



EDITOR & PUBLISHER



1884 The Oldest Publishers' and Advertisers' Journal in America 1920

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NEW YORK, SATURDAY, NOVEMBER 6, 1920

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v. 53 pt. 1

Evolution

There you sound the keynote of American life.

Evolution—progress. Eternal striving for something higher; indomitable ambition to reach the next rung of the ladder; a continual climb toward the goal of Success.

The man on the clerk's stool eyes the president's chair. The president dreams of industrial leadership. Always the restless urge onward and ever onward—the desire for social betterment, for individual and family improvement.

Nor is that all. It is not alone the *wish to have*, but the *will to do*. In America, realization follows fast upon the heels of ambition. For every man *born* to wealth, there are a dozen who *achieve* wealth.

That is the big, the basic fact that every advertiser of quality merchandise must remember. To ignore it is to overlook a first principle of successful advertising.

John Jones, mechanic of today, may not buy your thousand dollar pearls, your silver-fitted limousines. But John Jones, manufacturer of tomorrow, may be your best customer. Pass him by while he is climbing, and he will pass you when he has arrived. Educate him while he's on the road to the top, and he'll be sold when he reaches the top. It's far easier to *teach him now* than to *sell him later*.

How can you reach John Jones in all the stages of his career—John Jones in the making, and John Jones the finished product?

Simply, easily—if he happens to live in Chicago. One newspaper is so indelibly stamped upon his consciousness, is so completely a part of his daily life, that it follows him through every period of his evolution.

It is the paper that reaches mass and class alike—the paper with nearly 400,000 circulation, read by over 1,200,000 persons, and taken into nearly every worth-while home in the City of Chicago. It is—

The Daily News

First in Chicago

"OHIO FIRST"

The next President of the
United States is a resident
of Ohio.

Again "Ohio is First" not only by "choice of the people"
but in all advertising campaigns. Election is over.
It is time to get down to business.

Always essential to business success, ADVERTISING WAS
NEVER MORE ESSENTIALLY NECESSARY THAN NOW.

Business conditions are changing
Ohio Newspapers, always profitable to National
Advertisers and Manufacturers, will be still more
profitable in the new era now dawning.

THESE OHIO NEWSPAPERS WILL BRING RESULTS

	Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E) 34,678	.085	.085
**Akron Times	(E) 19,852	.05	.05
Athens Messenger	(E) 8,608	.03	.03
††Bellaire Daily Leader	(E) 4,214	.02	.015
††Bellevue Daily Examiner	(E) 3,551	.014	.014
*Cambridge Daily Jeffersonian	(E) 6,983	.03	.03
Cincinnati Enquirer, Sc.	(M-S) 66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M) 183,187	.32	.32
Cleveland Plain Dealer	(S) 214,328	.37	.37
Columbus Dispatch	(E) 79,468	.15	.14
Columbus Dispatch	(S) 75,949	.15	.14
Columbus (O.) State Journal	(M) 55,672	.12	.11
Columbus (O.) State Journal	(S) 28,603	.12	.11
Dayton News	(E) 38,145	.10	.10
Dayton News	(S) 31,221	.085	.085
†Dover Daily Reporter	(E) 3,950	.017	.017
††Ironton Irononian	(M) 3,150	.014	.014
Lima News and Times-Democrat	(E&S) 16,193	.06	.05
**Lima Republican-Gazette	(M&S) 10,114	.035	.035
††Middletown Journal	(E) 4,379	.0143	.0143
Newark American-Tribune	(E) 6,300	.02214	.02214
††New Philadelphia Daily Times	(E) 4,402	.0175	.0175
††Piqua Call and Press-Dispatch	(M&S) 6,187	.025	.025
Portsmouth Times	(E) 12,144	.04	.04
Portsmouth Times	(S) 8,979	.04	.04
††Springfield News	(E) 15,592	.04	.04
††Springfield News	(S) 13,027	.04	.04
††Toledo Blade	(E) 85,655	.22	.20
††Warren Daily Chronicle	(E) 5,525	.025	.025
Youngstown Telegram	(E) 22,418	.07	.07
Youngstown Vindicator	(E) 23,750	.07	.07
Youngstown Vindicator	(S) 23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.
††Government Statements, April 1st, 1920. **A. B. C. Report, April 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.

CIRCULATION OF SEATTLE NEWSPAPERS

As shown by Government reports for six months ending October 1, 1920

The Seattle Star	- -	61,912
The Seattle Daily Times	-	53,477
The Post-Intelligencer (7 day average)	- -	50,905

All Three Papers Are Members of
the Audit Bureau of Circulations

FOREIGN ADVERTISING DEPARTMENT

THE SCRIPPS NEWSPAPERS

CLEVELAND: UNION NATIONAL BANK BLDG.

New York:
Marbridge Building

Chicago:
First National Bank Building



Seal of Philadelphia

Philadelphia

SAVINGS FUND DEPOSITS GROW

Increase of \$16,525,505 Compared
With Year Ago

Philadelphia, Oct. 30.

Deposits in savings fund societies of Philadelphia show an increase; total deposits were \$241,699,010, a gain of \$201,096 over the amount on August 2. Compared with a year ago when aggregate deposits were \$225,173,505, the gain was \$16,525,505.

Number of depositors has remained practically unchanged during the year, the total now being 428,371.

Dominate Philadelphia

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

The Bulletin

"In
Philadelphia
nearly everybody
reads the
Bulletin"

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



EDITOR & PUBLISHER



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Vol. 53

NEW YORK, SATURDAY, NOVEMBER 6, 1920

No. 23

RULE OF GOLD REPLACES STEEL PRIZED BY "W. G."

Fifty-Five Candles Blaze on Greatest Night in Life of Editor of Marion Star, When Staff and Comps Gather at Biggest Birthday Party in Any Man's Life

By CHARLES GRANT MILLER

WARREN GAMALIEL HARDING, the first newspaper editor and publisher to be elected to the Presidency of the United States, very fitly accepted his first formal congratulations from the members of the staff of his own paper, the Marion Daily Star.

"I am just a plain fellow," the President-elect responded to the greetings of his old associates, "But if I've been on the square with you I wouldn't cheat you now. I am going to be on the square with everybody."

Fifty-five little pink candles twinkling upon a frosted white cake lighted the Harding dinner table on election night just before the returns began to flood into his campaign headquarters. It was on his 55th birthday that the American people made him a gift of the highest honor in their power to bestow.

The two score of Harding's employes at the Star called on him as he was finishing his dinner and presented to him a printer's rule made of gold. Leaving the table, the President-elect with Mrs. Harding went out on the now famous front porch to greet the "boys."

"Fellow members of the Star," Harding began and choked. He tried to speak on, but his voice failed. Tears rolled down his cheeks. He stood silent, with head bowed. Finally he said:

"You and I have been associated together for many years. I know you and you know me and you know I wouldn't cheat you. I am coming into a position of very great responsibilities if the present returns are interpreted correctly. I don't know whether I can meet them adequately. I know one thing. I can meet them with the same justice and fairness as in the dealings which I have had with you."

Turning to a tall, white-bearded, spectacled old man standing in the front of the group, he said:

"There is my old friend Miller, the oldest employe on the Star. Thirty years we've been together. Sometimes the road was thorny. Sometimes I have known him to draw his pay when I had to borrow it from my mother. There were other times when I had to borrow Miller's pay back from him in the morning."

"I am just a plain fellow, but if I've been on the square with you I wouldn't cheat you now. Somehow this has touched me. Thank you for your call. Tomorrow or Thursday I hope to have the time to come down to the Star and greet you all again."

The strong shoulders to which had just been shifted the burden of the nation's destinies were shaking with emotion; the voice chosen to speak the vital thought of a great people was quavering and the eyes selected for their clear statesmanship vision were dim with tears.

"I just want to say," he managed to add, "that my happiest moments always have and always will be with those in the composing room of the Star just before the presses begin to rumble."

Mrs. Harding, standing beside her husband, with a red sweater hurriedly thrown across her shoulders and held together with one hand at her throat, was audibly weeping as she received a bunch of chrysanthemums from the Star staff. Many a member of the little delegation was brushing moisture from his eyes. The long, white beard of Luther J. Miller was wagging absurdly. They all knew Mrs. Harding, too, as a fellow-worker. She had been circulation manager of the Star through the years of hardest pulling.

"We salute you as the First Lady of the Land!" came an exclamation from the crowd.

"O, it's too early for that," answered Mrs. Harding. "And I shall not kiss Warren until more returns are in."

"I thank you very much," Mrs. Harding added, "You have made me very happy and homesick for the old days

when I worked each day in the Star office. Thank you. Thank you."

Senator and Mrs. Harding greeted and shook hands individually with the members of the staff, amid hearty exclamations such as, "Hello, Bertie!" "Howdy, Johnnie!" "Haven't seen much of you all summer," "Bully for you, W. G." and "We're as proud as you are!"

It said of Harding that as editor-publisher he has never discharged a man from his employ in the whole of his career. It is also said that few employes have ever left him of their own accord. So a large proportion of the Star staff are veterans in the service, and to all of them the President-elect is a familiar friend whom they hail as "W. G." Several of them, many a day, have worked beside him at the case, on make-up or at the presses, for Harding is an all-round good printer and knows every detail of his business as well as he knows his old fellow-workers. So it was a sincere and heart-deep exchange of good will that marked the extraordinary party on the front porch.

No more fitting emblem of the relationship could have been selected than the printer's rule of gold. For many years Harding has carried as a pocket-piece the rule which he used at the Star office. It is the insignia of the brotherhood he best loves.

The career and success of Harding are inseparable at any stage from the printing trade.

It was typesetting that helped him through the Ohio Central College at Iberia. His work in the village printing office and on the college paper gave him his bent for the profession he chose on leaving school.

It was his newspaper that brought him recognition and influence in Ohio politics and advanced him as a national figure.

In the shower of congratulations that poured in upon the President-elect a message of special interest was that from his Democratic editorial opponent, Gov. James M. Cox.

"In the spirit of America," telegraphed the vanquished Democrat, "I accept the decision of the majority, tender, as the defeated candidate, my congratulations, and pledge as a citizen my support to the executive authority in whatever emergency may arise."

Senator Harding immediately wired this reply:

"As the successful candidate, I thank you for your message of congratulation and pledge of support."

The laconic brevity might indicate that not all the bitterness of the campaign had vanished.

The first personage of national distinction to arrive in Marion and offer his congratulations at first hand was Senator Medill McCormick, former editor of the Chicago Tribune, who brought with him a formidable-looking brief case, which he carried with him into a private conference.

It is authoritatively stated that no Cabinet selections will be announced until after Harding's return from his trip to Texas and the Panama canal, upon which he started Friday, accompanied by Mrs. Harding, several personal and political friends, attaches and newspaper correspondents.

Among the possibilities mentioned for the secretaryship to the President is Richard Washburn Child, lawyer, author, and former editor. George Christian, Senator Harding's present efficient secretary, is by no means out of the race.

In connection with the little Ohio college through which Harding worked his way by setting type, Managing Editor G. H. Van Fleet of the Star, tells a joke on the hundreds of keen-eyed newspaper correspondents who have visited the Star office seeking "human interest" about Harding. Within 24 hours after Harding's nomination the walls of the



Copyright Harris & Ewing

Is the life of a publisher hard? Not very. Take the case of the editor-publisher of the Marion Star. After March 4 he becomes President of the greatest nation in the world and the former circulation manager of the same newspaper goes along as the first lady of the land.

Star office were stripped by eager correspondents of every picture that had any relation to the nominee's connections, personal, political, journalistic, social or domestic,—all but one diminutive framed photograph, 3 x 4 inches, so small, dim and utterly unobtrusive as to gain a second glance from none. All through the campaign this little picture hung undisturbed in the center of the wall back of the Harding desk, and it hangs there still too humble for notice or inquiry by any correspondent.

The little photograph is of the college Harding attended and is perhaps the only one in existence showing it as it was when the future President was working his way through by setting type.

Managing Editor Van Fleet is personification of courtesy and generosity and he gave every correspondent anything he asked for. But he could not help a hearty laugh every time a "human interest" seeker passed out, having given the one photographic treasure only an unseeing look of scorn.

Editorial work on the little college paper and typesetting in the college town printing office determined Harding's life. When in 1884, the family moved to Marion the young man induced his father to loan him enough money to buy a half interest in the Marion Star and became editor of it.

He took feverishly to politics and in his first campaign was an ardent supporter of Blaine in a rock-ribbed Democratic community. He had uncongenial experiences with the sheriff and his paper was sold out.

For a while he worked as a reporter on the Marion Mirror at \$7 a week. The Mirror was Democratic and Harding would not forego his pride in wearing his Blaine campaign hat, even in the Mirror office, and he was soon turned out.

The night the Democrats jollified over the defeat of Blaine, Harding and Jack Warwick, now paragoner on the Toledo Blade, played together in the Marion band. The same night they borrowed enough money to buy back the Star.

Warwick soon became discouraged over increasing debts and accepted a salaried position on the paper, while Harding took over all the worry about the sheriff.

The immediate cause of the change was Harding's desire for an office telephone, which extravagance Warwick felt they could not afford. Failing to agree, Harding borrowed some more money and bought Warwick out.

Marion grew and the Star and Harding grew with it. The Star has outgrown Marion and Harding has outgrown the Star.

Always intensely devoted to politics, Harding was slow to accept office.

His paper had become thoroughly established in prosperity and influence and his county changed from Democratic to Republican before, in 1900, he ran for the State Senate and was elected.

He served four years and then, in 1904-6, was Lieutenant Governor. In 1910 he was defeated for Governor through dissensions in the party, but his great popularity was shown in 1914 when he was elected United States Senator by a majority of more than 100,000 running 73,000 ahead of the next highest man on his ticket.

He was early recognized as one of the foremost candidates for the Presidential nomination this year and on the tenth ballot was nominated with 692½, a choice that was made unanimous.

The front porch campaign, so successful with McKinley, has proved even more successful with Harding.

Not only is Harding the first news-

paper man to be elected President, but Mrs. Harding is the first newspaper woman to become mistress of the White House.

She has been a practical, steady-working newspaper woman. She was circulation manager of the Marion Star in the years when circulation was hard to get and she got it.

She invented no special methods, but only used those in vogue at the time, but worked them assiduously.

Only when the prosperity of the paper had been safely established, did Mrs. Harding turn over her work to others.

There is a pretty romance in the Harding marriage and in the successful ascent of these two true lovers to the highest position in the land.

Florence Kling was the daughter of Amos H. Kling, one of the foremost and richest of Marion's business men. Florence Kling was attractive and popular and much sought in the best society and by marriageable men. Naturally her parents were ambitious for her to make a brilliant match.

But their ideas of a brilliant match were different from her own. When

from his home, when a local citizen to whom he was introduced said to him, "Mr. Harding, I hear you live in Marion. I used to know a man there by the name of Kling. The last time I saw him he was wild because his lovely daughter had run off and married a good-for-nothing editor. Kling is very prominent and you must know him."

"Unfortunately, I never had opportunity to meet Mr. Kling," Harding replied suavely, "because I'm the 'good-for-nothing' who married his lovely daughter."

Early in the Presidential campaign the famous McKinley flag-pole was taken to Marion and was being set up on the Harding lawn. Mrs. Harding came out and objected to the spot chosen. She was informed that the spot had been chosen by the Senator and the committee, but that did not settle the matter with her. She knew a better place. The Senator from his headquarters in the cottage next door strolled over with hands in pockets and smilingly told the men to set the pole wherever Mrs. Harding wanted it, then returned to his conference.



Here we have the next President of the United States working on the make-up stone of the Marion Star and looking down (from the insert) is Luther J. Miller, oldest comp in the plant, from whom he has in times past borrowed money.

she accepted the attentions of the young newspaper man who had lately come to town to run the Star there was parental protest, but it was unavailing. She continued to favor the young editor and announced her engagement to him.

The proprietor of a newspaper not yet established did not seem a promising son-in-law to the rich and "arrived" Mr. Kling, nor to his wife. The daughter was plainly told that if she married Harding she would be cut off without a penny. She disregarded the threat and on July 8, 1891, they were married and went to living in humble quarters. Not only Mrs. Harding's parents, but most of her rich friends held aloof.

The Hardings found they had only each other and the Star, and the Star was not much.

They had their own way to make in the world, and went about it.

It was then that Mrs. Harding went into the Star office and hustled for more circulation, and got it, while Harding was building up the character and influence and political power of the paper.

All they have achieved has been through their own unaided efforts.

In his campaign for Governor in 1910, Harding was electioneering at a distance

"It's easy to see who is to be President," remarked to him a friend who had observed the proceeding. Harding laughed merrily.

Managing Editor Van Fleet of the Star has been associated with Harding for many years, and "W. G." appreciates his abilities highly.

"But Van has two faults," said the Senator during an EDITOR & PUBLISHER interview. "Van is a stickler for the truth at all times and will print things that are injurious to the good name and welfare of the community for no better reason than that they are true. Another fault is an inordinate regard for the integrity of the paper's statements. He will not retract anything even for his or the paper's best friends without being shown absolutely that he is wrong. Personally I have always preferred the smooth way of pleasing people and helping the community, even if some facts remain unpublished."

Van Fleet was equally frank about Harding. "W. G. is all right as an editor except for two faults," he said. "He thinks everybody is as honest as he is, and is taken in all the while. And he lets people take up too much of his time talking."

ALL NATIONS DEMANDED ELECTION NEWS

American News Services Made Record Filings to European and South American Countries—Printing Machines Prove Worth

The Presidential election this year was remarkable from the standpoint of the greatly increased interest in the event in European and South American countries as contrasted with previous years. The United Press and the International News Service, recognizing this fact, made every arrangement in advance and flashed the results to far-away corners of the world, while the Associated Press confined its "foreign" service to South America and the Philippine Islands.

Over three thousand words of cable matter was dispatched to the South American clientele of the United Press alone on Tuesday evening. The South American editors indicated their keen interest in the trend of the returns by requesting special stories on the election in certain states and were particularly interested in the make-up of the Senate.

A similarly heightened interest in American affairs was evidenced by the United Telegraphs, a continental European press agency serving several hundred newspapers in central Europe, which receive the world-wide service of the United Press, the Nippo Dempo Shushin Sha, the Japanese agency and the Exchange Telegraphs of London. All took heavily increased cable files.

The United Press received cablegrams Wednesday from La Prensa, of Buenos Aires, and Nippo Dempo Shushin Sha congratulating the United Press on its quick service.

In the United States the United Press operated its entire leased wire systems in distributing the returns over the entire country and to all the important Canadian cities. On the United Press wires, from 6 o'clock in the evening, eastern time, a United Press client paper was going to press somewhere every five minutes until close to midnight.

For the first time in history of news transmission by press associations, the United Press transmitted over fifteen thousand words of the election night service on circuits of many hundred miles in extent, exclusively equipped by printer-telegraph machine, and with entire success. Every United Press newspaper in New England received its report via printer machine, and circuits were operated between New York and New Orleans, New York and Chicago, and west from Chicago to St. Paul, Kansas City and Dallas.

With its leased wires reaching over the entire country and into almost every state in the Union, the task of gathering the returns at this year's election was a comparatively easy one for the International News Service. General Manager Marlen E. Pew months ago laid out the plans that were to be followed and sent out instructions that covered the gathering of the votes down to the minutest detail.

The entire country was divided into districts that were placed under the direction of division news managers. These division news managers in turn divided their territory into smaller districts and placed bureau managers in important cities in charge of collecting the returns from each district. The result was that on election night there was not the slightest confusion throughout the entire organization and the news report moved with speed that was unprecedented in national elections.

The service was directed from the New York office by Barry Faris, news manager.

(Continued on page 42)

LABOR SCALES HAVE MADE BIG HOLES IN NEWSPAPER PROFITS

PRESSMEN'S WAGE SCALES 1914-1920 in 36 PRINCIPAL CITIES OF U. S.

Publishers See Peak of Living Costs Passed and Expect Gradual Drop in Wages in Coming Retrenchment Period

ASK any newspaper publisher what are the two items that have shown the largest increase in his publishing costs from the beginning of the war in 1914 until October, 1920, and the reply will be the same in every instance: Labor and newsprint.

The part played by the latter has been fully set forth in EDITOR & PUBLISHER during the past six years and especially during the past eighteen months and has been the main subject for discussion at all publishers' meetings in recent years.

The higher scale of wages to labor on newspapers has been of more gradual growth than newsprint prices, however, and is of even more permanent importance to the man who pays higher rates for his advertising and to him who pays a few pennies more a week for the right to read the news and advertising.

Newsprint prices are even now dropping below early 1920 levels, but wages will not resume their old mark so quickly or so quietly, though most publishers see the end near to the era of increases ranging from 33 1/2 per cent upwards. They point to the downward trend in prices announced by leading manufacturers in many staple lines and to the steadily rising unemployment throughout the country in many trades as evidence that the cost of living reached its peak in July, and that a period of retrenchment lies immediately ahead.

Figures for that month have not yet been issued by the Department of Labor, but those for June, 1920, showing the percentage of increase in cost of living over December, 1914, are generally accepted as representing the "peak." Statistics for seventeen large cities of the United States for June of this year show this increase as follows:

Baltimore—114.3	New York—119.2
Boston—110.7	Norfolk—122.2
Buffalo—121.5	Philadelphia—113.5
Chicago—116.8	Portland, Ore.—100.4
Detroit—136.0	San Francisco and Oakland } 96.0
Houston—112.2	Savannah—109.4
Jacksonville—116.5	Seattle—110.5
Los Angeles—101.7	
Mobile—107.0	

Summaries of increased wages for thirty-six principal cities in the chief newspaper crafts—compositors, pressmen-in-charge and pressmen, stereotypers and photo-engravers—and detailed statements of the increases granted these crafts and others in New York City since 1914 are given below and on the next page. They should be enlightening to the advertiser who is inclined to protest against higher charges for space in the publications he uses.

CORRECTED TO OCTOBER 1, 1920.

	Pressmen-in-Charge				Pressmen			
	Hour		Week		Hour		Week	
	1914	1920	1914	1920	1914	1920	1914	1920
<i>North Atlantic</i>								
Boston	\$0.593	\$1.00	\$24.90	\$45.00	\$0.493	\$0.806	\$20.70	\$39.00
Buffalo	.50	.686	24.00	33.00	.375	.52	18.00	25.00
Newark	.625	.686	30.00	45.00	.50	.867	24.00	39.00
New York	.698	1.13	31.02	51.00	.556	1.00	25.02	45.00
Philadelphia	.521	.666	25.00	33.00	.375	.541	18.00	26.00
Pittsburgh	.469	.687	22.50	33.00	.40	.625	19.20	30.00
Providence	.547	.666	25.45	30.00	.445	.60	21.57	27.00
<i>South Atlantic</i>								
Atlanta	.50	.81 1/4	24.00	39.00	.438	.75	21.00	36.00
Baltimore	.50	.81 1/4	24.00	39.00	.438	.68 1/4	18.00	33.00
Charleston	.333	.443	18.00	23.00	.277	.417	15.00	20.00
Jacksonville	.625	.817	30.00	39.00	.469	.656	22.50	31.50
Richmond, Va.	.417	.563	20.00	27.00	.292	.469	14.50	22.50
Washington	.47	1.00	22.56	48.00	.333	.865	15.96	42.00
<i>North Central</i>								
Chicago	.50	.90	24.00	43.00	.438	.777	21.00	37.00
Cincinnati	.50	.75	24.00	36.00	.438	.656	21.00	31.50
Cleveland	.469	.90	22.50	43.00	.40	.78	19.20	37.45
Detroit	.479	.875	23.00	42.00	.406	.777	19.50	37.00
Indianapolis	.521	.844	25.00	42.50	.438	.781	21.00	37.50
Kansas City	.50	.813	24.00	39.00	.438	.79	21.00	36.00
Milwaukee	.438	.75	21.00	36.00	.396	.667	19.00	33.00
Minneapolis	.50	.73	24.00	35.00	.406	.686	19.50	32.00
Omaha	.375	.854	18.00	41.00	.25	.792	12.00	38.00
St. Louis	.575	.80	27.60	38.00	.488	.70	23.40	33.60
St. Paul	.50	.854	24.00	41.00	.406	.792	19.50	38.00
<i>South Central</i>								
Birmingham	.50	.78	24.00	37.50	.333	.687	18.00	33.00
Dallas	.625	.846	30.00	40.50	.469	.687	22.50	33.00
Little Rock	.50	.687	24.00	33.00	.354	.625	17.00	30.00
Louisville	.438	.75	21.00	36.00	.375	.687	18.00	33.00
Memphis	.567	.85	25.50	40.50	.50	.78	22.50	37.50
New Orleans	.536	.625	25.70	30.00	.357	.438	17.15	21.00
<i>Western</i>								
Denver	.625	.81 1/4	30.00	39.00	.50	.718	24.00	34.50
Los Angeles	.604	.833	30.00	40.00	.542	.777	26.00	37.00
Portland	.688	.875	33.00	42.00	.531	.781	26.50	37.50
Salt Lake	.625	.906	33.00	43.50	.469	.781	22.50	37.50
San Francisco	.689	.888	31.00	40.00	.607	.792	27.30	38.00
Seattle	.656	1.06	31.50	51.00	.594	1.00	28.50	48.00

STEREOTYPERS' WAGE SCALES

In 36 Principal Cities

HOURLY AND WEEKLY WAGES FOR DAY WORK IN 1914 AND 1920.

	1914.		1920.		Per Cent Increase.
	Hour.	Week.	Hour.	Week.	
	<i>North Atlantic</i>				
Boston	.595	25.00	.96	46.08	84
Buffalo	.406	19.50	.875	42.00	116
Newark	.465	27.00	.958	46.00	70.4
New York	.625	30.00	1.042	50.00	66.6
Philadelphia	.438	21.00	.645	31.00	47.6
Pittsburgh	.469	22.50	.73	35.00	55.5
<i>South Atlantic</i>					
Atlanta	.469	22.50	.725	34.80	54.6
Baltimore	.469	22.50	.69	33.00	46.6
Charleston	.375	18.00	.50	24.00	33.3
Jacksonville	.375	18.00	.50	24.00	33.3
Richmond	.354	17.00	.50	24.00	41
Washington	.538	24.00	.875	42.00	75
<i>North Central</i>					
Chicago	.563	27.00	.81 1/4	39.00	44.4
Cincinnati	.50	24.00	.72	34.50	43.7
Cleveland	.50	24.00	.875	42.00	75
Detroit	.50	24.00	.833	40.00	66.6
Indianapolis	.469	22.50	.875	42.00	86.6
Kansas City	.563	27.00	.906	43.50	61.1
Milwaukee	.438	21.00	.80	38.00	81
Minneapolis	.438	21.00	.945	45.36	116
Omaha	.50	24.00	.812	39.00	62.5
St. Louis	.538	25.80	.80	38.31	50
St. Paul	.422	20.25	.792	38.00	87.5
<i>South Central</i>					
Birmingham	.438	21.00	.575	27.40	30.5
Dallas	.469	22.50	.75	36.00	60
Little Rock	.469	22.50	.625	30.00	33.3
Louisville	.438	21.00	.875	42.00	100
Memphis	.50	24.00	.782	37.50	56.2
New Orleans	.439	18.42	.687	33.00	79
<i>Western</i>					
Denver	.563	27.00	.737	35.40	31
Los Angeles	.563	27.00	.708	37.00	37
Portland	.563	27.00	.812	39.00	44.4
Salt Lake	.563	27.00	.656	31.50	16.6
San Francisco	.666	30.00	.89	40.00	33.3
Seattle	.679	28.50	1.14	48.00	68.5

Corrected to October 1, 1920.

PHOTO-ENGRAVERS' WAGE SCALES

In 20 Principal Cities

HOURS PER WEEK, HOURLY AND WEEKLY WAGE FOR DAY WORK IN 1914 AND 1920.

	1914.			1920.			Per Cent Increase.
	Hours.	Rate.	Wage.	Hours.	Rate.	Wage.	
	<i>North Atlantic</i>						
Boston	48	.54	26.00	43 1/2	.87	37.70	61
Buffalo	48	.562	27.00	48	.73	35.00	29
Newark	48	.562	27.00	48	1.08	52.00	93
New York	45	.62	28.00	44	1.25	55.00	96.5
Philadelphia	48	.562	27.00	48	.812	39.00	44.4
Providence	48	.562	27.00	43	1.023	44.00	63
<i>South Atlantic</i>							
Atlanta	48	.48	23.00	48	.666	32.00	39
Baltimore	48	.562	27.00	48	1.00	48.00	77.7
Washington	48	.54	26.00	48	.666	32.00	39
<i>North Central</i>							
Chicago	48	.52	25.00	48	1.00	48.00	92
Cincinnati	48	.52	25.00	48	.72	34.00	38
Cleveland	48	.562	27.00	45	.966	43.50	72
Indianapolis	48	.50	24.00	48	.812	39.00	62.5
Kansas City	48	.562	27.00	48	1.04	50.00	85
St. Louis	48	.552	26.50	48	.875	42.00	60
<i>South Central</i>							
Louisville	48	.437	21.00	48	.655	31.50	50
<i>Western</i>							
Portland	48	.625	30.00	44	1.045	46.00	53.3
Salt Lake	48	.52	25.00	44	.91	40.00	75
San Francisco	48	.54	26.00	45	.945	42.50	75
Seattle	42	.71	30.00	42	1.14	48.00	60

Corrected to October 1, 1920.

(Continued on page 8)

TYPOGRAPHICAL WAGE SCALES

In 36 Principal Cities

HOURLY AND WEEKLY WAGES FOR DAY WORK, HAND COMPOSITORS, 1914 AND 1920.

	1914.		1920.		Per Cent Increase.
	Hour.	Week.	Hour.	Week.	
	<i>North Atlantic</i>				
Boston	.63	26.46	.95	42.75	62
Buffalo	.50	24.00	.875	42.00	75
Newark	.609	28.00	1.11	51.00	82
New York	.666	30.00	1.22	55.00	83.3
Philadelphia	.417	20.00	.875	42.00	110
Pittsburgh	.60	27.00	.937	45.00	66.6
Providence	.479	23.00	.875	42.00	82
Average	.557	25.49	.977	45.68	80.1
<i>South Atlantic</i>					
Atlanta	.438	21.00	.76	36.48	73
Baltimore	.571	24.00	.933	42.00	75
Charleston, S. C.	.333	16.00	.906	43.50	172
Jacksonville	.469	22.50	.833	40.00	77
Richmond	.333	16.00	.792	38.00	138
Washington	.607	25.50	1.04	43.68	71
Average	.458	20.83	.879	40.51	101
<i>North Central</i>					
Chicago	.62	30.76	1.14	55.00	79
Cincinnati	.542	26.00	1.07	48.30	86
Cleveland	.538	25.80	.933	45.00	74.4
Detroit	.55	26.40	.92	44.16	67
Indianapolis	.50	24.00	.933	45.00	87.5
Kansas City	.594	28.50	.906	43.50	52.6
Milwaukee	.479	23.00	.933	45.00	95.5
Minneapolis	.54	25.92	.875	42.00	62
Omaha	.50	24.00	.875	42.00	75
St. Louis	.587	27.00	.902	42.00	55.5
St. Paul	.545	26.16	.937	45.00	72
Average	.545	26.14	.948	45	

SUMMARY AND DETAILED STATEMENT NEW YORK NEWSPAPER WAGES

(Showing Wage Increases in Dollars and Percentages 1914 to 1920.)

NEWSPAPER CRAFTS	1914		1920		Increase	
	Hours	Wages	Hours	Wages	Dollars	Per Cent
Typographical	Day 45	\$30.00	45	\$55.00	\$25.00	.833
	Night 45	33.00	45	58.00	25.00	.757
	3d Shift 42	36.00	42	61.00	25.00	.694
Pressmen-in-Charge	Day 45	31.02	45	51.00	19.98	.644
	Night 36	32.00	36	52.00	20.00	.625
Pressmen	Day 45	25.20	45	45.00	19.80	.785
	Night 36	26.00	36	46.00	20.00	.77
Stereotypers	Day 48	30.00	48	50.00	20.00	.666
	Night 36	30.00	36	50.00	20.00	.666
Photo-Engravers	Day 45	28.00	44	55.00	27.00	.965
	Night 42	31.00	40	60.00	29.00	.935

MAILERS UNION						
	Hours	Wages	Hours	Wages	Dollars	Per Cent
Stampers	Day 48	22.50	48	36.00	*13.50	.60
	Night 51	22.50	44	38.00	*12.50	.53
Mailers	Day 48	19.50	48	33.00	*13.50	.692
	Night 51	22.50	44	35.00	*12.50	.60

Newspaper Deliverers, Routemen, etc.						
	Hours	Wages	Hours	Wages	Dollars	Per Cent
Deliverers, etc.	Day 48	17.00	48	40.00	23.00	.135
	Night 46	19.00	44	40.00	21.00	.110%
Drivers, Carriers, etc.	Day 48	16.00	48	36.00	20.00	.125
	Night 46	18.00	44	39.00	21.00	.116

Paper Handlers						
	Hours	Wages	Hours	Wages	Dollars	Per Cent
Handlers	Day 48	16.00	48	34.00	18.00	.112
	Night 48	17.00	48	34.00	17.00	.100

INCIDENTAL TRADES						
	Hours	Wages	Hours	Wages	Dollars	Per Cent
Machinists	Day 48	30.00	45	50.00	20.00	.666
	Night 36	30.00	36	54.00	24.00	.80
Electricians (Day or Night)	48	33.00	48	54.00	21.00	.636
Engineers (Day or Night)	48	22.50	48	48.00	25.50	.113
Firemen (Day or Night)	48	18.00	48	36.00	18.00	.100

† Percentage of increased cost of production, account shortening hours.
* Increase of \$6 offered by publishers under consideration by union.

TYPOGRAPHICAL UNION NO. 6

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
May 1, 1907	May 1, 1900	45	\$0.602	\$28.00	45	\$0.69	\$31.00
May 1, 1910	Oct. 1, 1912	45	.644	29.00	45	.711	32.00
Oct. 1, 1912	Jan. 1, 1918	45	.666	30.00	45	.7333	33.00
Jan. 1, 1918	July 1, 1918	45	.711	32.00	45	.777	35.00
July 1, 1918	Mar. 31, 1919	45	.766	34.50	45	.833	37.50
Mar. 31, 1919	Mar. 31, 1920	45	.966	43.50	45	1.033	46.50
Mar. 31, 1920	Mar. 31, 1921	45	1.22	55.00	45	1.288	58.00

Third Shift, \$3.00 above night scale.

PRESSMEN'S UNION NO. 25

(Pressmen-in-Charge)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
May 24, 1907	Nov. 11, 1912	45	\$0.666	\$30.00	36	\$0.833	\$30.00
Nov. 11, 1912	Nov. 1, 1917	45	.688	31.02	36	.862	31.02
Sept. 1, 1917	Sept. 1, 1918	45	.753	33.00	36	.716	33.00
Sept. 1, 1918	Feb. 28, 1919	45	.866	39.00	36	1.083	39.00
Feb. 28, 1919	Feb. 28, 1920	45	1.00	45.00	36	1.25	45.00
Feb. 28, 1920	Feb. 28, 1921	45	1.133	51.00	36	1.416	51.00

(Pressmen)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
May 24, 1907	Nov. 11, 1912	45	\$0.533	\$24.00	36	\$0.666	\$24.00
Nov. 11, 1912	Sept. 1, 1917	45	.555	25.00	36	.694	25.00
Sept. 1, 1917	Sept. 1, 1918	45	.60	27.00	36	.75	27.00
Sept. 1, 1918	Feb. 28, 1919	45	.733	33.00	36	.916	33.00
Feb. 28, 1919	Feb. 28, 1920	45	.866	39.00	36	1.083	39.00
Feb. 28, 1920	Feb. 28, 1921	45	1.00	45.00	36	1.25	45.00

(Juniors)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Sept. 1, 1910	Nov. 11, 1912	45	\$0.266	\$12.00	36	\$0.333	\$12.00
Nov. 11, 1912	Sept. 1, 1917	45	.288	13.00	36	.361	13.00
Sept. 1, 1917	Sept. 1, 1918	45	.333	15.00	36	.416	15.00
Sept. 1, 1918	Feb. 28, 1919	45	.433	19.50	36	.541	19.50
Feb. 28, 1919	Feb. 28, 1920	45	.633	28.50	36	.791	28.50
Feb. 28, 1920	Feb. 28, 1921	45	.666	30.00	36	.833	30.00

STEREOTYPERS' UNION NO. 1

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Nov. 7, 1912	Jan. 7, 1918	45	\$0.666	\$30.00	36	\$0.833	\$30.00
Jan. 7, 1918	Jan. 7, 1919	45	.711	32.00	36	.892	32.00
Jan. 7, 1919	Jan. 1, 1920	45	.777	35.00	36	.972	35.00
Jan. 1, 1920	Jan. 1, 1920	45	.844	38.00	36	1.055	38.00
Jan. 1, 1920	Jan. 1, 1920	45	.888	40.00	36	1.111	40.00
Jan. 1, 1920	Jan. 1, 1920	45	1.111	50.00	36	1.39	50.00

PHOTO-ENGRAVERS' UNION NO. 1

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
June 1, 1914	Dec. 1, 1915	45	\$0.622	\$28.00	42	\$0.74	\$31.00
Dec. 1, 1915	June 1, 1917	45	.644	29.00	42	.762	32.00
June 1, 1917	Nov. 20, 1918	45	.733	33.00	42	.865	36.00
Nov. 20, 1918	June 1, 1920	45	.866	39.00	42	1.00	42.00
June 1, 1920	Jan. 1, 1920	44	1.273	55.00	40	1.50	60.00

MAILERS' UNION

(Stampers)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Sept. 1, 1913	Sept. 1, 1916	48	\$0.47	\$22.50	44	\$0.579	\$25.50
Sept. 1, 1916	May 28, 1918	48	.48	23.00	45	.566	25.50
May 28, 1918	Oct. 16, 1918	48	.52	25.00	45	.611	27.50
Oct. 16, 1918	May 28, 1919	48	.573	27.50	45	.655	29.50
May 28, 1919	Jan. 12, 1920	48	.677	32.50	45	.766	34.50
Jan. 12, 1920	48	.75	36.00	45	.844	38.00

(Mailers)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Sept. 1, 1913	Sept. 1, 1916	48	\$0.406	\$19.50	44	\$0.51	\$22.50
Sept. 1, 1916	May 28, 1918	48	.416	20.00	45	.50	22.50
May 28, 1918	Oct. 16, 1918	48	.46	22.00	45	.544	24.50
Oct. 16, 1918	May 28, 1919	48	.51	24.50	45	.59	26.50
May 28, 1919	Jan. 12, 1920	48	.615	29.50	45	.70	31.50
Jan. 12, 1920	48	.687	33.00	45	.777	35.00

NEWSPAPER AND MAIL DELIVERERS' UNION

(Routemen, Windowmen, Canadamen, Chauffeurs)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Aug. 2, 1909	July 31, 1911	60	\$0.283	\$17.00	53	\$0.34	\$18.00
July 31, 1911	Sept. 1, 1915	60	.283	17.00	53	.36	19.00
Sept. 1, 1915	Nov. 28, 1917	48	.354	17.00	46	.413	19.00
Nov. 28, 1917	Sept. 23, 1918	48	.416	20.00	46	.435	20.00
Sept. 23, 1918	June 2, 1919	48	.50	24.00	46	.522	24.00
June 2, 1919	Dec. 2, 1919	48	.604	29.00	46	.63	29.00
Dec. 2, 1919	Sept. 1, 1920	48	.666	32.00	46	.698	32.00
Sept. 1, 1920	May 1, 1921	48	.833	40.00	44	.909	40.00

(Drivers, Carriers, Relay, Mail and Floor Men)

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Aug. 2, 1909	July 31, 1911	60	\$0.266	\$15.00	53	\$0.34	\$18.00
July 31, 1911	Sept. 1, 1915	60	.266	16.00	53	.34	19.00
Sept. 1, 1915	Nov. 28, 1917	48	.333	16.00	46	.402	19.00
Nov. 28, 1917	Sept. 23, 1918	48	.416	20.00	46	.435	20.00
Sept. 23, 1918	June 2, 1919	48	.458	22.00	46	.50	23.00
June 2, 1919	Dec. 2, 1919	48	.825	30.00	46	.675	31.00
Dec. 2, 1919	Sept. 1, 1920	48	.75	36.00	44	.886	39.00

PAPER HANDLERS' UNION

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Dec. 30, 1912	Feb. 2, 1918	48	\$0.333	\$16.00	s36	\$0.472	\$17.00
Feb. 2, 1918	July 1, 1918	48	.375	18.00	48	.40	19.00
		48	.437	21.00s	36	.583	21.00s
		48	.458	22.00u	48	.458	22.00u
July 1, 1918	Dec. 31, 1918	48	.50	24.00l	48	.50	24.00l
Jan. 1, 1919	Dec. 31, 1919	48	.583	28.00	48	.583	28.00
Jan. 1, 1920	48	.708	34.00	48	.708	34.00

s—Strippers. u—Unloaders. l—Leaders.

MACHINISTS

		Day Work			Night Work		
From	To	Hours Per Week	Hourly Wage	Weekly Wage	Hours Per Week	Hourly Wage	Weekly Wage
Oct. 15, 1914	Oct. 15, 1918	48	\$0.625	\$30.00	36	\$0.833	\$30.00
Oct. 23, 1919	Oct. 23, 1919	48	.90	43.20</			

PRESS LEADERS URGE REFORM PROGRAM ON COMMUNICATIONS CONGRESS

International Centers for Advice on Wire Conditions and Policing of Abuses, Free Use of Navy Radio and End of News Delays Demanded

EXECUTIVE sessions in New York during the past two weeks attended by representatives of New York, Chicago and Philadelphia newspapers and of several press associations, culminated late this week in the preparation of resolutions by sub-committees on radio and cable communications addressed to the American delegates to the International Conference on Communications, and presented to that body on November 5.

Free use for press messages of the naval wireless facilities and an end to the discrimination and delay on messages filed in foreign countries in the interest of their own privileged routes and companies and the establishment of centers of authority and information on the chief city of each continent, where advices may be available at all times on cable and wireless conditions all over the world, and with authority to break up congestions and to enforce the regulations adopted by the conference, were among the chief reforms advocated by the cable-using newspapers and press associations. Erection of a naval radio plant on U. S. Government ground at Shanghai, China, was also urged.

The text of the memorandum follows: "To Norman H. Davis, Under-Secretary of State; Albert S. Burleson, Postmaster-General; Rear Admiral William S. Benson, U. S. N., and Hon. Walter S. Rogers:

"In further response to your request, as the American delegates to the International Conference on Electrical Communications, we, the undersigned, cable-using newspapers and press associations of the United States, meeting in New York City October 29, 1920, have the honor to communicate to you herewith the following memorandum. This memorandum is the formal and deliberate result of our conferences, which are aimed to establish practical solutions for the present isolation of large sections of the news world, and to relieve the press of all nations of the many serious disadvantages and discriminations under which it now labors. This memorandum is presented for your distinguished consideration in the form of reports of two sub-committees, which have been adopted as the formal expression of our unanimous opinion:

"Report of the Sub-Committee on Cable Communication

"Your special committee on cable communications unanimously reports as follows:

"1. That we unanimously indorse all of the recommendations included in the following resolution passed October 6, 1920, by a committee of news associations and cable-using newspapers meeting in New York City:

"WHEREAS, The undersigned newspapers and press associations today have gathered in New York City at the request of Under-Secretary of State Norman Davis, and Postmaster-General Burleson for the purpose of drafting memorandum to the American delegates to the International Conference on Communications; and,

"WHEREAS, This memorandum is for the purpose of indicating to the American delegates the needs of newspaperdom in America and abroad for a rapid and efficient intercommunication of news between nations, which is in the interests of world peace and good will, and in order that the American delegates may be guided in their efforts to relieve the press of the large burden of discrimination and disorganization which it now endures; be it

"RESOLVED, That we protest against the disorganization in the communications of the world, against the lack of a universal and freely interchanged service and of co-operation, against the absence of available centers of information and against the continual exercise of competitive reprisals by governments and corporations to the detriment of our business and other business.

"That we protest against the hindrances to international communications imposed by governments and cable and radio companies when they either openly forbid, or secretly delay, messages by certain available routes or to certain countries in the interest of their own favored and privileged routes and companies.

"That we urge the conference to establish a center of authority and information on the chief city of each continent, open day and night, for advices on current cable and wireless conditions in all parts of the world, and authorized to distribute congestions and to enforce the regulations adopted by the conference immediately wherever they are being violated.

"That we protest against the failure of foreign governments and corporations to provide adequate land wire communications from their respective capitals and chief commercial cities

to the termini of the cable and radio corporations.

"That we urge the American delegates to secure from foreign governments an agreement to provide adequate land wire communications to handle all international press dispatches passing through their territory, and that these same land wire facilities so provided shall be operated under the same rules as to impartiality and speed as cables and radio stations.

"That we protest against the widespread delay of press dispatches.

"That we urge the International Conference on Communications to cause the governments of the world to legislate uniformly requiring cable and radio companies to refund a percentage of the rate charged on press messages which are delayed longer than one hour actual transpired time for full rate, and four hours actual transpired time on high press rate on transatlantic lines of communication and a proportionate regulation on other oceans.

"That we strongly protest against the limitations made and proposed on the use by newspapers of Government wireless facilities such as those of the United States Navy.

"That we protest against the gradual withdrawal from the use of the press into idleness of the American naval wireless system, with its capacity of 100,000 to 200,000 words daily, when by that act of withdrawal our news dispatches are thrown onto the already congested commercial lines and incur fatal delays, if handled at all.

"That we urge the communications conference to use every effort to secure the co-operation of the great governmental radios abroad with our own Government stations, to the end that working agreements may be reached for the benefit of the newspapers and the public in the countries concerned, and that our Government radio stations be restored everywhere to press service.

"That we protest against monopoly of any cable or radio circuit, or of any system of radios or cables, or of any other means of world communications everywhere to set aside requisite periods for each cable and radio cir-

cuit each day for the sending of press dispatches, as is done to a degree in other countries; and, be it

"RESOLVED, That we organize a league and address to the leading cable-using newspapers and press associations of all nations an appeal to join with us in a common solution of the problems of international communications which are common to us all.

"(Signed) Joseph Pierson, Chicago Tribune; C. V. Van Anda, managing editor, New York Times; R. E. Irvine, New York Herald; George Smith, managing editor, New York Tribune; George Hargreaves, Universal Service; Karl Beckel, United Press Association; Marlen E. Pew, International News Service.

"2. We ask for such an equalization of cable rates as will abolish present conditions whereby, for example, Porto Rican newspapers receive news from France at much cheaper rates than news from the United States, and whereby press cable rates between Vancouver and Shanghai direct are higher than between Vancouver and Shanghai by way of Australia.

"3. We ask for the guaranty of uniform priority privileges to all press representatives using the cable or radio, so that no news association, news service, or individual correspondent can receive a priority monopoly upon any government or commercial radio or cable company.

"4. We ask for the universal grant of the multiple filing privilege to the end that if the same dispatch is filed to several newspapers it will, with its several addresses, require but one transmission and one charge as far as the focal distribution or relay point, beyond which only there shall be separate charges for separate destinations.

"5. We ask for a universal guaranty that in time of peace no government shall impose any censorship whatsoever upon press messages filed within its jurisdiction for publication in other countries.

"6. In amplification of that paragraph of the above resolution of October 6 relating to press periods, we earnestly ask that all press matter filed for transmission during these periods shall be designated as press period cable that it may be distinguished from other press dispatches.

"7. We earnestly recommend that all press dispatches originally filed at any point in the eastern hemisphere to London, England, for transmission to the American continent for publication, shall be charged for only at the regular press rate, if so filed, between origin and London.

"(Signed) J. Elfreth Watkins (Philadelphia Public Ledger), Marlen E. Pew (International News Service), R. M. Bonifield (Central News).

"Report of the Sub-Committee on Radio Communication

"The first object of the committee in seeking to improve radio communication will be to secure the restoration of the navy wireless services of the United States and other countries for the transmission of press messages. The American navy wireless system, with a capacity of 100,000 to 200,000 words, is lying idle for a considerable part of each day. The law, as your committee understands it, provides that the American navy wireless can be used for press purposes only when the Secretary of Commerce certifies to the Secretary of the Navy that the privately owned stations are inadequate for the handling of this business. That such a condition exists is proven by the delay to which press business is now subjected, and by the occasional acknowledgment on the part of the radio companies that they cannot handle press business promptly because of the great volume of their commercial business.

"The committee proposes, therefore, to urge the Secretary of Commerce to certify to the Secretary of the Navy that the emergency contemplated by the present law exists, and that the navy wireless should be made available for press messages.

"We shall ask the proper officials of the American Government to negotiate with other governments having wireless stations for the purpose of opening up a world-wide service through such public agencies. A necessary part of this program, of course, will be the fixing of reasonable rates for press business.

"We propose to lay this matter before the American delegates to the International Conference on Communications, urging them to use their influence in the conference for the establishment of an international press transmission agreement providing for service through Government stations. We shall ask them also to present the matter to the delegates of other countries in order to remove any obstacles that may arise.

"The committee will inquire into the feasibility of causing the introduction in Congress of a bill throwing open the navy wireless for press business unconditionally. A measure of that kind was presented at the last session, but it failed, partly at least, because the radio companies made an active campaign against it, while the newspapers failed utterly to support it.

"The committee will advocate the building of a navy wireless transmitting station on the United States Government lease at Shanghai.

"The committee will advocate the building gates to work for international regulations which will make it impossible for any radio company to use its equipment during all hours of the day for commercial business to the exclusion of press business.

"(Signed) GEORGE M. SMITH,

"Chairman for the Committee.

"The above memorandum is approved:

"New York Tribune, New York Times, New York Herald, New York World, Philadelphia Public Ledger, Chicago Daily News, Chicago Tribune, United Press Associations, International News Service, Universal Service, Central News of America."

Finns Open World's Largest Pulp Mill

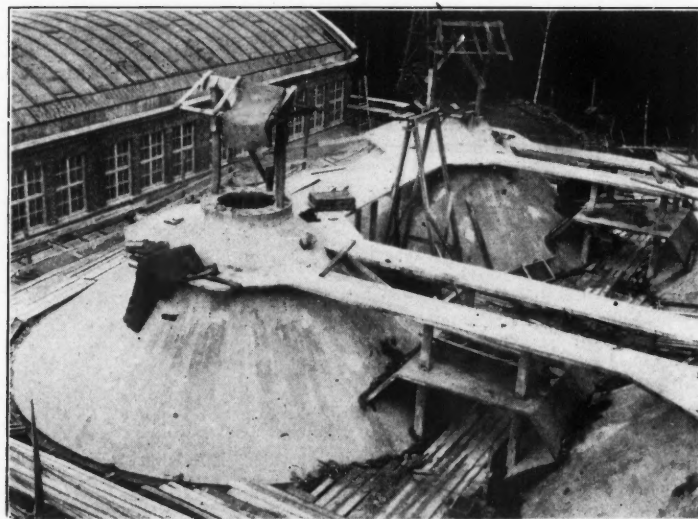


Photo by American Red Cross

AT the formal opening of the world's largest pulp mill at Enso, Finland, which was attended by members of the Finnish Government and officers of the American Red Cross engaged in Russian relief work in that vicinity, it was stated that the new plant will have a yearly delivery of 35,000 tons of steam dried pulp. The plant was erected at a cost of 12,000,000 Finnish marks, or over \$2,000,000 based on exchange at par, and is operated by hydro-electric power from the great rapids near-by which give the largest water power development in Finland.

It is said that the owners of this mill, the Enso Aktiebolag Company and allied companies, control over a million acres of Finland's forests. The timber, which comes from the north, is floated downstream to the plant where

it is carried by aerial cableways to the barking and chipping machines for preparation.

The buildings cover 30 acres of ground and are light, airy and equipped with the latest modern paper pulp machinery. The sulphur warehouse is a huge structure, fed by an overhead railway and capable of storing a three years' supply. Four huge concrete containers, lined with acid-proof brick, are used as storage places for the sulphite, which is manufactured at the plant from sulphur brought from the United States. They are conical in shape and will also be mechanically fed.

The Enso mills aim greatly to increase Finland's exports of pulp wood and paper, which have already reached 82 per cent of the entire exports of the country.

PRESS CONGRESS NOT OFF

New South Wales Labor Government Withdrew Invitation

(By Telegraph to EDITOR & PUBLISHER)

COLUMBIA, Mo.—Reports that the World's Press Congress, scheduled to meet in New South Wales next year, had been indefinitely postponed, were denied by Dean Walter Williams of the School of Journalism here. Dean Williams said:

"The World's Press Congress will meet next year as planned. The new Labor Government of New South Wales has withdrawn the invitation to meet in Sydney, and this is probably the foundation for the erroneous report of the postponement. The executive committee will this month select a new meeting place and announce further plans and program."

Goudy Monotype Art Director

PHILADELPHIA.—Frederic W. Goudy has become art director of the Lanston Monotype Machine Company. He is known as the designer of several much-used type faces.

Wife of Journalist Dies

WASHINGTON.—Mrs. Frances Dunn McKee, wife of David Ritchie McKee, formerly manager of the Washington Bureau of the Associated Press, died November 2 in this city.

Ellison with Stalker

George B. Ellison, for the past year on the advertising staff of the Toledo News-Bee, has resigned to accept a position as a field and service representative with the Stalker Advertising Company, Inc., of that city.

LONDON WILL TALK OF ADVERTISING FOR WEEKS TO COME

Thirty Club Expects 100,000 Attendance at Exhibit at Shepherds Bush Nov. 29-Dec. 4—Profits Go to Charities and Exhibitors.

By HERBERT C. RIDOUT
London Editor & PUBLISHER

WHAT is unquestionably the most ambitious effort ever put forth by the advertising profession of Great Britain to advertise advertising, will come to fruition in the International Advertising Exhibition, at the White City, Shepherds Bush, London, November 29 to December 4.

It is to serve a double purpose. By means of many novel attractions, it will secure the attendance of the general public and thus will become a great and glowing justification of advertising as a friend of the consumer. It will also attract the business man and by its exposition of the many methods that go to make up modern advertising, will turn the commercial mind towards thoughts of publicity and thus create more advertisers.

The project is under the auspices of the Thirty Club of London, of which Chas. F. Higham, M. P., and W. S. Crawford are prominent members. Its administrator is Sam G. Haughton, whose organizing work in connection with the Irish Linen Society's American campaign will be remembered. There is an army of officers, each responsible for various departments of exhibition activities.

The Advertising Exhibition is stated emphatically to be an honorary affair. Fifty per cent of the profits of the exhibition will be given to advertising, printing and newspaper charities; the other 50 per cent will be refunded to exhibitors in proportion to the value of their stand space.

In reply to my questions as to the scope of the exhibition and what its promoters hoped to achieve, Mr. Haughton said:

"The Advertising Exhibition is going to prove advertising and boom British business. It's the biggest exhibition ever conceived in this country. There's never been anything like it.

"It will be the talk of the country. No one can escape it, for the press and conversation will be advertising, advertising, advertising, for the whole week—and weeks after.

"All profits go to charities. The men behind it, including all the big names in advertising, are working voluntarily.

"It's a Trade Exhibition—well-known manufacturers are booking stands. It's a grand conference on business. By the time the Exhibition opens all the trade associations will be concerned. Business people from every part of the country, the Continent, and some of the British Dominions are coming.

"Arrangements are complete in every detail—so complete, indeed, that all the available hotel accommodation is being secured by the organizers to ensure that no one need keep away from this vital week.

"The public are coming to this exhibition. The advertising fraternity believe in the public—believe that manufacturers, advertisers and those that should advertise must have the public with them.

"Every one who knows the scope of the Advertising Exhibition's plans believe with us that a hundred thousand of the general public will pay for admission and thus come to realize why advertising is so essential to modern existence."

The plans to ensure public interest are of the most diverse kind. Whether some of them are as dignified as the older practitioners of advertising would like seems a moot question, but the reply to this objection is that if such methods were permissible in the great publicity schemes adopted by the British Government with such success during the war, they are no less legitimate and in harmony when the cause is that of advertising itself.

These "stunts" include a great spectacular procession and carnival of advertising figures and displays. This is expected to be over a mile in length and the permission of the London police has been obtained for the procession to parade the metropolitan area.

There will be a great window dressing competition, in which large and small shopkeepers throughout the country will make a window display at their own business premises from November 15 till November 20. Photographs of the competing windows will be exhibited at the exhibition, and on their merits cash prizes amounting to £1,000 will be awarded.

There will be a house, in which the whole of the furnishing and equipment will be provided by advertised articles, a street of posters, a gallery of "best advertisements," in which the public will act as judges of press advertisements, said by their users to be their best productions, an advertising dance, a movie show of advertising and manufacturing films, and a lucky dip in which every visitor will secure a prize of some advertised article—which may be

anything from a shaving stick to a grand piano.

The exhibitors will be the leading advertising houses of the country and all their associated houses—the press, printers, engravers, lithographers and every business that contributes to successful advertising.

The aim of the promoter is to give advertising the biggest national boost it has ever had, and if all they plan comes to maturity, they should succeed in making the whole nation "think advertising" for a solid week, and appreciate it ever after.

DANCE AT ADVERTISING CLUB

Capacity Crowd Enjoys Affair on Election Night

The dinner and dance at the Advertising Club of New York on Election night will go down in the club's history as a real event. It was a case of "standing room only" and many members who were a little tardy in making their reservations were disappointed. C. C. Greene, president of the James Advertising Agency and chairman of the entertainment committee, was assisted by Herman Halsted, Albert J. Gibney, F. C. Coleman and A. H. Stillwell.

During the dinner, election returns were announced. Afterwards dancing was enjoyed until a late hour. President Hopkins and other officers of the club were present, helping Secretary Sidney Clark to insure a good time for everyone.

Preston with Randall Agency

CHICAGO.—William S. Preston, until recently director of production for Critchfield & Co., Chicago, has joined the Chicago staff of the Fred M. Randall Company, and will handle copy, contact and sales work. Mr. Preston was for several years engaged in newspaper and advertising work in Montana and the Pacific Northwest.

CALENDAR OF COMING EVENTS

NOVEMBER

8—New York Business Publishers' Association annual meeting, Automobile Club; 6 p. m.; speakers: G. A. O'Reilly, vice-president and manager foreign trade and business research departments of the Irving National Bank; and Harry Tipper.

8-9—Publishers' Buying Corporation meetings, Hotel Pennsylvania, New York; 9 a. m. (First day members' sessions; second day non-members.)

8-20—Printing Exhibition, Rogers Building, Boston.

9—Sphinx Club dinner to Poor Richard Club of Philadelphia, Waldorf-Astoria, New York; 7 p. m.

New England Newspaper Alliance meeting, Boston.

New York Times Club dance, Hotel Commodore.

9-13—American Pulp & Paper Association fall convention, Chicago.

10—Fifth Avenue Association annual dinner, Waldorf-Astoria, New York; 7 p. m.

11—Technical Publicity Association meeting, Machinery Club, New York; 6:30 p. m.

12—New York Times Club annual meeting and election; Times Annex; 5 p. m.

12-13—American Pulp & Paper Superintendents' Association meeting, Chicago.

12-14—Ohio Newspaper Women's Association meeting, Cleveland.

17—New York Advertising Club luncheon-meeting; speaker: H. B. Meserve of National Industrial Conference Board; 12:30 p. m.

19-21—California Press Association convention, San Francisco.

29—International Advertising Exhibition opens in London; at White City; continues to December 4.

DECEMBER

1—New York Advertising Club luncheon-meeting. 12:30 p. m.

3—New York Advertising Club minstrel show in preparation for annual banquet in February.

6-8—Association of National Advertisers annual meeting, Lakewood, N. J.

9—New York Advertising Club luncheon-meeting; Roger Babson speaker. 12:30 p. m.

9-10—George Batten Company convention of clients, Hotel Biltmore, New York.

9-11—Texas Editorial Association convention, Houston.

13—Poor Richard Club, Philadelphia, closes reservations for annual dinner to be held January 17, 1921.

14—Sphinx Club dinner, Waldorf-Astoria, New York; 7 p. m.

FACTORS IN U. S. TRADE IN LATIN-AMERICA

Must Acquaint Ourselves with Native Ways and Transmit Constructive Information on Our National Affairs, Says Aughinbaugh

BALTIMORE, Md.—In an address made recently before the Advertising Club, Prof. W. E. Aughinbaugh of New York University pointed out several interesting facts for consideration in South American advertising. The value of knowing the psychology and cultural life of the Latin-Americans, the place and importance of French weeklies, and the necessity for supplying Latin-American publications with accurate news of our national affairs were points he made.

"If we seriously wish to gain a commercial foothold," said Dr. Aughinbaugh, "and really establish friendly relationship with these people, we should as a nation arrange to provide every paper in Latin-America with press news of a favorable nature direct from the United States, giving true and accurate versions of our national affairs and policies, instead of allowing these vital items to dribble through European news agencies, garbled and distorted to suit the sender."

The chief drawbacks to advertising in these countries were given as follows: The illiteracy of 85 per cent of the inhabitants, the dearth of well-organized agencies, indifference of publishers to co-operation, the general tendency on the part of the Latin-American as well as of the local foreign press to belittle and ridicule in their columns everything American, and the inclination on the part of the majority of the native population to continue living in a primitive manner to view with distrust and suspicion the adoption of modern methods and devices.

Exclusive of the illiterate majority, mostly living far in the interior and who cannot be reached by any form of advertising, the Latin-American is always familiar with French. It is therefore obvious, says Dr. Aughinbaugh, that advertisements placed in the leading French weeklies, all of which are religiously read by the better educated people of South America, reach an excellent class of the purchasing public.

"The average daily is of four pages, badly printed and on poor stock. La Prensa of Buenos Aires, El Mercurio of Santiago and Valparaiso and the Jornal de Comercio of Rio are exceptions to the general rule, and with one or two others represent the flower of the press of Latin America." The speaker advised prospective advertisers to be wary of circulation claims, as figures are very often exaggerated. Rates are becoming more consistent, although diplomacy and politeness can accomplish much toward a generous reduction from the established price.

"Advertising copy in this part of the world is a joke. Those who prepare announcements seem to be absolutely lacking in ideas of fitness and appropriateness. A slogan used by an undertaking firm for instance," said Dr. Aughinbaugh, "reads: 'You furnish the corpse and do the mourning—we do the rest.'"

He asserted that most of the English-language publications there, maintain toward America and Americans a policy of intense hatred, a fact which he told prospective advertisers of American goods to bear in mind.

Dr. Aughinbaugh is professor of foreign trade at New York University, foreign editor of the New York Commercial and author of "Selling Latin America."

FRANK BEST ANALYZES DEPARTMENT STORE ADVERTISING

Relationship Between Amount of Business Done, Costs, Appropriations, Percentage of Advertising to Sales, Copy Suggestions, Etc.

By CHARLES GRANT MILLER



FRANCIS J. BEST

FRANCIS J. BEST says that advertisements are the newspaper of a store. For this reason, he adds, the class of people to whom the store wishes to make its appeal must determine the policy of the advertising department, just as the policy of a daily newspaper is determined by its constituency.

Mr. Best, who is the originator of the single column style of department store advertising, regards the department store advertising of today, advanced though it is, as still in infancy of development.

It has been a swift but brilliant dash which Best made from the University of Michigan to one of, if not the highest-paid advertising managerships in the United States. Still young, he now has passed on up to the general management of A. A. Vantine & Company, Fifth Avenue oriental store de luxe. It is through his advertising genius that he is expected to popularize this heretofore rather exclusive retail business.

On his way up Best's first stop was with Bonwit Teller & Co., for three years as advertising manager, his next was with Lord & Taylor for one year in the same capacity, then with Macy for four years, where he set a new record in department store advertising development and results; and then for a while before going to Vantine's he was with Franklin Simon. A record not for staying but for going. Every stop was long enough to make an impression and leave his mark. All along the line he registered exceptional service and set a new pace.

Particularly at Macy's his work as an advertising manager was outstanding. He introduced there and brought to the attention of every advertiser in New York the principle of selling better than merchandise—selling prestige of the store. Vivacity and simple directness rendered his advertisements charming. He injected into his page copy, news interest and individual type effects, ever changing with fresh surprises. Every item was packed with conviction. Macy's grew fast in character, and it was character to stay.

Asked his formula for effective department store advertising, Mr. Best replied that there is "no specific formula or rule of thumb. The plan of campaign of a store in New York is no more suitable to Chicago than the editorial policy of the New York Evening Post would be acceptable to readers of the Seattle Times.

"Advertising," Mr. Best continued, "informs the interested who you are, where you do business and what you have that they want. Many merchants confuse advertising with notices of sales. The frequent announcements of sales in blatant bold type bears about as much relation to real advertising as the roar of a cheap two-cylinder motor cycle with muffler cut-out open bears to the silent, superb

automobile. Both denote action, but that's all the similarity.

"Advertising, to my notion, bears relation far higher, deeper, wider than any mere connection with immediate sales. It has been my practice to determine upon a definite course of business and stick to advertising that, and thus gain cumulative and permanent results."

The problem of proper relationship between the amount of business, the cost of doing business, the amount to be spent in advertising, the percentage of advertising to sales, etc., so puzzling to many advertising managers, was submitted to Mr. Best with request that he furnish EDITOR & PUBLISHER readers with a suggestive table of advertising percentages. "Suggestive" is about all it could be," he said, "for conditions are so different and so variable. No fixed percentages could be given; however, some may be suggestive."

Mr. Best made out the following table of advertising percentages:

DEPARTMENT:	Adv. %
Silks and velvets.....	1 1/2
Wash goods.....	1 3/4
Dress goods.....	2
Trimmings.....	2
Laces and embroideries.....	2 1/2
Notions.....	2 1/2
Ready to Wear	
Women's and misses' coats.....	2 3/4
Women's and misses' suits.....	2 3/4
Women's and misses' dresses.....	4
Girls' apparel.....	3
Waists.....	3
Shoes.....	3
Millinery.....	3
Separate skirts.....	3
Lingerie.....	2 1/2
Flannels.....	3 1/2
Corsets.....	3
Infants' wear.....	2 1/2
Men's and Boys'	
Men's clothing.....	3
Boys' clothing.....	3
Men's shoes and furnishings.....	5
Men's hats.....	4
Household Department	
Blankets and bedding.....	3
Silverware.....	5
China and glassware.....	3 1/2
House furnishings.....	4 1/2
Trunks and bags.....	5
Books.....	5
Dress Accessories	
Jewelry.....	3
Toilet articles.....	2
Hosiery.....	3
Veilings.....	3
Gloves.....	2
Handkerchiefs.....	2
Women's neckwear.....	1
Cotton or wool knit underwear.....	1
Silk knit underwear.....	3
Parasols and umbrellas.....	3
Other Household Lines	
Furniture.....	4 1/2
Linens.....	2 1/2
Carpets and rugs.....	3

"A method I have always found effective, and believe will work well anywhere, is to schedule sales and hold them on set dates," Mr. Best said. "Announce them through newspaper advertising, dispose of the goods you have to sell and then resume the steady day-to-day newspaper advertising of the news of your business.

"Particularly in these days," he added, "we must make our selling argument strong enough in itself to sell the merchandise without reference to the future as far as prices are concerned."

Calling Philadelphia Press Men

PHILADELPHIA.—A committee of former Philadelphia Press men are planning a celebration to mark the passing of the Press and are anxious to get in

touch with Press men of all generations. E. A. Muschamp, Room 405, 603 Chestnut street, Philadelphia, is secretary of the committee which is gathering the names, present addresses and connections of their former colleagues and requests them to communicate with him at the above address.

No Successor to Sidener

PHILADELPHIA.—The Associated Advertising Clubs of the World, through President Rowe Stewart, advertising

manager of the Philadelphia Record, announces its decision not to choose a successor to Merle Sidener as chairman of the National Vigilance Division. Richard H. Lee, chief counsel to the Associated Advertising Clubs of the World, has been appointed director of the Vigilance Division.

J. H. Reilly has been appointed business manager of the Butte (Mont.) Anaconda Standard.

Two More Columns Added to the Page

The Paterson Press-Guardian

TERENCE MACSWINEY, MAYOR OF CORK, DEAD

HOBOKEN JITNEY PLAN UP FOR FINAL ACTION

Report from City Board of Health of Project

BARBERS OFFICE T. B. WEATH' 410

Women Are Urged to Use Sanitizers and Disinfectants

HOLD MARCO ON "DRUG" CHARGE

Police Receive Report With Strong Evidence

END COMES AT EARLY HOUR THIS MORNING AFTER SEVENTY-THREE DAYS OF FASTING

John Dominic, Francis Grogan, and Brother of Deceased, John MacSwiney, Only One of Deceased's Family Not Present

SOUTH IRELAND IN MOURNING

Arrangements Are Made to Take Body Back to Emerald Isle—Autopsies From That Point and Coroner's Inquest—Funeral Prohibited

FAVOR RAISES FOR FIREMEN

Paterson Firemen's Association

WOMAN LOSES ALIMONY SUIT

Alimony Suit Dismissed

REPUBLICANS WILL PARADE

Parade for the 100th Anniversary

GEN. HAWKINS KILLED BY AUTO

General Killed by Automobile

THINK REALIST MOTIVE FOR STRANGULATION OF WOMAN

Woman Strangled

LOCAL DOCTORS PASS TESTS

Local Doctors Pass Tests

STOLE BOUQUET FOR A GRAVE

Grave Robbery

RAYMOND BURR SAFE IN BERLIN

Raymond Burr Safe in Berlin

LIGHTS DELAY PUBLIC SERVICE

Public Service Delayed

FIVE PLEAD TO INDICTMENTS

Five Plead to Indictments

FLAMES BURST FROM FIRE NOSE THROUGH WHICH WATER PASSES

Flames Burst from Fire Nozzle

THE Paterson (N. J.) Press-Guardian has changed its make-up from a seven-column page of 13-em columns to nine columns of 12 ems, to meet a 20 per cent cut in its 1921 contract allotment of paper. W. B. Bryant, publisher of the Press-Guardian and chairman of the A. N. P. A. committee on conservation, told EDITOR & PUBLISHER that by the change the paper had been able to print in 24 pages its edition of October 22, which would have used 32 pages of the old size. Mr. Bryant continued:

"The growing advertising patronage and circulation, even at 3 cents a copy, required more instead of less paper and we realized that a drastic cut in consumption would be necessary to avoid going into the spot market. The problem was put up to R. R. Buvinger, newspaper engineer, who advised changing from seven columns of 13 ems to nine columns of 12 ems. This required 19- and 38-inch rolls, which the mill found it possible to supply.

"The change was accomplished last Thursday, without confusion or delay. Last Friday's business was handled in 24 pages. Eight less forms to handle required less floor space and sixteen plates eased the stereotyping.

"The columns were lengthened half an inch, gaining 4 1/2 inches per page, or 108 inches in a 24-page paper. No additional paper is consumed by the longer

columns as the sheet-length remains the same. The nine-column page greatly simplified the problems of make-up of advertising, as two wide advertisements can be placed side by side.

"Rolls of 19 and 38 inches permit 3/8-inch side margins and 3/4-inch center margins. The Press-Guardian uses dry mats, the additional shrink of which sidewise permits 38-inch rolls. With wet mats 38 1/2-inch rolls are needed.

"The former rolls were 33 inches wide. The 38-inch rolls are 5 inches, or 15 per cent wider. Nine columns is two columns or 28.5 per cent more space. The half-inch longer columns afford 2.5 per cent more space, making the gain of space total 31 per cent. Deduct 15 per cent more paper and the net space or paper saved is 16 per cent.

"The increase of two columns per page and a longer page increases the press capacity 31 per cent. That is, 24 pages of 9 columns contain 31 per cent more lines or inches of space than 24 pages of 7 columns. The old 8-column chases that were used for 7 columns were altered slightly for nine columns.

"The Press-Guardian is installing this week a display Intertype and has simplified its composing room work by installing a system designed by Mr. Buvinger for controlling the insertion and storage of all type, electros or mats of either national or local advertisers that run on schedule or series."

GERMANY RELYING ON ADVERTISING TO WIN BACK U. S. TRADE

An American's Investigation Indicates That Manufacturers Must Prepare for Keen Competition Again—Our Directories Already in Use

By M. J. KLEIN

IT is almost two years since the last-gun was fired against the last retreating German, who knew for a long while in advance that he was fighting a losing battle, as far as guns were concerned. The echo of that gun had hardly died in that German's ear, when he already began laying plans for the resumption of business. He was ready to call his late enemy "Komrad" and at the same time show his sample case. So common was this occurrence that the commander in chief of the Allied armies, issued a proclamation—prohibiting it. The fact that many of our boys returned with all sorts of German trophies—proves conclusively that this trade was pretty brisk for a short while.

What the individual German soldier was doing on a small scale was being done by the German manufacturer on a rather extensive scale. The manufacturer began writing to his American friends, asking them to send at once to Germany, copies of the Telephone Red Book, city directories and other sources of information. This little paragraph may explain the receipt of many circular letters from German concerns, by American firms, who were mystified by these letters and wondered how the Germans got their names. Reuben Donnelly, the publisher of the Telephone Red Book, will now, for the first time find out, that some of his books, are safely reposing in the safes of German concerns.

In spite of circularizing, which was not getting enough action, the German is a great believer of advertising in newspapers, and very shortly after the Armistice advertising of German concerns who were anxious to resume business relations with America, began to appear in American newspapers. The fact that the German was so interested in making American connections, led the writer to assume that American firms would also be interested in making German connections, and that advertising in the German periodicals would produce results, and he found that his theory was correct. Some of the first ads that were sent abroad by him, seeking sole agencies, or merchandise, brought as many as two or three hundred replies. In the period of a little over a year some 300 American concerns have advertised in German periodicals, through the writer, and he has yet to find one client who has not received at least 100 replies. These replies are now materializing, and the best proof is, that the German goods are now coming into the United States. The publication of the ship's manifest in the Journal of Commerce daily, confirms this statement.

If the advertising rates in the United States were not so high, many German manufacturers would advertise their wares and seek connections through this medium. They consider our rates high, in comparison with the value of the mark, specially so when 70 German marks are only worth \$1. The value of the mark has also kept German travelers away from the United States, because it would require almost a ton of marks to buy a one-way ticket to the United States, and almost two or three tons of marks more before they leave the United States.

Because of this reason, advertising will

play a very important factor in the resumption of broken off business relations.

In a paper on the style of the Journal of Commerce of New York, there is no fewer than 400 advertisements of firms of Allied countries, who are advertising for German connections. The advertisers of this publication realize the importance of making connections in this manner. In the trade papers of Germany, one will find the same kind of ads. There is not a trade or industry in Germany that has not at least five or more trade papers—and all of them seem to be prosperous.

Some of the articles that are in daily use by us, will be more than affected by a sudden influx of "made in Germany goods." Notably, among these articles will be safety razors. Mr. Gillette will meet some keen competition when his patents expire in the shape of a pretty good imitation that can be sold with profit for 25 cents. There are several hundred manufacturers making this imitation, and they are all marking time, patiently waiting for the day when this article will be allowed entry into America. At the present, these razors are finding a ready sale in the Latin-American countries. Any number of such cases can be cited, and it might be good policy for the American manufacturer to see if what he is making—is not being made by the Germans who can by far undersell him. Shrewd American manufacturers have already looked into this matter—and the results of their investigations may or may not have something to do with this sudden drop of prices.

Germany has most of the raw materials, and can produce all of the finished products. While we are always facing strikes, lock-outs and other labor troubles—over there, labor and capital have combined for mutual benefit. Every time there is a strike in this country it is for shorter hours and more pay. In Germany they struck for longer hours so that more pay can be earned, tending to increase production.

Some of the large American concerns are sending raw materials to Germany to be finished, because of the low cost of labor. Quite a few American concerns have shipped coal to these factories so that a coal shortage would not hamper productions. American capital is being invested freely in German enterprise by Americans who already see a big profit in international trade with Germany.

The alliance between the Hamburg-American interests with American shipping companies is another factor that should be of more than passing interest to the American manufacturer.

TUFFORD ALLOTS FINAL TONNAGE

Last of Lawson Paper Goes to 74 Papers in Missouri and Kansas

(Special to EDITOR & PUBLISHER)

ST. PAUL, Minn.—Wil V. Tufford, of Clinton, Iowa, chairman of the National Committee on Newsprint Supply, writes H. C. Hotaling, executive and field secretary of the National Editorial Association:

"I am sending this week print to 74 newspapers in Missouri and Kansas, through our National Committee, which the mill informs me consumes all of the Victor Lawson tonnage. There is just a possibility of getting a small amount more allotted from some other mills in case of a dire necessity, but I think when I get through with these 74 allotments and get them closed up, that I shall make a detailed statement of all business we have handled. I thank you personally for your kindly efforts and assure you we have served the newspaper fraternity and humanity and civilization well in what we have done."

SLEETH SAYS HE'LL RETURN

Missing Portland Editor Is Trying Out Unnamed Experiment

(Special to EDITOR & PUBLISHER)

PORTLAND, Ore.—Considerable mystery attaches to the disappearance from Portland of Dana Sleeth, former editor of the Portland News and Los Angeles Record. Sleeth dropped from sight on September 28 and for three weeks nothing was heard from him.

Then came a letter to his attorney, John F. Logan of Portland. The letter did not reveal Sleeth's whereabouts but gave assurance that he was well and would eventually return to Portland. He said that he was working on an "experiment" that he wanted to try out.

Before his disappearance Sleeth was living on a farm near Portland and writing a daily editorial for a syndicate of newspapers.

Tarwater Appeals

GALLATIN, Mo.—Hugh Tarwater, convicted of the murder of Wesley L. Robertson, former editor of the Gallatin Democrat, and sentenced to 35 years in the Missouri penitentiary, has appealed to the supreme court. He is out on \$15,000 bond.

Albany Herald Installs Duplex

ALBANY, Ga.—The Daily Herald last week printed its first number on a new Duplex tubular press. The new page size is seven 13-em columns, 294 agate lines long.

ELDEN MOVES UP

PORTLAND, Me.—Alfred O. Elden has been made managing editor of the Evening Express, succeeding the late George W. Norton, who held the position 27 years. Beginning as a waterfront reporter in 1897, he gradually worked up through all the positions of importance in the editorial department. He was for seven years associate editor, and for the past year has been acting managing editor.



ALFRED O. ELDEN

Mr. Elden, born in Waterville, studied telegraphy in spare moments, managed the Western Union office at Rockland for a time, then came to Portland main office where he handled the United Press wire. Later he worked fast wires in the Philadelphia main office, in the Boston main office and for a short time was with The Associated Press. Meanwhile special stories or feature articles in the Lewiston Journal, Boston and New York papers, gave him his opportunity for a start in newspaper work with the Express.

Up to a year ago Mr. Elden was a frequent contributor to the Boston Transcript, New York Herald, and other papers.

Elden, who has a wide acquaintance with deep and shoal craft sea dogs, writes accurately, painstakingly and entertainingly sea stories which fascinate and educate. It was through his efforts that the Bureau of Fisheries at Washington was forced to recede from its position that dog fish (gray fish) are edible.

Court Halts a "Sale"

BOSTON.—Judge Pierce of the Supreme Court issued an injunction against the New England Velie Company and others from conducting a sale of used and new automobile trucks which has been advertised as "Raymond's Big Sale." The restraining order was granted at the request of the Raymond Syndicate, which contended that the respondents had adopted the name of "Charles Raymond" for the purpose of covering up the complainant's name, and that the language used in the advertisements was an imitation of a plan adopted by the Raymond Syndicate of advertising in dialect form and in disregard of conventional grammatical construction.

Memorial for Ella W. Wilcox

Special services were held to commemorate the first anniversary of the death of Mrs. Ella Wheeler Wilcox, poet, at the Wilcox home in Short Beach, Conn., October 31. Her ashes were mixed with those of her husband, Robert Wilcox, who died in 1916, and the urn was sealed in one of the boulders forming the foundation of the cottage.

New Montreal Financial Weekly

MONTREAL.—L'Information is the title of a new Montreal financial weekly which is to be published shortly. The paper will be of standard 8-column size, and editorially will be conducted after the style of similar existing publications. The initial circulation guaranteed is 3,000. Application is being made for A. B. C. membership. Charles Holmes is the managing-director.

What Have You Done for Forestry?

Throughout this country there are newspapers that have from time to time done something for forestry. What one has done successfully may be a valuable suggestion to another. Whether your work was for shade trees in your town, a wooded park, a bird sanctuary, a national, state or community forest or a school children's exhibition of an Arbor Day. Just as you have given support to tree planting you have helped.

Tell Us About It—

Also tell us how you did it. The question of tree planting is of paramount importance to every publisher, because of the shortage in the home production of newsprint. An exchange of views between editors and other interested parties through the columns of Editor & Publisher is sure to help. You are invited to write in detail of your newspaper's experiences in the promotion of forestry and tree planting in order that others may profit by them. This week the Pittsburgh Post tells the story of its campaign on Page 28. Next week the Detroit News will tell about its fight for trees in Michigan.

MEN'S EYES OPENED IN BOSTON

Miss Nelson Warns "They Had Better Watch Their Jobs"—Miss Entwistle Analyzes Reasons that Influence Women to Buy

(Special to EDITOR & PUBLISHER)

BOSTON.—The first annual convention of the New England Association of Advertising Clubs was a straight eye-opener for many of the male sex in the way of seeing how women are handling advertising and the grasp they have on advertising problems. President Rowe Stewart of the A. A. C. W. predicted that women would take a much larger part in the profession in the next few years than they have in the past and this was substantiated by Miss A. Frances Nelson, president of the Advertising Women's Club, when she declared that the men "had better look out for their jobs."

One of the brightest features of the entire convention was the unusual address delivered to the delegates at the Friday morning session by Miss Dorothy Entwistle, advertiser to women for the William Filene's Sons Company. Beauty, the desire to save, and the love of spending are the three big reasons that influence women to buy, according to Miss Entwistle, who said:

"First on the list, I should put beauty. You might not call it beauty. If we were speaking of clothes, you might term it style, fit or becomingness. In that case you and I mean the same thing.

"I will agree that the results do not always measure up to the artist's conception of beauty. But it is the love of beauty, nevertheless, that prompts most of the purchases.

"It is a woman's nature always to be trying to improve things. This is probably why, on the one hand, the beauty parlors are reaping a rich harvest by putting in so-called 'permanent waves,' while, on the other hand, a certain colored woman amassed a fortune with her preparation for taking the kink out. It is like a woman to do everything in her power to beautify her home, her children, her husband, herself and her city. It is beauty that gives life its lustre for women.

"Do not be misled into thinking that only attractive well gowned women are appealed to by beauty. If you will stand in front of a show window, some time, containing tasteful clothes, you will see even the frumpiest women drawn to the window as by a magnet. You will actually overhear remarks such as 'What a beautiful color scheme!' from women who, with an appreciation of beauty highly developed, lack the genius of creating beauty for themselves.

"The second reason why women buy that I should put on my list is 'to save.'

"To save labor, time or money. Or to save all three. Many women always dress in black dresses because they can be worn a long time. The appeal of the electric vacuum cleaner and electric laundry machines for the home is the triple one of time, labor and money saving. One of the most successful recent ready-made house dresses is one with reversible front that doubles the time of wear between washings.

"The price appeal alone is a strong one. I mention it last because it has been over-emphasized. It cannot be denied that everybody loves a bargain. But neither will it be denied that a woman would rather buy one becoming hat than half a dozen bargains.

"The most important reason why women buy is because they love to spend money.

"Spending the average income would be hard, tedious work indeed if women did not love to spend. The Lord made women love to spend money because it had to be done just as he made trees love to bud in the spring and cats love to care for their kittens.

"Women are more easily appealed to in advertising through their feelings than through their reason and in this respect they are no different than men.

"Use editorial advertising to build and increase confidence. Whatever you do, don't brag. Write it from the point of view of the customer. The little editorial or institutional box written about the speed with which your store reproduces at moderate prices, the styles that women want helps strengthen the purely merchandise advertisement alongside, telling of the arrival of some inexpensive dresses.

"Selling the merchandise is only half the task. Women must be sold advertising. They need to be convinced that advertising actually lowers the prices by lowering the cost of distribution. They need to be shown that by reaching hundreds of thousands of customers quickly at small expense through newspapers and magazines the goods are half sold before the purchasers enter the store and that this part of the selling costs the least. It can be shown

that advertising is a safeguard in the home; that advertisers do live up to and can be made live up to their professions."

CUPID BUSY IN CHICAGO

Aim of His Arrow Deadly in Local Newspaper Offices

CHICAGO.—Danny Cupid, the world's greatest news maker, has had an extremely busy fortnight here.

Touching lightly on the staff of the Herald and Examiner, he arranged a surprise marriage between Carol Frink, the "Little Girl Reporter," and Charles G. McArthur of the re-write staff, author of "A Bug's Eye View of the War."

Tripping lightly over to the Tribune Building, he matched up Coral Cave, assistant manager of the "morgue," and John Park, purchasing agent of the paper.

His next stop was at the Daily News, where Gregory Dillon announced his marriage to Mary Lorimer Russell, formerly of the Chicago Evening Post, a niece of George Horace Lorimer of the Saturday Evening Post.

McKeesport News Cuts Price

McKEESPORT, Pa.—The Daily News on November 1 reduced its retail price from 3 cents to 2 cents.

ADVERTISING RATE CHANGES

FOR the week ending October 9, 1920, Barbour's Advertising Rate Sheets, Inc., issued new sheets covering rate increases and other information of 61 daily newspapers. Of these, 33 were changes in general display rates and 28 were changes in other than general rates. On the changes in general rates of the 33 papers:

The new minimum agate line rate is \$1.035
The old minimum agate line rate was .871

.164 per agate

line, or 18.83 per cent of the previous minimum rate.

These changes affect a total net paid weekday circulation of 200,994.

City and Paper	Net Paid Circulation	New Rate Effective	Minimum Ag. Li. R.	Last Rate Effective	Last Min. Ag. Li. R.	Increase Per Line
Alabama—						
Troy Messenger	800	10/5/20	.0142858*	8/14/19	.0107143*	.0035715
California—						
Chico Enterprise	1,511	10/1/20	.0214286	10/1/19	.015	.0064286
Modesto News	4,472	9/1/20	.035*	1/1/20	.03*	.005
Florida—						
St. Petersburg Independent..	3,649	11/1/20	.0228	6/1/20	.0157	.0071
Georgia—						
Athens Herald	4,238	10/1/20	.03*	3/1/20	.035*	.005†
Cordale Dispatch	1,300	10/1/20	.0164286*	10/1/19	.0142858*	.0021429
Indiana—						
Indianapolis Commercial ...	1,173	10/6/20	.0571429*	10/28/19	.05*	.0071429
Peru Journal	3,955	10/8/20	.0285715*	6/26/20	.025*	.0035715
Plymouth Republican	1,310	9/20/20	.02	6/1/20	.015	.005
Iowa—						
Ames Tribune & Evening Times	2,473	9/1/20	.03*	9/17/19	.0257143*	.0042858
Dubuque News	8,004	10/1/20	.03*	3/1/20	.035*	.005†
Kansas—						
Cherryvale Republican	1,250	9/15/20	.015*	1/1/20	.0107143*	.0042858
Winfield Courier	2,111	10/1/20	.0178572*	1/1/20	.015*	.0028572
Kentucky—						
Mayfield Times	2,438	10/1/20	.02*	5/1/20	.0178572*	.0021429
Maine—						
Lewiston Sun	9,213	10/1/20	.035	7/1/20	.03	.005
Massachusetts—						
Stoneham Enterprise	400	5/20/20	.0142858*	12/30/17	.0107143*	.0035715
Michigan—						
Cadillac News	3,264	10/1/20	.025	5/1/20	.02	.005
Escanaba Press	3,180	10/1/20	.0192858	12/27/19	.0157143	.0035715
Niles Star-Sun	7/1/20	.025	10/20/19	.02	.005
Minnesota—						
Brainerd Dispatch	1,854	9/1/20	.0178572	9/1/19	.0142858	.0035715
Missouri—						
Jefferson City Capital News..	3,450	8/1/20	.025*	8/1/19	.02*	.005
New Hampshire—						
Keene Sentinel	3,022	10/1/20	.02	6/1/20	.0178572	.0021429
New Jersey—						
Bayonne News-Review	7,020	9/1/20	.035*	6/1/20	.03*	.005
Ferth Amboy News	8,547	10/1/20	.045	7/10/20	.04	.005
New York—						
Albany Times-Union	33,631	10/1/20	.09*	1/1/20	.08*	.01
Pennsylvania—						
Erie Times	28,194	10/15/20	.08*	12/15/19	.07*	.01
McKeesport News	12,306	10/1/20	.0357143	1/1/20	.0285715	.0071429
Wilkes-Barre News	12,837	11/1/20	.035*	9/1/19	.025	.01
Texas—						
Amarillo Panhandle ..(est)	2,150	7/1/20	.0125*	6/21/20	.0107143*	.0017857
Cisco News	10/1/20	.03*	2/2/20	.0321429	.0021429†
Mineral Wells Index	1,146	9/1/20	.0171429*	11/13/19	.0107143*	.0064286
Utah—						
Salt Lake City Telegram...	24,179	10/1/20	.08*	3/1/18	.07*	.01
Sunday Edition	10/1/20	.09*	7/25/20	.08*	.01
Vermont—						
Rutland Herald	7,917	11/1/20	.04*	10/1/19	.025*	.015
	200,994		1.0353006		.8707005	.1646008

(est)—Estimate. (AC)—Adjustable contract. *—Flat. —Less.

WOODS HEADS ALBERTANS

Formation of District Groups in Province Planned at Calgary Meeting

(Special to EDITOR & PUBLISHER)

CALGARY.—The Alberta Division of the Canadian Weekly Newspapers Association held its annual meeting here last week with a fair attendance of publishers from all parts of the province.

J. H. Woods, Calgary Herald, was elected president. Other officers are: J. H. Huntingford, Wainwright Star, first vice-president; Mrs. Annie H. Derrett, Pincher Creek Echo, second vice-president; John McKenzie, Strathmore Standard, secretary-treasurer; executive committee, H. D'Albertanson; Chauvin Chronicle; M. R. Jennings, Edmonton Journal; L. D. Nesbitt, Brooks Bulletin; Charles Clark, High River Times.

One of the decisions arrived at by the meeting was to proceed with the formation of group or district associations. This was in line with the policy found successful in Ontario. In this connection, the meeting listened to an address by V. C. French, Wetaskiwin, who outlined the history of association developments during the past year in Canada and explained how the Canadian Weekly Newspapers Association had been formed to care for the special interests of the weekly publishers of the Dominion.

An account of the way in which the Saskatchewan Press Association was linking up its work with that of the provincial university was explained by L. D'Albertanson, Chauvin Chronicle, who suggested a similar development for Alberta.

Addresses were also delivered by J. H. Woods, Calgary Herald, who told the story of the Imperial Press Conference, and by Hon. Frank Oliver, Edmonton Bulletin. While an association of weekly publishers, all the daily publishers in the province have joined the organization, qualifying for membership through their weekly editions.

More Kennebec Newsprint

BANGOR.—The new mill of the Kennebec Paper Company in Augusta will be started shortly with one 158-inch machine, capable of turning out about 50 tons of newsprint daily. A second machine of like capacity will be added later. A building formerly used by the Central Maine Power Company has been purchased by the Kennebec Company and will be equipped as a ground wood pulp mill. Six grinders, driven by motors of 1,400 h.p. are being installed. The daily capacity of the plant will be about 40 tons.

Six Point Directory Issued

The Directory of Advertisers and Advertising Agencies, compiled each year by the Six Point League has just been issued. During the past year there have been a large number of changes, and a number of new advertisers have entered the newspaper field. Copies of the directory can be had from the chairman of the distribution committee, J. P. McKinney, 334 Fifth avenue, or from Ralph R. Mulligan, secretary, 30 East 42d street.

Addresses Wanted

Knowledge as to the present addresses of J. C. Daulton, E. D. Chamberlain, Burr Price and T. W. Morris is desired by a reader of EDITOR & PUBLISHER. Information sent to the publication office, 1117 World Building, New York, will be transmitted to the inquirer.

PLAN GROUP MEETINGS IN NORTH CAROLINA

**Constructive Plan of Getting Ready for
An Annual Meeting Put Into Effect
by President Hurley—Other
State Notes.**

President J. F. Hurley of the North Carolina Press Association has sent out a call for small group meetings so that the general session in January may reflect the most helpful thoughts and opinions.

The idea is a constructive one, along the lines of which other associations may see fit to follow. Mr. Hurley says:

"It was T. M. Cooper of Enfield who suggested the advisability of a small group meeting. I am taking his suggestion and asking for a number of small meetings during the months of October and November, so that the January meeting may reflect these meetings. At each point I am designating, let the editors and publishers, and those engaged in any branch of newspaper service, come together and discuss matters that are of interest to them. Let them freely and frankly talk about their problems, and in a spirit of helpful co-operation seek to find solutions for these problems. Such practical questions as rates, advertising and subscription, news print paper, co-operative buying, mutual protection against adverse conditions, legislation, anything that appeals to you. Let the local needs, the local problems, the local conditions be discussed.

"Arrange the meeting to suit the publishers interested. Get together at any convenient time and stay as long as you want. Perhaps a banquet would help, and around the boards discuss matters of common interest. Then name some one to report to the January meeting in Charlotte and the subject that you think ought to be presented there.

"I suggest that these group meetings be held at the following places: Waynesville, Hickory, Gastonia, Salisbury, Greensboro, North Wilkesboro, Raleigh, Hamlet, Wilmington, Fayetteville, Goldsboro, Enfield, Elizabeth City and New Bern.

"I am taking the privilege of naming those who shall organize and lead these group meetings. Believing that some one should feel the responsibility, I am asking the following named to act to this purpose:

"Waynesville Group: J. D. Boon of Yarnesville and N. M. Hollowell of Hendersonville.

"Hickory Group: S. H. Farrabee of Hickory and Fred A. May of Lenoir.

"Gastonia Group: J. W. Atkins of Gastonia and R. E. Price of Rutherfordton.

"Salisbury Group: Messrs. G. E. Kestler of Concord and W. B. Crowson of Statesville.

"Greensboro Group: E. B. Jeffress of Greensboro and W. L. Stamey of High Point.

"North Wilkesboro Group: W. E. Pharr of North Wilkesboro and Stanford Martin of Winston-Salem.

"Raleigh Group: Josephus Daniels, Jr. of Raleigh and Dr. E. C. Branson of Chapel Hill.

"Hamlet Group: W. B. Harker of Hamlet and J. A. Sharp of Lumberton.

"Wilmington Group: Z. W. Whitehead of Wilmington and Benjamin Bell of Wilmington.

"Goldsboro Group: Col. Joe Robinson of Goldsboro and S. T. Meares of La Grange.

"Fayetteville Group: D. F. St. Clair and E. T. Hedrick of Fayetteville.

"Enfield Group: T. M. Cooper of Enfield and J. L. Horne, Jr. of Rocky Mount.

"Elizabeth City Group: Herbert Peele of Elizabeth City and W. K. Jacobson of Washington.

"New Bern Group: W. T. Wade of Morehead City and J. B. Dawson of New Bern.

"Try this out and it may prove of great benefit to the publishers. Invite all editors, publishers, any one engaged in any phase of newspaper work, to join in.

"To the group meetings held along the state line publishers of adjoining states should be invited.

"To Gastonia, Hamlet and Wilmington meetings invite South Carolina publishers close by.

"To the North Wilkesboro, Greensboro, Enfield and Elizabeth City meetings let us ask the Virginians nearby to attend.

"It is to be hoped that the publishers will attend the group meeting which this bulletin announces. They ought to be made very helpful. Conducted in an earnest and practical manner they should suggest and bring out many good things."

President Hurley has also begun the issuance of a membership Bulletin, the current edition of which records:

"The standard rate card is assured, the standard contract is on the way. It is to be hoped that all publishers have adopted the standard rate card and that they will help in bringing about the standard contract. Speed the day when there will be one contract for all, no special privileges to any one.

"The mid-winter meeting is to be held in Charlotte. The executive committee has not named the date, but some discussion indicates that it will be held about January 5 and 6. We desire to make this a fine meeting, a helpful meeting with practical subjects discussed in a practical way by ourselves. Carey Dowd and John Park are to conduct the fun and frolic feature, just a little fun to keep us in trim for work.

"Every publisher ought to take a trade paper. EDITOR & PUBLISHER is a good one for all practical purposes, and there are others of the same type and class. But all of us ought to take and read some good trade paper.

"Advertisers are more and more asking for the co-operation of publishers. There is a co-operation that pays. We can lend the advertiser a local service and this we should seek to do. There is a very definite service we can render and when we can we should do so.

"The print paper situation is a bit brighter at this time. There is, no doubt, some rough sailing ahead, but the worst is over, many believe. It was very gratifying to read the questionnaires returned recently. They showed that the publishers all had the better day. Co-operating buying ought to be discussed at the group meetings and the officers would be glad to have a report on the conditions as they exist with the N. C. publishers. We maybe can help some one. Mr. Jeffress suggests that any publisher badly in need of sheet news communicate with Charles I. Stewart, Lexington, Ky., who is in charge of the distribution of some emergency paper of Southern publishers and he may help them.

"One publisher joined the association last July at Waynesville. He wrote the president that the trip to Waynesville was worth several hundred dollars to him, for he found a solution to his print paper troubles. He was up against it, we happened to know, and he found a way of escape while at Waynesville."

Original "Mutt" Is Dead

BURNS, Ore.—With the recent death at Reno, Nev., of Thomas W. Stevens, the original "Mutt" of Bud Fisher's famous team of comedy characters, has passed away. "Scotty" Bailey, the original "Jeff," died several years ago.

Kokomo Dispatch in A. N. P. A.

The Kokomo (Ind.) Dispatch has been elected to active membership in the American Newspaper Publishers' Association.

Winchendon Courier Sold

WINCHENDON, Mass.—The Courier Publishing Company has been sold by Miss Etta I. Ward to Cranston D. Eldredge and H. Burr Eldredge, of Antrim, N. H. The Courier was estab-

lished by Miss Ward's father over 60 years ago. Burr Eldredge has been associated with the North Shore Breeze, Manchester-by-the-Sea, Mass., as editorial writer and reporter and Cranston Eldredge has been employed as foreman of the Dartmouth Press, at Hanover, N. H.

HONOR CLEMENT CONGDON

Philadelphia Journalist Celebrates 30th Anniversary of Service

PHILADELPHIA.—Clement C. Congdon, editor and proprietor of the Philadelphia Sunday Transcript, was recently given a testimonial dinner by two of his friends and warm supporters at the Bellevue-Stratford. The occasion also marked the completion of thirty years as a professional newspaper man.

During the festivities, Walter M. Leslie, chairman and treasurer of the committee in charge of the dinner presented Mr. Congdon with a purse of \$1,500, and with its bestowal, Mr. Leslie said:

"During the Liberty Loan campaigns, Congdon made speeches in all the theatres of Philadelphia and in order to stimulate interest in the buying would often match the subscriptions of those in the audience, signing every slip that was presented, and loading himself down with something like \$40,000 in Government securities. With the drop to 85 in the market value of the bonds, the banks called on Congdon to make good and a heavy drain on his personal resources was started. His friends who have always known him as the exemplification of loyalty to his friends have decided that it is now their turn to show their appreciation. I have brought a check for more than \$1,500 and want to add that the work of showing our appreciation of his efforts will not end here and will go on till the check is swelled to twice the amount."

On behalf of the Booster's Club, of which Mr. Congdon was the prime mover, Albert H. Ladner, Jr., presented him with a silver loving cup.

Harrisburg, the birthplace of Mr. Congdon, was represented by a number of his friends on whose behalf, Henry Waring presented him with a gold pencil. The shortest address of the evening was made by Congdon's own son, Lieut. Clement Harris Congdon, Jr., U. S. N., who presented his father with a gold knife on behalf of the family.

Printing Exhibition for Boston

BOSTON.—A printing exhibition, which promises to excel any previous event in the graphic arts annals of Boston, is in line for the two weeks November 8-20, inclusive, in the Exhibition Hall of the Rogers Building, 491 Boylston street. This exhibition will be in two divisions—national and New England exhibits. The national section will consist of the carefully selected exhibits prepared by the American Institute of Graphic Arts. This is grouped in fifteen classified divisions, and a series of gold, silver and bronze medals have been awarded for distinction in each class.

Canadian Magazines Adopt New Size

TORONTO.—The Canadian Home Journal and Everywoman's World are planning to conform to the new standard magazine page size (700 lines) early in the new year.

Courant Adds Rotogravure Section

The Hartford Courant will publish a rotogravure section for the first time on December 5. It will be the only rotogravure section between New York and Boston.

HANDSOME HOME FOR TWIN CITY SENTINEL

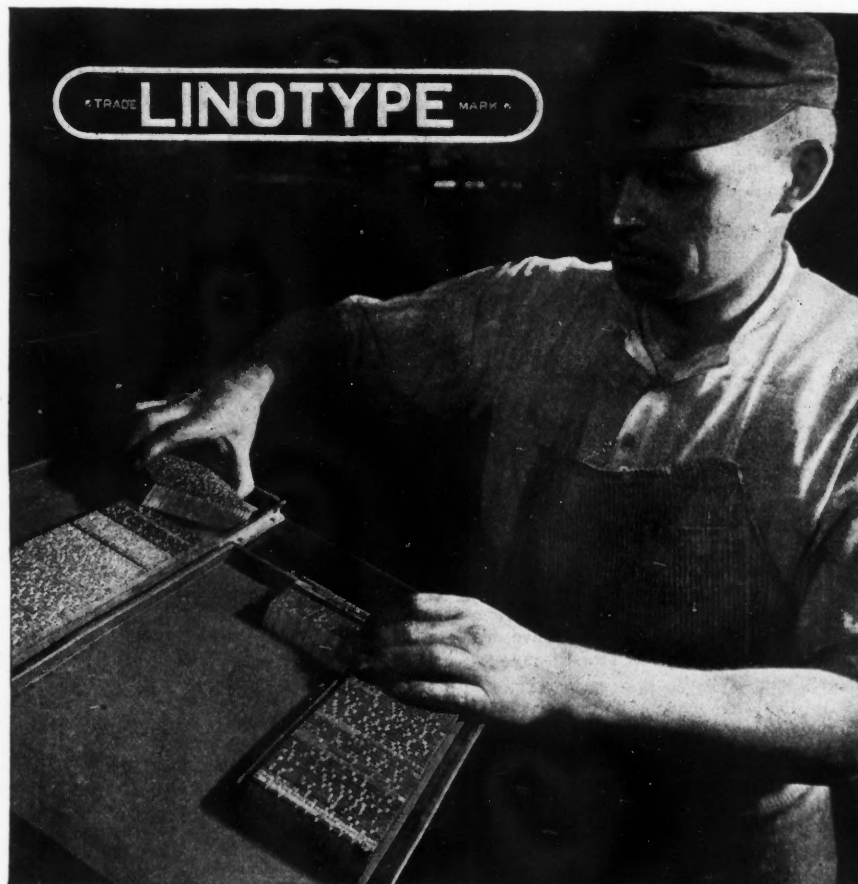


WINSTON-SALEM, N. C.—The new building of the Sentinel is practically completed, Rufus Shore, president and business manager of the company, announced this week. The new building is three stories high, of mill construction and gives the Sentinel more than twice the floor space formerly used. Three Model 14 linotypes have been installed during the past year, as well as two Ludlow typesetters, new steel fur-

niture and Hoe automatic machinery in the stereotyping department.

Every machine in the building is equipped with an individual motor and all machines have air accessible for cleaning purposes.

The building is 57 x 90 feet, with either street or alley on all sides, and is occupied by the Twin City Sentinel, afternoon except Sunday, and the Western Semi-Weekly Sentinel, published Tuesdays and Fridays.



THE SIGNIFICANCE OF THE SLUG-I

AN ECONOMY
TOO OFTEN OVERLOOKED

The economy and ease of handling slugs, as compared with one type at a time, would alone be a sufficient reason for preferring the LINOTYPE, even without giving consideration to the recognized economy of LINOTYPE composition

.....
MERCENTHALER LINOTYPE
COMPANY

THE AMERICAN JOURNALISTS' FORUM

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

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

MISSOURI ENTERTAINS IN ITS SCHOOL OF JOURNALISM'S NEW HOME

By RUTH TAYLOR

THE faculty and students of the School of Journalism of the University of Missouri entertained over 2,000 guests at their house-warming in Jay H. Neff Hall on Thursday night, October 28. The first School of Journalism held open house in the first building devoted to journalism, a building which, though beautiful in itself for its tasteful finish and perfect arrangement, was yet more attractive in gala dress. Ferns, potted plants, roses, carnations and chrysanthemums made of this business home a green and blooming fairland.

An extra edition of the Columbia Evening Missourian, the city paper produced by the students, was published an hour after the opening of the housewarming, and distributed among the visitors. More than 1,500 copies were given out.

An orchestra furnished music, and punch and wafers were served. Students eagerly welcomed the visitors and conducted them through the building explaining the various departments, and each with a deep, personal pride in his school home.

Late in the evening the students presented Dean Walter Williams with a framed testimonial which was signed by all the students of the school. The testimonial follows:

To Dean Walter Williams, the working dreamer who found journalism a trade and is making it a profession, whose patience is a constant spur to industry, and whose faith, courage and wisdom have been dominant in making supreme this, the first School of Journalism, we offer this pledge of our regard on the day we enter Jay. H. Neff Hall.

Guests were welcomed by a receiving line at the South entrance. Opposite this main entrance on the first floor is the news room, with an office adjoining for the teacher in charge of the reporters. The news room is the center of activity for these reporters, as it is there that assignments are given and news stories written. At one side is an alcove for telephone and telegraph instruments. This room had a special Western Union wire to receive election returns Tuesday night. A chute with speaking tube and copy basket connects the city editor's desk with the foreman's desk in the composing room below.

The copy reading room is in the northwest corner of this floor. A passageway connects it with the office of the teacher in charge of copy reading.

Across the hall from this room are the offices of the dean of the School of Journalism. Next to them are the business office of the Columbia Evening Missourian and the private office of the paper's manager.

East of the main entrance is the men's council room. It is tastefully furnished. Meetings of professional fraternities, class meetings, committee meetings, etc., are held in the council room.

The east end of the floor is devoted to the library, reading room and morgue.

The central feature of the second floor

is the auditorium directly over the news room. This room seats 300 persons. It will be used for the day sessions of Journalism Week, and the larger classes. The second floor is also headquarters for instruction in advertising.

The women's room on this floor serves much the same purpose for the women as the council room does for the men. It is also furnished as a rest room.

The basement houses the mechanical equipment. The composing room is on a level several feet lower than the main corridor, and a glass partition gives persons in the corridor a clear view of the mechanical printing of the paper. Photo engraving rooms, offices and circulation room are also on this floor.

The school extends a welcome to all visitors who are interested in seeing this newspaper plant and newspaper school.

WHAT THEY THINK OF "A. J. A."

A CITY editor in the State of Washington states: "It is a move in the right direction, delayed these many years."

A reporter on a newspaper in Michigan, after sending us the list of the editorial workers, says: "The employees in the editorial department here are eager to do all in their power to aid a national organization and appreciate the courtesy shown them by the St. Louis Association of Journalists in affording them an opportunity to enroll in the association. You may count on this force for enthusiastic support."

"Wishing you every success in your undertaking for yourself and associates," writes a city editor in New Hampshire.

"We in this office look upon this as a much-needed organization," from Lexington, Kentucky.

JOURNALISM AT JOHNS HOPKINS

THE marked success of the course in practical journalism, which was given as an experiment this year at the summer school of Johns Hopkins University, has induced Edward F. Buchner, director of the college courses for teachers, to include the study in the regular curriculum the coming winter. G. Ellis Porter, of the Baltimore Sun editorial staff, will be the instructor.

WHAT DO YOU THINK ABOUT IT?

Answering your question:

"What is it that attracts men to newspaper work and holds them if, as it is claimed, the financial rewards are not as great as in other professions and business?"

It is the accident of birth which has implanted in one man a desire to hunt and fish and in another the desire to ride around over the country on freight trains, and in another the desire to work on a newspaper. The man who was born that way likes to work on a newspaper just as his brother likes to whittle a stick and his uncle likes to loan money under a three balls sign. He likes newspaper work because growing plants like sunlight—it is the living principle of life to him. He likes newspaper work because a cow raised on a mountain will not live in a valley where the grass is finest. It isn't the financial rewards and easy life they want, but the opportunity to utilize the talents with which they were endowed by nature and to enjoy the pleasures of following their own inclinations.—Andrew McBeath, Temple, Texas.

Our Letter Box

EDITOR & PUBLISHER extends a cordial invitation to traveling newspaper and advertising folks to make its office their headquarters whenever in New York city.

Mail or communications in any other form may be addressed here and will be forwarded or held until called for, according to desire.

Our records afford exceptional opportunities for tracing friends that you may have lost track of and practically every other form of newspaper and advertising data.

Stop in when in New York next time or ask us for any information by mail or telegraph and service will be gladly rendered, if possible, without cost.

At present there are communications awaiting:

T. W. Morris Burr Price E. D. Chamberlain J. C. Daulton

Letters to be called for will be listed from time to time.

EASY TALK

By Philip R. Dillon

R. H. Davis on Judging Manuscripts.

—I see by the papers that Robert H. Davis, better known as "Bob" Davis, after eighteen years of gripping service and success with the Frank A. Munsey Company, is to retire from that concern and is to establish a literary institution of his own.

I do not know of any other single personality in America that has so twined itself into the intimate life of the whole writing profession of this country, as that of Mr. Davis. One who knows of his superman energy, is helpless to select even the big things he has done in the unpublic fields. My thought persists in going back to the little country weekly, the Carson (Nev.) Appeal owned by Sam Davis the brother of Bob, where Bob learned to set type and write items in the days when the Digger Indians used to come to town and steal the ink rollers and eat them. Yes, this thought comes by a psychological freak.

But it is through his intimate personal letters that Mr. Davis is best known to several thousand persons.

From my files, I take the following, which was written to me on May 16, 1908:

"... It is not odd that a contributor, whose manuscript I rejected, should regale himself with criticisms of my judgment. It never surprises nor irritates me to hear my judgment assailed. I am far from fallible,—farther, perhaps, than most men in the business—but I never hesitate to tell a man frankly what I object to. I don't gen-

eralize. I point out the particular weakness that seems to me most apparent. But there is always room for a controversy, always room for an argument. It would not surprise me to hear that I had let a good many fine stories escape me, because of certain fundamental objections that have their origin in my cupidity,—a trait that has recently developed to a high degree. A magazine printed for the masses, depending for its circulation upon the approval of the average reader, cannot afford to have its platform rewritten by every reform candidate who happens to possess a bottle of ink and a fountain-pen.

"You know, I never pretend to be an authority on literature. Frankly, I don't understand a good deal that is approved by the Congress of the Corrugated Browns. I never cared for Matthew Arnold. Walter Pater is about as interesting to me as an attack of cholera. I like Carlyle only when he is yellow. Henry James, like the appendix, is quite unnecessary; but has not yet set up sufficient inflammation to justify his removal. Doubtless all these pure flames will do a pyrography stunt on the pages of history, but their publishers will come to the front with a deficit.

"If I could find a man willing to criticize my judgment, instead of criticizing me, I would invite him up to luncheon and turn him loose. As a rule, I get both barrels,—the first a choke-bore attack on my ability to have an opinion, followed by a second load terminating with that classic phrase: 'What does that fat slob know about it, anyhow?' What relation weight has to wisdom, I do not know. But in some way or other, they are inseparable when the writer-fold allude to me.

"Nevertheless, we will now proceed to get to press on about four more.

"Ever sincerely yours,
"R. H. Davis."

OHIO WOMEN MEET NOV. 12-14

THE Ohio Newspaper Women's Association, which was organized 18 years ago this month, will hold its annual convention in Cleveland November 12-14. Delegates from more than 50 Ohio cities and towns are expected. Invitations from the Chamber of Commerce convention board, from Mayor W. S. Fitzgerald, and from the Cleveland Women's Press Club, through Mrs. May C. Whittaker, president, have been issued. Miss Pearl Helfrich, Bowling Green, is president of the state association.

—habits that compel

You cannot select the time to read your daily newspaper.

You *must* read it morning and evening, day in and day out.

And you *do*.

Habit compels you.

To many the regular reading of merchandising news (some call it advertising) is a habit.

The resulting immediate action is also habit.

Habit is the line of least resistance in every single thing you do.

And that is why advertising in daily Newspapers sells more goods than any other type of advertising medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Serial Advertisement No. 47

An established Company with five offices carefully located, and twelve competent salesmen, can produce more business for a Publisher than a small staff with two offices—but on the commission basis the cost is no greater.

*E. Katz Special Advertising Agency
15 East 26th Street, New York City*

Where President-Elect Harding

The Eyes of the Whole World Are

*The Consolidated Press Association
the Activities of the President-Elect*



T. H. E. Porchman will accompany Senator Harding to Point Isabel, Texas, then to Colon, Panama, and back to Marion, Ohio, for the winter, and will write a picture story of the inauguration ceremony and the scenes at the White House.

Porchman's style of expression is unexcelled among America's newspaper writers. He is a first-class reporter with a splendid sense of proportion. He will write the human interest stories that will involuntarily command first page.

Our Rates Are Equitable Because

Wire or Telephone for Reservations

ROBERT B. McCLEAN

Consolidated Press

(DAVID LAWRENCE)

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

HORACE EPES

Western Superintendent

Fourth Floor, Daily News Building, Chicago

...Goes, There Will Be the Big News ...on America's New Chief Executive

...on Announces a Special Service Covering
...ect Daily During the Next Four Months

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They will be followed from day to day by men and women throughout the country. For Porchman writes colorful, interesting and entertaining dispatches. He will also present a correct interpretation of passing events and tell your readers the truth about Cabinet gossip as well as suggested policies of the President-Elect.



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These dispatches will be sent DAILY and will average 900 words each delivered by wire or relayed by mail from our own telegraph terminals and distributing centers.

...use Our Aim is Permanent Service

...ons and Exclusive Publication Rights to

...AN Business Manager

... Press Association

... (INCORPORATED)

... D. C. Telephones, Main 1357 and 1358

JAY JEROME WILLIAMS

Eastern Superintendent

Eleventh Floor, World Building, New York City

TIPS FOR ADVERTISING MANAGERS

VREDEBURGH-KENNEDY COMPANY, 171 Madison avenue, New York. Sending out 3,000-line contracts for A. O. Bliss Company, Washington, D. C.

F. WALLIS ARMSTRONG, North American Building, Philadelphia, Pa. Making 15,000-line contracts for Boscul Coffee Company.

D'ARCY ADVERTISING COMPANY, INC., International Life Building, St. Louis. Placing advertising for Moon Motor Car Company.

VANDERHOOF & COMPANY, INC., 140 South Dearborn street, Chicago. Making 5,000-line contracts for Association of Almond Growers, Paso Robles, Cal.

JACOBS & Co., Clinton, S. C. Making contracts for A. C. Tusbury Lumber Company.

BROOKE, FRENCH & SMITH, INC., Kresge Building, Detroit. Handling advertising of Square D. Company, manufacturer of Safety electric switches. Newspapers, national and industrial magazines will be used.

GUNDLACH ADVERTISING AGENCY, Peoples Gas Building, Chicago. Handling account of Consumers Stores Company, mail order groceries.

HOYT'S SERVICE, INC., 116 West 32d street, New York. The National American Bank of New York, one of the latest additions to the uptown New York financial and business district, has placed its account in the hands of Hoyt's Service, Inc. Julian M. Gerard is the president of this bank. Details of the campaign will be announced later.

WEINIK-HAYES COMPANY, 50 Park place, New York. Now making up schedules for Pitts & Kitts, Manufacturing Company, steam specialties; Perolin Company of America, "Formetal—The Water System Treatment; Fleischer & Co., human hair goods; New York Machinery Company, steel lockers, baling presses; Julius Aderer, Inc., dental supply manufacturers; Lehman Brothers, metals; F. & R. Company, novelties; newspapers and periodicals and trade publications will be extensively used.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Making contracts for Texas Farm and Rauch Publishing Company; placing advertising for Graton & Knight Manufacturing Company, standardized leather belting, Worcester, Mass.; again sending out 5,000-line orders for the Merrill-Soule Company's "None-Such" Mince Meat, Syracuse, N. Y.

GARDINER & WELLS COMPANY, INC., 150 Madison avenue, New York. Placing 1,000-line contracts for National Biscuit Company.

THOMAS ADVERTISING SERVICE, INC., Graham Building, Jacksonville. Making 5,000-line contracts for Florida Citrus Exchange.

THEODORE F. MACMANUS, INC., East Hancock avenue, Detroit. Making 1,000-line contracts for Consolidated Cigar Corporation.

H. K. McCANN COMPANY, 61 Broadway, New York. Again placing orders with newspapers for Borden's Condensed Milk Company, "Borden's Malted Milk," 108 Hudson street, New York. Reported to be making up a list of newspapers for International Motors Company, "Mack Truck" West End avenue and 64 street, New York; placing accounts of Royal Typewriter Company and Soil & Crop Service Syndicate.

H. K. McCANN COMPANY, Montgomery and Sacramento streets, San Fran-

cisco. Reported a Pacific Coast campaign of advertising is in course of preparation for J. A. Folger & Co., teas, coffee and spices, San Francisco; handling advertising for Sweet Candy Company.

MERCHANDISING SERVICE CORPORATION, 120 North State street, Chicago. Again placing orders with newspapers for Princess Pat Toilet Company.

METROPOLITAN ADVERTISING COMPANY, 120 Liberty street, New York. Again placing orders with newspapers for George P. Ide & Co., Ide shirts and collars, Troy, N. Y.

PICARD & Co., 16 West 46 street, New York. Placing large special copy with newspapers for Underwood Typewriter Company, 30 Vesey street, New York; handling advertising for United Shirt & Collar Company.

GEORGE M. POTTER, 5 Beckman street, New York. Placing orders with newspapers for Financial Press, 116 Broad street, New York.

WILLIAM H. RANKIN COMPANY, 104 South Michigan avenue, Chicago and 50 Madison avenue, New York. Reported will make up lists during next thirty days using newspapers for Haynes Auto Company, Kokomo, Ind.; sending out 10,000-line contracts for "Mrs. Shepard's Apple Flakes."

REDFIELD ADVERTISING AGENCY, 34 West 33 street, New York. Reported placing advertising with newspapers for Leshner, Whitman & Co., crepe mohair, 881 Broadway, New York.

JOSEPH RICHARDS COMPANY, 9 East 40th street, New York. Will place the Fourth Red Cross Roll Call advertising campaign before Red Cross week of November 11 to 25. Placing orders with newspapers for F. Berg & Co., hats, 1107 Broadway, New York; handling advertising for Conklin Fountain Pen Company, Toledo, O.

JOHN RING, JR., ADVERTISING COMPANY, Victoria Building, St. Louis. Placing orders with newspapers for St. Louis Municipality Campaign.

PHILIP RITTER COMPANY, 185 Madison avenue, New York. Will handle the advertising for Quebec Steamship Company, 34 Whitehall street, New York.

FRANK SEAMAN COMPANY, 470 Fourth avenue, New York. Reported will make up list of newspapers for Mint Products Company "Life Savers" (mints) and "Pats" (fruit tablets), Port Chester, N. Y. Reported will make up newspaper list for S. K. F. Industries, Inc., "Ball Bearings," 165 Broadway, New York; placing advertising in Western Canadian newspapers for the Karples Company, Providence, R. I., makers of "La Tosca" Pearls.

STROUD & BROWN, 303 Fifth avenue, New York. Generally about this time of year newspapers receive orders for E. C. Rich, Inc., Tryphosa Fruit Tablets, 342 West 14th street, New York.

BARROWS & RICHARDSON, 19 West 44th street, New York. Making 2000-line contracts for Smith Brothers Cough Drops, Chicago.

PHILIP KOBBE COMPANY, INC., 208 Fifth avenue, New York. Handling the advertising for Manahan Moth Paper Company, Inc., manufacturers of "Manahan Moth Bags." A newspaper schedule is being used.

BROTHERTON-KNOBLE COMPANY, 110 Fort street, West Detroit, Mich. Account of Cleveland Rubber Corporation,

Cleveland, Ohio, has been secured by the Cleveland office of this agency; making 5,000-line contracts for Flower Motor Company.

ALFRED J. SILBERSTEIN, 18 West 34th street, has secured account of the Diamond Shoe Company, Brockton, Mass.

BRADFIELD COMPANY, Detroit. Has secured account of Multi Products Company, "Sud-Less, Dirt-Dynamite," a washing compound. Newspapers will be used.

STANLEY E. GUNNISON, INC., 30 Church street, New York. Handling the account of Edward Weck & Son, Inc., cutlery, New York.

BROOKE, SMITH & FRENCH, Kresge Building, Detroit. Advertising of Clipper Belt Lacer Company, Grand Rapids, is now being conducted through national and industrial publications.

WESTERN ADVERTISING AGENCY, Baker Block, Racine, Wis. Handling account of the J. I. Case Threshing Machine Company, Racine, Wis. Latter company stated to EDITOR & PUBLISHER that it has no interest in the Western Advertising Agency, with which several former Case employees are connected.

JOHN CURTISS COMPANY, 1476 Broadway, New York. Again placing orders with newspapers for Thomas Cook & Sons, tours, 245 Broadway, New York.

GEORGE L. DYER, 42 Broadway, New York. Again placing orders with newspapers for Oneida Community, Ltd., plated silverware, Oneida, N. Y.

HERMON W. STEVENS AGENCY, Globe Building, Boston. Again placing contracts for Salada Tea Company, Boston.

S. A. CONOVER COMPANY, 24 Milk street, Boston. Placing orders with newspapers for Sanford Mills, "Chase Plush Robes," Sanford, Me.

J. H. CROSS COMPANY, 214 South 12 street, Philadelphia. Placing orders with newspapers for Munyon H. H. Remedy Company, Scranton.

PHILIP F. DONOHUE, Woolworth Building, New York. Placing small orders with newspapers for Yankauer & Davidson, H. W. Cotton, Inc., auction, 261 Broadway, New York.

RICHARD A. FOLEY, Advertising Agency, Terminal Building, Philadelphia. Placing orders with newspapers in Texas for Fleer & Co., "Bobs" and "Spring Root" chewing gum, Philadelphia.

ALBERT FRANK & Co., 14 Stone street, New York. Making contracts with newspapers for International Mercantile Marine Company, 9 Broadway, New York. Placing orders with newspapers in Middle West for Illinois Trust Company.

(Continued on page 38)



HERBERT W. MOLONEY

Herbert started with my organization when he was but a "cub," over ten years ago.

I was proud when he joined the Seventh Regiment and went to the Mexican Border to do his duty. I am even more proud of his long and active service with the American Expeditionary Forces, during which he was severely wounded.

Upon his discharge from the Army, after three years' service (sixteen months in the hospital), he rejoined my organization. I am extremely pleased to have him "back home" with us again.

Paul Block

Newark Star-Eagle

A "Greater" Newark with City limits five miles from the City Hall would make Newark the fourth largest City in the United States. Newark has a population of 414,216 within its City limits, but within five miles of the Newark City Hall are Harrison, Elizabeth, The Oranges, Bloomfield, Montclair, etc., (Harrison and Kearny are within a mile of the Newark City Hall.) In this compact area there is a total population of over 1,000,000.

Wise advertisers know that they cannot cover Newark itself without using the *Newark Star Eagle*. New York papers are read in the wealthy suburbs mentioned above, but in Newark itself, the *Star Eagle* is supreme. This is best proven by the fact that the *Star Eagle* has over 10,000 more City circulation than any other Newark newspaper. To reach Newark people, an advertiser must use the *Star Eagle*.

Circulation of Texas Newspapers

As shown by statements made to the Government and filed with the Postoffice Department, showing increase or decrease during the past twelve months.

NEWSPAPERS	CIRCULATION					Change in Last 12 Months	
	Oct. 1, '18	Apr. 1, '19	Oct. 1, '19	Apr. 1, '20	Oct. 1, '20	Gain	Loss
Fort Worth Star-Telegram	65,599	62,123	65,514	72,256	78,475	12,961	
Dallas News	71,612	72,340	63,572	65,020	67,683	4,111	
Houston Chronicle	54,573	54,936	51,771	51,687	49,165		2,606
Dallas Times-Herald	44,439	45,142	45,283	45,397	44,916		367
Houston Post	40,819	43,379	44,252	43,731	42,579		1,673
Dallas Journal	47,518	41,370	33,618	34,352	34,461	843	
San Antonio Express	38,958	35,884	31,126	31,545	32,506	1,380	
Fort Worth Record	24,695	24,043	25,666	27,781	27,356	1,690	
Dallas Dispatch	29,014	25,014	24,101	22,464	26,305	2,204	
El Paso Herald	27,162	24,716	24,504	25,770	25,165	661	
San Antonio Light	29,363	25,709	20,242	20,203	21,102	860	
Beaumont Enterprise	20,033	19,318	20,124	19,626	20,118		6
San Antonio Evening News	18,500	15,854	17,947	20,087	20,087	4,233	
Houston Press	18,011	15,726	15,299	14,023	17,718	2,419	
El Paso Times	17,484	15,181	14,381	13,967	15,928	1,547	
Waco News-Tribune	12,617	12,068	11,037	11,328	12,186	1,149	
Galveston News	12,453	11,722	10,750	10,775	12,133	1,383	
Wichita Times	4,479	5,792	7,419	9,252	9,470	2,051	
Waco Times-Herald	8,112	7,864	7,220	7,782	8,824	1,604	
Galveston Tribune	9,131	8,831	8,211	8,541	8,094		117
Austin Statesman	7,337	7,573	7,973	7,108	6,354		1,619

COMPILED BY
FORT WORTH STAR-TELEGRAM
 FIRST PAPER IN TEXAS
 OVER 2½ TIMES THE CIRCULATION OF NEXT FORT WORTH PAPER

Evidence of Reader Value Eighteen Months Ago

April 1, 1919

FORT WORTH STAR-TELEGRAM

was second paper in Texas—10,000 behind the first paper. Notwithstanding increased subscription rates (5c daily, 10c Sunday, \$1.00 per month by carrier in city, \$10.00 to \$15.00 per year by mail).

FORT WORTH STAR-TELEGRAM

is now

FIRST PAPER IN TEXAS

leading the second paper by

over 10,000

at higher subscription prices
 In West and Northwest Texas

THE BILLION DOLLAR TERRITORY

where per capita wealth and buying power is the greatest of any section of the Southwest

FORT WORTH STAR-TELEGRAM

has, according to latest audits

100% More Net Paid Daily Circulation

66% More Net Paid Sunday Circulation

than any other TWO PAPERS COMBINED.

OVER 75,000 DAILY—Circulation Now—**OVER 90,000 SUNDAY**

AMON G. CARTER
 VICE PRES. & GEN. MGR.

CHARTER MEMBER A. B. C.

ADVERTISING MANAGER
 A. L. SHUMAN

Make Every Car-Stop

There are many locations in your town where 10 or 12 papers could be sold, if only available. Newsboys get only the cream of the trade—at the best corners during the busy hours. Improved transit facilities spread out the suburbs so that they are difficult to cover with dealers.

Then, too, your carrier rarely delivers more than one paper to a family. Often, that copy would be left at home and another purchased on the way to work, were it only available at the right place.

The Newsbox Makes Your Paper Available Everywhere

Newsbox will give you representation at any location you desire. It supplies your readers clean, dry, sanitary papers under all weather conditions—and does it for 24 hours a day, if desired.

Besides, every paper sold through a Newsbox is paid-in-advance circulation and is so recognized by the A. B. C.

Newsbox Stimulates Sales Through Newsboys and Dealers

It has been definitely demonstrated that the Newsbox not only secures *new* circulation, but also stimulates sales through existing mediums. Dealers have actually increased their "draw" and newsboys their street sales after the installation of Newsboxes.

How Publishers Locate the Newsbox

Enterprising publishers are locating Newsboxes at car-stops, on trolley poles, electric-light poles, trees and buildings; at hospitals, colleges, post offices, office buildings, factories, gasoline-filling stations, suburban-line stations, etc.

Such locations are usually secured without cost to the publisher. Public locations are readily obtainable from utilities commissions or companies, as the Newsbox is a

Newsbox Sales Corporation, Candler Building,

LOUIS M. ANTISDALE, President

EDWIN C. MASON, Vice-President

M. BRUCE POTTER, Treasurer

THE ROCHESTER HERALD

"Western New York's Home Newspaper"

DAILY—Published by the—SUNDAY

ROCHESTER HERALD COMPANY
ROCHESTER, N. Y.

August 10, 1920,

Newsbox Sales Corporation,

Candler Building,

New York City.

Attention of L. D. Locy.

Dear Sir:

Please ship us at once by fast freight Lehigh Valley, ten more boxes. Be sure and have these fully equipped.

Kindly wire us how soon we may expect them. Thanking you in advance, we remain

Very truly yours,

ROCHESTER HERALD COMPANY

M. Bruce Potter

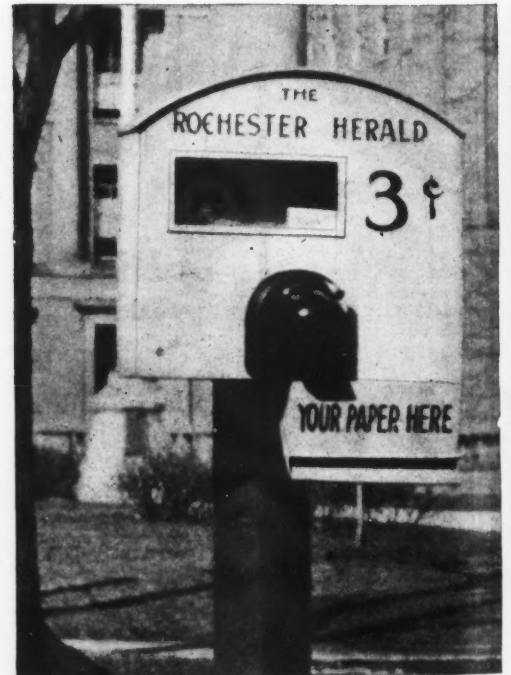
MEP:S

Treasurer.

Starting with only 10 Newsboxes the Rochester Herald has gradually developed this branch of its distribution until it now has a battery of 100 machines in service.

NEWS

TRADE MARK



How the Rochester Herald covers their car-stops.

Stop A Selling Point

recognized public convenience. Locations on private property can be obtained by appealing to the public spirit of the owner. Progressive merchants consider the Newsbox an asset. It attracts the public to their place of business and is an aid in selling other merchandise.

How to Conduct Newsbox Service

Four successful methods of distribution have been developed: (1) Serving the Newsboxes by a special truck or by the route wagon service to dealers. (2) Assigning the Newsboxes to dealers without charge. (3) Assigning Newsboxes to the authorized route carriers. (4) Making every reliable newsboy custodian of one or more Newsboxes. One of these methods will meet your needs.

The Newsbox Is Easily Maintained

The Newsbox handles 20 twenty-page papers or their equivalent, and can be set to sell at 1c., 2c., 3c., 5c., 6c., 7c. and 10c. The mechanism is contained in the small

housing shown on the front of the cabinet in the pictures below. Should an accident occur, this housing can be unlatched from the inside, removed and replaced by a spare housing in less than one minute.

Try the Newsbox at Small Cost

The price of the Newsbox is \$50 per unit, f. o. b., Orange, N. J. Baked enamel finish in one color (no lettering).

The Newsbox has made good under such varying conditions that we are convinced that you can use it with economy and profit. The recent slump in newsprint prices makes new circulation more profitable than ever. The easiest and cheapest way to get it is through Newsbox Service.

Try a few units now. Later, you will add more until the Newsbox becomes a big branch of your distribution service.

ing, New York City



Daily by Mail or Carrier in Florida
 One Year \$7.00
 Six Months 3.50
 Three Months 1.75
 One Month75
 By the Week30

CIRCULATION DEPARTMENT
THE TAMPA TIMES

"Florida's Great Home Daily"
 EARL MULLEN, Circulation Manager

Tampa, Florida

August 21, 1920

Daily by Mail Outside of Florida
 One Year \$7.75
 Six Months 4.00
 Three Months 2.00
 One Month90

Newsbox Sales Corporation,
 Candler Building,
 New York, N. Y.

Gentlemen:-

We feel that we should tell you that after six months trial we are now thoroughly sold on Newsboxes. We admit that we adopted them tentatively and with some skepticism, but the first month removed our doubts as to their practicability and you may now put us down as a permanent user.

Each month has shown a gratifying increase in the total of Newsbox sales, despite the usual summer decrease in street sales. With the advent of the tourist season, during which period our street sales practically double the summer average, we expect the Newsbox to render their greatest service to our readers.

We are particularly pleased with results obtained from boxes placed in the suburbs and outlying neighborhoods -- sections that regular sellers do not frequent. These boxes give us the heaviest returns, rendering at low cost a service that we would not otherwise be justified in giving.

It may interest you to know that our management considers the advertising value of the Newsbox equal to their cost, all of which has been charged against publicity, relieving my department of this expense.

We shall be glad to have you refer to us any newspaper that is considering the advisability of using Newsboxes.

Yours very truly

THE TAMPA DAILY TIMES

Earl Mullen
 Circulation Manager



Catching the tourist trade.
 (Courtesy of Blakeslee & Klontworth)

EM/EA

CHARGES COAL PROFITEERING**Attorney General Will Probe Accusations by Scranton Times**

(Special to Editor & Publisher)

SCRANTON, Pa.—Attorney General A. Mitchell Palmer is investigating charges filed against the anthracite coal operators by the Scranton Times and promises to prosecute the mine owners under the Lever act if the accusations are supported by an investigation the Department of Justice agents are now conducting. The Times maintains the operators have profited by \$22,000,000 through the increased prices on coal for the supposed purpose of paying the miners' back wages under the new award; that they are denying coal supplies to towns in the anthracite field so that they will have plenty for railroad shipments, and thus profit in the freight rates charged for transporting the fuel, the intimation being that virtually all of the coal producing companies are allied with railroads. The Times also demands to know why coal prices in Scranton are on the average \$2 more a ton than in Wilkes-Barre, also a coal mining centre, and but 18 miles away. The matter was brought to the attention of the Federal authorities last week and is soon expected to result in definite action.

Hamilton Morning Times Nov. 8

HAMILTON, Ont.—The first issue of the Hamilton Morning Times will appear on November 8. The Hamilton Evening Times will cease publication on November 6.

Winnipeg Free Press Raises Price

Winnipeg Free Press has increased its morning local subscription rate to 25 cents a week. To make the collection of the increased charge easier for the

carrier boys, it ran a series of advertisements justifying the new rate to its readers.

Poor Richards Sphinx Guests

Poor Richard in force will visit New York on November 9, coming in a special train from Philadelphia to be the guests of honor at the Sphinx Club banquet at the Waldorf-Astoria. This is the first of the series of banquets to advertising organizations of various cities on the Sphinx program for 1920-1921. Preston P. Lynn, past president of the Sphinx Club, is chairman of the committee which is preparing the reception to the visitors.

Advertising Matresses

SUGARLAND, Tex.—The Sealy Mattress Company has launched an intensive advertising campaign, in which 23,520 inches of daily newspaper space in the states of Texas, Oklahoma, Louisiana, Arkansas, Missouri, Iowa, Illinois, Indiana, Nebraska and Kansas is already under contract. Additional space will be purchased as the advertising campaign progresses during the fall months.

Press Agents' "Stuff" Labeled

TORONTO.—The Telegram, in printing theatrical advance notices, follows a policy of revealing their source. All reading matter submitted for insertion under the privilege allowed by its special tariff for announcement advertising, eventually finds its way to a position under the standing headline, "What Press Agents Say About Coming Events."

Nash Sells Gunter Star

GUNTER, Tex.—L. Oliver Nash, founder and editor of the Gunter (Tex.) Star, has sold his paper to W. J. Miller of Pilot Point. Mr. Nash retires from the publishing field because of poor health.

HERSHEY JOINS THEIS NEW YORK STAFF

W. H. HERSHEY is now associated with the S. C. Theis Company, publishers' representative; in the New York office. Mr. Hershey is a graduate of the School of Journalism of the Ohio State University and was on the advertising staff of the Columbus (Ohio) Daily Monitor, and the Ohio State Journal of the same city.



W. H. HERSHEY

Previous to joining the S. C. Theis Company, he was manager of the automobile department of the New York Evening Telegram. Mr. Hershey is the son of H. H. Hershey, for many years sales and advertising manager for the Peruna Company.

Cord Wood Price Multiplied

TORONTO.—Hon. W. Rollo, Minister of Labor in the Provincial Government of Ontario, has announced that the Port Arthur Pulp and Paper Co., which secured 30,000 cords of pulpwood at \$1.10 a cord, would pay \$6.05 a cord this year.

Real Estate Ads in Newspapers

PHILADELPHIA.—"The advertising campaign conducted for several weeks through the newspapers by the Philadelphia Real Estate Board created more interest than anything else at the meet-

ing of the executive committee of the National Real Estate Board in Denver," according to a statement made by William H. Wilson, president of the local organization, upon his recent return to Philadelphia.

Parsons Editor-Mayor Vindicated

TOPEKA, Kan., Oct.—Ouster proceedings against Mayor P. T. Foley, of Parsons, owner of the Parsons Morning Republican, were argued here before the State Supreme Court last week. Mr. Foley was charged with failure to report violations of the prohibition law and other alleged violations to the county attorney. A commissioner, hearing testimony, reported that the evidence did not support the charges against Mr. Foley, but the State is seeking to have the report set aside. The main contention against the mayor was that he was said to have been interested in the city printing, which was not shown to be borne out by the testimony.

Belfast Telegraph Holds Jubilee

BELFAST, Ireland.—Fifty years of service to the people of Belfast were ended on September 1 by the Daily Telegraph, but political conditions in the city prevented a celebration of the jubilee until late in October. Presentation of a life-size portrait of himself to R. H. H. Baird, J.P., managing proprietor, by the members of the staff featured the celebration.

St. Catharines Standard 3 Cents

TORONTO.—The St. Catharines (Ont.) Standard November 1 increased its price from two to three cents a copy. The Standard is now the only daily in its field, the Journal having discontinued publication a few weeks ago.

BUFFALO EXPRESS

DAILY SUNDAY

Is taken, read, liked and believed
in the homes of

Buffalo

Lackawanna

Batavia

Salamanca

Niagara Falls

Tonawanda

Dunkirk

Hornell

Jamestown

Lockport

Olean

East Aurora

"What Advertising Can Do for a Business" is the title of an interesting booklet sent Minneapolis-dealers recently by Hart, Schaffner & Marx for the purpose of impressing upon them the benefits of newspaper advertising, particularly in conjunction with the Hart, Schaffner & Marx national campaigns. Several colored charts drive home the lesson, namely that as a firm increases its advertising appropriation its volume of business increases and, as the advertising allowance is cut down so do sales slump. The story is based on the actual experience of a firm that learned its lesson only after years of costly experimenting.

In an energetic drive for new business on Chocolate Cream Coffee in conjunction with advertising in The Minneapolis Tribune the Western Grocer Company of Minneapolis, branch of the Western Grocer Co. of Marshalltown, Ia., published in its first announcement, comprising a page and three columns in The Tribune, a list of more than 700 grocers handling the coffee. Much credit is due for this exceptionally large distribution in Minneapolis to A. A. Nelson, manager of the Minneapolis house; J. Sidney Johnson, advertising manager of the home company at Marshalltown, and to the Erwin & Wasey Company of Chicago, which placed the advertising campaign.

Timely advertising is being carried in The Minneapolis Tribune for the American Cranberry Exchange to impress upon the public the various methods by which cranberries, particularly the Exchange brand "Eatmor" cranberries, may be prepared as a table delicacy. Attractive recipes are carried in the copy, which is well illustrated. The campaign in The Tribune, which was placed by the Robert McMullen Company, has given a marked stimulation to the sale of "Eatmor" cranberries.

The Ferry-Hanly Advertising Company of Kansas City has reserved space in The Minneapolis Tribune for a campaign of display advertising to introduce to the people of Minneapolis and the Northwest the Ever-Ready Hot-Bottle. It is a Sunday schedule of large, well-displayed copy, and will be merchandised to dealers along with the distribution work of the Saniucp Sales Company of Minneapolis and St. Paul, under direction of H. A. Tandler as broker. The schedule is under the personal direction of B. B. Brewer, of the Ferry-Hanly Company, who conducted an exhaustive merchandise survey of the Northwest field. The Ever-Ready Hot Bottle is a new idea, doing away with the use of water, and introducing it into homes, hospitals, etc., through local dealers.

Campus Toga clothes for men has been added to the large number of men's wear accounts running this fall in The Minneapolis Tribune. The campaign was placed by Critchfield & Co., of Chicago, for Chas. Kaufman & Bros. and runs on a once a week schedule. The copy is snappily illustrated and makes a strong appeal to young men, while at the same time not overlooking their elders.

The Emmerson shoe line is being further popularized in Minneapolis and throughout the Northwest by strong selling copy running in The Minneapolis Tribune each Friday. The campaign was placed by the Spaford Company.

A frequent, well-sustained schedule of display advertising running until Christmas has been placed with The Minneapolis Tribune for the Interwoven Stocking Company by the Erickson Company, Inc., Agency. There is a strong appeal to feminine individuality in this copy, which should create a good demand from the women of the Northwest.

The Minneapolis Tribune is introducing to the people of Minneapolis and the Northwest the Gardner automobile, manufactured by the Gardner Motor Car Co., Inc. Copy for this campaign runs for eight months and is placed by the Fisher-Brown Agency. Size sufficient to dominate the page, with good illustrations and a strong selling talk, give this advertising a pull that should do much to help popularize this new car in the Minneapolis market, particularly in view of the fact that behind the advertising stands the prestige of The Minneapolis Tribune with its circulation of 121,000 daily and 130,000 Sunday.

"When the frost is on the pumpkin"—that is the time a man's thoughts turn longingly to pancakes in the morning. The Greig & Ward Advertising Co. has taken advantage of this thought and is carrying in The Minneapolis Tribune a snappy campaign of display advertising for Virginia Sweet Pancake Flour for its client, the Fishback Company.

Marinello toilet preparations are being advertised to the women of the trade field of The Minneapolis Tribune by means of a Sunday schedule running the rest of the year. Copy comes from the Sehl Agency of Chicago and is characterized by an attractive border design set well inside enough white space to make the copy "come out."

Once a week copy for L. C. Chase & Co. is being carried in The Minneapolis Tribune. The campaign was placed by S. A. Conover & Co.

Hoyt's Service, Inc., has placed with The Minneapolis Tribune a schedule running ten times a month to March, 1920, for the Hoffman Specialty Company.

Louis Brusch, of the American Radiator Company, is telling the people of the Northwest again about the merits of his products through the columns of The Minneapolis Tribune. So steadfastly, year in and year out, have the people of this section been kept in touch with the American Radiator Company through its advertising campaigns in The Tribune that they are now known and used the length and breadth of the Northwest. Louis Brusch believes in advertising and he believes in sticking to the mediums that have been tried and have delivered the goods for him. Markedly strong selling copy characterizes the present campaign, which was placed by the Critchfield Company.

The Minneapolis Tribune has been recognized for years as the strong selling medium in the Northwest for furniture accounts, and it has just added to its list that of the Luger Furniture Company, a Minneapolis firm, which is running distinctive Sunday copy throughout the holiday season. The campaign is being placed by the Mitchell Advertising Agency of Minneapolis.

The Brunswick phonograph and records are being further popularized amongst the people of Minneapolis and the Northwest through a campaign running in the Minneapolis Tribune placed by the Brunswick Balke Callender Company. Fairly good sized copy, well illustrated, backed up by the prestige and large circulation of The Tribune, is causing this campaign to "take hold" and is helping dealers increase their sales.

A striking new campaign for the General Motors Truck Company is being carried in The Minneapolis Tribune during the fall months. Copy comes from the Green, Fulton & Cunningham Agency and is creating a nice demand for the General Motors truck.

The latest addition to the list of advertisers in the rotogravure section of The Minneapolis Sunday Tribune is the Stanley Insulating Company, which has reserved four-column space for the Ferrestat Stanley Vacuum Bottle. MacLean Libbey, sales manager and director of advertising for the Stanley Insulating Company, is giving his personal attention to this rotogravure advertising campaign. Copy is being prepared and placed by the J. Walter Thompson Company. Arranged well inside plenty of white space, stress is laid in the copy upon the fact that the Stanley Ferrestat bottle "will not break" by means of striking contrast between the display lines and the argumentative body of the copy. Copy runs until the first of the year.

Another new advertiser in The Minneapolis Sunday Tribune's rotogravure section is the New York Macintosh Company, which is thus attractively introducing to the people of the Northwest its Bestyette raincoats. Copy comes from the Brown Advertising Company and has a distinctive appeal, both in illustration and in the matter of text. Other advertisers in recent issues of The Sunday Tribune's roto section are Mallinson's, featuring the Mallison Silk Masterpieces; Hygienol Powder Puffs; the Duplex Automatic Hair Cutter; Belding's Silks; Angelus Cleansing Cream.

Big, strikingly illustrated copy is being carried in The Minneapolis Tribune for Exide Batteries by the Electric Storage Battery Company. The campaign was placed by the Geo. Batten Company agency and is bound to impress itself favorably upon the trade field of The Tribune.

The Minneapolis Tribune is completing a three-months' campaign on Herbert Tareyton cigarettes for the Falk Tobacco Company. Copy came from the Federal Advertising Agency and the schedule in The Tribune has given quite an impetus to sales in Minneapolis and the Northwest.

The Sehl Advertising Agency has sent The Minneapolis Tribune a schedule for Calumet Baking Powder, running twice a week until June, 1921. Calumet is an old friend with Tribune readers, thanks to the well-planned and continued advertising campaigns it has carried year in and year out for this enterprising advertiser.

Strouse-Baer, Inc., has been added to the growing list of advertisers in the beautiful rotogravure section being published as a part of The Minneapolis Sunday Tribune. The fact that this section is prepared and printed in The Tribune office, thus enabling the editors and art directors to carry local features of great interest as well as those of national import, adds materially to the reader interest, prestige and pulling power of The Tribune's roto section. Advertisers, therefore, have found it a most excellent medium for the introduction of their products in this artistic rotogravure color tone portrayal to the people of Minneapolis and the Northwest. Inasmuch as the rotogravure section of The Minneapolis Tribune is the only one published or circulated in the Northwest it is the only medium that enables advertisers to reach the people of this part of the country in that way.

The Universal Advertising Agency has sent The Minneapolis Tribune a campaign for the Grennan Cake Corporation advertising that company's attractive line, of table delicacies to the people of this section.

Cold weather suggests closed cars and the Koupet Auto Top Company has taken advantage of that fact to advertise to the people of the Northwest through The Minneapolis Tribune that a Koupet Top immediately transforms an open automobile into a cosy closed car. Copy was sent through by the Gardner Advertising Agency, covering a five-time Sunday run.

The Joint Coffee Trade Publicity Committee of the United States has selected The Minneapolis Tribune for a campaign of education to the people of Minneapolis and the Northwest in behalf of coffee as a table beverage. This is a well-planned and carefully prepared institutional schedule and is being backed up by heavy campaigns carried by local coffee roasting houses. Their combined influence should help materially to influence a larger use of coffee. Copy comes from the N. W. Ayer & Son Agency.

That soft drinks can be popularized and made a year round beverage with the people of this part of the country is being proved by Anheuser-Busch, Inc., through the medium of a snappy campaign running in The Minneapolis Tribune in behalf of Budweiser, the beverage "with all the old flavor but none of the kick." The schedule was placed with The Tribune by the D'Arcy Advertising Company.

Barrington Hall coffee is being readvertised throughout the trade field of The Minneapolis Tribune by the Baker Importing Company in a twice a week campaign of distinctive merit. The advertising is being written and placed by the Mac Martin Advertising Agency of Minneapolis, which specializes in high grade food accounts.

The H. R. Mallinson Company has reserved space in the rotogravure section of The Minneapolis Sunday Tribune for Mallison Silk Masterpieces, copy coming from the O'Connor & Effe Agency. Three column space ten inches deep is being used, the text and illustrations being brought out by white lettering on the sepia background of the roto, tone. The result is very attractive and must have a strong appeal for feminine readers.

The Service Department of The Minneapolis Tribune has given effective merchandising aid recently to a number of new accounts opening distribution in the Northwest field. One food advertiser reported a total of 714 accounts in Minneapolis alone obtained by the date of the opening page announcement in The Tribune. In this connection advertisers to the food and drug trade are finding The Tribune's up-to-the-minute routed lists of the Minneapolis retail grocery and drug dealers a material help, not only in that the lists are brought down to date but in the further fact that they are routed so as to enable a crew to cover the city with the least possible loss of time and at the minimum of cost for transportation.

Karo Syrup with the maple flavor is being popularized in Minneapolis and throughout the trade field of The Minneapolis Tribune by means of a well-sustained schedule of display advertising in that paper, placed for the Corn Products Refining Company by the E. W. Hellwig Co., Agency.

Member A. B. C.

The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.
Has the only seven-day Associated Press franchise.

Accepts no questionable advertising. Makes no trade contracts.
Has the largest total circulation. Is cautious as to its credits.

Has the largest home carrier circulation.

F
First in
Its City

F
First in
Its State

F
First in Its
Federal
Reserve
District

F

MAKING CLASSIFIED PAGES PAY

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

NINE-COLUMN PAGES

LAST April, the San Francisco Examiner adopted the 9-column classified page. It was found that the change from 8 to 9 columns had no ill effects on the productive power of the Want-ads and that the advertisers voiced no objections, while from a business office standpoint there was a decided saving of white paper and in increased revenue per page.

After watching the San Francisco experiment for several months all of the Los Angeles papers adopted the 9-column classified page in August. There the narrow columns have now been in use for a sufficient length of time to test their practicability. This makes the following statement by W. R. Penny, classified manager of the Los Angeles Times, particularly interesting:

"The change has proven, in every way, a success. We have not had a single complaint either from readers or advertisers. In fact, very few of our advertisers noted the change until it was brought to their attention. The saving to the Times in white paper has been over 11 per cent, a very considerable economy. The Times has been publishing over 40,000 inches of classified advertising monthly this year and condensing this amount of matter in 11 per cent less white paper means a huge item.

"By changing the style of our advertisements from all capital letters for the first lines of an advertisement to caps for the first word or prefix, with the balance of the advertisement in lower case and also with the use of smaller space bands between each word, we found that we could, in over 75 per cent of the cases, publish the same two, three, four, five and six line advertisement in the narrow column. In classified advertisements above this size, the change amounted to a slight increase in space for solid matter.

"We have not encountered any mechanical difficulties whatsoever in the change and I believe our columns are every bit as readable as with the old make-up."

CLASSIFIED MISCELLANY

FRED H. MEISER has been appointed classified advertising manager of the Detroit Free Press.

E. T. Lockhart, classified advertising manager of the Grand Rapids Press, was unable to attend the meeting of the Association of Newspaper Classified Advertising Managers in Chicago last week—reason a new daughter in the Lockhart family.

The Portland Oregon Journal is promoting its want-ad section by giving

premiums. For some time past it has given a half-pound box of chocolates with each Sunday want ad for which payment and copy have been received on Thursday and Friday.

WINNER OF PATIENCE

GROCERIES, watches and want-ads—a winning combination for R. F. Perrin, classified advertising manager of



R. F. PERRIN

the Springfield Republican. He learned salesmanship in the grocery business, and his three years at the watchmaker's bench taught him patience and the importance of detail. He started in newspaper work as a counter clerk on the Springfield Republican in 1914 and was promoted to display advertising salesman. After being discharged from the Naval Reserve Force, Mr. Perrin returned to the Republican, and in 1919 was made classified manager.

Q.—Does it pay a newspaper to belong to the Association of Newspaper Classified Advertising Managers?

A.—By J. L. Irving, classified advertising manager of the Des Moines Register and Tribune: "I am more enthusiastic over the Association now than I was when the idea was conceived. The greatest benefit I have derived is from my association with the other members, who have had different and varied experiences in building the classified columns in other publications. None of us have a corner on all of the good ideas. Through the combined efforts of the classified managers who constitute the membership of the Association, classified is being raised to a higher level and standardized in a manner which will insure more rapid growth, higher net rates, more efficient collections, and increased reader confidence."

Two Illinois Weeklies Suspended

SPRINGFIELD, Ill.—James G. Hamilton this week announced the suspension of two of his three weekly newspapers, the Mulberry Grove Messenger and the St. Jacob Enterprise. He will continue to publish the Pocahontas Patriot.

CROSS-ATLANTIC NEWSPAPER SERVICE, INC.

134 West 36th Street, New York

Announces the addition of

THE WASHINGTON STAR

One of America's Greatest Newspapers to the list of clients of Cross-Atlantic Service. This service includes:

Daily Cable Report of at least 1,000 words from Cross-Atlantic Correspondents in the capitals of Europe and

THE LONDON DAILY MAIL

Weekly Mail Service of 15,000 to 20,000 words from Cross-Atlantic, Daily Mail and other noted writers and statesmen, including a weekly article by

GILBERT KEITH CHESTERTON

The Brilliant British Master of Paradox

A London Office in Cross-Atlantic House, 184 Fleet St., E. C. 4, where readers and advertisers will find The Washington Star on file; lounge and reading rooms. A staff of competent journalists available twenty-four hours a day for any service they may be able to render.

YOU CAN GET THIS SERVICE
EXCLUSIVELY IN YOUR CITY

LUDLOW FOR DISPLAY TYPE

*It's A Habit
NOWADAYS
With Publishers*

to install Ludlow system for DISPLAY TYPE, because of its many advantages over any other display type method.

Less floor space. Less metal investment. Less initial cost. Less up-keep cost. Always all the type you need. No sort hunting. New display type faces every day. No delays. Clean print. 12 to 60 point without single machine change.

"LUDLOW—the ad compositors' type foundry."
No experts or outside help required—just your own printers.

Ludlow Typograph Co.

606 World Building
New York City

2032 Clybourn Avenue
Chicago, Illinois

LUDLOW FOR DISPLAY TYPE



The South is Wealthy Because—

THE SOUTH PRODUCES:

100 per cent of the country's cane sugar
100 per cent of the country's peanuts
92 per cent of the country's sweet potatoes
90 per cent of the country's rice
90 per cent of the country's early spring vegetables
60 per cent of the country's grain sorghum
45 per cent of the country's peaches
35 per cent of the country's citrus fruits
33 per cent of the country's eggs
30 per cent of the country's apples
25 per cent of the country's sugar

THE SOUTH HAS:

40 per cent of the country's swine
35 per cent of the country's cattle
30 per cent of the country's milch cows

THE SOUTH IS PRODUCING:

100 per cent of the country's bauxite
100 per cent of the country's barytes
100 per cent of the country's fuller's earth
99 per cent of the country's sulphur
99 per cent of the country's phosphate rock
90 per cent of the country's aluminum
60 per cent of the country's graphite
45 per cent of the country's asphalt
33 per cent of the country's pyrites
33 per cent of the country's talc and soapstone
32 per cent of the country's coal
24 per cent of the country's lead and zinc

In addition to the above sources of revenue, the South produces 66 per cent of the world's cotton

SOUTHERN NEWSPAPER PUBLISHERS ASSN.
CHATTANOOGA, TENN.

What Have You Done for Forestry?

The things that you have done to make trees grow may carry with them suggestions to others. Write to EDITOR & PUBLISHER of your experiences in dealing with this important subject. Reforestation is one of the most important questions before American publishers today. This week the Pittsburgh Post tells the story of its campaign; next week the Detroit News will tell about its fight in Michigan. Send your story today.

The Campaign of the Pittsburgh Post

Pittsburgh, Pa.
October 23, 1920.

TO EDITOR & PUBLISHER: AS I am the editorial writer to whom was assigned the handling of the Post's campaign for restoration of our devastated woods, your question, "What has your Newspaper Done for Reforestation?" has been referred to me.

The Post's experience has been that there is no subject in which the interest of the public can be aroused, and maintained, more easily than that of forest conservation, which Theodore Roosevelt rightly termed our most vital internal problem. Forests and their products play so important a part in all the affairs of life that there is scarcely a matter of current interest to which the subject does not bear some relationship. While recognizing the necessity of re-establishing timber on the devastated areas if a newsprint famine is to be averted, we did not emphasize this feature of the matter—not so much because we feared we might be suspected of an unduly selfish motive in the campaign as because we realized that there are other phases of the matter equally important.

We began the drive just about a year ago, using short editorials, rarely greater than 400 words in length, as our ammunition. We published one editorial every day for nearly three weeks, covering a different phase of the subject each day, and striving as far as possible to avoid dry statistical matter. Since then we have continued the campaign with editorials at irregular intervals, as occasion offered.

Public Response

The results which followed have been remarkable. While the Post does not presume to claim all the credit for them, there is no doubt that the developments have been largely due to the awakening of the public by this newspaper. Within a week or two of the opening of the campaign letters of commendation began to pour in from all sides—from forestry officials and associations, members of Congress, the Pennsylvania Legislature, the Pittsburgh City Council, educators, naturalists, the Boy Scouts, the American Legion, the Wild Life League of Pennsylvania.

The Congress of Women's Clubs adopted a resolution of indorsement. The Allegheny Company Executive Committee of American Legion also expressed approval.

Within a month the Pennsylvania Forest Commission met and committed itself to a project on which we had earnestly insisted from the start—namely, that Western Pennsylvania, which furnishes three-fifths of the revenues of the State, be given a more equitable share of the State forests. We have only a few thousands acres on this side of the mountains as compared with more than a million acres on the Susquehanna and Delaware watersheds. The commission adopted a resolution to devote hereafter at least 50 per cent of appropriations for the establishment of

State forests to the purchase of land on the Ohio river watershed.

As the tree-planting season approached last spring the Post began to urge owners of idle land to set out seedlings. We received reports of the planting of 150,000 forest trees in the Pittsburgh district, and have reason to believe that many others were set out, of which no direct report reached us. In addition numerous other trees were planted as memorials, for shade purposes, and to provide food for birds.

Governor Sprout became enthusiastic over forestry. He reorganized the State forest department, placing Gifford Pinchot, the foremost authority on the subject in the United States, in charge.

A Governor's Support

The Governor is now neglecting no opportunity to preach forest restoration. He has issued several inspiring proclamations on the subject, advocating the planting of trees by private owners of woodland, and urging the prevention of forest fires. He set apart one week as "Forest Protection Week," during which addresses on the subject were delivered in schools and churches and before commercial and civic organizations. The Governor is now in favor of appropriating for the prevention of forest fires a larger sum of money than has heretofore been allotted to the State forest department for all purposes.

But what is perhaps the most important development of all came in the action of the commission on revision of the State constitution in incorporating a clause under which the Commonwealth is authorized to buy what has come to be known as "the Pennsylvania desert"—5,000,000 acres of devastated forest land, one-sixth of the area of the State, which is fit for nothing but growing trees, but on which nothing is now growing be-

cause the owners do not care to wait 50 years for the timber crop to mature. This land can be bought for a few dollars an acre. The 1,100,000 acres of forest land which the State now owns were purchased at an average price of \$2.28 an acre.

A \$25,000,000 bond issue is proposed to provide funds for the purchase of "the Pennsylvania desert." With public sentiment apparently favorable to the project, it seems well-nigh certain that within a few years "Penn's Woods" will be in large part on the way to restoration.

In support of a plea to the Massachusetts Legislature last spring to authorize the purchase and reforestation of 250,000 acres of waste land in that State there was offered a computation by foresters, lumber men and business men that at the end of 50 years the State could realize from the sale of the timber a net profit of \$231.09 an acre, or a total of \$57,772,500. If Massachusetts can do this with 250,000 acres, a little calculation will show what enormous revenues Pennsylvania is going to derive from 6,000,000 acres of State forests.

The Post approached the forest problem from a number of angles. One of the most effective ways of arousing interest was found to lie in directing attention to the recreational value of forests. We pointed out that just as it is the duty of the city to provide playgrounds for the children it is also the duty of the State to provide playgrounds for its citizens.

and that nothing is better adapted to the purpose than forests. The State forests offer splendid opportunities for camping, in which an increasing number of people are spending their vacations each year. And the forest department leases camp sites for a long term at a merely nominal rental, thus permitting even people in moderate circumstances to have their own summer homes in the woods.

Sportsmen Interested

Pennsylvanians are much interested in hunting. The number of persons who took out resident hunting licenses last year was 401,130, and probably 200,000 farmers, who are not required to take out licenses to hunt on their own farms, also went hunting. These 600,000 persons are naturally eager for the restoration of the forests, because it will make for a larger supply of game. Pennsylvania is already a hunter's paradise. The kill last year was 2,913 deer, 472 bears (more than were killed in any other State in the union) and 5,181 wild turkeys, besides millions of rabbits, squirrels and other small game. But with the army of hunters constantly increasing, it is apparent that it is going to be necessary to add largely to our woodland if an adequate supply of game is to be maintained.

Fishermen are also interested in the restoration of the forest cover. The denuding of the mountain sides permits too

(Continued on page 32)

WHAT MAKES A GREAT NEWSPAPER?

The editorial page staff of The News includes eight men, five of whom give their entire time and thought to the page. Two of the men do not appear in the photograph.



Sane, forceful editorials

A newspaper should be sane, broad and forceful in its editorial expression. The News editorial page has these qualities. The painstaking effort is apparent to the casual reader. A page such as this is one of the essential elements of a great newspaper

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

THE CLANCY KIDS

FUN HUMOR ART
A DAILY SIX COLUMN STRIP

IF SHE HAD LET US
FIGHT IN PEACE I COULD
HAVE PUT OVER MY
KNOCKOUT.



Timmy is against arbitration

THE COMIC THAT WINS

WRITE FOR SAMPLES AND TERMS

M^cClure Newspaper Syndicate

373 Fourth Ave. New York City

PAN-EUROPEANISM

is BARZUN'S "LOOKING FORWARD"

through amazing new facts, ideas, plans and transformations which are just now shaking and shaping
an UNKNOWN EUROPE out of the WAR DESTRUCTION

H. M. Barzun, international editor, author and critic, is just back from a seven months' tour throughout the western, central and southern nations and "nationalities" who fought the great European war in both camps.

He has interviewed hundreds of Europe's responsible men of all political parties and social doctrines, up to the highest delegates who signed the peace treaty and the League of Nations, diplomats, generals, congressmen, trade, financial, intellectual and labor leaders, down to the fighting soldiers, workers and strikers.

Throughout such a wide and non-partisan investigation, Barzun has discovered the unquestionable arising of a new spirit justly opposing the mere "motto" of material reconstruction on the same old destroyed plan.

In fact NO RECONSTRUCTION but A NEW ORDER

can be witnessed steadily growing out of the chaos, to the light and life, throughout the present sufferings, struggles, unrest and starvations of the old world, a new order which can be tested everywhere and outlined from these topic features:

I. General disrespect of the pre-war state of things, old rules and policies, as held responsible for the war. II. Fighting opposition of the masses, labor and liberals against the still ruling imperialism. III. Successful union of workers (formerly soldiers on both sides) to stop a new war attempt. IV. Economic convention of labor, of trade men, of intellectuals, checking the political issues of the parliaments, as inefficient to settle the huge post-war problems. V. Intellectual leadership and movement of the elite towards a united Europe. VI. General vindication of "Economic Rights of the Man" as involved by the "Political Rights" obtained through the great 1789 Revolution. VII.—Developments, into every day's facts, of this economic "revolution" on a technical basis, i. e., outside of any policy, ideal, doctrine or country.

A UNITED DEMOCRACY or ANOTHER WAR

But out of these facts arise an unavoidable alternative. Will this new European spirit work out peacefully a united Europe, based on a new type of organized democracy? Or will the still dominating national imperialism come across? And then, it would mean another European war soon setting the world afire.

Such is the actual issue at stake, for the impartial observer; an issue which is by this time overwhelming all others and involving all of them—including the safety of America and the world peace.

WHICH WILL WIN—EUROPEANISM or IMPERIALISM?

For making clear this tremendous issue, H. M. Barzun is presenting, on the fair and objective basis of documentation, facts, schemes and figures he gathered throughout Europe, the "life and death" fight between the old and the new spirit, and then, to avoid any mixing up with doctrines and policies, he has been led to characterize as "Imperialism" all forces which brought the war and still wage it, and as "Europeanism" all efforts, forces and spirit struggling for a constructive peace, Pan-Europeanism being to qualify these forces without considering their nationality and their attitude during the war. But which one is entitled to win? Is the new spirit justified in claiming a new order? And what is back of that claim?

The amazing total of death credited to the old order from 1914 to 1920 gives in figures a reply:

OVER A HUNDRED MILLION OF DESTROYED EUROPEAN LIVES

BARZUN'S INTERPRETATIVE ARTICLES

Will be published during the coming months in some selected leading newspapers and reviews. They will, in a masterly manner, interpret for us these new facts, ideals, plans and principles as they just now stand and develop towards their own conclusion, and so, they will give us an exceptional chance to appreciate them under the European light.

An Authoritative European Specialist

throughout the war and since then, H. M. Barzun has already tested his clear understanding of European affairs and world problems on both sides of the Atlantic, mainly as European editor of Paris *l'Intransigeant*; as (the Paris youngest) chief-editor of the French Premier *l'Homme Libre*; as war editor in America of the French Radio, and lately as American editor of Paris *l'Information* newspaper and service.

Barzun's editorials, interviews, serials, war cables and features have been, up-to-date, published throughout:

In the European Press

l'Information, l'Action, l'Intransigeant, Le Siecle, l'Homme Libre, Paris Midi, La Depeche, Paris Journal, Le Soir, Tribune Parlement, La Depeche de Toulouse, Le Lyon Republicain, La Depeche de Grenoble, l'Action d'Auphinoise, French-American Service, French Press Bureau, French African World, French Radio Service, Information Service, Atlas Press Service (and their thousands of connected European and African newspapers).

In the American Press

N. Y. Times, N. Y. American, N. Y. Sun and Herald, N. Y. Evening Journal, Chicago Tribune, N. Y. Eve. Mail, N. Y. Sunday Pictorial, Review of Reviews, Atlantic Monthly, Living Age, American Red Cross, Columbia University, Committee on Public Information, Editor & Publisher, Newspaperdom, Fourth Estate, Lee Syndicate, Wall Street Journal, Italian Mission in U. S., United Press, Inter-News Service, Universal Service (and their thousands of connected American newspapers).

THE LEADING PEACE PROBLEMS AND AMERICA

Besides "Pan-Europeanism," the chief issue, H. M. Barzun's new contributions will bear mainly upon the present leading problems involving important consequences for America as:

1. The European attitudes towards the League of Nations. 2. The European labor veto against the peace treaty. 3. The military situation of a Europe still under arms. 4. The imperialistic aims and the danger of their coalition. 5. The responsibilities of the imperialistic system in the last war. 6. The amazing sum-up of the human, moral and material destruction in all countries. 7. The actual standing of all doctrines towards peace. 8. The possibilities of a wide European economic confederation. 9. The financial and trading outcome of the present situation. 10. The new economic prospects for America in a settled Europe, etc.

All these leading problems and their many-sided issues, meaning order or chaos, prosperity or famine, bloodshed or pacification not only in Europe, but in all other countries as well, by the undenied modern fact of the world interdependence for the evil and the good.

For Further Information Write to ATLAS-PRESS
 ROOM 1118, WORLD BUILDING, 63 PARK ROW, NEW YORK CITY

FOR THE CIRCULATION MANAGER

This department is a regular weekly feature of Editor & Publisher. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1115 World Building, New York.

RAILWAY PAYS DAMAGES

HOW often have you been able to collect any money from the express company for the latter's failure to handle papers properly?

Clarence Eyster, of the I. C. M. A., says: "One of our Louisville members recently received a \$50 check from the American Railway Express Company in settlement of a claim which hinged on the carelessness of express messengers. The total claim was for about \$80. At first the express company absolutely disclaimed any responsibility whatever, on the ground that responsibility presupposed regular receipts and regular first class rates.

The matter was fought out for five or six months, but finally the express company agreed to pay the sum of \$50, falling back, so far as the balance of \$30 was concerned, on the technicality that under their general rules their responsibility for any one shipment was limited to \$50 unless an excess rate had been paid. But the paper did get \$50, which was just about \$50 more than it ever received before under similar circumstances."

"PICK-UPS" FROM N. Y. STATE CONVENTION

"CLASSIFIED ADVERTISING," as presented by Frank McCabe, classified manager of the New York World, aroused great interest at the Tuesday afternoon session. After pointing out the necessity for trained specialists for the direction of each newspaper department, he continued:

"When anything is wrong with the circulation department, such as a delivery not being made or parts missing, the classified advertising department quickly hears of it. Small advertisers are scattered over a wide area and when unable to obtain the paper they call the classified manager and tell him about it. The little want advertisements so appropriately named bespeak life and service, and team with human interest. They represent the human interest in advertising. Each one has a purpose and from them we get an excellent idea of what is passing through the minds and hearts of the people. These advertisements contain all the human emotions and breathe the essence of everything that goes to make up life. Much of the classified advertising for this reason emanates spontaneously and furthermore it increases automatically. Those who have secured positions or help generally tell others, and in this way the advertising expands without any expense to the management."

Daniel W. Tanner, circulation manager of the Utica Herald-Dispatch and Sunday Tribune, urged co-operation between the circulation and news departments, saying:

"Suppose something should happen that may not be of general interest, but still important and of good news value to a certain section served by the newspaper. If the circulation department knows that the item, referred to is to be published, the matter of padding the orders in that section may be judiciously accomplished. The time to do this is when the item is live and not hours after it becomes stale. 'Do it now' is a mighty good slogan for every department of a newspaper. Have your editorial department tell you from time to time what is going on and you will do the

E. F. McIntyre, circulation manager of the Syracuse Herald, in discussing "Building up and handling city circulation of an afternoon paper through branches," said:

"In the matter of promotion the branch agency plan offers great advantages. In conducting prize offers or carrier contests, it is not necessary to make a plan general through-

out the city. One plan can be operated at one agency while one entirely different can be operated at the same time at another. Efforts can be concentrated on weak sections without utilizing energy in parts where you feel that the field is thoroughly covered. In the distribution of extra editions, the branch agency is of great assistance. Boys can be gathered at the various branches and cover their neighborhoods quickly and effectively."

W. B. Sutherland, circulation manager of the Auburn Advertiser-Journal, took as his topic, "Shall small town dailies use premiums and returns to increase circulation?" He said:

"Premiums, like contests and castor oil, should be taken only when required and only after a consultation of competent physicians. Premiums should be given free and on paid-up subscriptions only and at a time when the people are in a humor to take advantage of such offerings. Experience has taught the speaker that newsrooms generally handle newspapers in connection with other lines, principally cigars, and their desire to supply the wants of their customers for articles makes them order papers above, rather than below, their actual sales. We have found only a slight falling off in our newsroom sales on the no-return basis."

NEWS AND NOTES

THE St. Paul Daily News has started two new contests for its children's page. One is for short poems by girls between the ages of ten and fif-

teen and the other for the best way to earn spending money.

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, is one of the committee in active charge of the Peace and Progress Excursion to Mexico, which is being planned by the El Paso Chamber of Commerce.

H. E. Pettingill, circulation manager of the Glens Falls (N. Y.) Post-Star, gave his 60 carrier boys their annual outing on Lake Sunnyside a few days ago. The boys were complimented by Mr. Pettingill on having cut to a minimum the number of complaints on their routes.

A. J. Gerber has resigned as circulation manager of the Syracuse (N. Y.) Journal, to enter the insurance business. At a complimentary dinner tendered Mr. Gerber last week, H. D. Burrill, publisher of the Journal, presented him with a 32d degree Masonic ring, on behalf of the company and staff. Mr. Gerber was with the Journal for 16 years, and was circulation manager for 12 years. He was a member of the I.C.M. A. and a charter member of the New York State Circulation Managers Association.

Harry C. Noe has been promoted to circulation manager of the San Francisco Bulletin, with which he has been associated for some time.

A Philadelphia Newspaper

endowed with the Philadelphia spirit, translating that spirit every day in its honest, straightforward presentation of news and therefore having more power per copy than most papers enjoy.

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives
STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.



Every
Advertising
Man

ought to have the

Six Point
League
Directory

of

Advertising
Agents

and

Newspaper
Advertisers

East of Buffalo
and Pittsburgh

SEVENTH EDITION

Corrected up to Oct. 1, 1920.

The most complete and accurate list of newspaper advertisers and advertising agencies in the territory covered that has ever been published. Gives names of all space buyers, officials of agencies and advertising managers. Indicates membership of all firms in Association of National Advertisers, Inc., and American Association of Advertising Agencies, and recognition of Agencies by A. N. P. A.

Published annually by the Six Point League, an association of newspaper representatives representing more than 1,226 daily newspapers.

PRICE ONE DOLLAR

DISTRIBUTION COMMITTEE

The Six Point League

334 Fifth Avenue NEW YORK

Linking Up New England

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,605,522.

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	4,805	.0275	.0175
Boston Sunday Advertiser... (S)	697,414	.55	.55
Boston American(E)	301,595	.50	.50
Boston Globe(M&E)	265,189	.40	.40
Boston Globe(S)	349,003	.45	.45
Boston Post(M)	422,631	.60	.60
Boston Post(S)	380,461	.55	.55
Boston Record(E)	43,258	.20	.20
*Boston Transcript(E)	33,211	.20	.20
*Fall River Herald(E)	10,898	.035	.035
Fitchburg Sentinel(E)	8,617	.05	.035
*Haverhill Gazette(E)	14,587	.055	.04
Lynn Item(E)	15,196	.055	.04
††Lynn Telegram-News ..(E&S)	15,677	.05	.05
Lowell Courier-Citizen ..(M&E)	17,353	.045	.045
New Bedford Standard Mercury (M&E)	28,938	.07	.07
Salem News(E)	19,687	.09	.07
*Worcester Telegram(M)	65,511	.13	.10
*Worcester Telegram(S)	40,031	.15	.12

MAINE—Population, 762,787.

Bangor Daily Commercial... (E)	14,395	.0425†	.035
*Portland Daily Press... (M&S)	15,629	.04	.04
*Portland Express(E)	24,053	.09	.07
*Portland Telegram(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 500,510.

*Concord Daily Patriot..(M&E)	3,513	.025	.02
Keene Sentinel(E)	3,131	.03	.02
*Manchester Union-Leader.(M&E)	25,564	.08†	.06

RHODE ISLAND—Population, 652,335.

Newport Daily News.....(E)	6,155	.03357	.02926
*Pawtucket Times(E)	23,306	.06	.05
††Pawtucket Valley Daily Times (Arctic)(E)	2,130	.021429	.021429
*Providence Bulletin.....(E)	56,416	.135	.135
*Providence Journal(M)	31,885	.06	.06
*Providence Journal(S)	48,224	.12	.12
*Providence Tribune(E)	24,633	.10	.09
Westerly Sun(E)	4,529	.025	.025
Woonsocket Call(E)	13,201	.04	.04

VERMONT—Population, 361,205.

*Barre Times(E)	6,662	.025	.02
Burlington Daily News....(E)	7,010	.04	.03
*Burlington Free Press... (M)	10,326	.05	.05
*Rutland Herald(M)	6,366	.04	.04
St. Johnsbury Caledonian and Newport Record(E)	2,790	.013	.016

CONNECTICUT—Population, 1,136,086.

Bridgeport Post-Telegram..(E&M)	52,166	.115	.11
Bridgeport Post(S)	16,653	.065	.06
**Hartford Courant(M&S)	29,893	.07-.09†	.07-.09
Hartford Times(E)	38,117	.10	.10
New Haven Register.....(E&S)	29,661	.09	.08
New London Day.....(E)	10,466	.06	.045
††Norwich Evening Record..(E)	6,650	.025	.015
Norwalk Hour(E)	3,426	.025	.025
*Stamford Advocate(E)	7,705	.0375	.03
*Waterbury Republican ... (M)	12,156	.05	.04
*Waterbury Republican ... (S)	12,301	.05	.04

Government Statements, October 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.

†Rate on 3,000 lines.

**A. B. C. Publisher's Statement, April 1st, 1920.

††Government Statements, April 1st, 1920.

New England's daily newspapers link up New England in a chain of advertising publicity that has no weak links—because of the perfect distribution given.

Probably there is no other section or territory where there are so many buyers for a wide variety of merchandise or where a well spent newspaper advertising appropriation is assured richer returns.

New England furnishes all kinds of people to buy all kinds of merchandise and New England daily newspapers, reaching these people, cooperate with local merchants in selling goods.

Link up New England most effectively with what you want to sell

By Advertising in These Newspapers

WHAT HAVE YOU DONE FOR FORESTRY?

(Continued from Page 28)

rapid a run-off of the water in trout streams, causing them to go dry in summer, with the result that the trout perish. Lack of shade along the sides of the streams causes the water to become too warm for the health of the trout.

The beneficial effect that the re-establishment of forests would have on the rivers was a potent argument with which to appeal to Pittsburgh. It is a well-known fact that forests on the watersheds tend to prevent floods. And since our disastrous experience of 1907, when 1,600 acres of the low sections of the city were submerged, causing enormous damage and a depreciation of \$50,000,000 in property values, Pittsburgh has been fearful of floods. It was this experience which caused Pittsburgh business men to work so actively for the enactment of the Weeks law for the establishment of forests by the Federal Government on the headwaters of streams originating in the Appalachian mountains. The Post has used its influence in favor of another appropriation by Congress to permit the National Forest Reservation Commission, whose funds are exhausted, to continue its forest purchases.

National Forest Interest

Pittsburgh is interested in the proposed establishment of a national forest on the headwaters of the Monongahela river. Of the 682,316 acres in the area under consideration the commission, which consists of the Secretary of War, Secretary of the Interior, Secretary of Agriculture, two members of the House of Representatives and two members of the Senate, has designated 59,499 acres for purchase, and recommended that at least 200,000 additional acres be bought. The Post indorses the proposal.

We are also interested in the tentative plan for the acquisition by the Federal Government of forest lands on the headwaters of the Allegheny river—a project, however, which is likely to be held up until the Pennsylvania Legislature repeals a law, objectionable to the Federal forest authorities, under which the Commonwealth reserves the right to buy back, at cost and interest, any lands in the State acquired by the National Government for forest purposes.

Under the Weeks law the United States Geological Survey must certify, before the National Forest Reservation Commission may make purchases, that the reforestation of the land will promote the navigability of the streams arising in it. Pittsburgh's rivers have been such a blessing during the last year, permitting us to receive coal and other materials, and thus enabling our industries to continue in operation, at a time when plants elsewhere were shut down because the railroad tie-up and car shortage prevented them from getting fuel, that anything which tends to promote the navigability of the streams is sure to meet with a cordial welcome.

Trees and Drinking Water

The planting of forests at the headwaters of streams from which drinking water is drawn preserves it from contamination, which is another effective argument in behalf of forest restoration.

The forest question was found to be related to the most diverse subjects. At the time of the coal shortage it was pointed out that the farmer with a woodlot need not worry. A cord of hickory has as much fuel value as a ton of anthracite. The farm fuel-wood crop is the sixth in value in the United States,

being exceeded only by corn, wheat, oats, rye and cotton; and it was suggested that it should be increased.

At the time when compulsory military training was being agitated it was pointed out that the forests of Pennsylvania were giving 600,000 Pennsylvanians training in the use of firearms every year and developing the self-reliance that comes in traversing the woods and camping in them.

Population and Trees

At the time that labor troubles and other manifestations of unrest were causing the apprehension to be entertained in some quarters that we might have to contend with Bolshevism it was pointed out that it was bred in the alleys and garrets of cities, and that men who took their recreation in the forests were good citizens, sane in their views. The influence of forests in developing character was mentioned in this connection. It was pointed out that the most illustrious figures in American history were men who spent much of their lives in the woods—George Washington, Abraham Lincoln and Theodore Roosevelt, for example. The soldier who was acclaimed "the greatest hero of the war," Sergeant Alvin York, was a backwoodsman of the Tennessee mountains. We pointed out as significant that decadent China was a treeless country.

The census figures, showing a decrease of 20 per cent. in the population of Forest county, 30 per cent. in that of Potter county, and less notable decreases in a number of other counties, also afforded an opportunity to preach forestry, since the falling off was unquestionably due to the passing of the forests in these counties, which furnished the raw materials for their principal industries—sawmills and chemical plants and tanneries dependent on wood. With the passing of these industries a large part of the people have emigrated. Towns which ten or 15 years ago numbered a population of 2,000 or 3,000 are now completely deserted. Emphasis has always been laid on the fact that with the practice of scientific forestry a crop of wood would be taken from the forests every year, but without destroying the forests. Thus the wood-using industries would be permanently established.

The sale of some devastated forest lands in Westmoreland county by the county authorities for non-payment of

taxes served as an opportunity to direct attention to one of our little known laws, under the provisions of which owners of idle land may have a valuation of not to exceed one dollar an acre placed upon it for taxation purposes if they will plant it in trees, enter the land in the state auxiliary forest reserves, and agree to give one-tenth of the proceeds of the sale of the timber to the county. In order not to deprive the counties in which these lands are located of the taxes which they would receive if it were not for this law, the State guarantees to pay them annually two cents an acre on such auxiliary forest reserves for the benefit of roads and two cents an acre for the benefit of schools.

Shade Trees in Country

We gave a great deal of attention to the matter of shade trees and urged boroughs, townships and cities to create municipal shade tree commissions and take advantage of our liberal laws for the beautification of our streets in this manner.

We have found that interest in trees leads to interest in forests; so we stressed the importance of trees in nature study. Pennsylvania is rich in forest flora, being the meeting place of the North and South, the Atlantic coast region and the Mississippian valley. Our geographical situation gives us an unusual variety of native trees. Allegheny county, in which Pittsburgh is situated, is specially fortunate because it is the meeting place of a river flowing from the North, the Allegheny, and one flowing from the South, the Monongahela, and seeds brought down the rivers from both sections are deposited here, giving us specimens of trees that are ordinarily found only in the North or only in the South. Owing to the Post's

efforts the study of trees in the public schools receive enormous impetus, this newspaper's editorials on the subject, collected in a pamphlet, being used as texts. We did much to promote the observance of Arbor Day.

The forestry pamphlet issued by the Post, gratis, proved popular. We had applications for 8,500 copies, and a year after it was issued we are still receiving calls for it.

In the incessant crusade which we have carried on to prevent forest fires we have not limited our efforts to advising people to beware of dropping lighted matches, cigarettes and the like or of leaving smoldering camp fires in the woods, but have called upon people who never go near the forests to do their part also to prevent the devastation of the woodlands by flames by demanding of their representatives in the Legislature that they appropriate more generously for the building of steel lookout towers, the construction of fire lanes and the employment of more fire wardens.

Wide Interest

It has not been a difficult matter to arouse the people of Pennsylvania to an interest in forestry. We have always taken pride in the name "Penn's Woods" and it makes us melancholy to think that the woods have in large part been destroyed. Within the memory of living men Pennsylvania was the principal lumber producing state of the whole Union. Men still not old can recall when great rafts of logs came down the rivers to Pittsburgh to be sawed into lumber. There are, therefore, sentimental as well as practical reasons for wishing to restore the forests.

Forestry, as a science, originated in Pennsylvania. In 1855 F. Andre Michaux left a legacy of \$14,000 to the

GOSS

The name that stands for

**SPEED, DEPENDABILITY,
SERVICE**

THE GOSS

High Speed "Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS

High Speed "Unit Type" Press

Built with all Units on floor or with
Units superimposed.

THE GOSS

Rotary Magazine Printing and Folding Machine

Specially designed for Catalogue
and Magazine Work.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works: New York Office:
1535 So. Paulina St., Chicago 220 W. Forty-second St.

The Atlanta Journal

ATLANTA, GA.

Advertising in

The Journal

Sells the Goods

The Journal Covers

Dixie Like the Dew

American Philosophical Society in Philadelphia which became available in 1870 for forestry instruction. In 1877 Dr. J. T. Rothrock, professor of botany at the University of Pennsylvania, was appointed Michaux lecturer on forestry, and from this humble beginning sprang the great colleges of forestry now existing throughout the country. Dr. Rothrock, dean of American foresters, though an octogenarian, is still one of the most vigorous fighters in the cause of forest restoration. He was the first commissioner of forestry, and it was due to his efforts that our state forests, of which we are so proud, were established. He has given the Post invaluable aid in its forestry campaign.

Pennsylvania is probably an exceptionally fertile field for planting the seeds which will lead to restoration of the forests. But Nebraska's notable Arbor Day achievements indicate that there is no part of the country in which the people cannot be aroused to interest in the subject.

Yours truly,
MAX HENRICI.

Obituary

JAY RIAL, for twenty years connected with the press department of the Barnum & Bailey Circus, died recently of pneumonia at Winston-Salem, N. C., aged 68 years. He was known to newspaper men the country over.

FRED S. LEWIS, aged 62, a former Winnipeg printer, is dead at the Printers' Home at Colorado Springs. He was a member of the Winnipeg union since 1902, coming from England.

THOMAS SHERIDAN, for 18 years photographer for the New York Sun and Evening Sun, died last week after an illness of two years.

MRS. ROSE HAIGIS, aged 38, wife of Hon. John W. Haigis, editor of the Greenfield (Mass.) Recorder, died at Greenfield, October 28, following an operation for appendicitis.

MAJOR WALTER F. NURZEY, aged 64, died at his home in Buffalo of heart trouble after a three weeks' illness. For many years Mr. Nurzey was associated with the Buffalo Times as circulation manager, business manager, cashier, city editor and managing editor. He later became associate publisher of the Buffalo Express, retiring to become president and manager of the Philadelphia House Wrecking Company of Buffalo.

AUGUST MARXHAUSEN, publisher of the Detroit Abend-Post, died November 2 following a complication of illness lasting three months. He was 56 years old, and had controlled the paper for eight years.

MRS. MARY BURKE LEAHY, aged 58, wife of David D. Leahy, editorial writer on the Wichita Beacon, died last week.

MRS. J. S. NETTER, aged 97, grandmother of G. G. Netter, editor of the Garden City (Kan.) News, died recently in Cuba, Kan.

JAMES BRAND, aged 75, pioneer Kansas newspaper man, and father of Richard Brand, editor of the Ness (Kan.) News, and Bert Brand of the Great Bend (Kan.) Tribune, died after an illness of two years. He founded the Ness City News 36 years ago.

MISS BERTHA L. HEMPSTEAD, former society editor of the Topeka State Journal, who contracted an illness that developed into tuberculosis while on war work in Rumania, died in Albuquerque, N. M., recently.

PROMOTION IDEAS

PONCA CITY, Okla.—"Where were you on November 11, 1918?" is the question C. Muchmore, city editor of the Ponca City Daily News, and a former soldier, is asking daily in the News. A reporter interviews former service men and prints their replies daily.

WICHITA.—The Wichita Beacon offered a silver cup as a prize for the winner of a 25-mile handicap airplane race to be staged by a local airplane factory.

WICHITA, Kan.—"Air Travelers" is the way the Wichita Morning Eagle handles news of "Those who ride with the birds in day-by-day business." This feature appears daily in the Eagle and is becoming quite popular to the many who are using the air for business or pleasure.

PORTLAND, Ore.—The Oregon Journal Trade News is a new dealer paper that will be issued twice a month to retailers by the Journal to keep them in touch with national advertising campaigns in its columns and to secure greater dealer cooperation.

SPRINGFIELD, Ill.—A "baby edition" of the Illinois State Register has been issued for the benefit of advertisers. The edition is four by six inches, printed on glazed book paper and shows in complete detail a 28-page issue of the State Register. The "edition" was made up by photographing each page of a regular issue of the State Register.

OTTAWA, Ont.—The latest paper to attempt to promote closer relations between its advertisers and the retailers who carry their goods is The Citizen, which recently issued "The Citizen Retailer." Part of the paper's policy will be to promote sales and to increase efficiency in merchandising generally. "The Retailer" will be published monthly and distributed free to all retail merchants in Ottawa and the Ottawa Valley.

DETROIT.—Following up the extensive use of the Early Christmas Shopping poster, the Retail Merchants' Bureau of the Detroit Board of Commerce will start a contest among the school children of Detroit for the best six reasons why holiday buying should be done early. The prize will be \$50.

ST. PAUL.—The Sunday Pioneer Press offers boys and girls a chance to win cash prizes by naming which season of the year they prefer and telling why.

NEW ORLEANS.—The Item is conducting among its advertising staff semi-monthly contests offering a prize for the best 250-word article on various subjects in connection with the advertising value of newspapers. The subject of the first contest just closed was "Why Is the Afternoon Newspaper the Best Advertising Medium," and the prize article was written by L. F. Newmyer. "Honorable mentions" went to Messrs. Schwarz, Jalenak, Scharff, Briedy and Hancock. This contest has created considerable institutional interest, and the prize articles, together with those receiving "honorable mentions" are furnished the various members of the Item advertising department.

DETROIT.—The Journal is another paper to recently announce its intention of establishing a very thorough merchandising department.

James M. Pierce Dead

DES MOINES, Ia.—James M. Pierce, publisher of the Iowa Homestead, died suddenly of heart disease on November 2.

IOWA

HER CHARACTER

Ninety-nine out of every hundred persons in Iowa can read and write—the highest per cent of literacy of any equal area in the world.

Human progress is based upon Knowledge. A people is judged by its attitude toward education. IOWA spends approximately \$30,000,000.00 or \$12.67 per capita every year for educational purposes.

Naturally Iowans turn to the daily papers.

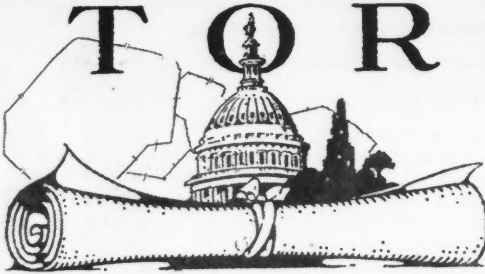
Localized advertising throughout Iowa cities puts sales over big and quick.

Some place is this Iowa.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M) 10,371	.035
Burlington Hawk-Eye	(S) 12,510	.035
*Cedar Rapids Gazette	(E) 17,567	.055
Council Bluffs Nonpareil	(E&S) 14,998	.05
Davenport Democrat & Leader	(E) 15,363	.05
Davenport Democrat & Leader	(S) 16,959	.05
*Davenport Times	(E) 23,626	.06
Des Moines Capital	(E) 53,850	.14
Des Moines Sunday Capital	(S) 37,935	.14
Des Moines Register and Tribune	(M&E) 109,523	.20
Des Moines Sunday Register	(S) 82,046	.20
*Iowa City Daily Press	(E) 3,928	.02
*Mason City Globe Gazette	(E) 9,516	.035
Muscatine Journal	(E) 8,057	.03
Ottumwa Courier	(E) 12,056	.05
Sioux City Journal	(M&E) 52,808	.11
Sioux City Journal	(S) 32,226	.11
*Waterloo Evening Courier	(E) 15,722	.05
Waterloo Times-Tribune	(M) 11,219	.035
Waterloo Times-Tribune	(S) 11,677	.035

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.

EDITORIAL



TRULY A NEWSPAPER CAMPAIGN

THE election of Warren Gamaliel Harding as the first newspaper man to become President of the United States, by the largest popular plurality ever polled, might be classed as a signal triumph for journalism except for the fact that his opponent, James M. Cox, also a newspaper man, sustains the heaviest electoral defeat since that of Greeley.

Nevertheless, the nominations and the character of the canvasses conducted on both sides are of high credit to the craft.

Even aside from the extraordinary fact that both candidates were newspaper men, it has been the most remarkable newspaper campaign in history.

To a far greater extent than ever before, the press of the country has been the open forum for discussion of the issues. It was in the newspapers that the greater part of the battle was waged, and the newspapers determined the result.

The famous traditional methods of campaigning have given way to the more effective newspaper presentation of the argument.

The great campaign speeches delivered before vast bodies of representative citizens by scores of national party leaders are no longer the power they used to be. The great speech of today is made mainly for the reporters, who get it before the people in print.

The new method reached its climax of effectiveness in the campaign just closed. Gov. Cox's complaint that the opposition papers were not printing his speeches had particular significance. Not to get into print was to be unheard.

The crowds that a Presidential candidate may directly face within reach of his voice, though they may seem multitudes, are but infinitesimal parts of the great masses. He must send his message far beyond the cheering crowd that hems him in, or else he may as well be silent.

In these days the spoken word is but a feeble whisper so far as true publicity goes; it is the printed word that thunders.

This campaign witnessed the remarkable spectacle of a Presidential candidate's train being held up, schedules smashed and speaking dates cancelled, that the newspaper correspondents might get their messages on the wires.

The great artery of nation-wide publicity had to be kept open at any sacrifice of mere speaking dates.

Fully one-half the campaign funds spent on either side went for free publicity. The Republicans particularly had thoroughly organized for this far in advance. Cartoons, editorials and stories went out regularly to papers with combined circulation of 18,000,000 a day.

The paid space taken in newspapers by the National and State Committees was small compared with that taken by local committees, candidates and independent organizations, which followed the fast pace set them.

The glowing torchlight processions and the great banner parades of the old campaign days are gone with the fervid stump speeches.

Organization has taken the place of old-time exclamation.

The printed word is the messenger that flies through newspaper direct to the minds of the millions.

WESTERN CANADA has been enthused by eloquent speeches of Government officials setting forth figures as to the possibilities of increasing Canada's agricultural production both in quantity and quality, but data as to exact methods are not supplied to the farmers. The Canadians are told, for instance, that over \$200,000,000 could be added to the country's wealth by a slight increase in the standard of beef; millions could be added by increasing the standard of hog production; while if eggs would be increased only one dozen per hen per year it would amount to \$9,000,000. These are comforting prospects; but what the Canadian farmers ought to be demanding is that Ottawa cease to sit on all this information and pass it out to the farming communities through paid advertising in the daily and weekly newspapers and the farm journals.

SALVAGING BY ADVERTISING

DETAILS of one of the largest and most successful advertising campaigns ever waged in world history are being given to the public.

At the time the armistice was signed the War Department had nearly three billion dollars' worth of surplus materials which had to be returned to the shelves and manufacturers of the United States. This material ranged in size from a package of hair-pins, bought for transport and hospital nurses, to enormous gun-boring lathes and cities capable of housing half a hundred thousand people.

This condition was met by the Government in the establishment of the office of Director of Sales with an advertising program authorizing the expenditure of over \$3,650,000 in the newspapers of the United States. This advertising campaign, conducted under the advice of a special committee of the Associated Business Papers, has produced some amazing results that tend toward a permanent reformation in Government methods of business.

The report of J. Malcolm Muir, chairman of the committee, shows that up to September 3,115 $\frac{3}{4}$ pages of business paper advertising and 778,000 lines, or approximately 390 pages, of newspaper advertising had been placed on 162 projects.

On September 10 sales had totalled \$651,461,726.65 on supplies that had cost \$1,026,815,958.20. This was a return of 63 per cent upon surplus supplies that had been considered almost total loss.

Sales of raw wool, which cost the department \$438,000,000 have returned 92 per cent to date. On one lot of steel rails the return was 105 per cent. The return on tractors has also been 92 per cent as has that on chemicals, acids and explosives. That on railway rolling stock which cost \$114,960,135.24 has been 87 per cent; on leather, 79 per cent; on textiles, exclusive of wool, 74 per cent and on small arms and small arms ammunition, 71.

E. C. Morse, Director of Sales of the War Department, would like to have Congress permit him to organize a commercial sales force and spend a percentage of the returns on the supplies, his belief being that if more money were available for advertising the returns would be far greater.

The successful experiment has demonstrated that the Government can sell even surplus war goods by advertising them, whereas it could not sell them without advertising. As a matter of business, advertising is always worth all it costs, but it has an additional psychological value in disposing of what is the people's property.

THERE need be no autocracy tolerated in this land of the free and the home of the brave—at least, none on the part of advertising agencies in dealing with publishers. C. W. Page of the C. W. Page Advertising Agency of Richmond, Va., told the Virginia Press Association how to circumvent the dictatorial agency. "If an agency attempts to be autocratic meet him half-way with a show of independence," said Page. "Don't be abusive and don't lose your temper if the agent asks for top of page one at half the rate you quote him. Just say, 'These are my rates, Sir, and we are not giving top page one to anybody at any rate at all.' Only," Page added, "I hope your rates are fair and the same to all." One rate and that a fair one he considered the best possible breeder of a helpful co-operative spirit between publisher and agency.

THE unusual appeal that tree planting holds for the American public and its possibilities as a newspaper campaign to win reader interest is disclosed in the story of the reforestation agitation carried on in Pennsylvania by the Pittsburgh Post. Home builders, civic organizations, patriotic societies and sportsmen all endorsed the Post for its educational work in that direction, and better still that Democratic journal won a powerful advocate of its policies in that particular incident in the Republican Governor of the Commonwealth. Trees appeal to all lovers of beauty, lovers of outdoors and builders of homes; trees are a vital necessity in the newspaper publishing business. What is your newspaper doing for trees in your State and city?

THE CHEAPEST DELIVERED PRODUCT

THERE are only two sources of revenue for a newspaper; one is advertising and the other is circulation. Marcellus E. Foster, President of the Southern Newspaper Publishers' Association, figures that the proportionate revenues should be at least 30 per cent for subscriptions and paper sales and 70 per cent for advertising.

Such a paper as the Houston Chronicle, of which Foster is publisher, cannot be made to yield 30 per cent at the subscription end with 50,000 circulation daily and 60,000 Sunday, charging five cents for the Sunday and 75 cents a month for daily and Sunday delivered by carrier.

The Chronicle people have figured that by increasing the subscription price to \$1 a month and the Sunday sales price to 10 cents they will be adding between \$60,000 and \$75,000 a year to the total circulation revenues, which were needed for white paper and other increased expenses.

"When you come to think of it," Mr. Foster writes to EDITOR & PUBLISHER, "I don't know of any other manufactured article in the world that would be delivered by special messenger, 30 days in the month, in rain, in sleet, in sunshine or in snow, for three and one-third cents a day. You assemble the news of all the world; you get together a great daily paper from 16 to 32 pages on week days and from 60 to 80 pages on Sunday; you hire boys, use automobiles and wagons and send that manufactured article anywhere within a radius of 10 miles by city carrier or anywhere within a radius of 500 miles by trains and by the mails, for three and one-third cents a day."

Another point is added by Foster: "A daily newspaper is the only manufactured product that is delivered in the homes of the people cheaper than the people can buy it in the streets or over the counter. The Chronicle sells on the streets daily at five cents a copy and on Sunday at 10 cents, or a total of \$1.70 per month, while we deliver it in the homes for \$1 per month. In other words, we allow 40 per cent reduction for the privilege of delivering."

In view of Mr. Foster's persuasive arguments, is not \$1 a month really a low price for any good daily newspaper delivered by carrier? As a matter of fact, is it not too low?

Colonel Blethen of the Seattle Times has the right idea—\$1.50 per month by carrier in or out of the city—\$18 per year. As a matter of fact a good newspaper is beyond price.

CANNED political propoganda made the work of the campaign correspondent dull. He was forced to accept the headquarters "hand-out" without privilege of putting "pep" in it, and he was allowed little more play of individuality than a graphophone.

November 6, 1920 Volume 53, No. 23

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Kobb, Jr., news; Charles Grant Miller, Rosalie Armistead Higgins.

J. B. Keeney, advertising; Fenton Dowling, circulation.

Chicago: H. G. Schryver, People's Gas Building, Manager; A. W. Elliott, 1205 City Hall Square Building, Correspondent.

Los Angeles: R. W. Madison, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50.

PERSONAL

CHARLES C. JENKINS has resigned as managing editor of the Fort William (Ont.) Daily Times-Journal, to become a feature writer for Maileau's Magazine, Toronto, to which he has been a contributor in the past. Incidental to holding down posts as reporter, city editor and managing editor of the well known dailies in eastern, central and western Canada, he spent one year in writing motion pictures for the Lubin Manufacturing Company, Philadelphia. It is reported that Mr. Jenkins will be succeeded on the Times-Journal by his associate for some years past, John R. Lumby, and that a new city editor will be appointed instead of Mr. Lumby.

George N. Graham, for the past four years business manager of the Worcester (Mass.) Evening Post, has resigned to become advertising manager of the Syracuse (N. Y.) Herald. James J. Conroy, for seven years treasurer of the Post Company, on November 1 became business manager of the Post. Mr. Conroy for a number of years has been connected with the business enterprises of John H. Fahey, publisher of the Post.

Frances H. Richter, former managing editor of the Philadelphia Press, who joined the staff of the Public Ledger on the sale of the Press, has been transferred from the night force to the day news editor's desk.

Oliver L. Hall, managing editor of the Bangor (Me.) Commercial, gave an address before the journalism class at Colby College, Waterville.

William Banks, who after 21 years' service, resigned as news editor of the Toronto Globe to take charge of the literary department of the British and Colonial Press, Ltd., Toronto, was presented by his colleagues with a cabinet of silver. Speeches appreciative of the services rendered by Mr. Banks during his lengthy career were delivered by W. G. Jaffray, president of the Globe, Stewart Lyon, the editor-in-chief, and by others of the staff.

Leo Weinthal, O.B.E., F.R.G.S., of London, England, sometime general manager and responsible editor of the Pretoria Press and other important South African papers, addressed the members of the Empire Club, Toronto, on November 4. The title of his lecture was "The Cape to Cairo Railway and River Route," illustrated with a large number of lantern views. Mr. Weinthal acted for many years as Reuter's chief agent for the Transvaal. Subsequently he represented the London Times and London Daily Telegraph at Pretoria for various periods.

J. F. Mackay, sometime business manager of the Toronto Globe, and more recently secretary-treasurer of Willys-Overland Limited, Toronto, has accepted the vice-presidency and general management of the John Morrow Screw and Nut Company, Ltd., and the vice-presidency of the Ingersoll File Company, Ltd., Ingersoll, Ont. Mr. Mackay is a past president of the Canadian Press Association and a former director of the American Newspaper Publishers' Association.

Joseph O. Hayden, the dean among suburban-Boston newspaper men, bought out the Somerville Journal 44 years ago last week, and has remained in active control ever since. For about seven years previous Mr. Hayden had been treasurer and office manager of the Boston Daily and Sunday Times.

E. A. Merriman has assumed both the

business and editorial management of the Brunswick (Me.) Record, succeeding Robinson C. Tobey, who has joined the staff of the Augusta Kennebec Journal, Augusta (Me.)

Olin W. Kennedy, managing editor of the Hartford Post until its suspension, has gone to the Pacific Coast, where he will engage in Democratic campaign work.

H. S. Johnston, Tilsonburg, Ont., was elected president of the newly-formed Oxford Press Association, comprising newspaper publishers and job printers.

THE EDITORIAL ROOMS

Henry Cross, who has been associated with the New York Times for the past 11 years as sports writer, has become sports editor of the New York Evening Post.

Cullen Cain, former Topeka newspaperman, but recently of Chicago, has joined the staff of the Philadelphia Public Ledger.

Miss Beatrice Erwin, feature writer on the Topeka Daily Capital has joined the staff of the National News Syndicate, Chicago.

Arthur J. Burns, formerly of the defunct Hartford Post, has joined the Times city staff. Herbert H. McCormick, former Post man, is doing publicity work for Augustine Lonergan, Democratic candidate for U. S. Senator from Connecticut.

Harry A. Shinnick, formerly of the Washington Times, has joined the Philadelphia Public Ledger's copy desk.

Walter S. Fogg, recently on the Washington Times staff, has joined the Philadelphia Inquirer copy desk outfit.

John F. Sprague, editor of Sprague's Journal at Dover (Me.) is confined to his home with an injury to one of his knees, received in a fall.

L. B. Mickel, is again Southwest division manager for the United Press, with headquarters in the Post Building, Kansas City (Mo.)

William C. McCord, late of the Philadelphia Press, is now on the rewrite staff of the Philadelphia Inquirer.

Walter C. Merritt, formerly telegraph editor of the Pittsburgh Dispatch, is now Pittsburgh manager of the International News Service.

Chester L. Smith, assistant sporting editor of the Pittsburgh Dispatch, has been made telegraph editor.

Don R. Heath, former United Press Washington correspondent, who was appointed consul to Rumania, sailed for Bucharest this week. He was married October 19 to Miss Sue L. Bell, of Topeka.

Miss Mariam Smythe is acting society editor of the Wichita (Kan.) Beacon, during the absence of Miss Mae Hendryx, who was injured in an automobile accident.

(Continued on page 37)

IN THE BUSINESS OFFICE

Walter Whiteley Hubbard has been appointed advertising manager of the Bayonne (N. J.) Evening News. He was formerly with the Baltimore American and Star and the Ludwig Piano Company.

Charles Tamasco, employed at the Milford (Mass.) Daily News for the past ten years, has been appointed general superintendent as successor to J. Fred Coleman, who resigned.

FOLKS WORTH KNOWING

NOVEMBER 1 was the first anniversary of the change of management in the Augusta Chronicle. A year ago Thomas J. Hamilton, at the head of a group of young Augusta business men, purchased a controlling interest in the stock owned by Thomas W. Loyless and associates. Mr. Hamilton became president and editor, Benjamin E. Pierce, attorney, became vice-president, and Thomas N. Hardin, secretary and business manager. The advertising manager of the Chronicle is Dan R. Pettit, who returned to the paper with the new management, after having been engaged for some time in the automobile business. Thomas D. Murphy, associate editor, is a veteran of 40 years' experience; Loyd T. Hall, city editor, and Dunbar Hair, night editor, are the new executives.



T. J. HAMILTON

The editor of the Chronicle is a progressive young newspaper man. At the age of 20 he was a cub reporter, at 22 a city editor, at 24 a managing editor and at 33 the president and editor of the South's oldest newspaper. He is a native Georgian, having been reared 18 miles from Augusta.

Mr. Hamilton is now waging a strong campaign for community building. His announced program has been one of putting Augusta's interests ahead of everything and the business men of the community are giving him cordial support. The slogan of the Chronicle is "100,000 population for Augusta by 1930."

Files of the Chronicle, dating back to 1785, are guarded with jealous care and are valued at \$10,000.

J. Thomas Lyons, for several years service manager of the Baltimore Sun, has been promoted to foreign advertising manager.

Claude Stewart Allen, of the advertising staff of the Montgomery (Ala.) Advertiser, and brother of Charles H. Allen, publisher of that paper, has announced his engagement to Miss Leila Marguerite Downing of Brewton, Ala.

Louis I. Block, for eight years a member of the advertising force of the Chicago Evening American, has become sales-manager of the Amboy Products Company.

H. W. Albright, for 14 years manager of the Oklahoma City plant of the Western Newspaper Union, has been transferred to Wichita, Kan., where he succeeds W. W. Welter, for 10 years manager here. Mr. Welter has been placed in charge of the handling of prints and plates among the branches of the W. N. U.

Graham Anderson, advertising manager of the Free Press Prairie Farmer, Winnipeg, Man., was a visitor to advertisers and agencies in Toronto and Montreal during the past two weeks. He reports a considerably increased volume of business.

G. C. Humphreys, formerly of the Ottawa (Ont.) Free Press, has been appointed chief advertising clerk of the Toronto Globe. His predecessor, W. J. Irwin, has assumed the duties of secretary in the general office.

WITH THE AD FOLKS

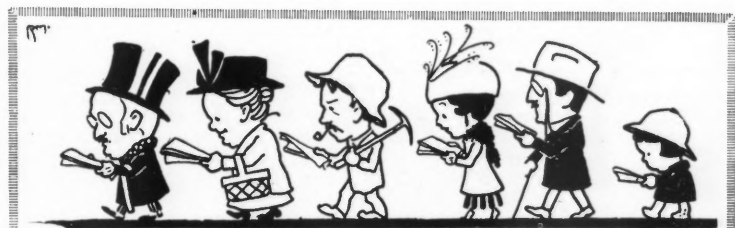
W. G. Dennison, advertising manager of Rice & Hutchins, gave an interesting and instructive talk a few days ago at the Pilgrim Publicity Luncheon in Boston, which dealt with the hygienic elements entering into correct construction of shoes and the importance thereof.

Lloyd Mansfield has resigned as advertising director of the Buffalo Specialty Company of Buffalo, N. Y., to become associated with the Moss-Chase Advertising Agency of Buffalo. Mr. Mansfield has been advertising director of the Specialty company for six years.

Stanley Q. Brady, formerly Western manager of the Lipton Tea Company, has been appointed advertising and sales manager of the Associated Raisin Company, Fresno, Cal., succeeding Holgate Thomas, resigned.

W. E. Kleimenhagen has been promoted to the advertising management of the Harley-Davidson Motor Company, Milwaukee, succeeding Lacy Croluis.

C. J. Watts has been appointed manager of the new Detroit office of the Wilfred O. Flooding Company, Chicago.



The Haskin Service
holds newspaper readers
because they learn to
depend upon it.

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the Newspaper Department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

FLAT RATE UP AGAIN FOR DISCUSSION

By FRED MILLIS

THE announcement of the New York Globe in last week's EDITOR & PUBLISHER, pointing out that by going to the flat rate basis on August 1 that the paper had taken a decided step forward in "metropolitan journalism," harkens back to the almost endless argument that has been going on for the last 10 years, in which the flat rate idea is opposed to the sliding scale rate idea.

Jason Rogers' announcement takes one back to the book, "Building Newspaper Advertising," which he published in 1918.

Mr. Rogers is nothing if not a practical man and his conclusions in the chapter in which he gives consideration to advertising rates is that the sliding scale basis is the best one as far as the newspaper is concerned for a number of reasons. In his book he maintains the sliding scale insures the newspaper a reasonable volume because advertisers have to go on with a nominal space through dull months or adverse periods or expose themselves to heavy loss through short rating.

He also points out in his book when the newspaper is operating on the flat rate program, it is almost next to impossible to get big users of space to stand for arbitrating advance in rates. Although Mr. Rogers does not say so, it is a fact that a shrewd newspaper advertising manager arranges his explorations with his larger advertisers so that none of them will come at the same time. This keeps the big fellows from coming together and using threats of boycott when newspapers endeavor to make some change in its business relationship with them.

And, too, merchants expect a quantity

discount because they buy everything else on the basis of a premium put on quantity orders.

A. L. Shuman, the grey-haired young advertising manager of the Ft. Worth Star-Telegram, has been a noted exponent of the flat rate. He has been like old Cato in the Roman senate, who "hollered" for them to give Carthage a knockout about every five minutes. "AI" has been "hollering" against the sliding

charges on their routes. We pay \$5 a week if this count goes down to 5 per cent and \$7.50 if they bring the balance down to under \$10 or equivalent to about 98 per cent collection.

PAPER B—To street solicitors, one-eighth cent a line for every line per month in excess of 150 lines on every contract—i.e., if a classified advertiser under contract uses 200 lines per month, we pay one-eighth of a cent per line on 50 lines.

To business office, counter and the telephone adroom girls, we pay 2 cents for every three time order and 3 cents

All heads of departments share the bonus on a basis of their yearly salaries.

PAPER F—We pay a bonus at the end of the year in all departments of 5, 8 and 10 per cent to the employees who have been in our service one year, three years and five years respectively, and who are receiving less than \$4,000 per year. For employes receiving more than \$4,000 per year the percentage is 3, 5 and 7.

PAPER G—We pay an extra salary payment each three months to all our employes except organized labor. The unions have made it rather clear that they will make a scale of wages from time to time to take first class care of themselves.

PAPER H—In the display department we pay a bonus of 2 per cent on the first 9,000 inches gained over the previous year; 3 per cent on the next 4,500 inches gained over the previous year; 4 per cent on the next 2,500 inches gained over the previous year and 2 per cent on all future gains. These percentages are figured every three months. We exclude from these figures the advertising of the leading department stores and all legal advertising.

The classified department bonuses are paid on the following basis: 2 cents for every four-time advertisement; 5 cents for every seven-time advertisement; 1 cent a line for the first day of all white space sold; 25 cents for every 1,000-line contract; \$1 for every two-line daily contract; 75 cents for every five-line, six months contract; \$1.50 for every five-line yearly contract.

About .003 of our gross business is paid in bonuses.

PAPER I—We set quotas at the end of each month based on the business of the past month. And if these quotas are passed small bonuses are paid to each solicitor. The bonus being payable at the end of the month. The bonuses average from \$5.00 to \$35 for each solicitor. We pay all solicitors the same bonus regardless of their ability. We take care of the differences in ability on the regular payroll.

THE IDEA COLUMN

WHY not interest all mat service companies to give you quite a number of extra proof sheets? You will find you can use them to an advantage among your stores.

Mat services are a great thing, but the average newspaper staff is not using them to full advantage. There is many a newspaper office which you can walk in and find that the services for the last two or three months have not even been opened.

Why not have a staff meeting of your salesmen every Monday?

Keeping accurate records of space used in your paper and competing papers month by month gives the advertising manager a check on the business and enables him to at least keep each account up to the space run the year before.—T. W. Ellis, Indianapolis News.

Isn't This Logical?

EDITOR & PUBLISHER is establishing a new department. It's the All-American Rate-Ball team. Selections have not been definitely made, but the following lineup for the Thanksgiving Gridiron battle in which the Flat Rates will have a chance to pummel the Sliding Scales. The following is the lineup for the game:

FLATS	POSITION	SLIDERS
A. L. Shuman	end	George Burbach
Jason Rogers	tackle	M. S. Knight
A. L. Shuman	guard	W. J. Hoffman
Jason Rogers	center	Bert Garstin
A. L. Shuman	guard	Frank Webb
‡Jason Rogers	tackle	Bert Garstin
‡W. Besoon	end	Harvey Young
‡A. L. Shuman	quarter	A. O. Loomis
‡M. E. Foster	half	L. A. Webster
‡H. J. Freece	half	Rowe Stewart
‡Geo. B. Cooper	full	J. B. Woodward

Referee: Charlie Miller.
Umpire: J. W. Brown.
Time—No limit.

‡Charges of unprofessional conduct have been made against players on Flats team. It is claimed that none of them are absolute Flats.

rate basis ever since Cato succeeded in having Carthage destroyed.

Mr. Shuman maintains that the flat rate is the most simple and only just way of handling business. He points out that it increases the smaller advertisers and does away with all the needless checking and re-checking and making of contracts. He maintains from his own experience that his staff men have become advertising men instead of mere solicitors. He says the flat rate has made them creators of business.

Mr. Shuman says: "Were I to attempt to reinstate the contract system on the Star-Telegram, I am sure I would lose a lot of good men, for I am absolutely certain those who have had experience with both methods would not stand for it. And if the old system were forced on me, I would jump with the bunch—it would be an absolute nightmare to think of going back to the trials and tribulations attendant upon the contract or sliding scale system of selling advertising."

SPECIFIC INFORMATION ON BONUSES

PAPER A—We pay the classified collectors a bonus of \$2.55 a week when their balance on Saturday night does not exceed 10 per cent over the old balance carried forward plus the new

for every seven time order.

Classified manager works on straight salary without bonus.

PAPER C—We pay 2 per cent quarterly to the display manager and 5 per cent quarterly to the soliciting force on an increase of local business. We also pay 2 per cent quarterly to the manager of the foreign business and to classified manager on increased business. We have operated on this plan for fifteen years. The bonus system has no effect on salary increases. We pay 1 per cent of the gross business in bonuses. We, however, fix an arbitrary limit on the amount of bonus paid.

We set aside a limit of \$500 to the advertising manager, \$1,600 to the display salesman, \$300 to the foreign manager and \$400 to the classified manager.

PAPER D—In the classified department every man's high-water record is put on the blackboard and each time he beats it he is given a bonus. This stimulates the solicitors to constantly do greater work. We have not been able to apply the plan to display salesmen because of the entirely different conditions which prevail in the different territories.

PAPER E—We pay a bonus to these department heads of about 15 per cent of the net book earnings for the year. We pay a bonus once a year. We have adopted this plan only this year.

PERSONAL CORNER

THIS shows the mental attitude of a man who gets a boost from advertising manager to business manager of a paper like the Louisville Courier Journal.

Bert N. Garstin, who incidentally is vice-president of the newspaper department for Kentucky, says this about his "mug". "I have been striving with might and main to get by with a picture my wife had taken several years ago. It is a perfectly good picture and entirely acceptable to people who do not know me. Old Father Time has given me such a hard tussle that friends and acquaintances refuse to longer recognize me by the old picture. Therefore, much to my regret, I am forced to substitute a later one."



BERT N. GARSTIN

NOTES OF THE AD AGENTS

Oliver M. Byerly has been advanced from service director to assistant plan director of Paul Nemeyer & Co., Cleveland. He is succeeded by Claude C. Moore, late of the Lees Agency.

The Tracy-Parry Company, Philadelphia, announces the election of William P. Scott as vice-president.

Miller V. Warner is a new addition to the art staff of the John L. Clough Company, Indianapolis.

John Clark Sims has joined the staff of the Richard A. Foley Company, Philadelphia.

The Toledo office of the Charles H. Fuller Company has been taken over by Clarence B. Keemer, who has been its manager for the past five years, and who will continue to handle the same accounts under the name of the Clarence B. Keemer Company. The company is incorporated for \$25,000 and commences business with approximately 25 national accounts, among which are Sal-Vet, Gibson Mandolin & Guitar Company, E. A. Couturier Company, Ltd., Barco Batteries; Myers Spark Plug Company, Seneca Motor Car Company and Hardy Paint & Varnish Company.

A new agency in New York is that of Moore, McCord, Gilchriese & Associates, with offices at 24 West 39th street. The same principals have organized the National Mat Service.

Carlton McNaught, of the Copy staff of J. J. Gibbons, Limited, advertising agency, Toronto, has been appointed instructor of the evening class in advertising at the local central Y. M. C. A.

Robert J. Chambers, formerly with F. P. Moore & Co., has joined the executive staff of Stanley E. Gunnison, Inc., New York.

EDITORIAL PERSONALS

(Continued from Page 35)

C. H. J. ("Jerry") Snider of the editorial staff of the Toronto Telegram, now traveling in Great Britain, is contributing to that paper a series of highly interesting and illuminating articles on the Irish situation.

Robert L. Norton, the Washington correspondent of the Boston Post, came back to "The Hub" to "take in" the election. Mr. Norton now has his wife and child residing with him in the Capital City.

Hay Stead, formerly of the Winnipeg Telegram, has joined the Winnipeg Tribune as editor of its weekly edition.

Jules L. Steele, Winnipeg newspaper man for eight years, has joined the staff of the St. Paul-Pioneer Press as rewrite man.

Sam Raddon, Jr., who has conducted "The Stroller" column in the Portland Journal, has gone to the San Francisco Examiner to conduct a similar department.

Edward E. Payne, for several years editor of the Waupaca (Wis.) Post, has joined the editorial staff of the Wausau (Wis.) Record-Herald.

Joseph L. Barton, formerly of the Philadelphia Press staff, has joined the staff of the Philadelphia North American and is on the rewrite desk.

Henry Herbert, who has been on the rewrite desk of the Philadelphia North American, has been promoted to the assistant city editor's desk.

George Emery, former assistant city editor of the Philadelphia North American, is now a reporter on the same paper.

Edward Hopkins, formerly night police reporter for the Philadelphia North American, is now on the regular staff of the same paper.

James Day, who for twelve years was night police reporter for the Philadelphia Ledger, is now covering the night beat at police headquarters for the Inquirer.

Edward Shambelan, who during the lifetime of the Press and up to its sale covered the night police beat, succeeds James Day at the Philadelphia Public Ledger.

Joseph M. Lally, formerly of the Philadelphia Inquirer and also the New York Evening World, has joined the staff of the Philadelphia North American.

Ray Machen, for a long time on the docks and ferries beat for the Philadelphia North American, has been advanced to the city hall beat for the same paper.

Leo A. Pollock, of New York, has been appointed general publicity agent for the Western department of the Fox Film Corporation. He left for Los Angeles on very short notice, but not so short that he did not have time to take a bride.

J. F. Dusterdieck, late of the Metro Pictures Corporation, is a new addition to the staff of the New York American.

Miss Keith Clark, for many years connected with the St. Paul Dispatch, has been appointed a director of the woman's division of the United States Department of Labor in Washington. During the World War Miss Clark was head of the Y. W. C. A. publicity department in France, England and Belgium.

Bruce Griggs, mail editor at the Springfield (Ill.) bureau of the Associated Press for some time, has been transferred to the Indianapolis bureau.

WHAT OUR READERS SAY

Weekly Papers Should "Dress Up"

BEMIDJI, Minn., Oct. 30, 1920.

TO EDITOR & PUBLISHER: In your issue of October 16 you were kind enough to reprint an interview with me in connection with bettering the typographical appearance of the county paper. We notice, however, that you took it for granted that we directed our remarks to the publishers of the small town dailies. As we operate a weekly and as the weeklies predominate in this state as in others we feel that it is as important to have a weekly paper properly "dressed up" as a daily.

We are sending you under another cover a couple of copies of our paper so that you can see that we endeavor to practice what we preach. We enjoy your publication very much and find it very helpful in a number of ways. We have received two nice little advertising orders on the strength of your "tips to ad managers," and have always enjoyed the well written articles that appear on other pages.

SENTINEL PUBLISHING COMPANY,
H. Z. Mitchell.

Who Publishes the "Ad Route"?

OTTAWA, Ont., October 30, 1920.

TO EDITOR & PUBLISHER: If perchance you know who handles the publication called "The Ad Route," or know how we could find out, will you advise us?

LE DROIT,
H. E. LEMIEUX.

The Costello Deportation

BOSTON, Nov. 3, 1920.

TO EDITOR & PUBLISHER: I liked Mr. Ridout's story on the Costello deportation very much. When you consider that a British Ministry nearly fell because of a mere suspicion that they had allowed Mazzini's letters to be opened, one cannot help but feel we have forfeited much in the last ten years. I am,

Very truly yours,
ERNESTINE EVANS.

INDIANA

Because of its location in the center of American population—and of the responsiveness of its prosperous people and because of transportation facilities which are unexcelled for quick distribution of merchandise, **NATIONAL ADVERTISERS** should

CONCENTRATE ON INDIANA

This is the day of concentration—in business, agriculture, industry and selling.

So, too, in advertising, the manufacturer having national or part national distribution will gain most ground, secure most sales, build most good will, by concentrating on the most responsive field.

THESE PAPERS WILL CARRY YOUR SALES MESSAGE TO RECEPTIVE PEOPLE IN AN EFFECTIVE MANNER.

	Circulation	Rate for 5,000 lines
**Crawfordsville Review	(M) 3,963	.02
Decatur Democrat	(E) 3,044	.02
*Elkhart Truth	(E) 9,311	.04
Evansville Courier	(M) 22,271	.05
Evansville Courier	(S) 20,571	.05
*Fort Wayne Journal-Gazette	(M) 28,460	.07
*Fort Wayne Journal-Gazette	(S)07
†Fort Wayne News and Sentinel	(E) 33,313	.08
*Gary Evening Post	(E) 6,095	.035
Goshen News-Times	(E) 3,073	.015
*Huntington Press	(M) 3,650	.025
*Huntington Press	(S) 3,828	.025
††Lafayette Journal-Courier	(M&E) 18,402	.05
LaPorte Herald	(E) 3,605	.025
Richmond Palladium	(E) 11,830	.05
South Bend News-Times	(M) 10,264	16,894
South Bend News-Times	(E) 6,630	
South Bend Tribune	(E) 16,261	.05

Government Statements, October 1st, 1920.

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

†Publishers' Statement.

††Government Statements, April 1st, 1920.

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

TIPS FOR AD MANAGERS

(Continued from page 20)

H. E. JAMES AGENCY, 450 Fourth avenue, New York. Reported will place orders with newspapers in large cities for American Grocers' Society, Newark, N. J. Will handle advertising for Youell's Exterminating Company, Westfield, N. J.

H. H. LEVEY, 47 West 34th street, New York. Placing orders with newspapers for Franklin Simon & Co., Fifth avenue and 38th street, New York.

THOMAS F. LOGAN COMPANY, Chicago. Will handle the advertising for Caille Perfection Motor Company, Detroit.

MCLAIN, HADDEN, SIMPERS COMPANY, 210 West Washington street, Philadelphia and 331 Madison avenue, New York. Placing orders with newspapers for P. J. Ritter Company, "Ritter Pork & Beans," Philadelphia.

HARRY PORTER COMPANY, 15 West 44th street, New York. Reported will place the advertising for Parish Manufacturing Company, Reading, Pa. Again placing orders with newspapers for Nestle Food Company, "Nestle Evaporated Milk," 130 William street, New York; schedules going out for Thomas Leeming.

ARTHUR ROSENBERG COMPANY, 110 West 34th street, New York. Reported will place orders with New York City newspapers for Levinton Shoe Company, 45 West 34th street, New York, and for K. & R. Specialty Shops, 21 West 34th street, New York.

WILLIAM G. ST. CLAIR COMPANY, Witherspoon Building, Philadelphia. Placing orders with Sunday newspapers for Rishell Phonograph Company.

SHERMAN & LEBAIR, 120 West 32d street, New York. Reported will place the advertising for Leshner, Whitman & Co., granite double end linings, 881 Broadway, New York.

FRANKLIN P. SHUMWAY COMPANY, 453 Washington street, Boston. Will handle the advertising for Ipswich Mills Hosiery, Ipswich, Mass.

SMITH & FERRIS AGENCY, Los Angeles. Reported will conduct a newspaper campaign for Pacific Chemical Company, "Pronto" Drain Cleaner, Los Angeles. Reported will place the advertising for Pacific Knitting Mills, "RebStitch" Bathing Suits, Los Angeles.

WESTERN ADVERTISING AGENCY, 523 Main street, Racine, Wis. Reported handling the advertising for J. I. Case Threshing Machine Company, Racine, Wis.

CECIL, BARRETO & CECIL, INC., Mutual Building, Richmond, Va. Placing advertising for Wiley Candy Company.

A. MCKIM, LTD., Lake of the Woods Building, Montreal, will place advertising to be done on behalf of the British Industries Fair, being organized by the British Department of Overseas Trade for the British Board of Trade. The fair is to be held simultaneously in

London, Birmingham and Glasgow, beginning February 21, 1921. Each exhibition will represent specified groups of industries.

NORRIS-PATTERSON, LTD., 10 East Adelaide street, Toronto. Preparing copy for the advertising campaign to precede the annual drive of the Federation for Community Service on behalf of Toronto's charities on November 30 and December 1, 2, and 3. Also placing orders with newspapers for Hall Knitcraft Company, Ltd., Toronto, manufacturing "To-Sox."

J. J. GIBBONS, LTD., 119 Wellington street, Toronto. Sending out orders for 50-inch space in the daily and weekly newspapers of Ontario; and 30-inch in the special or class publications for the League of Red Cross Societies appeal during Armistice week. Also placing orders with newspapers for the American Watch Case Company, Ltd., of Toronto; Pears Soap and line of toilet articles under Pears' trademark.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Placing advertising for the Auto-Knitter Hosiery Company, 1870 Davenport Road, Toronto. Newspapers are being largely used.

BAKER ADVERTISING AGENCY, 184 Bay street, Toronto. Planning a coast-to-coast campaign in Canada for the Robert H. Hassler Company, Inc., Indianapolis, Ind., and Hamilton, Ont.

HAMILTON ADVERTISING AGENCY, 17 Main street, East, Hamilton, Ont. Will carry on an advertising campaign in the Canadian field for the Northwestern Mutual Fire Insurance Company, of Seattle, whose policy is to deal with manufacturers and merchants direct rather than

through the customary agent. Also placing the advertising of the Climax Baler Company, Hamilton, Ont., and for the Hamilton Mirror Plate Company, manufacturing the Leveight automobile headlight, which has been approved by the Ontario Government authorities.

FEDERAL ADVERTISING AGENCY, 6 East 39 street, New York. Again placing orders with newspapers in large cities for Kraus & Co., "In-B-Tween" cigars, Baltimore, Md.

FRIEND ADVERTISING AGENCY, 347 Fifth avenue, New York. Placing 25-14 time orders with newspapers for Walter Hair Goods Company, 729 Sixth avenue, New York.

PERCIVAL K. FROWERT COMPANY, 151 West 42 street, New York. Placing orders with newspapers for France Milling Company, Gold Medal Pancake Flour, Cobleskill, N. Y.

A. J. MASSIE, LTD., 229 Chamber of Commerce Building, Winnipeg. Placing large orders with Western dailies for the Hudson's Bay Company, Winnipeg.

The product advertised will be "Imperial Mixture" tobacco.

JOHNSON, READ & COMPANY, 202 S. State street, Chicago. Handling advertising for Philipsborn's clothing.

ERICKSON COMPANY, Inc., 381 Fourth avenue, New York. Placing advertising in farm papers for Barrett Roofing Company.



The Detroit News

100 FT. 280 FT.

The News publishes more display and more classified advertising than any other Detroit paper.

The Value of any newspaper is best reflected by the confidence of its Advertisers.

THE HOUSTON CHRONICLE

LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.

IN TEXAS
It's
THE CHRONICLE

Representatives in
New York Kansas City Chicago
St. Louis Atlanta
John M. Branham Company

Few Papers—if any—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers. Wednesdays and Sundays four auto pages. Tuesday, Music Page. Circulation 26,649. Member A. B. C. KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

Nearly every person in Richmond reads The
NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives.

The Kelly-Smith Co., Chicago, Ill.
Marbridge Building, Kelly-Smith Co.,
Broadway at 34th St. Lytton Building,
New York City.
J. B. Krough, Candier Building, Atlanta, Ga.

Durham, N. C. RENOWNED THE
WORLD 'ROUND

Home of the World's largest Cigarette factories and Hosiery Mills. Large Tobacco Warehouses, eleven banks, Trinity College, and—

The Durham Herald
"SUPREME IN ITS FIELD"

A high grade morning publication. Member Associated Press and A. B. C. Has the largest percentage Home Delivered circulation of any paper in the Carolinas. Carries more Local and Foreign advertising than any other Durham paper. Use The Herald and cover Durham territory at one cost.

Represented by
FROST, LANDIS AND KOHN
New York Chicago Atlanta

One man in Montecilo owns twenty automobiles. Would you like to have some of his business? How would you like to replace his tires, his equipment—sell him new cars?

The Morning Press
Santa Barbara, California

The Personal Contact

Few Advertising mediums where readers take a personal interest in all the news and advertising excel.

The
Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

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

FIRST IN 1000
NEWSPAPERS

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

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

TO REACH THE RICH
TRADE OF KANSASTopeka
Daily Capital

Sworn Government Report
for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

THE BEST WAY TO
WIN LEADERSHIP

In your field is to advertise in mediums which have won leadership in theirs.

IN BRIDGEPORT, CONN.

THE POST-TELEGRAM

towers in circulation, in editorial influence, in merchandising power, over any other medium in its territory, of even in its State. The Bridgeport district embraces 200,000 people, prosperous, progressive, and possessing unquestioned buying power.

To reach these newspaper readers efficiently and economically you will in your own wise judgment use the columns of

THE POST-TELEGRAM

Only A. B. C. Papers in Bridgeport

THE
NEW YORK
EVENING
JOURNAL

has the largest circulation of any daily newspaper in America

New York American

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

YORK, PA. POPULATION 66,000
An ideal manufacturing city of ideal homes and labor conditions.
"You'd like to live in York"
The York Dispatch
York's only Evening Paper

KNIGHT COMPANY, 137 South La Salle street, Chicago. Placing advertising in Oklahoma cities for Zenzal Company.

PICARD & CO., INC., 50 East 42d street, New York. Handling advertising for United Shirt & Collar Company.

VREDENBURGH-KENNEDY COMPANY, 171 Madison avenue, New York. Making 2,500-line contracts for Alonzo O. Bliss Company.

BROMFIELD & Co., Inc., 45 West 34th street, New York. Sending out copy to farm papers for W. Atlee Burpee Company.

RUTHRAUFF & RYAN, INC., 404 Fourth avenue, New York. Making 1,000-line contracts for W. S. Quinby Company.

BARROWS & RICHARDSON, Drexel Building, Philadelphia. Placing 56-1, 45-t. orders with newspapers for Smith Brothers, cough drops, Poughkeepsie, N. Y.

EMIL BRISACHER, Flood Building, San Francisco. Making contracts with some Mid-West newspapers for Golden State Products Company, grape syrup, San Francisco.

HOUSEWARMING IN NEW ORLEANS

Nearly 7,500 Citizens Visit Item's New Home.

NEW ORLEANS, La.—The celebration of the Item's "house-warming" on October 31, was a brilliant success. Between six thousand and seventy-five hundred Orleanians inspected the new plant during the hours of 6 p. m. and midnight. The whole first floor was banked with masses of flowers—giant golden chrysanthemums, velvet-petaled roses and carnations—gifts from friends of The Item. Besides these gifts, the whole ground floor was banked with greenery and the corridors lined with nodding palms. Each visitor was presented with a souvenir. Many guests were fortunate enough to receive his or her name cast on a "slug". Every intimate detail of the paper's make-up was exhibited to visitors.

The ideas and spirit of the Item's guests were reflected in extemporaneous speeches by prominent men and women visitors who congratulated the management on its success and predicted a "higher prosperity and even wider usefulness". Governor Parker and Mayor-elect Andrew McShane were represented among the speakers.

COSTELLO WELCOME HOME

Declares England Has Attack of "Nerves"—Going to Washington

Edward J. Costello, managing editor of the Federated Press, who recently was served with a deportation order in England, arrived home, in New York, on the Aquitania October 30. He was greeted by several hundred prominent in labor circles, who cheered him and booed England as he walked down the gangplank.

"The fact of the matter is that England has an attack of nerves," Costello

said. "The presence of any outsider with liberal ideas makes them hysterical. No doubt they know that the day of the proletariat is at hand."

Mr. Costello said he sailed for Europe August 26 and visited England, Holland, Norway, Belgium and Germany, soliciting newspapers to join his syndicate of labor news service. When he returned to England for another visit he conferred with Arthur Henderson, labor leader in Parliament, and other men in union circles. After this conference he discovered in his rooms a Scotland Yard inspector, who was searching his trunk and seizing his papers. The inspector showed him a warrant of deportation signed by the Home Secretary.

While awaiting deportation he was ordered to report daily to Scotland Yard. Through Mr. Henderson he succeeded in getting back his papers, but was under surveillance during the rest of his stay.

Mr. Costello announced he would go to the State Department at Washington to register a complaint against the British Government. He confidently announced he would return to England in February.

I. P. Spends \$200,000 for Filter

BUFFALO.—The International Paper Company is adding to its Niagara Falls plant a \$200,000 filtration plant with a capacity of 10,000,000 gallons of water a day.

Scranton Times Adds Linotype

SCRANTON, Pa.—The Times has just had a model 20 Linotype machine installed in its plant. This gives the Times a battery of 10 Linotypes and three Ludlow machines.

HAWKINS VISITS WEST

President of United Press Completes Month Tour of Bureaus

William W. Hawkins, president of the United Press Associations, returned to New York this week from a tour of the Middle West, Southwest and California bureaus of his organization, made for the purpose of studying the wire-news conditions in those districts.

While in California, Mr. Hawkins was the guest of honor at a dinner given at Leland Stanford, Jr., University and attended by members of the faculty, students of the School of Journalism and members of the American Journalists' Association. He spoke on the relation of a world-wide news gathering organization to a free press.

"Everywhere I found publishers optimistic, both as to future business and lower costs of newsprint," said Mr. Hawkins on his return. While his trip was made in the closing days of the campaign, when feeling on a Presidential choice would naturally be expected to be running high, he said it was one of the quietest in many years. He was accompanied by Mrs. Hawkins.

Miss Brainard Out on Bail

TACOMA, Wash.—Miss Betty Brainard, Seattle newspaper woman, who was arrested in New York, pleaded not guilty

November 4, when arraigned for the kidnapping of Bobby Stagg in September. She was released on \$10,000 bail.

Lau in Little Rock

LITTLE ROCK, Ark.—Luther C. Lau, formerly of the Nashville Tennessean and the Fort Worth Record, has been appointed business manager of the Arkansas Democrat.

THE KEY TO OHIO

Is Cleveland

Fully 17% of Ohio's population live in Cleveland—20% in Greater Cleveland. You can adequately cover this substantial market with

The Plain Dealer

CLEVELAND

IN NEW ORLEANS IT'S — —

THE NEW ORLEANS ITEM

FIRST

In October The New York Times published more than 2,230,000 agate lines of advertisements, far exceeding the advertising carried by any other New York morning newspaper.

THE NEW YORK TIMES

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

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

Buffalo Evening News
The Market of Buffalo is profitable and may be economically cultivated. 60% of every industry in the United States have representative factories located within Buffalo City Limits. This wonderful diversity of Industry insures a steady and lucrative market.
Buffalo Evening News Covers Buffalo
E. H. BUTLER, Publisher
Kelly-Smith Co., Representatives
Marbridge Bldg., New York
Lytton Bldg., Chicago

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

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Cable Address;
SCHOLZEM, NEW YORK

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

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

OF THE SHAFER GROUP
The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana offers to discriminating advertisers the least expensive and most effective method of covering Indiana.
THE STAR LEAGUE OF INDIANA
Thoroughly Covers Indiana
OF NEWSPAPERS

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

NEW ANGLE IN SCIENCE SUIT

Attorney General Asks to Be Made Party to Litigation

(Special to EDITOR & PUBLISHER)

BOSTON.—A new angle has arisen in the Christian Science litigation, when Attorney-General Allen appeared before the full bench of the Supreme Judicial Court and questioned the jurisdiction of the full court over the Eustace vs. Dickey case because Mr. Allen, in his official capacity, has not been made a party to the suit. Mr. Allen stated that the determination of the Christian Science suit would vitally affect a public charitable trust which, he claims, has been created under the will of Mary Baker G. Eddy. He stated that until he is made a party to the suit the court will be unable to make a binding decree as it would thereby deprive beneficiaries under the will of Mrs. Eddy of property rights without due process of law.

Sherman L. Whipple, counsel for the Christian Science trustees, and William G. Thompson, counsel for Dittmore, ousted Christian Science director, were ready to reply to the attorney-general, but Chief Justice Rugg interrupted, asking Attorney-General Allen if he had filed a motion asking to be made a party to the suit. The attorney-general replied that he had not filed a motion. Chief Justice Rugg then declared that such a motion would be considered when the case comes up for argument.

At this time Edwin A. Krauthoff asked the full bench to be allowed to appear when arguments are made before the supreme court on Nov. 29 in the suit of the Publishing Society trustees against the directors of the mother church. This suit is listed as the case of Eustace vs. Dickey. Mr. Krauthoff has proceedings pending by which he seeks to establish the Christian Science Church manual as the governing document of the church. His motion was in a form petitioning that the record of the litigation be made a party to the litigation. Chief Justice Rugg denied the motion.

Saratogian Wins Libel Suit

SARATOGA SPRINGS, N. Y.—A jury, October 27, returned a verdict of "no cause for action" in the libel suit of Edward T. Carroll, Superintendent of Police, against the Daily Saratogian, a newspaper owned by John K. Walbridge. Carroll sued for \$25,000 damages as the result of an article in which it was charged that he permitted gamblers to remove from police headquarters gambling apparatus which had been seized in raids, was a friend of gamblers and that he stole twenty pounds of coffee from a local store while on duty. The defense was that the charges were true and evidence was submitted designed to support them.

McClure Handling Navy Sales

T. H. McClure has been retained by the Navy Department as advertising and sales counselor in its New York office for the sale of surplus naval stocks. Miss Shirley Virginia Carter, formerly in the promotion department of the McGraw-Hill Company, is his assistant. A national newspaper campaign on vessels and a trade paper and newspaper campaign on textiles, will start the advertising.

Refuses to Reveal Informant

CHICAGO.—Because of his refusal to divulge his source of information and the name of his informant in connection with an alleged bribery for the suppression of a divorce suit, Richard J. Finnegan, managing editor of the

Chicago Journal, on November 4, was ordered committed to the County Jail for a period not to exceed six days. The order, issued by Judge George F. Rush, of the Circuit Court, was stayed on application of counsel for Mr. Finnegan. Mr. Finnegan, however, while not being actually imprisoned, will be subject to any call of the Court.

Pioneer Auto Advertising Man Dead

Harry Smith, aged 60, a pioneer in the automobile advertising business, died October 31, in Brooklyn. Mr. Smith had been active in the automobile advertising business for many years, and at the time of his death was Eastern advertising manager of the American Motorist.

Sells Illinois German Paper

SPRINGFIELD, Ill.—Benjamin F. Sexauer, for several years editor and publisher of the Staats Wochenblatt, a German-English paper, has sold it to Louis Gehrett, former Lincoln (Ill.) newspaper man. Mr. Sexauer will leave Springfield soon.

Ad Men Organize Legion Post

Steps are now under way in New York towards the formation of an Advertising Men's Post of the American Legion. Edward Haubrich at 110 West 34th Street, New York, is receiving the names of prospective members.

Daily for Iron Mountain

IRON MOUNTAIN, Mich.—Frank Russell of Marquette has purchased the Iron Mountain Tribune-Gazette and will change it from a weekly to a daily next spring.

Shotwell with Evening Mail

T. C. Shotwell, of the New York American staff, has become financial editor of the New York Evening Mail.

GATHERED AT RANDOM

Out Where They Don't Care What Happens

The editor of the Sisseton Courier is some poet, all right. It is a task for most of us to write appropriate heads for leading articles on the first page without having a sameness to them that becomes monotonous, but Bro. Wells makes the heads rhyme and does it week after week. Last week the leaders read as follows: "Sweet little girl, a priceless pearl, meets awful death by fire. Take warning, all you careless folks, lest tragedy transpire;" "The gloom up there is awful, sir, since 'lection time is past. The silence deep is sure a heap, the grafters are aghast;" "Frontier days that will amaze, the big event this year. White River show, as you must know, will be without a peer;" "Marguerite Flack is gone, alack! She eloped with gallants two, while Daddy Flack, his wrath is black to see her thus skidoo." Some stunt, that.—Garretson (S. D.) News.

Why Didn't He Tell Where He Lived?

CLEVELAND.—The "boss fisherman" of the Plain Dealer—"Viv" Gray, assistant Sunday and Feature editor who also carries the title of "Rod and Gun Editor," is now enjoying the time of his life down in the Chesapeake Bay district of Virginia, fishing and hunting. Mrs. Gray is with him. "Viv's" first tangible evidence of fishing arrived to-day in the form of 50 pounds of fish, one catch weighing about 35 pounds. The "gang" around the office appreciated the fish but object to "Viv's" amateur methods of packing his hook and line catches, pointing out that five pounds of ice will

not keep perishable, fresh meats during a circuitous journey of several hundred miles by rail during warm weather.

* * *

Another House Organ

COLDWATER, Kan.—When Ward H. Butcher, editor of the Coldwater Star, and Mrs. Butcher desired to announce the birth of their first baby, a girl, they announced it in "Vol. 1, No. 1" of the

"Family Record." The weather forecast was "numerous squalls." Editor Butcher said:

"There are seven perfectly good days in the week, but the stork selected press day for the natal occasion."

Her favorite color is "pink," the editor says, and he also adds he is preparing to take a course in "setting up exercises."

SUPPLIES & EQUIPMENT

For Newspaper Making

EQUIPMENT FOR SALE

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.

For Sale
Cox Duplex Press

Prints 2-4-6-8 pages up to 6,000 an hour. Guaranteed in first-class running condition; now in use, but can make immediate shipment. Priced at \$5,500, including equipment, f. o. b. press room. Write or wire. American-Press, Lake Charles, La.

For Sale

One-half Hoe Bullock, 12-page press with complete stereotyping outfit, guaranteed to be in excellent condition and to print an excellent paper. Price right. Big bargain. Will take eight or ten page flat bed press in trade. Biggest bargain offered if you can use it. Send for picture and details. Champaign News-Gazette, D. W. Stevick, Publisher, Champaign, Illinois.

For Sale

Standard Q. O. Cox Duplex 8-Page Perfecting Press; being used daily and in good running order. Will print and fold 3,000 8-page papers per hour. The Herald, Carlisle, Pa.

For Sale

4, 6 and 8 Duplex double drive angle bar press. Guaranteed to be in good condition. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale

Duplex tubular plate press and stereotyping equipment. Used only 2 years. First class condition. Quick delivery. Price right. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.
Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9957-8-9

FOR SALE

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

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

For Sale

Four-fifths interest in California daily; \$25,000 cash required, terms on balance. Address Evening Daily, 1010 Wright & Callender Bldg., Los Angeles.

For Prompt Service

TYPE
Printers' Supplies
Machinery

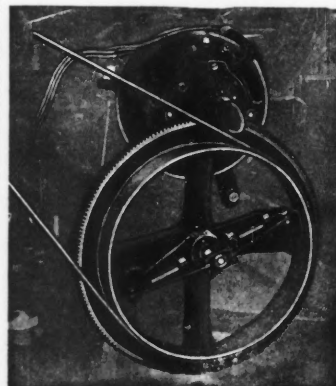
In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS CO.

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

THE CUSHMAN

OFFSET LINOTYPE MOTOR
Has No Equal

EFFICIENCY for SERVICE

and STURDY CONSTRUCTION

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.

Write for prices. Address:
CUSHMAN ELECTRIC CO.
CONCORD, N. H.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

USE EDITOR & PUBLISHER'S COLUMNS

It is here that you will find the man you are looking for who directs the activities of your business office, advertising department, circulation department or editorial room. These small advertisements are read by the real, energetic workers of the newspaper field who are ambitious and alive to genuine opportunities. These columns are also thoroughly scanned by the employers who are anxious to bring their mechanical, editorial and business forces up to 100 per cent in efficiency. A classified ad in EDITOR & PUBLISHER is the shortest route between employer and employee in the newspaper and advertising field.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. Cash with order. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Man

About December First an advertising man, 35 years old, with 14 years' experience, will be in a position to accept the advertising management of a live daily paper.

This man is not being fired or quitting any job, but for some time has been engaged in promotion work of a special nature on various papers. He was recently married and is desirous of forming a permanent connection that offers a real future. This man is thoroughly capable, resourceful, and possessed of originality, initiative and executive ability. His experience in the advertising field embodies every phase of the business. He is not afraid of hard competition and feels confident of showing a substantial gain in lineage on any paper. He is willing to go to any part of the country, if the inducements, present and future, are satisfactory. He can show net earnings of over \$200.00 per week every week for a long period of time but is willing to accept \$6,000.00 the first year.

Any publisher needing a high powered man at the head of his advertising department and who is willing to give this man full authority in that department will find it to his advantage to communicate with C-614, care of Editor & Publisher.

Advertising

Newspaper advertising office man, 16 years in accounting department of leading New York daily; thorough knowledge of rates, classified advertising make-up, etc.; A-1 bookkeeper; executive ability; capable taking charge; first-class references. Box C-611, care of Editor & Publisher.

Business Manager

With 10 years' newspaper experience on small and large publications seeks permanent connection with growing newspaper. Certified public accountant and specialist in newspaper work. Can take hold of and efficiently operate the business office of any newspaper having a circulation of up to 100,000. Reply Box C-597, care of Editor & Publisher.

Cartoonist & Newspaper Artist

upon photos and layouts, desires connection with some live daily. Samples on request. F. M. Callaghan, 903 River St., Dayton, Ohio.

Circulation Manager

Experienced on both morning and evening papers seeks connection where energy, system and accomplishment of results will be appreciated. Now employed. Address Box C-606, care of Editor & Publisher.

Copy Writer and Solicitor

Young man, 19, experienced copy writer, solicitor and detail man. Knows type, cuts, mats, electros, paper and printing, 3 1/2 years' agency experience, 3 months solicitor and copy writer for small town paper. Columbia University trained. Address Box C-609, care of Editor & Publisher.

City or News Editor

Successful experience on daily of 40,000 circulation. "A capable executive. Took over a badly organized staff and built it up into one of the best of the city (400,000) has ever seen. Succeeded in turning the paper into a powerful local organ." Age 26; married; legal education; six years in newspaper work. Position in Middle-West or South preferred. Mention No. 11031. "We connect the wires." No charge to employers; registration free. Established 1898. Fernald's Exchange, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

City Editor, Reporter

W. B. Grauel, now city editor, Meridian, Miss. Dispatch, open for position in about month, as city editor in city of 60,000, reporter in larger city. Made good in Philadelphia, Baltimore, Atlanta, Mobile and present position. Financial reasons; 28 years old; 13 years' experience, copy-desk, make-up, all branches. Salary \$50. Address care Meridian Dispatch.

Editor

of national repute as writer and executive, offers complete services to publisher requiring high standard. Newspaper and magazine experience. W. I. Clarke, 38 Grand avenue, Englewood, New Jersey.

Mail Room Foreman

Expert mailer, good education, married, age 38. Now employed, wishes to make change on or before Jan. 1. Best of references. Wishes to locate permanently. Address Box C-617, care of Editor & Publisher.

SITUATIONS WANTED

Live Wire Editor Looking

For better job—American, 28, who has filled every editorial berth below managing editor on both leading dailies in city of 80,000, due to impending change of management, wants to "hook on" somewhere else—has both ears capped forward to hear Opportunity's call. Address Box C-591, care Editor & Publisher.

I Am the Man You Want!

A dozen years in editorial newspaper work with New York, Phila., and other metropolitan staffs; several years an adv. man in every branch of the profession. Fully conversant with art, copy, production, etc. Position with New York adv. agency desired. Under 40 and married. Box C-612, care of Editor & Publisher.

Newspaperman

Newspaper man, 35, ten years' experience, wants position on liberal-minded newspaper or other publication which appreciates the ability to see the really important news. Desires to work for publication which leads in human progress and gives proper emphasis to news that reflects present-day changes in society. Address Box C-615, care of Editor & Publisher.

Judgment—Ability—Personality

are qualifications offered by young man of twenty-seven, open for position as newspaper executive. If you have need for a sincere, high-minded worker, who can look at job from both editorial and business office viewpoint it would be well to give him your consideration. Address C-613, care Editor & Publisher.

Are You in Need

Of a newspaper executive with a successful record, one who has turned failures into dividend payers, that has a practical knowledge of the entire newspaper business and whose record of achievements will speak for themselves? Such a man will be available shortly. For further information address Box C-605, care of Editor & Publisher.

Practical Printer

Young man, practical printer, desires permanent position as manager, assistant manager or advertising manager on paper East or West, daily preferred. Now asst. mgr. on daily; have been with this firm 15 years. Reason for desiring change no grievance; hope to connect with firm where small interest in business could be acquired on proving worth. Best of reference. Address C-610, care Editor & Publisher.

Energetic Reporter at Liberty

Changed plans caused reliable, experienced reporter to be at liberty; 30, earnest, seeks permanent position; good record. Address Box C-616, care Editor & Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Cash with order. Count six words to the line.

Wanted

Advertising manager and solicitor for leading Italian-American publication of New Jersey which has an Italian population of 400,000. Making plan to publish daily. Good commission up to January, then salary and commission. Good chance for live wire. Address La Tribune, 35 Sheffield St., Newark, N. J.

BUSINESS OPPORTUNITIES

Advertisements under this classification forty cents per line. Cash with order. Count six words to the line.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

Newspaperman

Experienced newspaper man would buy outright or interest in Ohio Democratic daily or weekly. George Thomas, 130 Buttes avenue, Columbus, O.

WANTED TO BUY

Newspaper in city of 15,000 to 40,000 inhabitants. Address J. M., Box C-607, care of Editor & Publisher.

WANTED At Once

Several Advertising solicitors on live daily in town of ten thousand. Must be able to write and lay out ads for merchants. Fine winter climate.

THE TIMES AND DEMOCRAT

Orangeburg, S. C.

NOTES OF ASSOCIATIONS AND CLUBS

BOSTON.—An entertaining and instructive dinner was held a few days ago in Young's Hotel by the Industrial Editors' Association.

TOPEKA, Kan.—The Topeka Press Club, at its November banquet, will "roast" public men of the state, in addition to putting on a sketch on the Industrial Relations court. A number of Topeka citizens have been invited to attend. Four new members were voted in at the last meeting. They are R. E. Lewis and V. E. Bundy, of the State Journal, and T. O. Thackeray and Lester Posvar, of the Daily Capital.

The Associated Business Papers have elected the following officers: President, M. C. Robbins, Gas Age, New York; vice-president, James H. McGraw, McGraw-Hill Company, New York; treasurer, V. H. Power, Manufacturers' Record, Baltimore; executive committee, A. C. Pearson, Dry Goods Economist, New York; R. Marshall, Concrete, Detroit; F. D. Porter, Buildings and Building Management, Chicago; Samuel O. Dunn, Railway Age, Chicago; A. O. Backett, Penton Publishing Company, Cleveland; Roger W. Allen, Allen-Nugent Company, New York.

Join Capper Farm Press

TOPEKA, Kan.—Additions to the advertising and editorial staff of the Capper Farm Press are: H. S. Yohe, formerly with the United States Department of Agriculture, but more recently director of the Firestone Tire and Rubber Company "Ship By Truck" Bureau; Robert W. Linley, formerly manager of the Potts-Turnbull Advertising Agency at Omaha; M. L. Peek, formerly city editor of the Madison (Wis.) Capital-Times, and Frank A. Meckel, farm engineering specialist at the University of Missouri.

Katz to Represent Hearst Papers

The E. Katz Special Agency has been appointed to represent on the Pacific Coast the Chicago Herald-Examiner and the New York Daily and Sunday American. E. A. Holman, until recently of the merchandising department of the Chicago Herald-Examiner took charge of the Katz San Francisco office November 1.

Wilmington Dispatch Eight Columns

WILMINGTON, N. C.—The Dispatch changed last week from a seven-column to an eight-column paper.

\$5,000 for first payment on an Ohio valley daily. Locations near Cincinnati preferred. Proposition V. E.

Charles M. Palmer

Newspaper Properties

225 Fifth Ave., N. Y.

CONSOLIDATION

Every newspaper consolidation we have effected in recent years has worked out greater strength and profit than we predicted for it in advance.

The need of merger and combination in the publishing field is more urgent today than ever before. Such negotiations are difficult and require long years of training.

HARWELL & CANNON

Newspaper and Magazine Properties

TIMES BUILDING NEW YORK

FOR SALE

Equipment in the plant of the former EVENING JOURNAL, Richmond, Va., including 48-Page SCOTT SEXTUPLE PRESS, 3-decks, 4-plates wide, cut-off is 23 9/16 in. with 35-h.p. D. C. motor. Complete Stereotype Equipment, good as new, all ready to turn out plates. 3 Model 5 Linotypes, all sing. magazines, containing 7 pt. matrix. Each \$1,600. 1 Model 4, double magazine, one with 7 pt. other is empty. Price \$1,400. 1 Model K, Double Magazine with 6 and 7 pt. matrix. Price \$2,000. 1 Thompson Type Caster, 2 Hamilton All-Steel Make-up Tables, Stones, Cabinets, Weasel Saw, Flat Casting Box, etc. etc.

Write for Descriptive Circular

SOUTHERN PUBLISHERS EXCHANGE, Inc
P. O. Box 1597 Richmond, Virginia

Scrapps' Officials on Tour

(By Telegraph to Editor & Publisher)

MEMPHIS, Tenn., November 4.—E. W. Scrapps and Milton H. McRae, of the Scrapps McRae League of Newspapers, with their secretaries, arrived here today in their private car "Republic," on which they have been traveling for several weeks, visiting their various newspaper offices in the Western and Southern cities. They are accompanied by Robert P. Scrapps, editorial director, and Roy W. Howard, general business director, and are leaving tonight for Oklahoma City and other Southern cities in which they have daily newspapers.

Additions to C. & W. Staff

Cone & Woodman announce the addition to the staff of their New York office of L. D. Young, formerly in the advertising department of the Pittsburgh Post and Sun and recently advertising manager for the Pennsylvania Chocolate Company. Young joined Cone & Woodman to take charge of cooperation and merchandising and the "help-to-make-advertising-pay department" in the New York office. F. A. Richardson, formerly on the New York Theatre Programs, daily papers in New York and magazines, joined the New York office of Cone & Woodman as a solicitor.

Charles Esselstyn Dead

Hudson, N. Y.—Charles Esselstyn, editor of the Hudson Republican and Columbia Republican, died October 31, aged 52 years. He was vice-president and a stockholder in the Bryan Printing Company, owner of the Republican.

ALL NATIONS DEMANDED ELECTION NEWS

(Continued from page 6)

ger. George R. Holmes, political writer, who has been stationed with Senator Harding all during the campaign, was called into the New York office to write the general election leads. J. Bart Campbell and David M. Church, of the Washington staff, were also transferred temporarily to the New York office. Campbell wrote interpretative stories of the results as they affected the Senate, and Church wrote similar stories as affecting the House of Representatives.

The Marion Star, Senator Harding's newspaper, and the Dayton News, Governor Cox's paper, both received the special election reports of the International News Service. The Republican and Democratic national committees at Washington asked to have the service copied in their offices, and this was done. The service was also supplied to state committees all over the country.

The International News Service flashed the returns to their clients in Germany, England and South America.

The Associated Press used upwards of 40,000 miles of telegraph wire, in addition to the 60,000 miles of its regular daily service. Ten thousand men were employed in New York state alone, and in the counties of many states outside of New York, where the association has no newspaper member, it engaged its own force of reporters and accountants. Seventy-two sets of tables were sent this year to the morning newspapers. In the Associated Press central office in New York, where the City News Association reports, as well as reports from all over the United States, were received, the system of slips of colored paper distinguishing the candidates for various offices were also used. At first the returns came in dribbles, gradually increasing in volume until the avalanche of returns poured in. As soon as they came in, they were added on machines, then tabulated. After being entered by the tabulators, they were passed along to the designated chief, who kept a "Doomsday Book," showing the running total of the vote throughout the night. Every one of the 1,250 or more papers of the Associated Press was thus kept abreast of the count as it proceeded.

Dr. Rumely's Trial Opens

Dr. Edward A. Rumely, formerly editor and proprietor of the New York Evening Mail, was placed on trial November 3, in the United States District Court in New York, before Judge William I. Grubb on an indictment charging him with conspiracy in connection with concealing the alleged German ownership of the newspaper during the war. Arraigned with Dr. Rumely were his attorneys, S. Walter Kaufman and Norvin R. Lindheim, who were

indicted with Dr. Rumely for complicity in an alleged plot to conceal the ownership of the Evening Mail.

Wanamaker Honors Eugene Field

PHILADELPHIA.—Friends of the late Eugene Field, newspaper man, humorist and "Poet Laureate of Childhood," commemorated the 25th anniversary of his death at the Wanamaker stores in Philadelphia and New York last Thursday. One of the big features of the occasion was a recital on the Wanamaker Store Grand Organ, the program of which was composed entirely of Field's childhood verse set to appropriate music, among them "Wynken, Blynken and Nod," Japanese Norse and other lullabies, the music composed by DeKoven and others.

Milwaukee Leader Appeals

WASHINGTON, D. C.—A question "more important than was involved in the Dred Scott decision or any other question heretofore raised concerning the destiny of democracy in America," is declared by the Milwaukee Social Democratic Publishing Company, publishers of the Milwaukee Leader, to be presented in its appeal filed today in the Supreme Court from Federal Court decisions upholding Postmaster General Burleson's authority to deny the mails to that publication. The petition set forth that Victor L. Berger, editor, had offered to change the entire policy of the paper if the ban were lifted.

Wadleys Buy Texarkanian

TEXARKANA, Ark.—Final negotiations were closed October 15 by which W. W. Thornton sold his third interest in the Daily Texarkanian to J. L. Wadley and his two sons, J. L. Wadley, Jr., and Archer F. Wadley, who owned the other two-thirds. The failing health of Mrs. Thornton necessitated removal to a different climate, and they went to El Paso, Texas. The consideration was \$16,950.



New Home of the Hartford Times

KNOW ABOUT HARTFORD?

It's a great advertising community. Chiefly because one great newspaper in the city brings big results. Results breed enthusiastic advertisers who know by experience the worth of

The Hartford Times
Since 1817
Connecticut's Greatest Newspaper

The Wadleys now own all the stock except 10 shares held by W. A. Helms.

Walden Buys Hackensack News

HACKENSACK, N. J.—E. B. Walden has purchased the Bergen Daily News from the Mutual Publishing Company. James Norton has retired as editor and is succeeded by Hugh C. O'Reilly, on the staff for the past six months. Evan G. Runner will manage the News.

New Ontario Tri-Weeklies

TORONTO.—The Oshawa (Ont.) Reformer and the Owen Sound (Ont.) Sun-Times, have started tri-weekly publication and it is expected that they will be into the daily field before long, as both papers are published in growing towns.

Specials for Bisbee Review

BISBEE, Ariz.—The Daily Review has appointed Robert E. Ward of New York and Chicago to represent it in the eastern advertising field, with the R. J. Bidwell Company, San Francisco, as Pacific Coast representative.

Hotel Men's Exhibit, Nov. 8-13

E. F. Korbel of the Rowland Advertising Agency, Inc., will have charge of the press arrangements for the Fifth National Hotel Men's Exposition, to be held at Grand Central Palace, November 8-13.

Buy South Boston Gazette

BOSTON.—Alfred J. Ford of the Boston Herald-Traveler editorial staff and

Edward G. Lenon of the Boston Globe staff, have purchased the South Boston Gazette.

A Co-operative Bureau

MONTREAL.—The Financial Times has equipped an office in Toronto to assist agencies in the development of financial accounts and to serve advertisers. The entire organization will aid in the preparation of plans, copy, etc., for any agency or client.

Keen Returns to Europe

Ed L. Keen, European manager of the United Press Associations, sailed for London, Wednesday, via Buenos Aires. Mrs. Keen accompanied him.

Joins Philip Kobbe Company

Peter Wilkinson, for a number of years with Vanity Fair, has joined the staff of Philip Kobbe Company, Inc., New York.

The Pittsburgh Post



has the second
largest morn-
ing and Sunday circulation
in Pittsburgh.

Lancaster, Pa.

with \$36,166,000.00 worth of Purchases in April, ranks fourth in the State.

The Intelligencer

AND

The News Journal

REACH THESE PEOPLE

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services.

Speed—Reliability—Quality

International News Service

10th floor, World Building,
New York

THE FACT THAT THE ASBURY PARK PRESS

dominates a field whose banks have more than \$34,000,000 on deposit is one more good reason for the national advertiser covering this exceptionally prosperous territory.

Member A. B. C. Standard Rate Card
Frank R. Northrup, Special Representative

303 Fifth Avenue, New York City
Association Building, Chicago

J. Lyle Kinmonth, Publisher,
Asbury Park, N. J.

"Los Angeles—The largest city in the West."

IN
LOS ANGELES
IT IS THE
EVENING HERALD

MEMBER A. B. C.
Government Circulation Statement
April 1, 1920

134,686

Grows Just Like Los Angeles

Representatives

New York: Lester J. Clark, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

SCRIPPS NEWSPAPERS

FOREIGN ADVERTISING DEPARTMENT

Union National Bank Building,
Cleveland, Ohio

New York Office:
Marbridge Bldg.

Chicago Office:
First National Bank Bldg.

NEW HAVEN REGISTER

NEW HAVEN, CONN.

29,861 Average

Paid Circulation DAILY & SUNDAY

Nearly twice as much as
its nearest competitor.

IT COVERS THE FIELD!

BOSTON AMERICAN

LEADS

all other Boston evening
newspapers in

**Department Store
ADVERTISING**

A sufficient recommendation to
ANY space buyer.

PENNSYLVANIA

"The Keystone State"

In no other State in the Union can you appeal to a more prosperous class of contented people than in Pennsylvania.

No other State in the Union can offer a "more ready market" with such a tremendous "buying power."

Pennsylvania leads the world in the production of mineral wealth, and is one of the first rank States in the production of manufactured goods.

Pennsylvania's wage scale is greater than paid in any other State in the Union.

Let us tell your story to nearly 5,000,000 people at a minimum cost.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item.....(E)	31,255	.10	.10	Oil City Derrick	(M)	6,467	.04 .035
*Altoona Mirror	(E)	22,530	.06 .06	Philadelphia Record	(M)	109,573	.25 .25
Altoona Times Tribune	(M)	15,049	.05 .05	Philadelphia Record	(S)	117,132	.25 .25
Beaver Falls Tribune	(E)	5,413	.025 .025	*Pittsburgh Dispatch	(M)	56,178	.17 .15
Bethlehem Globe	(E)	7,295	.04 .04	*Pittsburgh Dispatch	(S)	70,382	.22 .18
**Chester Times and Republican(M&E)	15,269	.065 .05	.05	Pottsville Republican	(E)	11,357	.055 .045
Coatesville Record	(E)	5,267	.021 .021	Scranton Republican	(M)	31,153	.12 .10
Connellsville Courier	(E)	5,182	.0179 .0179	Scranton Times	(E)	34,001	.12 .10
*Easton Express	(E)	11,556	.04 .04	††Sharon Telegraph	(E)	5,554	.03 .03
Easton Free Press	(E)	13,648	.05 .05	Warren Mirror	(E)	3,211	.0179 .0179
Erie Dispatch (M) Herald (E) (M&E)	17,667	.065 .065	.065	*Washington Observer & Reporter	(M&E)	14,959	.06 .05
Erie Dispatch-Herald	(S)	12,518	.07 .07	West Chester Daily Local News...	(E)	12,264	.03 .03
Franklin News-Herald	(E)	6,650	.045 .04	Wilkes-Barre Times-Leader	(E)	18,037	.05 .05
*Harrisburg Telegraph	(E)	32,558	.095 .095	York Gazette & Daily.....(M)	15,014	.045 .045	
Johnstown Democrat	(M)	10,990	.0425 .0425	Government Statements, October 1st, 1920.			
**Lancaster Intelligencer and News-Journal	(M&E)	24,919	.10 .10	*A. B. C. Publisher's Statement, October 1st, 1920.			
Lebanon Daily News.....(E)	8,511	.035 .035	.035	††Government Statements, April 1st, 1920.			
New Castle News	(E)	12,349	.0357 .0357	**A. B. C. Report, April 1st, 1920.			

New York Globe

The  Globe
of America and the World

*America's oldest existing
daily newspaper, will on
December 9 complete its*

127th Year

- ¶ *The Globe of to-day is more influential and successful than at any time in its long career.*
- ¶ *The Globe is the first metropolitan newspaper to go on the flat-rate basis—same rate foreign or local.*

MEMBER
A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher

170,000
A DAY







EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1920

Copyright 1920 by The Editor & Publisher Company.

Space-Buyers' Chart and Market Survey of NEW YORK STATE OUTSIDE NEW YORK CITY

NOTE.—Because national advertisers, advertising agencies, sales forces and space-buyers consider New York City and the balance of the State as two distinct markets, each representing its own distribution and advertising problems, EDITOR & PUBLISHER has made separate surveys of those two markets. In this supplement the story of New York State as it will interest the buyer of space is presented in chart form and through the announcements of various newspaper publishers. EDITOR & PUBLISHER'S survey of New York city will appear in an early issue.

Second Section

NEW YORK, SATURDAY, NOVEMBER 6, 1920

Pages I to LII

ACHIEVEMENTS MAKE NEW YORK EMPIRE STATE

Supreme Not Alone in Business and Commerce But as a Producer from the Soil, the Attractions She Offers to Makers of Homes Hold the Honor Won a Hundred Years Ago

IT is just one hundred years since New York won the right to be known as the Empire State and throughout that period she has never wavered—industrially and economically in defending her right to be known as first.

Completion of the Erie Canal made New York's position unassailable commercially and since then she has stood in the front rank of states in the development to the highest point of efficiency of her natural resources. The growth that has resulted from her development has been laid upon a solid foundation proven by age that assures stability in her business relations.

New York's population of 10,384,144 is as great as the population of the United States when Andrew Jackson assumed the Presidency; her percentage of increase in population during the last ten years is 13.9, and she continues the Empire State, with a population that is almost as great as the combined population of her two chief rivals—Pennsylvania and Illinois.

New York has been highly progressive in the treatment of her citizenship; liberal in her welfare outlook, and a leader always in educational work. Communication and transportation have been developed to a

higher point of perfection in New York State than in any other commonwealth of the nation. Every improvement has been undertaken with a view to meeting the demands of a still greater future than the great past. Her waterways have been made modern bearers of commerce and the business life of the entire state is closely interlocked by steam railroads, electric railroads and highways that mark the last word in Twentieth

Century transportation construction.

It is only natural that because of its buying power and satisfaction within itself that the makers and doers of the world should come to New York and ask her people for their approval. It is also natural that as a result of this condition the New York public is the most discriminating in the world today. That is why New York State is the most sought after market in the world.

The area of New York State is 49,204 square miles, of which 1,550 represent water surface. The inhabitants of the state numbered 9,113,614 in 1910 and now number 10,384,144. In 1914 it ranked twenty-ninth in area and fifth in density, having 207.7 persons per square mile, compared with 191.2 in 1910.

The greater portion of the soil of New York State is arable, much of it is exceedingly fertile. Although by

many it is looked upon as a manufacturing State containing great cities, the value of its farm products is exceeded by only one State.

It is estimated that there are 1,524,000 cows in New York State and in 1919 the milk produced by them was valued at \$220,000,000. There are also estimated to be 1,500,000 other cattle. In a recent year the creameries of the State made 42,986,900 pounds of butter and over 112,500,000 pounds of cheese were manufactured.

More land is devoted to hay in New York State than to any other crop, and last year more than 6,000,000 tons were produced and sold at a price that enriched the farmers of the State more than \$132,000,000, making the State first in acreage, quantity and value.

(Continued on page VI of this section)



Photo by Underwood & Underwood.

The industry of an inland empire is moved by Niagara's power and at night her on-rushing waters light a hundred cities and towns. Nearly 2,000,000 persons visit this shrine of natural energy every year

Trading Area Map—Complete List of Daily Newspapers—Index to New York State Charts—Pages XXVI-XXVII



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Five Parts.....Part 1

BUFFALO, N. Y.

Population

1910 Census	423,715
1920 Census	505,875
Chamber of Commerce, City.....	525,000
Chamber of Commerce, City & Sub.....	800,000
Native whites71%	Home owners...109,046
Negroes less than.. 1%	Summer residents—
Foreign born28%	1,500,000 tourists pass
Students	3,000 through Buffalo each
Industrial workers.20%	year.
English reading...93%	

City Classed As

Industrial and Commercial. One of the ten largest ports in the world. One of the leading iron ore and grain ports on the Great Lakes. Buffalo is known as a "City of Diverse Industries," producing in quantities, 58 per cent. of all the different lines of goods recognized by the U. S. Census Bureau.

Location

Buffalo is located at the foot of Lake Erie at the junction of Niagara River, and at western end of the New York Barge Canal.

It is a great railroad center with 15 trunk lines. It is the terminus of the Delaware, Lackawanna and Western R. R., Lehigh Valley R. R., Pere Marquette Railroad and Buffalo, Rochester & Pittsburg Railway.

It is the halfway point between New York and Chicago, and is further served by the New York Central Lines, east and west; Pennsylvania Railroad, Erie Railroad, Grand Trunk Railway System, Michigan Central, Wabash R. R., West Shore R. R., New York, Chicago and St. Louis, Canadian Pacific R. R., Toronto, Hamilton and Buffalo and Buffalo & Susquehanna R. R.

There are five important steam railroad passenger terminals in Buffalo. The New York Central Station is the terminal for the Pennsylvania R. R., West Shore R. R., Michigan Central and New York Central Lines. The D. L. & W. Depot is used by the Buffalo, Rochester and Pittsburg Railway and the Lackawanna R. R. The Grand Trunk Depot by Pere Marquette R. R., Wabash Railway and Grand Trunk System. The Lehigh Valley and Erie R. R. have separate terminals.

There are 22 Grain Elevators, not including many used for private elevations and nine Ore Docks. These are terminals for bulk freight. The Lake Terminals are important during the summer as considerable package freight is handled at these terminals. Fourteen freight stations dot the City of Buffalo, having a combined floor space of 322,503 square feet.

The railroads have a city trackage of more than 715 miles.

The city is served in addition by an excellent suburban electric trolley system, namely, The International Railway, Buffalo, Lake Erie Traction Co., The Rochester, Lockport and Buffalo Railroad, The Rochester-Syracuse Railroad and the Empire State Railroad.

The city is connected by ferry boat with Canada and Grand Island.

The following steamship lines maintain routes from Buffalo: Cleveland and Buffalo Transit Co., Detroit and Cleveland Navigation Co., Great Lakes Transit Corp., and Chicago, Duluth and Georgian Bay Transit Co.

Give Your Campaign a Fair Chance

Might as well expect to cover Buffalo and San Francisco both with one paper as to try to cover Buffalo with one paper only.

There may be some cities that could be fairly well covered with one paper but Buffalo is one of the utter impossibilities. Two newspapers do cover the field thoroughly and in nearly equal proportion at fair cost but one paper only is an absurdity.

"One-paper" lists used to be popular with some advertisers and agencies as an easy and quick way of disposing of territory. The result was five or six manufacturers in one line all scrambling for the patronage of the readers of that paper, thereby splitting its pulling power among them.

Instead of influencing the largest circulation in a city the net pro-rata circulation for each advertiser often would be less than that of the smallest newspaper of the town. In a word one-paper lists mean oversold markets and smaller returns.

Display advertising carried by all the Buffalo newspapers from January 1st to September 30th, 1920:

	Lines
TIMES . . .	7,254,912
News	7,121,170
Courier	5,338,494
Express	3,933,902
Enquirer	2,774,408
Commercial	2,599,800

Times, Courier and Express, seven issues a week; News, Enquirer and Commercial, six issues.

THE BUFFALO TIMES

The Indispensable Newspaper—Daily or Sunday



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Five Parts.....Part 2

BUFFALO, N. Y.

Banks

Savings	4	Resources,	\$139,504,027.06
State Banks	8	"	266,134,334.79
Trust Cos.			
National	3	"	65,363,837.63

Bank Clearings during 1918 totaled \$1,139,515,700; 1919, \$1,655,366,659.

In November, 1919, the total deposits of the commercial banks and trust companies were \$250,837,353.00; January 1, 1920, deposits of the savings banks were \$126,247,413.

Schools

Public Grade.....	66	No. of Pupils	57,061
High	5	" " "	7,607
Trade	4	" " "	756
Opportunity School	1	" " "	88
Parochial	62	" " "	29,510

The registration in the evening schools is over 17,000 and in the vacation schools over 12,000.

Besides the parochial schools, eight academies are taught by Sisters of various orders. These academies, maintaining the usual four year high school course, are as follows:

- Holy Angels Academy
- The Nardin Academy

Schools (Continued)

- Mount St. Joseph Academy
- Sacred Heart Academy
- Mount Mercy Academy
- St. Mary Seminary
- Annunciation Academy
- Mary Immaculate Academy

There are two Boys' High Schools: Canisius and St. Joseph's Collegiate Institute.

The colleges located at Buffalo are:
 University of Buffalo.....enrollment 1,230
 Canisius College 500
 D'Youville College (women).

There are 28 private schools and academies of various sizes; 5 Lutheran Schools and 3 Jewish schools.

The State Normal School is the largest of 11 normal schools maintained by the State of New York. The school conducts general courses for the preparation of teachers in the elementary and kindergarten field, together with specialized vocational courses for women in household arts and men in various trades.

Theatres

Buffalo has two legitimate theatres, two burlesque houses, eight vaudeville and movies and 63 motion picture theatres. There are ten motion picture houses with a seating capacity of 1000 or more. Two large high grade vaudeville and movies are now in course of construction.

The total seating capacity of all theatres is 55,274.

Churches

Baptist, 26; Roman Catholic, 64; Church of Christ, 7; Christian Science, 4; Congregational, 4; Episcopal, 26; Evangelical, 6; Evangelical Lutheran, 12; German, 13; Swedish, 1; Hungarian, 1; Free Methodist, 2; Dutch Reformed, 9; Presbyterian 4; German Evangelical 15; English Evangelical, 3; German Methodist Episcopal, 1.

50% Circulation Gain in Two Years and Why

In 1918 The Buffalo Evening Times conducted an extensive and scientific analysis of its circulation.

As a result of this investigation and because of post-war conditions it was decided to still further increase the prominence given to HUMAN INTEREST and WOMENS' FEATURES. That this campaign was successful can be judged from the above heading.

As the sensational news of the great war decreased big HUMAN INTEREST stories were found to take its place. Not for a moment was there a let-up in reader appeal. The period of reaction was safely bridged and a great gain made at a time when most newspapers were showing a decrease in circulation.

The Buffalo Sunday Times Published Buffalo's First Photogravure Section—Today It Is the Best

Nothing has done more to build up the circulation and prestige of the BUFFALO SUNDAY TIMES than its beautiful eight-page PHOTOGRAVURE SECTION. The first to be published in Buffalo, it naturally attracted the people to whom a high art section especially appealed, and it still reaches them today. These are the people most valuable to advertisers using photogravure space.

The Buffalo Times is a member of the A. B. C.



EDITOR & PUBLISHER

SPACE BUYERS CHART



BUFFALO, N. Y.

Survey in Five Parts.....Part 3

Suburban and Farm Residents

The principal cities and towns in immediate vicinity connected by trolley with Buffalo are:

	1920	1910
Amherst	6,286	4,629
Cheektowaga ...	11,923	7,650
Clarence	2,660	2,991
East Hamburg...	3,120	2,636
Evans	3,468	3,124
Grand Island...	728	914
Hamburg	8,656	6,059
Lackawanna ...	17,918	14,549
Lancaster	13,172	9,663
Tonawanda	10,068	8,290
West Seneca....	7,062	4,605
Farnham	516	540
Kenmore	3,160	1,020
Williamsville ...	1,753	1,105

Principal Industries

	Metropolitan Buffalo	Municipal Buffalo	No. establishments	Value of products
Number of Establishments	2,454	2,225		
Persons Engaged	81,985	67,518		
Proprietor and Firm Members	2,076	1,908		
Salaried Employees	12,932	11,194		
Wage Earners (average number	66,977	54,416		
Capital Invested	\$347,593,836	\$243,311,000		
Salaries and Wages.....	\$61,125,378	\$49,785,767		
Salaries	\$17,604,835	\$14,967,915		
Wages	\$43,520,543	\$34,817,852		
Cost of Materials.....	\$192,198,749	\$157,996,380		
Value of Products.....	\$298,963,864	\$247,516,476		
			No. establishments	Value of products
Automobiles, including bodies and parts			33	\$11,469,941
Bleaching, cleansing and polishing preparations			16	1,637,361
Boots and shoes.....			16	1,499,457
Boxes, fancy and paper.....			14	1,586,341
Brass, bronze and copper products..			25	3,399,130
Cars and general shop construction..			14	3,507,262
Flour mill and grist mill products..			11	28,068,796
Foundry and machine shop products..			283	26,968,240
Furniture and refrigerators.....			38	4,018,447
Jewelry			21	1,125,359

Leather goods	28	1,336,421
Bread and other bakery products....	257	6,733,508
Leather, tanned, curried and finished.	4	3,830,576
Lumber and Timber products.....	491	8,175,514
Patent medicines and compounds....	101	3,335,112
Printing and Publishing.....	225	9,314,992
Slaughtering and meat packing.....	43	29,699,660
Soaps	11	8,834,862

Other industries are: Electrical accessories, paints and varnishes, agricultural machinery, air and gas compressors, marine engines, steamship boilers, piano actions, oils and lubricants, drill presses, sugar mill machinery, trucks and suitcases, bakers' machinery, cottonseed oil, baskets, brushes, beaver board, hack saws, concrete blocks, air brake hose, printers' type, glue, box shooks, davenport, chairs, tables, food products, cereals, butter cheese, elevators, wire cloth, chinaware, stoves, ranges and heaters, roofing, horse shoe nails, sewing machines, safes and dental machinery and supplies.

NOTE.—The information given here was secured from the following sources: Assistant Secretary, Buffalo Chamber of Commerce, office of the Superintendent of Schools, banks, stores, directories and other reliable sources.

Buffalo Market

City Population	505,875
Trade Area Population.....	600,000
TOTAL BUYERS:	
Males	205,200
Females	202,880
Total	408,080

Buffalo News Circulation, Total....	95,076
A. B. C.	
City and Suburb Circulation.....	83,200
BUYER—READERS:	
Males	161,860
Females	157,380
Total	319,240

The percentage of families in the Buffalo market with income over \$3,000 yearly is six times as great as the average of the United States.

The percentage of families in the Buffalo market with income between \$1,800 and \$3,000 is twice as large as the average of the United States.

The percentage of families in the Buffalo market with income less than \$1,800 yearly is 19% less than the average of the United States.

The Buffalo market possesses that ideal source of income in that it is not only an extensive industrial centre of greatly varied manufacturing industries, affording a steady and reliable employment of its people, but it is also an extensive shipping centre. It is one of the greatest inland ports of the country and is surrounded to the east, west and south by as rich and resourceful agricultural region as can be found in the entire country.

The total expenditure in the Buffalo market for the year ending June 30, 1920, was \$283,770,000.00 Of this volume, Buffalo News readers spent \$224,680,000.00.

The national advertisers have come to know the real economic worth of the Buffalo market as compared with the other markets of the United States, and the experience of the advertiser using the columns of the Buffalo Evening News has amply repaid every investment.

The income of the Buffalo market is of such a nature as to render the market stable and dependable year after year, as is made evident by the exceptionally high incomes of the buyers as compared with the entire country and other markets of equal size. It is ideally situated for economical distribution and is fast attracting wise manufacturers who are seeking a location for efficient distribution to the United States and Canada.



EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~



Survey in Five Parts.....Part 4

BUFFALO, N. Y.

Port of Buffalo

Buffalo is the 13th city of the United States. It is situated 500 miles inland, yet it is the tenth great port of the world.

Being at the terminus of the State Barge Canal and close to the Welland Canal, it enjoys minimum freight rates from all railroads.

Buffalo is the recognized center of the lake traffic of the United States. In a year over 10,000 vessels arrive or leave annually, carrying nearly 20,000,000 tons of freight.

Fourteen miles of docks have been built in order to facilitate lake traffic.

The largest breakwater in the world protects Buffalo harbor. It is 33,600 feet long.

The Buffalo River has been deepened to a depth of twenty-two feet and a width of 190 feet.

The Barge Canal has been deepened so as to accommodate 1,000-ton barges. This will increase its carrying capacity and add largely to the transportation of grain, coal, cement, brick, iron and other slow freight.

Buffalo's position at the head of Lake Erie and as the western terminal of the Barge Canal, puts her into direct connection with Minnesota, Michigan, Wisconsin, Illinois, Indiana, Ohio and all Canada, through the waters of the Great Lakes.

The proximity of the Welland Canal, which connects Lake Erie with Lake Ontario and the St. Lawrence River, is most advantageous to Buffalo, being the main waterway for cheap entry of freight into the vast Canadian field.

There are 22 grain elevators with a total capacity of 23,250,000 bushels. Nine ore docks with a handling capacity of between six and eight million tons a year.

300,000,000 bushels of grain handled annually.

Grain receipts.—In 1913 Flour, 6,607,997 bbls.; Wheat, 68,257,375 bu.; Corn, 2,027,220 bu.; Oats, 13,544,256 bu.; Barley, 3,244,636 bu.; Rye, 7,002,097 bu.; Flour, as wheat, 33,039,985 bu.; Flax seed, 2,959,409 bu.; total, 131,065,678 bu.

Lumber receipts.—In 1918, 41,094,890 feet.

Coal Shipment by Lake. In 1918, 2,913,103 tons.

Oil and Pig Iron receipts.—In 1918, 8,710,061 tons.

Shingle receipts.—In 1918, 30,501,000 pieces.

Value of Exports to Canada.—In 1918, \$210,436,364.

Buffalo now ships about four-fifths of the anthracite shipped by Lake.

In 1919 the value of imports through the Port of Buffalo were \$100,082,855; the exports were \$201,503,730.

The tonnage entered in 1919 was 6,719,016 tons, and cleared 7,159,219 tons for a total of 13,878,235 tons.

Trading Area

Buffalo is the trading center of a large and prosperous territory. Within Buffalo's trade zone are many large manufacturing cities and towns, such as Lackawanna, Lockport, Niagara Falls, Tonawanda, North Tonawanda, Hamburg and Lancaster. The families from these towns do their trading in Buffalo.

This means that in addition to the half million people of Buffalo, there is a local vicinity population of 200,000 people. From the fact that 12,500 farmers among them are worth between \$8,000 and \$9,000 each, one may judge the general prosperity of the territory.

The population outside of Buffalo in Erie County is about 100,000. There are about 8,000 farms in the county, ranging between 50 and 100 acres. The average value per farm is \$8,000.

Erie County, in which Buffalo is situated, has more miles of improved highway than any other county in the State, and extend in all directions.

These highways are used by motor transport companies who are handling an increasing volume of merchandise, which afford quick and economical distribution for the shorter distances.

The retail division of the Chamber of Commerce has in the past rebated railroad fares for eighty miles, thus extending the trading territory on the south as far as Meadville, Penn., including Dunkirk, Jamestown, Salamanca and Olean.

On the east side the area extends past Batavia, including Lancaster, Attica, Akron and Oakfield.

On the north the area extends to Lake Ontario, including Lockport, Medina, Niagara on the Lake and Niagara Falls.

On the west the area extends eighty miles into Ontario, Canada. Especially on Canadian holidays, the people of these farms and towns flock to Buffalo. They are liberal spenders and contribute many thousands of dollars to the business houses.

Special Information

Buffalo ranks as the ninth manufacturing city of the United States.

Buffalo is the second greatest horse, and the first greatest sheep market in the country.

Buffalo is one of the great railroad centers of the world; 319 passenger trains and 476 freight trains arrive and depart daily.

It is one of the country's most important live stock markets, receipts for 1919 including 9,522 cars of cattle; 7,993 of hogs; 3,156 of sheep; 773 of horses, and 4,535 mixed cars.

The Buffalo district has become one of the most extensive producers of pig iron in the world. Over 20 large blast furnaces are located in the Buffalo district, whose combined annual capacity is between 2,000,000 and 3,000,000 tons.

Buffalo has largest linseed crushing plant in the United States. The combined daily crushing capacity of Buffalo is now about 42,000 bushels or 12,000,000 bushels per annum.

Fifteen and a half million tons of coal arrive in Buffalo yearly.

Buffalo produces 75 per cent of the world's wall board.

The Selling Power

OF THE

Buffalo Evening News

is thoroughly recorded in its actual results to advertisers, both local and foreign.

There are but few daily media throughout the entire country that stand pre-eminently high in actual selling power for advertisers as does the Buffalo Evening News. The policy of the Buffalo Evening News is such as to inspire confidence among its readers, and the readers have come to accept its advertising announcements as a guarantee of the quality of the product. It is the only medium in the territory that censors its advertising columns.

The Buffalo Evening News will be glad to furnish to advertisers or advertising agencies specific data or analysis of the possible volume of the major lines of business in this market.

BUFFALO EVENING NEWS

EDWARD H. BUTLER, Publisher

KELLY SMITH CO.

REPRESENTATIVES

Marbridge Building
 New York

Lytton Building
 Chicago

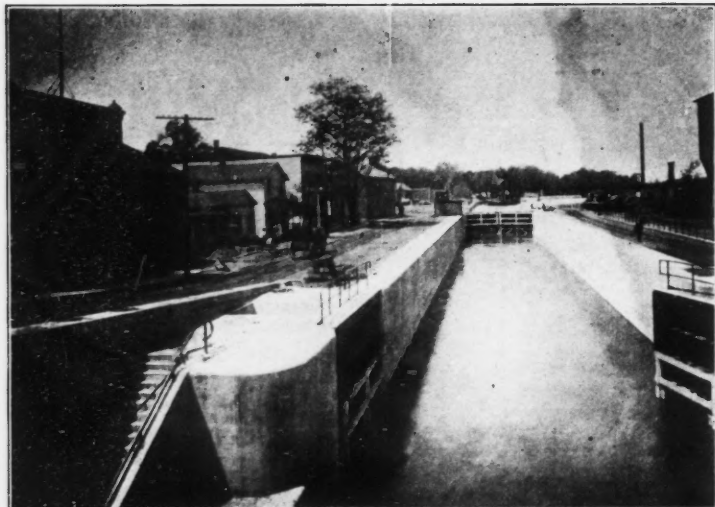


Photo by Paul Thompson

The inland water-ways of New York State are developed to a higher degree of usefulness than those of any other state in the Union and play an important part in freight transportation. The Erie Canal cost more than \$50,000,000 to construct. This picture of a lock on the New York State Barge Canal was made at Baldwinsville.

NEW YORK AN EMPIRE STATE

(Continued from Page 1, Second Section)

Immense crops of cereals are grown in the valley lands, which also produce an abundance of grapes and other fruit; hops in Otsego, Madison, Chautauqua and Oneida counties; tobacco is grown in several counties, and corn generally throughout the State. New York holds second place in buckwheat, this State and Pennsylvania producing nearly three-fourths of the country's total; second in maple sugar and syrup, with over 3,000,000 pounds of sugar and over 2,000,000 gallons of syrup in 1919, first in onions and first in apples. The pro-

Facts About Rochester

Area, 21,009.5 acres.
Assessed valuation, \$297,534,141.
Population, 295,850; within market area 2,000,000.
Number of dwellings, 49,000—up to January 1, 1920.
Building permits first seven months 1920, \$6,538,274.
Is located on Genesee river, New York State Barge Canal and Lake Ontario.
Death rate in 1919, 12.45 per thousand; 14 hospitals; 16,049 acres of parks.
Annual factory products, \$400,000,000; bank capitalization, \$6,500,000; bank deposits, \$229,402,373 (per capita, \$764); bank clearings in 1919, \$491,927,131.52.
Leads the world in the production of cameras, films, photographic plates, paper and other camera supplies; optical goods, thermometers, enameled steel tanks, filing devices and office systems, check protectors, soda fountain fruits and syrups, and mail chutes.

duction of the principal cereals in 1919, in bushels, was for corn, 35,260,000; buckwheat, 5,250,000; wheat, 11,178,000; oats, 29,580,000; barley, 2,486,000, and rye, 2,000,000. Potatoes yielded 39,560,000 bushels, the largest crop of any State; tobacco, 3,500,000 pounds; onions, 2,000,000 bushels. In the neighborhood of the large cities market gardening is extensively carried on.

The fruit industry is of great value. New York's 1919 apple crop was 16,800,000 barrels, about a fifth of the country's total, with a value of \$25,200,000.

Note—In every case the latest authentic figures and comparisons are given.

The census of 1910 credited New York with 35,603,897 grape vines. In 1919 they produced more than 250,000,000 pounds of grapes, having a value of \$6,500,000. The value of other fruit crops in the last year was: Peaches, \$4,950,000; pear, \$3,672,000; plums, \$519,192; cherries, \$544,508; apricots and nectarines, \$14,490; quinces, \$135,345, and small fruits, \$8,500,000.

New York State is well wooded and the timber is varied and excellent. Its leading mineral is iron ore, of which the mines, especially those of the Champlain and Adirondack regions, yield abundantly. Galena is found in large quantities in St. Lawrence and other counties.

Building stone is abundant, consisting of granite, white and colored marbles, of which those of Westchester and St. Lawrence counties are the most important; Potsdam and Medina sandstones and gray and blue limestones; also fine

brick clay. It has large quarries of slate and stone for flagging.

There are extensive deposits of hydraulic cement and gypsum, the former being largely produced at Rondout, Manlius and Akron, the latter near Syracuse.

A vast amount of salt is made, chiefly from the springs of Onondaga county. The 1914 output was 10,389,314 barrels, an output exceeded by only one State. In recent years new and promising salt fields have been developed in Wyoming and Genesee counties.

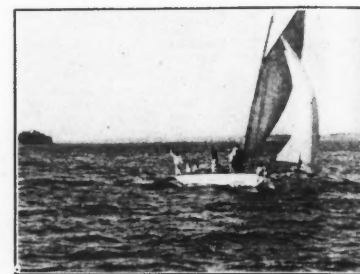
The 1914 graphite production was 10,455,139 pounds, value \$698,800. There are natural gas wells in several counties, with an output value in 1914 at \$2,600,352; and petroleum is found near Olean, Wellsville and other places. The 1914 production of petroleum was 938,974 barrels. Many of other minerals are found.

The urban population in 1910—that is, the population residing in cities and towns of 2,500 inhabitants or more—was 7,185,494, or 78.8 per cent of the total, as against 72.9 per cent in 1900. There were in the state in 1914 10 cities, each having a population of over 50,000—New York City, 5,333,539; Buffalo, 454,112; Rochester, 245,077; Syracuse, 149,353; Albany, 102,961; Yonkers, 93,383; Schenectady, 91,012; Utica, 82,060; Troy, 77,560; and Binghamton, 52,191. In 1910 there were only nine cities of that size, the population of Binghamton having increased to over 50,000 in the five-year period. These cities whose aggregate population in 1914 formed 67.4 per cent of the estimated total population of the state, contributed 77.7 per cent of the manufactured products. There were also 43 cities and villages having a population of over 10,000 but less than 50,000. The 53 cities and villages having an estimated population of more than 10,000 contained 76.2 per cent of the total population of the state in 1914, while only three-tenths of 1 per cent resided in incorporated places having between 2,500 and 10,000.

The importance of New York in manufacturing is due largely to its geo-

graphic position, as well as to the abundant natural wealth of its fields, forests, mines and quarries. The artificial and natural waterways afford an outlet for coastwise and foreign commerce through the most important seaport in the United States. A large percentage of the commercial and manufacturing centers of the state are located on waterways, which, according to the last survey, had an aggregate of approximately 1,550 square miles of navigable water.

The railroads of New York are also important factors in its industrial development and afford excellent avenues for the transportation and output of manufactures. The steam-railway mileage in

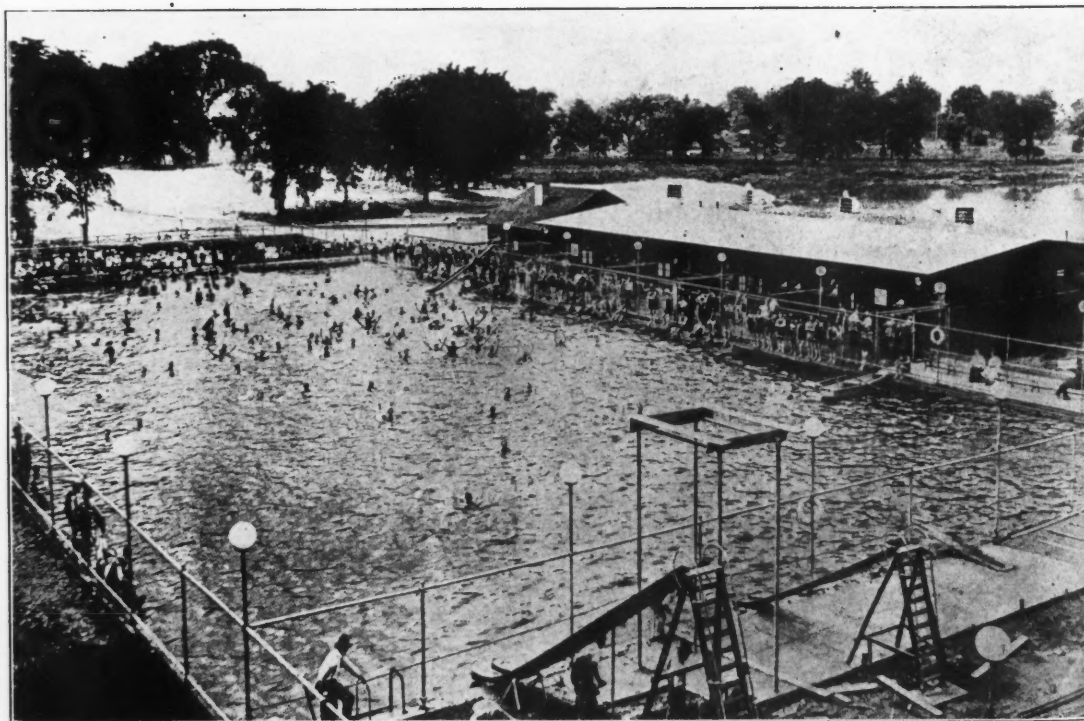


A hundred lakes attract the kind of people who demand the best things in life to New York from every part of the nation in the summertime.

1914 was 8,530, and the electric railway mileage in 1912 was 4,274.

The mineral output of the state for the year 1914, as reported by the United States Geological Survey, amounted to \$36,307,036. Agriculture is also a leading industry upon which manufactures are more or less dependent. The total value of all farm crops in 1909 was \$209,168,236, the most important being hay and forage, \$77,360,645; followed by cereals—oats, corn, wheat, etc., \$43,099,988; vegetables, \$36,309,544; and fruit and nuts, \$24,900,491.

The value of merchandise exported through the port of New York during (Continued on page X, this section)



ONLY a happy and contented people know how to play right. That is why New York State is one of the most desirable markets in the world—New Yorkers know how to play. No community in the state is too small to make playing a part of its civic work. The Atlantic ocean, lakes and rivers have supplied its people with hundreds of natural places to play, but those have not been enough, and from border to border the stranger is impressed by the number of play places like that shown above—one of Binghamton's attractions.



EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~



Survey in Five Parts PART 5

BUFFALO, N. Y.

Wholesale Houses

Bakers	5
Boots and Shoes	8
Cheese and Dairy Products	16
Cigars and Tobacco	46
Men's Clothing	9
Candy	59
Drugs	5
Dry Goods	7
Grocers	23
Hardware	6
Jewelers	49
Meats	16
Milliners	13
Seeds	12
Flour	26

Wholesale grocery houses do more than \$20,000,000 a year business. Wholesale hardware dealers sell close to \$15,000,000 worth of products. Paper jobbing between \$12,000,000 and \$15,000,000. Jobbers in sheet metal do a business exceeding \$10,000,000 a year; wholesale dry goods, \$12,000,000; knit goods, \$2,000,000 to \$3,000,000; wholesale jewelry, \$4,000,000 to \$5,000,000.

Retail Sections

The principal shopping center extends along Main Street, William Street, Broadway, Filmore Avenue, Chippewa Street, West Eagle Street, Grant Street, Genesee Street, Jefferson Avenue and adjoining and intersecting streets, about seven miles in all. In this district are found the banks, stores, theatres, shops.

Residential Features

According to the housing census just finished by the health department, 1918, the city has 64,625 dwellings, divided as follows: One-family houses, 33,175; two-family houses, 25,847; tenement houses, 4,303; rooming houses, 1,075; lodging houses, 50; boarding houses, 94; and hotels, 96.

Practically speaking, there are no tenement houses in Buffalo. The workmen, for the most part, live in detached cottages or two-family houses, many of which are owned by the occupants.

Delaware Avenue has always had the reputation of being one of the handsomest avenues in the country and has often been declared to be one of the finest avenues in the world.

Retail Outlets for Nationally Advertised Products

Automobile Passenger Agencies	81	Confectioners	459	Furriers	64	Millinery	85
Automobile Truck Agencies	23	Dairy Products	110	Garages	250	Opticians	28
Automobile Tire Agencies	118	Delicatessen	57	Grocers	1512	Photographers	45
Automobile Parts Agencies	14	Department Stores	20	Hardware	61	Pianos	31
Automobile Supply, Gas and Repair Stations	314	Dressmakers	340	Hats and Caps	55	Plumbers	114
Bakers	220	Druggists	198	Jewelers	154	Restaurants	234
Cigar Stores	94	Dry Goods	80	Ladies' Tailors	19	Shoe Dealers	232
Cloaks and Suits	51	Electrical Supplies	48	Meat Markets	638	Sporting Goods	8
Clothiers	127	Florists	88	Men's Furnishings	37	Stationers	96
		Furniture	86	Merchant Tailors	41		

Morning Newspapers

The Buffalo Courier, The Buffalo Express.

Evening Newspapers

The Buffalo Times, The Buffalo Commercial, The Buffalo News, The Buffalo Enquirer.

Sunday Newspapers

The Buffalo Times, The Buffalo Courier, The Buffalo Express.

Morning Buffalo Courier
Sunday Buffalo Courier
Evening Buffalo Enquirer

Circulations verified by Audit Bureau of Circulation.

Results verified by satisfied advertisers in every field of industry and enterprise.

Complete Coverage
 of
Western N. Y.

The circulation of The Sunday Courier, the Morning Courier and Evening Enquirer represent the greatest purchasing power of a prosperous population of 700,000. The Courier-Enquirer combination is the direct connection between distribution and sales.

This combination of newspapers covers the Buffalo field completely at a minimum cost for maximum results.

CONE & WOODMAN, Inc., Publishers' Representatives
 New York - Chicago - Detroit - Kansas City - Atlanta



EDITOR & PUBLISHER

SPACE BUYERS CHART



SURVEY IN TWO PARTS. PART 1
ROCHESTER, N. Y.

Population

1910 Census	218,149
1920 Census	295,850
A. B. C., City and Suburban.....	510,000
Chamber of Commerce, City.....	300,000
C. of Commerce, City and Suburban.....	700,000

Native Whites	73½%	Industrial Workers	27%
Negroes	½%	English reading	99%
Foreign born	26%	Home Owners	63,630
Students	2,000		

Suburban and Farm Residents

Rochester is situated in the heart of the richest orchard and farming country on the continent. In the immediate vicinity the suburban towns are Pittsford, 1,376; Webster, 1,439; Fairport, 3,556; Spencerport, 848; Honeoye Falls, 1,258; Brockport, 3,368; Churchville, 583; Scottsville, 900; East Rochester, 3,471.

City Classed As

Industrial

Location

On New York Central R. R.; Buffalo, Rochester and Pittsburgh, R. R.; Lehigh Valley R. R.; Pennsylvania R. R. and Erie R. R. Lake Ontario is only seven miles from Rochester where an excellent harbor affords good shipping facilities on the Great Lakes.

Banks

Savings	4	Resources	\$88,640,159.65
Trust Companies	9	Resources	130,721,558.23
National	3	Resources	48,835,174.73

Schools

Public Grade	44	No. of Pupils.....	29,789
High	5	No. of Pupils.....	10,860
Vocational	1	No. of Pupils.....	1,300
Colleges	1	No. of Pupils.....	700
Parochial	32	Pupils	16,000
Parochial High	2		

Educational facilities include University of Rochester (560 pupils), one of the best equipped institutions in the country; Rochester Athenaeum and Mechanics Institute; fourth greatest trade school in the country. There is also the Rochester Theological Seminary (Baptist pupils 110); St. Bernards Theological Seminary (Catholic) with 235 pupils, and Eastman's School of Music, now under construction, which will combine the school of music and motion picture symphony concert auditorium and will be administered by the University of Rochester.

Theatres

Two legitimate, seats 4,000; four vaudeville, seats 6,000; and one burlesque. There are 35 motion picture theatres, seating about 35,000.

Churches

Advent, 2; Unitarian, 1; Baptist, 15; Christian Science, 2; Congregational, 2; Evangelical, 6; Hebrew, 14; Christian, 3; Lutheran, 14; Methodist, 14; Presbyterian, 19; Episcopal, 12; Reformed, 5; Roman Catholic, 28.

Principal Industries

Rochester leads the world in the production of cameras, films, photographic plates, paper and other camera supplies; optical goods, thermometers, enameled steel tanks, filing devices and office systems, check protectors, soda fountain fruits and syrups, and mail chutes; the city ranks high in the production of machinery, women's, misses' and children's shoes, men's clothing, carbon paper and typewriter ribbons and ivory buttons.

Other products include automobiles, trucks, equipment and parts for autos, motors, electrical supplies and equipment, trunks, stoves, stamped metal ware, sheet metal work, seeds, railway signals, railroad car wheels and supplies, perfumes, furniture, tools, dental chairs, lenses, jewelry, castings, candy, soft drinks, paper boxes, beds, boilers, bottles, condensed milk, corsets, fishing tackle, hats, hosiery, knit goods, pianos and organs, advertising novelties, wire goods, wire screens, yeast, waxed paper, thread, telephone instruments, tags, soap, safes, saws, shirts, show cases and surgical instruments.

Special Information

Rochester is a city of varied industries, having 1,650 factories, turning out 350 commodities. The city leads in production of high class ivory buttons. It produces 60% of the typewriter and carbon paper made in the country. It ranks fourth in the United States in the production of shoes and men's clothing. The annual output of shoes in 1919 was \$55,000,000; men's clothing, \$60,000,000; wood working output, \$14,000,000.

Rochester is in the heart of western New York's fruit growing country, this being one of the chief industries of the rural districts. Canning factories are numerous. Much attention is paid to the nursery and seed industry, being one of the largest centers in the world.

There are 120,000 industrial workers employed in the various industries; annual products of factories being \$400,000,000 with salaries and wages paid annually of over \$110,000,000.

NOTE.— Sources from which facts and figures were secured: Arthur R. Tucker, Industrial Commissioner; Chamber of Commerce, bank statements, stores, theatres, Board of Education, directories and other reliable sources.

Why Consider Rochester?

Rochester is to-day conceded to be one of the most prosperous cities in the United States.

Whenever financial difficulties appear in other cities, Rochester is exempt. This has been the story during each cessation of manufacturing in other places. The reason for this is:

Rochester's Diversified Industries Always Keep It Busy

In Rochester there are 1900 manufacturing plants.

The great Eastman Kodak plants; the wonderful clothing district; thermometer works; women's shoe industry; Protectograph business; dental manufacturing; two distinctive types of automobile manufactories; lithographing plants, and hundreds of others, keep employees working night and day.

The banks have more deposits than ever before in their history.

The crops for 200 miles about Rochester are the largest known since the Civil War. Everybody who wants to work is working, everybody has money.

ROCHESTER TIMES-UNION

The Newspaper that guarantees (A. B. C.) more net paid circulation than any other publication in Rochester.

NEW YORK
J. P. McKINNEY & SON,
334 Fifth Avenue.

F. A. WOOD
ADVERTISING MANAGER

CHICAGO
J. P. McKINNEY & SON,
122 S. Michigan Avenue.



EDITOR & PUBLISHER

SPACE BUYERS CHART



SURVEY IN TWO PARTS... PART 2

ROCHESTER, N. Y.

Wholesale Houses

Groceries	21
Meats	5
Fruits	6
Tobacco	13
Clothing	33
Druggists	7
Dry Goods	4
Millinery	3
Shoe Dealers	8
Men's Furnishing	8
Confectioners	14

Retail Section

Principal shopping center extends along East and West Main Sts., East Ave., State St., St. Paul St., South St., North Clinton, South Clinton and West St. There are numerous neighborhood retail stores throughout various sections of the city.

Residential Features

Rochester is essentially a city of homes with well paid workers. There are mostly one and two-family houses with some fine apartments. Fully 50% of the homes are owned by the people residing in them.

Trading Area

Rochester's trading area is one of the largest and richest farming sections in New York. It extends north to Lake Ontario, west as far as Batavia and Albion, including Brookport, Le Roy; southwest, including Warsaw, Perry and Castile; east to Waterloo and Clyde, including Lyons, Geneva, Newark and Palmyra, and south to Dansville, Wayland and Naples, including Honeoye Falls, Canandaigua, Genesee and Lima.

There are many prosperous towns in the surrounding county which is mainly farming land. Much of it is devoted to truck gardening which produces a large revenue. The retail trading area extends for about 30 miles in all directions from the city. Wholesalers in all lines have customers as far distant as 60 miles who are given 24-hour service from Rochester.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	39	Delicatessen	22	Furriers	20	Merchant Tailors	25
Auto. (Truck)	20	Dressmakers	230	Garages	114	Milliners	76
Auto. (Tires) Agencies	51	Druggists	89	Grocers	952	Opticians	20
Auto. (Parts) Agencies	300	Dry Goods	133	Hardware	58	Photographers	52
Bakers	138	Department Stores	6	Hats and Caps	13	Pianos	25
Cigar Stores	63	Electrical	20	Jewelry	97	Restaurants	170
Cloaks and Suits	31	Florists	37	Ladies' Tailors	12	Shoe Dealers	101
Clothiers	74	Fruits	62	Meat Markets	257	Sporting Goods	8
Confectioners	199	Furniture	79	Men's Furnishings	30	Stationers	19

Times Union (E)
Abendpost (E)

Post-Express (E)
Democrat & Chronicle (S)
Herald (M)

Democrat & Chronicle (M)
Herald (S)

The Rochester Times-Union

IS NOW POSITIVELY

Rochester's Greatest Newspaper

(See A. B. C.) Circulation for Year Ending March 31, 1920, 64,657

Times-Union guarantees 3,548 copies daily in the city of Rochester, more THAN ALL OTHER NEWSPAPERS COMBINED.

City and suburban circulation exceeds that of any other newspaper by 17,696 copies.

NET CASH PAID exceeds that of any other newspaper by 11,036.

Times-Union carried, for the year ending October 1, 1920: (Six Days)

35,315 inches of national advertising more than any competitor.

48,248 inches of local display more than any competitor.

57,665 inches of department store advertising over any competitor.

Rochester now enjoys the distinction of having an Evening Newspaper that absolutely dominates the situation in both circulation and advertising.

THE PAPER THAT GOES HOME

F. A. WOOD
ADVERTISING MANAGER

J. P. McKINNEY & SON
334 Fifth Avenue, New York City

J. P. McKINNEY & SON
122 S. Michigan Avenue, Chicago, Ill.

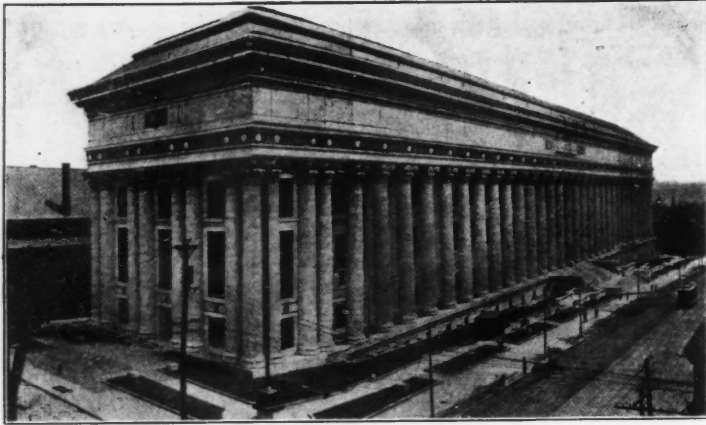


Photo by Paul Thompson

New York State is the home of many of the best-known educational institutions in the country. Its public schools are among the best in the world. The State educational building at Albany is one of the great buildings of America. It cost about \$5,500,000. In it is an auditorium seating 900, also reading rooms, libraries, and the State Museum.

NEW YORK AN EMPIRE STATE

Continued from Page VI, Second Section

the fiscal year ending June 30, 1914, was \$864,546,338, or 36.6 per cent of the aggregate for the United States, and of merchandise imported, \$1,040,380,526, or 54.9 per cent of the total for the country. The corresponding figures for 1909 were \$607,239,481 and \$779,308,944, respectively.

Although New York is an important agricultural and mining state, its pre-dominance is most marked in manufacturing. The state has outranked all others in this respect since 1849, when the first authorized census of manufactures was taken, but the proportion which the state has contributed to the total value of products manufactured in the entire United States has decreased. This proportion was 23.3 per cent in 1849 and only 15.7 per cent in 1914. In 1849 the total value of the manufactured products of New York, including those of the neighborhood and hand industries, amounted to \$237,597,249; while in 1914, exclusive of the value of products of the neighborhood and hand industries, it reached a total of \$3,814,661,114, or more than sixteen times that in 1849. During the same period the population of the state increased 219.6 per cent. In 1849 an average of 199,349 wage earners, representing 6.4 per cent of the total population, were employed in manufacturing, while in 1914 an average of 1,057,857 wage earners, or 10.7 per cent of the total population, were so engaged. During this period the gross value of products per capita of the total population of the state increased from \$77 to \$385.

The general increase in the manufactures of the state was less from 1909 to 1914 than during either of the other five-year periods, the average number of wage earners increasing 5.4 per cent, the value of products 132 per cent, and value added by manufacture 12.8 per cent. The value added by manufacture, as explained in the "Explanation of terms," best represents the wealth created by manufacturing operations during the year. The proportion of value added by manufacture which New York contributed to the total for the United States was about the same in 1914 as in 1899, 17.3 per cent.

Nothing more clearly shows the importance of a market than the strength of its financial institutions. New York City is now the financial center of the world and the wealth that has flowed steadily to that city since 1914 has enriched the people of the entire state and in turn the banking institutions, making

them the greatest, so far as buying power is represented, in the world.

The total reported resources of the various classes of institutions subject to the supervision of the Superintendent of Banks, according to the reports available at this date, are \$7,738,109,718, as compared with total resources of \$6,586,607,026, calculated in the same manner a year ago, an increase during the year of \$1,151,502,692, or 17.48 per cent. According to the last reports available in 1914, previous to the outbreak of the European War, the total resources of such institutions were \$4,512,604,292.

It is believed that, were the figures taken from the semi-annual reports of savings banks and from the annual reports of other institutions subject to the supervision of this department as of De-

cember 31, 1919, available, the total resources of the institutions and individuals subject to its supervision would be found to approximate \$8,000,000,000.

The total reported resources of the national banks of the State on September 12, 1919, were \$5,224,137,000, and the total resources of all the national banks of the United States, according to the same reports, were \$21,615,416,000.

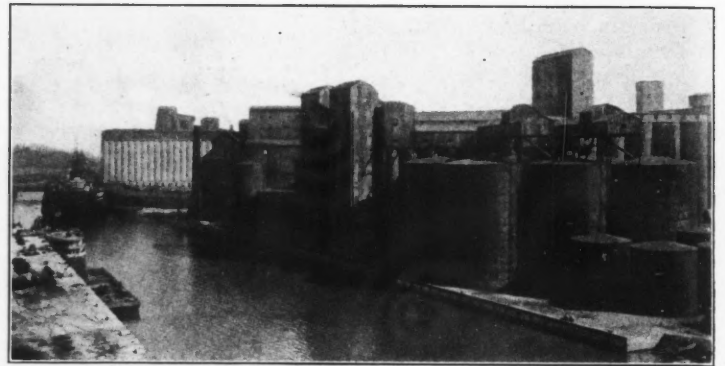
The total resources of all the banking institutions of the United States on June 30, 1919, according to the best information obtainable, were \$47,172,104,000.

The total resources of State banks on November 1, 1918, were \$1,020,241,730.

The number of State banks filing reports as of November 1, 1918, was 208, and the number reporting as of November 12, 1919, was 220, an increase of 12.

According to the reports of State banks available at the beginning of the European war, their total resources were \$693,463,184, so that since that time their total resources have more than doubled in amount.

On November 1, 1918, the total reported resources of the trust companies of the State amounted to \$3,221,371,809. On November 12, 1919, their total reported resources were \$3,721,949,526, a gain of \$500,577,717, or 15.54 per cent.



Out of the west comes grain to feed the world. Much of it is rehandled for its final destination in New York State. This group of elevators are located on Buffalo's harbor-front.

while on November 12, 1919, they amounted to \$1,425,124,541, a gain of \$404,882,811, or 39.68 per cent.

During the same period their deposits increased from \$861,024,926 to \$1,215,175,894, a gain of \$354,150,968, or 41.13 per cent.

During the same period their total deposits increased from \$2,516,751,340 to \$2,885,355,813, a gain of \$368,604,473, or 12.77 per cent.

According to the last reports of trust companies available prior to the commencement of the European war, their reported resources were \$1,812,445,413, so that their resources have also increased more than 100 per cent since that time.

Ninety-eight trust companies filed reports as of November 1, 1918, and ninety-nine trust companies reported as of November 12, 1919. For the first time in history, the total resources of the State banks and trust companies exceed five billions of dollars, amounting to \$5,147,074,067.

The reported resources of the private bankers subject to the supervision of the department on November 1, 1918, amounted to \$19,670,503. On November 12, 1919, they amounted to \$25,810,158, a gain of \$6,139,655, or 31.03 per cent.

During the same period the deposits with these private bankers increased from \$13,656,670 to \$17,943,288, a gain of \$4,286,618, or 31.35 per cent.

During the past year it has not been deemed necessary or expedient to close a single one of the 990 institutions under the supervision of the department. In fact, no State bank has gone into involuntary liquidation since May 4, 1915, on which date it became necessary to close a small institution with a capital of \$25,000 and total deposits of \$44,793. Seventy per cent of their claims has been paid to the depositors by the State Banking Department, so that the total loss to depositors from this failure was \$13,473. The only other failure of a State bank since the year 1910 occurred during the year 1912. The total deposits with this institution amounted to \$658,961. Eighty-five per cent of their claims has already been paid to the depositors with this institution, making the total possible loss to its depositors \$98,844.

Canning and preserving, as a factory industry, assumed commercial prominence about 1850. New York was one (Continued on Page XXIV, this section.)

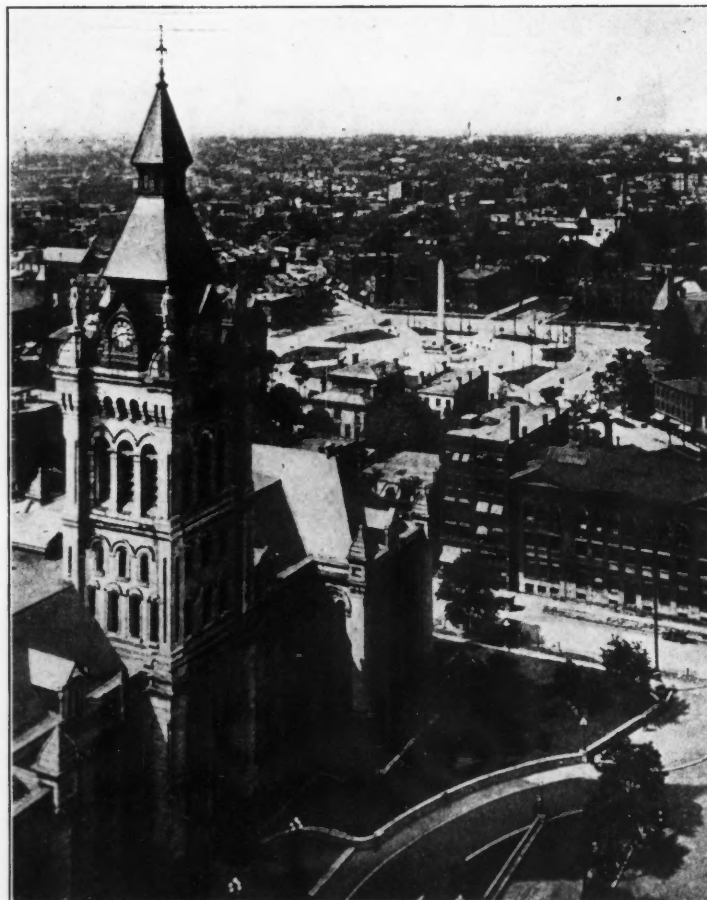


Photo by William A. Drennon

In the west, on the Great Lakes, is Buffalo, another metropolis. In the foreground is the City and County Hall and in the distance McKinley Monument.

Survey in Three Parts Part 1
SYRACUSE, N. Y.

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Population

1920 Census	171,717
A. B. C., City.....	171,647
A. B. C., City and Suburban.....	450,000
Chamber of Commerce, City.....	175,000
C. of Commerce, City and Sub.....	375,000
Native Whites.....76% Indus. workers....36,000	
Negroes	1% English reading.....85%
Foreign born.....	23%
Students	4,033 Home owners....34,000

Suburban and Farm Residents

Syracuse is the center of a closely settled territory in which there are many large and prosperous market gardens and fruit farms.

There are six interurban electric lines in addition to excellent railway service radiating from Syracuse which give fine passenger and freight to the following nearby cities: Solvay 7,352, Skaneateles 1,635, Clyde 2,700, Weedsport 1,448, Baldwinville 3,685, Fulton, 11,908, Oneida 8,800, Cortland 13,069, Manlius 1,296, Canastota 3,849, Liverpool 1,831.

Syracuse is the shopping center for this territory and in fact an area much larger.

City Classed as

Industrial, educational and distributing centre for Central New York.

Location

Syracuse is the most centrally located city in N. Y. State. N. Y. Central Railroad, main line, Auburn Div.; Ontario & St. Lawrence Div.; West Shore, Chenango Branch, Lackawanna R. R.; Syracuse Div., Ontario & Western R. R.; Lehigh Valley R. R., and branch of Penn. R. R. connects within 50 miles with lines running into Syracuse. Syracuse is situated at one of the terminals of the N. Y. State Barge Canal and at the junction of the Oswego-Syracuse and Erie Canal.

Banks

Savings	2 Resources .	\$51,673,615.18
Trust Companies	3 Resources .	99,827,993.27
National	3 Resources .	13,889,821.75

Schools

Public Grade	35 No. of Pupils	24,874
High	3 No. of Pupils	3,603
Colleges	1 No. of Pupils ...	4,033
Parochial	12 No. of Pupils	4,000

The city is the seat of Syracuse University which has an enrollment in excess of 4,000. The Forestry School which is connected with the University has contributed much toward the reforestation work throughout the United States.

Theatres

In Syracuse there are 40 motion picture theatres scattered throughout the city, 1 vaudeville house exclusively (Keith's), 2 legitimate theatres, but play stock during the summer months, and one burlesque. The total seating capacity is 30,000, the largest theater will seat 2,700.

Churches

Evangelical 1, Reformed 2, Baptist 8, Congregational 5, Hebrew 7, Lutheran 8, Methodist 18, Presbyterian 10, Roman Catholic 17, Protestant Episcopal 8, Seven Day Adventist 1, Unitarian 1, Universalist 1, Methodist Episcopal 2, Church of Christ 2, Christian Science 1.

The SYRACUSE POST-STANDARD

Leads in National Advertising

---because it is an influential home newspaper, and has the greatest circulation volume. The Syracuse Post-Standard dominates in the fourteen counties of Central and Northern New York.

PAUL BLOCK, Inc.

FOREIGN ADVERTISING MANAGERS

NEW YORK
95 MADISON AVE.

CHICAGO
CENTURY BUILDING

BOSTON
LITTLE BLDG.

DETROIT
KRESGE BUILDING



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Three Parts Part 2

SYRACUSE, N. Y.

Principal Industries

Syracuse is a leading city of the United States in manufacturing of tool steel, auto gears, differentials and transmission, soda ash and its by-products, wax candles, agricultural implements, china ware, mince meat and powdered milk, shoes,

typewriters, automobiles and allied products, textiles, clothing, cigars, machinery, boilers, bicycles, hardware, carriages, bricks, engines, boiler tubes, wagons, canned goods, structural iron.

Special Information

Syracuse is the home of 780 manufacturing establishments with a total of 39,000 employees.

Annual wage bill of manufacturing industries totals over \$55,000,000.

Syracuse in addition to being the most important manufacturing city in Central New York is also the wholesale and retail

buying center for an area containing a population of people.

Some of the finest department stores in northern New York are situated in Syracuse.

Over 6,000 commuters come into Syracuse every day to work, shop or eat. Their demands for nationally advertised goods are varied and exacting.

Residential Features

The houses for the most part are one and two-family structures. In the fine residential section one family houses predominate. There are a limited number of "3" deckers.

Many apartment houses of the better grade have been erected during the past decade, but the tendency of the people is towards owning their own home.

NOTE.—Sources from which facts and figures were secured: Frederick E. Norton, Secretary Chamber of Commerce; Auto Dealers' Association; superintendent of schools, bank statements, stores, theatres and other reliable sources.

The Syracuse Herald

LEADS IN ALL ADVERTISING

Local, Foreign and Classified

LEADS ITS FIELD DAILY

in Home Delivered Circulation and Also in City and Suburban Sales

LARGEST SUNDAY CIRCULATION

in the State Outside of New York City With the Exception of One Paper in Buffalo

AN INDEPENDENT NEWSPAPER

Printing All the News Without Fear or Bias. Served Daily and Sunday by
The Associated Press and International News Service

MEMBER THE A. B. C.

Foreign Representative:

FRALICK & BATES, Inc.

TRIBUNE BLDG., NEW YORK CITY

HEYWORTH BLDG., CHICAGO, ILL



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Three Parts.....Part 3
SYRACUSE, N. Y.

Wholesale Houses

Shoe Dealers.....	5	Dry Goods.....	4
Jewelry	9	Fruits	12
Groceries	15	Tobacco	15
Meats	6	Confectioners....	9
		Druggists	4

Fine railroad systems, trolley lines and good automobile routes have done much to develop the business in Syracuse's trading area. Most business houses maintain motor delivery, thereby giving prompt and efficient service even to distant points.

Retail Section

The principal shopping district is located on Salina St., Warren St., Fayette St., Jefferson St. and Washington St. In this section are located the large department stores, specialty shops, large grocery stores, theatres, etc.

There are also a number of smaller neighborhood stores scattered throughout the city.

Trading Area

Syracuse trading area is all that within an average radius of 36 miles and is amply served by six interurban electric lines as well as steam railway service and excellent roads for motor transportation.

The area extends on the north to Fulton, including Liverpool, Baldwinsville, Phoenix and Brewerton. On the south this territory extends to and includes Cortland, Homer, Tully, Jamesville and many smaller villages. The trading boundary on the west extends to Auburn, Port Byron, Weedsport, Skaneateles. Much of this trade is shared with Auburn. The eastern boundary extends to Oneida and includes a prosperous farming community.

Retail Outfit for Nationally Advertised Products

Auto. (Passenger)	38	Delicatessen	4	Furriers	12	Merchant Tailors	35
Auto. (Truck)	23	Dress Makers	320	Garages	50	Milliners	44
Auto. (Tires) Agcys.....	60	Druggists	69	Grocers	685	Opticians	19
Auto. (Parts) Agcys.....	65	Dry Goods	81	Hardware	31	Photographers	26
Bakers	63	Department Stores	7	Hats and Caps.....	19	Pianos	18
Cigar Stores	49	Electrical	19	Jewelry	57	Restaurants	123
Cloaks and Suits.....	19	Florists	25	Ladies' Tailors	14	Shoe Dealers	51
Clothiers	59	Fruits	22	Meat Markets	84	Sporting Goods	7
Confectioners	108	Furniture	38	Men's Furnishings	42	Stationers	7

Gazetta (Ital.) W
 Herald, E & S

Post Standard, M
 Journal, E

Union (Ger.) W
 Catholic Sun (W)

THE SYRACUSE EVENING JOURNAL

Has both age and youth—founded more than three-quarters of a century ago—it has been a Syracuse institution to three generations. For sixteen years it has in a modern, aggressive way gone forward in circulation by leaps and bounds.

Sixteen years ago it had about 6,000 daily circulation. The Publishers' Statement to the A. B. C., of which it is a member, for the six months ending September 30, 1920, is 42,218 net paid.

Such growth indicates a reader clientage which it has attracted to itself by merit; real people, not tradition-tied nor habit-hobbled, equally open-minded and responsive to advertising appeal of the things of today.

There are Women's pages and Society pages that get right into the heart of the home; comics by Goldberg, Voight, Fontaine Fox and other big ones; Burgess' Bed-time Stories; cartoons by Briggs, a day and night news service, world-wide and state covering, reliable and complete, on which money has lavishly been spent. And an editorial conduct that has been so strong in common sense, so ruggedly honest, that it has inspired a reader confidence rare in these days.

Its fair, just and equitable advertising rate of ten cents an agate line flat and its excellent promotional service are building business friends all over the country as rapidly as at home in Syracuse.

SYRACUSE JOURNAL COMPANY

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

9 E. 37th Street
 New York

Tribune Building
 Chicago

Chemical Building
 St. Louis

Healy Building
 Atlanta

Examiner Building
 San Francisco

Title Insurance Building
 Los Angeles

Post Intelligencer Building
 Seattle

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Population

1920 Census 94,156
 Chamber of Commerce Estimate, City..... 95,000
 Chamber of Commerce, City and Suburban..... 300,000

Native Whites 71% Industrial Workers28%
 Negroes 1% English Reading88%
 Foreign Born 28% Families15,503

Suburban and Farm Residents

New Hartford, 1,195; Rome, 20,497; Little Falls, 12,273; Mohawk, 2,079; Frankfort, 3,303; Ilion, 6,588; Oneida, 8,317; Dolgeville, 2,685.

Utica is the center of a territory dotted with small towns, many of them surrounding important manufacturing establishments and linked to the city by railroad and interurban train service.

Dairying and fruit raising are important industries in the vicinity of Utica, it being one of the principal cheese markets of the country.

City Classed As

Industrial

Location

224 miles northwest of New York City on New York Central R. R., terminus of the Mohawk and Malone R. R., the Utica and Black River R. R. and the Rome, Watertown and Ogdensburg. Utica is also on the West Shore R. R. and northern terminus of the Utica and Binghamton division of the Delaware, Lackawanna and Western R. R. and the New York, Ontario & Western Railroad and the Barge Canal.

Banks

Savings	1	Resources	\$19,179,154.99
State Banks & Trust Cos..	3	Resources	34,444,441.57
National	3	Resources	30,148,314.64

Schools

Public Grade	24	No. Pupils.....	13,700
High	1	No. Pupils.....	1,600

There are 19 private schools in Utica, including a parochial school, also two commercial schools, five training schools for nurses and a conservatory of music.

Theatres

1 legitimate, 1 stock, 3 vaudeville and moving pictures, 12 moving pictures, 19,500.

Churches

Roman Catholic 16, Episcopal 9, Methodist 7, Presbyterian 5, Evangelical Lutheran 3, German Lutheran 3, Jewish 4, Moravian 2, Welsh 1, Congregational 1, Universalist 1, Reformed 1, Colored 1, Christian Science 1.

Principal Industries

Knit goods, woolen and cotton cloth, men's clothing, steam engines, farm implements, fire arms, tools, cement, belting, iron pipe, machinery, organs, stoves, knit underwear, sheets and pillow cases, furnaces, furniture, are the principal products.

Special Information

There are about thirty-five knitting mills in Utica and this is by far the leading industry.

Utica is served by seven steam railroad lines and makes Utica a great trading center.

NOTE.— Sources from which these figures and facts were secured: Chamber of Commerce, banks, schools, stores and other reliable sources.

The Utica Herald-Dispatch has a larger local circulation than any other daily published in this city. It is the best advertising medium not only in Utica but in central New York.

The Utica Sunday Tribune, the Sunday Edition of the Utica Herald-Dispatch, is the only Sunday paper published in Utica.

Chas. H. Eddy Company, representatives.

New York Offices:
 Fifth Avenue Bldg.

Boston Offices:
 Old South Bldg.

Chicago Offices:
 People's Gas Bldg.

Survey in Two Parts.....Part 2

UTICA, N. Y.

EDITOR & PUBLISHER

SPACE BUYERS CHART

Wholesale Houses

Grocers	19
Optical supplies.....	2
Tobacco & Cigars.....	5
Drugs	2
Dry Goods.....	5
Flour	2
Hosiery & Underwear..	2
Meat	14
Millinery	4
Notions	4

Retail Section

Utica's shopping center is about two miles long on Genesee, Bleeker and Columbia Sts. Several side streets have many small stores and specialty shops catering to the respective neighborhoods.

Residential Features

The residential features of Utica are greatly enhanced by the surrounding hills, which present ideal locations for beautiful homes. In the vicinity of the parks the residences are particularly attractive—and spacious grounds add to their beauty. The general housing condition in Utica is no more congested than in other cities, but every available dwelling is occupied. So-called tenements are few—one and two-family detached houses predominating.

Trading Area

Utica draws trade from a distance of some thirty miles on the west, for fifty miles on the north, forty miles on the east and over forty miles south. The trading territory merges on the west with Syracuse and on the east with Schenectady. The ample railroad and interurban transportation facilities have a tendency to centralize business at Utica because of the theatrical, hotel and other attractions, as well as the big market for farm and dairy products. The surrounding factory towns make Utica a trading centre, as within a radius of thirty miles are the towns of New Hartford, Rome, Herkimer, Little Falls, St. Johnsville, Frankfort, Ilion, New York Mills, Whitesboro, Oneida, Mohawk, Dolgeville, Clinton, Vernon, Boonville, Waterville and others.

Retail Outlet for Nationally Advertised Products

Automobile (Passenger) Agencies ...	24	Delicatessen	11	Garages	52	Millinery	34
Automobile (Truck) Agencies	12	Dressmakers	197	Grocers	422	Opticians	15
Automobile (Tire) Agencies	22	Druggists	41	Hardware	21	Photographers	22
Automobile (Parts) Agencies	31	Dry Goods	49	Hats and Caps	10	Pianos	11
Bakers	35	Department Stores	5	Jewelers	44	Plumbers	35
Cigar Stores	61	Electrical Supplies	13	Ladies' Tailors	14	Restaurants and Lunch Rooms.....	43
Cloaks and Suits	22	Florists	29	Meat Markets	113	Shoe Dealers	44
Clothiers	51	Furniture	24	Men's Furnishings	28	Sporting Goods	3
Confectioners	79	Furriers	10	Merchant Tailors	96	Stationers	0

Morning Newspapers
Press

Evening Newspapers
Herald-Dispatch
Observer

Sunday Newspapers
Sunday Tribune

Weeklies
Times
Saturday Globe
Drych (Welsh)
The Word (Polish)

UTICA DAILY PRESS

Established 1882

Leading Newspaper of Central New York.
Largest Circulation—Largest Advertising Patronage.
Published every morning in the year except Sunday.
Independent, Enterprising, Up-to-Date.
Full Associated Press and Sporting Service.

CIRCULATION

For six months preceding October 1, 1920—Total net cash paid, 21,271.
Total actual circulation including subscribers in arrears, 22,254.
Correspondents in a Hundred Cities and Towns in the Heart of New York State.
Member Audit Bureau of Circulations and American Newspaper Publishers Association.

ADVERTISING RATES

Transient, 9 cents per line.	500 lines, 8 cents.
1,000 lines, 7 cents.	2,000 lines, 6 cents.

FOREIGN REPRESENTATIVES

VERREE & CONKLIN

225 Fifth Ave., New York., 28 East Jackson Boulevard, Chicago, 11 Lafayette Boulevard, Detroit

Survey in Two Parts.....Part 1
SCHENECTADY, N. Y.

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Population

1920 Census	88,723
Chamber of Commerce Estimate, City.....	95,000
Chamber of Commerce, City and Suburban.....	115,000
Native Whites	74%
Negroes	1%
Foreign Born	25%
Industrial Workers	30%
English Reading	85%
Home Owners	16,600

Suburban and Farm Residents

There are a number of beautiful estates in the immediate vicinity of Schenectady, also some very beautiful and prosperous farms. In the immediate vicinity, within the seven cent fare limit, are Scotia, 4,389; Woodlawn, 1,900; Alplaus, 900, and Rexford, 400; also prosperous suburban cities, namely, Amsterdam, 33,000; Ballston Spa, 4,344; Saratoga Springs, 12,864; Rotterdam, 650; Esperance, 500; Duaneburg, 300; Carman, 450; Delanson, 500.

Being in the Mohawk Valley, the adjoining territory is valuable as farm land, and there is a splendid home market for products. It is also an important dairy and fruit section.

City Classed As

Industrial

Location

15 miles northwest of Albany on the main line of the New York Central, Delaware & Hudson, West Shore, Boston & Maine Railroads and the Barge Canal.

Banks

Savings	1	Resources	\$14,012,281.86
State Banks and Trust Cos.	2	Resources	14,586,857.67
National	2	Resources	6,898,279.13

Schenectady's banks are very prosperous. The big industries of the city require exceptional banking facilities, and the working class of Schenectady is very thrifty, as well as highly paid.

Theatres

Legitimate	1
Vaudeville	2
Photoplay	13
Seats	11,200

Churches

Roman Catholic	12
Methodist	9
Baptist	7
Lutheran	6
Congregational	5
Reformed	5
Presbyterian	4
Episcopal	3
Unitarian	2
Greek	1
Spiritualist	1
Advent	1
Christian Science	1

Schools

Public Grade	29	No. Pupils.....	15,526
High	1	No. Pupils.....	2,211
Parochial	1	No. Pupils.....	1,800

Principal Industries

The largest industries of Schenectady are the General Electric Company, principal factory and executive headquarters; American Locomotive Company; Weber Electric Company; agricultural implements, mica insulators, clothing, printing, plaster and feed mills, underwear, fire engines, brooms, fireworks, threshing machines and varnish.

Special Information

The homes of the working people of Schenectady reflect the high rate of pay generally earned, and are not only attractive to start with, but are kept up in splendid condition.

Few cities present as animated an appearance, especially in the retail section as does Schenectady. Much of this is probably due to the fact that Schenectady is the interurban trolley center for so many lines.

The great industries located in Schenectady require a very high class of skilled labor and the General Electric Company employ many college graduates who work there as a post graduate course.

NOTE.— Sources from which facts and figures were secured: Chamber of Commerce, bank statements, schools, stores, theatres and other reliable sources.

THE GAZETTE

SCHENECTADY, N. Y.

Send for folder for your files giving complete information about Schenectady including list of

- Department Stores with names of buyers
- Men's Clothing Stores with names of buyers
- Drug Stores with names of buyers
- Grocery Stores with names of buyers
- Shoe Stores with names of buyers
- Women's Wear Stores with names of buyers
- Garages with names of buyers
- Auto Accessories with names of buyers

The Gazette Carried the First 6 Months of 1920—

Local Advertising	2,549,778 lines
National Advertising	842,786 lines
Classified Advertising	585,144 lines

Maintaining the lead in its field which it has held for twenty years.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Two Parts.....Part 2

SCHENECTADY, N. Y.

Wholesale Houses

- 3 Tobacco
- 3 Electrical Supplies
- 1 Hardware
- 1 Dry Goods, Notions
- 2 Plumbing Supplies
- 1 Sporting Goods

Retail Section

State Street, the principal retail street, is filled with stores for over a mile. Nearly all cross streets, for one or two blocks either way from State Street have stores, and the intensely, exclusively retail trading section will take up about two miles of streets.

Neighborhood stores in the outlying sections are numerous and prosperous.

Residential Features

There are few tenements in Schenectady. Two-family detached houses predominate in the section occupied by the operatives of the various factories, while the executives and business men of the city seemingly take pride in their beautiful homes and the way they are kept, making Schenectady an attractive city.

Trading Area

Schenectady being the trolley center of Eastern New York, with frequent service from Troy, Albany, Gloversville, Amsterdam, Johnstown, Ballston Spa, Saratoga and the Adirondack region draws trade from the contiguous territory, estimated as having 200,000 people whose natural trading center is Schenectady.

Excellent motor roads, express routes and trolley connections throughout this section help to stimulate business among the centrally located stores as indicated by their size and general good business.

Retail Outlet for Nationally Advertised Products

Automobile (Passenger) Agencies..... 26	Delicatessen 3	Garages 35	Millinery 30
Automobile (Truck) Agencies 5	Dressmakers 116	Grocers 214	Opticians 12
Automobile (Tire) Agencies 12	Druggists 33	Hardware 17	Photographers 21
Automobile (Parts) Agencies 10	Dry Goods 133	Hats and Caps 5	Pianos 6
Bakers 39	Department Stores 4	Jewelers 16	Plumbers 35
Cigar Stores 28	Electrical Supplies 15	Ladies' Tailors 10	Restaurants and Lunch Rooms..... 68
Cloaks and Suits 15	Florists 9	Meat Markets 76	Shoe Dealers 89
Clothiers 28	Furniture 20	Men's Furnishings 7	Sporting Goods 6
Confectioners 58	Furriers 7	Merchant Tailors 33	Stationers 8

Morning Newspapers
Gazette

Evening Newspapers
Union Star

Weeklies
German Herold
Citizen
Labor Bulletin

Dominant in the Homes of the Schenectady Trade Territory

THE UNION-STAR

EVERY EVENING EXCEPT SUNDAY—A. B. C. MEMBER

Compelling reader-confidence in ads as well as news. Some news from everywhere—all interesting—all sparkling—featuring news, first—then Burgess animal stories, Dr. Frank Crane, H. Addington Bruce, McKee, Leo and The Gumps, etc. For fifteen years Schenectady's automobile medium.

SURE UNION-STAR ADS PAY

IN 1919 Ten of the largest local advertisers in the Schenectady Union-Star did a gross business of

\$7,434,643.00

Are you getting your share?—Put the Schenectady Union-Star on your salesmen's payroll.

CHARLES H. EDDY CO.

FOREIGN REPRESENTATIVES

Old South Bldg., Boston

Fifth Ave. Bldg., New York City

Peoples Gas Bldg., Chicago

EDITOR & PUBLISHER

SPACE BUYERS CHART

SURVEY IN TWO PARTS.....PART 1
TROY, N. Y.

Population

1910 Census	75,488
A. B. C. (Sept. 30) City.....	72,013
A. B. C. City and Suburban.....	118,141
Chamber of Commerce Estimate, City.....	72,013
Chamber of Commerce, City and Suburban.....	118,141
Native Whites	85%
Negroes	3%
Foreign Born	12%
Students	1,654
Industrial Workers	68%
English Reading	98%
Home Owners	6,655
Summer Residents	

Suburban and Farm Residents

In its immediate vicinity are Watervliet, Cohoes, Green Island and Waterford—all within 6 cent fare limit and separated only by the Hudson river. The retail merchandising activities of Troy are greater than any city of its size in the United States. Other towns within shopping radius of Troy include Johnsonville, 550; Valley Falls, 835; Eagle Mills, 500; Grafton, 500; Hoosick Falls, 5,532; Emerich, 500; Mechanosville, 6,634; Stillwater, 1,004; Ballston Spa, 4,188; Cambridge, 1,528.

City Classed As

Industrial

Banks

Savings	1	Resources..	\$13,599,338.26
State Banks and Trust Cos.	2	Resources..	6,959,883.98
National	5	Resources..	34,930,547.43

Schools

Public Grade	19	No. Pupils.....	4,125
High	2	No. Pupils.....	798
Kindergarden	16	No. Pupils.....	311

Troy is the seat of Rensselaer Polytechnic Institute, also the Emma Willard School and several other institutions of a high character.

Location

150 miles north of New York. N. Y. C. & H. R., D. & H., N. Y. C. & Rutland and B. & M. R. R. At head of navigation of Hudson River. Eastern terminus of Barge Canal.

Theatres

1 Vaudeville
11 Movies, 11,500

Churches

15 Roman Catholic.
14 Presbyterian.
11 Methodist.
8 Episcopal.
8 Baptist.
5 Lutheran.
3 Jewish.
2 Christian.
2 Unitarian.
1 Congregational.
1 Evangelical.
1 Colored.
1 Christian Science.

Principal Industries

Troy manufactures 90% of the collars and cuffs made in the United States and is the second city in the manufacture of brushes.

Troy also manufactures valves, fire hydrants, horse shoes, merchant iron, pig iron, rivets, bells, laundry machinery, stoves, ranges, chains, knitting machines, paper, scales, firebrick, twine, fish lines, knit goods, shirts, thermometers, marine engines, anchor chains, handkerchiefs, rail joints, locomotive specialties, cotton goods, nails.

Special Information

Directly across the river, at Watervliet, is one of the largest and most important government arsenals in the country, and plans are now under way to increase this plant materially.

There are 358 manufacturing establishments, large and small, in Troy, producing over \$60,000,000 worth of goods annually.

NOTE.—Chamber of Commerce, bank statements, theatres, schools, stores, and other reliable sources.

95% OF THE TROY MERCHANTS WHO ADVERTISE USE THE TROY TIMES

A great many Troy business men USE ONLY THE TIMES to advertise their business. These people live here. They know local conditions.

Ask These Local Business Men What Newspaper to use in Troy

B. MARKS	Jewelry
MILLARDS	Shoes
FOGARTY'S	Furniture
SAVARD BROS.	Men's Clothing
CLUETT & SONS.	Musical Instruments
BOUGHTON & CO.	Mens Furnishings
SCOTT D. NICHOLS.	Automobiles
QUACKENBUSH & CO.	Dry Goods
MONCRIEF & FRANCIS.	Drugs
MANUFACTURERS NATIONAL BANK	Financial

Addresses - Troy, N. Y.

The Times covers Troy and North Eastern New York State. Times readers are prosperous Americans, able and willing to buy the luxuries as well as the necessities of life.

TROY N.Y.

Absolutely an evening newspaper buying population—the majority of Trojans are factory workers. They read at supper-time, they are being paid good wages and live comfortably. You can command their attention if you advertise in the paper they have confidence in—that paper is The Troy Times.

THE TROY TIMES
LEADS IN THE FOLLOWING CLASSIFICATIONS FOR THE FIRST EIGHT MONTHS OF 1920 BY A DECISIVE MARGIN:

AUTOMOBILE ADVERTISING		Lines
The Troy Times.....	229,082	
Second Paper	191,184	
TIMES EXCESS.....		37,898
FINANCIAL ADVERTISING		Lines
The Troy Times.....	147,000	
Second Paper	133,546	
TIMES EXCESS.....		13,454
MUSICAL INSTRUMENT ADVERTISING		Lines
The Troy Times.....	95,480	
Second Paper	82,706	
TIMES EXCESS.....		12,774

Detailed Report of Every Classification on Request

SPECIALS

FOOD PAGE
Every Wednesday

AUTO SECTION
Every Saturday

Two Complete Women's Pages Every Day

The Troy Times

"A RELIABLE EVENING NEWSPAPER SINCE 1851"

TROY, N. Y.

FOREIGN REPRESENTATIVES
WILLIAMS, LAWRENCE & CRESMER CO.
Harris Trust Bldg., Chicago, Ill.
225 Fifth Avenue, New York

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

SURVEY IN TWO PARTS. PART 2

TROY, N. Y.

Wholesale Houses

- Groceries 8
- Meats 4
- Drugs 4
- Dry Goods..... 1

These supply Troy's trading area, but the territory is also served by Schenectady and Albany wholesale houses and the national advertiser can be assured of the best distribution.

Retail Section

River Street, Congress Street, Broadway, State Street, King Street, Fulton Street, Third Street and the converging side streets are the principal retail shopping streets, forming, altogether about 2¾ miles of shops.

Residential Features

The residential district of Troy is particularly attractive, having many fine homes.

The part of the city occupied by the working people is distinguished by its well-kept, attractive appearance, there being practically no "poor" part of town. Living conditions in Troy rank very high, especially for a factory city.

Trading Area

Troy is the center city of the so-called Capitol district and shares the trade of over 500,000 people with Albany and Schenectady.

In the immediate vicinity are numerous small but prosperous villages—given over principally to manufacturing, whose people go to Troy for practically all their merchandise.

The Troy stores are very attractive and up to date. Troy also draws trade from the north, as far as Saratoga Springs. The splendid interurban service is a great aid in bringing out of town trade to Troy.

Retail Outlet for Nationally Advertised Product

Automobile (Passenger) Agencies..... 21	Delicatessen 5	Garages 40	Millinery 18
Automobile (Truck) Agencies..... 17	Dressmakers122	Grocers241	Opticians 7
Automobile (Tire) Agencies 55	Druggists 34	Hardware 7	Photographers 6
Automobile (Parts) Agencies 12	Dry Goods 18	Hats and Caps 9	Pianos 2
Bakers 22	Department Stores 7	Jewelers 20	Plumbers 35
Cigar Stores 26	Electrical Supplies 9	Ladies' Tailors 4	Restaurants and Lunch Rooms..... 19
Cloaks and Suits 27	Florists 15	Meat Markets 83	Shoe Dealers 33
Clothiers 26	Furniture 15	Men's Furnishings 5	Sporting Goods 4
Confectioners 35	Furriers 3	Merchant Tailors 8	Stationers 7

Morning Newspapers
Record

Evening Newspapers
Record
Times

Sunday Newspapers
Observer
Budget

Weeklies
. Freie Presse (German)

TROY

The population of "Greater Troy" is 118,141, about 23,000 families.

The Troy Record is the only A. B. C. Paper in "Greater Troy."

The NET PAID circulation of The Troy Record in "Greater Troy" (A. B. C. report) is 18,531, which means that there is a Record in about 80% of the homes of "Greater Troy."

The total NET PAID circulation of The Troy Record is 22,312 (A. B. C. statement Oct. 1, 1920).

The advertising rate is 5c. flat per line.

This is a compact community in the 100,000 class that is an ideal spot for a try-out campaign for the reason that it can be covered by ONE newspaper.

THE TROY RECORD

EDITOR & PUBLISHER

SPACE BUYERS CHART

SURVEY IN TWO PARTS.....PART 1

BINGHAMTON, N. Y.

Population

1920 Census	66,800
A. B. C. City and Suburban.....	93,000
Chamber of Commerce Estimate, City.....	67,000
Chamber of Commerce, City and Suburban.....	95,000

Native Whites	88%	Industrial Workers.....	32%
Negroes	1%	English Reading.....	95%
Foreign Born	11%	Home Owners.....	12,382

Suburban and Farm Residents

Johnson City, Endicott and Union, three large manufacturing cities, adjoin Binghamton, adding twenty-five thousand people to the retail shopping population.

Other suburban cities and towns for which Binghamton is a trade center are Windsor, 650; Deposit, 1,865; Hancock, 1,329; Cadonia, 500; Afton, 729; Bainbridge, 1,159; Greene, 1,275; Oxford, 1,654; Norwich, 7,422; Whitney Point, 744; Owego, 4,633; Lestershire, 3,775; Kirkwood, 200. Binghamton suburban also extends several miles into the State of Pennsylvania.

City Classed As

Industrial.

Location

216 miles from New York on D. L. & W., Erie, D. & H. on Chenango & Susquehanna, junction of Two Rivers.

Banks

Savings	2	Resources.....	\$9,271,208.83
State Banks & Trust Cos.	2	Resources.....	7,572,795.91
National	2	Resources.....	10,295,824.70

Schools

Public Grade	14	No. Pupils.....	7,198
High	1	No. Pupils.....	1,203

Theatres

Two legitimate, two vaudeville and movies, ten motion picture. Total seating capacity, 12,600.

Churches

Seventh Day Adventist.	1
Armenian	1
Baptist	6
Christian	1
Christian Science	1
Congregational	3
Episcopal	3
Free Methodist	1
German Evangelical	1
Greek	1
Hebrew	1
Lutheran	3
Methodist Episcopal	8
Colored	2
Presbyterian	6
Roman Catholic	7
Russian Orthodox	1
Universalist	1

Principal Industries

Farm implements, steam engines, chairs, carriages, pottery, overalls, brick, paving blocks, combs, scales, flour, pianos, shoes, cigars, furniture, cameras, films, silk weaving. Largest morris chair factory in United States.

Special Information

There are 258 factories in the Binghamton community manufacturing a great diversity of products.

There are 33,000 industrial workers in the manufacturing industries; a high wage scale is paid and skilled labor demanded.

The average weekly wage for skilled labor is \$30.00.

The average weekly wage for unskilled labor is \$20.00.

The annual wages paid is estimated by the Chamber of Commerce at \$48,000,000 to \$50,000,000.

NOTE: Sources from which facts and figures were secured: Chamber of Commerce, bank statements, stores, schools, theatres and other reliable sources.

IN "THE VALLEY OF OPPORTUNITY"

THE BINGHAMTON PRESS and Leader

will put you immediately in touch with thousands of prosperous homes, more than 82% of them owned by the occupants.

It is conservatively estimated that there are 110,000 people and approximately 24,000 homes within a thirty mile radius of Binghamton. In that field the PRESS circulated, for the six months ending September 30, 1920, an average of 24,316 copies daily. Truly a remarkable showing.

The Publishers Statement to the A. B. C. for the period, covering the entire field, shows an

AVERAGE OF 26,725 COPIES NET PAID DAILY

BINGHAMTON PRESS COMPANY

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

9 E. 37th Street
New York

Tribune Building
Chicago

Chemical Building
St. Louis

Healey Building
Atlanta

Examiner Building
San Francisco

Title Insurance Building
Los Angeles

Post Intelligencer Building
Seattle

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Survey in Two Parts.....Part 2
BINGHAMTON, N. Y.

Wholesale Houses

- Grocers 5
- Grain and Hay..... 1
- Fruit and Vegetable...10
- Dry Goods and Notions. 4
- Boots and Shoes..... 1
- Men's Clothing 4
- Drugs 1
- Stationery 1
- Furniture 4
- Packing House Products 5

Retail Section

The principal shopping district is about two and a half miles long on Court St., Chenango St., State St. and Washington St. Here are located large department stores, specialty shops, banks, theatres, etc. The smaller stores are located on several side streets and throughout the city.

Residential Features

Mostly one and two-family houses, few tenements, many modern apartment houses.

Trading Area

The trading area of Binghamton is one of the most prosperous in the State. Within its boundaries are several large towns and villages, each with one or more thriving factories employing well paid mechanics whose families come to Binghamton to trade.

The area extends south into the State of Pennsylvania for several miles; to the east the area extends to Sidney and Hancock, which are northeast and southeast, respectively. To the north the area reaches Norwich and to the west as far as Owego.

Fine automobile roads help Binghamton business houses to maintain an excellent motor delivery in this entire section.

Retail Outlets for Nationally Advertised Products

Automobile (Passenger) Agencies.... 24	Delicatessen 3	Garages 30	Millinery 15
Automobile (Truck) Agencies 4	Dressmakers 92	Grocers 195	Opticians 12
Automobile (Tire) Agencies 11	Druggists 22	Hardware 11	Photographers 14
Automobile (Parts) Agencies 14	Dry Goods 19	Hats and Caps 4	Pianos 3
Bakers 22	Department Stores 6	Jewelers 21	Plumbers 23
Cigar Stores 26	Electrical Supplies 6	Ladies' Tailors 1	Restaurants and Lunch Rooms..... 52
Cloaks and Suits 11	Florists 10	Meat Markets 36	Shoe Dealers 21
Clothiers 33	Furniture 16	Men's Furnishings 12	Sporting Goods 4
Confectioners 56	Furriers 2	Merchant Tailors 4	Stationers 4

Morning Newspapers
 Sun

Evening Newspapers
 Press and Leader

Sunday Newspapers

Weeklies
 Binghamtonian and
 Democratic News

THE MORNING SUN

BINGHAMTON, N. Y.

The All Day Newspaper—featuring “The best of news” for Southern New York.

Steady increase in circulation.

Now in our “new home.”

Large increase in display.

Advertising gets immediate results.



EDITOR & PUBLISHER

SPACE BUYERS CHART



NIAGARA FALLS, N. Y.

Population		City Classified as		Location		Suburban and Farm Residents	
1920 Census	50,760	Industrial and		On Niagara River. Erie Railroad, Lehigh Valley R. R., Grand Trunk R. R., N. Y. Central R. R., Rome, Watertown & Ogdensburg, Toronto, Hamilton & Buffalo R. R., Wabash R. R., and West Shore R. R.	Lewiston, 723; Youngstown, 539; Ransomville, 500; Wilson, 631; Sanborn, 280; La Salle, 3,814; Cambria, 1,596; Niagara Falls, Ontario, 10,000.		
Chamber of Commerce, City and Suburban	52,000	Summer Resort					
Native Whites	59%	English Reading	80%				
Negroes	1%	Home Owners	9,879				
Foreign Born	40%	Summer Residents, estimated	1,500,000 visitors per annum.				
Students	600						
Industrial Workers	35%						
Banks		Principal Industries		Wholesalers		Retail Section	
Savings	1	Resources	\$3,857,049.78	Groceries	4	Extends along Falls St., Erie Ave., Third St., Main St., Niagara St., Pine Ave., and Portage Road, about 2 miles in all.	
Trust Companies	1	Resources	2,732,099.43	Meats	4		
National	1	Resources	763,987.43	Fruits	5		
Loan Association	1	Resources	5,096,594.84	Tobacco	4		
State Banks	4	Resources	16,945,544.51	Confectionery	4		
Schools		Special Information		Residential Features			
Public Grade	14	Pupils	7,461	There are over 200 factories and workshops in Niagara Falls, whose annual payroll exceeds \$21,000,000.		Mostly one and two-family houses. Residential district is somewhat scattered as in most manufacturing cities. Several large apartment houses. New residential section being developed at north end of city around and near new Country Club, with finest 18 hole golf course in New York State.	
High	1	Pupils	1,025	Over \$75,000,000 are invested in manufacturing products, with an approximate value of \$100,000,000 produced annually.			
Parochial Schools	5	Pupils	3,500	The city leads in the manufacture of abrasives, and is the center of the electro-chemical industry.			
Niagara University	—	Pupils	300				
De Veaux School (en-dowed military school for boys)	—	Pupils	100				
Theatres		Churches					
One vaudeville and movies, one legitimate and six movies. Total seats, 5,000. One large movie theater now being erected.		Baptist, 1; Episcopal, 3; Roman Catholic, 7; Congregational, 2; Hebrew, 3; Lutheran, 3; Methodist, 4; Mormon, 1; Presbyterian, 2; Evangelical, 1; Seven Day Adventist, 1; Christian Science, 1.					

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	12	Delicatessen	1	Furriers	—	Merchant Tailors	38
Auto. (Truck)	9	Dressmakers	36	Garages	21	Milliners	10
Auto. (Tires) Agcys.	5	Druggists	14	Grocers	209	Opticians	2
Auto. (Parts) Agcys.	4	Dry Goods	28	Hardware	12	Photographers	9
Bakers	24	Department Stores	3	Hats and Caps	5	Pianos	3
Cigar Stores	63	Electrical	8	Jewelry	14	Restaurants	48
Cloaks and Suits	7	Florists	4	Ladies' Tailors	3	Shoe Dealers	29
Clothers	31	Fruits	12	Meat Markets	74	Sporting Goods	3
Confectioners	48	Furniture	16	Men's Furnishings	22	Stationers	2

Trading Area

Extends north to Lake Ontario, including Youngstown and Wilson, to the south to Tonawanda, to the east as far as Lockport, and to the west, Niagara Falls, Ontario, Canada.

NOTE.— Sources from which facts and figures were secured: R. D. House, Asst. Sec. Chamber of Commerce, bank statements, board of education, directories and other reliable sources.

Newspapers

Niagara Falls Gazette (Evening).



Building owned and occupied exclusively by the Niagara Falls Gazette.

All cities having a population of over 50,000 and less than 175,000, New York State enumeration, are to be classed as second class cities—New York State law. The 1920 United States census gives Niagara Falls over 50,000 population, therefore, should be regarded as second class city.

NIAGARA FALLS NOW A CITY OF THE SECOND CLASS

PERCENTAGE GROWTH GREATER THAN ANY CITY IN NEW YORK STATE PAST 10 YEARS

Population 1910, United States census	30,445
Population 1920, United States census	50,760
An increase of 66.7 per cent	

NIAGARA FALLS GAZETTE

Average net paid circulation month of March, 1910	5,955
Average net paid circulation month of March, 1920	13,176
An increase of 121 per cent	

Over 10,000 of the circulation is within the city limits of Niagara Falls, N. Y., the balance all but less than 400 is in suburban territory. The Gazette dominates the field, being the only daily published in Niagara Falls

ADVERTISERS COVERING SECOND CLASS CITIES IN NEW YORK STATE SHOULD, IN THE FUTURE, INCLUDE NIAGARA FALLS

ASSESSED VALUATION LAST TAX, \$94,286,650

NEW YORK
303 FIFTH AVENUE

FOREIGN REPRESENTATIVE
FRANK R. NORTHRUP

CHICAGO
916 ASSOCIATION BLDG.

EDITOR & PUBLISHER

SPACE BUYERS CHART

ELMIRA, N. Y.

Population		City Classified as	
1920 Census	45,393	Industrial	
Chamber of Commerce, City	50,000		
Native Whites	83%	Industrial Workers	27%
Negroes	1%	English Reading	92%
Foreign Born	18%	Families	7,863
Banks			
Savings	1	Resources	\$1,428,033.39
Trust Companies	1	Resources	9,369,601.26
National	2	Resources	11,394,651.12
Schools			
Public Grade	10	Pupils	4,545
High	1	Pupils	1,121
Parochial	5	Pupils	2,500
Industrial	1	Pupils	93
Elmira College			
Theatres		Churches	
One legitimate, two vaudeville and movies, three movies.		Baptist, 4; Roman Catholic, 7; Congregational, 1; Episcopal, 3; German Evangelical, 1; Jewish, 3; Lutheran, 2; Methodist, 8; Christian Science, 1; Presbyterian, 5; Colored, 2; Seventh Day Adventist, 1.	

Location
 Elmira is located on the Erie R.R., Delaware, Lackawanna & Western R.R., Pennsylvania R.R. and Lehigh Valley.

Principal Industries
 Auto parts, fire apparatus, foundries, valves, silk, knit goods, aluminum ware, bridges, dairy equipment.

Special Information
 Elmira is the center of a fine agricultural district and the farms are prosperous. The people of these farms and smaller towns are liberal spenders and their business amounts to several thousand dollars a week.

Suburban and Farm Residents
 Bath, 4,944; Watkins, 2,817; Waverly, 4,855; Penn Yan, 4,597; Montour Falls, 1,208; New York. Troy, Mansfield, Athens, Wellsboro, Sayre, 6,426; Blossburg in Penn. Elmira is the trading center for 150,000 suburban and farm dwellers.

Wholesalers

Groceries	5
Drugs	1
Meats	3
Boots & Shoes	2
Tobacco	3
Dry Goods	1
Hardware	4
Jewelers	2
Millinery	1
Commission Houses	8

Retail Section
 East to West Water St., Main St., Lake St. and intersecting streets about 2½ miles.

Residential Features
 City of beautiful homes and fine suburban dwellings.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	17	Delicatessen	2	Furriers	9	Merchant Tailors	15
Auto. (Truck)	10	Dressmakers	88	Garages	47	Milliners	26
Auto. (Tires) Agencies	10	Druggists	17	Grocers	188	Opticians	9
Auto. (Parts) Agencies	4	Dry Goods	9	Hardware	9	Photographers	10
Bakers	17	Department Stores	3	Hats and Caps	4	Pianos	6
Cigar Stores	24	Electrical	7	Jewelry	23	Restaurants	42
Cloaks and Suits	8	Florists	11	Ladies' Tailors	2	Shoe Dealers	15
Clothiers	25	Fruits	11	Meat Markets	40	Sporting Goods	4
Confectioners	38	Furniture	11	Men's Furnishings	29	Stationers	7

Trading Area
 The trading area of Elmira includes the rich farming territory of south central New York and northern Pennsylvania. In New York, Bath, Penn Yan, Watkins and Waverly are in the territory and Sayre, Canton, Wellsboro and Blossburg in Pennsylvania.

NOTE.— Sources from which facts and figures were secured: Chamber of Commerce, banks, schools, stores and other reliable sources. **Newspapers** } } Star-Gazette (E). Advertiser (M). Telegram (Sun.).

THE ELMIRA STAR-GAZETTE

Oct. 1, 1920, Average Net Paid Daily Circulation--24,195

Elmira, N. Y. is a manufacturing city of well paid, expert workers, situated in the center of the richest agricultural territory of Southern New York and Northern Pennsylvania. It is recognized as an important and profitable market for all standard merchandise and is a potential market for any new product.

Elmira is an important distribution center for scores of manufacturers. It is situated on four trunk line railroads and is a divisional terminal of three. It commands the industrial and trading supremacy of a territory which includes Watkins, Waverly, Horseheads, Corning, Addison, Bath, Penn Yan, Montour Falls, in New York State and Towanda, Sayre, Athens, Troy, Canton, Mansfield, Wellsboro, Blossburg in

Pennsylvania and countless smaller villages throughout the thickly populated suburban section.

The Elmira Star-Gazette is the only publication which covers this territory completely. The rich locality is exclusively Star-Gazette territory and is invaded by no other important publication. Star-Gazette circulation almost exactly meets, without overlapping, the newspaper territories of Rochester and Syracuse on the north, of Williamsport, Scranton and Wilkes Barre on the South, of Binghamton on the East and of Buffalo on the West.

A trading population of 200,000 in this rich and convenient territory positively cannot be reached without the Elmira Star-Gazette. In more than half the homes the Star-Gazette is read exclusively.

Carries 90 per cent. of the National Advertising entering Elmira and publishes twice as much local advertising as all other Elmira papers combined

J. P. MCKINNEY & SON, Representatives

334 Fifth Avenue, New York

122 S. Mich. Avenue, Chicago



ALTHOUGH it does not boast of a dome, the capitol building of New York State is one of the most beautiful buildings in the United States—even in the distance it gives the impression that it stands for something big and substantial as befits an Empire State.

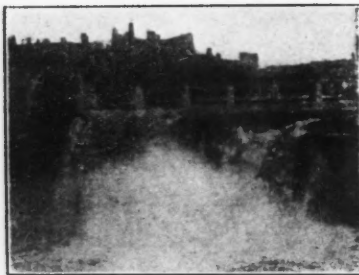
NEW YORK AN EMPIRE STATE

(Continued from Page X, Second Section)

of the first states in which it was developed, and its growth in that state has been continuous. Of the 987 establishments reported in 1914, 864 were engaged primarily in canning and preserving fruits and vegetables, 107 in the manufacture of pickles, preserves and sauces, and 16 in canning and curing fish.

With the exception of dried fruits, each of the main groups of products shows a substantial gain from 1909 to 1914, both in quantity and value. The output of canned vegetables shows an increase of 1,179,515 cases, or 34.1 per cent, and \$2,571,685, or 41 per cent, in value. The most important single product in 1914 was canned peas, the value of which formed 14.7 per cent of the aggregate value of all products reported for the industry. With the exception of canned pumpkin, the value of each of the vegetable products shown separately increased from 1909 to 1914.

The output of canned fruits, the second largest product, increased 505,638 cases, or 56.1 per cent, in quantity, and \$854,955, or 39.2 per cent, in value from 1909 to 1914. Canned apples, the most important item in this group, increased



New York abounds in water-power. Water helps to keep the wheels of industry of Rochester—that other metropolis of the west—turning. This picture was taken at the Upper Falls on the Genesee river.

352,741 cases, or 82.2 per cent, in quantity, and \$477,027, or 63.3 per cent, in value. With the exception of canned peaches, all other items in this group show increases over 1909, in both quantity and value.

Dried apples increased 3,567,938 pounds, or 10.6 per cent, but decreased \$446,462, or 19.1 per cent, in value. The decline in the export trade of dried apples was the chief cause of the decline in

value, because it lessened the demand. The dried apple product of the state in 1914 represented approximately two-thirds of the total output of the United States.

The quantity of smoked and dried fish increased during the five-year period



Shaded avenues mean well-kept homes; well-kept home create a buyers' demand for hundreds of nationally-advertised products. New York State is dotted with prosperous towns whose streets and avenues are bowers of green in summertime.

1909-1914, 3,038,669 pounds, or 72.7 per cent, and the value \$435,543, or 55.8 per cent.

New York ranked first among the states in 1914 in the output of dried apples and raspberries, canned apples, beans, and cherries, and smoked salmon.

The photographic industry includes the manufacture of cameras, lenses, head-rests, and photographic apparatus and parts, and also the production of films (not exposed), plates, developers, sensitive paper, etc. Of the 59 establishments reported in 1914, 24 were engaged in the production of materials, and their output represented 91.3 per cent of the total for the combined industry.

The development of this industry was very rapid during the last 15 years, the total value of products having increased from \$4,186,876 in 1899 to \$35,174,339 in 1914, a gain for the 15 years of \$30,987,463, or over sevenfold. In 1914 New York ranked first in the production of photographic apparatus and materials, contributing 90.1 per cent of the total value of such articles produced in the entire country.

In New York state there were 103 establishments primarily engaged in the manufacture of pianos; 16 in the manufacture of organs; and 41 in the manu-

facture of piano and organ materials. The output of the piano establishments represented 73.8 per cent of the \$33,071,781 reported as the total value of products for the industry as a whole.

At each of the last four censuses, New York outranked all other states in the manufacture of pianos and organs and materials, contributing 37.2 per cent of the total value of the output for the United States in 1914; 37.5 per cent in 1909; and 35.4 per cent in 1904. The value of products for the combined industry in the state shows an increase of 58.6 per cent from 1899 to 1904 and 44 per cent from 1904 to 1909. From 1909 to 1914, however, there was a decrease of 1.8 per cent due mainly to the popularity.

The manufacture of jewelry is closely allied to the production of silverware and plated ware, and the reduction and refining of gold and silver from clippings, sweepings, and scrap. In 1914 the three industries combined employed an average of 8,079 wage earners and manufactured products valued at \$31,445,638. These figures represent a decrease since 1909 of 4.8 per cent in wage earners but an increase of 2 per cent in value of products.

In 1914, 11,056 automobiles, valued at \$21,759,117, were built in the automobile

and of 608.5 per cent in value for the ten-year period from 1904-1914.

Of the automobiles manufactured in 1914, 74.2 per cent were passenger vehicles, as compared with 92.3 per cent in 1909 and 91.3 per cent in 1904. There were 8,205 passenger automobiles made in 1914, 72.5 per cent of which were touring cars; of the 2,851 business vehicles, 82.1 per cent were trucks.



You can speed for miles and miles over well-kept roads in New York State.

The establishments engaged primarily in the manufacture of garments in which fur is the chief material, such as coats, cloaks, capes, muffs, scarfs, robes, gloves and mittens, and trimmings, are included in this classification. It does not include establishments engaged mainly in the dressing of furs. The value of products increased from \$26,244,346 in 1904 to \$41,301,451 in 1909, but decreased to \$30,312,136 in 1914. New York outranked all other states at each of the last four censuses in the manufacture of fur goods, the value of its output constituting 69.5 per cent of the total for the United States in 1914; 73.8 per cent in 1909; and 70.7 per cent in 1904.

In 1914 the number of persons engaged in manufactures was 1,289,098, of whom more than four-fifths were wage earners. Of the remainder, 86,056 were proprietors and officials, and 145,185 were clerks and other subordinate salaried employees. Among adult wage earners, 740,881, or 70.6 per cent, were males, and 308,554, or 29.4 per cent, were females; but among wage earners under 16 years of age, females exceeded males, the per cent distribution by sex being 51.2 and 48.8, respectively.

The proportion of males and females in each of the different classes of persons engaged in manufactures was practically the same at each of the two censuses, with the exception of clerks, in which class the proportion of females increased from 27.4 per cent in 1909 to 30.7 per cent in 1914.

The manufacture of men's and women's clothing gave employment in 1914 to an average of 189,763 wage earners, and the total production was valued at \$583,942,333, or 17.9 per cent and 15.3 per cent of the respective totals for all

(Continued on page XXX, this section.)



Everything in New York State proclaims the buying power of her people. Here we have the executive mansion, outstanding among the temporary homes of the chosen leaders of American commonwealths.

EDITOR & PUBLISHER

SPACE BUYERS CHART

MT. VERNON, N. Y.

Population	City Classed as
1920 Census	42,728
Chamber of Commerce, City ..	42,728
Chamber of Commerce, City and Suburban	75,000
Native Whites	78%
Negroes	2%
Foreign Born	20%

Banks	Resources
Savings	1
Trust Companies	1
National	2

Schools	Pupils
Public Grade	10
High	1
Trade	1

Two parochial schools, numerous private kindergartens in different sections of city and business college.

Theatres
Three movies seating 2,700 people and one vaudeville and movies with a seating capacity of 2,200.

Churches
Baptist 3, Meth. Episcopal 7, Hebrew 3, Christian Science 2, Roman Catholic 5, Evangelical Lutheran 2, Congregational 2, Reformed 1, Presbyterian 1, Universalist 1, Lutheran 8, Episcopal 3.

Location
Mt. Vernon is twenty-five minutes' ride from Grand Central Station, New York City, on the New York, New Haven and Hartford Railroad. It is also reached by the Harlem division of the New York Central and by the New York, Westchester and Boston Railroad.

Principal Industries
Optical supplies, silverware, metal parts, spark plugs, electrical machinery, electric automobiles, thumb tacks, ornamental bronze, raincoats, wrenches and garments.

Special Information
One of the largest and most important of Mt. Vernon's factories is that of the General Optical Company, which employs 400 persons and is not only the largest industry in Mt. Vernon, but also one of the largest manufacturers of optical goods in the country.

Suburban and Farm Residents
Westchester County is the suburban district, with practically no farm residents, and is thickly populated. It is accessible by excellent and frequent trolley service.

Wholesalers
Groceries 2
Meats 1

Retail Section
The retail section extends about two miles on Fourth Ave., Prospect Ave., First St., Fifth Ave., Sydney Ave., Mt. Vernon Ave. and N. Third Ave.

New York City wholesale houses supply the retail stores with all their needs.

Residential Features
Mount Vernon is a city of homes, in fact, its sobriquet is "A City of Homes." Its residential advantages are many and varied, and its manufacturing interests are growing more extensive all the time. Its transportation facilities are unusually extensive; it has wide and beautiful streets, many restricted sections, over 80 miles of pavements and paved streets, and situated high, is remarkably healthy. It is an ideal residential city.

Retail Outlet for Nationally Advertised Products

Auto. (Passenger) .. 13	Delicatessen 15	Furrier 1	Merchant Tailors ... 18
Auto. (Truck) 4	Dressmakers' 72	Garages 23	Milliners 8
Auto. (Tires) Agcys 18	Druggists 18	Grocers 181	Opticians 2
Auto. (Parts) Agcys. 24	Dry Goods 80	Hardware 16	Photographers 6
Bakers 27	Department Stores.. 2	Hats and Caps 2	Pianos 3
Cigar Stores 23	Electrical 3	Jewelry 9	Restaurants 25
Cloaks and Suits 5	Florists 18	Ladies' Tailors 8	Shoe Dealers 18
Clothiers 8	Fruits 39	Meat Markets 55	Sporting Goods 4
Confectioners 34	Furniture 14	Men's Furnishings .. 7	Stationers 9

Trading Area
The trading area of the city extends from the north, beginning at the southern boundary of Scarsdale and extending through Tuckahoe, Waverly and Bronxville, also Armour Villa Park and in the 10th Ward of Yonkers, including Crestwood as well as from Sherwood Park. On the east the city's trading area takes in the Pelhams, North Pelham, Pelham Manor, Pelham Heights, and on the west the area includes Wakefield, a part of McLean Heights and Woodlawn. These are all sections where the residential feature is uppermost and consequently forming a buying public of steady growth. Mount Vernon stores cater to these sections, and with the easy accessibility of the city by means of trolleys and well kept roads permitting pleasant auto travel, people make it their trading center.

NOTE.— Sources from which facts and figures were secured: Business men, banks, stores, schools and other reliable sources.

Newspapers Argus (Eve.)

The Daily Argus

MOUNT VERNON, NEW YORK

Member Audit Bureau of Circulations

Mount Vernon is one of the most desirable residential and manufacturing sections in the New York District. Its people comprise a buying public of unusual class and financial capacity.

The Daily Argus is the only Newspaper published in this city and it goes into practically every home in Mount Vernon and also the vicinity. It is a complete, satisfying, adequate medium for any and all enterprises seeking the patronage of this clientele.

The Argus serves all—People and Advertiser.

THE DAILY ARGUS

Established 1892

STILES & MERRIAM

FOREIGN REPRESENTATIVES:
GEO. B. DAVID CO., Inc.

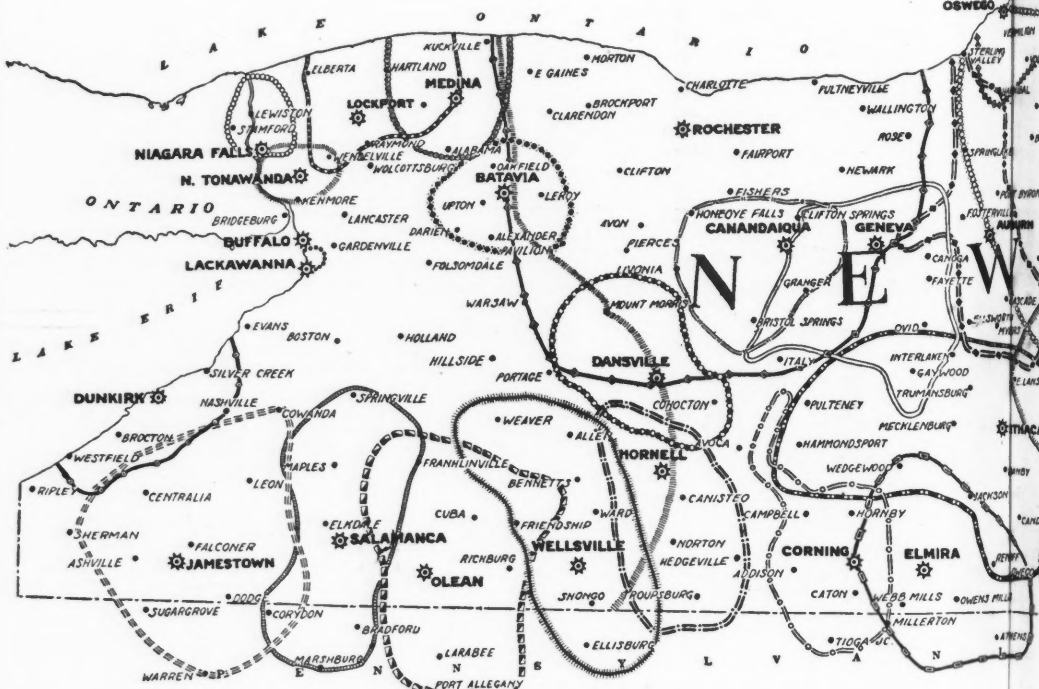
171 Madison Ave., New York City

1411 Hartford Bldg., Chicago, Ill.

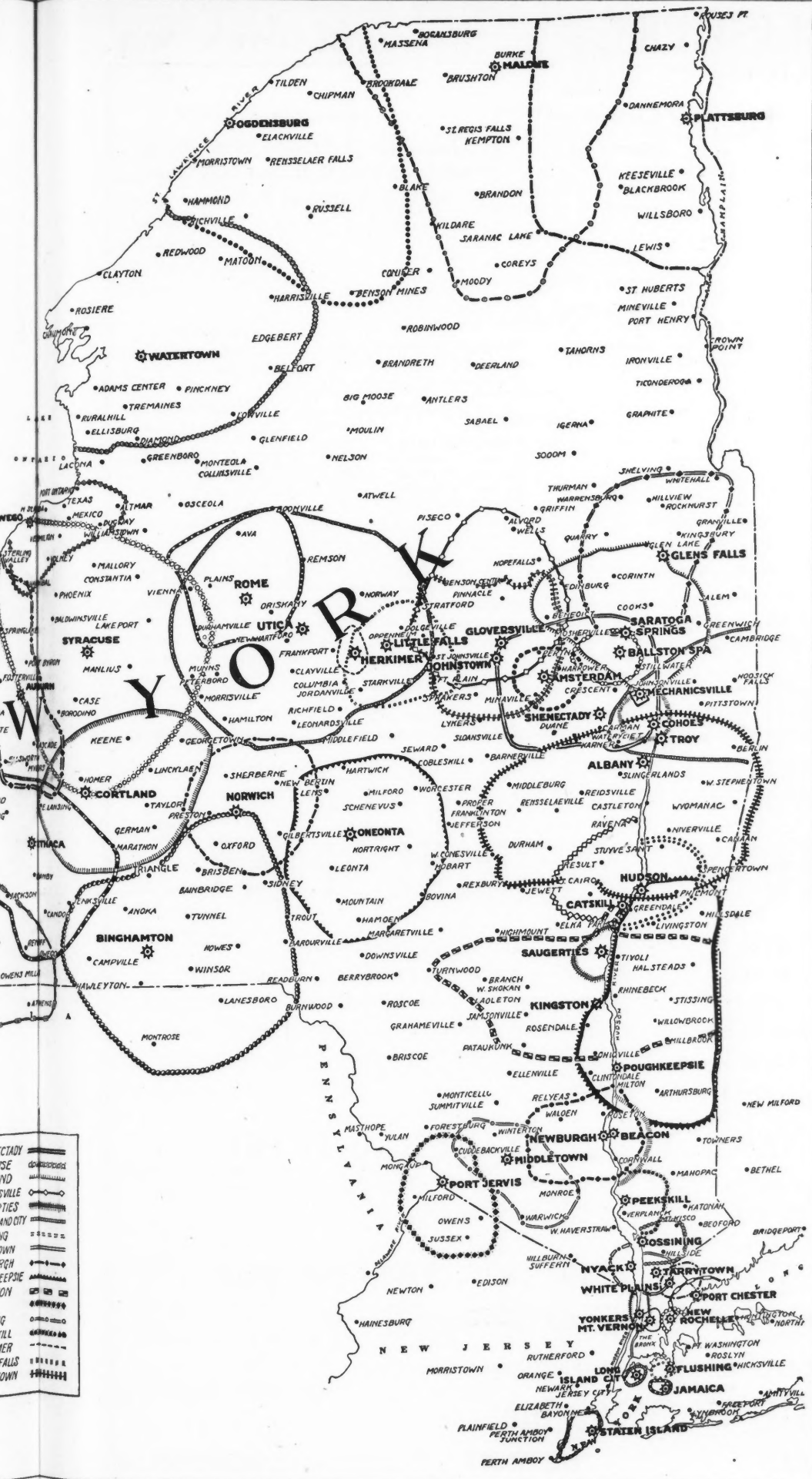
Trading Areas of New York State Outside of New York City Visualized for Space Buyers

Daily newspapers of New York State outside of New York City:

Page	City	Newspapers
43	Albany	Argus (M-S) Journal (E) Knickerbocker Press (M-S) Sunday Telegram (S) Times-Union (E)
48	Amsterdam	Recorder & Democrat (E)
31	Auburn	Advertiser-Journal (E) Citizen (E)
45	Ballston Spa	Journal (E) News (see Saratoga Springs Sun)
45	Batavia	News (E)
50	Beacon	Herald (E) Journal (E)
20-21	Binghamton	Press & Leader (E) Sun (M)
2-3-4-5-7	Buffalo	Commercial (E) Courier (M) Enquirer (E-S) Express (M-S) News (E) Times (E-S)
41	Canandaigua	Messenger (E)
50	Catskill	Mail (E)
45	Cohoes	American (E)
47	Corning	Leader (E)
47	Cortland	Standard (E)
51	Dansville	Breeze (E)
51	Dunkirk	Observer (E)
23	Elmira	Advertiser (M) Star-Gazette (E)
40	Geneva	Times (E)
49	Glens Falls	Post-Star (M) Times (E)
34-35	Gloversville	Herald (M) Leader-Republican (E)
46	Herkimer	Telegram (E)
52	Hornell	Tribune-Times (E)
50	Hudson	Register (E) Republican (M)
38	Ithaca	Journal-News (E)
48	Jamaica	Long Island Farmer (E)
28-29	Jamestown	Journal (E) News (E) Post (M)
47	Kingston	Freeman (E) Leader (M)
44	Lackawanna	Journal (E)
46	Little Falls	Times (E)
36	Lockport	Unlon-Sun & Journal (E)
45	Malone	Telegram (E)
44	Medina	Journal (E)
48	Middletown	Herald (E) Times-Press (E)
25	Mt. Vernon	Argus (E)
33	Newburgh	News (E)



GENEVA	MT VERNON	OLEAN	SCHENECTADY
ROME	NEW ROCHELLE	SALAMANCA	SYRACUSE
OGDENSBURG	YONKERS	WELLESVILLE	CORTLAND
GLENS FALLS	NYACK	HORNELL	GLOVERSVILLE
COHOES	BEACON	DANSVILLE	SAUGERTIES
BINGHAMTON	NIAGARA FALLS	ELMIRA	LONG ISLAND CITY
BUFFALO	CATSKILL	ONEONTA	FLUSHING
MALONE	HUDSON	LOCKPORT	TARRYTOWN
WATERTOWN	ALBANY	MEDINA	NEWBURGH
SARATOGA	NORWICH	OSWEGO	POUGHKEEPSIE
CANANDAIGUA	STATEN ISLAND	AUBURN	KINGSTON
ROCHESTER	MECHANICSVILLE	ITHACA	BATAVIA
DUNKIRK	MIDDLETOWN	TROY	CORNING
N TONAWANDA	PORT JERVIS	UTICA	PEEKSKILL
PORT CHESTER	AMSTERDAM	BALLSTON SPA	HERKIMER
WHITE PLAINS	JAMAICA	PLATTSBURG	LITTLE FALLS
OSSINGING	JAMESTOWN	LACKAWANNA	JOHNSTOWN



Daily newspapers of New York State outside of New York City:

Chart Page	City	Newspaper	
51	New Rochelle	Standard	(E)
		Star	(E)
22	Niagara Falls	Gazette	(E)
46	Norwich	Sun	(E)
43	Nyack	Journal	(E)
49	Ogdensburg	News	(M-S)
		Republican-Journal	(M)
37	Olean	Herald	(E)
		Times	(E)
52	Oneonta	Star	(M)
43	Ossining	Citizen-Sentinel	(E)
44	Oswego	Palladium	(E)
		Times	(E)
46	Peekskill	News	(E)
		Union	(E)
44	Plattsburg	Press	(M)
		Republican	(M)
39	Port Chester	Item	(E)
48	Port Jervis	Gazette	(E)
		Union	(E)
32	Poughkeepsie	Eagle-News	(M)
		Star & Enterprise	(E)
		Sunday Courier	(S)
8-9	Rochester	Democrat & Chronicle	(M-S)
		Herald	(M-S)
		Post Express	(E)
		Times Union & Advertiser	(E)
49	Rome	Sentinel	(E)
52	Salmancra	Republican Press	(E)
49	Saratoga Springs	Saratogian	(E)
		Saratoga Sun	(E)
		Ballston Spa News	(E)
50	Saugerties	Post	(E)
16-17	Schenectady	Gazette	(M)
		Union Star	(E)
11-12-13	Syracuse	Herald	(E-S)
		Journal	(E)
		Post-Standard	(M-S)
47	Tarrytown	News	1,731 (E)
		Mt. Pleasant News	340 (E)
51	Tonawanda	News	(E)
18-19	Troy	Record	(M)
		Record	(E)
		Times	(E-S)
14-15	Utica	Herald-Dispatch	(E-S)
		Observer	(E)
		Press	(M)
51	Watertown	Standard	(E)
		Times	(E)
52	Wellsville	Reporter	(E)
43	White Plains	Eastern State Journal	(E)
		Reporter	(E)
43	Yonkers	Herald	(E)
		News	(E)
		Statesman	(E)



EDITOR & PUBLISHER
SPACE BUYERS CHART



Survey in Two Parts.....Part 1

JAMESTOWN, N. Y.

Population

1920 Census	38,898
A. B. C. City.....	40,000
A. B. C. City and Suburban.....	100,000
Chamber of Commerce, City.....	40,000
Chamber of Commerce City and Suburban.....	100,000
Native Whites	69%
Negroes	1%
Foreign Born	30%
Industrial workers	35%
English reading	90%
Home owners	7,890

Suburban and Farm Residents

Falconer, 2,400; Celoron, 750; Lakewood, 700; Frewsburg, 500; Mayville, 1,200; Sherman, 900; with number of other small towns, likewise resorts, including the original Chautauqua with a summer population of over 5,000, and rural sections, making a total trading center population of 100,000.

City Classed As

Industrial

Location

Jamestown is 70 miles southwest of Buffalo on Erie R. R. and Jamestown, Westfield & Northwest R. R.

Banks

Trust Companies	3	Resources	\$10,810,202.48
National	4	Resources	11,935,145.40

Theatres

One legitimate.
5 Photoplay.

Schools

Public Grade	12	Number of pupils.....	6,019
Grammar	2	Number of pupils.....	1,338
High	1	Number of pupils.....	1,260
Business College	1	Number of pupils.....	380
Parochial	1	Number of pupils.....	320

Churches

Baptist, 5; Roman Catholic, 4; Congregational, 3; Episcopal, 1; Lutheran, 3; Methodist, 9; Presbyterian, 2; Colored, 1; Seven Day Adventist, 1; Unitarian, 1; United Brethren, 1; Christian Science, 1.

Principal Industries

Wood and metal furniture, voting machines, washing machines, pianos, paving brick, woolen dress goods and suitings, towels, window screens and blinds, tools, rubbing, carving and sanding machines, mirrors, automobile running gears, veneer.

Special Information

There are 70 furniture factories in Jamestown, employing over 5,000 skilled mechanics. It ranks second in the United States in the manufacture of wood furniture. The Jamestown Shale Brick Co. has a capacity of 100,000 brick per day. 2,500 metal workers are employed in the manufacture of office desks, railings, filing devices, steel trimmings, doors for vaults and banks, etc.

NOTE.—Sources from which facts and figures were secured: Chamber of Commerce, banks, schools, stores and other reliable sources.

SOUTHWESTERN NEW YORK'S LEADING PAPER

THE JAMESTOWN MORNING POST

is a daily visitor in the majority of homes in a city where "hard times" have never yet brought serious suffering, because of the great diversity of its industries—where over 67% of the people own their own homes—and where there has never been a bank failure. In Jamestown are made all kinds of wood and upholstered furniture, metal furniture—from elaborate and costly bank equipment to filing cases—metal doors and windows, pianos, washing machines, cutlery, worsted cloths, towels, automobile axles, ball bearings and voting machines.

THE POST IS IN NEARLY EVERY RURAL HOME

In its suburban territory—a land devoted to dairy farming and fruit growing—with butter and cheese factories, milk condensories and grape juice plants at many points.

A-B-C CIRCULATION AUDIT, June 30, 1920, 9,049 Net Paid

95% Distributed in Trade Area

ADVERTISING REPRESENTATIVES

PAUL BLOCK, Inc.

NEW YORK

CHICAGO

DETROIT

BOSTON

EDITOR & PUBLISHER

SPACE BUYERS CHART

Survey in Two Parts.....Part 2

JAMESTOWN, N. Y.

Wholesale

Cigars	1
Confectionery	3
Elec. Supplies	1
Florist	1
Grocers	2
Lumber	9
Mill Supplies.....	1
Notion	1

Retail Section

The shopping center is on Main Street between Roosevelt Square and 4th Streets, and on Second and Third Streets between Washington and Prendergast Aves., with neighborhood sections at Winsor and Second, West Eighth and Fairmont and in the suburbs of Falconer, Celoron and Lakewood.

Residential Features

Largely a home-owning population, two-thirds of the homes owned by their occupants; very few apartment houses and practically no tenements or mill settlements. Five neighborhood parks with many trees and much pride in well kept lawns.

Trading Area

Jamestown trading area extends to Warren, Pa., north to Westfield, east to Randolph and Salamanca and west to Corry, Pa., throughout most of which there is good suburban trolley service. In the summer it includes good Chautauqua Lakeside resort trade.

Retail Outlets for Nationally Advertised Products

Automobile Passenger Agencies.....	8	Delicatessen	—	Garages	15	Millinery	21
Automobile Truck Agencies	6	Dressmakers	34	Grocers	126	Opticians	8
Automobile Tire Agencies	6	Druggists	10	Hardware	6	Photographers	5
Automobile Parts Agencies	10	Dry Goods	14	Hats and Caps	15	Pianos	7
Bakers	9	Department Stores	6	Jewelers	14	Plumbers	12
Cigar Stores	14	Electrical Supplies	10	Ladies' Tailors	1	Restaurants	17
Cloaks and Suits	3	Florists	8	Meat Markets	45	Shoe Dealers	23
Clothiers	14	Furniture	12	Men's Furnishings	17	Sporting Goods	6
Confectioners	19	Furriers	12	Merchant Tailors	—	Stationers	5

Newspapers

Journal (Eve.)	Skandia Swedish Union	} Weekly
News (Eve.)	Advocate	
Post (Morn.)	Democrat	

TO CARRY YOUR MESSAGE TO THE 40,000 PEOPLE OF JAMESTOWN YOU SHOULD USE AT LEAST

The Jamestown Evening Journal

Established 1826 and the leading home newspaper of the city ever since

With 88% of its paid circulation distributed within the city, it will be found daily at the period of the day to insure careful reading in fully three-quarters of the homes of the city and that means most of the homes where English is read. No effort is made to secure circulation outside of Jamestown and its immediate suburbs. Such outside circulation, being of little use to home advertisers and duplicating national advertising, doesn't pay its way in these days of newsprint shortage and high costs.

Member of Associated Press, with full leased wire service, insuring good news service to readers.
 Member of Audit Bureau of Circulations—insuring full benefit of circulation claims to advertisers.
 Member American Newspaper Publishers' Association—insuring standing in the craft.
 Member American Newspaper Publishers' Association (Advertising Bureau) insuring full co-operation to advertisers.

Advertising Rates (subject to change)

Less than 1,000 lines	1,000 to 2,500	5,000 or more
.04 line	.03 line	.025 line

The last A. B. C. comparative report gives the Evening Journal 1,130 or 23% more city circulation than its leading competitor.

The Tri-Weekly Journal, an entirely separate publication of this Company, with same rates, circulates 4,500 copies three times a week in rural sections of the county.

The Jamestown Journal

JAMESTOWN, N. Y.

F. P. HALL, PRESIDENT

H. M. HALL, BUSINESS MANAGER

FOREIGN REPRESENTATIVE

FRANK R. NORTHRUP

303 FIFTH AVE., NEW YORK

ASSOCIATION BLDG., CHICAGO, ILL.

NEW YORK AN EMPIRE STATE

(Continued from Page XXIV, Second Section)

industries in the State. In 1909 the industry employed 189,467 wage earners and the value of products was \$538,593,219, or 18.9 per cent and 16 per cent, respectively, of all industries in the State. The increase from 1909 to 1914 in the value of clothing manufactured in New York was 8.4 per cent; from 1904 to 1909, 49.2 per cent; and from 1899 to 1904, 41.1 per cent. At the census of 1889, when the first attempt was made to segregate the statistics for establishments manufacturing clothing under the factory system from those doing custom tailoring and dressmaking, there were 3,843 clothing factories, which employed 96,822 wage earners and whose products were valued at \$159,452,309. The value of the clothing made in New York has not only increased during the last 25 years, but at each succeeding census it has formed a greater proportion of the aggregate value of products for the clothing industries in the United States, advancing from 45.2 per cent in 1899 to 56.8 per cent in 1914.

The total value of women's clothing was \$173,548,385 in 1904; \$272,517,792 in 1909; and \$345,315,642 in 1914. The proportion which the value of women's clothing formed of all clothing increased from 48.1 per cent in 1904 to 50.6 per cent in 1909 and to 59.1 per cent in 1914.

Of the 3,835 establishments engaged primarily in the manufacture of women's clothing, 851 were contract shops and 2,984 regular factories. The total value of products, \$336,244,587, reported by the regular factories is distributed as follows: Suits, skirts, and coats, \$166,128,285; shirt waists and dresses, except house dresses, \$114,629,755; undergarments and petticoats, \$34,474,454; wrappers and house dresses, \$10,308,039; and all other, \$10,704,054.

Leads Nation in Printing

Of the 64,927 wage earners employed in the manufacture of men's clothing, 36,543 were engaged in regular factories and 28,384 in contract shops. The output of the regular factories was valued at \$178,296,089, and was distributed as follows: Men's and youths' clothing, \$148,494,151; boys' clothing, \$29,047,068; and all other, \$754,870. There were 270 establishments in 1914 primarily engaged in the manufacture of men's shirts, and the value of all products was \$41,257,891.

In the printing and publishing of books, newspapers, and periodicals, music, job printing, bookbinding and blank-book making, steel engraving, and

FACTS ABOUT BUFFALO

- Is one of the world's ten great ports.
- Has 51,000 homes using electricity.
- Has the largest grain elevator in the world.
- Is ninth manufacturing city in the United States.
- Is the western terminus of the longest canal in the world.
- Is protected by the largest harbor breakwater in the world.
- Has a greater proportion of paved streets than any other city in the world.
- Erie county, in which Buffalo is located, has more miles of improved highway than any county in the state.

NEW YORK FARM PRODUCTION

Acres under cultivation, 8,350,000, including hay, other forage grains and all other crops.

DAIRY—Number cows in state, estimated 1,524,000
Average annual production per cow 4,300

		Totals
Total value of milk produced in state		\$220,000,000
MEAT PRODUCTS—Meat products and live stock sold from or raised and consumed on farms		65,000,000
POULTRY AND EGGS—Basis of 10,000,000 laying fowls; total income for eggs and poultry		45,000,000
WOOL 4,000,000 pounds		3,000,000

	Quantity produced	Price to producer	
Hay	6,579,000 tons	\$20.50	132,870,000
Corn	35,260,000 bus	1.66	58,532,000
Oats	29,580,000 bus	.90	26,622,000
Coarse Forage	3,000,000 acres	6.00	18,000,000
Ensilage	4,000,000 tons	6.00	24,000,000
Wheat	11,178,000 bus	2.15	22,930,000
Rye	2,000,000 bus	1.75	3,500,000
Barley	2,486,000 bus	1.36	3,381,000
Beans	1,450,000 bus	5.00	7,250,000
Buckwheat	5,250,000 bus	1.45	7,612,500
Potatoes	39,560,000 bus	1.45	57,372,000
Onions	2,000,000 bus	2.00	4,000,000
Cabbage	300,000 tons	40.00	12,000,000
Apples	16,800,000 bus	1.50	25,200,000
Pears	1,530,000 bus	2.40	3,672,000
Peaches	1,650,000 bus	3.00	4,950,000
Small fruits and berries			8,500,000
Grapes			6,500,000
Vegetables and cannery products			45,000,000
Forest products from farms			15,000,000
Miscellaneous, including hops, tobacco, honey, maple syrup and sugar, fields and garden seeds, flowers, nuts, nursery products, etc.			25,000,000
			\$844,891,500

Note:—These figures are for 1919.

lithographing New York led all States in the industry as a whole and in each of its branches, with a combined output valued at \$257,268,671 in 1914, representing 28.5 per cent of the total value of products for the industry in the United States.

The textile industries comprise the manufacture of hosiery and knit goods; silk and silk goods; carpets and rugs, other than rag; woolen, worsted, and felt goods, and wool hats; cotton goods, including cotton small wares; cordage and twine and jute and linen goods; and fur-felt hats. Considered as a unit, the seven allied industries gave employment in 1914 to an average of 91,041 wage earners, and the total output was valued at \$194,730,543.

There are 16 industries which make up the food and kindred products in New York. Named in the order of their relative importance these industries are slaughtering and meat packing; sugar

refining; the manufacture of bread and other bakery products; flour-mill and gristmill products; butter, cheese, and condensed milk; confectionery; food preparations; the roasting and grinding of coffee and spice; canning and preserving; the production of chocolate and cocoa; cordials and flavoring sirups; flavoring extracts; vinegar and cider; glucose and starch; poultry, killing and dressing; and butter reworking. In 1914 there were 8,943 establishments in this group, employing 73,796 wage earners, and manufacturing products valued at \$650,937,223, with \$144,573,613 added to the cost of materials by the processes of manufacture. This group of industries is of less importance when measured by value added by manufacture or by average number of wage earners than when measured by value of products, owing to the comparatively simple processes involved in the flour-mill, the butter, cheese, and condensed-milk, and the

slaughtering and meat-packing industries.

Each of the industries included in this group shows an increase in value of products, the largest percentage of gain being 85.7 per cent in food preparations and the smallest, 1.9 per cent, in butter, cheese, and condensed milk.

Food and kindred products, considered as a unit, may be subdivided into the following groups: (1) Food products of animal origin, embracing 1,499 establishments, with products valued at \$192,885,129; (2) food products of vegetable origin, of which there were 7,444 establishments, with products valued at \$458,052,094.

Of the animal products, slaughtering and meat packing is the most important, and includes 153 sausage factories, 114 establishments engaged in wholesale slaughtering and meat packing, and 70 wholesale slaughterhouses not doing meat packing. The value of the products of these several industries in 1914 was \$3,869,497, \$71,431,443, and \$72,804,719 respectively. New York ranked third in 1914 among the States in slaughtering and meat packing and the value of its products formed 8.8 per cent of the total for the industry in the United States.

Electrical Industry Growing

Measured by value, refined sugar is the most important among the vegetable products. Measured by number of establishments, by number of wage earners, and by value added by manufacture the bakeries outranked the other industries of the group, but in value of products they held second place. Of the 4,249 bakeries in the State in 1914, 23 were primarily engaged in the manufacture of biscuits and crackers. These 23 establishments reported nearly half of the capital for the entire industry and their products constituted about one-fourth of the total.

Since 1899 New York has been second only to Minnesota in flour-mill and gristmill products.

The electrical machinery, apparatus, and supplies industry continues to show exceptional development. The total value of products as reported in 1914 was half again as large as that reported in 1909, an actual increase of \$24,654,893. New York ranks first among the States in the manufacture of electrical machinery, apparatus, and supplies, its production constituting 22.1 per cent of the total for the United States in 1914, as compared with 22.3 per cent in 1909, and 25.1 per cent in 1904.

The manufacturing of cigars and cigarettes is an important industry in New York State. In 1914 these industries paid an internal revenue tax of \$14,281,094.

FACTS ABOUT SYRACUSE

- Bank deposits, \$132,909,273.23.
- Death rate in 1919, 21.32 per thousand.
- Is located on New York State Barge Canal.
- Is within 300 miles of one-third population of United States.
- Has 61 public parks, including playgrounds, with a total area of 361 acres.
- Is a leading city of the United States in the manufacture of tool steel, automobile gears, differentials and transmissions, soda ash and its by-products, fine wax candles, agricultural implements, high class china ware, mince meat and powdered milk, shoes, typewriters.



Photo by Paul Thompson
New York State is now spending a part of her wealth reclaiming where possible her great natural resources. This picture shows a valuation crew of the Forest Service making a survey of spruce and birch in the Adirondacks.



EDITOR & PUBLISHER

SPACE BUYERS CHART



AUBURN, N. Y.

Population	City	Location
1920 Census 38,142	Classed	Auburn is served by three steam roads, namely: Lehigh Valley, New York Central and Central N. Y.; also excellent interurban service.
Chamber of Commerce, City.... 38,000	as	
Chamber of Commerce, City and Suburban 75,000	Residential	
Native Whites 87%	Industrial Workers .. 22%	
Negroes 1%	English Reading 90%	
Foreign Born 12%	Families 7,128	
Students 200	Summer Residents Few	
Banks		
Savings 2	Resources ...\$12,782,920.54	
Trust Companies 1	Resources ... 5,109,757.47	
National 2	Resources 5,808,898.43	
Schools		
Public Grade 11	Pupils 9,984	
High 1	Pupils 818	
Theological Seminary ..	Pupils 200	
Parochial 2	Pupils 1,400	
Theatres		
Two legitimate, 5 photo-play, seats 9,800.		
Churches		
Baptist, 3; Christian Science, 2; Episcopal, 2; German Protestant, 1; Hebrew, 1; Methodist, 4; Roman Catholic, 9; Presbyterian, 8; Universalist, 1.		

Principal Industries

Rope twine, agricultural implements and parts, drop forgings, shoes (women's), buttons and allied products, woolens, leather goods, felt, wagons and trailers, Diesel engines, carpets and rugs, automobile auxiliaries, dairy products.

Special Information

There are \$31,710,000 in products turned out annually. \$24,000,000 invested in manufacturing industries.

Annual payroll approximately \$4,000,000.

Over 8,000 operatives are employed in the various industries.

Suburban and Farm Residents

Aurelius, 1,466; Brutus, 2,438; Cato, 1,588; Conquest, 1,225; Fleming, 1,031; Genoa, 1,853; Leyard, 1,629; Mentz, 2,000; Moravia 2,500; Springport, 1,700; Sterling, 2,500; Skaneateles, 5,000; Elbridge, 3,200; Seneca Falls, 8,000.

Wholesalers	Retail Section
Groceries 4	Genesee St., Market St., Exchange St., Clark St., Dill St., Water St., North St., South St.
Meats 3	Italian Section: Clark St. and Division St.
Fruits 2	
Clothing 2	

Residential Features

Mostly one-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger) ... 12	Delicatessen —	Furriers 3	Merchant Tailors 2
Auto. (Truck) 4	Dressmakers 34	Garages 14	Milliners 15
Auto. (Tires) Agcys. 21	Druggists 13	Grocers 113	Opticians 5
Auto. (Parts) Agcys. 15	Dry Goods 11	Hardware 4	Photographers 8
Bakers 15	Department Stores .. 2	Hats and Caps 4	Pianos 7
Cigar Stores 38	Electrical 6	Jewelry 14	Restaurants 29
Cloaks and Suits 11	Florists 11	Ladies' Tailors 4	Shoe Dealers 21
Clothiers 24	Fruits 3	Meat Markets 23	Sporting Goods 2
Confectioners 32	Furniture 8	Men's Furnishings ... 10	Stationers 1

Trading Area

Auburn's trading area extends south and including Groton, north to Lake Ontario; east to and including Elbridge, west to Seneca Falls.

NOTE.—Sources from which facts and figures were secured: John M. Shetland, Secretary Chamber of Commerce; Board of Education, bank statements, stores and other reliable sources.

Newspapers
Advertiser-Journal (E). Cayuga County News (W).
Citizen (E). Democrat-Argus (bi-weekly).

YOU DO NOT ADVERTISE—For Political, Personal, or Sentimental Reasons
YOU ADVERTISE—To Get The Widest Publicity For Your Products

We Give 100% Distribution

THE AUBURN CITIZEN
7250

“Enters more than twice as many homes as any paper sold in Auburn.”

THE AUBURN ADVERTISER-JOURNAL
4078

“Leading Rural Circulation in This Trading Area.”

These two papers cover the field and are pre-eminently home newspapers, with full Associated Press, complete local news, features and departments—each paper with its distinct following due to the vigorous, independent editorial policies maintained.

RATES ...	The Auburn Citizen	The Auburn Advertiser Journal	Joint Rate
3,000 lines . .	.035	.03	.055

Special Representative—Frank R. Northrup, 303 Fifth Ave., New York, and Association Bldg., Chicago.



EDITOR & PUBLISHER

SPACE BUYERS CHART



POUGHKEEPSIE, N. Y.

Population		City Classed as
1910 Census	32,714	
Chamber of Commerce Estimate,		
City	36,740	Industrial and Educational
Chamber of Commerce, City and Suburban	42,000	
Native Whites	85%	Industrial Workers .. 25%
Negroes	200	English Reading .. 95%
Foreign Born	15%	Families .. 6,860
Students	1,900	

Banks	
Savings	1 Resources .. \$16,756,530.41
State Banks and Trust	
Companies	1 Resources .. 5,887,210.37
National	4 Resources .. 13,767,334.35

Schools	
Public Grade	10 No. Pupils .. 4,836
High	1 No. Pupils .. 932
Home of Vassar College and other young ladies' seminaries, having 1,900 students in all.	

Theatres	Churches
1 legitimate, 2 combination burlesque, vaudeville and movie, 3 movie—8,300.	5 Roman Catholic, 5 Methodist, 4 Episcopal, 8 Dutch Reformed, 3 Hebrew, 2 Baptist, 2 Christian Science, 2 Friends, 2 Lutheran, 1 Presbyterian, 1 Congregational, 1 Unitarian, 1 Hungarian Reformed, 1 Colored Baptist.

Location
72 miles north of New York City on N. Y. C. R. R. and on Hudson River.

Principal Industries
Farm machinery, cream separators, horse shoes, automobiles, trousers, cough drops, candies, cigars, canned fruit, iron castings, muslin underwear, machinery, buttons, dumb waiters, blank books, player pianos.

Special Information
Poughkeepsie is known throughout the Eastern section of the United States, as the "Bridge City," so called by reason of the location there of the only bridge crossing the Hudson between New York and Albany. It is one of the greatest engineering feats in the country. Cost when built, \$3,500,000; length, 6,728 feet; height above water, 212' 6". Over this bridge goes 60% of the East-bound, West-bound New England states traffic.

Suburban and Farm Residents
The famous farms producing the widely known Hudson River Valley apples are all around Poughkeepsie. Yearly production exceeds 1,000,000 barrels or total of 6,000,000 barrels raised in New York State. Bring exceedingly high prices in New York and other markets.

Trading center of Dutchess County. Estimated population trading in Poughkeepsie, 65,000.

Wholesalers	Retail Section
Grocers	Main and Market Streets, about 3½ miles.
Provisions	
Meats	
Candy	

Residential Features
A number of one and two-family houses. Several large modern apartment buildings. Poughkeepsie Housing Corporation, recently organized with \$275,000 paid-in capital, houses under construction, 1920, 100; estimated total construction, 250. Plan includes an amortization scheme. Adjacent to city are large estates owned by wealthy business men from New York City.

Retail Outlets for Nationally Advertised Products			
Automobile (Passenger) Agencies	15	Clothiers	18
Automobile (Truck) Agencies	8	Confactioners	86
Automobile (Tire) Agencies	16	Delicatessen	6
Automobile (Parts) Agencies	10	Dressmakers	88
Bakers	28	Druggists	14
Cigar Stores	22	Dry Goods	19
Cloaks and Suits	14	Department Stores	2
		Electrical Supplies	15
		Florists	8
		Furniture	7
		Furriers	6
		Garages	22
		Grocers	156
		Hardware	7
		Hats and Caps	2
		Jewelers	10
		Ladies' Tailors	10
		Meat Markets	43
		Men's Furnishings	2
		Merchant Tailors	12
		Millinery	12
		Opticians	10
		Photographers	10
		Pianos	11
		Plumbers	21
		Restaurants and Lunch Rooms	28
		Shoe Dealers	18
		Sporting Goods	5
		Stationers	2

Trading Area
Poughkeepsie is the trading center for practically all of Dutchess County and draws some trade from as far up as Hudson. There is some trade from across the river in Ulster County—that county being shared by Poughkeepsie, Newburgh and Kingston. This entire territory is very rich in fruit, dairy products and beautiful estates. Commercially Poughkeepsie is the most important point between Yonkers and Albany.

NOTE.—Sources from which figures and facts were secured: Chamber of Commerce, bank statements, stores, theatres and other reliable sources.

Newspapers	Eagle-News (M).	Star and Enterprise (E).	Enquirer (S).	Courier (S).	Weeklies.
					Courier.
					Truth.
					Eagle.

The Poughkeepsie Eagle-News

(Established 1860)

Is one of the oldest daily papers in the United States. It was originally published as the Poughkeepsie Daily Eagle in 1860.

The Eagle-News hasn't the largest circulation in Poughkeepsie, but it is more than a newspaper—it is an institution.

The inhabitants of Poughkeepsie and near-by towns who can afford a morning paper and have time to read one have taken it for generations.

Its advertising as well as its news, editorials and features has the weight that might be expected in a newspaper with its traditions and history.

Publishers, PLATT & PLATT, Inc.

8 Liberty St., Poughkeepsie, N. Y.

Foreign Representatives:

GEORGE B. DAVID CO., 171 Madison Ave., New York, N. Y. A. R. KEATER, 1411 Hartford Building, Chicago, Ill.

The Semi-Weekly Eagle & News-Telegraph

(Established 1785)

Is also published by Platt & Platt, Inc., and has a strictly rural circulation.



EDITOR & PUBLISHER

SPACE BUYERS CHART



NEWBURGH, N. Y.

Population	
1920 Census	30,376
Chamber of Commerce Estimate, City	36,000
Chamber of Commerce Estimate, City and Suburban	40,000

Native Whites	70%	English Reading	95%
Foreign Born	25%	Industrial Workers	40%
Negroes	5%	Home Owners	5,320

Banks			
Savings	1	Resources	\$12,923,081.17
Trust Co.	1	Resources	4,517,153.79
National	3	Resources	11,084,265.38

Schools			
Public grade	6	No. of Pupils	3,965
High	1	No. of Pupils	580

Theatres
2 Legitimate, 1 playing one night stands and vaudeville, the other burlesque and vaudeville; 3 movies—Total seats 4,500.

Churches
Five Catholic; 4 Episcopal; 7 Presbyterian; 1 Unitarian; 2 Methodist; 1 Congregational; 1 Lutheran—1 Dutch Reform; 2 Baptist; 1 Christian Science; 1 7-Day Advent; 3 Jewish; 1 colored Methodist.

Location
Sixty miles north of New York City on Hudson River. Reached direct by West Shore and Erie Railroads, also by ferry from Beacon, on N. Y. C. and H. R. R. R. It is a port of call for practically all river boats. Splendid automobile roads running from New York to Albany.

Principal Industries
Ship Building, Textile Mills, paper, imitation leather, shirts, clothing, cutlery, machinery, furniture, brick, cigars, plasters, soaps, chemicals, lace, pumps, condensers, medicines, perfumes, carburetors, roofing, paper boxes, felt, tanks, boilers, carpet, silk, pipes, tools, yarns, heaters, flags, engines, and auto robes, smoke stacks, plush, wire specialties, dyes.

Special Information
The historical associations of Newburgh attract thousands of tourists annually, and the splendid transportation facilities add to the number of visitors. Located as it is Newburgh is the trading center of the rich Walkkill valley—famous for fruits and dairy products. Orange county is the largest producer of dairy products in the state.

Suburban and Farm Residents
Newburgh and its immediate suburbs have many beautiful homes, occupied by people doing business in New York City. The farms are extremely valuable and the farmers are of the best type. Some of the most palatial homes in America are in Balmville, New Windsor, Cornwalls and Highland Falls, the last named place adjoining West Point.

Wholesalers
Grocers 4
Provisions 5
Fruits 4
Confectioners 3

Retail Section
The principal shopping district extends about a mile on Water Street, Colden Street, Broadway, William Street and Liberty Street.

Residential Features
Many beautiful homes are in and around Newburgh. There are very few of the poorer class, almost all labor being well paid and living in homes and detached houses, rather than tenements.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger)	20	Delicatessen	4
Auto. (Truck)	15	Department Stores	2
Auto. (Tires)	7	Dressmakers	31
Auto. (Parts)	14	Druggists	19
Bakers	20	Dry Goods	12
Cigar Stores	27	Electrical	8
Cloaks and Suits	13	Florists	3
Clothing	20	Furniture	17
Confectioners	66	Furriers	5
		Garages	32
		Grocers	142
		Hardware	8
		Hats and Caps	2
		Jewelers	15
		Ladies' Tailors	6
		Meat Markets	47
		Men's Furnishings	2
		Merchant Tailors	16
		Milliners	18
		Opticians	11
		Photographers	6
		Pianos	7
		Plumbers	20
		Restaurants	23
		Shoe Dealers	26
		Sporting Goods	5
		Stationers	3

Trading Area
Fully two-thirds of Orange County, extending from the Hudson river to the main line of the Erie railroad, including over 15 towns, ranging up to 10,000 population. Walden, the largest cutlery manufacturing town in the United States, the rich Walkkill valley, the Short Cut valley and the Erie branch valley, the famous Marlboro peach, berry and fruit section, the Chester onion growing section, all shop in Newburgh—all in all, over 100,000 people.

NOTE.—Sources from which figures and facts were secured: F. H. Young, Manager of Chamber of Commerce and other sources.

Newspapers (News (E.), American (Semi-Weekly).)

MEMBER A. B. C.

A WIDE AWAKE DAILY IN A LIVE TOWN

MEMBER A. N. P. A.

Orange County—The Newburgh News

A Beehive of Agriculture and Industry

Rich in dairy products, fruit, ship-building and manufacturing, eastern Orange (population 100,000) is covered by one daily.

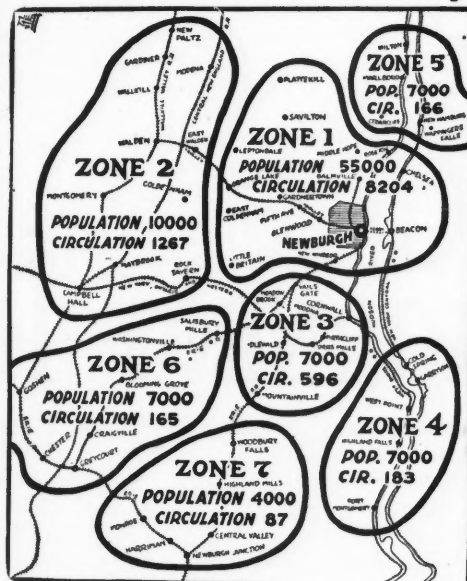
Only One Big Daily in this Territory

The News delivery system gets the paper in the hands of 97 per cent of its readers before 6 p. m., each day of publication.

Many Nationally Known Articles Locally Produced

- DuPont Fabrikoid
- Coldwell Lawn Mowers.
- Lazell Perfumes.
- Sweet-Orr and Keystone Pants & Overalls
- Stroock Plush Automobile Robes.
- G. C. Soap Flakes.
- Riverside, Perfect Borax and Supreme Soap
- Betsy Ross Flags.
- Carry-All Paper Bags.
- Ide and Excello Shirts.
- Beacon Auto Tires.
- Keen Kutter Cutlery.
- Walden, Allen and Press Button Knives.
- Alberger Pumps and Condensers.
- Whitehill Corliss Engines.
- Whitehill Pictet Ice Machines.
- Hall's Fish Lines.
- Hall's Beds and Bedding.
- Turl's Sugar Plantation Equipment.
- Eureka, Empire and Highland Brand
- Tapestry and Velvet Carpets and Rugs.
- Ingrain Rugs.
- Eagle Brand Condensed Milk.
- Ferry Felt Hats.
- Beacon Straw Hats.
- International Leather Belts.
- Jammond's Paint and Slug Shot.
- Green's Fuel Economizers.
- Hudson River Building Brick.

The Map Tells the Story



Noteworthy Circulation Facts and Figures for Advertisers

CITY OF NEWBURGH population, 30,366
5 to every family would make 6,073 homes
Daily News sales are 7,455

MORE THAN ONE FOR EVERY HOME

Zone 1 population 55,000
Comprises the cities of Newburgh and Beacon, and smaller surrounding communities.
Daily News Sales are 8204

NEARLY ONE FOR EVERY HOME

EASTERN ORANGE population . . 100,000
In the entire field covered by The News as shown by the accompanying map.
Daily News Sales are 11,000

ONE FOR EVERY OTHER HOME

ONLY 296 OUTSIDE A.B.C. LOCAL ZONE

Complete Market Survey of the City of Newburgh and each of the nearly sixty small communities covered by The News will be furnished interested advertisers on application to Merchandise Service Dept., Daily News, Newburgh, N. Y.

New York Office Chicago Office
303 FIFTH AVENUE ASSOCIATION BLDG.
FRANK R. NORTHRUP, Representative



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Two Parts.....PART 1

GLOVERSVILLE AND JOHNSTOWN, N. Y.

Population

1920 Census	32,931
A. B. C., City.....	37,000
A. B. C., City and Suburban.....	65,000
Chamber of Commerce Estimate, City.....	32,931
Chamber of Commerce, City and Suburban.....	65,000
Native Whites	73%
Negroes	3%
Foreign Born	22%
Industrial Workers	38%
English Reading	95%
Families	5,946

Suburban and Farm Residents

Gloversville and Johnstown are twin cities, being connected by splendid trolley service and sharing industries and advantages although separate municipalities.

The principal cities and towns included in the trading territory are Mayfield, 590; Northville, 1,130; Broadalbin, 800; Vail Mills, 110; Fonda, 1,100; Rockwood, 330; Wells, 400; Fultonville, 812.

City Classed As

Industrial

Banks

State Banks & Trust Co.'s 3	Resources	\$7,656,045.73
National	2	Resources

There are two national banks and one savings bank in Gloversville, and two state banks in Johnstown. Their reports show splendid condition.

Schools

Public Grade	12	No. Pupils	5,586
High	2	No. Pupils	1,023

In Gloversville there is one parochial school and one Jewish school; both well attended.

Location

43 miles northwest of Albany on Fonda, Johnstown & Gloversville R. R., connecting at Fonda with N. Y. C. R. R.

Theatres

Vaudeville	1
Movies	3
Legitimate and Movie (3,700)...	1

Churches

Christian	1
Episcopal	2
Presbyterian	2
Methodist	5
Baptist	3
Jewish	1
Christian Science	2
Spiritualist	1
Universalist	1
Reformed	1
Lutheran	2
United Presbyterian	1
Roman Catholic	5
Colored	2

Principal Industries

This is the glove center of the United States and the tanning of leather, both for gloves and shoes, is the leading industry. The manufacture of gloves naturally follows then in importance. There are thriving silk mills in both Gloversville and Johnstown and the hardwood industry has lately received an impetus which will be carefully cultivated and, owing to a tremendous supply of raw material in the near vicinity, it is going to rapidly assume tremendous importance. Gelatin, glue, leather dressing, gloves, hosiery and knit goods also form important industries.

Special Information

In the glove industry peculiar labor conditions prevail; a great deal of the work being done on a piece work basis.

This enables women to take the work home, which results in a tremendously large percentage of women employed. They, however, cannot be classed as factory employees.

This condition makes plenty of money and equalizes social barriers to a great extent, giving these cities an exceptionally high class of industrial workers, and causing living conditions in these two cities to be considerably above the average in the usual factory towns.

NOTE.—Sources from which facts and figures were secured: Chamber of Commerce, schools, banks, stores and other reliable sources.

The Two Busiest Cities in the United States

In Johnstown and Gloversville, N. Y., Wives, Whose Husbands Own Their Own Homes and Automobiles, Work Because They Like It.

The Labor Department at Washington, D. C., after a survey of the cities of the country, discovered that 76 per cent. of the women of the Glove Cities are contributors to the family income.

This is a record for the country.

While the men cut the gloves in the factories, the wives and daughters make gloves at home. More working people own their own homes here than in most other American cities.

More children get college educations than in most other cities.

The wages of the ordinary workingman here vary from \$25 to \$50 per week. Choremans without any experience are being paid \$4.00 per day and boys leave school to earn \$3.50 per day.

Living conditions in Gloversville and Johnstown are such that you cannot tell the workingman's wife from a business man's wife.

Gloversville alone is a trading center for 50,000 people. It is the chief glove center of the United States, with an output of a million dozen gloves yearly.

Its products in all lines from glove factories, leather tanneries, silk mills, novelty concerns, etc., amount to thirty million dollars yearly.

Gloversville, the metropolis of Fulton County is the largest city between Amsterdam and Utica.

THE MORNING HERALD

is the only paper that will cover this prosperous territory with one stroke. It reaches practically every home in Fulton County and is also delivered the day of publication in many homes bordering on Fulton County as Montgomery, Saratoga, Hamilton and Herkimer Counties.

By practically every home in Fulton County we mean just what we say. The Morning Herald goes into the homes of the farmer and resident of the outlying districts the day of publication, just the same as it does into the homes of the merchant, the manufacturer and the glove maker, in the cities of Gloversville and Johnstown.

Guaranteed Paid Circulation 6450

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

SURVEY IN TWO PARTS.....PART 2
GLOVERSVILLE and
JOHNSTOWN, N. Y.

Wholesale Houses

- 4 Groceries
- 1 Produce
- 1 Mill Supplies

Retail Section

In Gloversville the retail trading section extends along Main, Church, Bleecker and Fulton Streets for about one and one-half miles; in Johnstown along Main Street one-half mile.

Residential Features

There are a number of fine residences in these cities, and the ordinary homes of the industrial people are unusually attractive and well kept. One-family houses, with pretty yards are more in evidence than any other style homes.

Trading Area

The trading area extends 30 miles north to Speculator; 30 miles northwest to Lake Pleasant; 18 miles west to St. Johnsville; 15 miles southwest to Palatine; 8 miles south to Fultonville; 12 miles east to Hagedorns Mills; 16 Miles northeast to Batchellerville.

Retail Outlets for Nationally Advertised Products

Automobile (Passenger) Agencies..... 29	Delicatessen 2	Garages 27	Millinery 14
Automobile (Truck) Agencies 7	Dressmakers 48	Grocers 99	Opticians 9
Automobile (Tire) Agencies..... 22	Druggists 13	Hardware 6	Photographers 7
Automobile (Parts) Agencies 13	Dry Goods 10	Hats and Caps 1	Pianos 10
Bakers 28	Department Stores 7	Jewelers 13	Plumbers 14
Cigar Stores 16	Electrical Supplies 15	Ladies' Tailors 7	Restaurants and Lunch Rooms 9
Cloaks and Suits 8	Florists 12	Meat Markets 39	Shoe Dealers 24
Clothiers 23	Furniture 10	Men's Furnishings 5	Sporting Goods 1
Confectioners 18	Furriers 5	Merchant Tailors 14	Stationers 6

Morning Newspapers
Herald

Evening Newspapers
Leader Republican

Sunday Newspapers

Weeklies
Republican

**Glove Makers in Gloversville and Johnstown
 New York, have the Buying Power that
 Advertisers can call forth.**

(Gloversville and Johnstown are sister cities in Fulton Co. and are the center of the fine glove making of the States. One edition of the LEADER-REPUBLICAN covers both cities. Combined population 32,000.)

IT IS

THE LEADER-REPUBLICAN

that reaches the glove workers week day evenings when they have the leisure to read—

and it is THE LEADER-REPUBLICAN that has by far the largest circulation in these cities. (See A. B. C. records).

OFFICE OF PUBLICATION AT GLOVERSVILLE

New York
CHARLES E. MILLER
 225 FIFTH AVE.

Chicago
W. H. STOCKWELL
 PEOPLES GAS BLDG.



EDITOR & PUBLISHER

SPACE BUYERS CHART



LOCKPORT, N. Y.

Population		City	
1920 Census	21,308	Classed as	Industrial
A. B. C. City	21,308		
A. B. C. City and Suburban	40,000		
Chamber of Commerce, City	25,000		
Chamber of Commerce, City and Suburban	50,000		
Banks			
Savings	1	Resources	\$8,240,581.55
National	2	Resources	13,701,317.94
Schools			
Public Grade	11	Pupils	2,562
High	1	Pupils	618
Parochial	4	Pupils	624
Theatres		Churches	
There are four photoplay houses, with total seating capacity of 3,800.		Episcopal, 5; Presbyterian, 3; Methodist, 2; Baptist, 1; Roman Catholic, 4; Congregational, 2; Universalist, 1; Lutheran, 3; Evangelical, 1; Christian Science, 1.	

Location
On the New York Central, Erie R. R. Barge Canal. Buffalo, Lockport & Rochester, R. R.

Principal Industries
Auto radiators, transmissions and gears, paper, felt, wall board, glass, shipping containers, soap and washing powder, textiles, flour mills, fiber pipe and utensils, asbestos, mill board, canning, cotton batting, foundry (iron and brass), steel, paper and pulp mill machinery, veneer machinery, brooms, advertising novelties and tackle blocks.

Special Information
Lockport has the largest farm bureau in the United States. Richest fruit country in world in production of apples, peaches, pears and prunes.

The residents of Niagara County are the richest per capita of any county in the United States.

Suburban and Farm Residents
Medina, 5,683; Gasport, 380; Middleport, 1,530; Millersport, 110; Newfane, 500; Pendleton, 250; Oleott, 350; Burt, 150; Wilson, 525; Ransomville, 400; Somerset, 175; Barker, 475; Sanborn, 350; Appleton, 125.

Wholesalers
Owing to the excellent auto roads and electric service Buffalo wholesale houses supply the retail stores of Lockport with their needs on short notice.

Retail Section
The principal business streets are Main St., Market St., Pine St., Locust St. The retail stores extend about half-mile on these streets.

Residential Features
All one and two-family houses. No apartment houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	9	Delicatessen	1	Furriers	1	Merchant Tailors	9
Auto. (Truck)	9	Dressmakers	42	Garages	9	Milliners	12
Auto. (Tires) Agencies	8	Druggists	8	Grocers	69	Opticians	5
Auto. (Parts) Agencies	7	Dry Goods	5	Hardware	8	Photographers	5
Bakers	3	Department Stores	4	Hats and Caps	9	Pianos	6
Cigar Stores	18	Electrical	3	Jewelry	7	Restaurants	11
Cloaks and Suits	1	Florists	7	Ladies' Tailors	2	Shoe Dealers	11
Clothiers	15	Fruits	22	Meat Markets	17	Sporting Goods	2
Confectioners	22	Furniture	4	Men's Furnishings	12	Stationers	7

Trading Area
Lockport's trading area extends north to Lake Ontario, east to Medina, south to Tonawanda and west as far as Cambria; also extends throughout the prosperous agricultural districts of Niagara and Orleans County.

NOTE: Sources from which facts and figures were secured: E. D. Bevitt, Secretary Chamber of Commerce; Board of Education, bank statements, stores and other reliable sources.

Newspapers { Union-Sun and Journal (E)
Wocheblatt (w)

Sit Down Less Than a Minute and Read This

The Lockport UNION-SUN AND JOURNAL is one of the oldest newspapers in the United States.

Next year it will celebrate its one hundredth anniversary, a century of service to the community in which it exists.

It is the only newspaper published in the City of Lockport and has more county circulation than any other daily newspaper published in Niagara County.

Lockport is a city of business; a city of homes, long life and happiness. That is just why the Lockport Board of Commerce financed a Half Million Dollar Home Building Corporation by popular subscription in three weeks time.

They are building new Banks in Lockport to take care of the surplus money, in which you, Mr. National Advertiser, should be sharing.

There is no other newspaper covering this field.

"RESULTS AND MORE RESULTS"

Union-Sun and Journal

LOCKPORT

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NEW YORK

EDITOR & PUBLISHER

SPACE BUYERS CHART

OLEAN, N. Y.

Population	City
1920 Census	20,506
A. B. C. City	20,000
A. B. C. City and Suburban	50,000
Chamber of Commerce Estimate, City	20,000
Chamber of Commerce, City and Suburban	75,000
Native Whites	93%
Negroes	Less than 1%
Foreign Born	7%
Industrial Workers ..	30%
English Reading	96%
Home Owners	8,718

Location
 On main line of Erie, Chicago to New York; Buffalo-Washington Division, Penna. R. R.; Rochester Division, River Division, Bradford Division, and W. N. Y. and Penn. tractions—897 miles from New York City, 70 miles from Buffalo, 106 miles from Rochester.

Suburban and Farm Residents
 Delevan, 557; Cuba, 1,645; Portville, 765; Carrollton, 200; Angelica, 1,138; Salamanca, 8,370; Bolivar, 1,260; Allegany, 1,327; Belvidere, 200; Machias, 600; Limestone, 684; Hinsdale, 200; Franklinville, 1,568; Kellbuch, 250; Ceres, 350.

Banks

State Banks and Trust Cos.	1	Resources	\$12,151,748.59
National	2		

Principal Industries
 Petroleum products, sawmill machinery, cranes, planes, hydraulic presses, gas engines, leather, silk, cutlery, pipes, boxes (paper), tile, brick, Pennsylvania Railroad shops, glass.

Wholesalers	Retail Section	
Grocery	5	The retail business section extends about one mile on West State St. and three-quarters of a mile on Union St.
Candy	1	
Produce	1	
Bakers	4	

Schools

Public Grade	10	No. Pupils	4,396
High	1	No. Pupils	649
Parochial	1	No. Pupils	400
Commercial	1	No. Pupils	100

Special Information
 Olean is a terminal of the Pennsylvania R. R. for the Rochester, Oil City and Bradford branches, with large locomotive and freight car repair shops, also the home of the Vacuum Oil Refineries and of Clark Bros., manufacturers of heavy machinery.

Residential Features
 Practically all one-family houses, a large proportion of them being owned by the occupants.

Theatres	Churches
1 legitimate, 1 vaudeville and movie, 1 movie; total seating, 3,300.	26 churches of all denominations.

Retail Outlets for Nationally Advertised Products

Auto. (Pass.) Agencies	7	Deliicatessen	—	Garages	11	Millinery	5
Auto. (Truck) Agencies	7	Dressmakers	—	Grocers	65	Opticians	5
Auto. (Tire) Agencies	10	Druggists	12	Hardware	4	Photographers	5
Auto. (Parts) Agencies	8	Dry Goods	—	Hats and Caps	9	Pianos	1
Bakers	8	Department Stores	7	Jewelers	5	Plumbers	6
Cigar Stores	28	Electrical Supplies	4	Ladies' Tailors	2	Restaurants and Lunch Rooms	10
Cloaks and Suits	9	Florists	3	Meat Markets	11	Shoe Dealers	5
Clothiers	9	Furniture	6	Men's Furnishings	9	Sporting Goods	2
Confectioners	7	Furriers	—	Merchant Tailors	2	Stationers	1

Trading Area
 Olean has within its boundaries of trading area many villages and settlements. The trading territory extends on the south, fifty miles, as far as Emporium and St. Marys, Pa.; east as far as Angelica and Bolivar, New York; west as far as Carrollton; and north as far as Delevan and Ellicottville, the radius being about sixty miles.

NOTE.—Chamber of Commerce, banks, schools, stores and other reliable sources.

Newspapers Evening Herald Times.

Olean Evening Herald

The Only A. B. C. Newspaper in Olean

Published at the Apex of the Famous
 Allegany-Bradford Oil Region

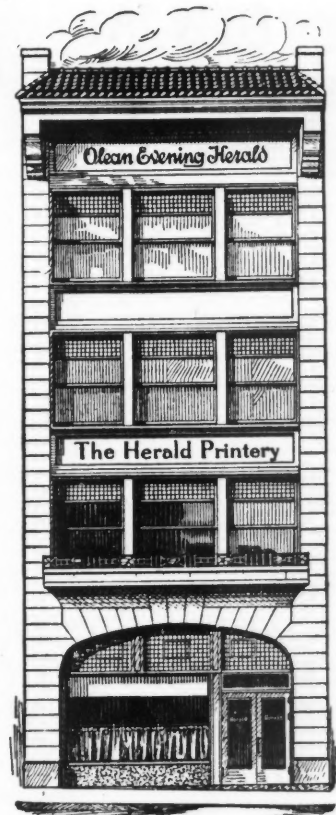
Delivery Service

- (1) Olean City by 21 Herald Route Carriers and All News Stands
- (2) Throughout Olean's Trading Area

- ☐ All R. F. D. Routes
- ☐ Delivery Service by Carrier on Afternoon of Publication in 45 Surrounding Villages and Settlements as follows:

Ischua, N. Y.	Caneadea, N. Y.	Ceres, N. Y.	Salamanca, N. Y.	Port Allegany, Pa.
Franklinville, N. Y.	Houghton, N. Y.	Mains, N. Y.	Little Valley, N. Y.	Bradford, Pa.
Machias, N. Y.	Rock City, N. Y.	Bolivar, N. Y.	Angelica, N. Y.	Coudersport, Pa.
Machias Junction, N. Y.	Knapp Creek, N. Y.	Allegany, N. Y.	Coryville, Pa.	Larabee, Pa.
Hinsdale, N. Y.	Wayside Inn, N. Y.	Friendship, N. Y.	Smethport, Pa.	Roulette, Pa.
Delevan, N. Y.	Ritchburg, N. Y.	Vandalia, N. Y.	Hazlehurst, Pa.	Austin, Pa.
Cuba, N. Y.	Westons, N. Y.	Limestone, N. Y.	St. Marys, Pa.	Keating Summit, Pa.
Nile, N. Y.	Portville, N. Y.	Carrollton, N. Y.	Shinglehouse, Pa.	Emporium, Pa.
Belfast, N. Y.	Mersereaus, N. Y.	Killbuck, N. Y.	Eldred, Pa.	Turtle Point, Pa.
Black Creek, N. Y.	Belvidere, N. Y.			

Member Associated Press, New York Associated Dailies, Audit Bureau of Circulations, American Newspaper Publishers' Association Bureau of Advertising. Represented by Frank R. Northrup, 303 Fifth Ave., New York; Association Bldg., Chicago



The Herald's New 4-Story and Basement Building



EDITOR & PUBLISHER

SPACE BUYERS CHART



ITHACA, N. Y.

Population		City Classed as	
1920 Census	17,004	Industrial	15%
City and Suburban Estimate	50,000	Educational	95%
Native Whites	91%	English Reading	95%
Negroes	2%	Home Owners	3,115
Foreign Born	7%		
Students University	5,800		
Banks			
Savings	1	Resources	\$4,596,443.69
State Banks and Trust	1	Resources	3,756,429.79
Cos.	1	Resources	4,449,796.06
National	2	Resources	447,365.16
Private	1		
Rothchilds Bros. private bank, under state bank supervision. Run in connection with department store.			
Schools			
Public Grade	5	No. Pupils	2,083
High	1	No. Pupils	837
Parochial	1	No. Pupils	425
Home of Cornell University, Ithaca Conservatory of Music and Cascadilla School, 6,800 students from all over United States.			
Theatres		Churches	
1 legitimate, 1 movie and vaudeville, 2 movie. Total seating capacity, 5,800.		Roman Catholic, 1; Congregational, 1; Presbyterian, 1; Unitarian, 1; Lutheran, 1; Free Methodist, 1; Christian Science, 1; Baptist, 2; Episcopal, 1; Methodist Episcopal, 2; Colored, 2.	

Location
Ithaca is located at head of Cayuga Lake on Lehigh Valley R. R. main passenger line and two branches, on Delaware, Lackawanna & Western and Central New York Southern Railways, and on New York State Barge Canal System.

Principal Industries
Salt, cement, chains, guns, aeroplanes, silk, advertising signs, roller organs, traction engines, portable houses, condensed milk, furniture, shirts, suspenders, paper, well drilling machinery, cigars, auto phones, flour, chain belting, incubators, gas engines, corsets, moving picture film, toys, gears, agricultural implements.

Special Information
Upwards of 7,000 students from all parts of the country spend nine months of the year in Ithaca. They are large and discriminating buyers of advertised goods.

Suburban and Farm Residents
Thickly populated farm region around Ithaca with large dairying interests. Suburban towns are Varna, 200; Bessemer, Brookton, 300; White Church, W. Danby, Newfield, Willowcreek, Portland Point, Etna, Freeville, 318; Ludlow, 260; Willseyville, 550; Groton, 2,500; Trumansburg, 1,188.

Wholesalers	Retail Section	
Grocers	2	East and West State St., East Seneca St., East Green St. and intersecting streets; about 1 1/2 miles.
Fruit and Produce	1	
Builders' Supplies	1	
Paper	1	
Candy	2	
Bakers	1	
Hardware	1	
Meat	1	
Electrical Supplies	1	
Crockery	1	
Residential Features		
Mostly one-family houses. A few two-family houses; practically no apartment houses nor tenements.		

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Delicatessen	2	Grocers	58	Opticians	3
Agencies	8	Dressmakers	35	Hardware	3	Photographers	9
Auto. (Truck) Agcys.	5	Druggists	11	Hats and Caps	4	Pianos	4
Auto. (Tire) Agcys.	9	Dry Goods	5	Jewelers	8	Plumbers	5
Auto. (Parts) Agcys.	6	Department Stores	1	Ladies' Tailors	1	Restaurants and Lunch Rooms	29
Bakers	6	Electrical Supplies	3	Meat Markets	15	Shoe Dealers	10
Cigar Stores	8	Florists	4	Men's Furnishings	11	Sporting Goods	4
Cloaks and Suits	8	Furniture	5	Merchant Tailors	9	Stationers	7
Clothing	19	Furriers	2	Millinery	7		
Confectioners	16	Garages	15				

Trading Area
On the northeast almost to Cortland; northwest to Cascade; on the west to Bath and on the south to Beaver Dam, Mill Port, Swartwood, on southeast to Watson, Owego and Berkshire—an area of about thirty miles each way.

NOTE.—Sources from which figures and facts were secured: Board of Commerce, banks, schools, stores and other reliable sources.

Newspapers { Cornell Daily Sun (Morning).
Journal-News (Evening).
Ithacan (Weekly).

The Only Afternoon Daily Newspaper In Tompkins County

THE ITHACA JOURNAL-NEWS

ITHACA, NEW YORK

Situate in a city of 17,000 inhabitants, not counting 7,000 students who are large buyers of advertised goods, The Ithaca Journal-News covers a field as diversified in activity as will be found in the largest cities.

Ithaca is the home of Cornell University and the New York State College of Agriculture.

Ithaca is a great musical and literary center and persons from all over the world receive instructions at its schools.

Ithaca lies in the heart of the "Finger Lakes Region," a productive and lucrative farming section, and is its logical buying center.

Over 35,000 People Make Up This Wealthy Territory

A cross-section of the purchasing power of this community finds the people large buyers ESPECIALLY of the following:

MUSIC — BOOKS — CLOTHING — ANTIQUES
MUSICAL INSTRUMENTS — PERIODICALS — NOVELTIES — CIGARETTES — TOBACCOS — FARM IMPLEMENTS — GAS AND ELECTRICAL APPLIANCES — AUTOMOBILES AND ACCESSORIES

The field can be reached ENTIRELY and EXCLUSIVELY through

THE ITHACA JOURNAL-NEWS - - - 7500 DAILY

Member A. B. C.

EDITOR & PUBLISHER

SPACE BUYERS CHART

PORT CHESTER, N. Y.

Population		City Classed as	Industrial
1920 Census	16,573		
Chamber of Commerce, City	17,000		
Chamber of Commerce, City and Sub.	28,000		
Native Whites	74%	English Reading	85%
Negroes, less than	1%	Home Owners	3,160
Foreign born	25%	Summer Residents	500
Industrial Workers	28%		
Banks			
Savings	1	Resources	\$6,125,114.39
Trust Companies	1	Resources	3,290,811.48
National	1	Resources	1,966,195.92
Schools			
Public Grade	6	Pupils	3,250
High	1	Pupils	400
Parochial	1	Pupils	400
Theatres		Churches	
Two motion picture houses and 1 vaudeville house with total seating capacity of 2,700.		Baptist 1, Presbyterian 1, Episcopal 1, Methodist 1, Roman Catholic 4, Colored Baptist 1, Colored Methodist 1, Lutheran 1, Hebrew 3.	

Location
Port Chester is 26 miles northeast of New York on Long Island Sound and New York, New Haven and Hartford Railroad. Trolley service to surrounding towns. Auto express to New York City.

Principal Industries
Bolts and nuts, stoves, washing machines, oil pipes, shirts, sheets, pillow cases, paper boxes, tungsten products, shirt waists, woodworking mills, asbestos products, candy, brass foundry, raincoats, brushes, bottle washing machinery and vacuum hammers.

Special Information
Port Chester is the new home of the popular Life Saver mint candy.

There is a good harbor with boat service between Port Chester and New York.

Excellent train service with over 60 trains a day stopping at Port Chester.

Suburban and Farm Residents
Rye, N. Y., Purchase, N. Y., Harrison, N. Y., East Port Chester, Conn., Glenville, Conn., Femberwick, Conn., Greenwich, Conn., and Cos Cob, Conn.

Wholesalers
Groceries3
Meats2
Port Chester is intensively covered by wholesalers from New York City and Stamford, Conn.

Retail Section
Principal shopping section extends on North and South Main St, Westchester Ave., Willett Ave., Adee St., Broad St., Grace Church St. and King St. for about 2 miles.

Residential Features
One family houses, averaging 7-10 rooms, with fair-sized plot of ground. Very few two-family houses, except in poor section of city, where many tenements house the poor class of working men.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger) ... 9	Delicatessen 2	Furrier 1	Merchant Tailors 18
Auto. (Truck) 4	Dress Makers 19	Garages 14	Milliners 5
Auto. (Tires) Agcys. ... 8	Druggists 9	Grocers 86	Opticians 4
Auto. (Parts) Agcys. ... 14	Dry Goods 18	Hardware 18	Photographers 3
Bakers 12	Department Stores ... 4	Hats and Caps 3	Pianos 3
Cigar Stores 12	Electrical 6	Jewelry 8	Restaurant 17
Cloaks and Suits 3	Florists 5	Ladies' Tailors 7	Shoe Dealers 5
Clothing 9	Fruits 15	Meat Markets 25	Sporting Goods 4
Confectioners 16	Furniture 7	Men's Furnishings ... 7	Stationers 7

Trading Area
Port Chester's trading area is not large in square miles but is prosperous and thickly populated. On the north this area extends to Armonk, N. Y., east to Cos Cob, Conn., west to Purchase, N. Y., and south to Harrison, N. Y. Throughout the entire area there is fine steam service, trolley and motor transportation systems.

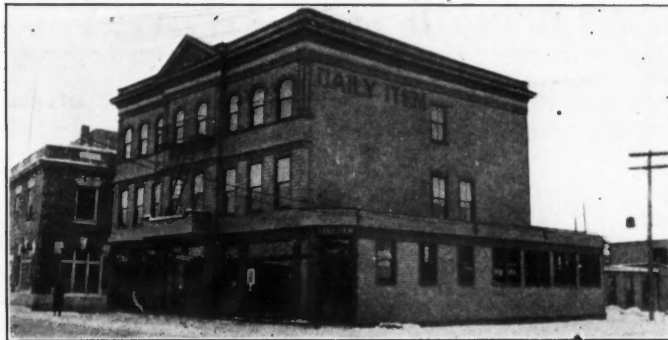
NOTE.— Sources from which facts and figures were secured: Frederick G. Schmidt, Village Clerk, bank statements, stores and other reliable sources.

Newspapers { Item (E.).

Port Chester Daily Item

PORT CHESTER, N. Y.

Published Every Afternoon Except Sundays and Legal Holidays



DAILY ITEM BUILDING

A Homey Paper for the Home Folks

Has no telegraph service—It does not try to cover the universe, but only the southeast corner of Westchester County, N. Y., and the westerly part of Fairfield County, Conn.—the wealthiest of New York's suburbs, Port Chester, Rye, Harrison, Mamaroneck and Larchmont, N. Y., and East Port Chester and Greenwich, Conn.—Is the only daily newspaper in its territory. Local merchants bear cheerful testimony to its efficacy as a business getter.

FOUR LINOTYPES—PERFECTING PRESS

GEORGE B. DAVID COMPANY, Inc.

171 MADISON AVENUE

SPECIAL AGENT

NEW YORK CITY



EDITOR & PUBLISHER

SPACE BUYERS CHART



GENEVA, N. Y.

Population		City	Location
1920 Census	14,684	Classed	Lehigh Valley R.R., Main Line Buffalo, Philadelphia and New York City, Geneva, Ithaca and Sayre Branch; Geneva & Naples Branch. New York Central Auburn Branch; Penn. division Lyons, Geneva & Williamsport; Barge Canal.
A. B. C. City	15,000	as	
A. B. C. City and Suburban	45,000	Industrial	
Chamber of Commerce, City and Suburban	15,000		
Chamber of Commerce, City and Suburban	65,000		
Native Whites	94%	Industrial Workers	31%
Negroes	1%	English Reading	97%
Foreign Born	5%	Families	3,000
Students	300	Summer Residents	250
Banks			
Savings	1	Resources	\$1,437,673.91
Trust Companies	1	Resources	4,092,655.88
National	1	Resources	4,674,309.19
Schools			
Public Grade	4	Pupils	1,500
High	1	Pupils	390
Colleges	2	Pupils	300
Parochial	3	Pupils	1,063
Theatres		Churches	
1 legitimate, 1 photo-play, 1 vaudeville; seats 2,500.		Baptist 1, Methodist Episcopal 2, Presbyterian 2, Evangelical 1, Ger. Lutheran 1, Episcopal 2, Roman Catholic 2, Christian Science 1.	

Principal Industries
Optical goods, lenses, nursery stock, sheet metal work, boilers, stove ranges, coke, ammonia, benzol tar, razor strops, razors and cutlery, marine engines, glass bottles, tents, awnings, wagons, steel type, auto radiators, kettle drums, brooms, toilet paper.

Special Information
Geneva is the biggest nursery center in the world. Third largest optical manufacturer in the U. S. A. Largest razor manufacturing plant in the U. S.
Geneva is the center of the Finger Lake district, where the highest priced land in the U. S. is situated. New York Experimental Station for Agriculture is located at Geneva.

Suburban and Farm Residents
Seneca Falls, 7,407; Phelps, 1,500; Waterloo, 4,429; Penn Yan, 4,504; Oaks Corners, 100; Clifton Springs, 1,567; Willard, 600; Romulus, 280; Seneca Castle, 250; Ovid, 800; Shortsville, 1,200; Manchester, 1,200; Gorham, 600; Stanley, 500; Rushville, 500; Middlesex, 400. Estimated on farms, 34,000.

Wholesale Houses
Groceries ... 1
Meats 2
Fruits 1
Tobacco 1
Confectionery 3

Residential Features
Mostly one-family houses and some very large fine residences.

Retail Section
Main Street, Seneca Street, Exchange Street, Castle Street, Linden Street, sections of Genesee Street and Lewis Street.
Business district about 1½ miles long.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger) ... 10	Delicatessen —	Furriers 2	Merchant Tailors ... 8
Auto. (Truck) 8	Dressmakers 38	Garages 14	Milliners 11
Auto. (Tires) Agcys.. 17	Druggists 4	Grocers 65	Opticians 5
Auto. (Parts) Agcys.. 17	Dry Goods 12	Hardware 2	Photographers 4
Bakers 8	Department Stores 2	Hats and Caps..... 6	Pianos 3
Cigar Stores 9	Electrical 4	Jewelry 4	Restaurants 11
Cloaks and Suits... 14	Florists 4	Ladies' Tailors ... 2	Shoe Dealers 9
Clothiers 14	Fruits 11	Meat Markets 11	Sporting Goods ... 3
Confectioners 14	Furniture 2	Men's Furnishings 13	Stationers 6

Trading Area
Geneva's trading area extends to the west as far and including Manchester, Shortsville and Clifton Springs, to the south including Penn Yan, to the east as far as Lake Cayuga, including Waterloo and Seneca Falls, to the north including Phelps.

NOTE.—Sources from which facts and figures were secured: Secretary Chamber of Commerce, bank statements, board of education, stores, directories and other reliable sources.

Newspapers Times (Eve.)

The Rich and Prosperous Finger Lake Region of New York State Can Best Be Reached Through The GENEVA DAILY TIMES

No territory offers such profitable and certain returns to the advertiser as the Finger Lake Region of New York State, where people are working, earning and saving at a "never-before" pace.

Geneva, located on beautiful Seneca Lake, is in the "Heart of the Finger Lake Region" and has a trading territory of about 45,000. With her factories and steadily increasing population, it is alone a rich and prosperous city to appeal to, but the Geneva Daily Times doesn't stop there—it is the home newspaper for the prosperous farmers in this most fertile and heavy producing farm and fruit region of the State.

The circulation of the Geneva Daily Times is not just the "give-you-publicity" sort, but it is the kind that actually talks back to an advertising appropriation in dollars and cents, because it places your message just where you want it to go.

Since its organization over twenty-five years ago The Geneva Daily Times has kept up its reputation of conducting one of the cleanest newspapers in the State and advertisers recognize this fact as a vital reason for the pulling power of this newspaper.

IT WILL PAY YOU TO CONSIDER THE GENEVA DAILY TIMES

in making your next advertising appropriation. Rates furnished upon application. Members of A. B. C. Circulation Net Paid over 6,000.

EDITOR & PUBLISHER

SPACE BUYERS CHART

CANANDAIGUA, N. Y.

Population		City Classified as	
1920 Census	7,555	Agricultural	
Chamber of Commerce, City	7,555		
Chamber of Commerce, City and Suburban	40,000		
Native Whites 98%		Industrial workers .. 25%	
Negroes Less than 1%		English reading 98%	
Foreign born 4%		Home owners 1,460	
Students 300		Summer residents ... 300	
Banks			
Trust Companies	1	Resources	\$2,293,373.13
National	1	Resources	2,593,433.15
Schools			
Public Grade	5	Pupils	751
High	1	Pupils	353
Parochial	1	Pupils	350
Theatres		Churches	
Two photoplays, seats 1,400.		Universalist 1, Christian Science 1, Baptist 1, Congregational 1, Episcopal 2, Presbyterian 1, Roman Catholic 1, Methodist 1.	

Location
On the New York Central; Pennsylvania Railroad, and Rochester & Eastern Electric Railway, 30 miles southeast of Rochester.

Principal Industries
Tinware, enamelware, canned goods, knit goods, underwear, corsets, dairy and farm products, plows, harrows, pressed brick, machinery, spokes.

Special Information
Canandaigua is the county seat of Ontario county and is located in the center of a very large fruit and farming community. The residents of this section are prosperous and constitute an excellent market for nationally-advertised commodities.

Suburban and Farm Residents
Victor, 881; Farmington, 130; Manchester, 880; Shortsville, 1,112; Seneca Castle, 300; Rushville, Stanley Halls, 450; Reid's Corner, 100; Middlesex, 350; Naples, 1,093; Bristol, 150; Bristol Springs, 150; Bloomfield, West Bloomfield, 300; and Ionia, 210.

Wholesalers
Groceries1
Fruits2
Granaries3

Rochester and Syracuse wholesale houses also supply retail trade.

Retail Section
The shopping district of Canandaigua extends along Main St. for about ½ mile; also a few retail stores on side streets.

Residential Features
Principally one family houses including a large number of fine estates. No apartments.

Retail Outlet for Nationally Advertised Goods

Auto. (Passenger).... 5	Delicatessen	3	Furriers	—	Merchant Tailors	5
Auto. (Truck)	Dressmakers	49	Garages	10	Milliners	7
Auto. (Tires) Agcys. 20	Druggists	4	Grocers	18	Opticians	5
Auto. (Parts) Agcys. 2	Dry Goods	3	Hardware	5	Photographers	2
Bakers	Department Stores..	—	Hats and Caps	4	Pianos	1
Cigar Stores	Electrical	2	Jewelry	4	Restaurants	12
Cloaks and Suits.... 3	Florists	4	Ladies' Tailors	—	Shoe Dealers	4
Clothers	Fruits	2	Meat Markets	6	Sporting Goods	3
Confectioners	Furniture	3	Men's Furnishings ..	6	Stationers	2

Trading Area
Canandaigua's trading area extends north and including Farmington West to and including Bloomfield and West Bloomfield south, including Naples east, including Seneca Castle.

NOTE.—Sources from which facts and figures were secured: George J. Law, secretary, Business Men's Association; bank statements, stores, and other reliable sources.

Newspapers } Messenger (E)
Journal (W)
Times (W)

CANANDAIGUA

"In the Heart of the Beautiful Finger Lakes District"

Bordering on the valley of the Genesee River—"the Garden of America"—without doubt the richest farming section throughout the whole United States, this city and the adjacent territory offers unsurpassed opportunity to the advertiser of almost any article.

Canandaigua is the county seat of Ontario County and is a thriving city with exceptional retail establishments. The nearest larger city is 30 miles distant—Rochester, with nearly 300,000 population.

Here, the Daily Messenger is the *only* daily paper, and it circulates six evenings of the week, into 95% of the city homes, as well as covering the country and neighboring villages in a greater degree than any other medium. It reaches 19 nearby villages, with populations ranging from 300 to 1,200 *on the same day of publication*—the *only* Ontario County medium to do so.

Within the natural trading radius of Canandaigua, which is adequately covered by this publication, there are approximately 50,000 persons. The Daily Messenger offers unusual facilities for the advertiser who is desirous of reaching such a prosperous market by making it possible to do so through ONE medium—thereby fulfilling the two chief requisites, SERVICE and ECONOMY.

THE DAILY MESSENGER

CANANDAIGUA, N. Y.

National Representative
A. E. CLAYDEN
347 5th AVE., NEW YORK

"Editor & Publisher has a definite place in the equipment of every live agency."

The Carpenter-Reese-Oswald Co.,
Cleveland, Ohio.

BECAUSE—

"It keeps the advertising man posted on what is going on in the advertising field."

Ottoman Dietz Advertising Bureau,
New York City.

PROOF that statistical data — Space Buyers' Charts and Publishers' Announcements are valued by **Advertising Agencies**

"Space Buyers' Charts are a real service."

The Izzard Co., Inc.,
Seattle, Wash.

"It is routed through the office with especially interested articles marked for the attention of the various executives. Many of these articles are later clipped and filed.

"The supplements which you issue from time to time are especially valuable and are kept permanently in our Research Department."

Barton, Durstine & Osborn,
New York City.

"We esteem Editor & Publisher very highly as a real constructive force in the advertising and publishing field. The best evidence of this is the fact that one member of the organization has a definite assignment to read every issue carefully and mark for special attention such articles as are found to be of particular interest to this agency or any of our clients."

Johnson, Read & Co.,
Chicago, Ill.

"I have been particularly interested in your surveys. I do not believe that a Space Buyer can know too much about the United States and the conditions prevalent in the different sections of the country, and he should therefore be interested in any information which deals with the subject."

The Harry Porter Co.,
New York City.

"Our Plan and Space Department uses material found in Editor & Publisher."

Snodgrass & Gayness, Inc.,
New York City.

"We believe that the work carried on by the Editor & Publisher has been of utmost value in our media study and recommendation work. **More particularly so the analyses of local communities which you have published, within the past year.** This effort, we feel, should be very highly commended, as it has not only produced illuminating information on these various communities but also has assisted in developing a more intelligent market study for advertisers.

"We feel that the Editor & Publisher is one of the real constructive forces in the field, and should have the support of everyone interested in market and newspaper analyses.

"Yours very truly,

The H. K. McCann Company,
F. F. Hilson, Space Buyer.

"Space Buyers' Charts much appreciated."

Mate Le Vene Agency,
San Francisco, Cal.

"Placing, as we do, a large quantity of newspaper advertising yearly, it enables us to keep abreast of the newspaper times.

"The various charts which you have published in the past, together with articles on circulation, have been of great service to us in solicitation."

Messengale Advertising Agency,
Atlanta, Ga.

"Your publication is jam full of interesting and valuable matter—I always look for, and go over carefully, the publishers' advertising.

"Conditions in the newspaper and magazine field are changing so rapidly these days that it is hardly possible to get too much information."

W. Montague Pearsall,
New York City.

"Editor & Publisher is one of the most valuable Publications received by our Research Bureau. To enumerate the various uses to which we put its information would be to extend this letter over several pages.

"We keep a complete file and have occasion to refer to it daily."

Southwestern Advertising Co.,
Oklahoma City, Okla.

"I find it very constructive and helpful. Would like to see more of the Supplements."

Evans & Barnhill,
New York City.

These agencies and many others who read Editor & Publisher regularly, agree with Greig & Ward, Chicago, Ill., who say:

"We believe Editor & Publisher as necessary to newspaper advertising as the sun and rain to the farmer. We 'couldn't keep house' without Editor & Publisher."

WHITE PLAINS, N. Y.

Population
1910 Census 15,949
Chamber of Commerce, City 23,000
Chamber of Commerce, City and Suburban 38,000
Native Whites 90%
Negroes 1%
Foreign Born 9%
Banks 5
Schools 13
Theatres 2
Churches

Classed As Residential

EDITOR & PUBLISHER
SPACE BUYERS CHART

Location

White Plains is located in the heart of Westchester county on the New York, Westchester and Boston and New York Central Railroads, about 22 miles northwest of New York City.

Principal Industries

There are no industries of any size in White Plains, it being strictly a residential community and shopping center of a large and prosperous suburban population.

Suburban and Farm Residents

Scarsdale, 350; Hartsdale, 770; Purchase, —; Valhalla, 600

Retail Section

Wholesale Houses
Groceries 1
Fruits 1
Provisions 1
Confectioners 1

The shopping district extends about 3/4 of a mile on Main St. and several side streets. There are some small stores in the neighborhood sections.

Residential Features

The city is supplied with its wholesale needs mostly by the wholesalers of N. Y. C. Consists very largely of one family houses and duplex houses. Many beautiful and substantial residences on outskirts of city.

Trading Area

White Plains trading territory is limited. In fact, practically all its suburban trade is shared with others, such as Yonkers, Mt. Vernon and New York.

Newspapers

Reporter (Eve.)
NOTE—Facts and figures were secured: Chamber of Commerce, banks, stores, directories and other reliable sources.

Auto. (Passenger) 6
Auto. (Truck) 4
Auto. (Tires) Agcys 5
Auto. (Parts) Agcys 8
Bakers 8
Cigar Stores 12
Cloaks and Suits 2
Clothing 6

Confectioners 14
Delicatessen 3
Dress Makers 34
Druggists 6
Dry Goods 11
Department Stores 3
Electrical 5

Florists 6
Fruits 5
Furniture 9
Furriers 2
Garages 7
Grocers 60
Hardware 7

Hats and Caps 4
Jewelry 6
Ladies' Tailors 3
Meat Markets 28
Men's Furnishings 10
Merchant Tailors 15
Milliners 8

Opticians 4
Photographers 3
Pianos 3
Restaurants 10
Shoe Dealers 12
Sporting Goods 1
Stationers 7

NYACK, N. Y.

Population
1910 Census 4,619
Chamber of Commerce, City 5,000
Chamber of Commerce, City and Suburban 8,500
Native Whites 93%
Negroes 2%
Foreign Born 5%
Students 250
Banks 2
Schools 2
Theatres 2
Churches 9

Classed As Residential

Location
On Hudson River with ferry to Tarrytown. Erie Railroad.

Principal Industries

Shoes (men's and women's) shirtwaists, perfume, aprons, ship building, infants wear, sewing machines.

Suburban and Farm Residents

Upper Nyack, 591; Grand View, 450; Piermont, 1,380; South Nyack, 2,068.

Retail Section

Wholesale Houses
Groceries 1
Confectioners 1

One mile on Main street and Broadway.

Residential Features

Mostly all one-family houses.

Trading Area

There are many small adjacent towns including Upper Nyack, Central Nyack, South Nyack, Grand View and Piermont.

Newspapers

Journal (Eve.)
NOTE—Sources from which facts and figures were secured: Secretary Chamber of Commerce, banks and stores.

Auto. (Passenger) 6
Auto. (Truck) 3
Auto. (Tires) Agcys 5
Auto. (Parts) Agcys 5
Bakers 5
Cigar Stores 7
Cloaks and Suits 1
Clothing 4

Confectioners 6
Delicatessen 2
Dress Makers 17
Druggists 3
Dry Goods 5
Department Stores 1
Electrical 2

Florists 4
Fruits 5
Furniture 3
Furriers 3
Garages 8
Grocers 18
Hardware 2

Hats and Caps 1
Jewelry 3
Ladies' Tailors 2
Meat Markets 8
Men's Furnishings 3
Merchant Tailors 5
Milliners 2

Opticians 2
Photographers 3
Pianos 1
Restaurants 4
Shoe Dealers 8
Sporting Goods 2
Stationers 3

OSSINING, N. Y.

Population
1910 Census 12,828
Chamber of Commerce, City 14,000
Chamber of Commerce, City and Suburban 16,000
Native Whites 87%
Negroes 1%
Foreign Born 12%
Students 400
Banks 3
Schools 9
Theatres 2
Churches 8

Classed As Residential

Location
Ossining is located 32 miles north of New York City on Hudson River, and New York Central and Hudson River Railroad.

Principal Industries

High grade wires of all kinds, cork, face powder, steel tubes, brass tubes, plumbing supplies, children's dresses and shirts, lime, underwear, machine shops.

Suburban and Farm Residents

Harmon Croton, 1,800; Briarcliff, 1,050; Scarborough, 400.

Retail Section

Wholesale Houses
Groceries 1
Meats 1
Tobacco 1

About 1 1/2 miles on Main St., Spring St. and Croton Ave.

Residential Features

A few fine apartments. Many one-family houses.

Trading Area

Extends north to Harmon and Croton, east as far as Briarcliff and Pleasantville and south to Scarborough. The Hudson River cuts off trade on the west.

Newspapers

Citizen (Eve.)
NOTE—Facts and figures were secured: Chamber of Commerce, banks, schools, stores and other reliable sources.

Auto. (Passenger) 9
Auto. (Truck) 2
Auto. (Tires) Agcys 5
Auto. (Parts) Agcys 5
Bakers 5
Cigar Stores 7
Cloaks and Suits 8
Clothing 6

Confectioners 14
Delicatessen 12
Dress Makers 5
Druggists 5
Dry Goods 7
Department Stores 1
Electrical 2

Florists 4
Fruits 5
Furniture 4
Furriers 1
Garages 5
Grocers 50
Hardware 2

Hats and Caps 3
Jewelry 6
Ladies' Tailors 6
Meat Markets 13
Men's Furnishings 10
Merchant Tailors 6
Milliners 4

Opticians 2
Photographers 4
Pianos 3
Restaurants 9
Shoe Dealers 4
Sporting Goods 2
Stationers 2

ALBANY, N. Y.

Population
1920 Census 107,979
Chamber of Commerce, City 125,000
Chamber of Commerce, City and Suburban 500,000
Native Whites 80%
Negroes 1%
Foreign Born 19%
Banks 14
Schools 26
Theatres 7
Churches 85

Classed As Industrial

Location
130 miles north of New York City on New York Central and Hudson River Railroads, West Shore Railroad, Boston & Albany R. R., Boston & Maine R. R., Delaware and Hudson R. R. Barge canal and Hudson river.

Principal Industries

Baling presses, gas meters, underwear, mattresses, toys, stoves, gas ranges, toilet paper, paper towels, potash, lye, chemicals, baking powder, cereals, railway signal appliances, axle grease and architectural iron.

Suburban and Farm Residents

Suburban Albany includes Rensselaer, directly across the river, and the territory on the north is built up until it merges with Watervliet across the river from Troy. There are numerous fine estates and country houses adjoining Albany on the south and west.

Retail Section

Wholesale Houses
Groceries 8
Hardware 2
Boots and Shoes 4
Millinery 4
Butter, Cheese and Eggs 8

Pearl St. is the principal retail trading street of Albany. State St. and Broadway also have some fine stores.

Trading Area

Albany retail merchants draw trade from the east as far as the State line; from the west as far as Middleburg; from the south as far as Hudson and the north almost to Troy.

Newspapers

Times Union (E.), Knickerbocker Press (M. & S.), Journal (E.), Argus (M. & S.), Telegram (S.).
NOTE—Facts and figures were secured: Chamber of Commerce, banks, schools, stores and other reliable sources.

Auto. (Passenger) 35
Auto. (Truck) 10
Auto. (Tires) Agcys 15
Auto. (Parts) Agcys 27
Bakers 30
Cigar Stores 31
Cloaks and Suits 14
Clothing 31

Confectioners 54
Delicatessen 6
Dress Makers 182
Druggists 59
Dry Goods 25
Department Stores 2
Electrical 18

Florists 31
Fruits 42
Furniture 33
Furriers 4
Garages 15
Grocers 340
Hardware 8

Hats and Caps 5
Jewelry 36
Ladies' Tailors 23
Meat Markets 109
Men's Furnishings 21
Merchant Tailors 21
Milliners 28

Opticians 17
Photographers 15
Pianos 6
Restaurants 31
Shoe Dealers 25
Sporting Goods 7
Stationers 11

YONKERS, N. Y.

Population
1920 Census 100,176
Chamber of Commerce, City 100,206
Chamber of Commerce, City and Suburban 125,000
Native Whites 80%
Negroes 1%
Foreign Born 19%
Banks 6
Schools 25
Theatres 15; seats 16,000

City Classed As Industrial

Location
Adjoins the northern line of New York City on the New York Central and Hudson River Railroad (main line and Harlem Electrical Division) and Putnam Division.

Principal Industries

Carpets, felt hats, elevators, sugar refinery; electric cables and wire mining machinery, marine boilers, waists, shirts, clothing, overalls, underwear.

Special Information

Value of production, \$50,000,000. The largest manufacturers of carpeting and rugs in the world.

Suburban and Farm Residents

Hastings, 5,526; Tarrytown, 5,807; Dobbs Ferry, 4,401; Irvington, 2,701; Tuckahoe, 3,569.

Retail Section

Wholesale Houses
Groceries 6
Meats 6
Fruits 1
Produce 10

The main business section extends along Main St., North and South Broadway, Warburton Ave., Florence Ave. and Ashburnton Ave.

Residential Features

Mostly single detached houses. Many large palatial estates.

Trading Area

Yonkers trading area is almost confined to the city. The towns of Hastings, Dobbs Ferry, Tarrytown and Irvington do some trading in Yonkers.

Newspapers

Statenman (Eve.), Record (Sun.), Herald (Eve.), News (Eve.).
NOTE—Sources from which facts and figures were secured: Asst. Sec. Chamber of Commerce, stores, banks, directory and other reliable sources.

Auto. (Passenger) 15
Auto. (Truck) 3
Auto. (Tires) 28
Auto. (Parts) 17
Bakers 53
Cigar Stores 36
Cloaks and Suits 8
Clothing 28

Confectioners 65
Delicatessen 21
Dressmakers 94
Druggists 34
Dry Goods 61
Department Stores 2
Electrical 6

Florists 15
Fruits 41
Furniture 14
Furriers 5
Garages 44
Grocers 330
Hardware 19

Hats and Caps 4
Jewelry 15
Ladies' Tailors 16
Meat Markets 94
Men's Furnishings 13
Merchant Tailors 14
Milliners 18

Opticians 8
Photographers 17
Pianos 6
Restaurants 34
Shoe Dealers 37
Sporting Goods 8
Stationers 25

OSWEGO, N. Y.

Population

1910 Census	23,368
1920 Census	24,680
Chamber of Commerce, City and Suburban	25,000
Chamber of Commerce, City and Suburban	45,000

Native Whites	90%
Negroes	—
Foreign Born	10%
State Normal School	400
Banks	4
Schools	16
Theatres	5
Churches	19

City Classified as
Industrial



EDITOR & PUBLISHER

—SPACE BUYERS CHART—



Location

Oswego is on the New York Central lines and is the Lake Ontario terminus of two other great railroad systems—Delaware, Lackawanna & Western and New York, Ontario & Western. Oswego is the Lake Ontario terminal of the new \$100,000,000 N. Y. State Barge Canal.

Principal Industries

Boiler manufacturing, box manufacturing, wood and paper, canned goods, confectionery, knit goods, watch manufacturing, machinery (paper cutting), starch, thermostat, car building, car springs, toys, shade cloth, pumps, gloves, engines, yarns.

Suburban and Farm Residents

Mexico, 1,233; Minetto, 120; Pulaski, 1,788; Hannibal, 330.

Wholesale Houses

Grocers	2
Meats	2
Fruits	1
Confectioners	2

Retail Section

Oswego's business section is divided by the Barge Canal; on the east side there is East First St., East Second St. and East Bridge St.; on the west, West First, Second and Bridge Sts.

Residential Features

Most one-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	10	Cloaks and Suits	5	Electrical	4	Hats and Caps	3	Photographers	4
Auto. (Truck)	4	Clothiers	10	Florists	6	Jewelry	6	Pianos	3
Auto. (Tires)	4	Confectioners	18	Fruits	3	Ladies' Tailors	4	Restaurants	10
Agencies	15	Delicatessen	1	Furniture	5	Meat Markets	24	Shoe Dealers	12
Auto. (Parts)	15	Dressmakers	49	Furriers	1	Men's Furnishings	9	Sporting Goods	3
Agencies	14	Druggists	8	Garages	11	Merchant Tailors	4	Stationers	4
Bakers	11	Dry Goods	12	Grocers	101	Milliners	8		
Cigar Stores	10	Department Stores	4	Hardware	9	Opticians	6		

Trading Area

Oswego's trading area extends to and includes Pulaski on the northeast or east, Fulton on the south, on the north and west is Lake Ontario restricting Oswego's trade.

Newspapers

Palladium (E). Times (E).
NOTE—Sources from which facts and figures were secured: John M. Gill, Secretary Chamber of Commerce, bank statements, superintendent of schools, stores, and other reliable sources.

PLATTSBURG, N. Y.

Population

1920 Census	10,909
Chamber of Commerce, City	10,909

Native Whites	90%
Negroes	9%
Foreign Born	10%
Students	200
Banks	4
Schools	11
Theatres	3
Churches	8

City Classified as
Residential



EDITOR & PUBLISHER

—SPACE BUYERS CHART—



Location

Delaware & Hudson main line, Champlain Transportation Co. 24 miles north, connection is made at Rouse's Point with Grand Trunk, Vermont Central and Rutland R. R.

Principal Industries

Tissue paper, silk and cotton gloves, brooms, shirts, wall paper, wood pulp, piston rings, paper stock, and dairy products.

Special Information

Plattsburg is the home of one of the largest, best equipped officers' military training schools of the U. S. Army, with one of the best rifle ranges in the country (72 targets).

Suburban and Farm Residents

Champlain, 2,500; Ausable Forks, 2,500; Rouse's Point, 2,000; Dannemora, 1,500; Keysville, 3,000.

Wholesale Houses

Groceries	2
Meats	1
Fruits	1
Confectioners	1

Retail Section

Margaret St., Bridge St., Clinton St., River St., about 1 mile in length.

Residential Features

One-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Cloaks and Suits	4	Electrical	4	Hardware	4	Milliners	6
Auto. (Truck)	6	Clothiers	13	Florists	1	Hats and Caps	6	Opticians	4
Auto. (Tires)	10	Confectioners	11	Fruits	7	Jewelry	6	Photographers	4
Agencies	10	Delicatessen	2	Furniture	2	Ladies' Tailors	4	Pianos	4
Auto. (Parts)	11	Dressmakers	24	Furriers	2	Meat Markets	16	Restaurants	17
Agencies	11	Druggists	8	Garages	11	Men's Furnishings	13	Shoe Dealers	11
Bakers	6	Dry Goods	9	Grocers	53	Merchant Tailors	5	Sporting Goods	2
Cigar Stores	5	Department Stores	1	Grocers	53	Merchant Tailors	5	Stationers	2

Trading Area

The trading area extends north to the Canadian border, Saranac Lake on the south, Chateaugay on the west. As Plattsburg is on Lake Champlain all trade is cut off from the east.

Newspapers

Republican (M). Press (M). Sentinel (W).
NOTE—Sources from which facts and figures were secured: Chamber of Commerce, banks, stores, board of education and other reliable sources.

MEDINA, N. Y.

Population

1920 Census	6,237
Chamber of Commerce, City	7,000

Native Whites	97%
Negroes	1/2%
Foreign Born	2%
Banks	2
Schools	5
Theatres	1
Churches	8

City Classified as
Industrial



EDITOR & PUBLISHER

—SPACE BUYERS CHART—



Location

N. Y. Central (Buffalo, Lockport & Rochester, passenger, freight), Barge Canal.

Principal Industries

Furniture factories, iron foundries, tractor foundry, toy factory, canning factories.

Special Information

Total capital employed, \$3,500,000; weekly payroll, \$67,000. Value of products manufactured exceeds eleven millions. Value of farm products over nine millions.

Wholesale Houses

Fruits	1
Tobacco	1

Buffalo also supplies retail trade.

Retail Section

Main Street, half-mile.

Residential Features

One-family homes.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Cloaks and Suits	2	Electrical	2	Hats and Caps	—	Opticians	1
Auto. (Truck)	4	Clothiers	8	Florists	2	Jewelry	3	Photographers	4
Auto. (Tires)	4	Confectioners	7	Fruits	5	Ladies' Tailors	2	Pianos	2
Agencies	12	Delicatessen	1	Furniture	3	Meat Markets	5	Restaurants	8
Auto. (Parts)	10	Dressmakers	10	Furriers	—	Men's Furnishings	4	Shoe Dealers	6
Agencies	10	Druggists	3	Garages	4	Merchant Tailors	5	Sporting Goods	3
Bakers	4	Dry Goods	4	Grocers	20	Milliners	4	Stationers	3
Cigar Stores	12	Department Stores	3	Hardware	5	Milliners	4	Stationers	3

Trading Area

Western Orleans County, Eastern Niagara County, Northern Genesee County, Middleport, Jeddo, Johnson Creek, Gasport, Lindenville, Yates, Knowlesville, Shelby, Eagle Harbor, Albion, population served 85,000.

Newspapers

Journal (E). Tribune (W). Register (W).
NOTE—Sources from which facts and figures were secured: Business men, bank statements, stores and other reliable sources.

LACKAWANNA, N. Y.

Population

1910 Census	15,737
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Native Whites	50%
Negroes	1/2%
Foreign Born	49 1/2%
Banks	2
Schools	6
Theatres	3
Churches	8

City Classified as
Industrial



EDITOR & PUBLISHER

—SPACE BUYERS CHART—



Location

Lackawanna is situated just outside of Buffalo and connected by surface car.

Principal Industries

Iron, steel, coke, foundry, pig-iron.

Special Information

Seven trunk lines, large railroad center, highest paid industrial workers.

Suburban and Farm Residents

Practically none. City limits reach to Buffalo on one side and no suburban on the other.

Wholesale Houses

Lackawanna retail stores are served by Buffalo wholesale houses.

Retail Section

Ridge Road about mile long.

Residential Features

All one and two-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	6	Cloaks and Suits	1	Electrical	3	Hats and Caps	7	Opticians	—
Auto. (Truck)	—	Clothiers	6	Florists	2	Jewelry	3	Photographers	3
Auto. (Tires)	—	Confectioners	20	Fruits	10	Ladies' Tailors	—	Pianos	1
Agencies	7	Delicatessen	—	Furniture	4	Meat Markets	7	Restaurants	12
Auto. (Parts)	—	Dressmakers	3	Furriers	—	Men's Furnishings	7	Shoe Dealers	7
Agencies	6	Druggists	4	Garages	6	Merchant Tailors	4	Sporting Goods	—
Bakers	5	Dry Goods	5	Grocers	68	Milliners	2	Stationers	1
Cigar Stores	10	Department Stores	—	Hardware	4	Milliners	2	Stationers	1

Trading Area

Trading area is limited to the city itself.

Newspapers

Journal (E). News (W).
NOTE—Sources from which facts and figures were secured: Banks, stores, business men and other reliable sources.

MALONE, N. Y.

Population

1910 Census	7,556
Chamber of Commerce, City	9,000
Chamber of Commerce, City and Suburban	40,000
Native Whites	95%
Foreign Born	5%
Industrial Workers	10%
Savings	2
Schools	9
Theatres (movie)	1
Churches	7

Classed As
Agriculture and Dairy Center

EDITOR & PUBLISHER
SPACE BUYERS CHART

Location
Rutland R. R., N. Y. Central junction point.

Principal Industries
Woolen mills, raw and finished product, shirt factory, bronze powder, newsprint paper, lumber, candy, tannery, imitation leather goods.

Suburban and Farm Residents
North Bangor, 400; Brushton, 500; Moira, 350; Chateaugay, 1,000; Fort Covington, 500; St. Regis Falls, 800.

Wholesale Houses
Groceries 2
Meats 1
Cooperation 1

Retail Section
Main street 1/2-mile.
Residential Features
One-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	5	Confectioners	9	Florists	2	Hats and Caps	6	Opticians	3
Auto. (Truck)	4	Delicatessen	—	Fruits	4	Jewelry	3	Photographers	2
Auto. (Tires) Agcys	7	Dress Makers	8	Furniture	3	Ladies Tailors	—	Pianos	3
Auto. (Parts) Agcys	5	Druggists	5	Furriers	—	Meat Markets	12	Restaurants	6
Bakers	3	Dry Goods	11	Garages	14	Men's Furnishings	6	Shoe Dealers	14
Cigar Stores	5	Department Stores	—	Grocers	23	Merchant Tailors	2	Sporting Goods	1
Cloaks and Suits	14	Electrical	2	Hardware	4	Milliners	8	Stationers	3
Clothiers	6								

Trading Area

Franklin county; Essex county, northern section; St. Lawrence county, eastern half; Clinton county, western one-third.

Newspapers

Farmer (W.) Telegram (E.)
NOTE.—Sources from which facts and figures were secured: Banks, schools, business men and other reliable sources.

COHOES, N. Y.

Population

1920 Census	22,987
Chamber of Commerce, City	22,987
Chamber of Commerce, City and Suburban	30,000
Native Whites	70%
Negroes	25%
Foreign Born	30%
Industrial Workers	34%
Banks	4
Schools	16
Theatres	2
Churches	13

Classed As
Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

Location
Delaware & Hudson main line and Troy branch N. Y. Central, Troy and Schenectady, Barge Canal, Eastern Terminal; Champlain Canal, Hudson River.

Principal Industries
Cotton cloth mills, underwear and knit goods, shoddy and bait mills, paper box factory, rolling mill, paper mill, shirt and collar factory, valves, brick, phonographs and woodworking factory.

Special Information

The well-known Corless-Coon Collars are manufactured here.
Weekly payroll over \$6,000,000. Value of products over \$30,000,000.

Suburban and Farm Residents
Dunsbach Ferry, Crescent, Visschus Ferry.

Wholesale Houses
Albany and Troy wholesale houses supply retail stores of Cohoes.

Retail Section
Remsen St., Mohawk, Ontario, White, Main, Congress.
Residential Features
Mostly tenement. Two-family.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	3	Confectioners	20	Florists	3	Hats and Caps	6	Opticians	2
Auto. (Truck)	2	Delicatessen	—	Fruits	9	Jewelry	4	Photographers	3
Auto. (Tires) Agcys	10	Dress Makers	34	Furniture	6	Ladies Tailors	5	Pianos	—
Auto. (Parts) Agcys	10	Druggists	9	Furriers	1	Meat Markets	17	Restaurants	4
Bakers	3	Dry Goods	7	Garages	12	Men's Furnishings	8	Shoe Dealers	7
Cigar Stores	3	Department Stores	—	Grocers	87	Merchant Tailors	3	Sporting Goods	1
Cloaks and Suits	2	Electrical	5	Hardware	4	Milliners	6	Stationers	3
Clothiers	11								

Trading Area

Cohoes trading area extends to Dunsbach Ferry on the north, half way to Schenectady on the west, North Troy on the east and Watervliet on the south.

Newspapers

American (E.)
NOTE.—Sources from which facts and figures were secured: Chamber of Commerce, bank statements, Board of Education, stores and other reliable sources.

BATAVIA, N. Y.

Population

1920 Census	13,541
A. B. C. (City and Suburban)	50,000
Chamber of Commerce, City	15,000
Chamber of Commerce, City and Suburban	50,000
Native Whites	81 1/2%
Negroes	1 1/2%
Foreign Born	18%
Students	160
Banks	3
Schools	9
Theatres	3
Churches	15

Classed As
Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

Location
N. Y. Central main line, Tonawanda branch N. Y. Central, branch of Erie, Lehigh Valley.

Principal Industries
Farm implements, plows, rubber tires, sheet tin, metal, shoes (men and women), paper boxes, freight cars.

Special Information

Batavia is the exact geographical center of Genesee county, which is the finest farming section in N. Y. State. Output of city's factories runs into millions. People live well, liberal spenders.

Suburban and Farm Residents
The suburban area includes Oakfield, Ella, Byron, Bergen, Pervillion, Corfe, Pembroke, Le Roy and Stafford.

Wholesale Houses
Meats 1
Fruits 1
Confectioner 1
Buffalo and Rochester wholesale houses also supply retail trade.

Retail Section
About a mile on Main and Elliott streets.
Residential Features
Practically all one-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	9	Confectioners	6	Florists	3	Hats and Caps	1	Opticians	2
Auto. (Truck)	8	Delicatessen	—	Fruits	2	Jewelry	5	Photographers	4
Auto. (Tires) Agcys	17	Dress Makers	12	Furniture	3	Ladies Tailors	2	Pianos	1
Auto. (Parts) Agcys	2	Druggists	6	Furriers	1	Meat Markets	10	Restaurants	7
Bakers	8	Dry Goods	5	Garages	19	Men's Furnishings	8	Shoe Dealers	7
Cigar Stores	9	Department Stores	—	Grocers	54	Merchant Tailors	7	Sporting Goods	3
Cloaks and Suits	4	Electrical	4	Hardware	5	Milliners	8	Stationers	1
Clothiers	15								

Trading Area

Batavia's trading extends to and includes Oakfield and Byron on the north; Le Roy on the east; Pembroke on the west and Pavilion on the south.

Newspapers

News (Eve.) Times (Weekly)
NOTE.—Sources from which facts and figures were secured: R. E. Coley, secretary Batavia Chamber of Commerce, bank statements, stores, superintendent of schools and other reliable sources.

BALLSTON SPA, N. Y.

Population

1910 Census	4,344
Chamber of Commerce, City	5,000
Chamber of Commerce, City and Suburban	5,500
Native Whites	98%
Foreign Born	2%
Industrial Workers	16%
Banks	2
Schools	4
Theatres	1
Churches	5

Classed As
Residential

EDITOR & PUBLISHER
SPACE BUYERS CHART

Location
On Delaware & Hudson main line.

Principal Industries
Box Board, knit goods, stockings, gloves, tissue paper, floor coverings, leather, silk, gloves, shirts, wrappers, chocolate and cocoa, iron castings.

Special Information

Bischoff main plant large manufacturer of milk chocolate and largest tannery of the American Hide & Leather Co. are here. Several mineral springs are located in or near Ballston Spa.

Suburban and Farm Residents
Ballston Center, Middle Grove and West Milton.

Wholesale Houses
Butter and Eggs.. 1

Retail Section
Front St., Milton Ave., 1/2-mile.
Residential Features
One-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	6	Confectioners	3	Florists	4	Hats and Caps	3	Opticians	1
Auto. (Truck)	2	Delicatessen	—	Fruits	3	Jewelry	4	Photographers	1
Auto. (Tires) Agcys	7	Dress Makers	12	Furniture	2	Ladies Tailors	1	Pianos	2
Auto. (Parts) Agcys	6	Druggists	4	Furriers	1	Meat Markets	4	Restaurants	2
Bakers	2	Dry Goods	6	Garages	8	Men's Furnishings	3	Shoe Dealers	4
Cigar Stores	4	Department Stores	—	Grocers	20	Merchant Tailors	4	Sporting Goods	1
Cloaks and Suits	3	Electrical	2	Hardware	5	Milliners	3	Stationers	2
Clothiers	3								

Trading Area

The trading area of Ballston Spa within a seven-mile radius includes Saratoga, Ballston Lake, Middlegrove and Saratoga Lake.

Newspapers

Journal (E.) News (E.)
NOTE.—Sources from which facts and figures were secured: C. W. Betts, secretary Chamber of Commerce, superintendent of schools, banks and other reliable sources.

Population	
1910 Census	15,502
Chamber of Commerce Estimate, City	16,000
Chamber of Commerce Estimate, City and Suburban	20,000
Native Whites	80%
Foreign Born	19%
Negroes	1%
Banks	3
Schools	7
2 Catholic Schools, 2,000 pupils; 1 Military Academy, 125 pupils; 1 Girls' Episcopal Seminary, 100 pupils.	
Theatres	1
Churches	12

Classed As	
Industrial.	
English Reading	90%
Industrial Workers	25%
Families	2,940
Resources	\$11,937,405.52
Pupils	3,000
Seats	600
Churches	12

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Location

41 miles north of New York City on New York Central—on Hudson River in Westchester county.

Principal Industries

Stove foundries, hat factories, yeast factory, oil cloth factory, pearl bead factory, four garment factories.

PEEKSKILL, N. Y.

Suburban and Farm Residents

Croton, Cruger, Montrose, Harmon, Mohegan, Yorktown, Yorktown Heights, Buchanan.

Wholesale Houses

Provisions 3
Confectioners 11

Retail Section

About two miles along South, Division and Main streets.

Residential Features

Many fine residences. Some commuters. Built on bluffs overlooking Hudson. Many beautiful estates.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) .. 8	Confectioners 8	Florists 2	Jewelers 2	Photographers 2
Auto. (Truck) 4	Delicatessen 1	Furniture 4	Ladies' Tailors 2	Pianos 4
Auto. (Tires) 20	Dressmakers 15	Furriers 2	Meat Markets 8	Plumbers 9
Auto. (Parts) 6	Druggists 6	Garages 20	Men's Furnishings 6	Restaurants 5
Bakers 8	Dry Goods 5	Grocers 17	Merchant Tailors 1	Shoe Dealers 2
Cigar Stores 22	Department Stores 3	Hardware 3	Milliners 6	Sporting Goods 1
Cloaks and Suits 6	Electrical 1	Hats and Caps 0	Opticians 3	Stationers 1
Clothiers 6				

Trading Area

This is one of a series of villages comprising Westchester county. The trading area does not go much beyond the village and the next village provides approximately equal advantages.

Newspapers Two evening) Weekly Highland Democrat, Union News.

NOTE—Figures and facts were secured: Chamber of Commerce, banks, schools, stores and other reliable sources.

Population	
1910 Census	9,577
Chamber of Commerce Estimate, City	10,000
Chamber of Commerce Estimate, City and Suburban	15,000
Native Whites	80%
Foreign Born	20%
Negroes	15%
Banks	2
Schools	4
Theatres	3
Churches	8

Classed As	
Industrial	
English Reading	95%
Industrial Workers	30%
Families	2,025
Resources	\$3,612,844.11
Pupils	2,175
Seats	2,800
Churches	8

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Location

14 miles southeast of Utica on main line of New York Central Railroad and interurban line.

Principal Industries

Desks, textiles, knit goods, paper fibre, air guns, sectional book cases, sanitary grocery fixtures, shoe heels, cheese, gloves, felt shoes.

Special Information

Herkimer is one of a series of towns between Utica and Little Falls, New Hartford, Frankfort, Ilion ad Mohawk, all on the interurban line, and each town surrounding some large industry.

HERKIMER, N. Y.

Suburban and Farm Residents

Mohawk, Ilion, Jacksonburg, Countrymans, Schuyler, Middleville.

Wholesale Houses

Grocers 1
Tobacco 1
Lumber 1

Retail Section

Main street, ¼-mile.

Residential Features

Herkimer has a number of pretty homes and the working people live for the most part in one family detached houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) .. 4	Confectioners 1	Florists 2	Jewelers 3	Photographers 2
Auto. (Truck) —	Delicatessen —	Furniture 3	Ladies' Tailors 1	Pianos 1
Auto. (Tires) 10	Dressmakers 15	Furriers —	Meat Markets 15	Plumbers 4
Auto. (Parts) 4	Druggists 5	Garages 2	Men's Furnishings 5	Restaurants 8
Bakers 6	Dry Goods —	Grocers 52	Merchant Tailors 2	Shoe Dealers 3
Cigar Stores 3	Department Stores 1	Hardware 2	Milliners 2	Sporting Goods 1
Cloaks and Suits —	Electrical 3	Hats and Caps —	Opticians 2	Stationers 1
Clothiers 6				

Trading Area

Herkimer's retail trade is mostly local. Utica and Little Falls getting most of the country trade.

Newspapers Telegram (E.) Citizen (W.) Telegram-Record (W.)

NOTE—Sources from which which figures and facts were secured: Chamber of Commerce, banks, schools, stores and other sources.

Population	
1920 Census	13,029
Chamber of Commerce Estimate	—
Chamber of Commerce Estimate, City and Suburban	—
Native Whites	65%
Foreign Born	35%
Negroes	75
Banks	2
Schools	6
Theatres	4
Churches	13

Classed As	
Industrial	
English Reading	85%
Industrial Workers	50%
Families	2,415
Resources	\$7,713,445.43
Pupils	2,600
Seats	3,000

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Location

21 miles east of Utica on New York Central and West Shore R. R. and the Barge Canal.

Principal Industries

Knit Goods, Shoddy, Leather, Felt Shoes, Dairy Supplies, Foundries, Dairy Products.

Special Information

The Mohawk river falls 44 feet at this point, yielding abundant water power, which attracts factories. Large dairy interests center at this point.

LITTLE FALLS, N. Y.

Suburban and Farm Residents

Little Falls is the trading center for a rich dairying country and for the villages of Dolgeville, Salisburg, Fairfield, Newville and Starkville.

Wholesale Houses

Grocers 1
Cigars and Candy .. 2
Paper 1

Retail Section

Main street about ¼-mile.

Residential Features

The surrounding hills afford beautiful cities for a number of very handsome homes—and Little Falls is a very artistic city.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) .. 7	Confectioners 12	Florists 3	Jewelers 8	Photographers 2
Auto. (Truck) 3	Delicatessen 1	Furniture 4	Ladies' Tailors 2	Pianos 2
Auto. (Tires) 9	Dressmakers 15	Furriers —	Meat Markets 16	Plumbers 4
Auto. (Parts) 5	Druggists 5	Garages 8	Men's Furnishings —	Restaurants 5
Bakers 7	Dry Goods 11	Grocers 25	Merchant Tailors 10	Shoe Dealers 7
Cigar Stores 15	Department Stores .. 2	Hardware 3	Milliners 9	Sporting Goods 3
Cloaks and Suits 6	Electrical 3	Hats and Caps —	Opticians 8	Stationers 3
Clothiers 14				

Trading Area

Little Falls trading area includes the surrounding territory as far east as Canajoharie; south to Richfield Springs, east to Herkimer and north to Irondale, including the very rich dairy country in that territory.

Newspapers Times (E.) Journal & Courier (W.) News & Democrat (W.)

NOTE—Sources from which figures and facts were secured:

Population	
1910 Census	7,422
Chamber of Commerce Estimate, City	9,000
Chamber of Commerce Estimate, City and Suburban	36,000
Native Whites	75%
Foreign Born	25%
Negroes	50 People
Banks	2
Schools	6
Theatres	2
Churches	8

Classed As	
Industrial.	
English Reading	90%
Industrial Workers	40%
Families	1,680
Resources	\$5,444,391.36
Pupils	1,250
Seats	1,100
Churches	8

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Location

42 miles from Binghamton and 51 miles from Utica, 226 miles from New York on New York, Ontario & Western and Lackawanna.

Principal Industries

Hammers, knitting, quarries, sash blinds and doors, gloves, iron foundry, wire goods.

Special Information

The extensive car shops of the New York, Ontario & Western R. R., all located here, employing nearly 600 men, monthly payroll \$75,000. The second largest milk condensery, pays over a half million dollars a year to farmers near Norwich.

NORWICH, N. Y.

Suburban and Farm Residents

Oxford, Preston, Smyrna, Shelburne, North Norwich.

Wholesale Houses

Grocers 1
Fruits 1
Confectioners 1
Tobacco 1

Retail Section

Broad and Main—1 mile.

Residential Features

Some fine residences, but mostly one and two-story houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) .. 6	Confectioners 6	Florists 1	Jewelers 4	Photographers 3
Auto. (Truck) 2	Delicatessen —	Furniture 3	Ladies' Tailors —	Pianos —
Auto. (Tires) 3	Dressmakers 10	Furriers —	Meat Markets 9	Plumbers 6
Auto. (Parts) 5	Druggists 5	Garages 80	Men's Furnishings 5	Restaurants 7
Bakers 3	Dry Goods 5	Grocers 4	Merchant Tailors 7	Shoe Dealers 7
Cigar Stores 4	Department Stores .. 2	Hardware 2	Milliners 4	Sporting Goods 1
Cloaks and Suits —	Electrical 2	Hats and Caps —	Opticians 4	Stationers 1
Clothiers 8				

Trading Area

Practically all of Chenango County.

Newspapers

Sun (E.) Union (W.) Telegraph (W.)

NOTE—Sources from which figures and facts were secured: Chamber of Commerce, schools, banks, stores and other sources.

Population

1910 Census	26,354
Chamber of Commerce Estimate, City	27,000
Chamber of Commerce Estimate, City and Suburban	60,000

Classed As
Industrial
Residential Resort

EDITOR & PUBLISHER
SPACE BUYERS CHART

KINGSTON, N. Y.

Native Whites	80%	English Reading	98%
Foreign Born	17%	Industrial Workers	30%
Negroes	3%	Families	5,055
Banks	3	Resources	\$22,900,735.70
Schools	12	Pupils	6,630
Theatres	4	Seats	4,000
Churches	30		

Location
Eighty-eight miles north of New York City on West Shore, Walkill Valley, O. & W., Ulster & Delaware, Day Line River boats and N. Y. Central by ferry.

Suburban and Farm Residents
Many beautiful country homes and estates adjoin Kingston. Rich farming and dairying country. Big fruit orchards in the immediate vicinity.

Principal Industries
Shirts, cigars, waists, lace curtains, brushes, brooms, langes and lighters, dry docks, steamboats, woodwork, caskets, road machinery, hardware specialties, silks, magnetos, motor trucks, peanut oil.

Wholesale Houses
Grocers 2
Fruits 1
Confectioners 2
Drugs 1
Meat 4

Retail Section
West Shore section, Wall Street section and Round-out section, in the center, east and west ends of city, about 2 1/2 miles in all.

Residential Features
All year round homes of many wealthy New York City people. Very wealthy city and extremely well kept. Beautiful homes all over town.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	20	Clothiers	14	Electrical	10	Jewelers	9	Photographers	3
Auto. (Truck)	2	Confectioners	59	Florists	4	Ladies' Tailors	3	Pianos	3
Auto. (Tires)	4	Delicatessen	1	Furniture	4	Meat Markets	33	Plumbers	19
Auto. (Parts)	11	Dressmakers	87	Furriers	5	Men's Furnishings	11	Restaurants	20
Bakers	13	Druggists	13	Garages	22	Merchant Tailors	7	Shoe Dealers	16
Cigar Stores	15	Dry Goods	21	Grocers	106	Milliners	13	Sporting Goods	5
Cloaks and Suits	7	Department Stores	3	Hardware	4	Opticians	4	Stationers	3

Trading Area
Up to Hudson on north, New Paltz on south, east to Connecticut line and west to Turnwood.

NOTE—Sources from which figures and facts were secured—Give names and addresses where possible—Secy. Cham. of Com. and other sources.

Newspapers

Freeman (E.).
Leader (M).
Leader & Argus (Wkly).

Population

1910 Census	5,752
Chamber of Commerce Estimate, City	11,000
Chamber of Commerce Estimate, City and Suburban	

Classed As
Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

TARRYTOWN, N. Y.

Native Whites	85%	English Reading	95%
Foreign Born	10%	Industrial Workers	50%
Negroes	5%	Families	1,090
Banks	2	Resources	\$6,693,000
Schools	4	Pupils	2,000
Theatres	3	Seats	2,700
Churches	11		

Location
On Hudson River and New York Central R. R.

Suburban and Farm Residents
Eastfield, Lindville, Irvington, Dobbs Ferry, Elmsford and Pocantico Hills.

Principal Industries
Chevrolet Motor Co., lime, shirt waists, wood-working, children's wear, egg beaters, women's wear, pottery, ship building.

Wholesale Houses
Meats 2
Tobacco 2
Confectionery 2

Retail Section
About one mile along Main St., Orchard St. and Beekman Ave.

Residential Features
Practically all one-family detached houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	3	Clothing	6	Electrical	3	Hats and Caps	—	Opticians	2
Auto. (Truck)	3	Confectioners	7	Florists	5	Jewelers	3	Photographers	1
Auto. (Tires)	7	Delicatessen	2	Furniture	5	Ladies' Tailors	3	Pianos	—
Auto. (Parts)	2	Dressmakers	3	Furriers	4	Meat Markets	20	Plumbers	2
Bakers	4	Druggists	3	Garages	7	Men's Furnishings	—	Restaurants	5
Cigar Stores	31	Dry Goods	6	Grocers	23	Merchant Tailors	4	Shoe Dealers	5
Cloaks and Suits	4	Department Stores	1	Hardware	4	Milliners	3	Sporting Goods	—
								Stationers	1

Trading Area
Pocantico Hills, Allensford, Lindville, Irvington, Dobbs Ferry, Elmsford and Eastfield.

NOTE—Sources from which figures and facts were secured—Chamber of Commerce, schools, banks, stores and other sources.

Newspapers

News (E.).
Press Record (W.).
Argus (W.).

Population

1920 Census	13,500
Chamber of Commerce Estimate, City	13,500
Chamber of Commerce Estimate, City and Suburban	30,074

Classed As
Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

CORTLAND, N. Y.

Native Whites	93%	Industrial Workers	25%
Negroes	Very few	English Reading	90%
Foreign Born	7%	Families	2,575
State Normal	800		
Banks	5	Resources	\$13,950,000.00
Schools	6	Pupils	2,746
Theatres	3	Seats	2,500
Churches	12		

Location
On Delaware, Lackawanna & Western R. R. and Lehigh Valley R. R.

Suburban and Farm Residents
Homer, 2,737; McGrawville, 931.

Principal Industries
Mill goods, Bessemer billet and end mills, carriage goods, motor trucks, wall paper, silk corsets, overalls, canned goods, trunks, auto tops, sheets.

Wholesale Houses
Groceries 1
Auto Supplies 1
Farmers' Co-operative 1

Retail Section
Main portions of Tompkins, Fort Watson, Court, Railroad, Orchard streets, Clinton and Groton avenue.

Residential Features
Residences substantial, most of them in attractive surroundings, and about 75 per cent occupied by owners.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	12	Cigar stores	25	Dry Goods	4	Hardware	7	Opticians	4
Auto. (Truck)	5	Cloaks and suits	7	Department stores	3	Hats and caps	5	Photographers	3
Auto. (Tires)	11	Clothiers	10	Electrical supplies	2	Jewelers	4	Pianos	2
Auto. (Parts)	3	Confectioners (exclusive)	3	Florists	2	Ladies' tailors	—	Plumbers	3
Bakers	5	Delicatessen	—	Furniture	3	Meat markets	5	Restaurants and lunch rooms	8
		Dressmakers	7	Furriers	—	Men's furnishings	7	Shoe dealers	5
		Druggists	6	Garages	6	Merchant Tailors	6	Sporting goods	4
				Grocers	45	Millinery	4	Stationers	2

Trading Area
Lies at the junction of seven valleys in fertile and prosperous farming country. Trade line extends to county line in each direction and includes in the area thrifty villages of Homer, McGraw, Marathon, Truxton and Cincinnati.

Evening Newspaper
Cortland Standard.

NOTE—Sources from which facts and figures were secured: Business men, schools, banks, and other sources.

Population

1920 Census	16,820
Chamber of Commerce Estimate, City	17,000
Chamber of Commerce Estimate, City and Suburban	45,000

Classed As
Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

CORNING, N. Y.

Native Whites	86%	Industrial Workers	27%
Negroes	Less than 1%	English Reading	94%
Foreign Born	13%	Families	3,204
Barks	2	Resources	\$3,657,147.26
Schools	3	Pupils	2,789
Theatres	5	Seats	3,400
Churches	17		

Location
On Erie, Delaware, Lackawanna & Western and N. Y. Central R. R.

Suburban and Farm Residents
Coopers Plains, 300; Lindley, 270; Freeman, 500; Campbell, 500; Addison, 2,004; also Westfield, Lawrenceville in Penn.

Principal Industries
Glass, Pyrex cooking ware, chemicals, lamps, electric bulbs, chimneys, tubing, cut glass, silver glass signal lights, brick, terra cotta, candy, clothing, cigars, silk, air compressors and pneumatic tools.

Wholesale Houses
Groceries 4
Meats 2
Confectionery 2
Produce 4

Retail Section
Market and Bridge Sts. about one mile.

Residential Features
Practically all one family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	11	Bakers	4	Dry Goods	3	Hats and caps	—	Photographers	3
Auto. (Truck)	7	Cigar stores	10	Department stores	2	Jewelers	3	Pianos	3
Auto. (Tires)	19	Cloaks and suits	5	Electrical supplies	2	Ladies' tailors	—	Plumbers	7
Auto. (Parts)	6	Clothiers	13	Florists	2	Meat Markets	15	Restaurants and lunch rooms	32
Agencies	6	Confectioners	3	Furniture	5	Men's furnishings	8	Shoe dealers	9
		Delicatessen	—	Garages	12	Merchant Tailors	5	Sporting goods	1
		Dressmakers	15	Grocers	69	Millinery	5	Stationers	4
		Druggists	6	Hardware	5	Opticians	2		

Trading Area
Extends to Centerville, Painted Post, Mossy Glen, Gibson, Campbell, Risingville, Addison, Cooper Plains in New York and Elkland, Knoxville, Lawrenceville and Westfield in Pennsylvania.

Newspapers

Leader (evening).
NOTE—Chamber of Commerce, banks, schools, stores and other reliable sources.

Population

1920 Census	18,420
Chamber of Commerce Estimate, City	22,000
Chamber of Commerce, City and Suburban	75,000
Native Whites	80%
Negroes	5%
Foreign Born	15%
Banks	4
Schools	10
Theatres	2
Churches	18

Classed As

Industrial

Industrial Workers	35%
English Reading	95%
Families	8,635
Resources	\$17,633,306.92
Pupils	4,630
Seats	2,200



EDITOR & PUBLISHER
—SPACE BUYERS CHART—



Location

67 miles northwest of New York City on Erie and N. Y. O. & W. R. R.s.

Principal Industries

N. Y., O. & W. R. R. shops, saws, files, cutlery, leather-printers and electrotypers, machinery, belts, candy, wool hats, straw hats, fruit cannery, nails, farming implements, carpet looms, pianos, tannery, furniture.

MIDDLETOWN, N. Y.

Suburban and Farm Residents

Middletown is in the center of a wonderfully rich dairy-fruit and vegetable district, with numerous prosperous villages in the immediate vicinity. It is estimated that there are 18,750 families in Middletown and its immediate trading area within a radius of 14 miles.

Wholesale Houses

Grocers	3
Flour and seed	4
Druggists	1

Retail Section

The principal shopping district extends about two miles on North St., East Main, West Main, James, King Sts.

Residential Features
Mostly one family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	9	Dry Goods	8	Hardware	6	Opticians	5
Agencies	15	Cigar Stores	15	Department Stores	4	Hats and Caps	4
Auto. (Truck)	4	Cloaks and Suits	10	Electrical Supplies	2	Jewelers	9
Agencies	4	Clothiers	11	Florists	6	Ladies' Tailors	9
Auto. (Tire)	20	Confectioners	21	Furniture	7	Meat Markets	26
Agencies	20	Delicatessen	1	Furriers	2	Men's Furnishings	11
Auto. (Parts)	19	Dressmakers	28	Garages	31	Merchant Tailors	5
Agencies	19	Druggists	11	Grocers	65	Millinery	9

Trading Area

The trading area of Middletown extends to the villages of Goshen, Chester, Warwick, Pine Bush, Monroe, Florida, Otisville and Montgomery.

Newspapers

Times-Press. Herald.
NOTE—Facts secured from Chamber of Commerce, bank statements, schools, stores and other reliable sources.

Population

1919 Census	9,413
Chamber of Commerce, Estimate, City	11,000

Classed As

Industrial

Industrial Workers	22%
English Reading	96%
Families	1,712
Resources	3,086,755.92
Pupils	1,545
Seats	1,200



EDITOR & PUBLISHER
—SPACE BUYERS CHART—



Location

On Erie and New York Ontario and Western R. R.

Principal Industries

Erie car and engine repair shops, stoves and ranges, gloves and shawls, men's shirts, silver plated ware, glass-ware, cut glass, saws, silk underwear, women's wear. Center of a prosperous farming section.

Special Information

Port Jervis is the center of one of the finest summer resort regions in the East.

PORT JERVIS, N. Y.

Suburban and Farm Residents

Bush, 400; Sparrow, 400; Huguenot, 130; Rosepoint, Matamoras.

Wholesale Houses

One meat and provision.

Retail Section

One mile and a half on Pike, Front and Sussex Sts.

Residential Features
Practically one family detached houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Department Stores	3	Hats and Caps	—	Photographers	2
Agencies	7	Cloaks and Suits	6	Electrical Supplies	2	Jewelers	4
Auto. (Truck)	7	Clothiers	8	Florists	2	Ladies' Tailors	1
Agencies	7	Confectioners	13	Furniture	3	Meat Markets	9
Auto. (Tire)	7	Delicatessen	—	Furriers	—	Men's Furnishings	1
Agencies	7	Dressmakers	15	Garages	7	Merchant Tailors	7
Auto. (Parts)	7	Druggists	5	Grocers	41	Millinery	4
Agencies	7	Dry Goods	9	Hardware	3	Opticians	4
Bakers	6					Stationers	3

Trading Area

Port Jervis trading area extends about 30 miles in radius.

Newspapers

Gazette } (E.), Tri-State Union } (W.),
Union } (E.), Gazette } (W.).
NOTE—Facts secured from Chamber of Commerce, banks, schools, stores and other sources.

Population

1910 Census	33,000
Chamber of Commerce, Estimate, City	40,000
Chamber of Commerce, Estimate, City and Suburban	100,000

Classed As

Industrial

English Reading	35%
Industrial Workers	30%
Families	6,440
Resources	\$17,956,208.15
Pupils	3,695
Seats	5,200



EDITOR & PUBLISHER
—SPACE BUYERS CHART—



Location

One hundred and seventy-five miles north of New York City on main line of N. Y. C. & H. R. and West Shore railroads—on Mohawk River.

Principal Industries

Carpets, rugs, linseed oil, brooms, knit underwear, woolens, silk gloves, pearl buttons, paper box machinery, box board, steel springs.

Special Information

Amsterdam has a large foreign population and a great many women operators in the mills and factories. These are thrifty, hard working and generally prosperous people.

AMSTERDAM, N. Y.

Suburban and Farm Residents

The farms around Amsterdam are very valuable. Fruit and dairying are given special attention. This section of the Mohawk valley is very extensively cultivated.

Wholesale Houses

Grocers	8
Provisions	3
Fruits	—
Confectioners	4
Shoes	1

Retail Section

Market and Main Sts. about one mile.

Residential Features
There are very few so-called tenements in Amsterdam, one or two family detached houses predominating.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Clothiers	10	Electrical	7	Hats and Caps	1	Opticians	5
Auto. (Truck)	2	Confectioners	19	Florists	5	Jewelers	3	Photographers	8
Auto. (Tires)	8	Delicatessen	1	Furniture	9	Ladies' Tailors	3	Pianos	5
Auto. (Parts)	18	Dressmakers	58	Furriers	3	Meat Markets	32	Plumbers	15
Bakers	25	Druggists	11	Garages	19	Men's Furnishings	3	Restaurants	12
Cigar Stores	25	Dry Goods	23	Grocers	123	Merchant Tailors	4	Shoe Dealers	9
Cloaks and Suits	6	Department Stores	5	Hardware	5	Milliners	10	Sporting Goods	2
								Stationers	6

Trading Area

The trading area of Amsterdam extends a closely some ten miles in each direction and embraces a closely settled prosperous territory.

Newspapers

Recorder & Democrat.
NOTE—Sources from which figures and facts were secured—Board of Trade, bank statements, schools, stores and other reliable sources.

Population

1910 Census	20,000
Chamber of Commerce Estimate, City	50,000
Chamber of Commerce Estimate, City and Suburban	—

Classed As

Residential and Industrial

English Reading	95%
Industrial Workers	24%
Families	5,100
Resources	29,252,000
Pupils	7,901
Seats	8,800



EDITOR & PUBLISHER
—SPACE BUYERS CHART—



Location

Jamaica is located in the Borough of Queens, New York City, and is served by the Long Island Railroad.

Principal Industries

Saws, dictographs, cigars, storage batteries, pharmaceuticals, hats and caps, knit goods, shirts, women's wear, and candy machinery.

Special Information

Surrounding Jamaica is some of the most fertile agricultural land on Long Island and east of Jamaica truck farming is carried on extensively. Plans for the development of Jamaica Bay are being perfected and when developed, will greatly increase the commercial advantages of Jamaica.

JAMAICA, N. Y.

Suburban and Farm Residents

Jamaica has practically no suburban territory. It is a part of a suburb of New York City.

Wholesale Houses

Grocers	3
Provisions	6
Fruits	4
Confectioners	3

Retail Section

Extends along Jamaica Ave. for about 5 1/2 miles.

Residential Features

Many one family houses in residential section; few apartments recently built.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	10	Clothiers	11	Electrical	5	Hats and Caps	6	Opticians	6
Auto. (Truck)	5	Confectioners	14	Florists	8	Jewelers	6	Photographers	3
Auto. (Tires)	15	Delicatessen	5	Furniture	7	Ladies' Tailors	8	Pianos	4
Auto. (Parts)	12	Dressmakers	1	Furriers	1	Meat Markets	36	Plumbers	18
Bakers	17	Druggists	22	Garages	24	Men's Furnishings	12	Restaurants	15
Cigar Stores	8	Dry Goods	4	Grocers	36	Merchant Tailors	13	Shoe Dealers	14
Cloaks and Suits	3	Department Stores	4	Hardware	6	Milliners	8	Sporting Goods	4
								Stationers	12

Trading Area

Jamaica's trading area is confined almost exclusively to the city itself. In fact it contributes much business to New York because so many of its residents are employed there.

Newspapers

Daily Long Island Farmer. Queens County News. Borough Bulletin.
NOTE—Sources from which figures and facts were secured—Jamaica Board of Trade, Butler Building, Jamaica, N. Y.

Population table for Glens Falls, N.Y. including 1910 Census, Chamber of Commerce, and various demographic groups like Native Whites, Negroes, and Churches.

Classed As Residential

EDITOR & PUBLISHER SPACE BUYERS CHART

GLENS FALLS, N. Y.

Location: D. & H. main line between Albany and Montreal, with connection at Fort Edward, provides Glens Falls with passenger, mail and freight service.

Principal Industries: Pulp, print paper, wall paper, cement, builders supplies, lumber, shirts, shirt waists, collars, cuffs, flour, laces, lime, machinery, silk gloves, brick, anti-skid chains, brushes.

Special Information: Glens Falls is the home of the Glens Falls Insurance Co. Being the most advantageously located, the wealthiest and most metropolitan of the northern New York towns.

Suburban and Farm Residents: Whitehall, Fort Edward, Corinth, Warrenburg, Lake George, Luzerne, Schuylersville and Bolton.

Wholesale Houses

- Groceries 2, Meats 2, Fruits 2, Confectionery 2

Retail Section

Residential Features: Glen, Warren, Bay Ridge and South Sts. 1 mile. Mostly one-family houses.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for various goods such as Auto, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, and Milliners.

Trading Area: Glens Falls trading area extends north to Whitehall, east to Hudson River, south to Saratoga Springs, west to Luzerne.

Newspapers: Times-Messenger (E), Post-Star (M).

Facts: NOTE—Sources from which facts and figures were secured—Chamber of Commerce, Supt. of Schools, bank statements, directory and other reliable sources.

Population table for Ogdensburg, N.Y. including 1910 Census, Chamber of Commerce, and various demographic groups like Native Whites, Foreign Born, and Industrial Workers.

Classed As Agricultural Center

EDITOR & PUBLISHER SPACE BUYERS CHART

OGDENSBURG, N. Y.

Location: N. Y. Central R. R. and Rutland R. R.

Principal Industries: Silk, lumber, brass goods, curtain rods, sash doors, stanchions, airplanes, dental supplies, iron foundry, gloves, skirts, cigars, bricks, farm implements, flour.

Suburban and Farm Residents: Massena, 2,951; Potsdam, 4,036; Governor, 4,128; Madrid, 250; Lisbon, 150; Hammond, 450, and Prescott, Brockville, Kingston, Cardinal and Morrisburg in Canada.

Wholesale Houses

- Groceries 2, Meats 1, Fruits 2, Tobacco 2, Confectioners 2

Retail Section

State and Ford Sts., Isabella St., River St.

Residential Features: Mostly one-family houses.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for various goods such as Auto, Cloaks and Suits, Electrical, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, and Milliners.

Trading Area: Ogdensburg trading area includes Norwood on the east, Gouverneur on the south, Hammond on the southwest, and north shore of the St. Lawrence River. Prescott, Brockville, Kingston, Morrisburg are on the Canadian shore of the St. Lawrence.

Newspapers: Republican-Journal (M), News (M).

Facts: NOTE—Sources from which facts and figures were secured: Chamber of Commerce, bank statements, stores, Board of Education, and other reliable sources.

Population table for Saratoga Springs, N.Y. including 1910 Census, Chamber of Commerce, and various demographic groups like Native Whites, Foreign Born, and Industrial Workers.

Classed As Summer Resort

EDITOR & PUBLISHER SPACE BUYERS CHART

SARATOGA SPRINGS, N. Y.

Location: Saratoga is situated 38 miles from Albany and 30 miles from Lake George. It is on the Delaware & Hudson, Boston & Maine Railroads, and also easily accessible by trolley to Glens Falls, Albany, Troy and Schenectady.

Principal Industries: Foundry and machinery, silk gloves, proprietary medicines, wall paper, raincoats, shirt waists, children's dress, road machinery.

Special Information: State Reservation with 550 acres of land, on which there are 122 national springs and wells of great celebrity for curative properties. There are many large hotels, race track, and large convention hall seating 5,000 people.

Suburban and Farm Residents: Schuylerville, Mechanicville, Ballston Spa, Corinth, Luzerne, Northville.

Wholesale Houses

- Groceries 1, Meats 2, Fruits 1, Confectioners 2, Tobacco 2

Retail Section

Broadway main business street, side streets, Lake Ave., Church St., Division, Caroline and Phila. Sts.

Residential Features: Mostly one-family houses, many large, fine residences.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for various goods such as Auto, Cloaks and Suits, Electrical, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, and Milliners.

Trading Area: Schuylerville, Mechanicville, Ballston Spa, Corinth, Luzerne, Northville, Glens Falls.

Newspapers: Sun (E), Saratogian (E).

Facts: NOTE—Sources from which facts and figures were secured: Mr. Canfield, Secretary Chamber of Commerce, bank statements, Board of Education, stores, directories, and other reliable sources.

Population table for Rome, N.Y. including 1920 Census, Chamber of Commerce, and various demographic groups like Native Whites, Foreign Born, and Industrial Workers.

Classed As Industrial

EDITOR & PUBLISHER SPACE BUYERS CHART

ROME, N. Y.

Location: Rome is situated in the heart of the Mohawk Valley on main line of N. Y. Central R. R.; terminus of N. Y., Ontario & Western R. R.; junction point of N. Y. Central and Rome, Watertown & Ogdensburg R. R., also at junction of Barge Canal and Black River Canal.

Principal Industries: Sheet copper and brass, copper wire, copper nails, rivets, screens, cloth, utensils, auto. parts, phono. parts, hooks and eyes, knit underwear, fire brick, soap, lubricating oils and grease, bolts, tin cans, canned goods.

Special Information: Ten per cent. of all copper in U. S. is manufactured in Rome.

Suburban and Farm Residents: Camden, 2,170; Taberg, 370; Verona, 300; Westervelle, 300; Northwestern, 180; Marcy, 100; Boonville, 1,794.

Wholesale Houses

- Groceries 2, Meats 1, Confectioners 3

Retail Section

Dominick and James Sts., one mile; East Dominick St., Italian section.

Residential Features: One-family houses.

Retail Outlets for Nationally Advertised Goods

Table listing retail outlets for various goods such as Auto, Cloaks and Suits, Electrical, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, and Milliners.

Trading Area: Rome's trading area extends and includes Boonville on the north, Camden northwest, Verona on the south, and as far west as Oneida.

Newspapers: Sentinel (E).

Facts: NOTE—Sources from which facts and figures were secured: Crill Burton (Miss), Acting Secretary Rome Chamber of Commerce, bank statements, stores, directories, Board of Education, and other reliable sources.

Population

1910 Census	4,490
Present Estimate, City	6,000
Present Estimate, City and Suburban	10,000
Native Whites	85%
Foreign Born	12%
Negroes	3%
Banks	3
Schools	3
Theatres	2
Churches	7

Classed As Industrial

EDITOR & PUBLISHER SPACE BUYERS CHART

Location
One hundred miles north of New York City, 50 miles from Albany, N. Y., West Shore R. R. & Hudson River.

Principal Industries
Paper, cut glass, lace, embroidery, blank books, brick and stone.

Special Information
In rich farming land, but only 12 miles from Kingston, with bus and railroad transportation. Important summer resort and gateway to Catskills with New York boats daily making Saugerties.

SAUGERTIES, N. Y.

Suburban and Farm Residents
Alsen, Cementon, Malden, Quarryton, Ruby, Veteran.

Wholesale Houses
Kingston wholesalers supply retail trade.

Retail Section
One-half mile Main and Partition Sts.

Residential Features
Practically all one-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	4	Delicatessen	1	Furniture	2	Meat Markets	7	Plumbers	4
Bakers	2	Dressmakers	7	Garages	4	Merchant Tailors	2	Restaurants	2
Cigar Stores	20	Druggists	3	Grocers	15	Milliners	4	Shoe Dealers	4
Cloaks and Suits	4	Dry Goods	1	Hardware	3	Opticians	1	Sporting Goods	2
Clothiers	4	Electrical	2	Jewelers	2	Photographers	1	Stationers	1
Confectioners	6	Florists	1	Ladies' Tailors	2	Pianos	2		

Trading Area

Only 12 miles from Kingston. Big part of shipping trade goes to Kingston.

Newspapers

Post (E.), Telegraph (Wkly.).
NOTE—Sources from which figures and facts were secured: Chamber of Commerce, banks, schools, stores and other sources.

Population

1910 Census	11,000
Present Estimate, City	13,500
Present Estimate, City and Suburban	30,000
Native Whites	60%
Foreign Born	30%
Negroes	1%
Banks	4
Schools	4
Theatres	3
Churches	3

Classed As Industrial

EDITOR & PUBLISHER SPACE BUYERS CHART

Location
Sixty miles north of New York City, directly opposite Newburgh and connected by ferry. On New York Central and Hudson River Railroad, and by ferry with West Shore, Erie, O. & W. and all Hudson river boats.

Principal Industries
Straw hats, rubber goods, fire hose, embroidery, baking ovens.

Special Information
A large part of business in surrounding territory ferries to Newburgh.

BEACON, N. Y.

Suburban and Farm Residents
Dutchess Jct., Mattewan, Groveville, Glenham, Brockway, Chelsea, Fishkill.

Wholesale Houses
Newburgh and Poughkeepsie wholesalers supply this market.

Retail Section
Along Main Street about ¼ mile.

Residential Features
Homes are of the one-family detached type, a few two-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	—	Clothiers	5	Electrical	1	Hats and Caps	1	Opticians	—
Auto. (Truck)	—	Confectioners	5	Florists	2	Jewelers	3	Photographers	2
Auto. (Tires)	—	Delicatessen	—	Furniture	1	Ladies' Tailors	—	Pianos	1
Auto. (Parts)	—	Dressmakers	6	Furriers	4	Meat Markets	11	Plumbers	4
Bakers	3	Druggists	6	Garages	4	Men's Furnishings	—	Restaurants	4
Cigar Stores	4	Dry Goods	5	Grocers	10	Merchant Tailors	4	Shoe Dealers	5
Cloaks and Suits	4	Department Stores	—	Hardware	4	Milliners	3	Sporting Goods	—

Trading Area

Beacon's trading area is restricted because Newburgh draws a large part of the trade.

Newspapers

Journal (E.), Herald (E.), Standard (Wkly.).
NOTE—Sources from which figures and facts were secured: Chamber of Commerce, banks, schools, stores and other sources.

Population

1910 Census	5,371
Present Estimate, City	6,500
Present Estimate, City and Suburban	18,200
Native Whites	75%
Foreign Born	15%
Negroes	10%
Banks	3
Schools	5
Theatres	2
Churches	7

Classed As Industrial

EDITOR & PUBLISHER SPACE BUYERS CHART

Location
One hundred and ten miles north of New York on West Shore R. R. and Hudson River steamboat line.

Principal Industries
Knitting mills, iron foundry, cut glass, brick, cigars and shirts.

Special Information
Big summer resort colony and gateway to Catskill Mountains.

CATSKILL, N. Y.

Suburban and Farm Residents
Big fruit and dairy country.

Wholesale Houses
Supplied by Kingston & Albany wholesalers.

Retail Section
Main and West Bridge Sts. ¼ mile.

Residential Features
One family houses predominate almost altogether.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	7	Clothiers	5	Electrical	2	Hats and Caps	—	Opticians	2
Auto. (Truck)	4	Confectioners	4	Florists	2	Jewelers	—	Photographers	3
Auto. (Tires)	11	Delicatessen	2	Furniture	2	Ladies' Tailors	3	Pianos	1
Auto. (Parts)	4	Dressmakers	4	Furriers	1	Meat Markets	6	Plumbers	7
Bakers	3	Druggists	3	Garages	5	Men's Furnishings	—	Restaurants	6
Cigar Stores	14	Dry Goods	6	Grocers	10	Merchant Tailors	3	Shoe Dealers	5
Cloaks and Suits	1	Department Stores	2	Hardware	5	Milliners	3	Sporting Goods	3

Trading Area

Trading area restricted to immediate territory.

Newspapers

Mail (E.), Enterprise (W.), Recorder (W.), Examiner (W.).
NOTE—Sources from which figures and facts were secured: Chamber of Commerce, banks, schools, stores and other sources.

Population

1910 Census	11,544
Chamber of Commerce Estimate, City	12,000
Chamber of Commerce Estimate, City and Suburban	45,000
Native Whites	70%
Foreign Born	25%
Negroes	5%
Banks	2
Schools	5
Theatres	3
Churches	17

Classed As Industrial

EDITOR & PUBLISHER SPACE BUYERS CHART

Location
One hundred and fourteen miles north of New York City, 28 miles south of Albany on N. Y. C. R. R., ferry from Athens on West Shore R. R., B. & A., Hudson River Day Line and other steamboat lines.

Principal Industries
Cement, ice tools, underwear, sweaters, car wheels, mattresses, paper boxes, furniture.

Special Information
Hudson has 24 passenger trains each day on the New York Central, right on Boston & Albany. This city is the real head of navigation of the Hudson River.

HUDSON, N. Y.

Suburban and Farm Residents
Head of deep water navigation on Hudson river. Has rich fruit and dairy country surrounding it. Is prosperous, but much of the larger trade goes to Albany.

Wholesale Houses
Albany also supplies retail trade.

Retail Section
Warren St. about 2 miles.

Residential Features
Practically all one-family houses of modern construction.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	5	Clothiers	6	Electrical	1	Hats and Caps	—	Opticians	1
Auto. (Truck)	6	Confectioners	5	Florists	3	Jewelers	2	Photographers	5
Auto. (Tires)	9	Delicatessen	1	Furniture	3	Ladies' Tailors	2	Pianos	2
Auto. (Parts)	9	Dressmakers	16	Furriers	—	Meat Markets	14	Plumbers	5
Bakers	5	Druggists	5	Garages	6	Men's Furnishings	4	Restaurants	6
Cigar Stores	3	Dry Goods	3	Grocers	38	Merchant Tailors	2	Shoe Dealers	12
Cloaks and Suits	2	Department Stores	2	Hardware	3	Milliners	9	Sporting Goods	1

Trading Area

Hudson is the center of a district of approximately 25,000 persons closely knit to the city by trolley and bus lines.

Newspapers

Republican (M.), Register (E).
NOTE—Sources from which facts and figures were secured: Chamber of Commerce, banks, schools, stores and other sources.

WATERTOWN, N. Y.

Population	
1920 Census	31,263
A. B. C. City	32,000
A. B. C. City and Suburban	100,000
Chamber of Commerce, City	31,263
Chamber of Commerce, City and Suburban	101,000
Native Whites	87 1/2%
Negroes	Few
Foreign born	12 1/2%
Banks	7
Schools	13
Theatres, 6; seats	3,300
Churches	22

Classed As
Agricultural and Dairy Center



EDITOR & PUBLISHER
—SPACE BUYERS CHART—



WATERTOWN, N. Y.
TONAWANDA, N. Y.
DUNKIRK, N. Y.
DANSVILLE, N. Y.
NEW ROCHELLE, N. Y.

Location
New York Central, Ontario and St. Lawrence Division.

Principal Industries
Air brakes, engine governors, corsets, plumbers' supplies, toilet tissue, container board, paper and pulp machinery, baskets, auto bodies, flour, knit underwear, silk, bag paper, paper mill chemicals, woolen specialties, kid gloves.

Special Information
As paper manufacturing center, it stands second to no other city in this country. Dairying is the principal branch of the agricultural industry. The Watertown Produce Exchange is the largest inland cheese board in the world. Annual value in excess of three millions.

Suburban and Farm Residents

Jefferson County, St. Lawrence County and northern half of Lewis County.

Wholesale Houses

Groceries	3
Meats	1
Fruits	4
Drugs	1
Produce	4
Confectioners	2

Retail Section

Public Square, Washington St., Franklin St., Stone St., Arsenal St., Court St., Mill St., Factory St., State St., Main St.

Residential Features

Mostly one-family homes, small number of two-family.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	28	Cloaks and Suits	7	Electrical	4
Auto. (Truck)	16	Clothing	21	Florists	3
Auto. (Tires)	15	Confectioners	24	Fruits	8
Agcys	15	Delicatessen	1	Furniture	9
Auto. (Parts)	32	Dressmakers	62	Furriers	2
Agcys	32	Druggists	13	Garages	25
Bakers	12	Dry Goods	4	Grocers	140
Cigar Stores	21	Department Stores	6	Hardware	6

Hats and Caps	4	Opticians	4
Jewelry	12	Photographers	10
Ladies' Tailors	1	Pianos	4
Meat Markets	37	Restaurants	24
Men's Furnishings	12	Shoe Dealers	10
Merchant Tailors	8	Sporting Goods	4
Milliners	17	Stationers	5

Trading Area

Watertown trading area, including Jefferson County and northwestern part of Lewis County and southern part of St. Lawrence County.

Newspapers

Times (E). Standard (E).
NOTE—Facts and figures were secured: R. S. Baker, Secretary Chamber of Commerce, Auto. Dealers' Association, bank statements, Board of Education, directories, and other reliable sources.

TONAWANDA, N. Y.

Population	
1910 Census	18,498
Chamber of Commerce, City	25,000
Chamber of Commerce, City and Suburban	30,000
Native Whites	75%
Negroes	None
Foreign Born	25%
Banks	2
Schools	12
Theatres, 3; seats	1,800
Churches	13

Classed As
Industrial

Location
On Niagara River, 10 miles north of Buffalo, New York Central, Erie, Lehigh Valley and Wabash R. Ra.

Principal Industries
Lumber, silk, fibre boxes, wooden boxes, steel radiators, boilers, nuts and bolts, steam pumps, stained shingles, greenhouses, conservatories, pianos, musical instruments, heating systems, chocolate and cocoa, toy sleds and wagons, amusement devices, visible indexes and other office and bank supplies, auto bodies, motor boats, motors, paper and wall board, roofing paints, chains, fibre and fibre products.

Suburban and Farm Residents

Grand Island, farming community, 300; La Salle, 1,299.

Wholesale Houses

Buffalo wholesale houses supply the retail stores.

Retail Section

Main, Niagara, Young, Webster, Oliver Sts., about a mile.

Residential Features

One-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	7	Cloaks and Suits	1	Electrical	2
Auto. (Truck)	3	Clothing	11	Florists	3
Auto. (Tires)	3	Confectioners	27	Fruits	17
Agcys	3	Delicatessen	1	Furniture	2
Auto. (Parts)	3	Dressmakers	16	Furriers	2
Agcys	3	Druggists	6	Garages	9
Bakers	6	Dry Goods	11	Grocers	52
Cigar Stores	12	Department Stores	1	Hardware	9

Hats and Caps	1	Opticians	—
Jewelry	5	Photographers	2
Ladies' Tailors	—	Pianos	1
Meat Markets	22	Restaurants	3
Men's Furnishings	8	Shoe Dealers	5
Merchant Tailors	4	Sporting Goods	—
Milliners	3	Stationers	2

Trading Area

North Tonawanda and Tonawanda are practically one city. The trading area is restricted because of being so close to Buffalo. Grand Island, an island in Niagara River, has a small community, trades in Tonawanda.

Newspapers

News (E).
NOTE—Sources from which facts and figures were secured: Chas. W. Ward, Secretary Chamber of Commerce, bank statements, schools, stores, and other reliable sources.

DUNKIRK, N. Y.

Population	
1920 Census	19,300
Chamber of Commerce, City	21,000
Chamber of Commerce, City and Suburban	30,000
Native Whites	80%
Negroes	None
Foreign Born	20%
Banks	3
Schools	11
Theatres	6
Churches	11

Classed As
Industrial

Location
Forty-one miles southwest of Buffalo, half-way between New York and Chicago. On Lake Erie, Erie R. R., New York Central, Chicago & St. Louis, Penn. R. R.

Principal Industries
Locomotives, crucible steel, radiators, auto. parts, motors, silk, and agricultural implements.

Suburban and Farm Residents

Nortons, Sheridan, Fredonia, Cushing, Laona and Portland.

Wholesale Houses

Groceries 4
Fruits 4
Buffalo also supplies retail trade.

Retail Section

Central Ave., Main St., Third St., Fourth St., 1 1/2 mile.

Residential Features

Practically all one-family houses. Few two-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	4	Cloaks and Suits	5	Electrical	6
Auto. (Truck)	3	Clothing	10	Florists	4
Auto. (Tires)	6	Confectioners	20	Fruits	—
Agcys	6	Delicatessen	—	Furniture	5
Auto. (Parts)	6	Dressmakers	18	Furriers	1
Agcys	6	Druggists	5	Garages	9
Bakers	6	Dry Goods	8	Grocers	64
Cigar Stores	19	Department Stores	4	Hardware	5

Hats and Caps	—	Opticians	3
Jewelry	5	Photographers	4
Ladies' Tailors	3	Pianos	2
Meat Markets	27	Restaurants	9
Men's Furnishings	7	Shoe Dealers	10
Merchant Tailors	5	Sporting Goods	2
Milliners	8	Stationers	1

Trading Area

Dunkirk's trading area extends 18 miles west, 12 miles east, 10 miles south.

Newspapers

Observer (E).
NOTE—Sources from which facts and figures were secured: Chamber of Commerce, superintendent of schools, stores, business men, and other reliable sources.

DANSVILLE, N. Y.

Population	
1910 Census	4,018
Chamber of Commerce, City	4,300
Chamber of Commerce, City and Suburban	3,000
Native Whites	95%
Foreign Born	5%
Banks	2
Schools	4
Theatres	1
Churches	6

Classed As
Agricultural

Location
On D., L. & W. and Erie R. R., about half-way between Elmira and Buffalo.

Principal Industries
Superheaters, garbage destructors, power specialties, shoes, printing and publishing magazines, dairy and general farming.

Special Information
Dansville is surrounded by a nursery, farming and stock raising district. Grape culture a specialty.

Suburban and Farm Residents

Claytonville, Wayland, Cummingsville, Portway.

Wholesale Houses

Meats 1
Fruit 1
Tobacco 1

Retail Section

Main St., about one mile.

Residential Features

Mostly one-family houses.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	5	Cloaks and Suits	8	Electrical	8
Auto. (Truck)	3	Clothing	4	Florists	2
Auto. (Tires)	10	Confectioners	2	Fruits	—
Agcys	10	Delicatessen	1	Furniture	1
Auto. (Parts)	5	Dressmakers	10	Furriers	5
Agcys	5	Druggists	4	Garages	5
Bakers	3	Dry Goods	4	Grocers	9
Cigar Stores	3	Department Stores	1	Hardware	4

Hats and Caps	—	Opticians	1
Jewelry	3	Photographers	1
Ladies' Tailors	—	Pianos	1
Meat Markets	4	Restaurants	4
Men's Furnishings	—	Shoe Dealers	3
Merchant Tailors	4	Sporting Goods	3
Milliners	3	Stationers	2

Trading Area

Restricted to immediate farming territory.

Newspapers

Breeze (E). Express (W).
NOTE—Sources from which facts and figures were secured: Chamber of Commerce, Board of Education, stores, business men and other reliable sources.

NEW ROCHELLE, N. Y.

Population	
1910 Census	86,213
Chamber of Commerce, City	40,000
Chamber of Commerce, City and Suburban	50,000
Native Whites	75%
Negroes	5%
Foreign Born	20%
Banks	5
Schools	9
Theatres, 4; seats	5,500

City Classed As
Residential

Location
New Rochelle is located 16 miles northeast of New York City on New York, New Haven & Hartford Railroad and Westchester and Boston R. R.

Principal Industries
Speedometers, bookbinding, dish washing machinery, scales and balances, motion pictures, powder puffs.

Special Information
Annual payroll amounts to about \$1,000,000.

Suburban and Farm Residents

Tuckahoe, 3,509; Pelham, 793; Pelham Manor, 1,754; Larchmont, 2,468; Scarsdale, 8,506.

Wholesale Houses

Meats 1
Fruits 1

Retail Section

Extends about 1 1/2 miles on Main St., North Ave., Huguenot Ave. and Union Ave.

Residential Features

City laid out in a series of residential parks. Houses are large single family.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	22	Confectioners	23	Florists	18
Auto. (Truck)	3	Delicatessen	8	Fruits	14
Auto. (Tires)	10	Dressmakers	44	Furniture	9
Auto. (Parts)	15	Druggists	12	Furriers	1
Bakers	12	Druggists	12	Furriers	1
Cigar Stores	13	Dry Goods	16	Garages	21
Cloaks and Suits	3	Department Stores	4	Grocers	86
Clothing	9	Electrical	8	Hardware	10

Hats and Caps	6	Opticians	3
Jewelry	11	Photographers	8
Ladies' Tailors	11	Pianos	5
Meat Markets	38	Restaurants	18
Men's Furnishings	8	Shoe Dealers	15
Merchant Tailors	29	Sporting Goods	8
Milliners	7	Stationers	21

Trading Area

Trading area is practically confined to city itself. Larchmont and Pelham, situated just over the city boundary, trade in New Rochelle. Tuckahoe divides the trade between Mt. Vernon, Yonkers and New Rochelle.

Newspapers

Standard (Eve.). Star (Eve.). Pioneer (Weekly).
NOTE—Sources from which facts and figures were secured: Sidney W. Goldsmith, Board of Directors, Executive Committee, New Rochelle Chamber of Commerce.

Population		Classed As	
1920 Census	15,025	Agricultural.	
Chamber of Commerce, City	20,000		
Native Whites 90% Negroes None Foreign Born 10% Industrial Workers 30% English Reading 98% Families 1,950			
Banks	3	Resources	\$6,061,527.16
Trust Companies	1	Resources	1,751,371.34
National	2	Resources	4,310,155.82
Public Grade	6	High	1
Parochial	1		
Theatres	5	Seats	3,000
Churches			11

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

HORNELL, N. Y.

Location
Erie R. R. and Pittsburgh, Shawmut and Northern R. R.

Principal Industries
Silk, stockings, gloves, chiffons, furniture, machinery, foundry.

Special Information
Agricultural and trade center.

Suburban and Farm Residents
Canisteo, Carson, Arkport, Almond, Adrian, Burns, Hornell Jc.

Wholesale Houses
Confectionery 3
Hardware 1

Retail Section
Seneca and Main Sts., about half-mile.

Residential Features
Practically all one-family houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger)	14	Cigar Stores	11	Department Stores	3	Hardware	8	Opticians	2
Auto. (Truck)	3	Cloaks and Suits	5	Electrical	7	Hats and Caps	5	Photographers	4
Auto. (Tires)		Clothing	12	Florists	2	Jewelry	6	Pianos	3
Agencies	5	Confectioners	15	Fruits	—	Ladies' Tailors	—	Restaurants	25
Auto. (Parts)		Delicatessen	—	Furniture	3	Meat Markets	14	Shoe Dealers	10
Agencies	9	Druggists	9	Garages	14	Men's Furnishings	9	Sporting Goods	3
Bakers	10	Dry Goods	5	Grocers	47	Merchant Tailors	4	Stationers	6

Trading Area
Hornell is the trade center for a large and prosperous agricultural district.

Newspapers
Tribune-Times (E).

NOTE—Sources from which facts and figures were secured: Chamber of Commerce, Board of Education, banks, stores and other reliable sources.

Population		Classed As	
1910 Census	8,370	Industrial.	
Chamber of Commerce, City	12,000		
Chamber of Commerce, City and Suburban	16,000		
Native Whites 80% Negroes 50 Foreign Born 20%			
Banks	3	Pupils	1,375
Schools	7	Churches	12
		Theatres	2, seats 1,600.

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SALAMANCA, N. Y.

Location
On main line Erie and Penna. R. R.

Principal Industries
Leather, furniture, woollens, cement blocks.

Suburban and Farm Residents
Red House, Elkdale, Great Valley, Carrolton, Little Valley.

Wholesale Houses
Provisions 1
Confectionery 1
Tobacco 1

Retail Section
About 3/4 of a mile in center of city, few scattered stores on side streets.

Residential Features
One-family houses almost exclusively.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger)	6	Cigar Stores	9	Dry Goods	7	Grocers	31	Milliners	7
Auto. (Truck)	4	Cloaks and Suits	—	Department Stores	3	Hardware	5	Opticians	3
Auto. (Tires)		Clothing	8	Electrical	1	Hats and Caps	—	Photographers	2
Agencies	9	Confectioners	10	Florists	3	Jewelry	5	Pianos	1
Auto. (Parts)		Delicatessen	—	Furniture	5	Ladies' Tailors	—	Restaurants	8
Agencies	8	Dressmakers	16	Furriers	—	Meat Markets	6	Shoe Dealers	9
Bakers	5	Druggists	5	Garages	9	Men's Furnishings	5	Sporting Goods	3
						Merchant Tailors	4	Stationers	5

Trading Area
The trading territory lies in the immediate outlying district. Partly shared with Jamestown on the west and Olean on the east.

Newspapers
Republican Press
Cattaraugus Republican (W)

NOTE—Sources from which facts and figures were secured: Chamber of Commerce, Board of Education, banks, stores and other reliable sources.

Population		Classed As	
1915 State Census	4,595	Industrial.	
Chamber of Commerce, City	5,856		
Chamber of Commerce, City and Suburban	10,000		
Native Whites 90% Negroes 50 people Foreign Born 10%			
Banks	2	Pupils	1,200
Schools	6	Theatres	2, seats 1,100.
Churches			10

EDITOR & PUBLISHER
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WELLSVILLE, N. Y.

Location
On main line Erie, Buffalo and Susquehanna.

Principal Industries
Steam turbines and machines, silk gloves, oil well machinery, boilers, aluminum, caskets, furniture and carbons.

Suburban and Farm Residents
Dyke, Elm Valley, Scio, Andover, Belmont.

Wholesale Houses
Groceries 2
Tobacco 1

Retail Section
Extends about half-mile in center of city and adjoining streets.

Residential Features
Mostly one-family houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger)	10	Cigar Stores	8	Druggists	4	Grocers	12	Milliners	3
Auto. (Truck)	5	Cloaks and Suits	4	Dry Goods	4	Hardware	3	Opticians	2
Auto. (Tires)		Clothing	4	Electrical	3	Hats and Caps	2	Photographers	2
Agencies	12	Confectioners	3	Florists	3	Jewelry	2	Pianos	2
Auto. (Parts)		Delicatessen	—	Furniture	2	Ladies' Tailors	1	Restaurants	3
Agencies	12	Department Stores	2	Furriers	—	Meat Markets	4	Shoe Dealers	5
Bakers	2	Dressmakers	12	Garages	9	Men's Furnishings	5	Sporting Goods	3
						Merchant Tailors	3	Stationers	2

Trading Area
Wellsville shares the trading district with Olean and Hornell.

Newspapers
Reporter, Allegheny County Report
Allegheny County Democrat (Semi-weekly) (W).

NOTE—Sources from which facts and figures were secured: Chamber of Commerce, Board of Education, banks, stores and other reliable sources.

Population		Classed As	
1920 Census	11,586	Industrial.	
Native Whites 90% Foreign Born 9% Negroes 1%			
Banks	2	Churches	11
Schools	7	Resources	\$5,705,184.36
Theatres	2	Seats	1,400

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ONEONTA, N. Y.

Location
Midway between Binghamton and Albany on Delaware and Hudson and Ulster & Delaware R. R.

Principal Industries
Overalls, gloves, silk, shirts, and flour mills.

Special Information
State Normal School located at Oneonta.

Suburban and Farm Residents
Collierville, Otego, Portlandville, Willsbridge, Sidney.

Wholesale Houses
Grocers 2
Provisions 2
Tobacco 1

Retail Section
Main St. 3/4 mile.

Residential Features
Practically all one-family houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger)	8	Confectioners	3	Florists	3	Jewelers	4	Photographers	2
Auto. (Truck)	4	Delicatessen	1	Furniture	2	Ladies' Tailors	6	Pianos	2
Auto. (Tires)		Dressmakers	15	Furriers	10	Meat Markets	13	Plumbers	11
Auto. (Parts)	8	Druggists	6	Garages	10	Men's Furnishings	4	Restaurants	15
Bakers	5	Dry Goods	6	Grocers	33	Merchant Tailors	8	Shoe Dealers	10
Cigar Stores	3	Department Stores	1	Hardware	5	Milliners	10	Sporting Goods	13
Cloaks and Suits	7	Electrical	3	Hats and Caps	7	Opticians	4	Stationers	5
Clothing	7								

Trading Area
Oneonta is the trade center for a prosperous section of New York, extending for a radius of about twenty-five miles.

Newspapers
Star (M.), Herald (Wkly.), Democrat (Wkly.), Press & Otego County Democrat (Wkly.).

NOTE—Sources from which figures and facts were secured—Chamber of Commerce, banks, schools, stores and other reliable sources.

