.

11 A. M.

Purpose and Outline of Program, by F. L. Tate, Toronto Star.
"Many newspapers endeavor to build their volume of classified advertising merely by selling more advertisers—by getting more customers—instead of also developing and holding their old ones."
"Growth in number of advertisers is essential to the continued success of every classified advertising medium, but it is only one of the three ways by which the total volume and revenue of the classified department can be materially increased."
"The three ways of increasing classified advertising business—the three dimensions of all classified advertising sales—are:

- "Number of Advertisements
- "Size of Advertisements
- "Number of Insertions

"In the vast majority of newspaper offices most pressure is placed on creating new advertisers whereas less resistance will be found in building increased number of insertions and size of advertisements."
"The purpose of this year's convention will be to exhaust every available means of securing

- "More Ads
- "More Lineage
- "More Insertions—

"The Three Dimensions of Classified Advertising.

2 P. M.

Dimensions One—More Advertisements.

1—How to Get More Advertisements Through Newspaper Display Advertising.
Paper by H. G. Barringer, Indianapolis News, chairman, and others, followed by round table discussion. Address, "The Essentials of Good Promotion." Exhibit of the best promotion ads.

3:30 P. M.

2—How to Get More Advertisements Through Street Salesmen.

Paper by C. B. Nissen, Los Angeles Herald, chairman, and others, followed by round table discussion.

4:15 P. M.

Twenty Proven Plans for Producing More Advertisements.

TUESDAY, JUNE 5—10 A. M.

Question Box.

10:30 A. M.

Dimension One—More Advertisements (Cont.)

3—How to Get More Advertisements Through Telephone Selling.
Paper by M. P. Goodfellow, New York American, chairman, and others, followed by round table discussion.

11:15 A. M.

4—How to Get More Advertisements Through Direct Mail.

Paper by Naylor Rogers, Los Angeles Express, chairman and others, followed by round table discussion.

LUNCHEON—12:15 P. M.

A—For Representatives of Newspapers in Cities of Less than 50,000 Population.
Paper by H. W. Klink, Reading Times, chairman, followed by round table discussion of the problems of the small newspaper including developing rural business, confliction with display advertising, rates, etc.

B—For Representatives of Newspapers in Cities of More than 50,000 Population.
Paper by H. C. MacDonald, Cleveland Plain Dealer, chairman, followed by round table discussion of the problems of large newspapers, including division and sales work, office organization, special classification rates.

2 P. M.

Dimension One—More Advertisements (Cont.)

4—How to Get More Advertisements Through Premiums and Novelties.

Paper by J. M. Campbell, Des Moines Capital, chairman, and others, followed by round table discussion.

3 P. M.

5—How to Get More Advertisements Through Proper Form of Salespersons remuneration.

Paper by Oscar Schenk, Chicago American, chairman, and others, followed by round table discussion.

3:45 P. M.

Address on Censorship.

WEDNESDAY, JUNE 6—10 A. M.

Joint Session with N. A. N. E.

10 A. M.—Question Box.

11 A. M.—Twenty-five or more Proven Plans that will produce more ads, lines and insertions.

11:45 A. M.—Address, The Value of Classified Advertising to a Newspaper.

LUNCHEON—12:30 P. M.

A—For Representatives of Evening Papers.
Paper by C. C. Armstrong, Cleveland Press, chairman, and others, followed by round table discussion on problems of evening newspapers, including closing time, selling copy for following day, marking of out paper, advantages of evening paper advertising.

B—For Representatives of Morning Papers.
Paper by C. W. Nax, St. Louis Globe Democrat, chairman, and others, followed by round table discussion on problems of morning newspapers, including closing time, advantages of morning paper advertising, developing rural route business, etc.

2 P. M.

Dimension Two—More Lineage Per Ad.

1—How to Increase the Lineage per Ad Through Newspaper Promotion.

Paper by J. H. Butler, Houston Chronicle, chairman, and others, followed by round table discussion.

2:45 P. M.

2—How to Increase the Lineage per Ad Through Salesmen's Arguments.

Paper by T. F. Mulhern, Brooklyn Eagle, chairman, and others, followed by round table discussion.

3:30 P. M.

3—How to Increase the Lineage per Ad Through Typography.

Paper by C. A. Sternberger, San Francisco Examiner, chairman, and others, followed by round table discussion.

4:15 P. M.

4—How to Increase the Lineage per Ad by Eliminating Abbreviations.

Paper by H. J. Moehlman, Baltimore Sun, chairman, and others, followed by round table discussion.

THURSDAY, JUNE 7—10 A. M.

Question Box.

10:30 A. M.

Dimension Three—More Insertions.

1—How to Get More Insertions per Ad Through Newspaper Promotion.
Paper by J. W. Carter, Lexington Herald, chairman, and others, followed by round table discussion.

11 A. M.

2—How to Get More Insertions per Ad Through Sales Arguments.
Paper by P. M. Hughes, Minneapolis Tribune, chairman, and others, followed by round table discussion.

11:30 A. M.

3—How to Get More Insertions per Ad Through Rate Concessions, Contracts, Etc.

Paper by H. A. Dryden, Peoria Journal-Transcript, chairman, and others, followed by round table discussion.

2 P. M.

Committee Reports.

Awarding of President's Cup.

Unfinished New Business.

Election.

Adjournment.

NEWS REELS HELD FILMS

New York Court of Appeals Upholds Movie Censors

The constitutionality of that part of the New York motion-picture censorship law providing for censorship of news reels which the 1923 Legislature failed to repeal in the closing hours of the session, was upheld by the Court of Appeals in a decision handed down May 8.

The case was brought to the highest court by the Pathe Exchange, Inc., on an appeal from the decision of the Appellate Division sustaining the law in a submitted controversy with the State Board of Censors. The showing of movie hating beauties on the beach at Atlantic City was the cause of the commission insisting on the right conferred by the law of censoring news reels.

It was contended by the Pathe Exchange that the law violated the constitutional liberties of the press, as the films were of actual news events such as reported in newspapers.

Post to Increase Capital Stock

A special meeting of the stockholders of the New York Evening Post has been called to consider increasing the capital stock from \$1,000,000 to \$2,000,000 and issuing \$300,000 in convertible gold notes. The management declared it was merely routine financing to meet the needs of the paper, involving no plans of general public interest. Rumors that the action predated a merger of the Post with another evening paper were denied.

Matthew Dwyer Dead

Matthew S. Dwyer, for the last seventeen years general manager of the Providence (R. I.) Evening Tribune and previously for thirty-two years with the Providence Journal, died suddenly May 10. Mr. Dwyer, who was in his 64th year, was seized with a shock while sitting at his desk in the Tribune Building. Born in Medford, Mass., Mr. Dwyer entered the employ of the Providence Journal in 1874 as office boy.

Lasker Retires June 12

Definite announcement was made in Washington, May 10, that A. D. Lasker will retire as chairman of the United States Shipping Board next month, probably June 12, and return to his advertising business in Chicago, as head of Lord & Thomas. Edward P. Farley of Chicago will succeed him.

Ohio Daily Sold

The Chillicothe (O.) Daily Tribune was sold May 1 by Hal D. McHolland to Dr. Frank C. Fay, who assumes the active ownership and management.

Last Rites Over Chicago Suit

The last rites over former Mayor Thompson's suit for \$10,000,000 against the Chicago Tribune were performed last week by Corporation Counsel Francis X. Busch, who announced he would not seek a rehearing in the matter.

DAILY PAPER ON OCEAN FOR U.S.S.B. BOATS

Proprietors of Chicago Tribune and New York News Start New Publication May 23, in Charge of J. M. Kirkland

Col. R. R. McCormick and Capt. J. M. Patterson will launch within the next two weeks an oceanic joint edition



J. M. KIRKLAND

of their two papers, the Chicago Tribune and the Daily News, New York. The paper will be an eight-page tabloid, issued daily on all passenger-carrying vessels of the United States Shipping Board, including the Leviathan.

Last-minute news will be received by wireless aboard ship through a service to be in charge of the New York office of the Chicago Tribune. Aside from this the make-up will consist of picture and news features of current interest, including a two-page section devoted exclusively to pictures. In general the style will follow that of the Daily News, the principal exception being that Page One will be given over to radio bulletins.

It is planned to sell the paper at a nickel a copy. The initial run, according to estimate, will be around 31,000. This is figured on a basis of half the combined passenger capacity of Shipping Board vessels now in service, or one copy to each two passengers. The circulation will be much augmented when the Leviathan resumes sailings early in July. On each ship leaving New York harbor will be taken six issues for the voyage across and a like number for the return trip. These will be prepared in advance with space left blank for the insertion of last minute radio flashes. Completion of the printing will be done by means of job presses on board.

Advertising will be limited. The rate per line up to a quarter page has been fixed at 70 cents, covering all boats in one direction for one month. A full page will run to \$400, half page \$250, quarter page \$150.

The first appearance of the paper will be on the President Garfield, scheduled to sail from Hoboken May 23. Fifteen vessels in all will carry the edition, the Leviathan, President Garfield, President Roosevelt, President Adams, America, George Washington, President Monroe, President Fillmore, President Harding, President Van Buren, President Arthur, President Polk, Mount Vernon, President Buchanan and Agamemnon.

The venture embodies an idea conceived by Col. McCormick last February—about the time the London Daily Mail placed a tabloid edition on the Cunard liners. Jack Hummel, of the Tribune organization, has been busy for some weeks laying the ground work for the new enterprise. He arrived in New York City a fortnight ago and on Wednesday signed contract with the Shipping Board. J. W. Boring, director of advertising of the Shipping Board, represented that body in the arrangements.

The editor of the new publication is J. M. Kirkland, formerly of the St. Louis Globe-Democrat. He has been with the Daily News for a year as a copy reader and swing man. Wireless dispatches will be handled by Perley Boone, manager of the Tribune's New York office. All the News' and the Tribune's news-gathering resources, including their foreign service, will be at his disposal. The advertising manager is Bill Englehart.

Catholic Weekly in Halifax

A new Catholic weekly paper is being established in Halifax, N. S., in succession to the Cross, a monthly. The ultimate objective is to publish as a daily.

BRITISH INTEREST IN AD CONVENTION IS GROWING EVERY HOUR

Delegation to Atlantic City May Exceed One Hundred Members; Hoover Sends Trade Invitation to Visitors from London

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

LONDON, ENGLAND, MAY 4. THE INTEREST in Great Britain in the "On-to-London" Advertising Club movement is increasing every hour and the list of delegates is growing so steadily that the hundred originally set as a standard may be exceeded.

When it is remembered that the Thirty Club of London is limited to just that membership and that its organizing work is entirely of an honorary nature, it will be seen that the Britishers are putting their shoulders to their job in no uncertain fashion.

Up to now national advertisers and public utility services combined stand for about 36 per cent of the delegates. The publishers and advertising agents draw even on the other 64 per cent.

Advertising organizations other than the Thirty Club represented will be the Publicity Club of London, the Newspaper Proprietors Association, and the Advertising Club of Ulster.

An invitation has just been received by ad men in London from Secretary Hoover, in the name of the Department of Commerce in Washington and also the Bureau of Foreign and Domestic Commerce, to visit those departments with the object of being informed of all trade matters in which America and Great Britain are concerned.

The Thirty Club is fully alive to the fact that organizing for 1924 will mean hard work and has appointed Andrew Milne (Honorable Secretary for the Publicity Club of London) to act as its organizing secretary in connection with the arrangements for the 1924 convention should the invitation to the Associated Advertising Clubs of the World be accepted. Mr. Milne, whose services have been lent by Black's Advertising Agency, is assisting C. Harold Vernon in many details connected with the British delegations' departure for Atlantic City May 26.

INVITES PRESIDENT HARDING TO A.A.C.W. MEET

SENATOR WALTER E. EDGE and F. X. Wholley, vice-president of the Associated Advertising Clubs of the World, has arranged an appointment at the White House to present an invitation to President Harding to be present at the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3-7. The committee, invited by President Holland, is to consist of E. T. Meredith, former Secretary of Agriculture; C. H. Woodbridge, New York; H. H. Charles, president of the New York Advertising Club; Louis Wiley, business manager of the New York Times; Paul Patterson, publisher of the Baltimore Sun and president of the A. N. P. A.; Rowe Stewart, Philadelphia Record and former president of the Associated Advertising Clubs of the World; Senator Arthur Capper, Postmaster General New, Senator Edge and F. X. Wholley.

The committee, through Senator Edge, will present a beautiful memorial invitation specially prepared by President Holland.

Arrangements for the accommodation of at least 1,500 persons are being made by the committee in charge of the welcoming dinner to be given the British delegation to the A. C. C. W. convention on the evening of June 1 at the Pennsylvania Hotel in New York. Chairman Herbert S. Houston has appointed the following sub-committee on speakers, which will have charge of the arrangement of the program: Russell R. Whitman, chairman; Marron G. Collier, William H. Rankin, James W. Brown,

O. C. Harn, and John Clyde Oswald. C. K. Woodbridge, chairman of the national program committee, announces the following line-up of speakers for the general sessions at Atlantic City:

Sunday Afternoon, Inspirational Meeting

Fred B. Smith of New York. "Advertising and the World Outlook." Based on a tour Mr. Smith has just made in a survey of world conditions for his firm, Johns-Manville, Inc.

Monday Forenoon

THEME: "New Tasks for Advertising."

Senator Walter E. Edge of New Jersey, president of the Dorland Advertising Agency. "What the Government of the United States Has to Advertise."

W. S. Crawford, vice-president of the Associated Advertising Clubs for England. "How Advertising Can Better International Relations." Robert Lynn Cox, vice-president Metropolitan

Life Insurance Company, New York. "Extending the Length of Life." Mr. Cox is a former member of the New York legislature and former manager of the Association of Life Insurance Presidents, succeeding Grover Cleveland.

Frederick M. Feiker, assistant to Secretary of Commerce Herbert Hoover, and vice-president of the McGraw-Hill Company, New York. "The Elimination of Waste in Industry through Advertising."

Monday Afternoon

THEME: "What Advertising Has Done and Can Do for four Great Commercial Fields, Public Utility, Automobile, Financial and Agricultural."

Floyd W. Parsons, editor of Gas Age, will cover that field. Mr. Parsons is a member of the American Institute of Mining and Metallurgical Engineers, Mining and Metallurgical Society of America and the Academy of Political Science. He is the founder of Coal Age. He will cover the relationship of the public utilities field to industry and national prosperity, discussing particularly the part advertising can play in the building of good will for the utilities.

George Graham, vice-president and advertising director Chandler Motor Car Company, Cleveland. The committee put the question to four men capable of speaking for that field as to who was the one best man to represent the automobile field on this program and in every case the answer was George Graham.

Carl Williams of Oklahoma will represent the agricultural field. Mr. Williams is the president of the American Cotton Growers' Exchange and editor of the Oklahoma Stockman-Farmer.

The FINANCIAL field will probably be

REVISED LIST OF BRITISH DELEGATES TO A.A.C.W. CONVENTION

ADDITIONS to the list of British delegates who will arrive in New York on the "Berengaria", May 31, to attend the Atlantic City convention of the Associated Advertising Clubs of the World, June 3-7, continue to be reported by cable to EDITOR & PUBLISHER. The list, however, is not yet complete, but it is expected to be in time for publication in the ON-TO-LONDON IN 1924 EDITION OF EDITOR & PUBLISHER to be issued next week. The names of those coming, received to date, are:

Agnew, E. S. (and Mrs. Agnew), Punch, Bouverie street, E. C. 4, London.
 Akerman, J. C., of the The London Times, Printing House Square, E. C. 4, London.
 Allen, Joseph N., James Pascall, Ltd., Blackfriars Road, S. E. 1, England.
 Baird, Sir Robt., Belfast Telegraph, 124 Royal avenue, Belfast, Ireland—delegate of Ulster.
 Bates, Arthur—Johnson, Riddle & Co.
 Baxter, William B., John Harding, Son & Co., Ltd., Baronia Works, Nantwich, England.
 Boys, E., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
 Bradley, H. Dennis, Pope & Bradley, 14 Old Bond street, W., London.
 Brinkmeyer (four brothers)—C. and A. Modes, Ltd.
 Broughton, H. H., Vickers, Ltd., Westminster, S. W. 1, London.
 Bruce, Robert, Aberdeen Newspapers, Ltd., 149 Fleet street, E. C. 4, London.
 Chadwick, Arthur, Amalgamated Publicity Services, Ltd., Bucknall street, W. C. 2, London.
 Cheshire, John, Lever Bros., Ltd., Lever House, E. C. 4—president, the Thirty Club of London.
 Clark, H. Samson, Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.
 Clegg, Harry, Kalamazoo, Ltd., Northfield, Birmingham, England.
 Crawford, W. S. (and Mrs. Crawford), W. S. Crawford, Ltd., 233 High Holborn, W. C. 1.—vice-president, The Thirty Club of London, and vice-president, Associated Advertising Clubs of the World.
 Day, W. T., (and Mrs. Day), Pioneer Press of India, 11 Arundel street, Strand, W. C. 2, London.
 Derwent, W. R., Nottingham Journal, Nottingham, England.
 Emannel, Philip, Odhams Press, Ltd., 57-9 Long Acre, W. C.—hon. treasurer, the Thirty Club of London.
 Evans, Harold S., Marling & Evans, Ltd., 6 St. Sacrament street, Montreal, Canada.
 Erwoods, Eric Field, Ltd., 30 Fleet street, E. C. 4, London.
 Falk, L. D., D. J. Keymer & Co., Ltd., 36-8 Whitefriars street, E. C. 4, London.
 Fraser, Ivor, London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
 Girardot, Edmond David, St. George Carriers, Ltd., 73 Basinghall street, E. C. 3, London.
 Greenly, A. J., Greenly's, Ltd., 37-8 Strand, W. C. 2, London.
 Hunt, J. G. P., Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.

Hutchings, Robt. W., G. F. Hutchings & Co., Ltd., Excelsior Boot Manufactory, Bristol, England.
 Hutchingson, Lt.-Col. G. S., D.S.O. .M.C., London Press Exchange, 110 St. Martin's Lane, W. C., London.
 Illingworth, Ed. N., Belfast Telegraph, 40-3 Fleet street, E. C. 4—delegate of Ulster.
 Imber, Horace S. (and Mrs. Imber), Associated Newspaper, Ltd., Carmelite House, E. C. 4, London.
 Johnson, Frederick, Liverpool Post & Mercury, 130 Fleet street, E. C. 4, London.
 Lawson, Lt.-Col. E. F. (and Mrs. Lawson), London Daily Telegraph, 135 Fleet street, E. C. 4, London.
 McDougall, Thomas (and Mrs McDougall), Thomas McDougall, Ltd., 44-6 Kingsway, W. C., London.
 Meeker, E. J.—Meekers, Ltd.
 Mitchell, J. C., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
 Morison, Ernest, Morison's Advertising Agency (Hull), Ltd., 99 Holden Road, N. Finchley, 12, London.
 Morris, E. H., of Lotus, Ltd., Stafford, England.
 O'Keefe, William, O'Gorman Bros., Ltd., Parnell street, Clonmel, Ireland.
 Perrins, Capt. A.—Lee & Perrins.
 Porter, Arthur S. (Mrs. Porter and 2 children), Arthur S. Porter & Co., Wapping Mills, Liverpool, England.
 Potter, Fredk. E., F. E. Pötter, Ltd., Imperial House, Kingsway, W. C., London.
 Ridout, Herbert C., London editor of EDITOR & PUBLISHER, New York, 10 Radcliffe Road, Winchmore Hill, N. 21, London.
 Robertson, E. J. (and Mrs. Robertson), London Daily Express, 116 Fleet street, E. C. 4, London.
 Rossiter, A. G., Rego Clothiers, Ltd., 110a-112 High street, Shoreditch, E. 1, London.
 Rozier, Capt. A. W., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
 Savage, Major J. C., London Aerodome, Hendon, N. W. 9, London.
 Shoesmith, Fred, Fairy Dyes, Ltd., 37 Glassford street, Glasgow, Scotland.
 Smith, P. G. A., Shell-Mex, Ltd., Shell Corner, Kingsway, W. C., London.
 Sykes, Regd. C., London Press Exchange, Ltd., 110 St. Martin's Lane, W. C., London.
 Turner, Arthur E., Leigh Mills Co., Ltd., Bradford, England.
 Vernon, C. Harold, C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1—hon. secretary, The Thirty Club of London.
 Vernon, L. C., C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1, London.
 Watts, A. K.—Swan Pen Company.
 Walley, Thomas, Cochran & Co. Annan, Ltd., Annan, N. B., London.
 Walker, Ernest T. (and Mrs. Walker), Wolsey, Ltd., Leicester, England.
 Wallace, W. T. (and Mrs. Wallace), National Trade Press, Ltd., Regent House, Kingsway, W. C. 2, London.
 Walmsley, U. B., E. Hulston & Co., Ltd., Shoe Lane, E. C. 4, London.
 Williams, E. O.—consulting engineer, British Empire Exposition.

covered by Fred N. Sheppard, executive manager of the American Bankers Association. Definite confirmation of this will be sent out from national headquarters on May 10.

This completes the general sessions for Sunday and Monday. Tuesday forenoon and afternoon and Wednesday forenoon have been allotted to the departmental sessions and Wednesday afternoon will be given over to the interdepartmental program. The list of speakers for this session will follow within a few days. The National Advertising Commission is selecting representatives of five or six departments to cover this meeting.

The general session of Thursday forenoon will be given to a presenting of some of the important phases of Association work. A prominent banker will tell the story of the development of the Better Business Bureau work. Paul T. Cherington, chairman of the National Educational Committee, will tell of the development of the educational work of the association; George W. Hopkins, chairman of the speakers' bureau, will describe briefly the development of the speakers' bureau; Gurney Lowe, the development of the Neosho Plan.

Other leaders in the advertising club movement will also be included on this program.

Thursday afternoon will be given over to the reports of committees and the election.

The following instructions have been issued by the national convention committee on how to get rate of fare and a half on railroad transportation to the A. A. C. W. meeting in Atlantic City:

"Certificates, to be used at the time of the purchase of railway tickets, will be necessary to obtain the special rate of one and one-half fares for the round trip to Atlantic City.

"Certificates will be issued through advertising clubs and through the secretaries of the various departments of the National Advertising Commission; or persons who desire may write directly to the headquarters office of the Associated Advertising Clubs, 383 Madison avenue, New York city, for them.

"One certificate is required for each railroad ticket, except where two members of the same family are traveling together.

"The seven passenger associations in the United States have already acted, and early action is expected from the Canadian associations.

"Going, the special rate applies from May 31, and, returning, to June 13, except in the far west. There, the tickets are good going May 30 and returning June 15.

"Because of the Shriners' convention in Washington, D. C., at the time of the convention, there will be a stiff demand for Pullman cars. Thousands of Shriners are planning to sleep in Pullmans during their Washington convention.

"We suggest that you immediately get in touch with railroad officials and make your tentative Pullman reservations for the Atlantic City convention."

\$100,000 Zinc Advertising Drive

(By Telegraph to EDITOR & PUBLISHER)

St. Louis, May 10.—A \$100,000 advertising campaign to set forth the merits of zinc in all its branches was decided upon by the board of directors of the American Zinc Institute here Tuesday. Frank C. Wallower, general manager of the Golden Rod Mining & Smelting Corporation, Joplin, Mo., was elected president, and Stephen S. Tut-hill of New York was re-elected secretary.

Oregon Paper Changes

A half interest in the Lebanon (Ore.) Criterion has been bought from G. W. Loomis by A. L. Bostwick, until recently on the staff of the Albany Evening Herald. Bostwick and Loomis have bought the Brownsville Times from F. M. Brown. The mechanical work of the Times will be done at Lebanon. The editorial office of the Times at Brownsville will be in charge of W. K. Brownlow.

TWO AMERICAN WRITERS HELD CAPTIVE BY CHINESE TRAIN BANDITS

J. B. Powell and J. A. Henley of Shanghai Papers Prisoners, But Reported Unharmed—Scripps Party, on World Tour, Escaped Hold-Up by Taking Next Train

PAGE One news in America's large city newspapers moved against the sun several days this week, contrary to its usual custom, when Peking and Shanghai dates told of the capture of a number of Americans by Chinese bandits. Early reports had it that Robert P. Scripps, head of the Scripps-Howard Newspapers, was among those seized in the Peking-Shanghai train hold-up, together with J. B. Powell, editor of



J. B. POWELL

the Weekly Review of Shanghai; J. A. Henley, another Shanghai newspaper man; Kang Tung-Yu, Sunday editor of the Shun Pao; Lloyd Lehrbas, a correspondent of the Chicago Tribune and member of the China Press staff.

Mr. Scripps and his party, it was later learned, took the next train and were not harmed. Mr. Lehrbas escaped when his captor stopped to pick up some booty he had dropped in the hasty herding of the prisoners away from the scene of the hold-up. Mr. Kang, the Chinese editor, was released Tuesday, but Mr. Powell and Mr. Henley were still in the hands of the bandits when EDITOR & PUBLISHER went to press.

A message from Mrs. Powell, dated Monday from Shanghai, to her father, J. P. Hinton, cashier of the Hannibal (Mo.) National Bank, read: "Captives reported unharmed."

Mr. Powell is a graduate of the University of Missouri School of Journalism, class of 1910. After leaving college, he was business manager and city editor of the Hannibal Courier-Post, and returned to the university in 1912 as instructor in advertising.

He resigned in 1917 to become business manager of Millard's Review, Shanghai, now the Weekly Review of the Far East, of which Mr. Powell is now publisher. He is also correspondent for the Chicago Tribune and secretary of the American Chamber of Commerce. He was representative in China of the Committee on Public Information during the war. In 1921 he was vice-president for China of the Associated Advertising Clubs of the World. He is well known to American newspaper men who reported the Armaments Conference in Washington in 1921, on which his fearless pro-Chinese articles attracted wide attention. His wife was Miss Martha Hinton, of Hannibal, Mo., and they have two children.

Mr. Scripps, who was on the scene shortly after the bandits had carried off their captives, interviewed Miss Minnie McFadden, companion of Miss Lucy Aldrich, sister-in-law of John D. Rockefeller, Jr., and T. H. Day, of New York, who were released after being threatened with death. He cabled 900 words to the United Press on Tuesday.

The Scripps party, headed by E. W. Scripps, arrived in Oriental waters late in April, according to a dispatch received Wednesday from John R. Morris, Far Eastern editor of EDITOR & PUBLISHER. The new yacht Ohio, on which Mr. Scripps started his world cruise after retiring from active direction of his American interests, also carried Robert P. Scripps and Mrs. Scripps, Negley D. Cochrane, a member of the Scripps editorial board; Miss Dorothy Cochrane, Miss Margaret Culbertson, a cousin of Mrs. Robert Scripps, and Prof. W. S. Thompson, an ethnologist, formerly of Cornell University.

Although the rest of the party went ashore daily to see Yokohama and Tokyo in cherry blossom time, E. W. Scripps did not leave the ship during its stay in Yokohama harbor. At Kobe, he took shore leave for a few days' visit at Kyoto, the ancient capital of Japan.

The round-the-world voyage of the Ohio is a pleasure trip for all members of the party except E. W. Scripps, who is taking advantage of the tour to conduct extensive surveys relative to a world-wide study of population problems. This work is in the hands of Prof. Thompson.

In discussing the present state of Pacific politics and international relations as they affect the Orient, Mr. Scripps said he did not find any war clouds on the horizon. At the same time, he called attention emphatically to his belief that Japan is faced by the necessity of finding additional territory for her people. This condition, he declared, will create problems of increasing importance for the next generation.

"The Japanese people," he said, "can live only in climates very similar to that of their native country, and for this reason, they are interested only in lands which fill such requirements. The American Pacific Coast from a climatic standpoint was made for the Japanese, and had they been fifty years earlier in their national development, they would have been there today. That area would have been part of the Japanese Empire."



ROBERT P. SCRIPPS

Robert Scripps, during his stay at Tokyo, spent much time with American and Japanese newspaper men. At the organization dinner of the International Journalists' Association, where he spoke on the need for increased exchange of international news, he created a highly favorable impression on the minds of his Japanese as well as his foreign hearers, Mr. Morris wrote.

Two slight accidents occurred during the stay of the Ohio at Yokohama. The yacht was dragged from her moorings during a high wind and grounded on a ledge. Two tugs rescued the ship unharmed.

While sight-seeing in Tokyo, Robert Scripps tripped on the stairs in the Imperial Hotel and suffered a sprained ankle, which caused him to cancel engagements for the remaining two days of the Ohio's stay at Yokohama, but did not interfere with his plans at Kobe and Kyoto.

FARMER IS COMING BACK

Secretary Wallace Optimistic in Address to Agricultural Editors

(By Telegraph to Editor & Publisher)

CINCINNATI, May 7.—"Conditions of the American farmer are improving," Secretary of Agriculture Wallace, proprietor of Wallace's Farmer, told the annual meeting of the American Agricultural Editors Association tonight. More than 60 agricultural editors from the fruit, cotton, and grain growing sections of the country were present, including many women.

"During the war," said Secretary Wallace, "American agriculture was enormously expanded to meet European needs, and the farmer suffered when deflation came, but he is coming back into his own. Higher prices for farm prod-

ucts, improved industrial conditions, stronger co-operative marketing associations, and helpful Federal legislation to provide farm loans—all tend to brighten the outlook.

"Two millions of people left the farms last year to go to the cities, and of these 800,000 returned to the farms. The balance between supply and demand will be restored."

Other speakers were Dr. Tait Butler of Memphis, editor of the Progressive Farmer; James Speed, Louisville, editor Southern Agriculturalist; Wheeler McMillen, associate editor Farm and Fireside, New York; T. L. Wheeler, Huntington, Ind., secretary of the association and editor of the Indiana Farm Guide.

FIGHT OVER NEWSBOYS' AGES DIES OUT

Toledo Dailies Unite to Oppose Draastic Ordinance in City Council and the Act Is Amended

Efforts of women's organizations to regulate the sale of newspapers on the streets of Toledo have proven a failure, in so far as they attempted to place the age limit of carrier boys and sellers at such a low level it would have been practically impossible to continue in business without reorganization of the entire sales and carrier forces of the three daily papers here, circulation managers say.

The first agitation for this regulation was started several months ago by the Consumers League. After a propaganda campaign, at times innocently aided by the newspapers themselves, the league caused to be introduced into council an ordinance requiring that boys under 12 be prohibited from delivering routes in Toledo and that boys under 16 should not sell papers. The ordinance limited the age of girls employed as either carriers or sellers to 16.

The original ordinance also provided that separate permits had to be taken out for delivering routes and selling on the streets, and made it impossible for a boy between 14 and 16 carrying a route to sell any "extras" along his route.

When that ordinance was reported into council the regulation governing the so-called "street trades" was changed to require an examination of prospective newsboys and a health certificate from their family physicians. In addition a certificate was required from the teacher, showing that the boy was as far along in his work as others of the same age, and that his promotion to the next highest grade was assured.

Then, with these, he was to take his birth certificate to the Director of Public Safety, who would issue a certificate and a badge, to cost not more than 30 cents, and the boy was ready for work in the class of newspaper employee to which he belonged.

The first open opposition to the ordinance was when the Housewives' League, which had indorsed it before its presentation to Council, characterized the measure as "bunk" and declared those behind the measure were "idlers who didn't know what it meant to earn a penny."

That started open hostility against the measure. Other women's organizations withdrew their support and opposed the bill. It was pointed out that some of the women behind the movement would suffer "from interference," as the ordinance would make it impossible for them to employ girls under 18 in wheeling their babies on the streets.

Meantime Toledo newspapers had employed counsel and with that assistance the Law Department drew a new ordinance, which provides for a permit for boys of 12 or older to sell papers on the streets. This is to be issued by the Safety Director without the red tape originally provided. Carrier boys are not interfered with in any way. The only prohibition mentioned is against selling papers on the streets at night.

The new ordinance was passed by council May 7, all opposition seeming to have disappeared.

PROVEN CIRCULATION FRENCH AIM

Advertising Convention Forms Body Like American A. B. C.—Condemns Copy Thieves and Direct Commissions

Paris Bureau of EDITOR & PUBLISHER

By G. LANGELAAN

PARIS, France, May 1.—The full report of the "Advertising Week" held in Paris December appears in the last issue of Notre Publicité, a magazine published in Paris in the interests of advertising. The meeting marked an epoch in French advertising. It was without doubt the starting point of important developments in the profession, which hitherto had not been on the same high level as in the United States and in England.

Nine questions affecting the profession were on the agenda. That which evoked the most controversy concerned publication of circulation figures.

However, the final resolution, carried after the text had been changed three times, called for the publishing of circulation figures, with certain reservations which would make the figures not entirely public. Out of this resolution sprang a body with officers of its own, which has since been functioning—the "Office of Proof of Circulation."

The duty of this group is to centralize all information regarding circulation of newspapers and other French periodicals. In two special registers in its keeping are inscribed the names of publications with their circulation figures certified by chartered accountants.

To have access to these records, a prospective advertiser must be introduced by a recognized member of the advertising profession and examine them in his presence. This, of course, is the first step on the road to compulsory publication of circulation figures, as many of the delegates present pointed out.

A proposal was put forward that no sketch or scheme should be executed free of charge for the advertiser on approval. Whether use was made of the idea or not, it was to be paid for.

The right to sign advertisements was the subject of another resolution. It was pointed out that a good advertisement, like a good picture, was worthy of a signature. Those calling for the right to sign advertisements declare that newspapers delete signatures to prevent other possible advertisers going to the agency inserting the advertisement instead of direct to the newspaper. The newspaper proprietors, however, declare that they do not intend to give free advertising to advertising agencies or artists. The resolution voted calls for the right to sign advertisements, thus expressing the desire of the majority of those interested.

A standard measure of advertisements, the same all over the country, to replace the arbitrary line measurement, was demanded in a further resolution. It was pointed out that a national advertiser working on the line system could never be sure what he was going to get in different parts of the country. A standard measure which everyone could understand and appreciate was asked for, namely, by centimeters.

The question of professional relations brought to light many of the abuses which it is desired to eradicate. The abolition of dummy advertising agencies was sought. These dummy agencies, it is alleged, are founded by large advertisers simply with the object of getting big rebates in the shape of the commissions earned by these dummy agencies of their own creation. Another grievance was the practice of certain newspapers willing to accept advertisements below their printed tariff while compelling advertising agencies to abide by such tariff, thus competing unfairly with those who may have gone to great pains to create and bring them business. The sharing of commission on the part of unattached solicitors was also deprecated.

New Florida Weekly

The Opopka (Fla.) Chief has been started by Albert M. Hall.

I. N. S. Scores Another World Scoop

LANDS FIRST EYE-WITNESS STORY OF Chinese Bandit Coup

International News Service man *first* to give the world all the facts about the fate of Americans captured by the Chinese train bandits—
and give them *right!*

ON May 7th, while a breathless world awaited full reports, International News Service flashed to its hundreds of newspaper clients, and enabled them to play, hours before their competitors, an amazing eye-witness story by Lloyd Lehrbas, International News Service representative in the Far East, a passenger on the captured train.

Filed after Lehrbas had risked his life to escape with his thrilling news—that International News Service might run true to form—his story beat the world by eleven hours.

The splendid coordination of all I. N. S. units made the service of I. N. S. clients swift and sure.

Working with Lehrbas in getting FIRST and RIGHT all details of this amazing episode were Miss Edna Lee Booker; brilliant Shanghai correspondent of the International News Service; Duke Parry, who directed the handling of the story from International News Service's Far Eastern headquarters at Tokyo; and Ellis H. Martin, Pacific coast news manager for International News Service.

Due to their tireless efforts the story circled the world in thirty hours and was, owing to its complete detail and accuracy, the *first* to be featured by *Chinese newspapers!*

Again International News Service justifies its famous slogan—
Get It FIRST—But FIRST Get It RIGHT

INTERNATIONAL NEWS SERVICE
M. KOENIGSBERG, President New York City

MICHIGAN PROHIBITS ALL NEWSPAPERS THAT CARRY RACE BET ODDS

Legislature Passes Drastic Anti-Gambling Act Supported by the Detroit News and Bitterly Opposed by Free Press and Times

THE BAHORSKI BILL'S HISTORY

(By Telegraph to Editor & Publisher)

Detroit, Mich., May 10.—The following statement was given EDITOR & PUBLISHER today by George E. Miller, editor of the Detroit News, on the News' relationship to the new Michigan law prohibiting the publication and circulation of race track betting news:

"The Bahorski bill was supported by the Detroit News, but not initiated by it. The bill was drawn by the prosecuting attorney of Wayne County (Detroit), and fostered and supported by leading citizens, churches, women's organizations, etc., in all parts of Michigan. The bill was primarily inspired by the fact, thoroughly established, that gambling on horse-racing as at present conducted in the United States is crooked. Detroit and other large cities were found to be literally overrun by bookmakers who invade every part of the community, even to the high schools, for the purpose of carrying on their crooked operations. The bill thus had the support of the good people of Michigan almost unanimously, which may be inferred from the fact that but two votes out of 32 were cast against it in the legislature."

(By Telegraph to Editor & Publisher)

LANSING, Mich., May 9.—All newspapers printed or circulated in Michigan are prohibited from publishing news of betting odds on races or other contests, even after the events in question have occurred, by the terms of the Bahorski anti-gambling act passed at the session of the Legislature, which adjourned last Saturday.

The measure met with little opposition in either House or Senate, and upon passage it was immediately signed by Gov. Alex J. Groesbeck. It becomes effective August 31.

The anti-gambling bill, containing this clause of such widespread significance to newspapers, was introduced in the upper House, January 23, by Senator Joseph Bahorski, of Detroit. The Detroit News, which was its chief champion during the period of debate, began a campaign last summer against racetrack gambling and the publication of betting odds.

In this campaign the News was bitterly opposed by other Detroit newspapers.

Largely because of the interest in the bill generated by the Detroit newspaper fight, public hearings on the measure were held at which representatives of the News and the Detroit Times appeared. The News had support of the women's clubs from the metropolitan district in behalf of the measure, as well as George A. Walters, sheriff of Wayne County. Paul Voorhies, prosecuting attorney of Wayne County, drew up the bill.

The new act is considered a distinct journalistic victory for the News, although public sentiment generally probably favored the measure more on account of its general anti-gambling features than because of this specific provision.

The vote in both Houses, where only two votes could be mustered in opposition, indicated the feeling and the amount of popular pressure brought to bear on legislators by such strongly organized blocs as women's clubs and church societies.

Race-track gambling has long been frowned on in Michigan, the state having been among the first to pass laws banishing the bookie from its racing meets. However, it was claimed by the News that the statutes were so full of loopholes that no gambler need ever be convicted if he put up a legal hattle.

The clause, which, unless upset by future litigation, will bar all newspapers from giving future race-betting data to Michigan readers, constituted Section 4 of the bill and read as follows:

"It shall be unlawful for any person, or for the officers, agents, servants, or employees of any corporation, directly or indirectly, individually or by agent, servant, or employee, or by means of any newspaper, poster, periodical, or other production, to write, print, publish, advertise, deliver or distribute or offer to deliver or distribute to the public or to any part thereof or to any person, any statement or information concerning the making or laying of wagers or bets or the selling of pools or evidences of betting odds on any race, contest, or game or on the happening of any event not known by the parties to be certain or any purported event of like character."

The penalty provided is a fine of not to exceed \$500, or imprisonment not to exceed six months, or both, in the discretion of the court.

What feeble opposition was mustered against the Bahorski bill was the result largely of the stipulation, pointed out by attorneys for the two papers opposing the bill, that betting odds could not even be published after the events had transpired.

Many attorneys throughout the state who have examined the bill closely declare that the measure will not only prevent future publication of betting odds by newspapers published in Michigan, but will positively bar from the state any outside papers which include betting news in their published matter. They cite the wording "deliver or distribute * * * any statement * * * concerning the laying of wagers" as affecting all newspapers or other periodicals entering the state.

The State Law Department has not as yet given any definite ruling as to the effect of the new act on publications outside the state. Attorney-General Andrew B. Dougherty was not in Lansing today, and none of his assistants would hazard an opinion.

It appears probable that a strict interpretation of the Bahorski act will bring plenty of litigation, as virtually every newspaper or magazine published in the United States enters Michigan and is therefore placed under the jurisdiction of the state law.

Many of these periodicals carry references to betting odds, and since the provisions of the act extend even to past events, the scope of the law is obviously enormous.

CANADA RACE BET CURB

Third Reading Given Amendments to Criminal Code

The Dominion Parliament has given third reading to amendments to the criminal code making it illegal to advertise, print, post, sell or supply tips, selections, odds, winning prices or similar information on horse racing other than on a lawful race track in Canada during progress of a race meeting.

It is made illegal to disseminate information of a like nature intended to assist betting on fights or games.

WORLD LOSES ITS APPEAL

Court Upholds \$10,000 Libel Verdict of Ex-Actress

The verdict of \$10,000 against the Press Publishing Company, publishers of the New York World, in favor of Evelyn C. Scott, of Pittsburgh, former actress, was upheld May 8 in a decision handed down by the Court of Appeals at Albany.

The action was brought following a story of the conviction of Evelyn Granville as a drug addict and prostitute in the Woman's Night Court of New York City and her sentence to the workhouse

for 30 days. The story said the woman was a former popular actress at the old Casino and Wallack Theatres in the early nineties and that she had been convicted of public intoxication and other offences eleven times. The stage name of Mrs. Scott was Evelyn Granville, and the woman convicted bore that name.

Mrs. Scott figured in the sensational trial of her husband, Burton C. Webster, who shot a man named Goodwin for insulting her. She had been convicted of public intoxication in New York city after she was no longer a stage favorite, but in 1899 she married John J. Scott and moved to Pittsburgh, where she says she led an exemplary life. The other woman, a police court character, was frequently convicted, and the similarity of names resulted in the reference to Mrs. Scott as the woman.

Mrs. Scott sent her picture to the World and called attention to the errors in referring to her and requested that no further references be made to her.

The defense was that the story was privileged as a court report, and that the similarity of names and previous career of the actress was a justification for the error and showed the absence of malicious intent.

FITZPATRICK MOVES UP

City Editor of Baltimore Evening Sun Is Promoted

Edwin A. Fitzpatrick, for five years city editor of the Baltimore Evening Sun, has been made assistant managing editor of that paper and right hand man of J. Edwin Murphy, managing editor. He has charge of the Evening Sun's 6 o'clock sporting extra, as well as of the other four editions, in consultation with Mr. Murphy.

Although he was on the local staffs of the old Baltimore World and the Baltimore News, he is one of the original staff and really a product of the Evening Sun. He was a reporter on the Evening Sun when the first issue was printed in April, 1910. He subsequently became copy reader, news editor, chief of the telegraph desk, and city editor. He has been succeeded as city editor by C. Bruce Earnest, formerly his assistant. Earnest also is an Evening Sun product. L. Murray Warfield, a veteran of the Sun organization, has been made news editor. William Thomas, formerly on the reportorial staff, has been made assistant city editor.

Woodbury Edits Columbus Citizen

E. E. Cook, editor-in-chief of the Scripps-Howard Ohio newspapers, announces from his headquarters at the Cleveland Press the appointment of Howard P. Woodbury as editor of the Columbus Citizen. Woodbury is a native of Columbus and has been on the staff of the Citizen since he graduated from Ohio State University 16 years ago. R. H. Jones, managing editor of the Citizen, will be assigned to special editorial work. Harry F. Busey, State editor of the Cleveland Press, is the new managing editor of the Citizen.

Plan New Knoxville A. M. Paper

Business men of Knoxville, Tenn., are considering the establishment of a new morning paper to be known as the People's Herald. Fred Keith, formerly owner and publisher of the Plain Dealer, a Sunday paper, now defunct, will be connected with the new daily in a publishing capacity, and it is planned to print at this plant.

Rivals Aid Paper After Fire

Rival newspapers of Reading, Pa., came to the rescue of the Tribune, only two months old, when a small fire damaged its pressroom. The blaze and water ruined considerable paper stock and put the press out of commission. The Reading Times, a rival morning paper, is printing the Tribune during the week, while the Eagle, an afternoon and Sunday morning daily, printed the Tribune's Sunday edition, after running off its own edition.

NEW "LEGAL" AD BILL PLEASES N. Y. PRESS

Provides for One Standard of Measuring Advertisements and Payment Scale Based Upon Circulation

Rates for printing of legal advertising in New York State have finally been enacted to the satisfaction of the newspaper publishers, whose fight for amendment of the old statute has been carried through three legislatures. The bill, sponsored by E. H. Keefe of the Newburgh News, chairman, the joint legislative committee of the New York State Publishers' Association, New York Associated Dailies and New York State Press Association, was passed last week and is now before the Governor, whose signature is expected.

It provides an advertising rate in proportion to circulation, and simplifies the method of measurement of state, legal and public notices. Previously there had been three standards of measurement, "each inch of agate, 29 ems to the line," "each folio of 100 words," and "the agate line." A line of advertising is the adopted standard.

Under the new law the unfair discrimination of "first and second class city," counties is ended and newspapers having larger circulations, though published in counties containing no first or second class city, will receive compensation in proportion to their circulation. The New Jersey statute, which was the original model for New York, like it, makes the agate line the standard measurement, but did not provide payment according to circulation.

As defined in the statute, the unit of measurement is "a line of a column width of not less than 12 pica ems, provided that in computing such charge per line, the line shall average at least six words." Display copy and tabular matter is also taken care of, by agate measurement.

The text of the new statute, with new matter in italics, follows:

AN ACT

To amend the civil practice act, the legislative law, public officers law and surrogate's court act, in relation to fees of printers.

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

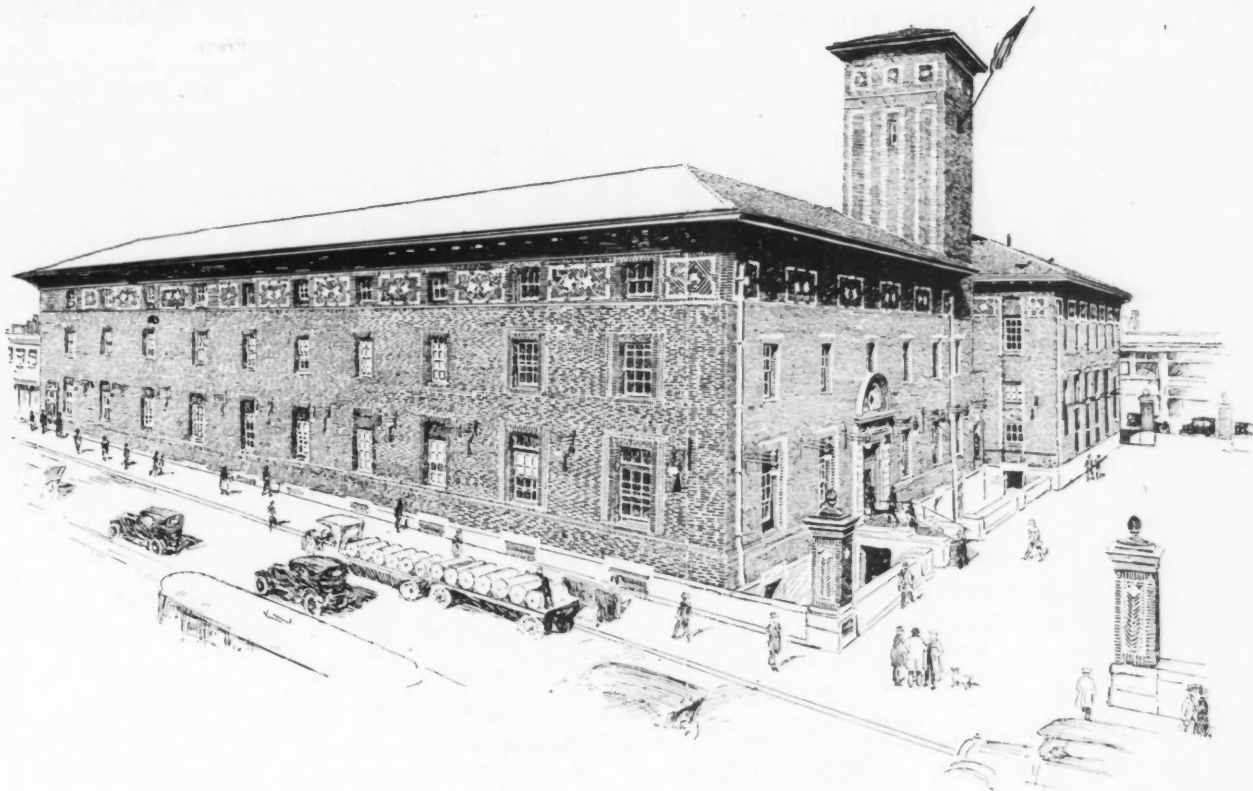
Section 1. Section fifteen hundred and fifty-one of the civil practice act is hereby amended to read as follows:

§ 1551. Fees of printers. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing summons, notice, order or other advertisement, required by law to be published, to *four cents per line of a column width not less than twelve pica ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signatures and similar short lines as full lines where the same are set to conform to the usual rules of composition. This rate shall not apply to cities of the first class where the legal rate for such publication shall be at the rate of twenty cents per agate line.*

§ 2. Section forty-eight of chapter thirty-seven of the laws nineteen hundred and nine, entitled "An act in relation to legislation, constituting chapter thirty-two of the consolidated laws," as last amended by chapter four hundred and sixty-seven of the laws of nineteen hundred and twenty-one, is hereby amended to read as follows:

§ 48. Publication of concurrent resolutions. The secretary of state shall send to each news-

(Continued on page 18)



Enlarged Quarters for THE KANSAS CITY STAR

Increases in circulation and advertising volume have made it necessary for The Kansas City Star to enlarge its facilities 50 per cent above their present capacity.

Back in 1911 the "new building" of The Kansas City Star was the largest individual newspaper plant in the United States. What was thought to be ample allowance for future growth had been made.

Yet all that room has been consumed, and the editorial offices, business offices and mechanical departments are clamoring for more space. What was once the largest newspaper plant in America no longer suffices for The Kansas City Star.

The enlargements now under construction will increase the building to about half again its present size. With the new addition, the structure will occupy 183 feet on Grand Ave., extending through to McGee Street, a distance of 245 feet.

An entirely new boiler and engine plant will be installed. This will consist of three Hooven-Owens-Rentschler Com-

pany uniflow engines, capable of generating 1,200 k.w. Four 350-horsepower Heine boilers will be required.

Two new Goss color presses are to be added. Standing sixteen feet high by thirty-one feet long, these presses represent the latest refinements in color printing.

The color presses are in addition to The Star's equipment of nine Goss octuple presses, each with a capacity of seventy thousand 16-page papers an hour.

The Kansas City Star's circulation growth since 1911:

	Jan. 1, 1911	April 1, 1923	GAIN
Evening Issue	166,225	240,446	74,221
Morning Issue	167,000	234,005	67,005
Sunday Star	171,372	238,824	67,452
Weekly Star	266,045	359,697	93,652

About 3½ million papers are printed every week.

THE KANSAS CITY STAR

Chicago Office
1418 Century Bldg.

New York Office
15 East 40th St.

CANADIAN DAILY ASSOCIATION TAKES NO ACTION ON AGENCY RELATIONS

Convention in Toronto Fails to Adopt Proposed Changes in Basis of Recognition; T. H. Preston of Brantford Exposition Is Elected President

WHILE certain changes in the basis of recognition of advertising agencies were under consideration at the annual meeting in Toronto of the Canadian Daily Newspaper Association, no action was taken in this direction and the relations between publishers and agencies continue on the old basis.

The Advertising Policy Committee stated that conferences had been held during the year with the Canadian Association of Advertising Agents with a view to reaching a mutually acceptable agreement between publishers and agencies. It was pointed out that there was need of a plan which would be more equitable than one which imposed upon publishers an obligation to discipline offending agencies, while it revealed no equivalent method whereby protection was afforded to publishers against any agencies which chose to disregard the mutual agreement. The suggestion was made that the agencies reconsider their attitude in the matter and endeavor to reach an acceptable basis of agreement binding upon both parties.

The Advertising Policy Committee also reported that no opportunity was being lost of conducting active propaganda against the practice of allowing commissions or special cash discounts to direct advertisers. The committee said that every opportunity should be seized to lessen the list of direct advertisers who are receiving any special consideration and that no firm of Canadian, British or United States origin should be added.

The Costs and Records Committee advised that a start had been made to encourage use of records of costs and of accounting in newspaper offices. A set of forms for summarizing operations in such a way as not to divulge confidential information had been supplied.

The Labor Committee reported no serious troubles during the year. Cases where local unions had made unreasonable demands had been successfully combated.

Owing to the failure of the A. N. P. A. to negotiate an arbitration agreement with the I. T. U., the committee had not deemed it desirable to enter into negotiations for the C. D. N. A. In the absence of international arbitration provisions, the committee recommended that provision be made in all agreements for local arbitration and a model form of local agreement has been submitted to all members. It was recommended that the incoming committee enter into negotiations with the pressmen's union to obtain an arbitration agreement similar to that obtained by the A. N. P. A.

The Postal and Parliamentary Committee reported that it had taken up with the Board of Customs the question of sales tax licenses for daily newspapers which did not operate job printing departments. These had been called upon to pay sales tax on purchases of newsprint at rate of 4½ per cent, whereas those taking out licenses as job printers were able to buy paper at 2¼ per cent. The Board of Customs admitted that the ruling was unfair and agreed that such publishers should be entitled to take out licenses.

The committee also secured favorable action in connection with complaints that postoffice inspectors were refusing second-class rates on papers mailed to subscribers whose subscriptions were in arrears. It was ruled that in view of present business conditions there should be no undue interference with publishers mailing copies to legitimate subscribers, even though their subscriptions might have expired.

Another sales tax ruling secured during the year was to the effect that cuts and matrices used in newspaper production were not part of the finished prod-

uct and should, therefore, be subject to the 4½ per cent tax when purchased by publishers. In the case of mats of news and feature services imported from the United States, complaints had been made that duty at the rate of 1½ cents per inch was being charged. This matter was taken up with the authorities and instructions were issued that only one-half cent per inch should be charged, the rate of 1½ cents applying to mats of advertisements.

One or two minor changes in the by-laws were made, the most important being an increase in the number of members of the executive committee from five to nine.

Following is the full list of officers elected: President, T. H. Preston, Brantford Expositor; vice-president, John M. Imrie, Edmonton Journal; treasurer, N. T. Bowman, Toronto Telegram.

Directors—E. W. McCready, St. John Telegraph; W. H. Dennis, Halifax Herald; L. J. Tarte, Montreal Le Patrie; E. V. Morrill, Sherbrooke Record; Henri Gagnon, Quebec Le Soleil; P. D. Ross, Ottawa Journal; E. S. Archibald, Montreal Star; H. B. Muir, London Advertiser; J. E. Atkinson, Toronto Star; W. J. Taylor, Woodstock Sentinel-Review; G. E. Scroggie, Toronto Mail & Empire; E. H. Macklin, Winnipeg Free Press; Burford Hooke, Regina Leader; J. H. Woods, Calgary Herald; B. C. Nicholas, Victoria Times.

Executive Committee—T. H. Preston, Brantford Expositor; F. J. Burd, Vancouver Province; N. T. Bowman, Toronto Telegram; J. E. Atkinson, Toronto Star; J. R. Henderson, Montreal Gazette; H. B. Muir, London Advertiser; P. D. Ross, Ottawa Journal; L. J. Tarte, Montreal La Presse; W. J. Taylor, Woodstock Sentinel-Review.

Chairmen of Standing Committees—Advertising, W. B. Preston, Brantford Expositor; Circulation, W. J. Little, Montreal Star; Cost and Records, F. I. Ker, Hamilton Spectator; Labor, J. R. Henderson, Montreal Gazette; Paper, P. D. Ross, Ottawa Journal; Postal and Parliamentary, R. F. Parkinson, Ottawa Journal.

A discussion on the question of publishing advance readers for theatres and moving picture houses brought out a protest from Don C. Seitz, of the New York Evening World, that too much free space was being given not only to theatres, but to professional sports of all sorts. He advocated the reduction of reports of baseball matches to the score. The whole system of free publicity in these matters was a swindle and a burden and space might better be devoted to amateur sports

when it would be read by friends of those participating in them. Mr. Seitz also said that free space had largely built up the automobile industry, while the attention given to trivial actions of moving picture magnates and film stars was a scandal and reproach to journalism.

In a debate on use of comics, opinion was expressed that the use of syndicated material of this sort was discouraging home talent and giving to newspapers a stereotyped form. Support for comics was given by J. E. Atkinson, Toronto Star, who considered the introduction of good clean humor as one of the best services the press could render.

The general opinion expressed about radio was that, whereas it was exploited by manufacturers and distributors, its service to those of outlying districts in the great reaches of a country like Canada was a great philanthropy which only newspapers could carry out as a legitimate means of building up goodwill and prestige.

Considerable time was devoted to the question of cost records and various experiences were related, important contributions to the subject being made by Mr. Seitz, J. E. Atkinson, and others. It was decided to refer the matter to the incoming Costs and Records Committee with instructions to endeavor to stir up the interest of members in installing cost systems and exchanging results.

An invitation from F. J. Burd, Vancouver Province retiring president, to hold the next annual meeting in Vancouver was accepted, and the incoming Executive Committee was instructed to arrange for the necessary excursion to the Pacific Coast.

M. P. DEMANDS PROBE OF "CANADIAN PRESS"

Dominion House of Commons Is Told That 29 Men Control Telegraph News, Shutting Off Competition

Declaring that the Canadian Press was a combine of 29 men who absolutely controlled the telegraph news of the Dominion, A. F. Healy, M. P., demanded in Parliament May 7 that this "newspaper combination" should be one of the first to be investigated under the new anti-combine act.

Earlier in the session H. C. Hocken, B. P., Toronto, had instanced the refusal of the Canadian Press to grant a news franchise to a proposed new paper in Ottawa.

Premier King admitted that there could be no more fatal combination so far as the public was concerned than that all the news of a country should be controlled by a few men and in such a way as to make it impossible for any others to enter the field. In the case of the Ottawa application, the contention was that the public interest was being best served by existing papers; that there was no monopoly; that another newspaper could come in any time and start on its own account. However, there was an agreement regarding a certain class of news and it was this particular class of news that was refused.

Mr. Healy pointed out that the Canadian Press had been subsidized to the extent of \$50,000 a year.

The Detroit News Leads In Automotive Advertising

Detroit Produces 60% Of All Automobiles In U.S.



IN America's automotive center where automotive advertising is, perhaps, best understood, The News was the leader in 1922.

Further substantiation of its superior effectiveness in automotive advertising is sustained by its record during the first third of 1923 when it published 426,440 lines—a lead of 14,560 lines over its nearest competitor.

The Detroit News, despite enormous omissions of advertising due to space being oversold, was still second in total advertising in the United States during March, being exceeded only by a Chicago paper.

The Detroit News

Greatest Circulation in Michigan
"Always in the Lead"

Baltimore Now Seventh City

Such has been its growth since 1920 that Baltimore is now rated as the seventh largest city of the country (recent Census Bureau announcement), with an estimated population of 773,850.

Most assuredly, here is a market of great fertility. When you are ready to try it out, remember that

Everything in Baltimore Revolves Around

THE  SUN
Morning Evening Sunday

NEW YORK STATE

The Local Storekeeper Selling Your Product Gets His Customers Through His Own Town Newspapers

A daily newspaper campaign co-operative with local dealers in this territory will quickly popularize any meritorious line of merchandise and it is well known that New York approval means nationwide approval.

The per cent cost of intensive cultivation of New York State is lower than that of any other territory—first because of the preponderance of population, and second, because of the unexcelled transportation facilities enabling quick distribution.

Try New York State as a splendid field for intensive daily newspaper advertising and be quickly convinced that this is the logical, economical and satisfactory way for National Advertisers to link up with local merchants and get results.

Use this list of live New York State Daily Newspapers. They will take your sales message to the people you want to reach. They will work with your jobber and retailers. Insist on this list to intensify your coverage of each market center.

BUY SPACE IN THESE LISTED DAILIES

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press.....(M)	55,594	.09	.09	†The New York Herald.....(M)	170,257	.49	.45
Albany Knickerbocker Press.....(S)	47,496	.11	.11	†The New York Herald.....(S)	170,257	.49	.45
†Auburn Citizen.....(E)	6,818	.04	.035	†The Sun, New York.....(E)	177,290	.48	.45
*Brooklyn Daily Eagle.....(E)	63,679	.20	.20	*New York Times.....(M)	541,174	.85	.637
*Brooklyn Daily Eagle.....(S)	76,887	.20	.20	*New York Times.....(S)	544,320	.75	.735
*Buffalo Courier and Enquirer.....(M&E)	82,809	.12	.18	*New York Tribune.....(M)	180,842	.40	.36
*Buffalo Courier.....(S)	120,755	.25	.22	*New York Tribune.....(S)	186,239	.40	.36
†Buffalo Evening News.....(E)	114,403	.31	.21	†New York World.....(M)	359,159	.595	.58
*Buffalo Evening Times.....(E)	85,006	.15	.15	†New York World.....(S)	590,475	.595	.58
*Buffalo Sunday Times.....(S)	105,809	.15	.15	†New York World.....(E)	277,353	.595	.58
*Corning Evening Leader.....(E)	7,333	.04	.04	†Niagara Falls Gazette.....(E)	15,573	.05	.05
†Elmira Star-Gazette.....(E)	54,705	.09	.07	*Olean Times.....(E)	6,857	.03	.03
*Geneva Daily Times.....(E)	5,750	.04	.04	†Poughkeepsie Star and Enterprise.....(E)	11,745	.05	.05
Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	66,151	.20	.18
†Gloversville Leader Republican.....(E)	6,736	.03	.03	Saratoga Springs Saratogian.....(E)	7,921	.04	.04
†Gloversville Morning Herald.....(M)	5,305	.035	.035	*Staten Island Daily Advance.....(E)	12,049	.05	.05
*Ithaca Journal-News.....(E)	7,455	.04	.04	Syracuse Journal.....(E)	45,014	.15	.12
*Jamestown Morning Post.....(M)	9,743	.05	.03	*Troy Record.....(M&E)	22,295	.05	.05
*Middletown Times-Press.....(E)	3,295	.03	.03				
*Mount Vernon Daily Argus.....(E)	3,590	.04	.04				
*Newburgh Daily News.....(E)	10,535	.05	.05				
†New York Globe.....(E)	159,736	.53	.54				
*New York Evening Mail.....(E)	144,135	.42	.40				

* A. B. C. Statement, April 1, 1925.

† Government Statement, April 1, 1925.

CHARLES N. Y. AD CLUB PRESIDENT

Will Lead New Yorkers Into New Club-house He Proposed in 1920

Harry H. Charles, president of the Charles Advertising Service, was unanimously elected president of the Advertising Club of New York at its annual meeting May 8. As a consequence Mr. Charles, who three years ago made the first proposal that the club purchase a building, will be its head when it moves into its new \$500,000 home at 23 Park avenue in the fall.

Frank Presbrey, president of the Frank Presbrey Company, was re-elected vice-president; Herman G. Halsted, vice-president of Paul Block, Inc., was elected treasurer to succeed Mr. Charles, and three directors were chosen—C. K. Woodbridge, president of the Dictaphone Corporation and retiring president; Gilbert T. Hodges, advertising director of the Frank A. Munsey Company, and Arthur C. Doornbos, vice-president of Ruthrauff & Ryan, Inc.

All of the elections were unanimous. Other officers and directors who remain in office are Vice-Presidents George Ethridge and Charles C. Green and Directors George W. Hopkins, William H. Ingersoll and Russell R. Whitman.

Mr. Charles has been a member of the club ever since it succeeded the old Advertising Men's League. He was chairman of the membership committee from 1917 to 1919 and a strong influence in holding the organization together, despite the departure of members overseas.

In the spring of 1920, he suggested the purchase of a clubhouse. Mr. Charles was thereupon made chairman of a "Bigger and Better Clubhouse" Committee, and his successors in that capacity, now called the Building Committee—George W. Hopkins and George Ethridge—have carried on to the realization of his vision.

The seventeenth anniversary of the club was celebrated May 8, by a special program in charge of Paul Meyer.

New Daily in Texas

The Sherman Daily Chronicle is a new paper just launched in Texas. It is published every afternoon except Sunday, with E. C. Hunter as editor and P. S. Hunter business manager. The Hunters published the Sherman Daily Courier for many years.

Plan New Fargo Daily

Another daily Non-Partisan League newspaper will be established at Fargo, N. D., soon, according to John Bloom, business manager of the Courier-News, and John Andrews, editor. They allege that the holders of capital stock in the

Courier-News sold that paper without their knowledge or consent to the Fargo Tribune Company. They said they proposed to organize a new publishing concern.

Jewish News Agency Expands

The Jewish Telegraphic Agency, the news gathering outfit known throughout Europe as the Jewish Correspondence Bureau, announces its removal from 114 Fifth avenue to 132 Nassau street, New York City. Jacob Landau, managing director, sailed for Europe on the Aquitania May 1, to reorganize part of the European service and to extend activities to the Mid-East, and to Palestine in particular.

Buy Jefferson (Ia) Herald

T. J. White, of Trenton, Mo., and I. O. Satter, of Fort Dodge, Ia., have purchased the Jefferson (Ia.) Herald, taking charge May 1. White sold the Trenton (Mo.) Daily Times before leaving.

Ontario Paper Suspend

The Welland (Ont.) News, which has been published by H. B. Sidney as a daily since November, has suspended publication.

NEW "LEGAL" AD BILL PLEASES NEW YORK PRESS

(Continued from Page 14)

paper designated pursuant to law, in the order in which they are passed, and as soon as the slips are printed, copies of such concurrent resolutions as are required to be published. Concurrent resolutions proposing amendments to the constitution shall be published in such newspapers, at the times prescribed by the election law, under the direction of the secretary of state, at the expense of the state, in such manner, by the use of italics or bold face and brackets, as to indicate the new matter added and the old matter eliminated.

§ 3. Chapter fifty-one of the laws of nineteen hundred and nine, entitled "An act in relation to public officers, constituting chapter forty-seven of the consolidated laws," is hereby amended by inserting therein after section seventy, a new section, to be section seventy-a, to read as follows:

§ 70-a. Fees to be paid by public officers for public advertisements. The charge for the publication, of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state, tax sales and official notices required to be published by state boards, commissions or officers in newspapers of the state, shall be paid by the state treasurer on the warrant of the comptroller, after certification by the proper officer that such a publication has been regularly made as prescribed by law. The charge for the publication, if authorized by law, of digests of laws of a local nature in the newspaper designated to publish such digests shall be paid by the several counties of the state in which such laws may be published, upon like certification. The charge for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state or of any political subdivision thereof or therein, tax sales by the state or any country or municipality therein, and of all official notices and advertisements required to be published by law at the expense of the state or of a county or other municipality shall

be at the rate of four cents per line of a column width not less than twelve pica ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty cents per line is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement.

This rate shall not apply to cities of the first class where the legal rate for such publication shall be at the rate of twenty cents per agate line. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition. Every newspaper outside first class cities designated for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state and making claim for compensation must be established at least one year, entered in post office as second class matter, and be printed and published in the town, village or city of its post office address and except newspapers designated in first class cities shall attach to such claim an affidavit of the circulation of such newspaper for the six months period ending March thirty-first or September thirtieth immediately preceding, which shall be used as the basis of circulation rating. Papers outside first class cities shall accept the minimum rate per line until such time as they establish to the satisfaction of the state comptroller sufficient circu-

lation to entitle them to a higher rate. It shall be the duty of each board of supervisors in the several counties of the state, in making out the assessment-rolls, to assess and levy on the taxable property of the county whose representatives they are, such sums as shall be sufficient to defray the expense of publishing the digests of laws of a local nature, if such publication be authorized, applicable only to the county affected, in the newspaper designated.

§ 4. Section two hundred and eighty-seven of the surrogate's court act is hereby amended to read as follows:

§ 287. Fees of printers. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing notice, order, citation or other advertisement, required by this chapter to be published, to four cents per line of a column width not less than twelve pica ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation; and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty cents per line is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charge allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition. This rate shall not apply to cities of the first class where the legal rate for such publication shall be at the rate of twenty cents per agate line.

§ 5. This act shall take effect immediately.



Washington (D. C.) will be host to nearly half a million strangers during the first week of June.

They are coming from everywhere to attend the Mystic Shrine Convention.

They will read the Star while they are here—and send copies of it to the folks back home. Good opportunity to put your message before them.

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 Syracuse Herald, Syracuse, N. Y., is the new paper this week.

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

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

APRIL LINEAGE GRAZES HIGH MARK SET LAST OCTOBER IN NEW YORK

APRIL lineage in New York set the second highest mark in advertising history, with a total of 15,630,614 agate lines, a gain of 1,232,190 lines, or over 8 per cent, over April, 1922. The total April lineage is surpassed only by that of last October whose mark of 16,104,500 lines bids fair to be exceeded by the May record, which is normally higher than April.

Six papers carried more than a million lines during the month, one of which passed the two-million-mark, and two others of which exceeded a million and a half lines. Total pages used increased from 14,320 to 15,098, an increase of 5.4 per cent.

Figures compiled by the New York Evening Post for April, 1923-1922, and 1923-1917, follow:

Pages		Percentage of total space	1923	1922	Gain	Loss
1923	1922					
1,288	1,248	American	7.6	**1,180,716	1,078,400	102,316
1,196	1,180	Brooklyn Eagle	9.9	1,542,888	1,396,412	146,476
616	564	Brooklyn Times	2.0	311,206	283,106	28,100
406	404	*Commercial	1.5	238,498	211,482	27,016
1,052	904	*Evening Journal	7.6	1,181,504	1,008,140	173,364
524	512	*Evening Mail	3.6	568,064	518,558	49,506
524	522	*Evening Post	2.3	364,844	346,624	18,220
678	656	*Sun	5.9	915,318	806,366	108,952
566	620	Evening Telegram	3.9	603,450	614,652	11,202
722	658	*Evening World	5.0	774,756	763,970	10,786
624	554	*Globe	5.2	821,162	603,772	217,390
1,136	1,140	Herald	7.1	1,108,986	1,110,550	1,264
1,004	872	News (Tabloid)	2.2	354,300	292,548	61,752
692	682	Standard Union	4.3	679,974	669,546	10,428
1,704	1,586	Times	15.2	2,373,312	2,311,328	61,984
1,050	964	Tribune	6.0	932,930	860,570	72,360
1,316	1,254	World	10.7	1,678,706	1,522,700	156,006
15,098	14,320	Totals		15,630,614	14,398,424	1,232,190

*No Sunday edition.
**92,686 lines American Weekly not included.

	1923	1922	1921	1920	1919	1918	1917
American	1,180,716	1,078,400	859,706	903,780	869,829	885,774	888,635
Brooklyn Eagle	1,542,888	1,396,412	1,177,088	1,265,156	1,011,115	800,905	854,508
Brooklyn Times	311,206	283,106	269,762	313,632	1,000,000	1,000,000	1,000,000
Commercial	238,498	211,482	261,548	311,852	214,872	189,445	142,301
Eve. Journal	1,181,504	1,008,140	936,928	815,868	922,544	702,779	660,066
Evening Mail	568,064	518,558	541,688	587,996	374,222	454,450	419,977
Evening Post	364,844	346,624	518,050	484,868	378,492	396,524	328,272
Evening Sun	915,318	806,366	725,396	711,220	713,083	542,051	506,723
Eve. Telegram	603,450	614,652	649,752	772,790	830,702	744,583	671,090
Evening World	774,756	763,970	831,042	880,252	753,866	445,613	476,062
Globe	821,162	603,772	568,130	651,030	774,552	472,145	481,842
Herald	1,108,986	1,110,250	1,065,668	1,050,044	702,980	625,098	743,252
News (Tabloid)	354,300	292,548	215,212	1,000,000	1,000,000	1,000,000	1,000,000
Standard Union	679,974	669,546	533,342	782,274	611,324	518,011	499,424
Sun	915,318	806,366	725,396	711,220	713,083	542,051	407,971
Times	2,373,312	2,311,328	1,823,902	2,146,030	1,499,585	1,212,302	1,175,021
Tribune	932,930	860,570	861,466	865,812	865,124	393,343	436,761
World	1,678,706	1,522,700	1,199,486	1,640,844	1,471,840	1,310,480	1,275,136
Totals	15,630,614	14,398,424	13,138,166	14,183,448	12,300,608	10,061,345	9,966,889

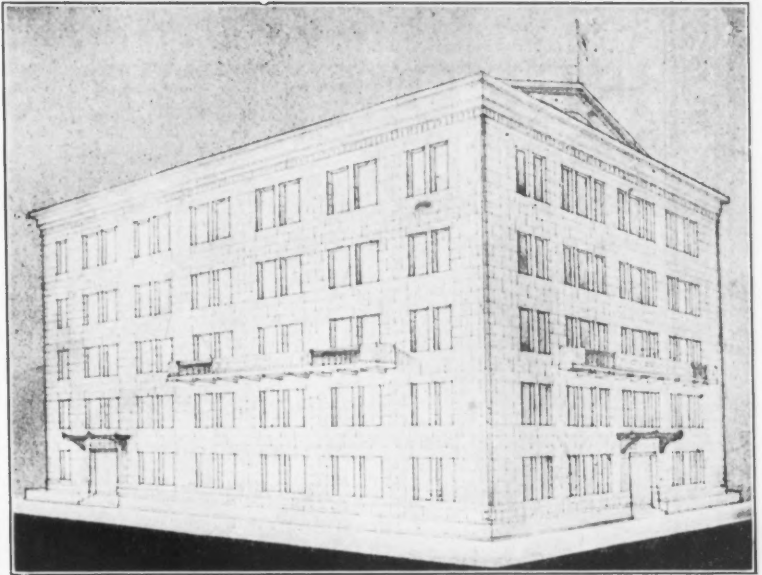
†Figures not recorded.
‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

ANALYSIS OF APRIL, 1923-1922 LINEAGE

	Morning and Sunday		Evening and Sunday		Sunday Only	
	1923	1922	1923	1922	1923	1922
TOTAL SPACE	7,867,448	7,387,278	7,763,166	7,011,146	4,608,574	4,288,080
Amusements	267,268	284,012	209,864	221,340	171,114	174,830
Art	42,834	32,500	4,984	4,828	26,964	23,898
Auction Sales	103,180	113,500	7,256	9,658	17,436	17,394
Automobile Display	295,574	265,214	229,938	236,172	277,418	211,490
Automobile Undisplay	67,646	57,524	122,458	129,776	37,506	36,134
Boots & Shoes	79,892	87,090	84,788	121,996	33,184	26,132
Building Material	61,462	40,238	42,536	19,882	36,046	24,244
Candy & Gum	21,066	23,382	36,830	60,122	3,430	4,102
Charity & Religious	21,534	38,816	37,010	56,160	646	230
Dancing	17,922	11,676	6,388	6,486	5,324	4,914
Deaths, Etc.	64,656	63,196	37,766	31,622	23,280	20,822
Druggist Prep.	143,478	175,088	117,538	120,782	75,274	100,660
Dry Goods	1,366,402	1,305,166	2,798,484	2,498,958	1,067,118	1,089,882
Financial	542,174	545,132	296,932	245,842	54,668	56,144
Food Stuffs	104,652	111,002	418,748	293,504	38,670	42,946
Furniture	382,684	315,822	283,268	292,532	395,614	325,760
Hotels & Restaurants	29,858	27,244	56,312	54,512	21,540	18,174
Jewelry	29,570	29,708	17,990	28,190	16,952	14,858
Legal	29,808	31,786	180,988	150,008		
Men's Furnishings	234,194	260,876	227,818	225,102	28,116	15,970
Musical Instruction	4,568	8,608	6,926	6,424	4,014	4,292
Musical Instruments	107,612	85,638	135,922	111,152	82,644	63,944
Miscellaneous Display	496,828	530,428	536,652	453,962	308,920	311,992
Miscellaneous Undis.	267,878	273,690	330,094	353,948	141,378	156,842
Newspapers	29,512	81,500	5,240	62,422	1,580	17,772
Office Appliances	19,920	47,860	5,816	10,600	240	6,090
Prop. Medicine	36,570	45,328	91,810	75,238	21,868	23,738
Public Service	30,602	14,108	42,154	18,806	5,134	
Periodical (Mag.)	48,860	45,072	10,880	10,226	9,990	6,852
Publishers	138,330	132,474	37,016	39,446	122,504	117,152
Railroads	30,166	22,580	20,346	16,288	10,630	6,570
Real Estate	578,178	485,744	135,924	101,950	434,904	355,010
Real Estate Undis.	401,914	428,568	356,720	417,714	313,690	334,406
Resorts	56,848	52,864	2,996	31,408	42,382	38,468
S. S. & Travel	311,118	291,022	61,638	62,002	83,700	73,456
Schools & Colleges	31,984	26,486	15,422	18,668	18,956	18,964
Tobacco	100,390	39,850	49,004	50,978	3,880	13,674
Wants	891,318	627,338	92,444	63,636	312,110	245,966
Non-intox. Beverages	11,850	11,676	6,776	6,998	2,956	
Women's Spec. Shops	362,288	319,564	578,800	273,652	258,094	282,010
Foreign Adv.	1,825,250	1,533,952	1,346,534	1,242,786	996,270	760,613
Local Display	4,248,398	4,333,740	5,258,290	4,592,686	2,770,110	2,744,921
Undisplay Adv.	1,784,978	1,490,800	1,158,342	1,175,674	840,940	777,804
S. S. & Travel Guide	8,822	28,886			*1,254	4,742
European	7,970	1,818	2,408	1,456	5,352	862
Brooklyn	374,860	332,978	415,160	287,728	370,888	332,218
Harlem & Bronx	81,260	96,934	76,246	72	82,752	97,922
New Jersey	106,050	10,670	72	709	106,050	10,220
Radio	13,882		138,840		6,214	
Graphic Section	228,992	282,612	41,822	34,826	251,472	302,154
Affiliated Adv.	10,688	7,184	25,938	89,654	7,658	4,530
Office Adv.	132,260	147,644	77,586	99,476	55,996	54,686
Total Pages	7,904	7,468		6,852	4,260	4,106

*Tribune discontinued S. S. & Travel Guide April 14, 1923.

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

Per line.....Y	1.25
Per Column...Y	170.00
Per inch.....Y	12.50
Per page.....Y	2,000.00

The Hochi Shimbun
TOKYO, JAPAN

ALL OPERATED FROM THE SAME KEYBOARD

Three Main Magazines and a 34-Channel Auxiliary

TRADE **LINOTYPE** MARK

One Keyboard

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

Power Driven

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

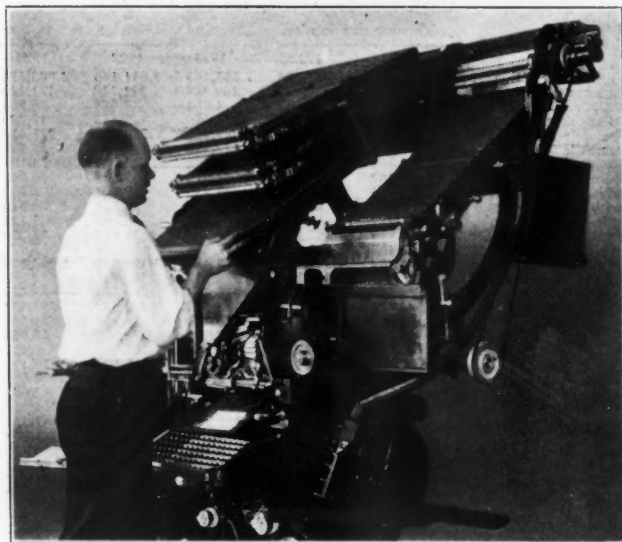
Wide Range

The 34 channels in the auxiliary are arranged to accommodate large matrices, giving the Model 14 a broad field of usefulness. The range of the auxiliary extends from the smallest faces to condensed 60 point. It includes all 24 point caps and the caps of most 30 point faces. The auxiliary magazine may be split or full length, as desired.

All Magazines Changeable without Disturbing Auxiliary

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

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



MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

TRADE **LINOTYPE** MARK



The Single Keyboard Model 14

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

Auxiliary magazine changes equally quick.

*Continuous composition from main magazines and auxiliary,
all from the regular keyboard.*

FAULKNER, AUTHORITY ON POLITICS, DIES

Famed Legislative Correspondent Began Work on Cincinnati Enquirer in 1877 and Stayed Forty-six Years

James W. Faulkner, aged 68, for 35 years political writer and legislative correspondent for the Cincinnati Enquirer, and one of the best known newspaper men in the Middle West, died May 5 in New York City, where he was taken ill a week before while attending the sessions of the American Newspaper Publishers' Association.

"Jim" Faulkner is said to have had the largest state-wide acquaintance of any man in Ohio. Also he had been a friend of every President from Cleveland to Harding, and of every Ohio Governor for the same period. He was the first president of the Ohio Legislative Correspondents' Association, of which he had been the dean for many years before his death.

He began newspaper work with the Enquirer in 1877, and served for a time as city editor. But he liked politics better, and became state correspondent, specializing on politics.

Since 1892 he had attended all national party conventions.

In September, 1919, Miami University of Oxford, O., conferred upon him the honorary degree of doctor of letters. He once served a term as Police Commissioner of Cincinnati. He had never married.

For the first time in Ohio history, the American flag on the dome of the Capitol in Columbus flew at half mast May 5, in mourning for a citizen who had never been in public life.

The body of James W. Faulkner was taken to Cincinnati, and the funeral held from St. Xavier's Church, that city, May 8.

Governor Donahey, former Governor Cox and former Governor Campbell were among those attending the funeral. Letters and telegrams of condolence were received from many public officials in Washington, including President Harding, a long close friend of Faulkner's.

The pallbearers were: F. W. Wiley, general manager the Enquirer; H. R. Menger, who succeeds Faulkner at Columbus; J. E. Muma; Robert F. Wolfe, owner of Ohio State Journal and Columbus Dispatch; James M. Cox, William Stewart, Bayard L. Kilgour, W. A. Julian, Democratic candidate for United States Senator from Ohio in 1920; Russel A. Wilson, William F. Burdell, and Representative Nicholas Longworth. A group of Ohio members of the Legislature went from Cleveland to attend the funeral.

Faulkner had a high standard of ethics. Some time ago he wrote an appreciation of E. O. Randall's work in Ohio journalism and history, and these words re-

flected Faulkner's own creed and his declaration of principles that governed him through his long years of strenuous professional activity.

"The reporter's instinct," wrote Faulkner of Randall, "bade him delve and dig for the facts and to penetrate every mystery that forbade inquiry save from the courageous and patiently industrious. When he had exhausted research, he told in simple truth what he had found.

"Therein was the true journalistic ideal—the rendering of an exact accounting of investigation and survey rather than the promulgation of theory and the formulation of hypothesis."

The Ohio House of Representatives on its closing day recently paused long enough amid a busy session to adopt resolutions expressing the best wishes of the members for Faulkner's happiness on the occasion of his 68th birthday.

Faulkner was a director of the Citizens Trust & Savings Co., Columbus; an Elk, and a member of Magnolia Lodge, No. 20, F. and A. M.

In his youth he was a bookkeeper in a Cincinnati shoe factory and telephone operator in the Central Police Station. It was while he was city editor of the Enquirer that he was Police Commissioner of Cincinnati. He also was a member of the Tennessee Centennial Exposition.

During the World War he was active as a member of the Federal Milk Commission, the Council for National Defense, and helped organize war savings stamp activities throughout Ohio.

President Taft offered Faulkner a high place in his Administration, and tempting offers from newspaper publishers failed to induce Faulkner to leave the Enquirer.

He also declined to accept to take charge of the Enquirer's Washington bureau under John R. McLean, and was among the few men McLean stipulated should be kept under employment after his death, when the Enquirer and the Washington Post passed under control of Edward Beale McLean, close friend of the President.

The Enquirer on May 6 paid a high tribute to Faulkner editorially, under the heading, "A Prince Has Fallen."

President Harding at Washington paid this tribute: "The passing of James W. Faulkner takes away one of the most notable correspondents of the present day. He wielded a very forceful pen and had a keen sense of news values which led him into the very heart of many interesting problems, notably of politics."

Company Reorganized

Stockholders of the Argus-Press Company of Owosso, Mich., reorganized after the death of George T. Campbell by election of H. Kirk White, Sr., as president, J. E. Campbell as vice-president and general manager, and J. C. Rexford, secretary and treasurer. The majority of the stock in the Argus-Press Publishing Company is controlled by the Campbell estate.

Obituary

WALTER C. MCCLINTOCK, aged 73, publisher of the Tabor (Ia.) Beacon, died April 20.

DANIEL J. SAUNDERS, boxing editor of the Boston Globe and a member of the staff of that paper for 45 years, died May 5.

HARRY J. O'DONNELL, aged 60, for 26 years a member of the reportorial staff of the New York Herald, and for the last eight years criminal courts reporter in Manhattan for the Brooklyn Standard Union, died suddenly May 4 at his home in Brooklyn.

JOSEPH S. BERNOLAK, aged 63, dean of Polish editors in America, was found dead April 20 near Tonawanda, N. Y. He founded the first Polish paper in Baltimore—Polonia—and later started a second paper there.

ALLEN BLECHSHMIDT, aged 57, for many years publisher of the Washington Post, a German language newspaper in Bellingham, Wash., died in San Diego April 24.

MRS. WILLIAM J. BROWN, wife of the secretary of the Hour Publishing Company of Norwalk, Conn., publishers of the Norwalk Hour, died suddenly May 3 in Monmouth, Ill., en route home from a trip.

WILSON J. HARTZELL, aged 76, oldest newspaper publisher and printer in Allentown, Pa., died suddenly April 29. He became a partner in the Welt Bote Publishing Company in 1877, and in 1893 aided in founding the Allentown Leader, an afternoon daily.

GEORGE R. DABNEY, aged 73, for more

than 50 years active in typographical circles in Pittsburgh, died May 1. He was night foreman of the Dispatch for eleven years.

BERNARD CORR, aged 96, oldest newspaperman in Boston, died April 23. For 25 years he was commercial editor of the Boston Journal, and he was commercial correspondent for six out-of-town papers.

JOHN WOODRUFF, aged 23, of the Salt Lake City Desert News editorial staff, is dead.

MRS. SALLIE DUVAL ELVERSON, aged 87, widow of James Elverson, who from 1889 until 1911 was the publisher of the Philadelphia Inquirer, died recently. She is survived by a daughter, Mme. Jules Paternotre, wife of a former French diplomat, and Col. James Elverson Jr., present publisher of the Inquirer.

WILLIAM J. PIKE, American consul at Strasbourg, France, publisher of a northern Pennsylvania newspaper for some years before 1889, died recently at his post. He entered the consular service in 1903.

GEORGE WAGNER, aged 65, founder of the Arkansas City (Kans.) Daily Dispatch, and formerly with the Topeka Advocate and Topeka Democrat, died recently.

NELSON C. CREWS, aged 57, editor of the Kansas City (Mo.) Sun, and a well-known negro newspaperman and politician, died last week.

W. A. JOHNSON, aged 60, publisher of the Memphis (Tex.) Hall County Herald, and former Lieutenant Governor of Texas, died suddenly of apoplexy May 6. He had been editor of the Herald over 20 years. He was a member of the Texas Senate from 1910 to 1918.



"Unless your advertising reaches my customers I'm not interested!"

THE St. Louis dealer doesn't give a whoop about newspaper advertising except when it produces business for him. Why should he enthuse over a campaign in a combination of newspapers that don't cover the city and that have largely duplicated circulations. a big percentage of which is in the country? He can't possibly derive maximum benefit from it.

If you are a manufacturer thinking of merchandising a product in this market you know that the city dealers constitute your greatest and most important sales factor. You will consider their interests first.

In other words, you'll see that your advertising is placed in newspapers which reach the greatest possible number of consumers in St. Louis—the two large evening papers.

One of them—



THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

THE HUMAN ZOO—By C. D. Batchelor

The delight of the many who prefer clever satire combined with art to the burlesque of the comics.

Batchelor scintillates with the humor of his native Middle West, whence come America's most sprightly funsmiths.

Six releases per week in either 2-column or 3-column mat.

Wire for Terms and Samples.



ACHILLES' HEEL
Window Cleaner—"Pussily, Elmer I be terrible skeered of germs."

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

WHAT OUR READERS SAY

Hollywood and the Press

SAN ANTONIO, TEX., May 3, 1923.

To EDITOR & PUBLISHER: Is Theodore Roberts, the well known character actor of stage and screen, handing out the bunk in his defense of Hollywood, or is the "Grand Old Man of the Screen" shooting the straight dope as to the unfavorable publicity that has been bestowed upon his "Athens of America?"

When the "Best Loved Actor in the World" spoke before the San Antonio Advertising Club this week, he expressed himself as thoroughly in accord with the idea of "Truth in All Advertising."

"If I am to speak on Truth in Advertising," he began, "I want to talk about Hollywood."

President Bill Brockhausen smiled. Harold Kayton (vice-president for the Tenth District, A. A. C. W.), remarked something about, "This ought to be good."

There was a thrill throughout the banquet hall. All were expecting something spiced.

Would the great Roberts tell us the truth about the "snow parties," the divorce orgy, Arbuckle's house warnings, etc., etc.? What a great program that would make!

But he didn't. Instead, he told of Hollywood's growth from a town of 7,000 inhabitants to a city with a population of 90,000. He boasted of her well improved streets, her elegant homes, and her wonderful schools, where he declared, "We educate our children, our legitimate children, to become good citizens, worthy of their place in the world."

He stressed that every artist of all the arts looked longingly toward Hollywood, "the Athens of America." He recited the glory of the suburb of Los Angeles until it tingled of the oratory of a small town Chamber of Commerce president addressing the State Legislature in hopes of receiving approbation, if not an appropriation.

Then he spoiled it all. He launched an attack against those who "would defame Hollywood, who write nasty articles about our city, who take specific cases and hold them up to the world as though they were our standard of living."

The weakness of his arguments lies in his failure to answer the charges that have been hurled against the Mecca of the screen. In all his speeches during the week, he made the "snow parties," and other subjects checked up against the movie folks, conspicuous by their absence from his manuscript. He made many claims for his home town, but he actually refuted nothing. His refutation was more or less of an attack upon the press for the publication of what was once considered good copy—scandal—by the press agencies.

To those of us who have never been privileged to visit the "Athens of America," and who probably never will, it would be interesting to hear the truth about Hollywood. We would like to have the charges of Mrs. Wallace Reid explained. It would be interesting to know why Arbuckle was taken back into the studios, although the public refused to accept him again in the theatres, on the screen.

But Hollywood is not receiving much booster publicity in the cross-roads press as long as the defense rests upon the lone cry of yellow journalism. It must go deeper.

There is evidence of an attempted housecleaning in movieland, but even with their greatest stars, and support of George Ade, they are going to have to do more than try to throw their mud at the press of the country to convince the cross-roads of their sincerity.

S. DEAN WASSON.

N. Y. American's Classified Figures

CHICAGO, May 7, 1923.

To EDITOR & PUBLISHER: W. G. Bryan's letter printed in your last issue and stating that the classified lineage of the New York American, as reported in my recent compilation, was incorrect, is true from Mr. Bryan's standpoint.

The New York American, other New York papers, and a very few other Eastern newspapers, measure as classified auction advertising, resort advertising, steamship advertising, railroad advertising, and educational advertising that is display in character and printed largely in the display columns.

I did not include these in the figures of the New York American. My figures were taken directly from the report of the Statistical Bureau of the New York Post, which I am sure was correct. My reason for not including any of the above classifications was that the report was to be as nearly as possible comparative, and it would be unfair to include lineage which practically all other papers measure as display. With the exception of New York City, classified advertising and want-ads are synonymous. In New York City classified is a broader term including want-ads and the above classifications.

C. L. PERKINS.

Ninety-Nine and Nine-Tenths

LINCOLN, Neb., May 1, 1923.

To EDITOR & PUBLISHER: What is the use of trying to offer praise when you cannot find words to express what you want to say? They say you cannot give 100 per cent in a contest, for there never was a perfect contest, but we would like to hang on a ninety-nine and nine-tenths score on the April 28th issue of EDITOR & PUBLISHER. When they hang out anything better than that "Alco-Gravure" inset, which is a mammoth paper of itself, and contains photogravures of many of the leading editors' wives of the country, covering 36 pages,

and headed by an enlarged picture of the United States President's wife, set in luxurious style and ALMOST perfectly made-up and printed. Such editions are well worth preserving. They will be in demand some future day.

And the news collection in general, covering the regular edition, is an inspiration for every printer to strive to duplicate. One can learn as much, if not more, by perusing these pages and other first class and leading magazines, than in any other way I know of and I have been trying to print for 58 years.

Newspaper men of today are afraid that these wonderful and educational magazines are beyond their pile, but it is money in their pocket as a means of education to secure a number of magazines, such as EDITOR & PUBLISHER, the Inland Printer, the National Printer Journalist, etc.

Learn from the other fellow; get his ways and ideas. Above all, if you are editing a paper, try and be just a little bit better than the other fellow.

HENRY ALLEN BRAINERD,

Past President, Nebraska Press Association.

Gone Wild on the Subject of Lust

HUNTINGTON, Tenn., May 5, 1923.

To EDITOR & PUBLISHER: Enclosed please find \$2, for which extend my subscription six months. The \$4, for which you ask for a year's advance, is elusive at this writing, and I find that my balance won't permit of such a huge disbursement. However, I like the magazine to such an extent that I can spare two bucks, which please credit to my account.

I enjoyed the article of Mr. Schermerhorn in your April 28 issue, lambasting the press for the methods used by reporters in covering cases. Lord, it seems that the world has gone wild on the subject of LUST. It is absolutely disgusting to read of so much crime. It makes a fellow feel that the world has gone to the devil. It's a wonder that the publishers do not make an attempt to mold public opinion in favor of Christ, instead of the devil.

As a printer's devil, operator, publisher, etc., of an old established country weekly, I have found that the people are growing cynical about the sincerity of the larger papers, especially in the case of two papers in one city, exposing (?) each other. I am referring to the Nashville Banner and the Nashville Tennessean, Nashville, Tenn. The Commercial Appeal has gained a number of new subscribers on this account from the two papers mentioned.

I enjoy reading your editorials. I like their fearless statements of facts. I also enjoyed the articles by H. Frank Smith, on the composition of ads for newspapers. That class of work appeals to your little (?) subscribers or the subscribers from the little country towns like myself.

Wishing the E. & P. just worlds of success,

I am,
TOM B. GREENE,
Co-publisher, the Tennessee Republican.

A Credit Line in Tokyo

TOKYO, April 17, 1923.

To EDITOR & PUBLISHER: Irving Brant's article on "Sins of the U. S. Press" and the Elmer Davis statement of principles which you issued in St. Louis were so good that I took the liberty of stealing their meat for an editorial in today's Japan Advertiser, but white-washed the theft by reproducing our "sources" in the same issue—without permission. Excuse, please.

Really, the Brant article struck me as being one of the best things, from an international standpoint, that America's oldest—and greatest—publishers' and advertisers' journal has carried for a long time, and I have written him today to let him know that our feeble voice is raised in support.

JOHN R. MORRIS.

An Ardent Washington Reader

WASHINGTON, D. C., May 7, 1923.

To EDITOR & PUBLISHER: I am an ardent reader of EDITOR & PUBLISHER, and in addition to being a Washington newspaper man, am one who knows from experience that sooner or later nearly every reporter and copy reader will take a fling at the National Capital. Wishing you the very best success in your chosen field, I beg to be,

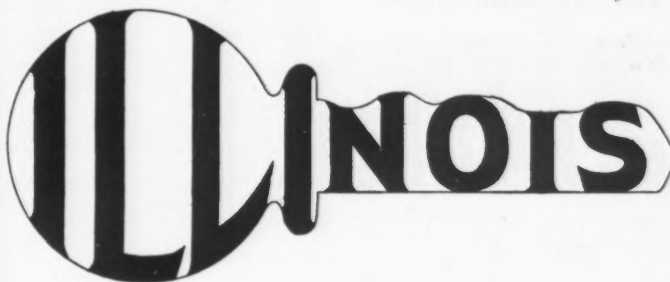
CHARLES W. SMITH.

NEW PULITZER ADVISERS

Columbia Trustees Elect Six to Fill Vacancies

Trustees of Columbia University on May 7 made the following elections to fill vacancies in the advisory board of the Pulitzer School of Journalism:

Solomon B. Griffin, Springfield (Mass.) Republican; Robert Lincoln O'Brien, Boston Herald; Arthur M. Howe, Brooklyn Daily Eagle, all re-elected; John Stewart Bryan, Richmond (Va.) News-Leader, to succeed Samuel C. Wells, formerly of the Philadelphia Press; Rollo Ogden, New York Times, to succeed the late Charles R. Miller, of the same paper, and Alfred Holman, San Francisco Argonaut, to succeed the late General Charles H. Taylor, Boston Globe.



When you want a prosperous, industrious and progressive market for nationally advertised goods

Say to yourself — "Illinois"

When you plan the copy which must reach all classes or a select clientele

Think of the people in — "Illinois"

When you seek retailers who will push your products if you advertise the goods

List the retailers in — "Illinois"

When you desire the greatest return on an advertising investment

Choose the newspapers in — "Illinois"

When you prefer to use newspapers where co-operation with your sales department assures success

Select this list in — "Illinois"

They will prove themselves splendidly worth the attention you give them.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News (E)	15,773	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
†Chicago Herald-Examiner (M)	340,591	.55	.55
†Chicago Herald-Examiner (S)	879,471	1.00	1.00
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	537,134	.80	.80
†Chicago Tribune (S)	884,706	1.15	1.15
*La Salle Tribune (E)	2,948	.02	.02
*Moline Dispatch (E)	9,559	.04	.04
Peoria Journal-Transcript . . (M&E)	33,182	.10	.09
Peoria Star (E)	24,580	.075	.06
Rock Island Argus (E)	10,704	.04	.04
*Sterling Gazette (E)	5,586	.03	.03

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

†Government Statement, April 1, 1923.

SPIRIT OF ORIENT TINTS JOURNALISM WEEK

Fifteenth Anniversary of Founding of
Missouri School to Be Fittingly
Celebrated Week of
May 21

The spirit of a modern and industrialized Orient will prevail at the fourteenth annual Journalism Week of the School of Journalism, University of Missouri, to be held in Columbia, May 21-26. With a program including speeches by newspaper men from Japan, China and Russia, and closing with a "Made-in-Manchuria" banquet, the motif will be carried throughout.

This atmosphere will be in keeping with the relationship that Missouri's School of Journalism has maintained with the Far East throughout its 15 years existence. It has kept closely in touch with Japanese and Chinese journalism, having sent many graduates to this field.

Significant of this relationship will be speeches by two Missouri graduates recently returned from the Far East, Oscar E. Riley, president of the Missouri Alumni Association of New York, and Frank H. Hedges, Peking correspondent of the Japan Advertiser and Philadelphia Public Ledger.

On May 21, the Missouri Writers Guild will meet, with Louis Dodge, novelist, St. Louis, presiding. Among the speakers will be Miss Temple Bailey, of St. Louis, author of "The Dim Lantern" and other stories; E. Haldeman-Julius, Girard, Kan., publisher; Dr. Robert L. Ramsay, University of Missouri; Louis Le Croix, Central High School, St. Louis; Frederick C. Davis, Mrs. H. C. McCahan, James W. Earp, and Mrs. Katherine Edelman.

Wednesday, Thursday and Friday will be devoted to the meeting of the Missouri Press Association, presided over by the president, Dwight H. Brown, Poplar Bluff.

Among those who will deliver addresses during the week are: D. R. Fitzpatrick, cartoonist, St. Louis Post-Dispatch; Asa Hutson, Jefferson City correspondent St. Louis Globe-Democrat; Harry Hansen, literary critic Chicago Daily News; Miss Beatrice Winn, newspaper writer, Maryville; Miss Mary P. Cushing, advertising woman, St. Louis; Frederick J. Haskin, Haskin Service, Washington, D. C.; R. A. Stacey, Iowa Falls; J. H. Furay, foreign editor United Press; Max Koenigsberg, president International Features Service; L. H. Sommer, Avalanche, Targio, Mo.; Charles U. Becker, Missouri Secretary of State; Miss Frances Green, Brookfield, Mo.; J. Fred Essary, Washington correspondent Baltimore Sun; James M. Thomson, publisher New Orleans Item; Willis J. Abbot, editor Christian Science Monitor; R. E. Shannon, advertising manager Washington (Ia.) Courier; Charles W. Fear, Labor Herald, Joplin; Mrs. T. S. Boyd, Minneapolis; Edgar C. Nelson, editor Ploverville Advertiser; W. B. Col-

ver, Washington, D. C., directing editor Scripps-Howard newspapers; Richard Lloyd Jones, directing editor Perry-Jones League, Minneapolis; Louis Wiley, publisher New York Times; Edward Falgate, Higginsville Jeffersonian; State Attorney General J. W. Barrett; J. S. Hubbard, executive secretary Missouri Press Association.

All sessions will be held in the auditorium in Jay H. Neff Hall, home of the School of Journalism.

April 2 marked the fifteenth anniversary of the founding of this first American school of journalism. At first jeered at by many newspaper men, the idea of Walter Williams has prospered even beyond the dreams of its founder.

The first graduating class consisted of one man. This year 86 were graduated. One-third of these were women. During the 15 years more than 2,000 students have been enrolled.

Some of the alumni are: Ralph H. Turner, United Press representative in London; Frank King, Associated Press representative in London; Gus M. Oehm, United Press representative in Berlin; Russell M. Bandy, manager Merchants' Trade Journal, New York City; Amy Armstrong La Coste, advertising manager Walker Brothers Dry Goods Company, Salt Lake City; Herbert W. Walker, United Press representative in Washington; Ruth Sanders, free-lance advertising writer, St. Louis, formerly editor Drygoodsman; Harry E. Ridings, sales manager Greenlease Motor Company, Kansas City, Mo.; Earl Pearson, editor Associated Advertising and educational director Associated Advertising Clubs of the World; Glenn Babb, manager-editor Japan Advertiser, Tokyo, and representative Philadelphia Public Ledger in the Far East; and Ward A. Neff, vice-president of the Corn Belt Farm Dailies and national president of Sigma Delta Chi, professional journalistic fraternity.

EDITORS DRILLED ON ADS

Short Course at Minnesota University Farm Proves Profitable

The Editors' Short Course at University Farm, St. Paul, May 3-5, was concededly the most profitable of these annual events to date. The course was in charge of W. P. Kirkwood, former head of the Department of Journalism, University of Minnesota, and now editor of the University's agricultural publications. Advertising was the main subject. A booklet was given each editor with the purpose of assisting both editor and merchant in the art of ad writing.

Headline writing came next in the course, as being allied closely with the making of advertisements. The practical problems of the print shop were discussed. There was a round-table discussion of the best makeup for the country weekly. Seth Thornton, director of the School of Printing of South Dakota State College at Brookings, had charge of this feature.

The Minneapolis Journal gave a dinner to the visitors.

HIGH SCHOOL PRESS SOCIETY

Texas Association to Urge Journalism Classes in Academies

With 78 delegates from 22 high schools present, the Texas High School Press Association was recently organized at Baylor College at Belton. Students came from points 500 miles away.

The Houston Post trophy for the best edited high school paper went to Brackenridge High School of San Antonio. Miss Adella St. Clair of Baylor Academy won the prize for the best news story by a girl in the Senior class.

Clyde E. Cox, Central High School, Fort Worth, was elected president of the organization. Other officers elected were: vice-president, Ray Johnson, Mineral Wells; recording secretary, John Canaday, Main Avenue High School, San Antonio; corresponding secretary, Virginia Mitchell, Temple; treasurer, Delan Maedgen, Brownwood.

A movement will be started by the association to encourage teaching of journalism in Texas high schools.

Speakers at the conference were: Frank Baldwin, associate editor, Waco News-Tribune, who led a round table discussion on how to edit better high school publications; T. S. Bonner, annual expert, Dallas, who spoke on a better high school annual; J. J. Wallace, managing editor Houston Post, who discussed the requirements of a high school journalist; Mrs. Mamie Wynne Cox, president Texas Woman's Press Association, who spoke on the "Big Four" in journalism; and A. W. Grant, managing editor San Antonio Express, who discussed head writing and makeup.

COOKING SCHOOLS POPULAR

Texas Papers Find They Are Real Ad- vertising Pullers

Cooking schools are growing more popular among the smaller city dailies than ever before, according to Helpful Hints, published by the Texas Daily

Press League, which says that they are advertising pullers for the newspapers. The Schools already have been conducted successfully by these Texas papers: Hillsboro Mirror, Paris News, Dennison Herald, Corsicana Sun, with the San Angelo Standard, Abilene Reporter, Denton Record-Chronicle, Texarkana Four States Press, and others to follow.

EDITORS PREFER WOMEN

Better Country Correspondents Than Men, Poll Shows

Twenty out of 25 rural editors in South Dakota prefer women correspondents, according to a poll taken by the Rural Press, the monthly service bulletin published by the Department of Agricultural Journalism at South Dakota State College. Some of the reasons for this preference were given as follows:

"Housewives are always at home and on the job—they use the telephone more than men." "Women are able to furnish personal items, such as sickness reports, births, deaths, parties and church activities, because they are interested in such events."

Almost all the editors agreed that school teachers and preachers were poor correspondents for country communities, because they were less interested than other folks in the happenings which newspapers record.

Riehl Shifted to St. Louis

Harry W. Riehl, manager of the Better Business Bureau of Louisville, Ky., for the last three years, has been appointed manager of the St. Louis bureau. He succeeds E. J. Brennan, who enters the practice of law. Riehl drafted the Kentucky blue-sky law, under which he was made a special examiner with full power to arrest violators and examine the books of companies selling stock. He has been active in suppressing suit clubs, fake jewelry auction sales, and free lot real estate agents.

TRY THIS FEATURE ON YOUR READERS!



By Marian Gillespie

Oh, Mr. Editor! Oh, Mr. Editor!

Haven't you a somewhat different line to show,
Away from trashy views and the same old kind of news,
That's what I and my "sobscribers" want to know?

Now, Mr. Publisher! Yes, Mr. Publisher!

Marian Gillespie's column's what we need.

She knows music thru and thru, writes on modern lyrics
too.

Write to Hol-Nord Feature Service, 5-0-0 5th Avenue.

Yes, Mr. Editor! Yes, Mr. Editor!

They are stories 'bout the old songs it is said,
Stories having an appeal to our readers whom I feel,
Will enjoy them and be thankful to have read.

Yes, Mr. Publisher. Yes, Mr. Publisher.

They are features everyone of them a hit,

They go back for twenty years,
And excite both smiles and tears.

It's a circulation builder, six times weekly it appears.

With apologies to Mr. Gallagher and Mr. Shean

Hol-Nord Feature Service
500 Fifth Ave., New York

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

620-621 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

PROGRAM ANNOUNCED FOR N. E. A. TOUR

Party Leaves Chicago for New York State Convention on July 8—Will Disband in New York City July 28

Plans for entertaining the National Editorial Association in New York State in July are rapidly being completed.



WALLACE ODELL
Chairman Arrangements Committee N. E. A., 1923 Convention

E. M. Statler has made special arrangements as to rates at his new hotel in Buffalo and at the Pennsylvania in New York City. These hotels will be headquarters for the party.

The tentative tour schedule is as follows:

- July 8—Leave Chicago on special train.
- July 9—Arrive in Buffalo. Visit Roycroft shops at East Aurora.
- July 10—Visit Niagara Falls and leave by special steamer from Lewistown for Alexandria Bay.
- July 11—First day's convention at Alexandria Bay.
- July 12—Leave Alexandria Bay for Watertown.
- July 13—Leave Watertown on special train for Malone.
- July 14—Leave Malone for Lake Placid.
- July 15—Leave Lake Placid for Ausable Chasm and then by special train to Saratoga.
- July 16—Trip to Lake George.
- July 17-18—Convention at Saratoga.
- July 19—Leave Saratoga for Albany. Banquet in evening in charge of former Governor Martin H. Glynn.
- July 20—Sail down Hudson to West Point, drive over new Storm King Highway to Newburgh, where late boat will be boarded for New York.
- July 21—Guests Jersey City newspaper publishers and of U. S. Shipping board; dinner on the S. S. George Washington.
- July 22, 23, 24, 25—Program being arranged by New York Committee, consisting of James Wright Brown, editor of EDITOR & PUBLISHER, and John Clyde Oswald, editor of the American Printer. Details will be announced in EDITOR & PUBLISHER as soon as completed.
- July 26—Trip to Westchester County, ending with banquet at the Westchester-Biltmore.

ARIZONA RE-ELECTS OFFICERS

Daily Association to Admit Weeklies by Invitation

The Arizona Daily Newspaper Association, meeting at Miami, re-elected the entire office personnel, as follows:

President, J. H. Westover, publisher Yuma Sun; vice-president, Col. Fred S. Breen, publisher Coconino Sun; secretary-treasurer, O. B. Jaynes, business manager Tucson Citizen.

It was voted to admit weekly newspapers to membership on invitation. Governor Hunt was commended for his appointment of Maj. George S. Kelly, first president of the association and publisher of the Douglas International, as State Historian.

PAN-HANDLE EDITORS MEET

L. P. Loomis of Canadian Record Heads Press Association

The annual convention of the Pan Handle Press Association of Texas was held in Amarillo, April 20-21. More than one hundred editors and publishers

of newspapers in the Texas Pan Handle, Western Oklahoma and Eastern New Mexico attended.

Amarillo was selected as the next meeting place. Officers were elected as follows: L. P. Loomis, Canadian Record, president; Claude Wells, Wellington Leader, vice-president; C. W. Warwick, Randall County News, Canyon, Texas, secretary and treasurer; J. D. Merriman, Wheeler News, poet.

Visiting editors and their women folk were guests of a banquet given by Representative Marvin Jones and the Amarillo Daily News.

MARK TWAIN PARK SOUGHT

Northeast Missouri Editors Form Memorial Association

Editors of Northeast Missouri at a meeting at Moberly, formed the Mark Twain State Park Association and elected Jack Blanton of the Paris Appeal as president. The object is to wage a campaign for establishment of a Mark Twain State Park at Florida, Monroe County, where Missouri's most famous humorist was born.

Other officers of the association are: E. E. Swain, Kirksville, vice-president; F. B. Lamson, Moberly, secretary, and Omar Gray, Sturgeon, treasurer. Edgar White of Macon was made publicity director.

NEWSPAPER GOLF TOURNEY

Richard Walsh, J. Kernan and J. Winkler, First Day's Winners

The first tournament of the year of the New York Newspaper Golf Club was held April 30 at the Westchester-Biltmore Country Club, Rye. The Class A event was won by Richard Walsh, who, starting with a handicap allowance of nine, turned in a card of 85 for a net of 76.

Sixty-one players appeared in the face of a strong wind. Class B honors went to J. Kernan, who went around in 99 and had a net of 77. J. Winkler had the low net in Class C.

Chicago Magazines Merged

The Fort Dearborn Magazine, a house publication of Chicago, was merged last week with the American Today Magazine, published by the American Bond & Mortgage Company. The combined publication will aim to acquaint the cities of the West with movements making for growth and civic betterment, and likewise to bring similar developments in the West to the attention of the East. H. A. Moore, Benjamin Bills, C. C. Moore, B. Elkan, H. K. Hutchens and C. C. Green comprise the editorial board.

Sun-Herald Club Formed

The Sun-Herald Club of New York completed organization May 3 and elected the following officers: William J. Enders, president; Miss Jeanne O'Neill, vice-president; Irving J. Silberg, treasurer; John A. Finneran, secretary, and Ellen A. Maloney, recording secretary. A general office council will be composed of a representative from each department of the Sun and the Herald. The objects of the club are social.

Dog Watch Banquet

The first annual Dog Watch of the Deadline Club, Washington's newest newspaper men's organization, will be held May 19 at Harvey's. The banquet will start at midnight. There will be direct communication with Police Headquarters, and a fire alarm will be installed. Police and fire assignments thus will be covered from the banquet table.

New York Sun Alumni Dinner

The New York Sun Alumni Association held its nineteenth annual dinner at the Manhattan Club May 11.

One of the Smallest In Size—

One of the Greatest In Wealth—

West Virginia

Not such a big area on the map of the United States—BUT a mighty BIG AREA on the map of the space buyer.

The population of about 1,500,000 averages about 50 persons to the square mile.

The chief distributing and newspaper centers are strategically situated and cover the state with merchandise and news.

West Virginia is the home of essential industries. It possesses vast supplies of cheap fuel,—coal, oil and gas and tremendous potentialities for hydro electric power.

It is a state of great wealth per capita.

Look over this list of chief newspapers and consider their circulations. You cover the state completely. "Nuf sed."

	Rate for Circulation lines		Rate for Circulation lines
Bluefield		Martinsburg	
†Telegraph (M) 10,969 .04		*Journal (E) 4,637 .03	
Charleston		Parkersburg	
*Gazette (M) 19,529 .06		News (M) 6,500 .025	
*Gazette (S) 23,122 .07		News (S) 6,500 .025	
Clarksburg		*Sentinel (E) 7,258 .03	
*Exponent (M&S) 8,091 .03		Wheeling	
*Telegram (E) 7,979 .035		†Intelligencer (M) 12,797 .0325	
*Telegram (S) 10,076 .035		†News (E) 15,261 .06	
Huntington		†News (S) 18,719 .07	
†Advertiser (E) 10,114 .035			
*Herald-Dispatch (M) 12,979 .035			
*Herald-Dispatch (S) 12,062 .035			

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

†Government Statement, April 1, 1923.

NEWS OF ASSOCIATIONS AND CLUBS

THE Oklahoma Press Association is meeting today at Duncan to discuss the chances for that State getting the 1924 convention of the National Editorial Association.

Mrs. Nancy Howard, president of the Buffalo League of Advertising Women, has gone to New York City to work. Miss Genevieve Goodrich, vice-president, is now acting president.

The Women's Advertising Club of Portland, Ore., gave a dance and program party May 1 at Hotel Portland. The affair was designated as "A Nite in Hickville," and the club members and friends dressed in old-time rural costumes.

In the contest for the best statement of editorial policy at the Editors' Short Course at the University Farm, St. Paul, the first prize, \$25, was won by C. C. Campbell of the Annandale Advocate. Ludwig I. Roe of the Moorehead Daily News took the second prize, and the third went to Harry M. Wheelock of the Fergus Falls Tribune.

The Brooklyn Eagle Welfare Association has elected the following officers: president, Maurice E. McLoughlin; vice-president, Mrs. Helen S. Selts; secretary, Miss Harriet L. Hoppe; treasurer, J. Joseph Feenan; sergeant-at-arms, John Farley.

President Harding will not be able to go to South Bend June 7, 8 or 9 to address the Summer meeting of the Indiana Republican Editorial Association, George B. Christian, Jr., his secretary, notified Indiana publishers this week. Secretary of Commerce Hoover is the principal speaker now scheduled.

The Advertising Men's Golf Association, of St. Louis, will hold its first tournament of the season May 18, at the Normandie Golf Club. Collins Thompson of the Mississippi Valley Trust Company, is president of the club.

Seth Maxwell, former city editor of the New York Evening Post, won the monthly prize for the best written editorial, against the removal of the body of King Tut, awarded at the dinner of the Journalists Club of Atlantic County, N. J., held at Atlantic City May 5.

C. W. Chabot has entered upon his duties as president of the Erie, Pa., Advertising Club.

The New York Advertising Men's Post of the American Legion held its annual dance and midnight show at the Pennsylvania Hotel May 4.

The newly-elected board of directors of the Detroit Adcraft has chosen the following officers: president, Frederick Dickinson, advertising manager Hupp Motor Car Company; vice-president, George B. Sharpe; secretary, Charles M. Voelker; treasurer, Clinton F. Berry. Merritt J. Chapman was re-appointed secretary-manager.

Members of the Pennsylvania Legislative Correspondents Association were entertained May 3 by Ralph Beaver Strassburger, publisher of the Norristown (Pa.) Times-Herald, at his country place, Normandy Farm. The guests arrived at Norristown on a special car from Harrisburg. George S. Oliver, publisher of the Pittsburgh Gazette-Times, was toastmaster at the dinner, which was followed with moving pictures of newspaper making. Mr. Strassburger was unanimously elected an honorary member of the association.

The newly chartered Akron Beta chapter of Alpha Phi Gamma, honorary journalistic fraternity, on April 30 inducted seven Akron Municipal University students into active membership and also initiated four Akron newspaper men and one college instructor as associate members. The members include Theodore Cook, editor of the Buchelite of the university; Harry Van Berg, and others

of the paper's staff. The associate members include W. Don Harrison, instructor of journalism in the university; Herman Fetzer, Akron newspaper humorist; L. E. Judd, editor Akron Press; V. D. Lidyard, editor Kenmore Herald; and Ralph C. Busbey, Akron correspondent Cleveland Plain Dealer. W. Kee Maxwell, editor Akron Press, also will be made an associate member.

The Canadian Weekly Newspaper Association announces that the delegates to the annual convention will make a tour of the Maritime Provinces. They will be in St. John June 16-17.

Delegates from 15 cities are expected to attend the first annual convention of the Northeastern Wisconsin Advertising Association, which will be held in Sheboygan May 22.

Committees have been appointed for the annual banquet of the Springfield Publicity Club, which will probably be held May 23, as follows: General, Fred Blow, chairman; Gny W. Peterson, Sherman H. Bowles, Fred D. Parsons; prizes, C. E. Harris, chairman; C. F. Norton, F. W. Waters, H. A. Bellows, Ray Speare; souvenirs, J. Clark Poole, chairman; tickets, Wilfred S. Robinson, chairman; Ralph W. Foye, Gerald Torrence; program, W. R. Lester, chairman; entertainment, D. S. Osborne; reception, H. W. Caswell, chairman.

The Pilgrim Publicity Association of Boston re-elected officers April 24 as follows: President, Chester I. Campbell; vice-president, Carl E. Shumway; treasurer, George D. Moulton. Elmer S. Lipsett was chosen secretary to succeed Henry C. Pragoff. The following di-

rectors were chosen: Mark W. Burlingame, publishers' representative; Edward E. Leason, advertising manager B. F. Sturtevant Company; Prof. Daniel Starch, Harvard University; Herbert Stephens, American Lithographic Company, and Frank A. Black, advertising director William Filene Sons Company.

The Watertown (N. Y.) Times Club held its monthly dinner at the Woodruff Hotel. It was in the nature of a farewell for Walter B. Stoddard, who leaves to become news editor of the Massena (N. Y.) Observer, and Hugh L. Irwin, who joins the editorial staff of the Syracuse Post Standard.

The Brooklyn Advertising Club elected the following officers May 1: President, John T. Ballou; vice-president, John Muller; secretary, Richardson Webster; executive committee, Henry C. Arive, Miss Gretchen Krolin, Frederick A. Lutz, Henry N. Morse, George W. Pease, Charles B. Boyce.

H. C. Squires has been elected president of the Scranton Advertising Club. Other new officers are: Edgar Keuling, vice-president; George Marr, secretary; F. S. Smith, treasurer. The board of directors will consist of W. J. Pattison, R. E. Weeks, H. G. Dunham, Mrs. H. C. Squires, Catherine Schadt, Stella Williams, Gene Tracy and Harold Conrad.

The Virginia Press Association will meet July 5, 6, 7 in Newport News.

Lewis Ryan has been elected president of the new Wilkes-Barre Advertising Club. Other officers are: Isador Coons, vice-president; Joseph Purcell, secretary; Miss Leona Walters, treasurer.

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Photographs and biographies of every one of the British delegates who will attend A. A. C. of W. Convention.

Feature story by W. S. Crawford

A Story of London Sights

Thirty Club Presidents—Present and Future

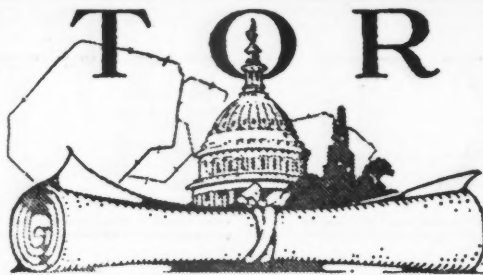
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EDITORIAL



BADGES OF HONOR

FINES and imprisonment are again preferred by American newspaper men to submission to a judge's limitations on what they shall publish in their newspaper columns. Two cases, one new, one old, are chronicled in the week's news. In Memphis, a Federal Judge comes forth from six months' consideration of an editorial by the editor of the Press and decides that a fine of \$300 will assuage his feelings, ruffled by the editor's comment last July on his judicial conduct. In Birmingham, another judge gave three editors of the Post their choice of a day in jail or an apology and promise not to repeat their contempt. The fine was collected in Memphis. The three Birmingham editors went to prison.

With them went the strange dictum of the committing judge that liberty of the press is secondary to human liberty. He declared that their news stories of a murder case had prejudiced the defendant and caused postponement of his trial. They and their learned counsel declared that the stories were based on facts taken from official documents and were not prejudicial to the defendant as the law defines prejudice. They were denied leave to appeal, despite His Honor's expressed anxiety for human liberty.

Superficially, the court's idea seems sound. Analyzed, it means nothing. If editors can be sent to prison for printing facts that are incorporated in public documents, the road is short and steep toward destruction not only of the liberty of the press, but of human liberty as well. Carried to its conclusion, the judge's comment means that the only safe press for a nation is the official government organ developed in Russia, whose eyes are blind to the activities of the official courts, the secret police and the government. Russia has no liberty of the press and the life of him who disagrees with the masters of the press is worth not much more than a Soviet Russian ruble, beside which a burnt match is priceless treasure.

Compliance with and undivided support for the laws of the nation, state and community must be the duty of the press, it is true. Great evils come in the train of any other course. Equally great evils are inherent in a civilization which prohibits the press from informing the people of errors that their government is making, or from access to information that the law and traditions of centuries have deemed public property. Given that condition, the self-appointed despot, or the censor, finds the rest of his way easy.

The Memphis editor last summer incurred the displeasure of the Federal Judge in connection with comment on an injunction against the railway shop strikers. Throughout the land this injunction and its prototypes, one of which the Press condemned, were denounced by newspaper editors as contrary to American institutions and subversive of fundamental human rights.

Emphatic comment in the Memphis Press to this effect offended a judge who had issued such an injunction. Hearings were conducted by the offended jurist and decision was reserved, to be rendered six months later. The incidents which brought forth the injunctions have passed from the public memory. The injunctions themselves found slight application, due doubtless to the storm of protest that their issuance aroused. Nevertheless, despite the Constitutional provision for a speedy trial for all offenders, the Memphis Press editor waits six months to be punished for doing what the Constitution implied that he could do. The cause of justice was ill-served equally by the decision and its tardy arrival.

In this day of intolerance, is it at last to be considered unimportant and in vain that the Fathers wrote:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances."

Apparently, some courts have never learned that the Constitution has a First Amendment.

AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
(Vicksburg Herald)

CREATE in me a clean heart, O God; and renew a right spirit within me. Cast me not away from Thy presence; and take not Thy Holy Spirit from me. Restore unto me the joy of Thy salvation; and uphold me with Thy Free Spirit. Then will I teach transgressors Thy ways; and sinners shall be converted unto Thee.—(Ps. li: 10-13.) He that covereth his sins shall not prosper; but whoso confesseth and forsaketh them shall have mercy. Happy is the man that feareth alway; but he that hardeneth his heart shall fall into mischief.—(Prov. xxviii: 13, 14.) Harden not your hearts, as in the provocation, in the day of temptation in the wilderness. For some, when they had heard, did provoke: howbeit not all that came out of Egypt by Moses. But with whom was He grieved? was it not with them that had sinned, whose carcasses fell in the wilderness? And to whom swears He that they should not enter into His rest, but to them that believed not? So we say that they could not enter in because of unbelief.—(Heb. iii: 8, 16-19.) Let us therefore fear, lest, a promise being left us of entering into His rest, any of you should seem to come short of it.—(Heb. iv: 1.)

NO SURPLUS OF EAGERNESS

"LESS of eagerness, more of accuracy," is what President Harding told the Associated Press he would take as the text of his address, were it to be on journalism. It is difficult to quarrel with the President when he puts his wisdom in such concentrated form, but the conviction persists among newspaper men that eagerness and accuracy will not be in inverse ratio in the Perfect Newspaper. In fact, it seems today that one great fault of the press is lack of eagerness along lines of thought and action that count in America's daily life.

Eagerness for the fact, combined with thoroughness in securing and verifying the fact, insure accuracy. If both were drilled into the young reporter as they were before the publicity man made lazy journalism the rule, neither so eminent a newspaper man as the President nor any other American could arraign the press with ineptitude in presenting the picture of the world's business and pleasure.

JIM FAULKNER

JIM FAULKNER is dead. The world is poorer, much poorer, as a result. There are a lot of persons—and he was among them—who believe that the greatest title that can fall to any reporter is that "he was a good newspaper man." But Jim Faulkner was more; he was a great journalist.

Many have said that he was the last of the great individualists. We do not believe that to be true. We would rather remember him as a pioneer in a field of personal endeavor that shows the way to great service for the member of the profession who prizes service as his greatest possible gift to his fellowmen.

The world of journalism joins Ohio in mourning his death. He was a brilliant satirist, an infallible worker and a professional idealist. He found his greatest joy doing the honest thing.

They may build monuments of stone to his memory, but he left a journalistic heritage that will be more lasting—whether it was friend or enemy, he hated sham and his pen was free from poison.

Jim Faulkner, of the Enquirer, was a great reporter.

BETTER TIMES

THE best omen for the future of the newspaper and advertising world is found in the interest that is being manifested in a community of spirit for united action as expressed in the activities of the National Press Club of Washington, the Advertising Club of New York, and the Newspaper Club of New York.

All are national in their appeal and are blazing the way to greater professional and business pride.

The National Press Club has under consideration plans that will make it one of the professional organizations of the country. These include first of all a home of its own, which deserves the support of newspapers and newspaper men throughout the country. Washington is the nation's news center and it is to that city the country must look for journalistic leadership.

In New York the Advertising Club has purchased and is now remodeling a home that is destined to become the national headquarters of advertising men. Under the leadership of Gilbert T. Hodges the resident membership has been increased 1,000 and the club finances have been enriched \$175,000. Now, a new drive has been started for 200 additional members to bring the resident rolls to 2,000.

The Newspaper Club has just passed through a bitter election campaign with divided victory, but a united club that argues well for the advancement of the interests of the journalistic profession in New York.

All indicate a growing interest for the common good that is national and not local.

Tomorrow—in the newspaper and advertising world—is much brighter than today.

A BRAND NEW EXCUSE

ONCE upon a time there was a man who refused to advertise because he was convinced that it would bring a lot of strange people into his place of business. That was a long time ago. EDITOR & PUBLISHER has now found that man's brother and as families go, there has not been much change.

A representative of EDITOR & PUBLISHER was discussing advertising with the spokesman of one of the leading advertising agencies in America this week and learned that particular agency believed in advertising as a general sort of a thing but not for itself because:

First, advertising is a profession.

Second, it is unethical for a profession to advertise.

Hence, it is unethical for this advertising agency to do any advertising. This is undoubtedly big news for so far as our records show, this is the first time "a man has ever bit a dog."

When a great business organization built upon advertising can find such an asinine excuse for being opposed to advertising why should hard-headed business executives struggle with make-believe excuses?

The tramp who did not want to earn a quarter because he had a quarter in his pocket was certainly rich in knowledge compared to the advertising man who considers advertising unethical.

THIS CANNOT BE PASSED

IT is worth noting that neither the American Newspaper Publishers' Association nor the American Society of Newspaper Editors gave any consideration to the press agent evil—the most serious problem before the American newspaper today.

The A. N. P. A. has resolved on this question for years without bringing forth any tangible results and it is probable the membership is resolution-tired. The same excuse does not hold for the A. S. N. E., however. Its membership is entirely responsible for the inroads now being made by the space thieves. Action, not resolutions, is what is needed and it was hoped the editors would blaze the way by formulating a concrete plan for action that would be a guidance for editorial men generally. It is not too late for them to take up the problem now as the paramount subject of 1923-24.

PERSONALS

DR. JOHN H. FINLEY, associate editor of the New York Times, addressing a convocation of the University of Minnesota May 4, said that the destiny of America is interwoven with the need of the rest of the world. The same evening he was the principal speaker at the annual banquet of the College of Education of the university.

F. A. Merriam, publisher of the Mt. Vernon (N. Y.) Daily Argus, entertained his fellow members of the Westchester County Publishers Association at dinner Wednesday evening at the Bailey Park Hotel, Mt. Vernon. The occasion was to talk over plans for entertaining the National Editorial Association when it visits Westchester County in July.

Cyrus H. K. Curtis, head of the Curtis Publishing Company, and David E. Smiley, executive editor of the Philadelphia Public Ledger, sailed May 5 on the Homeric for a three months' tour of Europe.

Mrs. Melville E. Stone, who has been quite ill, is improving.

Stuart H. Perry, publisher of the Adrian (Mich.) Telegram and Times, and newly elected director of the Associated Press, sailed May 4 from Montreal for a stay of several months in Europe. He was accompanied by Mrs. Perry.

Mr. and Mrs. Adolph S. Ochs sailed May 8 on the Mauretania for a stay of a few weeks in Europe.

Dr. Talcott Williams, emeritus professor of journalism at Columbia, will make the address at the unveiling of seven new busts in the Hall of Fame at New York University May 22. The busts are those of Abraham Lincoln, Alexander Hamilton, Ulysses S. Grant, Robert E. Lee, Ralph Waldo Emerson, Henry Ward Beecher and Frances Willard.

Samuel T. Williamson, Washington correspondent of the New York Times, and Cora M. Chase, Metropolitan Opera singer, are soon to be married in Haverhill, where their schoolboy romance began.

Henry J. Allen, editor of the Wichita Beacon and former governor of Kansas, who has been investigating conditions in the Near East, was the recipient of the 33rd Masonic degree, conferred upon him by the Masonic Lodge of Athens. Mr. Allen has been widely feted in Greece, where the newspapers are predicting his election to the Presidency. The Embros says that "no foreigner in history ever won the hearts of the Greek people so completely."

M. J. Lee, editor of the Canby (Ore.) News, organizes lumber companies and sells timber tracts for diversion. At any rate he has organized one company and sold one tract.

Charles M. Welch, senior member of the firm of Welch-Haffner Printing Company, Denver, has retired from the business, having sold his 64 per cent of the stock to his former associates. He was formerly, for 22 years, on the staffs of the Syracuse (N. Y.) Herald and Journal.

William Walker Canfield, editor of the Utica Observer-Dispatch, is honored by an editorial in the current issue of the Utica Club Worker, which recites his achievements as a newspaper man and author.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, entertained at a luncheon recently, in honor of J. H. Engle, for 25 years secretary of the Kansas State Sunday School Association, and now secretary of the Michigan State Sunday School Association.

P. Y. Chien, who was a delegate from China to the Press Congress of the World in Hawaii in 1921, graduates next month from Columbia University, New York. Incidentally, he won first prize in an essay contest and plans to invest the \$50 in a watch as an American souvenir.

David A. Curtis, whose poker stories have won him national fame, was guest of honor at a dinner and dance May 9 at

165 West Houston street, New York, in celebration of his 50 years in journalism. The committee in charge was composed of Ed Curtis, Don Marquis, Andy Madigan, Willis Holly, Charles Somerville, Nat Babcock, Jack Binns, "Doc" Cohen, Tom Gorman, C. R. Macaulay, Percy Guard, Monte Cutler, Abe Baermann, E. W. French and Baron Fougner.

Mrs. Carroll Shaffer, wife of the publisher of the Chicago Evening Post, is chairman of the committee in charge of the little gift shop that Evanston, Ill., women are opening in the North Shore hotel building there. The proceeds will be used for a fund for proposed women's buildings on the campus at Northwestern University.

Ralph W. Cram, editor of the Davenport (Ia.) Democrat, who is also vice-president and governor of the Seventh District National Aeronautic Association, has been named editor of the Fly Leaf, issued by the district association.

IN THE EDITORIAL ROOMS

J. M. Storm, formerly with the Boone (Ia.) County Pioneer, is now on the staff of the Webster City (Ia.) Freeman-Journal in place of Paul McCrea. E. H. Lighter will be placed on the staff of the Pioneer.

John W. Kelly of the Portland Oregonian staff, who recently underwent an operation, has recovered sufficiently to return to his home from the hospital.

Paul McCrea has left the editorial staff of the Webster City (Ia.) Freeman-Journal to join the copy desk of the Washington (D. C.) Herald.

Louis Gallup, formerly of the Duluth News-Tribune, now is covering baseball for the St. Paul Daily News.

Ray Quigley, formerly of the Minneapolis Journal, is with the publicity department of the Farmer-Labor party in Minnesota.

Walter Hard, managing editor of the Superior (Wis.) Telegram, attended the Federal coal rate hearing in Minneapolis May 3 in the interests of his paper.

Al Wilson of the Fort Worth (Tex.) Telegram is about to take the police run for the St. Paul Daily News.

Guy Moysten, former San Francisco newspaper man and A. P. correspondent overseas during the war, is in Hollywood to write scenarios for Warner Bros.

B. A. Bridgewater is now city editor of the Tulsa (Okla.) Daily World.

Frank J. Clancy, city editor of the Buffalo Express, has been transferred to the business side as circulation manager. He went to the paper in 1917 as telegraph editor.

Grace Margaret Wilson, for seven years a dramatic critic on Toledo papers, who has resigned from the Blade to enter publicity work in New York, was honored by women's clubs of Toledo with a farewell luncheon May 10.

Sidney Jenkins, formerly reporter on the Bellingham (Wash.) Herald and recently telegraph editor on the Walla Walla Union, is now city editor of the Dalles (Ore.) Chronicle.

James Williams, staff photographer on the Bridgeport (Conn.) Sunday Herald, was seriously burned May 4 as his flashlight powder, prepared for a photograph of principals in a concert at a church, prematurely exploded.

Miss Ruth Cartzdafner of London, O., has become editor of the women's page of the Sandusky Register. She is a graduate of the Department of Journalism at Ohio State University.

Frank C. Teck, veteran newspaper man of the Northwest, lately with the Bellingham (Wash.) American, is now doing special work on the Bellingham Herald.

William A. Reynolds, city editor of the Cleveland Plain Dealer, has been confined to his home for two weeks by illness. During his absence Nathaniel Howard of the local copy desk has been acting as night city editor.

Norman B. Adkison, Pocatello, Ida., correspondent of the Salt Lake City Tribune for several years, has become

FOLKS WORTH KNOWING

T. H. PRESTON, new president of the Canadian daily Newspaper Association, belongs to the veteran class, although still engaged actively in the publication of a daily newspaper, the Brantford (Ont.) Expositor.



T. H. PRESTON

Woodstock Sentinel. It was my duty to light the fire; sweep the floor; whirl the roller on an old Washington hand-press; turn the crank for the power press on publication day; fold the papers; deliver routes; paste bills, and incidentally set type, for all of which I received the munificent sum of \$20 per year the first year; \$40 per year the second year; \$60 per year the third year; and \$80 per year the fourth year, and the privilege of boarding with the 'boss.'

"It is 52 years since, as a mere apprentice, I took part in what is known as the George Brown strike in Toronto—a strike which led to some of the strikers being put in jail for conspiracy. It is 47 years ago since I entered the parliamentary press gallery at Ottawa as representative of the Ottawa Free Press. It is 29 years ago that I became president of the Canadian Press Association."

Most of Mr. Preston's journalistic career has been spent in the cities of Ottawa, Winnipeg (in which city he published the Daily Sun) and Brantford. For over 30 years he has been publisher of the Expositor, Mr. Preston has held many public offices. He was a member of the Ontario Legislature for three terms, has been president of the Brantford Board of Trade, and is now vice-chairman of the Ontario Parole Board, and a director of Canadian Press, the Canadian news-gathering organization.

secretary to Governor Moore of Idaho.

Robert G. Mitchell, who began his newspaper career as a newsboy on the South Norwalk (Conn.) Evening Sentinel, later becoming reporter and eventually city editor and who resigned when new publishers assumed control, has be-

come district editor and special reporter for the Norwalk Hour, the Sentinel's rival. Mitchell was continually re-elected City Tax Collector in Norwalk for many years, surviving often as the lone Democratic official.

Joseph Fountain, who has been on the telegraph desk of the Ogdensburg (N. Y.) Republican-Journal the past few months, left May 5 for Norfolk, Va., where he becomes associate editor of the Virginian Pilot.

Roger Orr, who has been in the employ of the Syracuse Post-Standard, will return to Ogdensburg, N. Y., as telegraph editor of the Daily News.

John Loofbourrow, son of Mr. and Mrs. R. K. Loofbourrow of London, O., for the last year on the reportorial staff of the Cleveland News, has gone with the Springfield (O.) Sun. He wrote the last two plays for the "Puff and Powder Club" of Kenyon.

Ambrose Lambert, for twenty years American correspondent in London, and lately holding that position for the New York Sun, has joined the editorial department of the Boston Post. He began his newspaper work on the Post 20 odd years ago.

Charles Manson has resigned from the copy desk of the New York American to return to Boston.

Richard O. Shaffer, sporting editor of the Hagerstown (Md.) Morning Herald, has returned to his desk after a week's vacation.

Miss Veronica Connelly of the city department of the Boston Post has been sick.

F. LeRoy Howe of the Atlantic City Gazette-Review has been named publicity director of Ocean City for the 1923 season.

Ellis H. Evans is the latest sports writer to join the staff of the Atlantic City Gazette-Review and Sunday Gazette.

George F. Kearney, feature writer on the old Philadelphia Press more than four years ago, is now connected with the Philadelphia Evening Bulletin.

Mrs. Elaine Loeb, formerly a feature writer on the Philadelphia Press, is now writing for the Ventnor (N. J.) News and the Atlantic City Mirror, a weekly magazine.

Miss Gladys Stoudt, society editor of the Atlantic City Gazette-Review, was one of the eight survivors of 23 women and children who started the 24 hour "knitting marathon" held at Atlantic City recently. She was awarded a pair of gold knitting needles as a prize.

W. A. Stoddard, formerly State editor on the Watertown (N. Y.) Times, has connected with the Massena (N. Y.) Observer as news editor.

The Haskin Service is a valuable aid to every department of a newspaper—editorial, circulation and business office.

Mrs. Lida Keck Wiggins, formerly connected with the Springfield (O.) Morning Sun, has just completed a volume, "Women at Wittenberg," compiled under the direction of Wittenberg College at Springfield. The college authorities engaged her services for compilation of a book on men's activities at the institution.

A. E. Richard of the reportorial staff of the St. John (N. B.) Daily Journal, and R. H. Bennett, formerly of the Daily Telegraph, recently passed final law school examinations in St. John.

Harry McIntyre, former New York newspaper man, who has been chief deputy United States marshal in Colorado for seven years, recently gave up that office to join the Fidelity Finance Corporation of Denver. He also has been State Senator from Pueblo.

Raymond W. Horn has resigned from the staff of the Aberdeen (S. D.) Journal and is now on the staff of the Sioux Falls (S. D.) Argus-Leader.

E. E. Naugle, editor of the St. Petersburg (Fla.) Times, has resigned.

W. Barran Louis, formerly city editor of the Philadelphia Press, and for the last several years in the motion picture game, recently joined the copy desk of the New York American.

Amon W. Foote, who is retiring as city editor of the Utica Observer-Dispatch and incidentally from the newspaper profession after 31 years active service to become house secretary of the Elks, is the proud possessor of a large loving cup presented at a testimonial dinner by the Newswriters' Club of Utica.

J. J. Shores, night editor of the Camden Daily Courier, sailed May 10 from Philadelphia on the S. S. Balsam for England.

Arthur T. Robb, Jr., news editor of EDITOR & PUBLISHER, is receiving congratulations on the addition of a second son to his family circle. Richard Anthony was born April 29.

Roy Goodfellow, Brooklyn newspaper man, has been appointed advertising manager of Brooklyn, the weekly magazine of the Chamber of Commerce. He will also serve as publicity secretary.

Henry C. Fulcher of Naples, Tex., managing editor of the Daily Texan, and now reading copy on the Austin American, and Lewis N. White of Austin, sports writer, have been elected by the Friars Society at the University of Texas from among the Senior Class at that college. Thus two out of four men elected are working newspaper men.

Thomas R. White, who has been writing editorials for the Richmond (Va.) Times-Dispatch for the past year, has resigned to become news editor of the Danville (Va.) News which is to start publication soon. White was formerly on the Savannah News and the Wilmington (N. C.) Star. He is succeeded by William B. Southall, formerly city editor of the Times-Dispatch. Southall is succeeded on the city desk by Earl Lutz, formerly sports editor. James Selvaige is now handling sports. Two recent additions to the reportorial staff are John D. Everhardt, formerly with the Newport News Daily Press, and Elizer Stainmark, formerly with the Norfolk Virginian-Pilot.

Stanley L. Phraner has resigned from the Wall Street Journal to join the staff of the New York News Bureau Association.

Miss Isabel Drummond, real estate editor of the Philadelphia Record, who was recently appointed an Assistant City Solicitor, on May 7 addressed the Women's Republican Club of Pennsylvania on "The Woman in Newspaper Work and Politics."

John S. Renwick, who worked on several papers in Easton, Pa., has recently joined the reportorial staff of the Philadelphia Record.

Thomas P. O'Neil, City Hall reporter on the Philadelphia Record, handled the publicity work for the second annual Boy Week in Philadelphia.

E. C. Norlander, assistant city editor of the Chicago Journal, returned to his

desk last week after a long absence in June. William B. Smith, former city editor of the Richmond Times-Dispatch and a former member of the city staff of the News Leader, will be general manager of the new paper.

John McCutcheon, nephew of the well-known cartoonist of the Chicago Tribune, is a cub reporter for the Chicago Daily News.

Mrs. Eleanor J. Lundberg, art critic of the Chicago Tribune, is the mother of a girl born last week. Mr. Lundberg is a photographer for the same newspaper.

George Britt left the rewrite desk of the Chicago Evening American last week to become Chicago manager for the N. E. A.

John Ashenhurst, formerly on general assignment for the Chicago Evening American, pulled up a chair to the rewrite desk within the past week.

Leo Fisher, rewrite man on the Chicago Evening American, was transferred to the sporting department last week.

Tod Sloan, Federal Building reporter for the Chicago Evening American, is sitting in on the city desk after 2 P. M.

Mr. and Mrs. Merle M. Moore are the parents of a girl born May 2. The father is on the staff of the Sioux City Tribune.

Don E. Van Metre is now city editor of the Cedar Rapids (Ia.) Daily Republican.

Johnson Brigham on May 1 started on his second quarter century in the service of the State as Librarian. He won State-wide recognition in the nineties when he was editor of the Cedar Rapids Republican. He also founded the Midland Monthly at Des Moines.

Raymond W. Horn has joined the staff of the Sioux Falls (S. D.) Argus-Leader.

Claude Melancon, formerly Press Gallery representative of La Presse at Ottawa, has joined the staff of Walter Thompson, chief publicity agent of the Canadian National Railways.

Robert L. Beard is sports editor of the Fort Wayne (Ind.) News-Sentinel, succeeding James Hardenborf, who resigned to become State Highway Engineer.

Otto Dorn, industrial reporter on the Fort Wayne (Ind.) News-Sentinel, has resigned to join the Suedhoff-Rose Advertising Agency.

John O'Keefe, veteran copyreader and newspaper poet, is sitting in the slot at the New York American copy desk in the serious illness of Lin Bonner.

THE BUSINESS OFFICE

JOE SELLERS, circulation manager of the Mayfield (Ky.) Daily Messenger, claims the largest number of workers in one family for any paper. He, with eight of his sons, worked for many years on the Messenger. Four of the Sellers family still work for the paper.

Leonard W. Wilgus, business manager of the Buffalo Express, has resigned from active connection with the paper and retired to his farm in Vermont, continuing, however, on the board of directors of the J. N. Matthews Company, which owns the Express. Wilgus was with the Express 38 years, starting as office boy and becoming in turn bookkeeper, head bookkeeper, circulation manager and business manager.

Ned Ackney has joined the promotion department of the Wichita Eagle.

D. D. Roderick is an addition to the advertising force of the Wichita Eagle.

Ross E. Burns, of the Joplin (Mo.) Globe and News-Herald, has resigned as general manager and taken a similar post with the Hutchinson (Kan.) Gazette.

M. C. Priest, formerly general advertising manager of the Boston Sunday and Daily Advertiser, has become business manager of the Boston American. From the time the American was founded, 19 years ago last March, until five years ago, he occupied this position.

Wilson M. Brooks, advertising solicitor for the Richmond (Va.) News and Leader for the last five years, has become advertising manager of the Danville (Va.) News, a new afternoon paper which will start publication early in

Robert E. Murphy, for the past five years a member of the advertising staff of the Birmingham News, most of the time as manager of the copy and promotion department, left May 1 for New Orleans to join the staff of the New Orleans Item as head of the copy and promotion department.

Moses Swartz, formerly with the advertising department of the Des Moines Register and Tribune, will soon open a men's furnishings and hat shop in Des Moines.

Harry T. Watts, business manager of the Des Moines Register and Tribune, is one of the candidates nominated for president of the Des Moines Advertising Club. The election will be May 15.

MARRIED

MARTIN S. HUNTER, assistant city

editor of the New York Evening World, and Mildred F. Tier, were married April 21 in Brooklyn. They have just returned from a wedding trip to Bermuda.

Miss Marian McCarthy, formerly on the reportorial staff of the Lynn (Mass.) Telegram-News, and sister of Miss Margaret Kimball McCarthy, society editor on that paper, was recently married to Peter Dalton of Dorchester, Mass.

William P. Corbett of the Cedar Rapids (Ia.) Gazette and Miss Pearl Anderson of Davenport, Ia., were issued a marriage license at Chicago on May 5.

W. W. Henry, former city editor of the Mayfield (Ky.) Daily Times, was married to Miss Ruby Bond April 27.

Frank B. Williams, advertising solicitor for the Bellingham (Wash.) Herald and Reveille Publishing Company, and Miss Mildred Sweitzer, student at Bellingham State Normal School, were married May 2.

D. B. Ruggles, Jr., manager of the sales service department of the Boston Herald, will be married June 9 to Dorothy Johnson, of Salem, Mass.

TRADE MARK
**FLEXIDEAL
DRY MATS**
REG. U.S. PAT. OFF.

Price and Quality!

☐ The price of Flexideal Dry Mats does not gauge their real value. While the cost is lower than that of other dry mats, our Quality is far superior.

☐ Flexideal Dry Mats embody the experience of fifty years of paperboard making and are being improved all the time so that today there are none other so good to be had regardless of price.

☐ If you want to save money on the cost of your dry mats, buy Flexideal. Let us tell you how others are saving invaluable time, newsprint paper and are bettering working conditions in the foundry through their use.

☐ We think it's worth a trial, don't you?

THE FLEXIDEAL CO., INC.
15 William Street New York City, N. Y.

TRADE MARK
**MAXITYPE
DRY MATS**
REG. U.S. PAT. OFF.

Agnes E. Murray, secretary to R. L. O'Brien, publisher of the Boston Herald-Traveler, is to be married to Timothy J. Moynahan, Jr., circulation manager of the Herald.

L. W. Kellermann, advertising manager of the Volkszeitung publications of St. Paul, and Miss Gertrude Kohn, of River Forest Ill., were married recently. She is the daughter of President W. C. Kohn, of Concordia College, River Forest, Ill.

WITH THE AGENCIES

THE Nye Advertising Agency has moved to larger quarters at 218 Seventh avenue, New York.

C. K. Matson, vice-president and general manager of the Hanton Company, Cleveland, has resigned to become director of service of the William Elliot Graves organization, Grand Rapids, Mich. He was formerly publicity manager for the Cleveland Trust Company and had a hand in forming the Financial Advertising Club of Cleveland, being its first president. Prior to engaging in publicity work he was a reporter on the Cleveland Plain Dealer and New England newspapers.

The Arkenberg Special Agency moved on May 1 to new offices at 230 East Ohio street, Chicago.

E. W. Andrews, for five years manager of the Morse Advertising Agency, has joined the staff of Brooks, Smith & French, Inc., Detroit, where he will have charge of media selection and space buying.

The Wells Advertising Sales Company has moved to the Little Building, 80 Boylston street, Boston.

Felix Martin Wolsky has formed a general advertising agency under the name of the Martin Company, 1400 Broadway, New York. He was formerly secretary and general manager of Alexander Wolsky, Inc., a foreign language ad service.

W. V. Call, former secretary of the Boxelder Commercial Club, Brigham City, Utah, has been appointed manager of the Beehive Advertising Company, Salt Lake City.

Ernest C. Digby, late advertising manager of the Calcutta (India) Statesman, has joined the Millsco Agency, Inc., export advertising, New York, as vice-president.

Miss Helen Dean Miles has become associated with Kelsey-Mooney-Stedem, Inc., as assistant to Mr. Stedem on new business promotion. Miss Miles also will have supervision of the research department.

Benson, Gamble & Slaten has changed its name to Benson, Gamble & Crowell. The personnel of the firm remains the same. The company's offices are in the Tribune Building, Chicago, and the Caxton Building, Cleveland.

C. H. Gregory, formerly with the Vacuum Oil Company, is now in the copy department of the Gundlach Advertising Agency, New York. R. J. Cook, formerly with the New York sales office of Ditto, Inc., is now connected with the Gundlach Agency.

R. I. Worthington, formerly with Kirtland Engle Company, Chicago, is now connected with Blackett & Sample, as space buyer.

The Arkenburg Special Agency has moved to 230 East Ohio street, Chicago.

Shaw Newton, formerly with the International Nickel Company, as head of its research department, has joined the copy staff of the Gardner-Glen Buck Company, Inc. He will be with the New York office.

Philip Ritter Jr., has started a new advertising business at New York under the name of the Aldine Company. He was formerly vice-president of the Philip Ritter Company, Inc., and more recently has been with the Biow Company, Inc., in a similar capacity. Associated with Mr. Ritter is F. W. Norton, formerly with Pitcher & Company, investment securities, New York.

Rufus C. Gillmore, previously with the Capital Advertising Company of New York as copy chief, has returned to that agency in the same capacity.

Alfred C. Strasser has joined the art department of Dorrance, Sullivan & Company, New York. He was formerly with the Pancoast Company and the Welanetz Company, both of New York.

Hill Blackett and John G. Sample have started an advertising business at Chicago under the name of Blackett & Sample. Blackett has been with Lord & Thomas in Chicago for several years and was formerly manager of their San Francisco office. Sample for three years has been in charge of Saturday Evening Post advertising in Chicago.

The Standard Letter & Advertising Company has been established at Syracuse, by H. A. Allen and L. A. Wilding. Allen was recently with the advertising department of the Syracuse Post-Standard and formerly had been with the Worcester (Mass.) Telegram and Springfield Union.

E. W. Andrews, formerly manager of the Morse Advertising Agency, has joined the staff of Brooke, Smith & French, Inc., Detroit, as space buyer and media man.

The Ravett Advertising Agency, New York, has moved to the Harris Colon-made Building, Broadway at Fifty-seventh street.

The George Batten Company, New York, has moved its offices to 383 Madison avenue.

The Anglo-Franco Advertising Agency will open for business at 114 St. Francois Xavier street, Montreal, about June 1, under the presidency of Arthur Kittson.

Maj. Thomas R. Gowenlock, well known in Chicago for his associations with the advertising firm of Kastor & Sons, recently received his ninth citation for services during the war when Maj. Gen. Harry C. Hale pinned the distinguished service medal upon him at Sixth Army Corps Headquarters. The citation stated that this honor was given for exceptionally meritorious and distinguished services as assistant chief of staff of the First Division immediately before the St. Mihiel offensive. Maj. Gowenlock was the first American officer to cross the line after the armistice.

The George W. Ford Advertising Agency has moved into new quarters in the Hurt Building, Atlanta, Ga.

B. A. Davey & Associates is a new Birmingham (Ala.) advertising agency, with offices in the Watts Building. Baxter Eastburn, veteran advertising manager of Blachs Clothing Company; Morton Simpson, former advertising manager of Loveman, Joseph & Loeb's department store; W. Paul Pim, commercial artist, and B. A. Davey are the members of the firm.

THE AD FOLKS

GUY S. WILSON has resigned as advertising manager of the First National Bank of St. Paul and been appointed general advertising agent of the Great Northern Railway. An extensive campaign of national publicity calling attention to Glacier National Park and passenger service generally of the Great Northern will be continued under the direction of Mr. Wilson, who has been identified with bank and railroad advertising many years.

Dale Graham, advertising manager of the Mississippi Valley Trust Company, has been elected president of the St. Louis Chapter, American Institute of Banking. Sam P. Judd, advertising manager of the Mercantile Trust Company, was elected a member of the board of governors.

Robert J. Izantz, advertising manager of the Central National Bank Savings and Trust Company, Cleveland, has been made chairman of the new educational committee of the National Financial Advertisers Association.

P. J. Bailey has joined the Michigan

Radio Corporation, Grand Rapids, as advertising manager. He was at one time manager of the business and promotion departments of the A. W. Shaw Company, Chicago.

Edward T. Hall, former president of the Advertising Club of St. Louis, vice-president of the Association of National Advertisers and member of the board of governors of the Direct Mail Advertising Association, will sail for Europe on the Majestic June 2 for a six weeks' tour of England and France.

A. W. Pauley, chairman of the educational committee of the Advertising Club of St. Louis, spoke before the Advertising and Selling Club of Peoria, Ill. May 7.

A. E. DeBow has resigned as advertising manager of the Roberts, Johnson & Rand branch of the International Shoe Company, St. Louis, to join the staff of a life insurance company.

Lawrence M. Williams has joined the staff of Johnson, Read & Company, Chicago. He was formerly advertising manager of Silberman & Company, and lately has served various industries in Chicago's central manufacturing district as advertising counsellor.

WITH THE SPECIALS

THE E. Katz Special Advertising Agency has been appointed Pacific Coast representative of the following Alaska newspapers: Anchorage Times, Juneau Sunday Capital, and Hyde Miner. These newspapers have established a branch office at Seattle. The Alaska

Weekly, published at Seattle, also has appointed the Katz Agency as its Pacific Coast representative.

The Dubuque (Ia.) American Tribune has appointed the C. L. Houser Company as its national advertising representative in both East and West.

The Toronto Evening Telegram, the Ottawa Citizen and the Winnipeg Tribune have appointed John C. Hogan as special representative in Montreal. Mr. Hogan resigns from the Smith, Denne & Moore Advertising Agency to take up his work.

James A. McGrath, formerly with the New York Herald, and more recently with the Morning Telegraph, has become associated with the New York office of Gilman, Nicoll & Ruthman.

Irving Luftig, for the past six years with the S. C. Beckwith Agency, on May 14 will become solicitor in the classified advertising department of the New York Evening Telegram.

World Veterans Dine

The New York World's Quarter Century Association, made up of those who have been with the World continuously for twenty-five years or more, held its annual dinner Thursday evening in celebration of the fortieth anniversary of the purchase of this newspaper by Joseph Pulitzer. The dinner was held at Tappan's Hotel, Sheephead Bay. The membership of the association includes men in all departments, editorial, financial, clerical and mechanical. It was founded in 1911 and has an active membership of 180.

**Brighten Up
Your Church Ads**

The churches of your town, Mr. Publisher, have a message for the world. Thousands of churches are using display space to tell those who don't go to church the essence of Christianity. The church advertisements in every paper ought to be the brightest and most interesting there—because the church has the greatest news in the world.

It is possible to get copy on which both Protestant and Catholic will unite. The 52 ads issued as Series No. 3 by the Church Advertising Department are being used in communities which are largely Catholic and in communities which are largely Protestant.

If you haven't in your files proofs of Series No. 3, you may have a set for the asking. The matter is designed for display space and is sold to one paper in the community at a price which averages 30 cents a week. If the churches do not see the advantage of using your space, lead the way by printing this copy.

For proofs address Herbert H. Smith,
518 Witherspoon Bldg., Philadelphia, Pa.

**CHURCH ADVERTISING DEPARTMENT
AACW**

Editor & Publisher sets a fast pace for the newspapers of the country in the way of springing new features. You have noticed that it of all trade papers has led the way in urging church advertising. "Go and do likewise."

140,000 Circulation

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

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

Sunday Times-Herald

G. Logan Payne

Publisher and General Manager

National Advertising Representatives

G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

The NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:

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



ONCE Samuel Bowles of the Republican was asked how he succeeded in producing, in the hand set days, a newspaper which was relatively so free from typographical errors, and he is reported to have said, "Mostly by cussing."

Now, there isn't any royal road to accuracy in the newspaper. It is mostly, if not by cussing, by constant reiteration of the necessity of accuracy that accuracy in the newspaper is achieved. We ask young chaps just out of college, in the School of Journalism, to take on pretty large contracts. We have come to the decision, more or less, in recent years, that it did not pay for a newspaper which held high its reputation in the community, and desiring to serve it, to send youngsters still wet behind their ears out to see big business men and scientific men and interview them on subjects on which they have spent their whole lives.

I know of a case that happened very recently, where Warren Stone, the grand chief of the Brotherhood of Locomotive Engineers, who was mentioned in the questionnaire here yesterday, threw out a newspaper reporter of the sort that I referred to from his office during this recent railroad trouble. The reporter showed, not by asking what his middle name was, possibly, but by some equally callow set of questions, that he did not have the slightest apprehension of what it was all about. I am glad to say that it was not a Plain Dealer man, but we have probably in our town been guilty of the same practice.

We expect too often that these young chaps will be equally competent in one moment to interview a Bishop of the church, and in the next moment to go out on a police story, to cover a murder, reeking the horrors, and pools of blood, and .45 caliber revolvers, and then go and write a story on Einstein's Theory. It is out of the question. You take in too much territory with them, and force them forward too fast. What is not inside cannot come out. They have got to have the breadth of experience from breeding and living which will enable them to contribute some grey matter to the total effect.

In straight reporting of lectures where it is practically a question of stenographic repetition, it is easy enough to get comparative accuracy. If that is all we needed we would just simply employ stenographers. In most stories, however, the reporter has to contribute something of himself, and unless he has something to contribute the story won't be very much, except dry as dust or highly imaginative.

I remember hearing Professor George Pearson Baker of the Harvard '47 Work Shop once say that when he was a senior in college he went to Professor Adam Sherman Hill, who was the head of the English department there at that time, and said, "Professor Hill, I have learned your rhetoric from front to back, but I cannot write. I have no style. What shall I do? I am serious about it." And the old professor looked at him quizzically, and he said, "George, all I can recommend is that you go out and live ten years."

And that is where you get style, and that is where you get reporters. It is too much of a hot house forcing process that we are sometimes engaged in.

Now in respect to the copy readers, we have had the same trouble that a good many of the other speakers have mentioned. Copy reading is not as attractive as it used to be. I think that is partly due to the fact that newspapers in their endeavor to get away from this monotony due to the growth of the syndicate feature and the general use of one or two or three telegraphic news services, have tried to develop, at least the larger ones have, specialty writers. We all know the principal papers of the country have half a dozen of them. Those are pretty well paid positions.

Then, of course, there has also been the Washington bureau, and that sort of thing. The result is, however, that the average reporter starting out on his career is looking forward more and more to promotion and pay in that direction, in the writing direction, rather than in the executive direction, which leads up to the copy desk, and oftentimes to the city desk, and to more important executive positions even than that. I find it somewhat difficult with reporters who have evidently the capacity of going a good ways in this business to sell them the idea of going on the copy desk any more. They just won't do it. They want to write signed stories. They want to be somebody in their own writing. I don't know what the answer to it is. I wish somebody smarter than I am would tell me what the answer to it is. But the question of getting a supply of good copy readers for the American

newspapers to my mind is a very serious one at the present time. A good copy reader can contribute an infinite amount to the total value of the story as it appears in the paper. He can polish it. He can add something to it by a cogent striking headline, or he can ruin it. And there is a good deal more ruin than there is salvation.

In fact, I do seriously believe, after listening to all these speakers here for the last day or so, that the whole question of the supply of new material, the recruiting end of our business, is the largest problem that we have here before us today. I do not think that I am making a mountain out of the mole hills of my youth. It does seem to me that twenty years ago, which is about as far back as I know definitely, that there were coming into the business a type of young men—and I know it was even more so thirty or forty years ago—who had high ideals and ambitions; they were willing to serve; they did not expect to make a large amount of money, but they saw in the great business of telling the world what the world was doing, a career worthy of any man's time and effort.

Now since that time there have been a number of causes which have killed off that ambition to a certain extent. One has been the very vicious attack of the periodical press on the integrity of the daily press. And by the way, I think, gentlemen, we have let those fellows get away with murder, so to speak. Day after day and week after week one may pick up the so-called liberal magazines, and some of the others, and read articles which prove the utter incapacity of the daily press. But nobody, on the part of the daily press, seems to take the trouble to point out the utter incapacity and the bias of the periodical press. But the result has been that in the colleges, for example, where every one feels when he is in that effervescent stage, that the millennium can be brought about by seven o'clock tomorrow morning, and naturally lends himself to revolutionary and rebellious thoughts of all sorts, and his ideals are soaring and mounting, and he is in a very plastic condition—the youth of that sort is particularly subject to this kind of submarine attack. The talk goes around "Well, if you are a young man of high ideals, for Heaven's sake don't go to work on the daily press. Here is a story in the Nation last week. Read that, and know about how corrupt it is." And all that sort of thing.

I don't think we do enough work among the undergraduate bodies of the colleges. I should like to see this association undertake in a very serious, broad way the study of where and whence the newspapers of the future are going to get the workers which will enable the profession to advance as its past entitles it to believe it ought to advance.—Paul Bellamy, managing editor of the Cleveland Plain Dealer, during the discussion of truth and accuracy at the Washington convention of the American Society of Newspaper Editors.

200 at Cleveland Dinner

About 200 guests were present at the last meeting of the Cleveland Financial Advertisers' Association, Hotel Statler. A. E. Bryson, of the Halsey, Stuart & Company, Chicago, who first attracted attention by his "brass tack" methods of advertising before the financial section of the Atlantic City convention of the Associated Advertising Clubs of the World, 1921, was one of the speakers. "Ted" Robinson, "Philosopher of Folly," or "column" humorist of the Cleveland Plain Dealer, also spoke. Members of the Cleveland Bond Club and members of the Northern Ohio Chapter of the Investment Bankers' Association, were dinner guests at the meeting.

1,000 in St. Louis Ad Club

The Advertising Club of St. Louis now has a membership of 1,000, with a waiting list. The club recently completed a membership campaign for 200 new members, and 240 were added. The campaign was under direction of Milton Bernet, chairman.

Rewards for Amateurs

Sigma Delta Chi, at Oregon Agricultural College, is offering prizes of \$10 and \$5 to high school students who write the best stories of the college business show for their home papers.

U. S. Census gives Portland, Maine 16,801 families

Portland Evening "Express" City Circulation for six months, ending March 31, 1923, averaged 16,893 paid.

97% Coverage

more than 15 of every 16 Portland Homes!

Many Thousands of Portland families take the Express EXCLUSIVELY!

Portland's only Evening paper.

Portland's only Three-cent daily.

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

For Newspaper Buildings

An organization of engineer specialists under direction of a trained newspaper man, and specializing solely in newspaper, publishing and printing buildings.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd St. New York

"In Boston It's the Post"

Circulation Averages
for 1922

BOSTON DAILY POST

396,902

Copies Per Day

BOSTON SUNDAY POST

401,643

Copies Per Sunday

First in Local, General and
Total Display Advertising

We can increase your business—
you want it increased.

You have thought of press clippings
yourself. But let us tell you how press
clippings can be made a business-
builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

EDITORS!

Live features are listed in the
EDITOR & PUBLISHER
DIRECTORY

PAGE 36

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.



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

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.

"THE MAN IN THE STREET"

250 word essays on vital, interesting subjects

by
Dr. Alexander Irvine
daily or weekly

C-V Newspaper Service, Inc.
Borden Bldg. New York City

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with some New York newspapers for Canada Dry Ginger Ale, Inc., 25 West 43d street, New York; reported to be placing account for Owens Bottle Company, glass tooth brush container, Toledo, Ohio; placing account for American Products Corporation (Nu-Shine).

Barton, Durstine & Osborn, 25 West 45th street, New York. Placing orders with some Pacific Coast newspapers for H. O. Cereal Company, Buffalo, N. Y.; making 5,000-line contracts for the American Radiator Company; making 8,000-line contracts for Hills Brothers Company.

Barrows & Richardson, Drexel Bldg., Philadelphia. Again making contracts for the Autocor Company, Ardmore, Pa.

Thomas E. Basham Company, Inter-Southern Life Bldg., Louisville, Ky. Placing orders with some Pennsylvania newspapers for Axton-Fisher Tobacco Company.

George Batten Company, 383 Madison avenue, New York. Placing account for Duz Company, washing powder, 799 Greenwich street, New York; making 3,000-line contracts for Clicquot Club Company.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Using 31 lines, 4 times for H. E. Fries Company.

Derby Brown, Inc., 11 Avery street, Boston. Placing orders with newspapers in selected sections for Za-Red Food Products Company, "Za-Rex" punch, Boston, and 100 Hudson street, New York.

Chambers Agency, Maison Blanche Bldg., New Orleans. Will use newspapers for the Caro-Co Laboratories, Union, S. C., "Caro-Co" coconut oil shampoo.

Nelson Chesman & Co., 27 East Monroe street, Chicago. Placing account for the Martha Lane Adams Company, Chicago, women's wear.

Churchill-Hall, Inc., 50 Union Square, New York. Placing orders with some Middle West newspapers for the Boston Woven Hose & Rubber Company, "Good Luck" jar rings and garden hose, Cambridge, Mass.

E. H. Clarke Agency, Steger Bldg., Chicago. Placing account for Corinco Corporation, collapsible auto rims, Louisville, Ky.

Witt K. Cochrane Agency, 30 North Dearborn street, Chicago. Making 3,000-line contracts with some Texas newspapers for the Enoz Chemical Company, moth killer, Chicago.

Andrew Cone General Agency, Tribune Bldg., New York. Placing copy with some New York newspapers for Matoaka Tobacco.

Critchfield & Company, Brooks Bldg., Chicago. Placing account for the Rock Island Plow Company, Rock Island, "Rock Island" farm tools.

J. H. Cross Company, 1500 Locust street, Philadelphia. Making 1,000-line contracts for the Munyon Homeopathic Home Remedy Company.

Dauchy Company, 9 Murray street, New York. Placing 28 lines 26 times for Allen S. Olmsted.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing orders with some daily and Sunday newspapers in Southwest, Northwest and Pacific Coast for Dover Manufacturing Company, electric iron, Dover, Ohio; placing account for Charles A. Eaton Company, Brockton, Mass., operating the Dalton Shoe, Crawford Shoe, Capital City Shoe and Eaton-Brewster Shoe, all of Brockton, Mass.

Doremus & Co., Inc., 44 Broadway, New York. Making one year contracts for Dominick & Dominick.

Erickson Company, 381 4th avenue, New York. Making 10,000-line contracts for Van Slyke & Horton, "Peter Schuyler" cigar, Albany, N. Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Will do some advertising in near future, it is reported, on Chicago, Milwaukee & St. Paul railroad.

Federal Advertising Agency, 6 East 39th street, New York. Making 4,950-line contracts and placing orders for the American Safety Razor Corporation, "Ever Ready" 303 Jay street, Brooklyn, N. Y.; making 1,872-line contracts for the Tobacco Products Corporation.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City. Sending out orders for Dr. West's Tooth Brush.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Making 2,800-line contracts for the Baltimore & Ohio Railroad; making 3,000-line contracts for Johnson & Johnson.

Albert Frank & Co., 332 South La Salle street, Chicago. Handling account of the Blackstone Institute, Chicago.

Gardner-Glen Buck Company, 23 East 26th street, New York. Making yearly contracts for the Frisco Lines.

Green, Fulton, Cunningham Company, Free Press Bldg., Detroit. Making 1,000-line yearly contracts for the Orange Crush Company.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making contracts for the International Heater Company.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making 5,000-line contracts for the Whistle Company of America.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Alwin A. Neumann & Sons, New York; launching campaign for De Luxe Art Metal Corporation,

New York, lip stick containers; using 17 lines, 13 times for Ayvad Water Wings.

Arnold Joerns Company, 26 East Huron street, Chicago. Issuing orders and contracts to Oklahoma papers on Surf Apartment Hotel, Chicago.

Martin V. Kelley Company, 19 West 44th street, New York. Making 5,000-line contracts for the Fisk Tire Company.

Kling-Gibson Company, Consumer's Bldg., Chicago. Making 2,500-line contracts for the Royal Easy Chair Corporation; will use only large cities in the Middle West, some in the East and perhaps in the South on Chicago Flexible Shaft advertising. Present plans are not to use Western papers and Southern towns also are undecided.

Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000-line contracts for the Palmolive Company.

F. J. Low Company, 15 West 44th street, New York. Placing account for the Spanish American Fruit Company, grapefruit, New York and Porto Rico.

Theodore F. MacManus, Inc., 82 Hancock avenue, East, Detroit. Making 1,000-line contracts for Champion Spark Plug.

H. K. McCann Company, 61 Broadway, New York. Placing 3,000 lines for the Continental Oil Company; placing 8,064 lines for the Cleveland Metal Products Company.

McJunkin Advertising Company, 5 South Washab avenue, Chicago. Has secured the accounts of the Snap-On Wrench Company, Chicago, and the Public Service Company of Northern Illinois, Chicago.

J. T. H. Mitchell, Inc., 331 Madison avenue, New York. Making 3,000-line contracts for the Dictograph Products Corporation.

Patterson-Adress Company, 1 Madison avenue, New York. Making 2,000-line contracts for the Tao Tea Company.

Peck Advertising Agency, Inc., 6 West 39th street, New York. Has secured the following accounts: Prof. Charles Hunter, New York, "Nulife" belts, shoulder braces and corsets; Greenebaum Sons Investments Company, Chicago; Osterweil Bros., Inc., Newark, N. J., Pax-Rite trunks, and G. B. Seely's Son, Inc., New York, ginger ales.

George H. Pierre, 110 West 34th street, New York. Placing orders with newspapers in selected sections for Foster Bros. Manufacturing Company, "Ideal Bedspreads," Utica.

Frank Presbrey Company, 456 4th avenue, New York. Again making contracts with newspapers in various sections for the Pennsylvania Rubber Company, "Vacuum Cup Tires," Jeannette, Pa.

Proctor & Collier Company, Reading Road and McMillan streets, Cincinnati. Placing account of the Wagner Manufacturing Company, Sidney, east aluminum and iron cooking utensils.

William H. Rankin Company, 1 West 37th street, New York. Making 1,000-line yearly contracts for the National Carbon Company & Allied Companies; making 1,050-line contracts for the Stewart Motor Corporation.

Reardon Advertising Company, Quincy Bldg., Denver. Making contracts with newspapers in selected sections for the Denver Tourists' B'reau.

H. E. Remington Advertising Company, 225 East Erie street, Chicago. Placing orders with newspapers in various sections for Chicago, Rock Island & Pacific Railway Co.

Philip Ritter Company, 185 Madison avenue, New York. Placing account of the Pathfinder, Washington, D. C.

F. J. Ross Company, 119 West 40th street, New York. Making 2,800-line contracts for the Consolidated Cigar Corporation.

Ruthrauff & Ryan, 410 4th avenue, New York. Making 1,000-line contracts for the Domino House.

L. A. Sandless, 217 West Saratoga street, Baltimore. Making 2,500-line contracts for the Resinol Chemical Company.

Frank Seaman, 470 4th avenue, New York. Placing orders with some Pennsylvania newspapers for E. I. du Pont de Nemours & Co., Wilmington, Del.

Sehl Advertising Company, 130 North Clark street, Chicago. Using towns in North Carolina on Calumet Baking Powder Company, Chicago.

Smith, Sturgis & Moore, 1463 Broadway, New York. Making contracts for the United Fruit Company, Cruises.

J. A. Snyder Company, 220 South State street, Chicago. Will make up lists during month of June for Stark Bros. Nurseries & Orchards Co., Louisiana, Mo.

Stack Advertising Agency, Heyworth Bldg., Chicago. Renewing some newspaper contracts for the Santa Fe Railroad Company, Chicago.

F. R. Steel Company, 201 East Ontario street, Chicago. Handling account of Advertising of Tourist Protective Guide, formerly handled by the Johnson Read Company, Chicago.

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Issuing orders and contracts in Colorado Springs on C. B. & Q. Railway and general contracts and orders on the Scholl Manufacturing Company, Chicago.

J. Walter Thompson Company, 244 Madison avenue, New York. Reported will make up newspaper list in May and June for Sun Maid

Reading Carpenter Is Seeing the World

THE
Frank G. Carpenter

Letter from Europe

FOUR MILLION EVERY SUNDAY

Carpenter's World Travels
Washington, D. C.

THE BALTIMORE AMERICAN

Only Daily Paper in Baltimore
at
Three Cents
Only Sunday Paper at
Ten Cents

Representatives

DAN A. CARROLL,
150 Nassau St.,
New York

J. E. LUTZ,
Tower Bldg.,
Chicago

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,500 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 African World" AND "Cape-to-Cairo Express"

Published every Saturday in London.

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

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver

and others

The McNaught Syndicate, Inc.
Times Building, New York

The News strives always to interest, to entertain, to instruct, and to interpret our people and our times. The fixed and changeless loyalty of its readers through all the years has been its earned reward.

The Indianapolis NEWS

SITUATION WANTED

—as Assistant to Live-Wire
Circulation Manager

Want to work for Circulation Manager with daily mail list of 1,000 to 5,000 subscribers. Years of experience. Worked for Circulation Managers of papers like the Chicago Tribune, New York Times, Superior Telegram, etc. Put me on the job and I'll make your work easier. Will make it easy for you to have your mail list corrected daily. Will make possible directly imprinted addresses. With me on the job, subscriber complaints will practically be eliminated. Your mail list will be under your sole control. I can do all those things—many more—for less than 65¢ a day. Chances are I can save you more than my salary. Let me tell you my whole story. Write The Multi-Mailer System, in care of

Speedomatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLDG.
CHICAGO

From nothing—to

200,000

in seven months

DETROIT SUNDAY TIMES

Raisin Growers, Fresno, Cal.; making 1,000-line contracts for United States Rubber Company, "Keds," 1790 Broadway, New York.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Making contracts with some Middle West newspapers for Old Monk Olive Oil Company, Chicago.

United Advertising Agency, 1 West 34th street, New York. Sending out copy for Patterson Brothers Tobacco "Queed."

Vanderhoof & Co., 167 East Ontario street, Chicago. Making contracts with newspapers for the Canadian National Railways, Toronto, Can.

Wade Advertising Agency, People's Life Bldg., Chicago. Using 11 inches 3 times for Quaker Oats.

Western Advertising Agency, Baker Block, Racine, Wis. Making 1,000-line yearly contracts for S. C. Johnson & Son.

C. C. Winningham, 10 Peterboro West, Detroit, Mich. Making 10,000-line contracts for the Hudson-Essex Motors; making 5,000-line contracts for the Stewart Motor Corporation.

COMPARES NEWSPAPER TO HUMAN BODY

Illinois Chain Head Tells Press Convention News and Features Are as Food and Drink to a Person

"To build and maintain a successful newspaper, the same care is required as to develop and maintain a healthful anatomy; a newspaper is just as susceptible to illness or depletion from neglect as the human body," Irl H. Marshall of Chicago, publisher of a chain of Illinois newspapers, said in an address May 11 before the Illinois Press Association convention at Champaign during Journalistic Week of Illinois State University.

Other speakers included: Wright A. Patterson, editor-in-chief Western Newspaper Union, "Community Service by the Newspapers"; C. S. Coddington, Carterville Herald, and Verne E. Joy, Centralia Daily Sentinel, "Relation of the Newspaper to the Better Community Movement"; H. E. Bell, White Hall Register-Republican, "Making the Most of Local News Sources"; A. L. Bowen, Illinois State Journal, "The Editorial Page"; J. E. McClure, Carlinville Democrat; Herman Roe, president Minnesota Select List of Country Newspapers, "Competition or Co-operation"; Paul Stephens, editor American Farming, "Making the Most of Rural News"; H. U. Bailey, Princeton Bureau County Republican, "Building Circulation as a Quality Product"; John H. Harrison, Danville Commercial News; Paul B. Cousley, Alton Telegraph, "Meeting the Competition of City Dailies," and John Prout, St. Francisville Times, "Mutual Fire Insurance."

In his address, Mr. Marshall said in part:

The first essential to a newspaper is good news and features, just as food and water are the first essential to that complicated mechanism the human body. Equal care must be exercised in the selection of news and features as we take in choosing our foods and drink. The better the quality in each case, the better the newspaper or the physiological being.

The second step, good newspaper circulation, naturally follows the use of proper news and features just as truly as good bodily circulation results from the use of proper food and drink. A healthful circulation of the body depends primarily upon what is put into it, and likewise does the successful circulation of a newspaper.

Then, when the human has a proper circulation, he reaches the third and final step towards success, which is health, and similarly when a newspaper has a good circulation it can then develop its third essential, which is advertising.

The first essential in newspaper development is to fill the columns with all the important news and with good local features. It is necessary to have a readable paper if we are to expect circulation. A local weekly newspaper should practically forget all news outside of its county or immediate vicinity unless it is about some state or national affair that is of particular interest to the people of its vicinity.

It is well to go upon the assumption that the majority of subscribers either take or have access to a metropolitan daily and that it is the purpose of the local paper to give them news which cannot be secured from the large daily. Even with modern sized dailies it is well to play the local news above the state, national and foreign news. I know many

publishers in cities of from 50,000 to 75,000 population who follow this policy consistently.

Local items are a valuable asset to weeklies and small dailies. We have one weekly which employs two girls who give almost their entire time to telephoning for locals. This policy has numerous advantages. It produces eight or ten columns of locals per issue and also gets tips on larger stories. At the same time many subscribers appreciate the interest taken by the paper in calling upon them for news and will watch the next issue to see the news in print.

This paper has grown during the past three years from a ten and twelve-page issue to an average of sixteen pages per issue, and it is filled principally with local and county news. The circulation has increased over fifty percent, partly due to other causes, however.

Correspondence is a very essential item. The more correspondents a paper has, the larger will be its circulation. It is not just the people living in these communities that are interested in reading their own correspondence, but also the people who formerly lived there.

The Bureau County Republican, with a circulation of over 7,000, which is the largest local weekly circulation in the United States, has more than 50 correspondents and H. U. Bailey, its publisher, considers these correspondents an important factor in building this large circulation.

A good society column also is important. The women are consistent readers of this department.

We have found a farm notes section very valuable. Such a department should not be used to print clippings from farm magazines, but should primarily contain items of what the farmers around your community are doing. If John Brown gets 80 bushels of corn per acre, it is the most valuable news that you can give to the other farmers who know him, or live around your town.

Strong local editorials are appreciated more than most publishers realize.

Local features are a class of news overlooked by most publishers, and yet they will make the public talk about your paper more than all the straight news that can be secured. Feature stories about your fire department, your police force, your factories or your merchants make extremely interesting articles and they are appreciated by those about whom the story is written. Other feature stories may be entirely the creation of the publisher.

Last but not least is the makeup. A paper may have all the news and many interesting features, but without an attractive makeup it is not complete. A good makeup is to a newspaper what clothes are to a man. In addition to this it plays the important stories up in such a way that a paper is more interesting to read.

It always pays to keep the subscription list growing even at considerable expense. It is commonly estimated that a publisher can afford to pay the actual subscription price for each new subscriber which he can add to his list.

To develop local advertising you must go out after it. Many merchants do not advertise because they know they cannot write ads and they are reticent about mentioning this fact to the publisher. Frequently they can be interested by the publisher drawing up an ad and presenting it to them.

Oklahoma Properties Sold

L. B. Myers has retired from the McAlester (Okla.) News-Capital Company, selling his stock to his associate, Fred G. Cowles, manager of the News-Capital. Mr. Cowles in turn has sold his interest in the Ardmore Ardmoreite to Mr. Myers, who has been active in its management for more than a year. They had been associated in McAlester for four years and in Ardmore for 18 months.

Brennan Sues New York Mail

William J. ("Bill") Brennan has entered suit for \$100,000 damages against the New York Evening Mail, alleging libel in an article headed, "Evening Mail Staff Unanimous in Declaring Firpo-Brennan Fight Queer."

For Sioux Falls Housewives

The Sioux Falls (S. D.) Argus-Leader will hold their cooking school at the Coliseum May 21, 22 and 23 with Miss Agnes White in charge.

California Paper Sold

James Crenin has bought the Marysville (Cal.) Appeal. J. C. Allison will continue as business manager.

Chicago Tribune Conference

Eastern and Western advertising representatives of the Chicago Tribune will meet in Chicago in June.

FIRST IN PUBLIC SERVICE

The Evening World.

HOUSING EDITION

The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEW DALL

33 West 42nd Street
New York City

Few Papers—(if any)—surpass the

TRENTON TIMES
NEW JERSEY AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago



YOU used to boast that "Enterprise" was your middle name. Wrong, it's service. And it's the sort of service that we appreciate. NEA is the only "service" worthy of the name.

The Taunton Daily Gazette,
Taunton, Mass.

NEA Service, Inc.,
1200 W. Third St., Cleveland, O.

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

- THE LOS ANGELES TIMES (3)
 - THE PHILADELPHIA INQUIRER (2)
 - THE CLEVELAND PLAIN DEALER
 - THE WASHINGTON POST (2)
 - THE INDIANAPOLIS NEWS
 - THE ATLANTA JOURNAL
 - THE MEMPHIS COMMERCIAL APPEAL
 - THE DALLAS MORNING NEWS
- Write or Wire Care Atlanta Journal

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

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.

EDITOR & PUBLISHER

receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

IN opening a Hatter-Newmark store at Omaha this week the public is drawing coupons. On each of the first ten days after the official opening of the store, a number will be placed in the window of the store. This number will stay in place for 24 hours. The party who has the coupon cor-

responding with the number in the window is entitled to his pick of any hat in the store.—A. R. Davison, 3624 Forty-first street, Omaha, Neb.

A tire dealer adopted this novel plan to emphasize the wearing qualities of his tires and give car drivers pointers on the care of tires. He placed on exhibition four sets of his tires, all of which had been given considerable road use. Motorists were then to guess the actual mileage record of each set, and to the person guessing nearest to the correct number of miles a complete set of new cord tires will be given. While people were inspecting the exhibition sets experts were present to point out and illustrate the various precautions which drivers should take to prolong the life of tires. Several prominent persons in the city are to act as judges, thus assuring all contestants that results are absolutely fair. Can't you get some dealer in your town to do likewise? It ought to be good for considerable advertising.—Cyril E. Lamb, Ypsilanti, Mich.

The publisher or someone in the advertising office, in the smaller cities, can just as well be an authority on farm auction sales as the auctioneer, and advise farmers how to properly advertise their sales. Every year more farmers are finding that their sale cannot be really successful without newspaper advertising, no matter how many posters they stick up.—N. B. Seil, The Mercury-Independent, Grayville, Ill.

GOSS

Presses

are "sweet-running" silent—safe—speedy.

Because they are built right by expert mechanics of years of training in this most exacting shop craft.

THE GOSS PRINTING PRESS CO.
1535 S. Paulina St., Chicago, Ill.

First in Rotogravure

IN four months of this year The New York Times published 290,682 agate lines of rotogravure advertising, an excess over the second New York newspaper of 121,440 lines, and more than the combined volume in the second and third New York newspapers.

in WISCONSIN

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram belongs on your list.

April circulation average
131,749
NET PAID

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives

Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

THE NEW YORK HERALD SUNDAY MAY 6 1923

<p>APARTMENTS TO LET 100 W. 10th St. This rental at rate \$12.00</p>	<p>REPAIRS WANTED 100 W. 10th St. This rental at rate \$12.00</p>	<p>REAL ESTATE 100 W. 10th St. This rental at rate \$12.00</p>	<p>LOST AND FOUND 100 W. 10th St. This rental at rate \$12.00</p>	<p>PERSONAL SERVICE 100 W. 10th St. This rental at rate \$12.00</p>
<p>FINISHED BAKING TO LET 100 W. 10th St. This rental at rate \$12.00</p>	<p>REPAIRS WANTED 100 W. 10th St. This rental at rate \$12.00</p>	<p>REAL ESTATE 100 W. 10th St. This rental at rate \$12.00</p>	<p>LOST AND FOUND 100 W. 10th St. This rental at rate \$12.00</p>	<p>PERSONAL SERVICE 100 W. 10th St. This rental at rate \$12.00</p>

Careful Preparation

THE sample advertisements printed on this page are intended as aids to prospective want advertisers. Improved announcements of this kind should yield better results.

Word your advertisement carefully. Let the reader know what you would like to know if your positions were reversed. Give information fully, concisely, correctly.

All advertisements in The New York Herald are censored before publication, thus insuring good company for your announcement, one of the reasons Herald readers rely upon its want columns for supplying their needs.

Want advertisements may be telephoned or mailed to The Herald Man Office, 230 Broadway—Worth 10,000—or they may be taken to any office listed below, where capable clerks will cheerfully assist advertisers to prepare effective announcements.

Compare the improved advertisements with the originals and see how much more interesting and informative they are.

Telephone Your Ad—It Is Worth 10,000

Main Office: 230 Broadway

Washington Heights Office, 585 West 181st Street
 Harlem Office, 285 West 125th Street
 Herald Square Office, 1367 Broadway, Corner 37th Street
 Bronx Office, 518 Willis Avenue, at 148th Street
 Brooklyn Office, 24 Court Street, Opp. Borough Hall
 10th Street Office, Cor. 16th St. and 7th Ave

As a part of its classified promotion work, the New York Herald is carrying on a campaign of education and the proper preparation of such advertisements. Model classified advertisements have been prepared and are being used among users of Herald space. The full page advertisement on careful preparation of copy, shown above, was used in a recent issue of the paper.

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.
286 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

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.

FINDS PAPERS IN TOKYO LACKING IN PRESSES

Senator Rees of Springfield (Ill.) Journal Thinks Japanese Will Soon Be in Market for American Models

(Special to EDITOR & PUBLISHER from its Far Eastern Bureau)

Tokyo, April 19.—"The newspapers of Japan have surprised me tremendously by their size, their enterprise and the general spirit of progress they display," said Senator Thomas Rees, proprietor of the Illinois State Journal of Springfield, after visiting some of the largest newspaper plants in Tokyo and looking them over from the viewpoint of a successful veteran of the American publishing business.

Senator Rees had just finished a round

of calls on the newspaper offices of Tokyo just because that is the thing almost any newspaper man does the first thing on arriving in any town. To the business managers and editors of the Japanese papers, he put questions covering almost every phase of their business, comparing methods in vogue here with those practiced in America.

Back in eighteen hundred and something-or-other, Senator Rees was a night pressman who knew his job from beginning to end, and when he got inside the Japanese plants one of his first requests was to meet the pressroom foreman. He discussed their equipment with the expertness of an old-timer, and in the end told them they would soon have to junk most of the presses now in operation. Most presses now in use in Japanese newspaper offices are European models, rotary presses with capacities not far exceeding 30,000 four-page papers per

hour. And they leave the folding to be done by hand. This department is the one in which the newspapers of this country need to grow next, senator Rees said, and he predicted that with the growing circulations they would soon find it advisable to install the best types of American presses.

When he came to the Japan Advertiser, the only American newspaper published in Japan, he expressed great surprise that a publication in any foreign language,

even in English, which is so widely read in Japan, could attain such proportions. Senator Rees, with Mrs. Rees, is to sail from Yokohama for home within a few days. He is writing a series of articles covering China, Japan and the Philippines, all of which have been visited on the present trip.

Spring Moving Time
The Moberly (Mo.) Monitor-Index is moving into its new building.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

"Chapter a Day" Feature

- "CHAPTER A DAY"
History's Mysteries, Love and Adventures.
Women Kings Have Loved
History's Most Passionate Love Letters
America's Twelve Greatest Detective Cases
The World's Greatest Criminal Cases
The World's Seven Greatest Women Imposters
And many others; enough to keep you going year round.

Fiction

- METROPOLITAN WEEKLY SHORT STORIES
For Sundays, Saturdays, or Serialized.
Women's Serials
Standard Serials
"The Metropolitan for Fiction"
Metropolitan Newspaper Service, New York.
SNAPSHOT STORIES
Complete in one column daily
First showing by recognized authors
D. P. Syndicate, Garden City, N. Y.

Government Pictures

- GOVERNMENT PICTURES IN COLOR
Paintings of Heroic Deeds
Selected by Navy Officials
Albert R. Bourges, Publisher
Flatiron Building, New York City

Home Decorations

- HOME BEAUTIFUL, by Dorothy Ethel Walsh.
Beauty through economy. Unusual service.
The Herald-Sun Syndicate, 280 B'way, N. Y.

Humor

- "LEMON-TINTED LIFE"
Ten weekly articles by Elsie McCormick.
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

Literature

- "BOOKS A LA CARTE"
By Richard Le Gallienne, famous author
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Nature

- BURROUGHS CLUB NATURE NOTES
Short daily questions and answers that pull
Houghton Mifflin Syndicate, Park St., Boston

Newspaper Halftones

- HALF COLUMN HALF TONE,
1 1/2 in. deep, for \$1.10; ten for \$9.00.
Independent Engraver, 258 W. 28th St., N. Y.

Newspaper House Organs

- THE AD-ROUTE, by W. S. Ball.
Booklets or copy and illustrations.
The International Syndicate, Baltimore, Md.

Photo News Service

- "PHOTOS FOR ROTOS"
of Quality
Kadel & Herbert,
153 E. 42d St. New York

Retail Selling Tips

- ILLUSTRATED DAILY FEATURE
(100 words)
King Editors' Features, 1170 B'way, N. Y. C.

Sunday Pages

- "OLD CURIOSITY"
Stimulating and amusing, by Ella S. Slingluff
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Weather Feature

- "WHY THE WEATHER"
150 words daily by Dr. Charles F. Brooks,
leading meteorologist. First release May 14th.
Science Service,
1115 Connecticut Ave., Washington, D. C.

Women's Features

- STRAIGHT THINKING
Daily from a Staff, includes Anna Stees
Richardson, Elizabeth Sears and Winona Wilcox.
D. P. Syndicate, Garden City, N. Y.

SUPPLIES & EQUIPMENT For Newspaper Making

Proof Presses

Several Poco Models No. 2; bed 18 x 25 inches; in absolutely first-class operating condition. Wonderful press for proving full column galley or large forms quickly and getting clean, clear proofs. Wish to sell immediately; priced accordingly. Green & Ellis Co., 1116 Sansom St., Philadelphia, Pa.

For Sale

Goss quad straight line web press, two deck, four plates wide, 8 cols. wide 12 ems, 22 1/4 inches long, web 69 inches, all the usual combinations up to 32 pages, with motor and control, only \$12,000 where it stands. Also Hoe quad, four deck, 8 cols. 13 ems, 22 1/4 inches long, motor and control, \$10,000. Complete stereo, equipment for either of above presses, \$2,000. Details on request. Baker Sales Co., 200 Fifth Ave., New York.

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Newspaper Opportunities

Before purchasing a Newspaper send for "LISTING." April issue contains details of nearly 100 papers, including daily papers, needing from \$100,000 down to \$4,000 cash to handle. Weekly and semi-weekly papers of all sizes. Have some papers that can be leased. All parts of the U. S. represented. Our personal service plan enables publishers to find the exact paper they want. Secure a copy of "LISTINGS" before you buy. It's free and published twice a month.

MUST HAVE MORE PAPERS

We have a large number of customers who are depending upon us for newspapers. Want to sell? List with us and save yourself the annoyance of curiosity seekers and those who want your paper and desire to work out the pay. We send you only actual buyers. We have some customers ready to go limit. No paper too big if the paper is worth the price. Also have those seeking small daily and weekly papers. Others who want to lease. No matter the size of your paper or where it is located, get our blanks, list with us and your paper will be quickly sold.

PUBLISHERS' SERVICE BUREAU

(Established 1916)
119 N. Bowman St. Mansfield, Ohio
Owned and Managed by Experienced NEWSPAPER MEN.

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.

SCOTT USED NEWSPAPER PRESSES

replaced by larger Scott machines

Scott Three Tiered, Two Page Press, prints insets and folds 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages of 8 columns, 12 ems to page; speed up to 15,000 per hour.
Scott Four Deck, Two Page Wide Press, prints 4, 6, 8, 10, 12, 14, or 16 page papers at speed of 24,000 per hour. 20, 24, 28 or 32 pages collected at 12,000 per hour. Length of page, 23 1/4. Seven or eight columns to page. Write quickly if interested.

WALTER SCOTT & CO. Plainfield, New Jersey

NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Cline Electric Manufacturing Company have made a large number of installations, among which are some of the best known newspaper plants in the country. Many years of experience and close co-operation with the press designers insures the publisher's problems being given proper engineering consideration. This insures an installation of efficient apparatus best suited to each plant and a service unequalled by any other organization.



MAIN OFFICE EASTERN OFFICE
Fisher Building Marbridge Building
343 S. Dearborn St. Broadway at 34th Street
CHICAGO NEW YORK

Introduction to Employer and Employee

SITUATIONS WANTED

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

Advertising Man,
27, married, total abstainer, eleven years' experience, served printers' apprenticeship; studious, courteous, creative ability; capable of taking charge of department small daily; former signature writer Sunday paper; have edited own publications in West; would like to connect with agency. Available now. Chester E. Moffet, Box 1270, Saskatoon, Canada.

Advertising Manager.
Successful advertising manager of a Southern newspaper desires to make a change in location; coast city preferred. Address, Box B-615, Editor & Publisher.

Advertising or Circulation.
Result producing executive wants place on newspaper of importance requiring thorough knowledge of circulation management or local advertising. Experienced large and small cities. Prefer medium or large city, but would consider business management in small city. Outline your needs to B-637, care Editor & Publisher.

Ambitious,
Experienced, all-round newspaper woman wants position. Opportunity of advancement more important than salary. University graduate; young and hard worker. Excellent references. Employed now but desires change. Box B-627, Editor & Publisher.

Business Manager's Assistant
and Advertising Manager, capable director of both display and classified departments, reliable and dependable, a practical man with modern ideas of development and ability to direct, handle credits and relieve manager of details; not theory, but 18 years' actual practice in various branches of newspaper work; 12 years in present position, seeks change that will offer broader field, 35 years old. Would consider management of daily in city up to 100,000 population. Address B-630, Editor & Publisher.

Circulation Manager
now employed, in present position seven years, making good, for personal reasons wishes to make a change. City of 30,000 to 50,000 preferred. Age 37, best of references. Address Box B-613, care Editor & Publisher.

Circulation Manager
Open for position after June 1st. Present paper shows 3,000 increase with greatly decreased expense. Am thoroughly experienced with all details as well as promotion work. Address B-606, care Editor & Publisher.

Chinese Student of Journalism,
24, seeks editorial or writing connection with magazine, newspaper, or trade paper. Christian, enthusiastic, capable. For particulars write B-633, Editor & Publisher.

Columnist.
If you want the unusual in a clean, spicy column of local observations fresh every day, write Ted Tree, care Splinters, P. O. Box 1848, Miami, Florida.

Competent Young Advertising Manager
wants position in city 25 to 50 thousand. Now manager in smaller city. Foreign, local and contract man, writing from 100 to 200 inches daily for customers. No bad habits. Has held present position four years. Address B-636, Editor & Publisher.

Editorial Writing,
revision work, reviewing and indexing wanted by experienced man. Historical and archaeological research. Knowledge of several languages. Traveled. B-640, Editor & Publisher.

PRINTING SCHOOL YEAR OLD

Simplicity Now Keynote of Typography, Students Are Told

Completion of the first year of operation of the Empire State School of Printing was marked by a meeting of students and printers of Ithaca at the school, April 27, when F. K. Rutledge, publicity director of the Lanston Monotype Machine Company, gave an address on "Typography." He displayed many of the original drawings of recently cut type faces and explained the great care exercised by type designers to secure the proper effect from all possible combinations of type. His keynote was that simplicity is now the dominating factor of good typography.

Director Ross W. Kellogg reported that total enrollment in the school during the first year had been forty-two. Already the school has placed in the printing industry 20 young men who have

SITUATIONS WANTED

Experienced Interviewer
and publicity writer can make full page feature stories of ads, as well as go out and get them. Fern Ball, care Splinters, P. O. Box 1848, Miami, Florida.

Experienced Newspaper Man
open for position news, editorial, advertising or business departments. Go anywhere. Have sold interest in my property. If good opening is presented will buy daily property. Address B-632, care Editor & Publisher.

Hard Worker,
22, wants position with a smaller paper where he can advance. Has had 3 years' experience on copy desk and street. Can furnish references. Wire or write Thomas E. McNeil, 1314 26th street, Des Moines, Ia.

Newspaper Advertising Manager.
Young man with years of experience in newspaper advertising seeks connection as advertising manager of newspaper in south or southwest. Young enough to have the enthusiasm and verve of youth, with mature judgment, confidence and poise born of experience. Good personality and clean character. Capable of organizing and directing an advertising staff for developing business along sound lines. Available at once. Address B-628 care Editor & Publisher.

Reporter.
Woman wants small city daily job about June. Have made good, straight news and features, on leading University daily. Accurate, concise, interesting. Location immaterial. Reference furnished. B-624, Editor & Publisher.

Reporter Wants Position
with live daily offering opportunities for advancement. Graduate of School of Journalism. Three years' experience. Best of references. Box B-635, Editor & Publisher.

Thoroughly Capable Advertising Man,
trained in the preparation of copy—including that used by department stores—and with ability to sell, desires an immediate connection because of changed business conditions. Particularly acquainted with the South, in fact prefer Southern connection if possible. Good appearance, pleasing personality, clean habits and clean record, married, age 37. Address B-638, care Editor & Publisher.

Wanted
Editorial position on intermountain or Pacific coast afternoon daily or large weekly. Employed 12 years in present location as foreman, reporter, city and telegraph editor and now managing editor of morning daily in town of 12,000. Would change for daylight job. Age 32; married. B-626, Editor & Publisher.

Woman Editorial Writer and Columnist.
A woman writer for the editorial page is now required by progressive papers. They realize that circulation booms with the support of their community's intelligent women, and that this support is assured if the editorial page considers pet interests of club and home women. For 5 years I have written both feature and general editorials for a large metropolitan daily, syndicates, and magazines—editorials that are talked about. Am also a feature writer and columnist. Desirous of change. Permanent position or assignments from newspaper, syndicate, or magazine. Any place in country. References and full details given. Box B-625, Editor & Publisher.

completed the regular six-months course in linotype, two who have completed the course in composition, and six who have taken special courses.

The school is supported by the New York State Publishers' Association, the organization of daily papers of up-State New York.

339 OPEN SHOP PAPERS

So States Buffalo Commercial in Open Shop Edition

In its fourth annual open shop number, May 7, the Buffalo Commercial announces that there are now 339 open shop publications in the United States. The number on May 1 for the last five years is given as follows: 1919, two; 1920, four; 1921, 50; 1922, 214; 1923, 339.

More than 210 newspapers are listed as dailies now published under open shop conditions.

The edition was one of 40 pages and included many advertisements of national open shop organizations.

HELP WANTED

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

Circulation Manager
Good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and salary. Box B-607, Editor & Publisher.

Foreman
for composing room of small daily in Connecticut. About twenty employes in this department. Open shop. State experience, salary expected, etc. Address Box B-634, care Editor & Publisher.

Foreman,
evening daily, Southern California. Fine opening for foreman make-up who can handle large force of men efficiently, get to press on time, cut over-time. Good salary for right man. State qualifications, when can come, present wage. B-631, Editor & Publisher.

Wanted
Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

Wanted
Editor and Business Manager for an established Health Culture Magazine, backed up by a name of international significance. Exceptional opportunity for experienced man capable of financing promotion of project. Apply by letter only. M. G. Blankenburg, 287 Washington Street, Newark, New Jersey.

Young, Unmarried Advertising Solicitors
having some daily newspaper experience for permanent industrial advertising departments which we conduct for many leading eastern daily newspapers. Must be young men of refinement, good hustlers with exceptionally pleasing personality. No professional special edition solicitors considered. Commission basis. Living expenses advanced when necessary. John B. Gallagher Company, 5945 Grand Central Terminal Building.

BUSINESS OPPORTUNITIES

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

Will Sell
8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

146 PRINTERS IN SCHOOL

Cleveland Technical Courses in High School Popular

More than 200 per cent in four months is the increase of the Cleveland Printing Trades Technical School, opened last December in the Eagle High School building. Now 146 printers are enrolled. The school is administered by Cleveland Printing Pressmen's Union No. 56, and is open to any commercial printer in the city or vicinity on payment of \$1.00 a month dues. Four nights weekly are given to a study course and lectures are given every Friday evening by some manufacturing or printing expert.

The course is devoted to press work, including stereotyping and bookbinding, but omits typesetting and linotyping. Instructors are supplied by some of the city's printing establishments and newspaper offices.

DENVER HATCHET BURIED

Banquet Celebrates End of Two-Year Printing Dispute

With a big banquet on the night of May 1, the Denver Typothetae celebrated the end of a two-year printing dispute. Striking printers have been taken back to work in many plants and open shop requirement has been virtually dropped. While the closed shop has not been definitely established by the signing of new contracts on this basis, the employing printers composing the Typothetae stated that "the hatchet has been buried."

Albany Wage Settlement

The threatened strike of the members of the Albany Typographical Union and job publishers has been settled by the men, who sought a \$44 week wage scale, an increase of \$6. The new agreement

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER

225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE, 513 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

"IN NEWSPAPER CIRCULATION work classed among the best in the country." That's our No. 4340, now circulation manager of fast growing daily, which he has boosted 15,000 in five months. Age 34, character unquestionable, very industrious and thorough, able to "point with pride" to his successes, now getting \$125, ready to connect at same figure.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
 Pierre C. Starr
 Furnishes successful practices and co-operative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
 Increasing Advertising Earnings, Circulation, Etc.
 Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
 Upbuilders of Newspapers
 42d St. & B'way New York City

provides for an increase to \$40 a week until January, 1924, when it will be \$41 until October, 1924, when it rises to \$42 and continues until May 1, 1925, when the scale expires. About 400 printers are affected. Newspaper publishers and their employes have an agreement which will expire October 1, 1923.

Chicago News Statue Unveiled

"Charitas," the bronze figure that is to surmount a fountain plat before the Chicago Daily News Fresh-Air Fund Sanitarium on Simmons Island, Lincoln Park, was shown to Chicagoans for the first time at the Art Institute last week. The figure is a central piece of the thirty-sixth annual Chicago architectural exhibition. It is the work of Miss Ida McClelland Stout.

A Phenomenal List of Papers
have already ordered
ADVENTURES
in
JOURNALISM

by
Sir Philip Gibbs

Boston Herald	Baltimore American
Detroit Free Press	San Antonio Light
Minneapolis Tribune	Atlanta Constitution
Seattle Times	Winnipeg Free Press
Salt Lake City Tribune	Canton Repository
Pittsburgh Post	Buffalo News
Toronto Star	

are about half of them.

Wire for Samples

**The McClure
Newspaper Syndicate**
373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

**International
Feature Service, Inc.**
New York

THEM DAYS IS GONE FOREVER

By Al Posen

The only comic strip
written in rhyme and set
to music.

**UNITED FEATURE
SYNDICATE**

NORRIS A. HUSE, General Manager
World Building New York

NEW BEDFORD STANDARD

has ordered

MISS NEALE'S
New Woman's Page Feature
**The International
Syndicate**

213-215 Guilford Avenue
BALTIMORE, MARYLAND

PRICE ADVANCE

All previous quotations withdrawn. New minimum rate for Magnetic Baseball Player Boards. \$300 for first year lease, \$150 yearly on renewal for 5 years. Sale outright after first year lease for \$500 up, according to restrictions desired or exclusive privilege, population, etc.

Geo. H. Reynolds, Treas.,
New Bedford, Mass.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

EDITOR & PUBLISHER

receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

THE Portland News recently printed an interesting half-column of telephone items about the working hours of the leading lawyers of the city. The name of the champion get-to-work-early lawyer is announced, but the get-to-work-late honors are in doubt. This test was made at 9:30 a. m. and the reports from each office recorded verbatim.—D. T. Talmadge, 193 N. Commercial St., Salem, Oregon.

When you see an old-time automobile being driven along the streets, aren't you curious to know its history? I believe everyone is interested in these old models. Why not induce each automobile dealer in your city to offer a \$5 prize to the owner sending in a picture and the history of the oldest car of the make handled by that particular dealer? Of course you would promise to run a story and the picture of the oldest machine of each make in the automobile section.—Paul J. Thompson, University of Texas, Austin, Tex.

What does a post office vault contain? A reporter on a paper seeking to ascertain its contents received the shock of his young life at the task with which he was confronted. An enormous supply of stamped envelopes and other stock, goods seized by customs officers, narcotic exhibits, exhibits used by postal inspectors, liquor, wines, stills and a wide range of exhibits to be used as evidence in United States district court cases.—L. J. Jellison, Times Journal, Dubuque, Iowa.

Are the bowling alleys and billiard halls in your city doing more business than before the abolition of saloons? In the old days men bowled to work up a thirst, now they bowl for exercise and pleasure. In the wet days bowling alley inmates were mostly bums, and professional sliickers. Call on your local men and see if a higher type of person uses his place now.—A. R. Davison, 411 Y. M. C. A. Building, Omaha, Neb.

What do you like and what do you dislike about your home town? The Dallas (Texas) Morning News has started a series of articles written by the editors of the daily newspapers in the smaller cities of Texas in answer to the above question. These are being pub-

lished under a three-column engraved heading which reads, "What I Like and What I Don't Like About My Home town," with a single-column cut of the author centered under the heading and the type made up on either side. The series is proving unusually popular and are also being used by the Circulation Department in boosting circulation.—J. E. King, 311 N. Edgefield Ave., Dallas, Tex.

Is there a livery stable in your town? Can you rent a sleigh in your town, or a horse and buggy? Send a reporter out to find the answer to these questions, and it will make a good feature story. In many American communities the automobile and the garage have completely supplanted the old-time livery stable and horse and buggy.—Charles A. Roberts, Springfield Daily News, Springfield, O.

The Larned, Kansas, Tiller and Toiler has begun a series of feature stories about the prosperous and well-known farmers of the county. Each week several of the farmers and "how they did it" are written up in a readable fashion. These stories are eagerly read by all old-timers and all subscribers, for everyone is interested how the other fellow has been able to succeed in farming, not only wheat and corn and hog farming, but milk and chicken farming as well. One story tells all about how one young farmer and his wife have developed an exclusive egg trade for a chain of six fancy grocery stores in Chicago.—Victoria A. Harvey, Liberty, Mo.

What do some of the prominent people in your town do with their money? Do they support some private charity, run a small enterprise of their own, or do they spend it on some hobby? A brief description of the activity will help to make the feature more interesting.—G. H. D.

Are the radio dealers of your city profiteering outrageously? Are the people of your city well enough acquainted with the pieces of radio equipment to know what they should cost? A reporter was recently sent out to buy equipment. He knew radio, but he didn't look it. Sets selling for \$80 were worth \$20, etc. Get one of your radio men busy and wind up a feature that will protect the people of your city.—A. R. D.

Under the heading: "Economy Hints," a newspaper daily gives tips to readers on ways to either save or to make money, as, for instance, in one issue, advice on "care of shoes to make them wear longer," appeared. Material is secured from merchants, dealers housewives and contributions from staff members.—B. A. T.

Your city probably has numerous odd cults which meet each Sunday. The New York Tribune looked over the notices of these meetings, then assigned seven reporters to cover the seven which sounded most interesting. Then one was published each day for seven days over each reporter's name. It made interesting reading, as the stories were frankly written.—J. M. M.

A scholarship via newspaper might be the term applied to a series of instructive articles being run in an Indiana newspaper. At present, instruction in shorthand is being given. The bookkeeping course has been completed. The next series contemplated is touch typewriting.—B. A. T.

GAS BUGGIES

Traction! Pull! That's
what this strip's show-
ing. Have your read-
ers taken along on the
Coast to Coast Tour.

**METROPOLITAN
NEWSPAPER SERVICE**

Maximilian Elser, Jr., General Manager
150 NASSAU ST., NEW YORK.

Thomas W.
Briggs
Company

Headquarters
Memphis, Tenn.

We serve Publishers
in U. S. and Canada

Write for particulars
of our
**Permanent
Weekly Business
Review Page**

**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

**America's Best
Magazine Pages**
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

In
New Orleans
it's
**THE
ITEM**

SHIFTING POPULATION

Presents An Economic Problem in

THE SOUTH

The 1920 Census shows more people living south of the Mason and Dixon line than there were in 1910.

And nearly a half million Negroes have "emigrated" from the South to the North during the last ten years. Of late the emigration north has grown greater.

Northern people, business men, manufacturers, skilled workmen with their families, have gone South in greater proportion than have negroes left.

This presents an economic problem of tremendous purport to the National Manufacturer and Advertiser: a problem worth studying and solving.

There is a greatly increased demand for Southern products; there is a big demand for labor and an alarming scarcity of labor to meet that demand.

Man power must be substituted by labor-saving machinery of all kinds.

The Southern planter and manufacturer face a condition of installing tractors, trucks and other labor-saving machinery.

The Southern women, who must now do their own work for lack of household help, demand the most modern labor-saving conveniences. They want washing machines, bread mixers, vacuum cleaners and hundreds of things they never thought of wanting heretofore.

The market is there. The demand is there. Go to these people. Go to them through their local dealers and their local newspapers. Go to them with good merchandise. Keep your product before them with these dailies.

The South is America's Greatest Market Today.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham News(E)	68,986	.15	.15
*Birmingham News(S)	75,791	.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)	18,632	.07	.07
*Florida Times-Union, Jacksonville....(M&S)	32,762	.09(.10S)	.09(.10S)
Pensacola News(E)	4,795	.03	.03
Pensacola News(S)	5,291	.03	.03
†St Petersburg Independent(E)	5,420	.03	.03
GEORGIA			
†Augusta Chronicle(M)	10,352	.045	.045
†Augusta Chronicle(S)	10,352	.045	.045
*Augusta Herald(E)	13,468	.05	.05
*Augusta Herald(S)	13,563	.05	.05
*Columbus Ledger(E&S)	9,768	.04	.04
Macon Telegraph(M)	23,017	.06	.06
Macon Telegraph(S)	24,395	.06	.06
†Savannah Morning News(M&S)	21,227	.055	.05
KENTUCKY			
*Lexington Leader(E)	18,094	.05	.05
*Lexington Leader(S)	17,900	.05	.05
Louisville Herald(M)	44,303	.09	.09
Louisville Herald(S)	54,159	.09	.09
NORTH CAROLINA			
Asheville Times(E)	7,785	.04	.04
Asheville Citizen(M)	12,693	.045	.045
Asheville Citizen(S)	11,665	.045	.045
*Durham Herald(M)	7,908	.04	.04
†Greensboro Daily News(M)	21,851	.07	.06
†Greensboro Daily News(S)	29,364	.07	.07
†Raleigh News and Observer.....(M)	26,330	.06	.06
†Raleigh News and Observer.....(S)	31,393	.06	.06
†Raleigh Times(E)	8,483	.04	.03
SOUTH CAROLINA			
*Columbia State(M)	23,709	.06	.06
*Columbia State(S)	23,764	.06	.06
*Greenville News(M)	14,646	.06	.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)	23,985	.06	.06
Chattanooga Times(M)	23,067	.07	.07
Chattanooga Times(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	98,042	.18	.15
†Memphis Commercial Appeal.....(S)	122,275	.19	.18
†Nashville Banner(E)	45,691	.10	.10
†Nashville Banner(S)	46,670	.11	.11
VIRGINIA			
†Bristol Herald Courier(M&S)	8,954	.04	.04
†Danville Register and Bee.....(M&E)	12,577	.045	.045
Newport News Times-Herald(E)	9,041	.05	.05
Newport News Daily Press(S&M)	8,051	.05	.05
*Roanoke Times & World-News.....(M&E)	21,917	.07	.06
*Roanoke Times(S)	15,013	.07	.06

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

† Government Statement, April 1, 1923.

The Matter of Advertising Rates

An important national advertiser recently told me that in his opinion, unless the daily newspapers of the country did something radical in the way of more economical production that would hold forth promise of lower advertising rates, it would grow more difficult for manufacturers to function and meet market conditions necessary to bring prices down to the point where people would buy.

This frank expression started me checking up the rates of the more important newspapers of the country, and I found some very interesting and startling data.

<i>Morning Newspapers</i>	<i>Population</i>	<i>Number Newspapers</i>	<i>Combined daily Circulation</i>	<i>5,000 line rates</i>
		<i>(English Language)</i>		
Whole U. S.....	110,000,000	426	10,806,055	27.54
In 132 Cities.....	59,000,000	124	8,483,799	18.03
In other Cities.....	51,000,000	302	2,322,256	9.51
In 57 Cities.....	46,000,000	42	3,654,245	7.63
<i>Evening Newspapers</i>				
Whole U. S.....	110,000,000	1607	18,874,273	63.10
In 132 Cities.....	59,000,000	221	12,762,126	27.34
In other Cities.....	51,000,000	1386	6,112,147	35.76
In 57 Cities.....	46,000,000	63	5,524,404	11.45
<i>Sunday Newspapers</i>				
Whole U. S.....	110,000,000	546	19,712,874	45.82
In 132 Cities.....	59,000,000	163	15,305,617	30.12
In other Cities.....	51,000,000	383	4,407,157	15.70
In 57 Cities.....	46,000,000	64	7,678,738	14.39

Armed with figures demonstrating the process by which the summary was produced, I again called on the national advertiser and was prepared to meet him with what I call postal card argument.

To mail a simple postal card to all of the worth-while people in the United States, if it were possible to do so, would cost \$16,000 a million, while to address these same people through all daily newspapers by a 70-line ad would only cost \$211.49 a million through newspaper advertising.

To send out 30,000,000 postal cards would cost \$480,000 and require months of time if lists were available.

To reach 30,000,000 through the use of all daily newspapers by a 70-line ad would cost \$6,344.80 for a single insertion, or \$453,200 would pay for 5,000 lines in every newspaper in the country.

And the beauty is our daily newspapers can be bought for use tomorrow in exact accordance with desire for distribution, city by city, or section by section, as funds permit.

JASON ROGERS,

Publisher The New York Globe.

LORENZEN & THOMPSON, INC., Special Representatives
Chicago New York San Francisco Los Angeles

