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EDITOR AND PUBLISHER

INTERNATIONAL YEAR BOOK NUMBER FOR 1923

Vol. 55. No. 35

TWO SECTIONS
SECTION ONE

NEW YORK, SATURDAY, JANUARY 27, 1923

By Mail in Advance
U. S. A.: \$1.50, Can.: 50c Foreign 10c Per Copy

Original second-class entry—The Journalist, March 24, 1894; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 20, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1923, by The Editor and Publisher Company, James W. Brown, president.]

—the best way to sell John Smith

is obviously in his home town where your goods are on sale and through his local Newspapers.

Is it logical to think that John Smith can be sold through mediums of thinly scattered national circulation said to reach Smith's neighbor and the influential citizen who lives on the hill?

Daily newspapers reach *everybody* in precisely the best markets you select, make quick sales in big volume, minimize evils of substitution.

Don't put too much credence on the claim that the majority will imitate the minority. Don't you think John Smith thinks for himself? The whole country is John Smith and his wife.

In other words, the Newspaper is the shortest distance between John Smith and your merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1882

Publishers' Representatives

Chicago

New York

Atlanta

Kansas City

San Francisco

This advertisement is No. 70 of a Series published in the interest of all advertising. We are striving to have greater care given the selection of media, more attention to the product's distribution and the medium's circulation.

As representatives, we thereby show not only our knowledge of, but also our belief in advertising. We sell it and buy it consistently.

We are equipped to represent more newspapers efficiently and invite your consideration.

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*

THE BUFFALO EVENING NEWS

Dominates Its Field in Advertising Lineage for 1922

Advertising lineage is a reflection of the judgment and experience of the advertiser.

Among the six daily papers the advertising lineage for 1922 was distributed as follows:

News 43.20% of Total	43.20% of Total
Five other Dailies	56.80% of Total
	100.00%

The dominating preference for the BUFFALO EVENING NEWS in the Buffalo market is illustrated by the following figures:

	1922	1921	Gain		
BUFFALO EVENING NEWS	12,447,956	11,919,531	528,425	agate	lines
Second paper	7,261,569	7,102,487	159,082	"	"
Third paper	3,675,610	3,490,001	185,609	"	"
Fourth paper	3,193,279	3,037,682	156,597	"	"
Fifth paper	2,439,745	2,371,995	67,750	"	"

(Figures for sixth paper not quoted).

BUFFALO EVENING NEWS

EDWARD H. BUTLER, Editor and Publisher

KELLY-SMITH COMPANY, Representatives,

Marbridge Bldg.,
New York, N. Y.

Lytton Bldg.,
Chicago, Ill.

BUFFALO THE WONDER CITY OF AMERICA.

the best way to sell John Smith

is to get the most out of your
advertising budget. That's why
we've developed a new way to
sell.

It's simple. We'll make sure your
advertising budget is used to
maximum effect. We'll make
sure your advertising budget is
used to maximum effect.

Each advertiser's advertising
budget is used to maximum
effect. Each advertiser's
advertising budget is used to
maximum effect.

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John Smith Advertising Agency

1234 Main Street

MB

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BUFFALO THE WONDER CITY OF AMERICA.

The Boston Post

For Fourteen Years Has Maintained a Decisive Leadership in Display Advertising

This continuous leadership of the Boston Post means just one thing—*continuous and positive results to its advertisers*. To lead all Boston newspapers in Local and National Display Advertising for a period of fourteen consecutive years is an achievement based on performance.

To have carried, during all this period, an overwhelming larger amount of retail advertising than any other Boston paper, is the real test of a medium—*the merchant knows*.

On the opposite page is a detailed analysis of the advertising lineage in the three leading Boston newspapers for 1922. These figures tell the TRUE story of the Boston situation, and complete the Post's remarkable record of—

FIRST IN 1909

FIRST IN 1910

FIRST IN 1911

FIRST IN 1912

FIRST IN 1913

FIRST IN 1914

FIRST IN 1915

FIRST IN 1916

FIRST IN 1917

FIRST IN 1918

FIRST IN 1919

FIRST IN 1920

FIRST IN 1921

FIRST IN 1922

CIRCULATION AVERAGES FOR YEAR 1922

BOSTON DAILY POST

396,902

BOSTON SUNDAY POST

401,643

The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the ONE outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be National in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

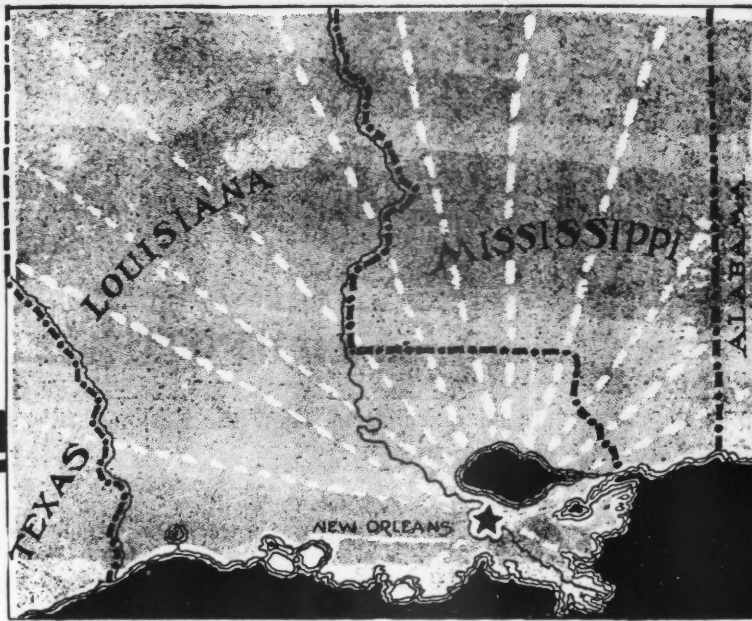
Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

	BOSTON POST	BOSTON HERALD	BOSTON GLOBE
Local	★6,196,333	4,964,092	5,737,632
National (Week-day only)	★2,523,008	2,458,220	1,518,656
National (Sunday only)	★1,233,216	882,835	586,095
National (Week-day and Sunday combined)	★3,756,224	3,341,055	2,104,751
Automobile	★ 705,667	693,075	493,412
Amusements	★ 406,260	304,857	300,876
Boots and Shoes	★ 244,932	190,083	159,408
Building Materials	★ 169,811	132,794	33,709
Departmental Store	★4,216,578	3,016,592	4,186,164
(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)			
Financial	305,024	★772,473	235,027
Food Products	★ 782,550	660,902	492,127
Home Furnishings	★ 932,147	725,051	737,778
Jewelry	★ 226,808	149,960	110,050
Men's Clothing Stores	★ 688,945	491,921	362,186
Phonographs, Records and Musical Instruments	★ 200,325	196,608	183,404
Proprietary and Toilet Articles	★ 765,606	480,789	429,142
Publications	109,318	★278,002	102,025
Tobacco Products	★ 205,572	166,704	112,292

In Total Display Advertising for 1922 the Boston Post Carried

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper
—a Lead of 2,287,823 Lines Over Third Boston Paper



New Orleans

The Market

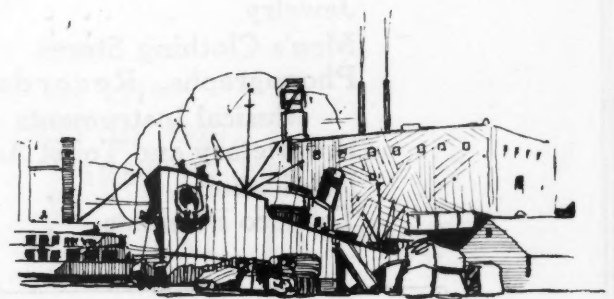
NEW ORLEANS is the South's greatest market, in a great buying area that is ready to receive any worthy product.

New Orleans, commonly called the billion dollar market is the second largest port in the United States and gate way to the Mississippi Valley. It is the trading center of a prosperous, thriving agricultural territory financially solid and growing fast.

New Orleans itself has a population of 400,000 people. Here business is always good; industries are on a normal basis and bank deposits indicate a steady trend towards increased thrift and community stability.

New Orleans market offers unlimited possibilities to the manufacture of meritorious products. It is a market well worth covering and is well adapted for all classes of merchandise.

New Orleans and its billion dollar market can be covered and covered thoroughly through the foremost influential newspaper—*The Times-Picayune*.

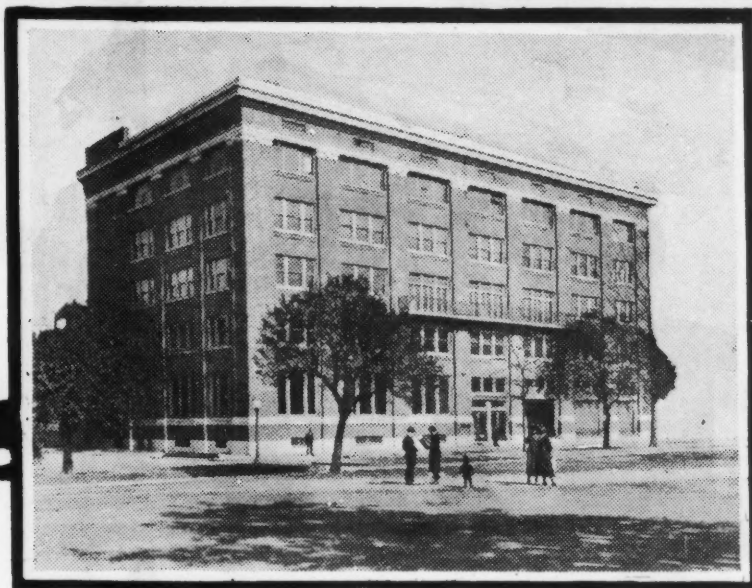


New Orleans population is headed fast towards the million mark, —Now is the time to plant your product in the New Orleans market and let it grow with the section.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas City.
R. J. Bidwell Company, San Francisco.



The Times-Picayune

The Medium



The Times-Picayune circulation is real home circulation—it is the preferred newspaper of both class and mass.

The Times-Picayune has the largest circulation of any other newspaper as shown by A. B. C. reports for the year ending Sept. 30, 1922.

DAILY CIRCULATION 73,604
SUNDAY CIRCULATION 96,918

THE Times-Picayune is the only newspaper that effectively covers the New Orleans market and which may be counted upon to bring best results. Its enviable record of 1922 is proof of its dominating position.

During the twelve months of 1922, The Times-Picayune carried 15,454,103 lines of advertising, nearly double the amount carried by all other New Orleans newspapers combined.

It led all other New Orleans newspapers in 29 standard classifications out of 37.

The Times-Picayune carried 4,438,819 lines of classified advertising—1,801,701 more lines than all other New Orleans newspapers combined.

IT LED THE FIELD—

LOCAL DISPLAY	NATIONAL ADVERTISING
CLASSIFIED	TOTAL ADVERTISING

New Orleans population is headed fast towards the million mark,—Now is the time to plant your product in the New Orleans market and let it grow with the section.

To advertisers who wish to enter the New Orleans market or whose products need greater distribution and sales volume, The Times-Picayune offers the services of its merchandising bureau with its personnel of seasoned merchandising and sales experts.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas City. R. J. Bidwell Company, San Francisco.

**OVER
16½
MILLION
LINES**



Another stand-up-and-out record!
The San Francisco Examiner is
FIRST again in 1922 with a re-
markable advertising total of—

16,906,694

Agate Lines

San Francisco

"THERE IS NO SUBSTITUTE FOR CIRCULATION"



another record- first again!

Again, in the light of cold figures, the San Francisco Examiner towers head and shoulders above any other San Francisco newspaper. Witness the record total of over sixteen and a half million lines of advertising in 1922. And remember that this outstanding leadership applies to *every* form of advertising lineage—display, classified, local, foreign.

Leadership is always its own explanation. There can be but one reason for this tremendous expression of advertising preference. The San Francisco Examiner is **FIRST** in advertising because it is **FIRST** in circulation and **FIRST** in reader-influence.

Men of business who weigh their advertising dollars as they do merchandise, find that it pays to single out the San Francisco Examiner and double their returns. For the San Francisco Examiner, through its commanding circulation, has "first call" on the rich Northern and Central California market.

Coupled with this is a Merchandising Service Bureau that makes every advertising campaign yield full selling force. For details write direct, or get in touch with our representatives.

New York: W. W. Chew, 1819 Broadway

Chicago: W. H. Wilson, Hearst Bldg.

Examiner

"THERE IS NO SUBTERFUGE FOR LINEAGE"

THE MOST INTERESTING BOY IN AMERICA—HIS OWN STORY



JACKIE COOGAN

The rise of Jackie Coogan to fame and unprecedented earning power in the moving pictures has arrested the attention of everyone. No other child has ever manifested such gifts, or attained so much popularity, or become the object of such widespread affectionate interest.

Jackie will tell newspaper readers of his early struggles, his rise to eminence, and of his experiences as an actor and as a small boy among other boys. The stories will be prepared by a famous writer of bedtime tales and will be illustrated with pictures drawn by Jackie himself. The series will appeal to all children and their mothers, and should prove unusually successful. We expect to begin releasing some time in February.

WILL ROGERS A WINNER

In the space of four weeks' time, the new weekly series by Will Rogers, commenting upon current politics and world affairs, has gone over the top to remarkable success. We have already sold to leading papers in practically all the important cities in the country, and are receiving new orders daily. Will needs no praise from us, but we will say this much anyway: He understands news and the ways of the world, he is one of our shrewdest American wits, and his newspaper articles will increase his fame. They are distinctive and excellent.

THE UNCLE WIGGILY STRIP

Howard R. Garis and Lang Campbell are making for us a four-column strip embodying the famous Uncle Wiggily characters, which we have been releasing since January 15. We already have a much larger list of papers than we thought it possible to get in so short a time.

So much for our new features; let us remind you for a moment of some of our old reliables.

IRVIN S. COBB

Daily series of humorous anecdotes going as strong as ever. When it is completed, another good feature by Mr. Cobb will follow.

FONTAINE FOX

One hundred papers use the work of this favorite cartoonist. Did you see the miniature Toonerville Trolley among the Christmas toys? Many thousands were sold.

RUBE GOLDBERG

One of the four or five big stars among the comic artists for fifteen years, and today more widely used and more popular than ever before. The list just keeps on growing. Watch "Steve Himself."

A word of caution to editors: Do not drop into the waste-basket unconsidered any proposition that comes from us by mail. If you do, an alert competitor may get a highly valuable feature that would look well in your paper. The mails are congested, we know, and so we have made a vow never to offer anything mediocre.

ED. HUGHES

One of the most virile draftsmen in the business. No better sport page cartoons than his.

THOMAS L. MASSON

Former *Life* editor, now with the *Saturday Evening Post*, combines wisdom with wit in his weekly humorous articles.

O. O. McINTYRE

Most successful of all writers on New York's changing scene. His daily letters and Sunday articles fascinate readers. Now becoming famous as a magazine writer.

HARRY TUTHILL

His clever strip, "Home Sweet Home," ranks with the best. Are you on the list for the new Sunday page? It is going into many excellent newspapers.

The McNaught Syndicate, Inc.

V. V. McNitt, Pres.

TIMES BLDG., NEW YORK

C. V. McAdam, Vice-Pres

CENTRAL PRESS DAILY PICTURE PAGE

IS CALLED NEWSIEST, HANDSOMEST

The Day's News in Pictures



GENERAL STAFF OF THE ITALIAN FASCISTI—General Capello, center, one of the Italian military leaders who won distinction in the World war, with the black shirt of the Fascisti surrounded by Mussolini's immediate subordinates.



"ON TO BERLIN"—That's the cry of the French as the German government and mine centers refuse to make coal deliveries after France seizes mines and industrial centers of the Ruhr valley. No tricolor may float over ex-kaiser's Berlin palace, shown above.



THIRTY-SIX YEARS AMONG ESKIMOS—Bishop Martin, center, with white beard, photographed in London with group of his converts from Labrador. He has just returned from the north for a visit.



"TRAIN No. 12"—New ready on track four, etc., etc. Mrs. M. T. Greaser, Baltimore & Ohio, said to be only woman ticket agent snatched during visit to Washington.



NEPTUNE'S DAUGHTERS—Wives, daughters and sweethearts of mariners plying the Pacific ocean form organization for radio broadcasting to ships at sea. Miss Dolores Beaton, Seattle, an organizer.



"HOME, JEEMS," BY RADIO—That's the latest. Professor Low, New York, with his radio outfit, attached to an umbrella, calling his crew.



"GANGWAY, FULL SPEED AHEAD"—Gladys Robinson, Toronto, woman speed skating champion, would have smashed the camera if she hadn't tacked at the last minute.



MOVIE FAMILY GROUP—Tom Mix, popular star of western thrillers, with his wife, babe and his educated nag, which does everything but talk, and that isn't necessary in the movies.



BABE HAS FLOCK OF MAMAS—Jean Elizabeth Christie, nine months' old baby, ward of girl students of the home economics course at South Dakota State college.



"OLD JENNY PIPE"—Mrs. Sophia Mills, Institute for the Aged at Rumford, England, celebrates her one hundred and second birthday with her trusty old clay pipe. Boy, page Lucy Page Gaston and other anti-tobaccoists.



CHAMP SEEKS VICTIMS—Ralph Greenleaf, pocket billiard title holder, tours country seeking matches.



POLISH BLIND MARVEL OFFERS TO AID U. S. VETS—Madame Lipinska, after years of aiding afflicted of France and England, offers to aid in instructing blind war vets in mastering crafts. Left to right, Albert Thomas, Madame Lipinska and Ambassador Jusserand.



HEAD DRESS OF GOLD LEAF AND JEWELS—These charming models are displaying the very latest in head pieces. Left, gold leaf model studded with rubies; right, model of graduated pearls with spangles dropping below shoulders.



VENICE HAS NOTHING ON OREGON CITY—When the Willamette river goes on the rampage and sweeps the valley of the same name, inundating Oregon City and destroying thousands of dollars worth of property. Hundreds of homes were flooded. Photo shows outskirts of Oregon City under water.

Copyright, 1923, by The Central Press Association

The Central Press Association

V. V. McNitt, President

CENTRAL PRESS BLDG., CLEVELAND

H. A. McNitt, Manager

1922

A YEAR OF ACHIEVEMENT FOR THE BUFFALO TIMES

FIRST IN TOTAL PAID DISPLAY EXCLUSIVE OF CLASSIFIED

	LINES
TIMES	9,355,514
News	9,249,758
Courier	5,873,028
Express	4,743,116
Enquirer	1,821,498
Commercial	1,502,424

FIRST IN AUTO ADVERTISING

	LINES
TIMES	610,778
Express	527,184
Courier	394,212
News	303,212
Commercial	102,494
Enquirer	49,980

FIRST IN DEPARTMENT STORE ADVERTISING

	LINES
TIMES	2,596,622
News	2,168,684
Courier	887,530
Express	612,038
Commercial	59,598
Enquirer	4,298

FIRST IN ROTO ADVERTISING

	LINES
TIMES	104,440
Courier	100,268
Express	90,048
News	} No Roto Sections
Enquirer	
Commercial	

Times, Courier & Express seven issues a week. News, Enquirer & Commercial six.

The **BUFFALO TIMES** Inc.

NORMAN E. MACK, PRESIDENT, EDITOR & PUBLISHER

VERREE & CONKLIN, Inc.

NATIONAL
REPRESENTATIVE

NEW YORK—CHICAGO
DETROIT—SAN FRANCISCO

Cough Drops or Automobiles

No Matter What You Sell - THINK OF THIS!



City	Population of Trading Tty.	Circ. in Tr. Tty.	1 Copy to Every
Detroit (News)	1,288,893	263,000	4.9
Los Angeles (Herald)	937,651	145,701	6.4
Philadelphia (Bulletin)	3,000,000	468,394	6.4
→ CLEVELAND (PRESS)	1,100,000	152,507	7.2
St. Louis (Post Dispatch)	1,300,000	153,196	8.5
Chicago (News)	3,500,000	374,498	9.3
Boston (Post)	2,574,115	250,255	10.3
Pittsburgh (Press)	1,371,354	133,347	10.3
San Francisco (Examiner)	1,131,597	108,687	10.4
Milwaukee (Journal)	1,000,000	93,908	10.6
Newark (News)	1,000,000	90,694	11.0
New York (Journal)	9,500,000	597,897	15.9
Brooklyn (Standard Union)	2,812,000	71,316	39.6

News Coverage of Detroit Most Thorough In U. S.

Below are the 13 largest cities in America and their largest weekly newspaper circulation in their respective trading territories (city and suburban combined). Note this list carefully and you will find that The Detroit News covers its trading territory the most thoroughly of any, with one copy of The News reaching every 4.9 units of population. Consider this most important fact when you plan your advertising campaign.

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Remember, too, that Detroit has attained a degree of prosperity and employment far beyond that of any other city of its size in the country, and that The News, therefore, reaches a population with buying power.

The Detroit News

You and a Half Times Nearest Competing City
Week-Day Circulation.
Greater Sunday Circulation to Michigan
"Always in the Lead"

PRESS FOURTH IN U. S.

THE PRESS HAS ONE OF THE GREATEST INTENSIFIED CIRCULATIONS OF ANY NEWSPAPER IN THE COUNTRY

The above figures were compiled by the statistical department of The Detroit News and published as an advertisement in one of the advertising trade journals. The advertisement is reproduced at the left. Here is an unbiased and impartial survey of thirteen principal cities throughout the country. It is significant that The Press stands fourth in the entire country in the highly important point of intensive coverage.

And in Advertising

In advertising The Press leads all Cleveland Daily Newspapers. Not only is The Press first in local advertising—the local merchants' first choice—but in total paid advertising as well.

The following 1922 figures pertaining to the Cleveland Newspaper Situation reveal the clear-cut and outstanding supremacy of The Press as the dominant medium of Cleveland. Here are the weekday figures:

	Local Advertising Lines	Total Advertising Lines
The Press	8,579,032	12,800,354
Plain Dealer	5,490,240	11,154,402
The News	6,815,200	9,327,094

Not only has The Press the largest daily circulation in Greater Cleveland, but it carries more advertising every week day of the year than either The News or Plain Dealer. Here is complete and authoritative proof of the unprecedented superiority of The Press. In no other paper but The Press is it possible to blanket the Greater Cleveland territory.

Some papers try to confuse and befuddle the public's mind as to who carries the greatest volume of advertising by carefully refraining from pointing out that they are comparing their seven-day issues to only six for The Press.

Daily and Sunday newspapers are not competitive.

Practically the same conditions prevail in comparing circulation figures. Some newspapers, if you please, continue to bulk their circulation and try to get away with it.

However, the lineage figures are just like the circulation figures. They should be published separately, quoted separately and read separately, because Sunday lineage is in no sense to be considered competitive with daily lineage.

The bulked circulation figures were thrown out long ago by advertising agencies and shrewd buyers of advertising space.

Yet they were just as logical as the seven-day lineage figures.

During 1922 The Press Carried 3,473,260 More Lines of Total Advertising Than The Daily News and 1,645,952 More Than The Daily Plain Dealer, Respectively

The Cleveland Press

DOMINATES GREATER CLEVELAND

The Press Leads All Cleveland Daily Newspapers in Amount of Advertising Carried

Philadelphia

*Third Largest City in America,
is Breaking Building Records*

22,588 building operations with a total cost of \$114,881,040 were begun during 1922 in Philadelphia, according to the annual report of the Bureau of Building Inspection.

Of this big sum, \$49,273,320 was for 9,651 dwellings, and \$5,000,000 for apartments—almost fifty percent of the total spent for real family homes in “the city of homes.”

In addition, the city of Philadelphia is spending millions of dollars for sewer construction, highway betterments, subway and elevated transit and other improvements.

With this great addition to its buildings, and with every indication pointing to continuation of the construction programme, Philadelphia offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

Great maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—



The Bulletin

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

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

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

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

DETROIT

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

SAN FRANCISCO

Allen Hofman,
Verree & Conklin, Inc.,
681 Market Street.

LONDON

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

PARIS

Ray A. Washburn,
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Copyright, 1923, by The Editor & Publisher Company; James Wright Brown president and editor.

Vol. 55

NEW YORK, SATURDAY, JANUARY 27, 1923

No. 35

FOREWORD

NEW features which contribute to make the 1923 edition of THE EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK not only the largest but the most useful compendium of information that has ever been gathered for the newspaper and affiliated industries are many, and their ramifications and possible uses are innumerable. Some of the outstanding departures in the present issue are:

1. A Directory of newspaper personnel, including the names of the publisher, the editor, the managing editor, the city editor, the general manager, the business manager, the advertising manager, the circulation manager, the classified advertising manager and the mechanical superintendent. In addition to the names, the table that starts on the next page also gives for each newspaper listed data on its time of issue, whether it has a Sunday edition, its circulation figures, its minimum advertising rates per agate line, local and national, its special advertising representatives, days on which it issues a rotogravure section, if at all, whether it operates a job printing plant, or its own engraving plant, whether it can use plates or matrices, and whether it issues a merchandising newspaper for local retail dealers.

Such a volume of information on every daily and Sunday newspaper in the United States and Canada has never been gathered before. To present it in practical form, it was necessary to print it the long dimension of the page, and to key all information that could not be presented in brief compass.

Morning papers are indicated by a dagger before their names †;

Evening papers are printed in roman type, without any distinguishing mark;

Sunday editions of daily newspapers are indicated by the letter (m) after the name of the daily;

Names of special representatives are indicated by a number in parentheses () following the newspaper's name, the number referring to an alphabetical listing of the representatives which starts on page 66. The first of these numbers always refers to the Eastern representative.

The letter (d) indicates that the newspaper does not use matrices.

The letter (t) indicates that the newspaper cannot use unmounted plates.

The form (mer) indicates that the newspaper issues a paper for local retail dealers.

Boldface circulation figures are net paid totals taken from A. B. C. publishers' statements for the six months ending October 1, 1922.

Boldface figures followed by the letter "x" are taken from A. B. C. publishers' statements for three months ending October 1, 1922.

Boldface figures followed by the letter "y" are taken from A. B. C. publishers' statements for the three months ending June 30, 1922.

Boldface figures followed by the letter "w" are taken from A. B. C. auditors' reports for the six months ending October 1, 1922.

Light face figures are statements made to the Post Office for the six months ending October 1, 1922.

At the other end of the table, in the "Mechanical Superintendents" column, a name followed by a superior figure (1) indicates that the individual is in charge of the job printing plant only; followed by a superior figure (2) indicates that he is in charge of both newspaper and job plants. No numeral following the name indicates that he has charge of the newspaper plant only.

Political leanings are indicated by initials of the leading national parties.

It should be noted that where one advertising rate is given centered on two separate circulation figures, it applies to each of them. If the circulation figures are bracketed, the advertising rate applies to the combined circulations. Thus, a newspaper with morning and Sunday circulations stated and only one advertising rate in the national and in the local rate columns, its charge for the daily and for the Sunday issues is the same. And when a newspaper has morning and evening editions which are sold in combination only, the circulations are bracketed.

2. A Ready Reckoner for the use of buyers and sellers of newspaper advertising, enables a present or prospective advertiser to learn at a glance what it will cost him to use daily newspapers in any State of the Union or any Province of Canada. Number of daily and Sunday papers in each state is set forth, with morning, evening and Sunday circulations, and minimum advertising rates per agate line for each state. This is a familiar feature of EDITOR & PUBLISHER'S service to its readers, the present publication marking its ninth semi-annual appearance since 1919. It has been revised and corrected up to and including January 22, 1923, including all dailies of which EDITOR & PUBLISHER has a record, with their latest foreign advertising rates. Circulations are based on those given in the Newspaper Directory which precedes it.

3. Analysis by States and by Territorial Market groups of the net paid circulations and advertising rates of all daily and Sunday newspapers of the United States and of 21 monthly magazines, 8 weekly magazines, 7 class publications and 11 women's periodicals. This data has been compiled by EDITOR & PUBLISHER, with the co-operation of the Bureau of Advertising of the American Newspaper Publishers' Association, to the officials of which EDITOR & PUBLISHER wishes to express its appreciation of their services. It is an absolutely unprejudiced statistical comparison, prepared by accountants who are in no way connected with the publishing business.

This data was first compiled by EDITOR & PUBLISHER four years ago and published at that time. Since then changes in both the newspaper and magazine fields have been so frequent that it has been impossible to keep the comparison up to date from year to year, until the end of 1922, when circulations and rates had reached a fairly stable level. In making the present tabulations, there was no preconceived idea to which the figures were to be made to conform.

3. Monthly lineage figures for 107 newspapers in 23 principal cities of the United States, for the years between 1914 and 1922, inclusive. The 1922 lineage totalled 1,113,020,675 lines, only 5.2 per cent behind the giant total of 1,175,021,331 lines amassed during the post-armistice business year of 1919-1920. The 1922 total was 4.2 per cent ahead of last year's figure. It was a gain of 68 per cent over 1914, the first year for which comprehensive advertising lineage figures were kept. That in itself is the best testimonial that newspaper publishers could want as to the efficacy of the space they sell—their customers are satisfied.

4. The Special Representatives, a list of whom appears on pages 66, 75, 76 and 78. They are listed

alphabetically, with names preceded by a key number referring to the numeral in the Newspaper Directory beside the names of the newspapers they represent.

5. Directory of American Advertising Agencies, which for the first time is listed alphabetically, rather than geographically. In this list appears the name of the agency, addresses of its main and branch offices and the names of space-buyers. This last is the most complete directory of advertising executives that has ever been published. Another exclusive feature of this directory is that it indicates by a simple key every privilege that agencies enjoy from the various associations of newspaper and periodical publishers and in addition, it designates those who are members of the American Association of Advertising Agencies, the Association of Canadian Advertising Agencies, and the California Advertising Service Association.

Every American reader of EDITOR & PUBLISHER can find in the above at least one large joint for his 1923 statistical nourishment and in the remaining hundred pages of the YEAR BOOK, he will find several other appetizing pieces of dessert.

Another valuable, new and exclusive feature is the first compilation of standard books on all phases of the printing and publishing art. That there is great demand for such a list EDITOR & PUBLISHER has ample evidence in the form of queries from its readers during the past year. The list has been carefully selected after long study of the field, but neither the compilers nor the editors lay claim to omniscience and they will welcome any suggestions.

Activities of the press in other lands receive greater attention this year than in past editions of the YEAR BOOK. In the British Section is given a complete list of English, Scotch, Irish and Welsh newspapers, revised to December 31, 1922. An interpretative key accompanies the list, which is similar to that which has appeared in the 1921 and 1922 editions. Added to this is a complete list of British advertising agencies, giving the names and addresses of the firms which represent advertisers in Great Britain. There are also directories, similar to those in the American Section, of British journalism and advertising.

Canadian data follows the British Section, starting with the Newspaper Directory. This is compiled exactly like the American Newspaper Directory Section.

Leading dailies of Japan, with their advertising lineage for the past year, names of chief executives, advertising rates in Japanese currency per agate line, and average number of pages per issue, also form a part of the YEAR BOOK devoted to foreign lands. Circulations of these dailies are not given, for the reason that there are no recognized standards of circulation as there are in the United States and Canada. The lineage of these newspapers was compiled by an independent organization and appears for the first time.

Leading dailies of Mexico and Cuba and of Paris, France, are given for the benefit of newspaper men and advertisers interested in the press of nations with which America has close relations. Advertising rates and executive personnel of the Mexican and Cuban dailies form a valuable part of these tabulations.

Complete Index of Contents of This Issue on Pages 242 and 244

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PHILADELPHIA, 4,380. †Sun (D) (1) (1-142).....	2,384	.021		Prescott Courier, Inc.	W. P. Stuart	W. P. Stuart	Margaret Hirschfeld	W. P. Stuart	Dan Scaman	J. W. Ross	R. K. Stuart	J. W. Ross	Joe Pound
PHILADELPHIA, 4,380. †Journal-Miner (m) (R) (J).....	2,288	.021		Journal-Miner Pub. Co.	Lyle Abbott	Lyle Abbott	F. L. George	J. W. Milnes	A. L. Shortleive	A. L. Shortleive	A. L. Shortleive	A. L. Shortleive	C. C. Ross H. W. Beard
TOMBSTONE, 1,178. †Sun (m) (D) (J) (S) (D).....	917	.025		Girard Brothers	C. L. Girard								
TULSA, 20,292. †Star (m) (D) (94-120).....	4,250	.038		State Consolidated Pub. Co.	H. F. Gensel	H. F. Gensel		E. P. Guild	B. P. Guild	R. R. Richards	J. S. Spres	J. T. Sizer	J. R. Hartigan
TULSA, 20,292. †Sunday edition	4,459	.038						Andrew Baumert, Jr.	Oliver B. Jaynes	C. V. Kinter	E. R. Powell		Albert Tully
TULSA, 20,292. †Citizen (m) (R) (106-107-95).....	4,307	.035		Citizen Pub. Co.	A. K. Parker								
TULSA, 20,292. †Sunday edition	4,188	.035											
YUMA, 4,237. †Sun (m) (D) (J) (S) (D).....	1,410	.025		Sun Ptg. Co.	J. H. Westover	J. H. Westover	James B. Rucker	J. H. Westover	J. H. Westover	Charles H. Moore	J. H. Westover	Charles H. Moore	Bert Bealy

ARKANSAS

ARKADELPHIA, 8,311. Siftings Herald (m) (D).....		.012		Siftings Herald Ptg. Co.	Phillip McCorkle								
BATESVILLE, 4,299. Guard (4) (D).....		.011		Batesville Printing Co.									
CAMPDEN, 3,288. News (4) (D).....		.011		Smith Printing Co.	Fred L. James								
CONWAY, 4,564. Log Cabin Democrat (none)		.011		Conway Printing Co.	Frank E. Bobbins								
EL DRAPO, 3,712. News (m) (D) (8) (T).....	3,450	.025			Stanley Andrews	C. A. Berry	Stanley Andrews	C. A. Berry	C. A. Berry	C. A. Berry	J. D. Baynham	Floyd Miller	The Alpentie
EL DRAPO, 3,712. †Sun (m) (D) (J) (S) (D).....	3,550	.025			Clyde W. Martin								
FAYETTEVILLE, 5,362. Democrat (1-3) (none)	1,400	.018		Democrat Pub. Co.	Charles Richardson	L. S. Reed			Chas. Richardson	J. D. Hurst	W. K. Rose		H. A. Tallman
FORT SMITH, 28,511. †Southwest American (D) (T).....	12,712	.05			W. E. Decker	Jack Decker			Paul M. Walker	A. S. Deacon			
FORT SMITH, 28,511. †Sunday edition	13,239	.045			John S. Parks, Geo. D. Carney	T. H. Brannan	C. H. Griffin	G. C. Gardner	Harry Robinson	E. A. McGinty-S. C. Spear, Jr.	G. C. Gardner	E. L. Byrnes	Cleveland Baber
HARRISON, 3,477. Times (D) (J) (4) (T).....	700	.015		Newman Bros.	Thos. M. Newman		Miss Lena James						
HELENA, 9,112. World (m) (D) (none)	2,800	.018			Chas. M. Young	J. R. Burks	J. R. Burks	Chas. M. Young				Grace Hopkins	
HOPE, 4,790. Herald (D) (J) (4-130).....	1,104	.014		Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams
HOPE, 4,790. Star of Hope (none) (D).....	959	.014		Star Printing Co.	Ed. McCorkle								
HOT SPRINGS, 11,695. New Era (1) (J) (none)	3,462	.016			Chas. Gosche	Robt. Dean			G. M. Riggs	W. H. Ramsen	J. A. Willford		W. F. Sharp
HOT SPRINGS, 11,695. †Sentinel-Record (m) (none)	3,281	.016			John G. Higgins								
JONESBORO, 9,984. Tribune (D) (J) (none) (D).....	1,876	.014			W. O. Trout & Sons	Fred D. Trout			W. O. Trout	John W. Trout			
JONESBORO, 9,984. Tribune (D) (J) (none) (D).....	1,876	.014			Williams & Williams	Henry Lee Williams							
LITTLE ROCK, 84,997. Democrat (m) (D) (19)	19,023	.06			Elmer E. Clarke	W. T. Sillington	O. S. Williams	Elmer E. Clarke	K. A. Engel	J. W. Enoch	W. S. Dunston	L. Atkins	G. A. Griffin
LITTLE ROCK, 84,997. †Gazette (m) (1-D) (23)	23,402	.08			Gazette Pub. Co.	J. N. Heisell	Fred Heisell	Fletcher Chennant	Fred W. Allsopp	H. K. Seymour	Dan W. Smith	H. K. Seymour	A. N. Guthrie
LITTLE ROCK, 84,997. News (87)	59,194	.10		Little Rock Daily News Pub. lishing Co.	R. Robbins								
LITTLE ROCK, 84,997. Record (4) (D).....	47,024	.08			J. H. Beesteecher	J. H. Beesteecher							
MAULVERN, 3,864. Record (4) (D).....	785	.021			V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	D. D. Clement	D. D. Clement		E. W. St. John
MENA, 3,441. Star (1) (J) (4).....	800	.014			A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	Mrs. A. C. Wilkerson	Mrs. A. C. Wilkerson	A. W. Johnson
NEWPORT, 3,771. Press (none)	6,055	.025			Rupert C. Wright								G. C. Morris
PARAGUILLE, 6,306. Citizen (none) (D) (J) (4).....	4,420	.025			E. W. Freeman	J. S. Wiley	J. E. Mills	E. W. Freeman	E. W. Freeman	W. F. Hawley	B. N. Boyd		
PARAGUILLE, 6,306. †Graphic (m) (1) (none)	4,420	.025			Geo. H. Adams	Leo Flauman	Geo. H. Adams	Geo. H. Adams	Geo. H. Adams	Amie O. Smart	R. E. Kane		
PRESBOTT, 2,691. Post (none) (D).....		.007			News Printing Co.								
ROCKERS, 3,316. Post (none) (D).....		.014			Ely & Kolanour	Alden P. Ely							
SEARCY, 2,836. Citizen (none) (D).....		.007			Citizen Publishing Co.	J. J. Baugh							
SILVAM SPRINGS, 2,569. Register (1-D) (J) (4) (D).....	600	.014			E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour	E. L. Kolanour
STUTTGART, 4,227. †Graphic (m) (1) (none)	835	.014			Fagan & Drummond	Fagan & Drummond							
TEXARKANA, 8,927. Texarkanan (D) (none)	2,646	.025			Texarkana Pub. Co.	J. L. Wadley, Jr.	Kenneth C. Willis	J. L. Wadley	J. L. Wadley	A. F. Wadley	C. B. Baker	Troy Morris	Robt. Hendricks

CALIFORNIA

ALAMEDA, 25,806. Times-Star (D).....	3,958	.025		Times-Star Co.	J. S. McDowell								
ANAHEIM, 17,500. Herald (1) (J) (none)	3,017	.025			J. Roy Williams	Blaime Gibson	Blaine Gibson	J. Roy Williams	R. W. Ernest	Stanley Curtis	Robert Marohn	Thos. Losey	Howard Dyes
ANAHEIM, 17,500. Orange Co. Plain Dealer (1) (none)	2,840	.025			R. W. Ernest	Paul V. Hester	Leland Hayes	R. W. Ernest	R. W. Ernest	L. Loudon	R. W. Ernest	Thos. Losey	Walter Merrill

Explanation: Dagger (†) indicates morning newspaper; (m) indicates Sunday evening edition; (D) Democratic; (R) Republican; (I) Independent; (S) Socialist; (E) Independent Republican; (I-D) Independent-Democratic; (J) operates job printing plant; (E) operates own engraving plant; * indicates rotogravure section, letter following indicates day of issue as for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sa for Saturday, S for Sunday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use numbers 1-9 to indicate day of issue. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three month statement ending September 30, 1922; W indicates three month statement ending September 30, 1922; Z indicates three month statement ending September 30, 1922; V indicates three month statement ending September 30, 1922; U indicates three month statement ending September 30, 1922; T indicates three month statement ending September 30, 1922; S indicates three month statement ending September 30, 1922; R indicates three month statement ending September 30, 1922; Q indicates three month statement ending September 30, 1922; P indicates three month statement ending September 30, 1922; O indicates three month statement ending September 30, 1922; N indicates three month statement ending September 30, 1922; M indicates three month statement ending September 30, 1922; L indicates three month statement ending September 30, 1922; K indicates three month statement ending September 30, 1922; J indicates three month statement ending September 30, 1922; I indicates three month statement ending September 30, 1922; H indicates three month statement ending September 30, 1922; G indicates three month statement ending September 30, 1922; F indicates three month statement ending September 30, 1922; E indicates three month statement ending September 30, 1922; D indicates three month statement ending September 30, 1922; C indicates three month statement ending September 30, 1922; B indicates three month statement ending September 30, 1922; A indicates three month statement ending September 30, 1922. In cases where there is more than one edition and only one rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CALIFORNIA-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across California with their respective details.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CALIFORNIA - Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers in California with their respective details.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CONNECTICUT-Continued

Table listing newspaper data for Connecticut, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

DELAWARE

Table listing newspaper data for Delaware, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

DISTRICT OF COLUMBIA

Table listing newspaper data for District of Columbia, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

FLORIDA

Table listing newspaper data for Florida, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

GEORGIA-Continued

Table listing newspaper details for Georgia, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and other personnel.

HAWAII

Table listing newspaper details for Hawaii, including Honolulu, Capital News, Advertiser, Star-Bulletin, and other publications with their respective rates and personnel.

IDAHO

Table listing newspaper details for Idaho, including Boise, Capital News, Statesman, Caldwell, Coeur d'Alene, Idaho Falls, Lewiston, Moscow, Nampa, Pocatello, Twin Falls, and Wallace.

ILLINOIS

Table listing newspaper details for Illinois, including Alton, Aurora, Beardstown, Belleville, Bloomington, Carbondale, Chicago, Danville, Decatur, Havana, Joliet, Macomb, Mendota, Mount Pleasant, Peoria, Quincy, Rock Island, Springfield, Urbana, and Vandalia.

City, Population, Newspaper	Circulation	Minimum Adv. Rate National Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing	
CALHO, 15,208. Bulletin (m) (D) (106-107)..... Sunday edition	2,148 x	.015	Rulletin Co.	W. W. Bloss	G. W. Corn	Clyde Sullivan	Clyde Sullivan	Selden Fisher	H. L. Arbogast	H. M. Sullivan		H. M. Hill	
CANTON, 10,928. Citizen (R) (28)..... Leader (106-107)..... Register (29).....	2,153 x 3,783 x	.025	John C. Fisher	John C. Fisher									
CARONVILLE, 6,267. Citizen (R) (28) (98-5) (d).....	2,555	.02	Canton Ledger Co.	H. L. Owen								Robt. W. Davis	
CARROLLVILLE, 5,312. Citizen (R) (28) (98-5) (d).....	1,425	.018	McGuire & Davis	Joseph F. McGuire	Robt. W. Davis	J. F. McGuire	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis		Robt. W. Davis	
CENTRALIA, 12,431. Enquirer (none) (d)..... Courier (none)..... Sentinel (I) (J) (none).....	673 2,930 4,773	.009 .021 .025	Verne E. Joy	Verne E. Joy	Verne E. Joy	Verne E. Joy	Verne E. Joy	H. R. Maps	H. R. Maps	Chas. Gordon	George Wisler	{ O. E. Correll J. E. Earnest	
CHAMPAIGN, 26,500. Herald (I) (106-107)..... News-Gazette (m) (1-B) (136-2)..... Sunday edition	8,017 10,312 x 10,378 x	.02 .04 .04	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Chas. H. Anderson	Harold Taylor	John Ross	
CHARLESTON, 6,600. Courier (D) (J) (none) (d)..... News (none)..... American (D) (E) (15-25-16).....	2,916 387,573	.02 .65	Benjamin Weir	Benjamin Weir	Wm. A. Curley	E. R. Mahoney	Wm. Holmes	Wm. Holmes	M. C. Meigs	J. N. Eisenlord	O. E. Schenk	F. M. Mealy	
CHICAGO, 2,701,705. Drovers Journal (J) (94A-37A)..... Herald and Examiner (m) (I) (E) (6-65)..... Journal (D) (E) (81)..... Journal of Commerce..... Newspaper (I) (E) (145-144-77)..... Press (I) (E) (72)..... Tribune (m) (1-B) (J) (E) *S (105-92-85)..... Sunday edition	39,179 254,147 666,835 115,874 17,045 371,078 125,576 15,133 517,384	.018 .35 .45 .24 .18 .85 .125 .70	John A. Dickson	John A. Dickson	John A. Dickson	Fred Smith	John A. Dickson	W. P. Dunlap	{ T. L. Lenahan, M. V. Wieland, W. Frank Dunn, Maurice Winn, John E. Woodward, George H. Baker, Frank Ramsey, C. S. Adelman, H. W. Erling	{ Jas. L. Bagn, C. L. Perkins, Ben Anderson, Poster C. Palmer, George H. Baker, Charles Winners, Walker Masters, R. M. Smith			George Roml
CLINTON, 5,898. Journal (m) (I) (J) (4-71)..... Public (R) (J) (4) (d).....	1,955 1,963	.025 .012	R. F. Felts	R. F. Felts	A. H. Montgomery	A. H. Montgomery	R. F. Felts	R. F. Felts	R. F. Felts	R. C. Felts		Ben Ford	
DANVILLE, 33,750. Commercial-News (R) (113-107)..... Press (m) (D) (136-58)..... Sunday edition	17,895 10,586 10,586	.05 .03	Clinton Public Ptg. Co.	Edward J. Lonergan	Edward J. Lonergan	H. C. Craven	Edward J. Lonergan	Edward J. Lonergan	Edward J. Lonergan	H. L. Bean		{ A. C. Holcomb E. J. Lonergan	
DECATUR, 48,818. Herald (m) (R) (J) (1)..... Review (m) (1-B) (36-18-36A-18)..... Sunday edition	17,370 17,240 16,594	.05 .05	Decatur Herald Co.	W. F. Hardy	W. F. Hardy	W. A. Markland	F. M. Lindsay	P. H. Wire	H. F. Wilson	B. C. Parrish	N. Gebrette	{ R. A. Stewart C. J. Leonard	
DE KALB, 7,871. Chronicle (R) (J) (130-134)..... Independent (4) (d)..... News (I) (1-B) (J) (136-2).....	2,632 3,867	.02 .015	De Kalb Chronicle Pub. Co.	F. W. Greenway	F. W. Greenway	E. R. Morris	E. J. Raymond	H. Stewart	H. Stewart	Inez Taylor	Inez Nelms	J. Grabb	
DUNEDON, 7,285. Call (4) (d)..... Journal (m) (R) (J) (41-71)..... Sunday edition	9,164 10,670	.05 .02	B. F. Shaw Ptg. Co.	Geo. B. Shaw	M. S. Shaw	M. S. Shaw	M. S. Shaw	M. S. Shaw	M. S. Shaw	Robert Fulton		Wm. Fulton	
EDWARDSVILLE, 5,336. News-Index (R) (J) (29)..... Beech (4) (d)..... Journal (R) (J) (none).....	3,789 3,250 1,016	.032 .018	A. T. Spivey	A. T. Spivey	A. L. Bowling	A. L. Bowling	A. T. Spivey	W. H. Loomis	Edw. W. Camp	George Schmitt	Ed. W. Camp	{ Ed. W. Camp G. Stinger	
EVANSTON, 37,215. News-Index (R) (J) (41)..... Journal-Standard (I) (J) (2)..... GALENA, 4,742. Journal (R) (J) (4) (d)..... Mail (1-B) (76)..... Republican-Register (R) (J) (136-2)..... HARRISBURG, 7,125. Register (R) (J) (29)..... HOPESTON, 5,451. Chronicle-Herald (I) (J) (130).....	4,818 9,507 1,175 8,323 8,530 3,666 1,731	.04 .04 .011 .03 .03 .02 .018	Rowman Pub. Co.	A. H. Bowman	A. H. Bowman	Paul Watkins	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	
FREESPORT, 19,669. Journal-Standard (I) (J) (2)..... GALENA, 4,742. Journal (R) (J) (4) (d)..... Mail (1-B) (76)..... Republican-Register (R) (J) (136-2)..... HARRISBURG, 7,125. Register (R) (J) (29)..... HOPESTON, 5,451. Chronicle-Herald (I) (J) (130).....	1,175 8,323 8,530 3,666 1,731	.04 .04 .011 .03 .03 .02 .018	Rowman Pub. Co.	A. H. Bowman	A. H. Bowman	Paul Watkins	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	Edw. B. Ladd	
JACKSONVILLE, 15,713. Courier (D) (J) (71)..... Journal (m) (88-71)..... Sunday edition	2,847 4,214 x 4,285 x	.014 .029 .011	Courier Co.	C. C. Ridgway	W. A. Fay	W. A. Fay	W. A. Fay	W. A. Fay	W. A. Fay	Joseph Sullivan		W. D. Doying	
JERSEYVILLE, 3,839. Herald-News (m) (1-B) (J) (none) (d)..... Sunday edition	500	.011	J. M. Page	J. M. Page	J. M. Page	J. M. Page	J. M. Page	J. M. Page	J. M. Page	Curtis Small		A. Tucker	
JOLIET, 58,406. Herald-News (m) (1-B) (J) (none) (d)..... Sunday edition	16,729 16,415	.055	Joliet Ptg. Co.	Lester F. Filson	Lester F. Filson	John F. Lux	Edward Corlett	Edward Corlett	R. M. Hawk	J. J. Morrissey	Frank Lee	C. P. O'Toole	

Explanation: Dages (1) indicates morning newspapers; (m) indicates Sunday morning edition; (E) operates own engraving plant; * indicates cooperative section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday, (J) for job printing. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2, superintendent of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

ILLINOIS-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers in Illinois with their respective details.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers and their associated personnel and rates.

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (s) indicates Sunday evening edition. (I) indicates independent; (E) indicates dependent; (R) indicates Republican; (D) indicates Democratic; (Soc.) indicates Socialist; (W. F. Ellsworth) indicates W. F. Ellsworth. (†) indicates independent; (E) indicates dependent; (R) indicates Republican; (D) indicates Democratic; (Soc.) indicates Socialist; (W. F. Ellsworth) indicates W. F. Ellsworth. (†) indicates independent; (E) indicates dependent; (R) indicates Republican; (D) indicates Democratic; (Soc.) indicates Socialist; (W. F. Ellsworth) indicates W. F. Ellsworth.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

KANSAS-Continued

Table listing newspaper data for Kansas, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

KENTUCKY

Table listing newspaper data for Kentucky, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

LOUISIANA

Table listing Louisiana newspapers with columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printing.

MAINE

Table listing Maine newspapers with columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printing.

MARYLAND

Table listing Maryland newspapers with columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printing.

MASSACHUSETTS

Table listing Massachusetts newspapers with columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printing.

Explanation: Dagger (†) indicates morning newspapers, (E) operate on engraving plants, (E) operate on Saturday, (J) operate on Sunday, (M) for Monday, (Tu) for Tuesday, (W) for Wednesday, (Th) for Thursday, (F) for Friday, (Sa) for Saturday, (Su) for Sunday. Figures are key numbers to the list of advertising representatives. Where more than one number is given, the first is for the first issue of the month, the second for the second issue, and so on. X indicates three months ending September 30, 1922; Y indicates three months ending October 31, 1922; Z indicates three months ending November 30, 1922. All other circulation figures are Government figures for the six months ending September 30, 1922. All other circulation figures are Government figures for the six months ending September 30, 1922. All other circulation figures are Government figures for the six months ending September 30, 1922. All other circulation figures are Government figures for the six months ending September 30, 1922.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

MASSACHUSETTS-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers like ATTLEBORO, BEVERLY, BOSTON, FAIRHAVEN, etc., with their respective details.

Looking Back Through The Book of the Year

WE FIND many pleasant pages relating to the progress of this newspaper. There were substantial gains in both local and national advertising, such gains relating largely to the highest grades of merchandise. The American's gain in financial advertising was 37% for the year, in automobiles 50%. Here, again, the highest grades of advertising were represented.

All this, however, was to have been expected. The American has decidedly the largest three-cent circulation in New England, going into the best of family and business circles. Local shops have learned that it pays best to advertise their best merchandise in this best Boston newspaper.

National advertisers will be wise to do likewise.



80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY
MR. J. E. FITZPATRICK, 504 HEARST BUILDING, CHICAGO
MR. ARTHUR BOOTH, 53 SUTTER STREET, SAN FRANCISCO

RETAIL BUSINESS SHOWS HEALTHY CONDITION

LUMBER SHIPMENT RECORDS BROKEN SPOKANE CATTLE RECEIPTS FIRST

INCOMES IN STATE PAY \$24,414,571 POTATO DISPLAY BEST ON RECORD

INVESTORS SNAP UP LOCAL BONDS BUMPER CROPS FOR MONTANA



1921 BEAT 1920 - 1922 BEAT 1921

GOOD BUSINESS FOR SPOKANE COUNTRY

Spokane and Its Territory —50 Years of Remarkable Progress!

JUST 50 years ago an Indian trading post was established at Spokane Falls, as it was then called. Four years later the Nez Perce Indian uprising caused the few white settlers to flee for their lives. By 1880, however, the population was 500, but Indian tepees were still on all sides. For the few settlers in the vast outlying country pack horses and prairie schooners furnished the only means of transportation to the trading post.

In 1889, with a population of approximately 11,500, the town was almost completely destroyed by fire. However, it grew rapidly during the following years, both in population and importance as a trading center.

In place of the pine shacks and tepees, modern buildings were constructed until now we find a prosperous city of substantial, imposing structures as indicated by the view below of the busy, hustling Spokane of today.

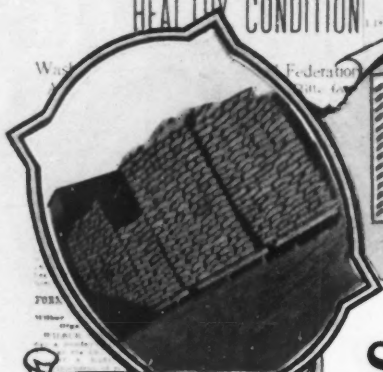
A vast net-work of railways and improved highways have obliterated the trails over which the early day commerce was transported. 360 hustling cities and towns have sprung up within a 200-mile radius of Spokane.

Spokane is now the hub of more railroad mileage than any point West of Omaha, and the logical distributing center of one of America's richest and most prosperous markets. 6 transcontinental railways converge at, and 12 branch and local railways radiate from Spokane and intimately connect it with its rich surrounding territory. How closely this connection is appears from the fact that there are 118 passenger trains and 56 freight trains arriving or departing from Spokane railway stations every day.

As a distributing center, Spokane's growth was retarded prior to the readjustment of freight rates in 1918. Its wholesale business has jumped from \$50,000,000 to more than \$180,000,000 annually within the last four years, and with the recent decision of the Interstate Commerce Commission, which put an end to discrimination in favor of Coast cities, Spokane's importance as a distributing center is permanently established.

The 1922 yield of new wealth in the field so thoroughly covered by THE SPOKESMAN-REVIEW amounts to over \$400,000,000, or more than \$2,000 for each and every home.

HIGH STANDARD OF LIVING—RESPONSIVE: The Spokane Country consumers demand and will pay for good quality. They are receptive to new products, new ideas. No section of the United States is more responsive to advertising based on sound merchandising.



SPOKANE COUNTRY WHEAT
—Ready for shipment
Yields annually 1-11th
Nation's total crop

DEATH TAKES DAVERPORT

P. Washburn 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923

PIONEER WOMAN



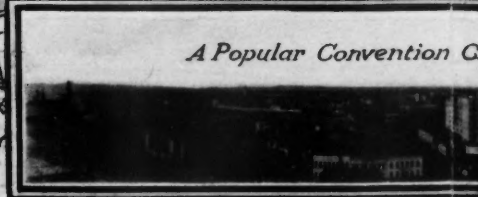
SPOKANE COUNTRY DAIRY CATTLE
Spokane important live stock and dairying center.



ONE OF 800 SAWMILLS IN THE SPOKANE COUNTRY
1922 shipments over \$45,000,000 — Beating 1921 by 50%



FIRST VIEW OF SPOKANE 1880
POPULATION 500—NO RAILROADS



VIEW BUSINESS SECTION — T

Wire or write for

1923 EDITION
MERCANTILE CONDITIONS SPOKANE CO

20 PAGES of MARKET INFORMATION (Pocket Size)

THE SPOKESMAN-REVIEW COVERS THE RICH, P

A Popular Convention G

BUILDING RECORD BEST SINCE 1913 EAST GOBBLES UP WESTERN APPLES SPOKANE WINS FIRST PRIZE SPEND \$1,000,000 TO BOOST WEST POULTRY SHOW TO SET RECORD SPOKANE NASH LEADS IN SALES APPLES AND LIVE STOCK LURE KERMIT ROOSEVELT

22 BEAT BOTH—THIS MEANS
**GO-GETTERS IN THE
 DURING 1923!**



Here's
**Your Key to the Buying Power of
 The Prosperous Spokane Country**
 —Heart of the Pacific Northwest!

THE 1922 revenue from the Spokane Country farms and orchards alone (heart and richest agricultural section of the four states indicated above) approximated \$275,000,000. The Spokane Country now yields 1/11th the Nation's wheat; 1/7th of its boxed apples, and contributes heavily to the Nation's production of other cereals and fruits, together with large yields of potatoes, poultry, dairy products, cattle, swine and sheep.

The 800 sawmills of the Spokane Country shipped during 1922 more than \$45,000,000 worth of lumber—beating 1921 by over 50%.

The 200 mines of the Spokane Country, during 1922 showed 35% gain in production over 1921, while metal prices generally were better. Significant, because this territory yields 40% of the Nation's lead, 30% of its silver and copper; 12% of its gold, and 9% of its zinc.

Just 10 years after the first trading post, THE SPOKESMAN-REVIEW was established, and for 40 years it has taken an active part in the development of Spokane and its territory.

FIRST of all a NEWSpaper, growing up with its field, enjoying the confidence of its readers to an unusual degree; these considerations, combined with its sweeping circulation of the quality kind, make THE SPOKESMAN-REVIEW (Daily, Sunday and Twice-a-Week) THE KEY TO THE BUYING POWER of this prosperous Spokane Country market—Heart of the Pacific Northwest.

As evidence that national advertisers and agencies are recognizing the exceptional opportunities offered in this field, they placed 15.9% more business with THE SPOKESMAN-REVIEW during the first six months of 1922 than for the same period of 1921, while the increase for the five months period—July to November inclusive—beat 1921 by 36%.

This year, the Golden Anniversary of Spokane as a trading center, offers exceptional opportunities to introduce new products and intensify sales efforts in this market. Good business is assured Go-Getters, and your distribution and advertising may be made to closely coincide throughout this field through THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-a-Week.

Wire, write Merchandising Dept., or see Representatives for Special Market Information



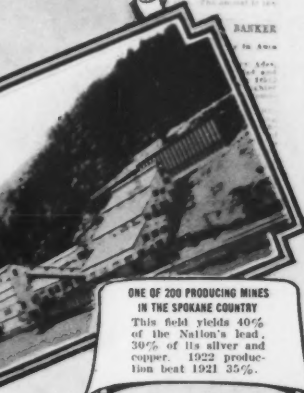
REPRESENTATIVES—
 Wm J. Morton Company, New York and Chicago R. J. Bidwell Company, San Francisco and Los Angeles
COWLES PUBLISHING COMPANY, SPOKANE
 Publishers THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-a-Week
 THE WASHINGTON FARMER, OREGON FARMER, IDAHO FARMER



SPOKANE COUNTRY YIELDS 1-7th NATION'S APPLES
 Spokane Valley apples awarded first prize 1922 Pacific Northwest Apple Show.



SPOKANE COUNTRY SHEEP
 Washington, Oregon, Idaho and Montana's wool clip amounts to 1.5th the Nation's total production.



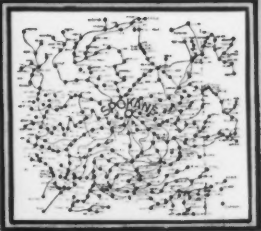
ONE OF 200 PRODUCING MINES IN THE SPOKANE COUNTRY
 This field yields 40% of the Nation's lead, 30% of its silver and copper. 1922 production beat 1921 35%.

write for copy
 1923 EDITION
 COMPLETE TRADE DIRECTIONS IN THE SPOKANE COUNTRY
 20 PAGES of MARKET INFORMATION (Pocket Size)

RICH, PROSPEROUS SPOKANE COUNTRY LIKE THE SUNSHINE



Spokane City—P. C. A. C. A. Convention—1923



6 TRANSCONTINENTAL AND 12 BRANCH RAILROADS SERVE SPOKANE—360 TOWNS—200 MILES RADIUS

By These Facts You Can Pick Your Indianapolis Newspaper

**When you buy space
you buy circulation** The circulation of
The Indianapolis
News is the largest
daily circulation in Indiana, and among the
largest three-cent evening circulations in Amer-
ica. The per cent. coverage is very high,
reaching as it does practically every worth while
family in Indianapolis. More than 95% of
The News' circulation is home delivered. It is
universally acknowledged that The News com-
mands a reader interest second to no other paper.

**You want to know
proved power of results** Year after year
The Indianapolis
News has carried
practically the same volume of advertising—
local, foreign, and classified—as both other
Indianapolis papers combined (6 against 13 is-
sues a week), after rejecting thousands of lines
of available copy. This could not be unless The
News delivered *results*. Your proof of results
is in the successful experience of the many ad-
vertisers who have used The News exclusively
or as the preferred medium for so many years.
The dominance of The News in volume of
advertising carried proves the value of its col-
umns in *results*.

**You buy, too, the
prestige of the medium** For fifty - three
years The News
has been a great
newspaper. Always it has been ranked editor-
ially with the greatest American newspapers.
It commands a reader loyalty and a reader con-
fidence born of its half century of keeping faith
with its readers. The editorial and advertising
columns of The News are clean. The News
rejects annually from 500,000 to a million lines
of advertising which are available, and which
usually run in other Indianapolis papers.

**You want to know
local advertisers' opinions** Local advertisers
know all about a
newspaper. Their
endorsement when not predicated upon low
rate, is a clear guide to the value of a medium.
There is but fifteen per cent difference between
the local and national rates of The News, yet
Indianapolis department stores use more space
in The News (6 issues a week) than in both
other Indianapolis papers (13 issues a week).
In practically every other classification the
News leads both other papers *combined*. It
leads in *Classified*.

The merchandising department of The News has accurate data on every successful selling and advertising campaign in the Indianapolis Radius in the last five years. This information is available to interested advertisers and agencies. The specific data The News has collected on this great Indianapolis Radius Market will help you plan your campaign for the greatest results at the lowest cost. Make use of the service of the merchandising department.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Write for your copy of the 1923 Indianapolis Radius Book.

Mechanical
Job Printing
Classified
Circulation
Advertising
Business

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

MICHIGAN-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across Michigan and Minnesota.

MINNESOTA

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across Minnesota.

City, Population, Newspaper	Circulation	Minimum Adv. Rate National Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HIBBING, 15,089												
Tribune (B) (J) (130-100A)	3,054	.03	R. W. Hitchcock	G. W. Fisher	B. W. Hitchcock	G. W. Fisher	J. G. Early	J. G. Early	J. G. Early	Fred O'Hara		Fred Hancock Claude Proctor
News (m) (I) (J) (4)	2,730	.029	C. M. & Marc Atkinson	C. M. Atkinson	Marc Atkinson	P. H. Doyle	Marc Atkinson	Marc Atkinson	D. F. Frye	J. Ross Murnane	D. F. Frye	D. E. Addison
News (m) (I) (J) (4) Sunday edition	3,100	.029										
INTERNATIONAL FALLS, 3,448												
Journal (130)	916	.015	C. B. Montgomery	C. B. Montgomery								
LITTLE FALLS, 5,600												
Transcript Pub. Co.	1,856	.02	Ed. M. LaFond	Ed. M. LaFond	Verne Joslin	Verne Joslin	Geo. L. Johnson	Geo. L. Johnson	Geo. L. Johnson			Geo. T. Larson
MANKATO, 12,469												
Free Press Co.	5,713	.03	J. E. Reynolds	J. E. Reynolds	Frank Franciscus	C. B. Butler	Rolf G. Jaisrud	Rolf G. Jaisrud	F. Roynton			Miss Agnes Kniff Elmer Glenn
MINNEAPOLIS, 350,352												
Journal (m) (I-E) (E) *S (103)	101,414	.20	George H. Adams	George H. Adams	Neil Swanson	H. V. Jones	W. S. Jones	W. S. Jones	W. F. Johns	G. E. Bickelhaupt	E. A. Vincent	W. H. Webster
News (I) (J) (E) *S (103)	113,889	.12	W. A. Frisbie	W. A. Frisbie	E. R. C. Hocking	M. W. Halloran	H. K. Edwards	H. K. Edwards	W. S. Block	C. J. Kullil	D. O. Mystrum	A. H. Weching
Tribune (m) (E) *S (143-104-95)	68,376	.22	Frederick E. Murphy	Frederick E. Murphy	Thomas J. Dillon	W. H. Bastodo	Frederick E. Murphy	Edwin P. Stewart	W. McK. Barbour	J. E. Medley	P. M. Hughes	J. E. Murphy
Star (I) (E) (8)	51,566	.22	Fred Colburn	Fred Colburn	Oliver Morris	John Thompson	John Thompson	John Thompson	Winn J. Eller	W. D. Parsons	Winn J. Eller	Chester Jorginson
MONTEVIDEO, (none) (d)	157,008	.12	L. E. Mills	L. E. Mills								
MOOREHEAD, 5,750		.014	Moorehead News Co.	Moorehead News Co.								
OWATONNA, 7,262		.01										
News (130)	480											
People's Press (m) (I) (J) (130-100A)	2,484	.025	Geo. F. Darcy	Geo. F. Darcy	Geo. F. Darcy	Benj. E. Darcy	Wm. H. & Harry Darcy	Wm. H. & Harry Darcy	Wm. H. Darcy	Wm. H. Darcy	Wm. H. Darcy	Harry E. Darcy
RED WING, 8,637												
Eagle (I) (J) (none)	1,685	.021	N. P. Olson	N. P. Olson	Aug. H. Olson	N. P. Olson	N. P. Olson	N. P. Olson	Aug. H. Olson	Fred H. Olson	Aug. H. Olson	Aug. H. Olson
Republican (m) (130)	2,002	.025	Jens K. Grendahl	Jens K. Grendahl								John Jaquith
ROCHESTER, 13,722												
Bulletin (I) (98-5)	5,558	.021	H. H. Withersline	H. H. Withersline	Chas. W. Blakely	Chas. W. Blakely	G. S. Withersline	G. S. Withersline	Chas. W. Blakely	George H. Rowe	C. E. Thomas	P. J. Thelen
Post & Record (B) (J) (130)	4,508	.025	A. W. Blakely	A. W. Blakely	R. H. Baker	R. H. Baker	Chas. W. Blakely	Chas. W. Blakely	Chas. W. Blakely	George H. Rowe	C. E. Thomas	Roy E. Minor
ST. CLOUD, 15,873												
Journal-Press (B) (none)	4,302	.025	Alvah Eastman	Alvah Eastman	Peter M. Weyrens	J. F. Gaspard	J. F. Gaspard	J. F. Gaspard	J. F. Gaspard	O. E. Hedlund	O. E. Hedlund	Chas. Wampach
Times (I) (130-100A)	4,231	.025	Fred Schlipplin	Fred Schlipplin	L. S. Hansen	Fred Schlipplin	Fred Schlipplin	Fred Schlipplin	Benj. Forsythe	Harold Gustafson	Joseph Hick	
ST. PAUL, 234,680												
Dispatch (I) (E) (103)	85,030	.25	H. T. Black	H. T. Black	H. R. Galt	L. L. Perrin	A. J. McFaul	A. J. McFaul	A. J. McFaul	W. E. Sherlock	A. Levich	Casper Hellhake
Pioneer-Press (m) (I) (E) (103)	71,920	.22	Howard Kahn	Howard Kahn	Walter Chase	C. D. Johnson	W. H. Neal	W. H. Neal	M. W. Thompson	A. J. Trussell	E. M. Myers	Chas. Biglins
News (m) (I) (J) (92-2-64)	77,925	.15	E. L. Ogilvie	E. L. Ogilvie	W. M. Fisk	Chas. Burnley	E. L. Ogilvie	E. L. Ogilvie	E. L. Ogilvie	J. L. Johnson		J. J. Holy
Reporter (I) (J) (98-5)	4,790	.25	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	F. A. Wiegand
STILLWATER, 7,795												
Gazette (B) (J) (none)	1,500	.018	W. E. Easton & W. C. Masterman	W. E. Easton & W. C. Masterman	F. N. Wild	Ned Easton	Ned Easton	Ned Easton	Ned Easton	Ned Easton	Ned Easton	J. M. Niederer
VIRGINIA, 14,022												
Enterprise (I-E)	2,307	.018	Elbridge C. Smith	Elbridge C. Smith	Charles N. Webb	Elbridge C. Smith	Elbridge C. Smith	Elbridge C. Smith	E. H. Wilk	A. J. Heath	A. J. Heath	A. J. Nelson
WINONA, 19,143												
Republican-Herald (I) (J) (98-5)	10,138	.04	H. G. White	H. G. White	M. E. Wise	M. E. Wise	F. J. Rucker	F. J. Rucker	Lloyd S. Beville	H. G. Hymes		O. A. Olson
BLOOM, 19,094												
Herald (I) (none)	3,839	.025	Geo. P. Moyer	Geo. P. Moyer	G. Barvo Cousins	W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	C. H. Rose		E. P. Wilkes
CLARESDALE, 7,652												
Register (D) (J) (none)	2,300	.018	T. A. Jackson	T. A. Jackson	Louis Jewell	Guy P. Clark	Guy P. Clark	Guy P. Clark	Guy P. Clark			R. Price G. F. Birdsong
CORINTH, 5,498												
Corinthian (D) (none)	1,095	.018	Klyce & Bishop	Klyce & Bishop								Lewis Smith W. W. Tillison
GREENVILLE, 11,560												
Democrat-Times (D) (J) (130)	1,891	.018	L. Pink Smith	L. Pink Smith	Charles Kerg	Ernest Smith	Ernest Smith	Ernest Smith	S. R. Dunn			
GREENWOOD, 7,793												
Commonwealth (D) (J) (none) (d)	1,700	.021	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	M. L. N. Busans
HATTIESBURG, 13,270												
American (I) (J) (8)	4,828	.03	Howard S. Williams	Howard S. Williams	W. N. Hurt	Howard S. Williams	Thos. St. John	Thos. St. John	A. H. Skipper	C. H. Frayer		T. L. Frayer T. E. Geiger
JACKSON, 22,817												
Chronicle-Ledger (m) (I) (7-36)	6,348	.03	R. H. Heiderman	R. H. Heiderman	H. A. Dawson	W. G. Johnson	W. G. Johnson	W. G. Johnson	H. Rescoe Bailey	H. Rescoe Bailey	Mrs. H. B. Bailey	T. W. Anderson
News (m) (D) (8)	4,507	.03	Frederick Sullens	Frederick Sullens	Box Magee	W. G. Johnson	W. G. Johnson	W. G. Johnson	H. Rescoe Bailey	H. Rescoe Bailey		
LAUREL, 13,037												
Leader (I) (130)	3,579	.025	Edgar G. Harris	Edgar G. Harris	E. E. Hoffman	Edgar G. Harris	Edgar G. Harris	Edgar G. Harris	L. A. Jones	James McCormick		E. L. Statton
MERIDIAN, 23,399												
Star (m) (I) (8)	8,621	.04	Jas. H. Shewes	Jas. H. Shewes	O. C. Moran	Jas. H. Shewes	Jas. H. Shewes	Jas. H. Shewes	W. E. Buckingham	C. R. Jones	G. C. Bradley	
NATCHEZ, 12,608												
Democrat (m) (D) (none)	3,835	.02	U. E. Myrick	U. E. Myrick	R. E. Smith	R. E. Smith	Walter P. Abbott	Walter P. Abbott	E. P. Phelps	L. McCabe		Wm. Edlt
VICKSBURG, 17,931												
Herald (m) (D) (8)	3,117	.02	R. M. Graham	R. M. Graham	C. W. Miller	C. W. Miller	E. A. Fitzgerald	E. A. Fitzgerald				M. C. Gelsberry
WEST POINT, 4,400												
Times-Herald (none)	1,026	.014	Times-Herald Printing Co.	Times-Herald Printing Co.	Geo. W. Crook	Geo. W. Crook	Louis P. Cashman	Louis P. Cashman	P. L. Barclift			

MISSISSIPPI

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (I) indicates Sunday edition. (E) indicates Saturday edition. (D) indicates Democratic; (R) indicates Republican; (Soc.) indicates Socialist; (I-E) indicates Independent Republican; (I-D) indicates Independent Democratic. (J) operate job printing plant. (E) operate own engraving plant. Indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures in heavy type indicate circulation for the month ending September 30, 1922. Figures in light type indicate circulation for the month ending August 31, 1922. Figures in italics indicate circulation for the month ending July 31, 1922. Figures in bold type indicate circulation for the month ending June 30, 1922. Figures in regular type indicate circulation for the month ending May 31, 1922. Figures in small type indicate circulation for the month ending April 30, 1922. Figures in very small type indicate circulation for the month ending March 31, 1922. Figures in tiny type indicate circulation for the month ending February 28, 1922. Figures in minuscule type indicate circulation for the month ending January 31, 1922. Figures in x-small type indicate circulation for the month ending December 31, 1921. Figures in xx-small type indicate circulation for the month ending November 30, 1921. Figures in xxx-small type indicate circulation for the month ending October 31, 1921. Figures in xxx-small type indicate circulation for the month ending September 30, 1921. Figures in xxx-small type indicate circulation for the month ending August 31, 1921. Figures in xxx-small type indicate circulation for the month ending July 31, 1921. Figures in xxx-small type indicate circulation for the month ending June 30, 1921. 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Figures in xxx-small type indicate circulation for the month ending October 31, 1916. Figures in xxx-small type indicate circulation for the month ending September 30, 1916. Figures in xxx-small type indicate circulation for the month ending August 31, 1916. Figures in xxx-small type indicate circulation for the month ending July 31, 1916. Figures in xxx-small type indicate circulation for the month ending June 30, 1916. Figures in xxx-small type indicate circulation for the month ending May 31, 1916. Figures in xxx-small type indicate circulation for the month ending April 30, 1916. Figures in xxx-small type indicate circulation for the month ending March 31, 1916. Figures in xxx-small type indicate circulation for the month ending February 28, 1916. Figures in xxx-small type indicate circulation for the month ending January 31, 1916. Figures in xxx-small type indicate circulation for the month ending December 31, 1915. Figures in xxx-small type indicate circulation for the month ending November 30, 1915. Figures in xxx-small type indicate circulation for the month ending October 31, 1915. Figures in xxx-small type indicate circulation for the month ending September 30, 1915. Figures in xxx-small type indicate circulation for the month ending August 31, 1915. Figures in xxx-small type indicate circulation for the month ending July 31, 1915. Figures in xxx-small type indicate circulation for the month ending June 30, 1915. Figures in xxx-small type indicate circulation for the month ending May 31, 1915. Figures in xxx-small type indicate circulation for the month ending April 30, 1915. Figures in xxx-small type indicate circulation for the month ending March 31, 1915. Figures in xxx-small type indicate circulation for the month ending February 28, 1915. Figures in xxx-small type indicate circulation for the month ending January 31, 1915. Figures in xxx-small type indicate circulation for the month ending December 31, 1914. Figures in xxx-small type indicate circulation for the month ending November 30, 1914. Figures in xxx-small type indicate circulation for the month ending October 31, 1914. Figures in xxx-small type indicate circulation for the month ending September 30, 1914. Figures in xxx-small type indicate circulation for the month ending August 31, 1914. Figures in xxx-small type indicate circulation for the month ending July 31, 1914. Figures in xxx-small type indicate circulation for the month ending June 30, 1914. Figures in xxx-small type indicate circulation for the month ending May 31, 1914. Figures in xxx-small type indicate circulation for the month ending April 30, 1914. Figures in xxx-small type indicate circulation for the month ending March 31, 1914. Figures in xxx-small type indicate circulation for the month ending February 28, 1914. 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RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MISSOURI

City, Population, Newspaper	Circulation	Minimum National	Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AURORA, 3,575. Advertiser (1) (J) (4) (d).....	700	.011	.011	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	Joe Maxson
BOONVILLE, 4,665. Republican (1) (J) (none).....	1,576	.018	.018	C. M. Harrison & E. J. Melton	E. J. Melton	E. J. Melton	Miss Pauline Sloan	C. M. Harrison	C. M. Harrison	L. E. Ebnard	Roy Wilcox	Miss Mary Schuster	Martin Walker Reginald Walker
BROOKFIELD, 6,304. Argus (none) (d).....	2,320	.014	.014	Chas. W. Green	Chas. W. Green	Chas. W. Green							
EUTLER, 2,894. Democrat (4) (d).....	425	.011	.011	Harry H. Henry	Harry H. Henry	Harry H. Henry							
CAMERON, 3,248. News-Observer (1) (none) (d).....	1,050	.014	.014	B. E. Witt	B. E. Witt	B. E. Witt	J. F. Frazier	B. E. Witt	B. E. Witt	B. E. Witt	Laura Witt	Laura Witt	Glen Kendrick
CAPE GIRARDEAU, 10,252. Southeast Missourian (1) (J) (106-107).....	5,098	.03	.03	Naeter Bros.	Naeter Bros.	Chester A. Letts	Chester A. Letts	Naeter Bros.	Alvin Macke	E. Campbell	Alvin Macke	Miss Robbie Spamm	George Naeter W. H. Kibene
CABRILLON, 3,218. Democrat (4) (d).....	575	.009	.009	Democrat Printing Co.	W. R. Painter, W. S. Holiday								
CARTHAGE, 10,068. Democrat (m) (D) (none).....	1,167	.021	.018	E. B. Beach	E. B. Beach	J. E. Cobb	J. E. Cobb				Wm. Graz	Pearl Erickson	O. R. Childs
CHARLESTON, 3,384. Press (B) (J) (d) (none) Sunday edition.....	3,083	.021	.018	W. J. Sewall	W. J. Sewall	E. L. Dale	E. L. Dale	W. J. Sewall	H. L. Howe	H. L. Howe	W. L. Schantz	W. L. Schantz	H. S. Steward
CHILLICOTHE, 6,525. Index (32) (d).....	1,807	.036	.036	Ernest D. Howle	Ernest D. Howle								
CLINTON, 5,095. Democrat (D) (J) (4).....	2,990	.018	.018	Constitution Pub. & Pnt. Co.	James E. Watkins	C. A. Spooner	C. A. Spooner	C. E. Watkins	C. E. Watkins	C. E. Watkins	I. W. Watkins	I. W. Watkins	D. O. Smith C. E. Watkins J. P. Saffors
COLLEMAN, 10,379. Tribune (D) (none).....	730	.021	.011	H. D. McFalland	H. D. McFalland	G. T. Sailer	G. T. Sailer	Joe D. McFalland	Joe D. McFalland	Joe D. McFalland	Angela Rapp	Angela Rapp	
EXCELSIOR SPRINGS, 4,167. Standard (m) (E) (none) (J).....	2,795	.021	.021	C. H. Whitaker & Son	C. H. Whitaker	C. H. Whitaker, Jr.	C. H. Whitaker, Jr.	M. D. Jett	M. D. Jett	W. W. Garb	W. W. Garb	Carl Schwamb	
FULTON, 5,595. Democrat (D) (J) (none).....	1,550	.009	.009	Blood & Blood	A. L. Blood								
HANNIBAL, 19,306. Courier-Post (1) (86).....	5,229	.03	.025	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	H. C. McClure	M. F. Thurston	J. F. Magill	
INDEPENDENCE, 11,686. Examiner (1-D) (117).....	2,927	.016	.016	Ovid Bell	Ovid Bell	Grace Patton	Grace Patton	Ovid Bell	Ovid Bell	Ovid Bell			
JEFFERSON CITY, 14,900. Democrat (D) (J) (4) (d).....	1,870	.016	.016	Johnston	Johnston								
JEFFERSON CITY, 14,900. Capital News (m) (41-71).....	3,450	.025	.025	J. R. Jeffries	J. R. Jeffries	W. A. Cable	W. A. Cable	E. L. Sparks	E. L. Sparks	G. E. Bounds	E. D. Wolfe	G. E. Bounds	
JEFFERSON CITY, 14,900. Democrat-Tribune (130).....	2,100	.015	.015	Wm. Southern, Jr.	Wm. Southern, Jr.	J. B. McDonald	J. B. McDonald	Frank W. Rucker	Frank W. Rucker	Chas. J. Allis	Chas. J. Allis	Ellis Wright	
JEFFERSON CITY, 14,900. Daily Post Co. (none).....	3,000	.02	.02	Cole Co. Democrat Ptg. Co.	Joseph Goldman	Heber Nations	Heber Nations						A. P. Purdy
JOPLIN, 29,855. News-Herald (see Globe).....	8,429 x	.11	.095	Joseph B. Coldren	Ray S. Cochran	Ray S. Cochran	Ray S. Cochran	Ross E. Burns	Ross E. Burns	J. J. McClellan	J. J. McClellan	J. J. McClellan	Joe Schulte
JOPLIN, 29,855. Globe (m) (1) (70) Sunday edition.....	24,915 x	.09	.09	Walter P. Neff	Walter P. Neff	Walter P. Neff	Walter P. Neff	Geo. N. Neff	Geo. N. Neff	M. E. Davenport	Lloyd Neff	M. E. Davenport	F. B. Nerman
KANSAS CITY, 324,410. Post (see Journal).....	177,212	.25	.19	W. Lawrence Dickey	W. Lawrence Dickey	Ralph Ellis	Dick Smith	Edwin O. Lyman	Edwin O. Lyman	J. Mora Boyle	Arthur LaComie	Walter Evans	Frank Chase
KANSAS CITY, 324,410. Journal (m) (E) *8 (81-132).....	155,463	.20	.14	Wm. B. Nelson Estate	R. F. Stock, I. R. R. Kitchin, A. F. Seated, H. J. Haskell			A. F. Seated	A. F. Seated	J. T. Barrows	F. C. Seated	R. G. Shryock	Frank Evans
KANSAS CITY, 324,410. Star (m) (1) (E) (none).....	221,251	.50	.35										
KANSAS CITY, 324,410. Express & News (1) (130) Sunday edition.....	5,264	.03	.028	E. E. Swain	E. E. Swain	How Jones	P. N. Nicolson	E. E. Swain	E. E. Swain	J. E. Swain	Mrs. W. W. St. John	L. F. Shubert	
LAMAR, 2,255. Democrat (4) (d).....	526	.006	.006	Lamar Democrat Pub. Co.	Arthur Aull								
LEXINGTON, 4,635. Democrat (none) (d).....	1,191	.014	.014	A. W. Allen	A. W. Allen								
LOUISIANA, 4,060. Press-Journal (none) (d).....	1,011	.011	.011	I. N. Bryson	I. N. Bryson								
MACON, 3,549. Democrat-Forum (D) (J) (130).....	2,970	.025	.018	Chronicle-Herald Pub. Co.	W. R. Baker	Chas. H. Weisenbor	Chas. H. Weisenbor	Chas. H. Weisenbor	Chas. H. Weisenbor	Chas. H. Weisenbor	Chas. H. Weisenbor	Chas. H. Weisenbor	John O. Dickson
MARSHALL, 5,200. Democrat-News (D) (none).....	2,250	.018	.018	Democrat News Printing Co.	H. L. Preston	E. P. Barnhill	E. P. Barnhill						T. E. Sherwood
MARYVILLE, 4,711. Democrat-Forum (D) (J) (130).....	3,222	.018	.013	Maryville Pub. Co.	W. C. VanCleve	James Todd	Merle Solomon	James Todd	James Todd	J. L. Kraft	Marion F. Smith	J. L. Kraft	Walter S. Todd
MEXICO, 6,013. Intelligence (1) (J) (4).....	904	.014	.014	John Leo Coontz	John Leo Coontz	John Leo Coontz	Florence Whittier						Edward Brewer John Hamilton
MEXICO, 6,013. Ledger (1-D) (J) (none).....	1,191	.018	.018	R. M. White	R. M. White	Miss Louisa Franklin	R. M. White	L. M. White	L. M. White	L. M. White	L. M. White	L. M. White	Jackson Towns John Williams
MOBILE, 12,808. Democrat (m) (1-D) (J) (none).....	2,750	.02	.02	Lowell & Keeley	J. R. Lowell	B. F. Keeley	B. F. Keeley	R. F. Keeley	R. F. Keeley	Chester Bradley	Gerald Keeley	Gerald Keeley	
MONETT, 4,206. Monitor Index (1-D) (J) (130).....	3,403	.02	.02	Moberly Index Ptg. Co.	W. C. VanCleve	W. T. VanCleve	W. C. VanCleve	W. C. VanCleve	W. C. VanCleve	F. H. Scott	G. P. Delany	Isabel Golliton	C. M. Keller
MONETT, 4,206. Times (4).....	1,060	.021	.021	Times Pub. Co.	Pearl Peters								
NEOSHO, 3,968. Democrat (none) (d).....	600	.021	.021	Will G. Anderson	Will G. Anderson								
NEVADA, 7,139. Mail & Post (D) (d).....	2,160	.018	.018	J. H. Bean	J. H. Bean	J. H. Bean	J. H. Bean	W. L. Earp	W. L. Earp	W. L. Earp	G. H. Foster	C. E. Kunkel	

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEBRASKA

Table listing newspaper personnel and circulation data for Nebraska. Columns include City, Population, Newspaper, Circulation (National, Local), Minimum Advs. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

NEVADA

Table listing newspaper personnel and circulation data for Nevada. Columns include City, Population, Newspaper, Circulation (National, Local), Minimum Advs. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

NEW HAMPSHIRE

Table listing newspaper personnel and circulation data for New Hampshire. Columns include City, Population, Newspaper, Circulation (National, Local), Minimum Advs. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEW YORK

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rates (National, Local), Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers like Albany, Binghamton, Buffalo, etc., with their respective personnel and rates.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEW YORK-Continued

Table listing newspaper details for New York, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

NORTH CAROLINA

Table listing newspaper details for North Carolina, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

OHIO

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate (National, Local), Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Manager. Lists various Ohio newspapers and their details.

Total 12,025

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

OHIO-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers like PIQUA, COLUMBUS, CLEVELAND, etc.

OKLAHOMA

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers like ADA, ALVA, ARDMORE, etc.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OREGON

Table listing newspaper data for Oregon, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

PENNSYLVANIA

Table listing newspaper data for Pennsylvania, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across different states and their operational details.

Vertical text on the right margin: Classified Manager, Advertising Manager, Circulation Manager, Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

PENNSYLVANIA-Continued

Table listing newspaper details for Pennsylvania, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

PHILIPPINE ISLANDS

Table listing newspaper details for the Philippine Islands, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel.

PORTO RICO

Table listing newspaper details for Porto Rico, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel.

RHODE ISLAND

Table listing newspaper details for Rhode Island, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel.

SOUTH CAROLINA

Table listing newspaper details for South Carolina, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel.

SOUTH DAKOTA

City, Population, Newspaper	Circulation	Minimum National	Minimum Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABERDEEN, 14,537.													
American (I) (J) (111-7)	5,232	.05	.029	Aberdeen American Co.	Russel B. Petter	J. H. McKeever	Donald Klingler	E. P. Nell	V. S. Neill	V. S. Mullen	G. A. Branson	Earl Brown	{ Leonard Esterbrook E. E. Hansen Carl Ohlschlager
News (m) (B) (J) (111-7)	2,048	.05	.042	Aberdeen American Co.	Leonard Lindgren	C. H. McKeever	Samuel Hasvold	E. P. Nell	V. S. Neill	E. M. Sweet	G. A. Branson	Earl Brown	Carl Ohlschlager
Sunday edition (American News)	6,757	.03	.03	Aberdeen Journal, Inc.	J. G. Sanders	J. G. Sanders	R. W. Horn	Jay Reeves	Jay Reeves	V. G. Fowler	H. E. Reese	H. E. Reese	A. C. de Malignant
DEARFORD, 7,405.													
Times (m) (B) (J) (130)	1,375	.021	.021	Bonham & Morford	W. H. Bonham	W. A. Arnold	W. A. Arnold	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Lee Morford
Sunday edition	1,375	.005	.005	Sens Publishing Co.	E. L. Sens	E. L. Sens	E. L. Sens	E. L. Sens	E. L. Sens	E. L. Sens	E. L. Sens	E. L. Sens	Albert Sens
LEAD, 5,013.													
Telegram (I) (J) (none) (d)	1,349	.018	.018	J. A. Stanley	George H. Bowen	Harold G. Lee	Guy De Shon	George Bowen	Geo. L. Beers	Geo. L. Beers	E. W. Patton	E. W. Patton	J. A. Stanley
Call (R) (J) (4) (32) (d)	4,919	.03	.03	George H. Bowen	Harold G. Lee	Guy De Shon	Guy De Shon	George Bowen	E. W. Patton	E. W. Patton	E. W. Patton	E. W. Patton	Box Miller
HICKON, 8,302.													
Journal (R) (J) (111-60)	1,080	.013	.013	J. F. Stahl	editor and publisher								
MADISONVILLE, 4,444.													
Leader (none) (d)	865	.021	.021	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	M. E. Nelson
SENTELL, 8,478.													
Republican (R) (J) (111)	7,433	.04	.04	Mitchell Pub. Co.	W. R. Ronald	D. K. Hoopes	D. K. Hoopes	W. R. Ronald	C. H. Armold	C. H. Armold	Chas. Condon	L. H. Rabert	L. H. Rabert
PIERRE, 3,208.													
Journal (m) (B) (J) (none) (d)	850	.018	.018	Hipple Pub. Co.	J. E. Hipple								
Journal (m) (B) (J) (none) (d)	1,750	.018	.018	Joseph E. Gossage	L. B. Chandler	A. B. Brown	J. B. Brown	Joseph B. Gossage	Francis H. Case	H. W. Card	A. B. Gossage	A. B. Gossage	Wm. Nicoll
Capital Journal (130) (d)	1,800	.018	.018	T. B. Werner	T. B. Werner	F. Crawford	T. B. Werner	T. B. Werner	T. B. Werner	T. B. Werner	A. Binckley	A. Binckley	G. Noll
Journal (m) (B) (J) (none) (d)	1,800	.018	.018	T. B. Werner	T. B. Werner	F. Crawford	T. B. Werner	T. B. Werner	T. B. Werner	T. B. Werner	A. Binckley	A. Binckley	G. Noll
Est. 11/8/22	22,207	.07	.07	Argus-Leader Co.	Chas. M. Day	Harold Safford	Walter Troth	E. C. Dow	Ernest J. Kahler	D. T. Kiefer	Ernest J. Kahler	George L. Roe	George L. Roe
SILOX FALLS, 25,176.													
Argus-Leader (R) (111-60)	22,207	.05	.05	Press Co.	Bennis O'Leary	F. C. Christopherson	Walter Troth	Chas. H. J. Mitchell	H. W. Bussey	A. G. Feick	A. J. Knott	A. B. English	A. B. English
WATERFORD, 9,400.													
Journal (m) (B) (J) (111)	6,746	.035	.035	Public Opinion Pub. Co.	Geo. B. Elliott	P. J. Albrook	A. J. Albrook	A. J. Albrook	W. E. Hayes	W. E. Hayes	F. Peters	F. Peters	W. Sargeant
YANKTON, 5,024.													
Press & Dakotan (R) Sat. (J) (130)	2,943	.025	.025	W. C. Lusk	Fred Montfere	A. W. Westhorpe	M. W. Lusk	M. W. Lusk	M. W. Lusk	M. W. Lusk	F. Peters	F. Peters	W. Sargeant

TENNESSEE

CHATTANOOGA, 57,805.													
News (D) (19)	22,812 x	.06	.053	Chattanooga News Co.	G. F. Milton	G. F. Milton, Jr.	Geo. H. Butler	W. C. Johnson	Allen Kindel	Allen Kindel	Hubert E. Johnson	J. D. Biers	W. E. Fox
Times (m) (22)	23,067 x	.07	.07	Times Ptg. Co.	L. G. Walker	M. B. Ochs	A. S. Ochs, II	H. C. Adfr.					
CLARKSVILLE, 8,110.													
Leaf-Chronicle (I-D) (J) (130)	2,211	.025	.025	Mrs. W. W. Barksdale	Mrs. W. W. Barksdale	Carl E. Page		Mrs. W. W. Barksdale	Frances Osborne	Joe. Mcbournell	F. Osborne	F. Osborne	B. Davis
COLMBIA, 5,326.													
Herald (none) (d)	2,000	.018	.018	Columbia Herald Co.	J. I. Finney								
GREENEVILLE, 3,775.													
Democrat-Sun (J) (none)	3,325	.032	.032	E. O. Ssong									{ E. T. McCalman W. A. Kennon
JACKSON, 18,860.													
Sun (m) (19)	4,776	.025	.025	Sun Pub. Co.	C. Harris Brown								
JOHNSON CITY, 12,482.													
Chronicle (m) (B) (53)	6,243	.025	.025	Chronicle Pub. Co.	Guy L. Smith	Fred W. Hoss	Carroll E. King	Gerald Goode	Carroll E. King	Owille S. Martin	Welsford Artz	Horace W. Smith	
Staff (m) (1) (98-5)	5,161	.03	.03	Munsey Slack	R. C. Hodge	Kenneth Fine	Munsey Slack	M. S. Johnson	Carter Dove	M. S. Johnson	Sherman Noe		
Journal & Tribune (m) (R) (72)	30,218	.06	.06	A. F. Sanford	Wm. Bule	W. M. Clements	Stewart Tooe	Fred J. Bonham	W. S. Burnett	W. S. Burnett	R. Box Wallace		
News (I) (3)	24,165	.04	.04	Knoxville News Co.	Edward J. Meenan	Loye W. Miller	William M. Johnson	William M. Johnson	William M. Johnson	William M. Johnson	William M. Johnson	William M. Johnson	William M. Johnson
South (m) (I-D)	26,222	.06	.06	Curtis B. Johnson	James H. Moore	Wiley L. Morgan	W. S. Goodson	Curtis B. Johnson	H. A. Rouser	H. A. Rouser	H. A. Rouser	H. A. Rouser	W. W. Smith
Commercial Appeal (m) (D) (J) *S (22)	84,802	.15	.15	W. J. Crawford	C. R. J. Mooney	C. R. J. Mooney	Sam Kahn	J. W. Hugh	J. W. Hugh	G. W. Ritchie	G. W. Ritchie	G. W. Ritchie	G. W. Ritchie
News-Simitar (m) (I) (13)	111,176	.18	.18	Bernard L. Cohn	George Morris	Ralph Milliet	Robert Hildebrand	John M. Hertel	W. W. Worten	H. E. Strong	B. G. Calloway	Anton Narrow	Anton Narrow
Press (I) (3)	52,604	.14	.14	Scripps-Howard Newspapers	G. V. Sanders	A. W. Elliott	J. A. Keefe	L. E. Herman	H. J. Moorehead	W. E. White	A. N. Renshaw		
Est. 10/1/22	35,582	.08	.08	C. O. Helms	John E. Helms	John E. Helms, Jr.	C. O. Helms	C. O. Helms	C. O. Helms	C. O. Helms	Francis Williams	Hal Noe	Hal Noe
GAZETTE & MAIL (I) (J) (none)	2,572	.032	.032	Walter Calk	W. C. M. B. Merton	James G. Stahlin	Edgar M. Foster	A. E. Clark	J. H. Lackey	A. T. Miller	J. A. Sullivan	J. A. Sullivan	J. A. Sullivan
RAUNER (m) (I) *S (9)	45,520	.10	.10	Luke Lea	C. B. Forbes	Reese T. Amis	J. H. Nye & H. D. Hartreder	Enoch Brown, Jr.	Walter Seigenthaler	George Morgan	E. H. McDaniel	E. H. McDaniel	E. H. McDaniel
Tennessee (m) (D) (J) (E) (19)	35,210	.11	.11	Ablene Ptg. Co., Inc.	Frank Grimes	G. S. Anderson	Hubert Cooper	Bernard Hanks	Manly Hanks	C. E. Wilson	T. J. Hill	T. J. Hill	T. J. Hill
Reporter (m) (D) (none)	4,856	.035	.035	J. E. Nunn	D. M. Warrin	D. M. Warrin	Paul T. Vickers	J. L. Nunn	G. W. Camp	J. L. Nunn	T. E. Sinsien	E. E. Manney	E. E. Manney
News (m) (I-D)	5,242	.04	.04	Tribune Publishing Co.	B. H. Nichols								
Tribune (m) (53)	4,209	.036	.036	Athens Review Ptg. Co.	R. T. Craig	R. T. Craig	R. T. Craig	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes
Review (D) (J) (4)	580	.011	.011										{ J. H. Lusk A. V. Smith

TEXAS

ABILENE, 10,274.													
Reporter (m) (D) (none)	4,856	.035	.035	Athens Review Ptg. Co.	R. T. Craig	R. T. Craig	R. T. Craig	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes
AMARILLO, 15,494.													
News (m) (I-D)	5,242	.04	.04	Tribune Publishing Co.	B. H. Nichols								
Tribune (m) (53)	4,209	.036	.036										
ATHEENS, 8,276.													
Review (D) (J) (4)	580	.011	.011										

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (I) indicates Sunday morning edition. (D) Democratic; (E) Independent; (R) Republican; (I-D) Independent-Democratic; (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are given in column on right. Following name indicates superintendent of job department only; subject figure, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per page line, where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum National	Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AUSTIN, 34,876. American (m) (1) (9) Sunday edition Sateaman (m) (8-89) Sunday edition	8,707 10,496 4,860 5,625	.05 .06 .04		American Pub. Co. Capital Printing Co.	Chas. E. Marsh Edmunds Travis	Martin Anderson	Harold Johnson	E. S. Fentress	E. S. Fentress	Frank O. Stars	W. P. Allen	W. A. Key	G. Williams
BALLINGER, 2,767. Tribune (m) (d)	631	.009		Ballinger Printing Co.	A. W. Shedge								
BAY CITY, 3,454. Tribune (m) (d)		.009		Tribune Printing Co.	Carey Smith								
BEAUMONT, 40,422. Enterprise (m) (1-D) (8) Journal (1-D) (8) News (m) (53) (M & E) Sunday edition	26,712 8,127 8,172 6,424 6,424	.08 .09 .05 .04		Alfred Jones W. W. Ward	S. P. Fiske W. W. Ward			J. L. Maps J. L. Maps	M. C. Hoffmeister M. C. Hoffmeister	O. S. Bruck O. S. Bruck	Thos. D. Arbuckle Thos. D. Arbuckle	R. E. Roy R. E. Roy	E. H. Deitrick E. H. Deitrick
BELTON, 5,098. News (4) (d)	1,000	.021		M. H. Skeller, editor and publisher.									
BONHAM, 6,098. Favorite (4) (d)	1,467	.011		Favorite Printing Co.	W. S. Spotts								
BECKENRIDGE, 1,846. American (34-68)	2,963	.035		Brenham Banner Pub. Co.	Mrs. Ruby Robertson			George Neu	George Neu	George Neu	F. W. Proke		T. C. Blake
BROWNSVILLE, 11,791. Banner (m) (D) (J) (none) Herald (m) (D) (130) Sunday edition	1,175 2,037 2,037	.014 .025		Mrs. Jesse O. Wheeler Herald Pub. Co.	Harry L. Sexton			Mrs. Jesse O. Wheeler Chas. A. Bell	Chas. A. Bell	Chas. A. Bell	J. W. Parker	Chas. A. Bell	
BROWNWOOD, 8,223. Bulletin (D) (J) (none)	1,863	.025		Mays Pig. Co.	James C. White			Mrs. Jesse O. Wheeler H. F. Mays	H. F. Mays	Ben Poole	A. D. Murphy	W. F. Regan	{ P. H. Charnquist { R. Bousert
BRYAN, 6,295. Times (D) (76)	1,500	.018		Lee J. Rountree	Lee J. Rountree			H. F. Mays	H. F. Mays	Ben Poole	A. D. Murphy	W. F. Regan	{ P. H. Charnquist { R. Bousert
CLERBURN, 12,820. Enterprise (m) (D) (J) (4) Sunday edition Review (m) (98-5)	2,623 2,623 2,636	.021 .021		J. B. Ransome Review Pub. Co.	J. B. Ransome Cecil Horne			Mrs. J. B. Ransome	Katherine Moore	L. O. Young			{ T. A. Brown { G. B. Wilkerson { Claud Gage
COMMERCE, 3,842. Journal (1-D) (J) (4)	1,156	.011		Hart Bros.	Sterling Hart			Sterling Hart	Sterling Hart	Yvorn Myers			Roy Daniels
CORPUS CHRISTI, 10,522. Callier (D) (130) Times (D) (76)	3,650 2,285	.03 .023		New Caller-Pub. Co. C. E. Everett	Charles Boxter C. E. Everett			Chas. M. Petty Charles Boxter	Charles Boxter	J. Broening			Geo. F. Rietins Floyd McKnight
CORPUS CHRISTI, 11,356. Times (m) (1) (J) (106-107) Sunday edition	2,750	.03		Sun-Light Pub. Co.	A. A. Wortham			Leory Martin	Leory Martin	Boye Martin	Dave Levy		J. A. Guter
CURRO, 3,671. Record (m) (J) (none) (d) Sunday edition	650 675	.014		J. C. Howerton	J. C. Howerton			J. W. Howerton	J. W. Howerton	J. W. Howerton			{ H. E. Miller { H. L. Mueller
DALLAS, 158,976. Dispatch (1) (3) (1) Journal (1) (J) (E) (82-84) Times (m) (1-D) (J) (E) (82-119) News-Herald (m) (1-D) (19) Herald (m) (1) (70) Sunday edition	29,160 40,383 58,867 95,100 49,357	.07 .08 .13 .16 .11		Alfred O. Anderson A. H. Bolo & Co. A. H. Bolo & Co. Elvin J. Kist	L. H. Bailey Tom Finly, Jr. Tom Finly, Jr. Alonzo Wasson	Julian Capers, Jr. W. H. Withers H. D. Dealey T. H. Barrett	Chas. A. Wyatt Chas. A. Gascon W. H. Bowers Harry D. Gay	Chas. A. Wyatt Chas. A. Gascon W. H. Bowers Harry D. Gay	Chas. A. Wyatt Chas. A. Gascon W. H. Bowers Harry D. Gay	E. J. Kurze M. W. Florer M. W. Florer M. W. Florer			{ C. E. Collier { H. W. Maxwell { P. E. Armstrong { C. A. Taber
DENISON, 17,065. Herald (m) (1) (70) Sunday edition	5,132 5,132	.03		Herald Pub. Co.	H. E. Ellis			J. L. Greer	J. L. Greer	F. A. Herald	W. H. King		W. T. Wingo
DENTON, 7,626. Record-Chronicle (D) (100)	1,851	.018		Record-Chronicle Co.	L. A. McDonald			Lee R. McDonald	Lee R. McDonald	J. S. Fowler	Pat Neff Roberts		B. E. Drake
EAGLE PASS, 5,765. Eastland (1-D)	650	.018		Galde Printing Co.	Way Zuehl			J. M. McLeese	J. M. McLeese	J. M. McLeese	J. M. McLeese		G. G. Lewis
EASTLAND, 9,368. Chronicle (1-D)	Est. 12/5/22 1,250	.029 .021		Chronicle Pig. Co. Oil Belt Pub. Co.	J. C. Allison R. K. Phillip			R. K. Phillip	Boye House	J. H. Jones			L. F. Howard
EL PASO, 77,543. Herald (1) (22) Sat. Sunday edition Post (1) (2) Times (m) (1) (E) (76-12) Sunday edition	20,172 x 22,260 x 22,260 x 16,144 x 20,984 x	.08 .05 .07 .08		Herald News Co. Serpico-Boward El Paso Times Co.	H. D. Slater T. E. Sharp James S. Black	G. A. Martin L. M. Rutherford	L. M. Rutherford	H. D. Slater	H. D. Slater	R. M. Henderson	R. I. E. Dunn	John W. Harm	{ R. O. Spangler { R. E. Lane { Phil Eickman
ENNIS, 7,224. News (none) FORT WORTH, 106,482. Press (1) (3) Herald (m) (1-D) (E) (119-121) Sunday edition Star-Telegram (m) (1-D) (E) (none) Sunday edition	1,003 9,294 26,727 26,727 16,144 x 20,984 x	.018 .04 .10 .18 .20		United Pub. Co. Fort Worth Press Co. J. H. Allison	John M. Weckley Leon M. Siler Leonard Withington	G. G. Dunckerley Herbert D. Schulz W. B. Whitman	W. H. Whitley Wm. McIntosh W. K. Fontaine	W. H. Whitley Wm. McIntosh W. K. Fontaine	W. H. Whitley Wm. McIntosh W. K. Fontaine	A. L. Shuman Harold Hough	J. E. Withers	Gas Lumberg	{ C. A. Nothel { C. A. Nothel { Walter Pratt { Tom King
GAINESVILLE, 8,648. Hesperian (m) (none) Sunday edition	1,700	.011		George T. Yates, editor and publisher.				C. H. Leonard	C. H. Leonard	C. H. Leonard			
GALETON, 4,245. News (m) (1-D) (E) (119-121) Sunday edition Star-Telegram (m) (1-D) (E) (none) Sunday edition	10,924 12,800 8,780	.07 .08 .05		Register Pig. Co. A. H. Bolo & Co., Inc. Harry I. Cohen	J. T. Leonard L. C. Elbert Harry I. Cohen	J. M. Leonard Chris Murray	J. M. Leonard	C. H. Leonard	Lynn Walker	A. P. Vaughan, Jr.	E. H. Robertson		{ Sam B. Pickens { L. D. Herzog
GONZALES, 3,128. Inquirer (D) (J) (4) (d)	513	.013		Henry Reese	Annie Reese			L. L. Ollre	L. L. Ollre				{ J. W. Bauerfeld { M. Whiteside
GREENVILLE, 19,384. Banner (D) (none) Herald (m) (4)	5,297 5,238 5,238	.02 .02		Banner Publishing Co. Herald Pub. Co.	Charles Camp Cantrell Tom R. Poole	Charles Camp Cantrell	Charles Camp Cantrell	Fred E. Horton	Fred E. Horton	Fred E. Horton	Frank D. Horton		{ A. K. McClinck { A. K. McClinck
HILLSBORO, 6,952. Mirror (1) (J) (none)	1,250	.013		Thompson & Campbell	J. C. Butts			J. C. Butts	D. W. Campbell	J. K. Campbell	C. H. Resal		{ J. K. Campbell { E. O. Hughes

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

Table listing newspaper details for Texas, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

UTAH

Table listing newspaper details for Utah, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

VERMONT

Table listing newspaper details for Vermont, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

VIRGINIA

Table listing newspaper details for Virginia, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Includes entries for NORFOLK, PETERSBURG, PORTSMOUTH, PULASKI, RICHMOND, ROANOKE, YANKEE, WINCHESTER, ABERDEEN, BELLINGHAM, BREMERTON, HOQUIAM, OLYMPIA, PORT ANGELES, SEATTLE, TACOMA, WALLA WALLA, YAKIMA.

VIRGIN ISLANDS
WASHINGTON

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (D) indicates Democratic; (R) indicates Republican; (I) indicates Independent; (E) indicates other political affiliations. (F) indicates feature; (S) indicates Saturday; (Su) indicates Sunday. (M) indicates monthly; (W) indicates weekly; (Bi) indicates bi-weekly; (Mo) indicates monthly. (A) indicates advertising; (C) indicates circulation; (S) indicates subscription; (R) indicates rate. (L) indicates local; (N) indicates national. (P) indicates publisher; (E) indicates editor; (M) indicates managing editor; (C) indicates city editor; (G) indicates general manager; (B) indicates business manager; (A) indicates advertising manager; (C) indicates circulation manager; (Cl) indicates classified manager; (M) indicates mechanical job printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

WEST VIRGINIA

Table listing newspaper data for West Virginia, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printer.

WISCONSIN

Table listing newspaper data for Wisconsin, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printer.

City, Population, Newspaper	Circulation	Minimum Adv. Rate National Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
JANESVILLE, 18,293. Gazette (1-2) (136-2)	10,184	.045	H. H. Bliss	Stephen Boiles	Stephen Boiles	George Kavelage	H. H. Bliss	H. H. Bliss	T. G. Murphy	Thos. A. Birmingham	Stacey H. Bliss	Edmund Ehringer
KENOSHA, 40,472. News (2) (7) (98-117)	7,466	.04	Kenosha News Pub. Co.	W. T. Marriott	R. S. Kingsley	E. F. Mariott	R. S. Kingsley	R. S. Kingsley	H. R. Young	R. E. Thilston	W. E. Cropley	E. C. Smith
LA CROSSE, 30,393. Tribune & Leader Press (m) (1) (36) Sundry edition	12,653	.035	Frank H. Burgess	Mark R. Byers	Mark R. Byers	C. A. Worth	Frank H. Burgess	Frank H. Burgess	D. S. Greig	Edna M. Denney	A. E. Teasbort	A. L. Schroeder
MADISON, 38,378. Capital Times (1) (1) (106-107)	15,499	.035	Capital Times Co.	Wm. T. Ewyse	Kenneth E. Olson	Dewey Dunn	Tom C. Bowden	Tom C. Bowden	Kenneth K. Rees	Irwin Maser	Forest Huff	L. R. Leary Leo E. Fleckstein
Wisconsin State Journal (m) (1-2) (36) Sundry edition	18,433	.045	A. M. Brayton	A. M. Brayton	Kenneth Duncan	Harry V. Ross	I. U. Sears	I. U. Sears	E. J. Usher	M. F. Mergin	Miss M. Whitcomb	O. A. Winick
MANITOWOC, 17,668. Herald News (1) (1) (103) Sundry edition	4,901	.03	Herald News Pub. Co.	E. W. Mackey	A. O. Trippler	Frank Panosh	A. O. Trippler	A. O. Trippler	Roland A. Fournier	H. F. Ragooske	William Rutherford	August J. Tech
MARSHFIELD, 7,394. News (R) (1) (4)	4,237	.029	Marshall Publishing Co.	G. V. Kraus	E. S. Bailey	Floyd Tushar	E. S. Bailey	E. S. Bailey	James Forester	John Grall	H. Smith	F. J. Brakston John Witt
MENASHA, 7,214. Record (1) (4) (d)	1,691	.03	Ira H. Clough	Ira H. Clough	M. M. Clough	M. M. Clough	Ira H. Clough	Ira H. Clough	H. S. Clough	H. S. Clough	M. M. Clough	F. Lanzer
MERRILL, 8,068. Herald (1) (98-5)	3,101	.02	Merrill Pub. Co.	Ed. W. LeRoy	Ed. W. LeRoy	Lamont McBride	Frank E. Noyes	Frank E. Noyes	L. A. Drown	S. P. Jones	L. A. Drown	H. C. Hanson
MILWAUKEE, 457,147. Journal (m) (1) (1) (103) Sundry edition	114,866	.20	H. J. Grant	L. W. Nieman	M. H. Creager	F. R. Green	H. J. Grant	L. L. Boyer	R. A. Turquist	O. V. Fragstein	Harry Gnatley	J. P. Keating
Leader (Sec) (1) (1) (42)	48,843	.12	E. H. Thomas	Victor L. Berger	Stuart Heath	Stuart Heath	Victor L. Berger	Victor L. Berger	Elmer A. Krabin	Harry H. Touhey	R. G. Hellermann	Thos. N. Sweers Harry Seymour
MONDOK, 4,788. Wisconsin News (E) (17-107) Sundry edition	48,619	.16	Chas. F. Pfister	Geo. Lounsbury	Julius Lehman	A. Harvey	A. B. Cargill	A. B. Cargill	F. R. Davit	Wm. Mahoney	Wm. S. Broker	W. Spurling
MONROE, 4,788. Journal (R) (1) (4)	900	.011	L. A. Woodie & Son	L. A. Woodie	L. A. Woodie	Roy Woodie	L. A. Woodie	L. A. Woodie	L. A. Woodie	L. A. Woodie	L. A. Woodie	Roy Woodie
NEENAH, 7,171. News & Times (1-2) (1) (none)	2,516	.025	News Publishing Co.	Clara A. Bloom	Clara A. Bloom	John A. Studley	John A. Studley	John A. Studley	John A. Studley	John A. Studley	John A. Studley	John G. Plank
OSHKOSH, 38,182. Northwestern (R) (106-107)	2,053	.06	O. J. Hardy	O. J. Hardy	Edward F. Kennedy	Louis Torreyson	O. J. Hardy	O. J. Hardy	Fred B. Wiese	Carleton A. Thomas	Carleton A. Thomas	W. F. Corelle J. D. Brant
PORTAGE, 5,682. Register-Democrat (R) (1) (92-5)	1,800	.021	A. A. Porter	W. G. Clough	John Gay	John Gay	A. A. Porter	A. A. Porter	A. A. Porter	A. A. Porter	A. A. Porter	W. F. Corelle J. D. Brant
RACINE, 58,993. Journal (R) (1) (136-2) Sundry edition	9,058	.053	The Journal Pub. Co.	F. W. Starbuck	D. F. Griswold	D. F. Griswold	F. R. Starbuck	H. S. Mann	H. Le Poudrin	H. Larson	H. Larson	T. Jude
RHINELANDER, 6,694. News (R) (1) (92-5)	7,663	.045	Call Pub. Co.	W. I. Goodland	Frank Lovell	Ezra L. Evans	W. I. Goodland	J. H. Heim	Walter C. Davis	A. Bluzford	G. Olson	Oscar Lylich
SHEBOYGAN, 30,955. Press-Telegram (1) (1) (136-2)	1,425	.018	William R. Jaeger	William R. Jaeger	E. R. Barager	William R. Jaeger	William R. Jaeger	William R. Jaeger	E. R. Barager	Stanley Hallenbeck	Stanley Hallenbeck	A. G. Christensen
STEVENS POINT, 11,371. STOUTS, 5,101. Courier-Sub (E) (1) (none) (d) SUNDAY, 39,624. Telegram (1) (1) (E) (61)	10,267	.045	Press Pub. Co.	C. E. Broughton	C. E. Broughton	L. P. Cook	C. E. Broughton	C. E. Broughton	E. S. Gerlat	Mildred Nelson	Mildred Nelson	Geo. A. Brand John Stengel
WATERLOO, 9,299. Times (1) (1) (108) Freeman (1) (none)	3,175	.025	Journal Pub. Co.	Frank W. Leahy	Guy W. Rogers	James W. Hull	Frank W. Leahy	Guy W. Rogers	Guy W. Rogers	Guy W. Rogers	Guy W. Rogers	Henry Drenthak J. M. Somerville
WAUSAU, 18,661. Record-Herald (E) (61-2) Wisconsin Rapids, 7,343. Tribune (E) (106-107)	1,808	.025	Freeman Printing Co.	H. M. Youmans	Henry A. Youmans	Henry A. Youmans	H. M. Youmans	H. M. Youmans	H. M. Youmans	H. M. Youmans	H. M. Youmans	C. B. Spitzer
WATERLOO, 9,299. Times (1) (1) (108) Freeman (1) (none)	5,944	.04	Record-Herald Co.	J. L. Sturtevant	E. D. Underwood	E. D. Underwood	J. L. Sturtevant	E. J. Smith	H. Alarik	G. M. Stephenson	H. Eastow	G. D. Derby
WISCONSIN RAPIDS, 7,343. Tribune (E) (106-107)	2,756	.021	Wm. F. Huffman	C. R. Babcock	C. R. Babcock	C. R. Babcock	C. R. Babcock	C. R. Babcock	P. N. Pratt	Arthur Slerck	L. F. Huffman	A. Belmont, Jr. H. W. Gates
CASPER, 11,447. Herald (m) (1) (1) (98-34) Sundry edition	4,126	.05	M. M. Leland	M. M. Leland	Jack Helman	Mite Wear	M. M. Leland	M. M. Leland	A. Braunstein	Jack Pine	J. J. Crittenden	G. Burdard C. Madison
CHRYSTENNE, 13,829. Wyo. State Tribune Leader (m) (R) (70) Sundry edition	5,887	.04	Charles W. Barton	Charles W. Barton	E. E. Evans	B. E. Evans	Charles W. Barton	F. H. Scaman	Thos. Daily	Luke Ballard	F. H. Scaman	J. B. Griffith
LANDER, 2,183. News (1) (1) (106-107) Sundry edition	6,000	.04	Tribune Pub. Co.	Wm. C. Deming	John C. Fleming	John C. Fleming	John C. Fleming	John C. Fleming	John C. Fleming	John C. Fleming	John C. Fleming	Fred Hurd C. E. 1923
LARAMIE, 6,301. Boomerang (1-2) (1) (none) Republican (none) Enterprise (1) (1) (106-107) Press (m) (E) (1) (1) (106-107) Sundry edition	1,213	.018	Post Pub. Co.	W. J. Himes	Howard Miller	Howard Miller	Geo. B. Hand	Geo. B. Hand	Geo. B. Hand	Geo. B. Hand	Geo. B. Hand	Alvo Foster J. W. Sturdtan
SHERIDAN, 9,176. Enterprise (1) (1) (106-107) Sundry edition	1,783	.021	Republica Pub. Co.	F. S. Burrage	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard
TRUCKEE, 1,176. News (R) (1) (4)	4,008	.03	Enterprise Pub. Co.	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard	Everett J. Lippard
TRUCKEE, 1,176. News (R) (1) (4)	3,596	.03	Post Printing Co.	C. W. Brandon	H. E. Stuart	H. E. Stuart	C. W. Brandon	C. W. Brandon	C. W. Brandon	C. W. Brandon	C. W. Brandon	C. W. Brandon

WYOMING

Explanation: (m) indicates morning newspaper, (E) operates job printing plants, (E) operates own engraving plant, (J) operates job printing plants, (S) for Saturday, (M) for Monday, (Tu) for Tuesday, (W) for Wednesday, (Th) for Thursday, (F) for Friday, (Sa) for Saturday, (Su) for Sunday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is first and the second West. (d) do not use mats, (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; compilation rates are indicated by brackets. Where more than one rate is given it applies to each rate; department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

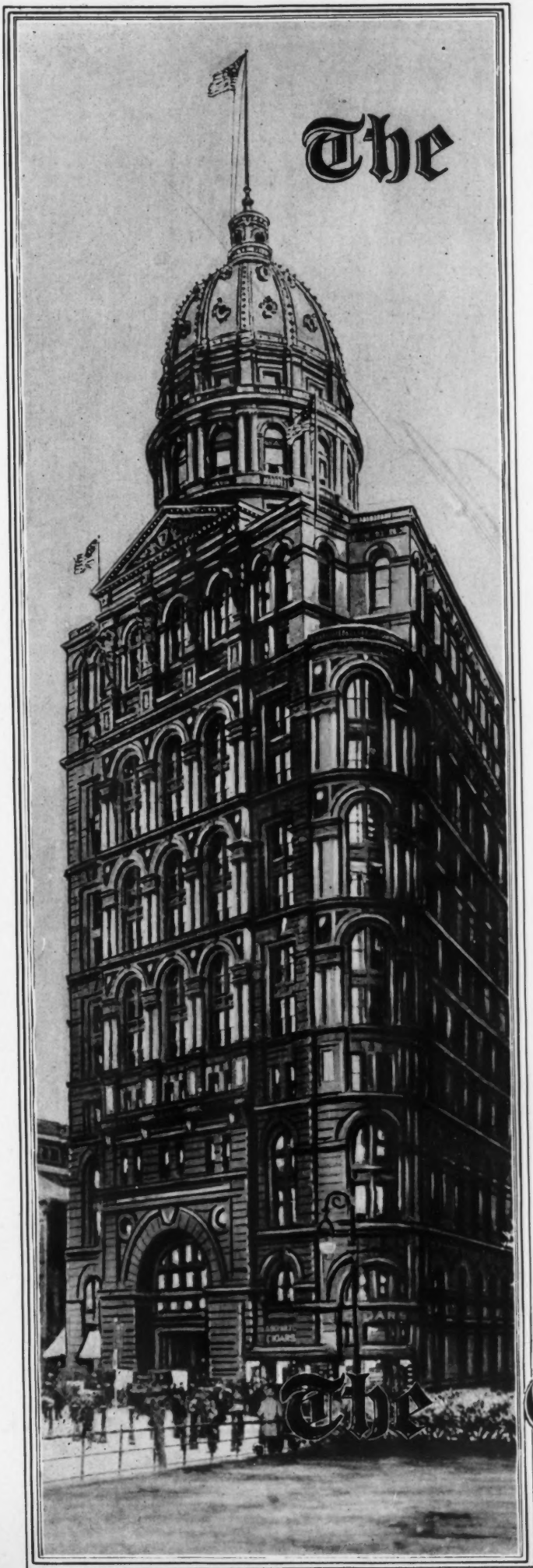
NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their main and branch offices and managers.

Key	Firm Name	Office Address	Manager	Key	Firm Name	Office Address	Manager
1-A	Agencies Foreign Language Service	New York City, 19 W. 44th st.	Henry W. Hewitt	24	Burns, Frank H.	Boston, Mass., Little Bldg.	F. H. Burns
2-A	Agnew, Frances (See No. 98-M)			24-A	Bushnell, Anson C., (See No. 31-D)		
1	Alcorn-Seymour Co., Inc.	New York City, 47 W. 34th st.	F. P. Alcorn	25	Byrne, J. K. (See No. 31-A)		
2	Allen-Klapp Co.	Chicago, Ill., Marquette Bldg.	H. W. Seymour	26	Callender, W. N., Jr. (See No. 98-I)		
3	Allied Newspapers, Inc. (Scripps-Howard Newspapers)	Chicago, Ill., Security Bldg.	T. L. Klapp, Jr.	27	Campbell, Don (See No. 98-U)		
3-A	American Association of Foreign Language Newspapers, Inc.	Chicago, Ill., People's Gas Bldg.	A. W. Allen	27-A	Camps Advertising Agency, Horatio	New York City, 62 Cortland st.	Marco Morrow
4	American Press Association	Detroit, Mich., 242 Lafayette Blvd.	Roy J. Buell	28	Capper Publications	Topeka, Kan.	J. W. Kunzmann
5	Anderson Special Agency, C. J.	St. Louis, Mo., Victoria Bldg.	O. L. Marcks	29	Carpenter & Co.	New York City, 501-5th ave.	H. H. Hursh
5-A	Arkenbegr Special Agency	Kansas City, Mo., New York Life Bldg.	B. P. Murphy	30	Carrroll, Dan A.	Chicago, Ill., 6 East Lake st.	J. A. Carter
6	Arthur, Wilbur L. (See No. 31-B)	New York City, 52 Vanderbilt ave.	Geo. H. Reichard	30-A	Carter & Hudson	Chicago, Ill., McCormick Bldg.	G. W. Cate
6-A	Aurora Beacon-News	Chicago, Ill., 5 N. Wabash ave.	S. S. Schuyler	30-B	Cate, Garth W.	New York City, 261 Broadway	M. A. Hudson
7	Barnhill, Inc., Roy	Cleveland, Ohio, 308 Euclid ave.	G. L. Hammell	30-C	Chapman, Lansing		
7-A	Barrett, Stephen H. (See Number 31-D)	San Francisco, 821 Market st.	L. L. Hood	30-D	Chase, John O. (See Number 99-N)		
7-B	Batten, Eugene C. (See No. 31-D)	St. Louis, Mo., 604 Olive st.	Lynn H. Gamble	31	Chew, W. W. (See Numbers 16-A, 81-A, 116-G, 120-A)		
8	Beckwith Special Agency, S. C.	New York City, 30 E. 23d st.	Nathan H. Seidman	31-A	Chicago American	New York City, 2 Columbus Circle	Rodney E. Boone
8-A	Bell, F. H.	Chicago, Ill., People's Gas Bldg.	John R. Palandeh	31-B	Chicago Herald & Examiner	Chicago, Ill., Hearst Bldg.	J. K. Byrne
9	Benjamin & Kentnor Co.	New York City, 225 W. 39th st.	John H. Derry, W. G. Brogan, E. F. Finley	31-C	Chicago Tribune	New York City, 1819 Broadway	Wilbur L. Arthur
9-A	Bennett, E. G. (See No. 99-N)	Chicago, Ill., 122 S. Michigan ave.	J. L. Gartside	31-D	Christian Science Monitor (Boston)	San Francisco, Cal., Monadnock Bldg.	E. A. Holman
10	Berdan, E. A. (See No. 31-E)	San Fran., Cal., 58 Sutter st.	C. J. Miller	31-E	Cincinnati Times-Star	Chicago, Ill., Tribune Bldg.	L. H. Crall Co.
10-A	Bergen Advertising Co., Inc.	Chicago, Ill., Marquette Bldg.	C. J. Anderson	31-F	Clark, C. C. (See Numbers 28, 69-B, 130-B)	New York City, 225 5th ave.	E. A. Berdan
11	Bertolet, C. D. (See No. 34-B, No. 102-A, No. 116-E)	New York City, 30 E. 42d St.	R. R. Mulligan	31-G	Clark, H. K. (See Numbers 98-K, 98-J, 98-O)		
12	Bidwell Co., R. J.	New York City, World Bldg.	George E. Moser	32	Clark Co., Thomas F.	Chicago, Ill., 7 S. Dearborn st.	
12-A	Billingslea, A. H.	Chicago, Ill., Tribune Bldg.	J. T. Beckwith, T. F. Flynn, M. P. Linn	32-A	Clark, R. W.	New York City, Herald Square Bldg.	T. F. Clark
13	Block, Inc., Paul	Detroit, Mich., Ford Bldg.	R. W. Beckwith, J. W. Cooper	32-B	Clayden, A. E.	Chicago, Ill., Marquette Bldg.	W. S. Grathwohl
14	Blodgett, C. C.	St. Louis, Mo., Post-Dispatch Bldg.	J. A. McColium	33	Clinnin, Walter C.	New York City, 347 5th ave.	A. E. Clayden
14-A	Bloomington (Ill.) Pantagraph	Kansas City, Mo., Bryant Bldg.	J. J. Farrell	33-A	Cloer Leaf Newspapers	Chicago, Ill., 19 S. LaSalle st.	
15	Boone, Rodney E. (See No. 31-A)	Atlanta, Ga., Atlanta Trust Bldg.	J. C. Harris, Jr.	33-B	Coan, Harry (See Number 98-M)	New York City, 366 5th ave.	Hammond & Walcott
16	Booth, Arthur (See No. 16-B)	Los Angeles, Cal., Homer Laughlin Bldg.	Karl J. Shull	34	Collegiate Special Advertising Agency, Inc.	Chicago, Ill., Boyce Bldg.	C. D. Bertolet
16-A	Boston Advertiser	San Fran., Cal., Hearst Bldg.	Sidney J. Wolf	34-A	Commercial Financial Press Assn. (Financial American)	Kansas City, Mo., Victor Bldg.	O. G. Davies
16-B	Boston American	Chicago, Ill., Century Bldg.	F. H. Bell, T. J. Morris	34-B	Cone, Hunton & Woodman, Inc.	Boston, Mass., 109 State st.	W. S. MacDonald
16-C	Boston Christian Science Monitor (See No. 31-D)	New York City, 225 5th ave.	Harry D. Reynolds	35	Corn Belt Farm Dailies	New York City, 280 Madison ave.	W. & G. F. Minnick
16-D	Boston Financial News (See No. 16-F)	Chicago, Ill., Mellers, Bldg.	John T. Fitzgerald	35-A	Country Newspapers	Columbus, Ohio, Crumrine Bldg.	E. B. Stapleford
16-E	Boston News Bureau	Los Angeles, Cal., Van Nuys Bldg.	Arthur A. Hinkley	35-B	Crall Co., L. H. (See Number 31-E)	New York City, 141 W. 36th st.	Thomas McGinnis
17	Boyd, William B. (See New Brunswick Home News)			36	Crawford, F. E. (See Number 98-I)	Chicago, Ill., 140 S. Dearborn st.	W. S. Crawthwohl
17-A	Botsford, W. K.			36-A	Creel, A. W. (See Number 69-C)		
17-B	Bradley, L. M.			36-B	Chowther, M. L. (See Numbers 28, 69-B, 130-B)		
17-C	Branham Co., John M.			36-C	Crowe & Co., E. R.	New York City, 11 E. 40th st.	
17-D	Brooke, Wallace G.			36-D	Crystal, Norman	Brooklyn, N. Y., 3314 Avenue D.	
17-E	Brooklyn Standard-Union			36-E	Curtis Special Agency	New York City, 459 4th ave.	
17-F	Bruen, Miss Eleanor M. (See No. 31-D)						
17-G	Bruns & Webber						
17-H	Bryant, Griffith & Brunson, Inc.						
17-I	Budd Co., John						
17-J	Burke, Hugh. (See No. 106-C)						

NOTE: Key numbers and letters in first column refer to similar numbers and letters in Newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together.

Canadian representatives are listed in Special Canadian Section. See index on last two pages for location. *—Indicates head office.



The



NEW YORK

World

THE WORLD, as established
by JOSEPH PULITZER,
May 10, 1883:

“An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty.”



NEW YORK

World



A Word About The World

"First in Public Service"



THE NEW YORK WORLD is more than a first-class newspaper. It is the most independent, the most courageous and the most disinterested publication in the country. In the true sense of the word, it is the most ably edited paper in the United States. It is free; it is bold; it is scrupulously honest; it is the one paper in the United States that actually devotes itself to the Public Service.

THE WORLD does not believe that all the news that is fit to print is worth reading. It does not compete with volume, but excels in values. All essential occurrences THE WORLD presents in compact, accurate form. It is concerned with facts rather than with opinion or detail. A WORLD reader is more quickly, more deftly, more competently informed of what has happened to the world in the last twenty-four hours than is the reader of any other New York newspaper. What every man and woman wants to know, THE WORLD tells—and in the fewest possible words. This is the triumph of the art of able editing.

THE WORLD does not confuse virtue with dullness. It is written to be read. It is neither ponderous nor self-important. It tries to be right and is, most of the time, but is not afraid to admit error.

It is interested in people and believes in humanity. It is friendly. It has common sense and a sense of humor. Therefore it is lively and entertaining. It is a sad day in which there are not several laughs in THE WORLD. It cherishes no grouches—it prefers to hope for the best.

THE WORLD is never content with merely giving the news. It conceives itself as the attorney for the People. It abhors injustice and dares expose it. It can be depended on to defend the oppressed. Its history is a catalogue of public services. Its reputation is founded on the fights it has made against the enemies of the common weal. The consistent foe of misgovernment and corruption, it is feared more by political tricksters and spoilsmen than any other journal in America.

THE WORLD is clean. It does not pander to vice or to crime. It is fair—it has neither friends nor foes in public places. It is earnest in its effort to be accurate in stating the facts of the news. It has no purpose to serve save to tell the truth. It is intrinsically honest and believes its integrity is conceded even by those it has attacked.

The characteristics set forth here are rare in an individual and still rarer in a newspaper. They



are stated without boastfulness, for they are no more than a record of facts. They represent the spirit breathed into a journalistic entity by the ablest, most far-sighted personality that American journalism has produced. His thought, his message, have been held inviolate by his successors. THE WORLD is conducted by a group of men who

are devoted to the ideals it stands for and whose hope is to be true to the faith that has been given them. WORLD men know that they serve a paper that is free and brave and they are proud of their connection with an institution that has no other cause to serve but Truth and the Right.

The Morning World

The best known of all American newspapers, with an international news service that has become world famed for its speed and accuracy.

Its Editorial page, under the direction of Frank I. Cobb, is the most trenchantly expressed in America.

Heywood Brown reviews books and plays and talks about things in general in a daily department called "It Seems to Me."

Franklin P. Adams (F. P. A.) conducts "The Conning Tower," the most brilliant daily column in newspaperdom.

S. S. Fontaine and Burton L. Read direct the most dependable financial department in the daily press.

George Daley covers the world of Sport; and the illustrated features include the masterly cartoons of Rollin Kirby and Frueh, "Mutt & Jeff," Fred Locher's "Cicero Sapp" and the inimitable "Metropolitan Movies" of Gene Carr.

The Sunday World

The best evidence of the popularity of THE SUNDAY WORLD is the fact that it has the largest Sunday morning circulation in New York.

In the first place, it is a complete newspaper, with a grasp of world events unrivalled in scope and authority.

THE WORLD MAGAZINE is a 16 to 24 page supplement printed in four colors and filled with the best fiction and most absorbing special articles obtainable.

THE WORLD GRAVURE is a picture section of surpassing beauty, printed in a special process and replete with the most interesting pictures of the day.

The "Metropolitan Section" is a brilliantly conceived review of New York life, illustrated by Herb Roth and other artists of note.

THE SUNDAY WORLD comic section in colors is a rib-tickling laugh from first to last page.

The Evening World

Long recognized as "the favored evening paper of New York homes," THE EVENING WORLD occupies a place peculiarly its own among the newspapers of Greater New York.

Its manifold features include many of the most successful regular departments in American journalism.

Through its editorial page have been waged some of the most important battles fought in the public's behalf, and the cartoons of John Cassel enjoy a nation-wide popularity.

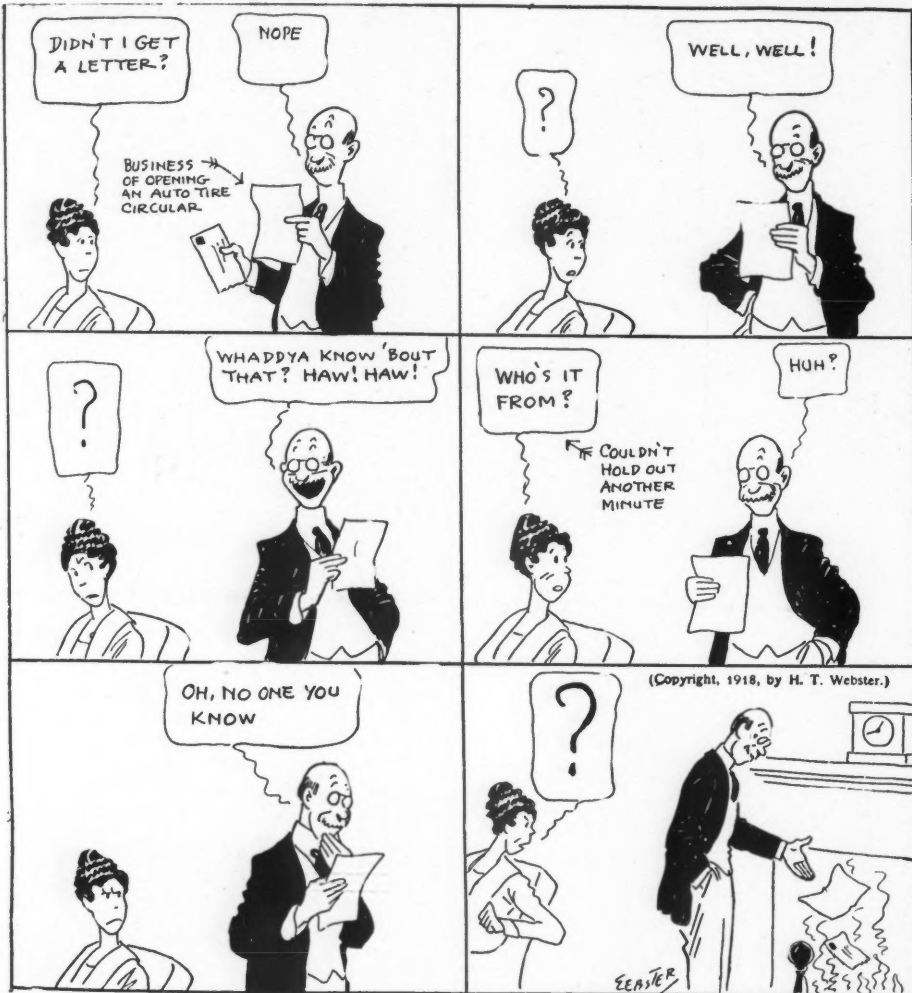
Its special writers include Sophie Irene Loeb, Bide Dudley, Neal O'Hara, Roy L. McCardell, Marguerite Mooers Marshall, Charles Darnton and a host of other names well known to newspaperdom.

Its "comics" are tested laugh-makers, produced by such humorists as Maurice Ketten, Counihan, Kling, "Vic" and Brinkerhoff.

New York World Syndicate

How to Torture Your Wife

—By Webster.



Webster, "Mark Twain of Cartoonists," Joins the Staff of The World

WEBSTER now joins THE WORLD. Newspaper and magazine readers the length and breadth of America have chuckled over "How to Torture Your Wife," have felt the deep human sympathy in "Life's Darkest Moment," have turned back the years to childhood's hour with "The Thrill That Comes Once in a Lifetime," and have enjoyed many a rib-tickling laugh over "Poker Portraits," "The Beginning of a Beautiful Friendship," "The Old Man" and others numbered among the best series of sustained humor in the press of the country. Webster joins a staff already famous as including:

Dirks

Mager

Brinkerhoff

Ketten

Frueh

"Vic"

Kling

Locher

Gene Carr

Counihan

The Webster Service is available for enterprising newspapers that want to brighten up their pages and thereby add circulation.

NEW YORK WORLD SYNDICATE

Pulitzer Building

New York

A News Service Is Judged by the Company It Keeps

The New York World news service carries the foreign, domestic and local news of The World to hundreds of thousands of readers of other newspapers. Among the papers which find its nightly news reports of great value are

THE BOSTON GLOBE

THE BALTIMORE SUN

THE PITTSBURGH POST

THE LOUISVILLE COURIER-JOURNAL

THE PHILADELPHIA RECORD

LA NACION OF BUENOS AIRES

THE MEMPHIS COMMERCIAL-APPEAL

THE MILWAUKEE JOURNAL

THE TORONTO MAIL AND EMPIRE

THE CLEVELAND TIMES AND COMMERCIAL

THE PORTLAND OREGONIAN

ASAHI SHIMBUN OF TOKIO AND OSAKA, JAPAN.

THE NEW YORK WORLD news service supplies to these and other newspapers a full report of Washington news from the bureau presided over by Charles Michelson, as well as the domestic news gathered by more than 500 special correspondents throughout America; the news of New York as covered by a local staff of 100 highly trained men and women writers, and the news of the Old World which is cabled nightly by a staff of specialists in every point of news importance throughout Europe. This staff is centered as follows:

IN LONDON the WORLD Bureau is under the direction of John L. Balderston, until recently editor of The Outlook, of London. Mr. Balderston, one of the best known American journalists abroad, succeeded Mr. J. M. Tuohy, who has just retired after more than a quarter of a century as Chief European Correspondent of THE WORLD. Others in the London bureau include Joseph N. Grigg and P. J. Kelley, each of whom has a broad grasp of British affairs and a proved ability to write succinctly and pleasingly. THE WORLD news service also receives and distributes in America the news reports of The Manchester Guardian.

IN PARIS the WORLD Bureau is headed by Ferdinand Tuohy, a journalist with international experience and reputation, who during the war served on all five fronts as an officer in the British Intelligence Service and got an insight into things that have been invaluable in dealing with post-war news developments. Captain Tuohy is assisted by Hugh O'Connor and Alfred M. Murray, of long Paris residence and journalistic experience.

IN BERLIN Arno Dosch-Fleuret and his assistants, William Margreve and Axel Faber, give expert reports that have frequently been exclusive on big news stories.

IN ROME Beatrice Baskerville heads THE WORLD Bureau. Her long residence there and her wide acquaintance in the circle of Vatican and Quirinal alike, give her great value as chief Italian correspondent of THE WORLD.

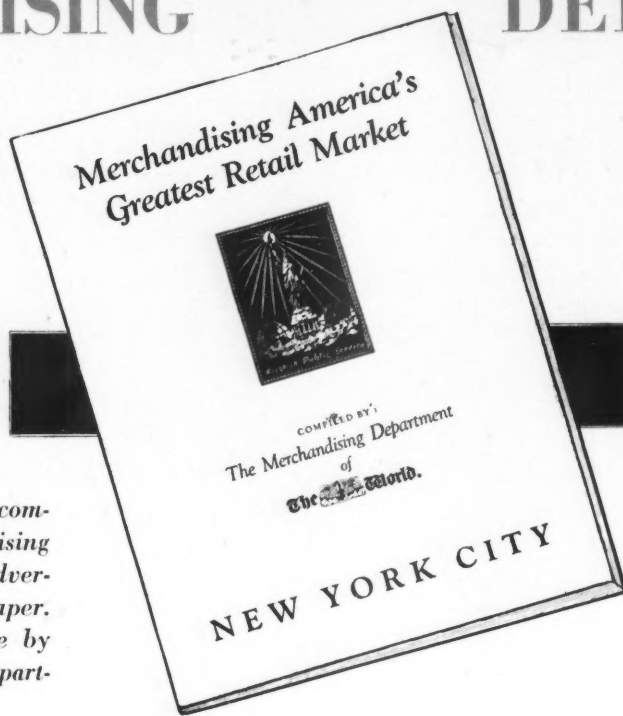
IN MOSCOW Samuel Spewack and Bella Cohen are analyzing conditions and sending much important news of the Soviet regime. Mr. Spewack has recently finished a tour through the interior provinces of Russia that produced many columns of interesting and exclusive copy.

Publishers of newspapers who are contemplating enlarging or changing their telegraphic news connections will find it profitable and informative to write to any or all of the newspapers mentioned above for an expression of opinion regarding

NEW YORK WORLD NEWS SERVICE

MERCHANDISING

DEPARTMENT



Note :

This 78-page book is the most complete discussion of the merchandising problems that face the New York advertiser ever issued by a local newspaper. Copies may be had without charge by addressing the Merchandising Department of "The World."

THE MERCHANDISING SERVICE maintained by "THE WORLD" has been accepted as the standard of merchandising practice by the newspaper Committee of the National Association of Newspaper Executives on Advertising Agency relations .

Broadly comprehensive in its scope, it has successfully functioned in guiding many of the country's largest advertisers not alone in their preliminary investigations of

the New York market, but in their subsequent moves in securing adequate distribution in this rich field.

The Merchandising Department places a staff of experts at the service of the advertiser who contemplates entering America's largest area of retail sales, fortified with an experience gained by scores of careful industrial surveys of the principal buying centers of the city.

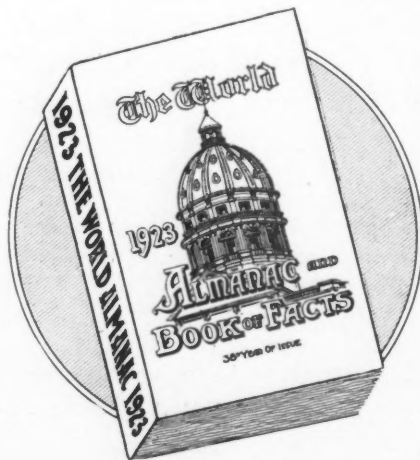


THE WORLD ALMANAC

THE WORLD ALMANAC has been called "the most frequently consulted work of reference after the dictionary." Its fame has been well-earned by a record for infallibility extending over thirty-eight years.

The 1923 volume, just issued, contains reference to 50,000 facts covering every phase of contemporary life, so cross-indexed as to be immediately available for instant use.

It includes authoritative information covering questions of the moment, such as the Bonus, the New Tariff, the Irish

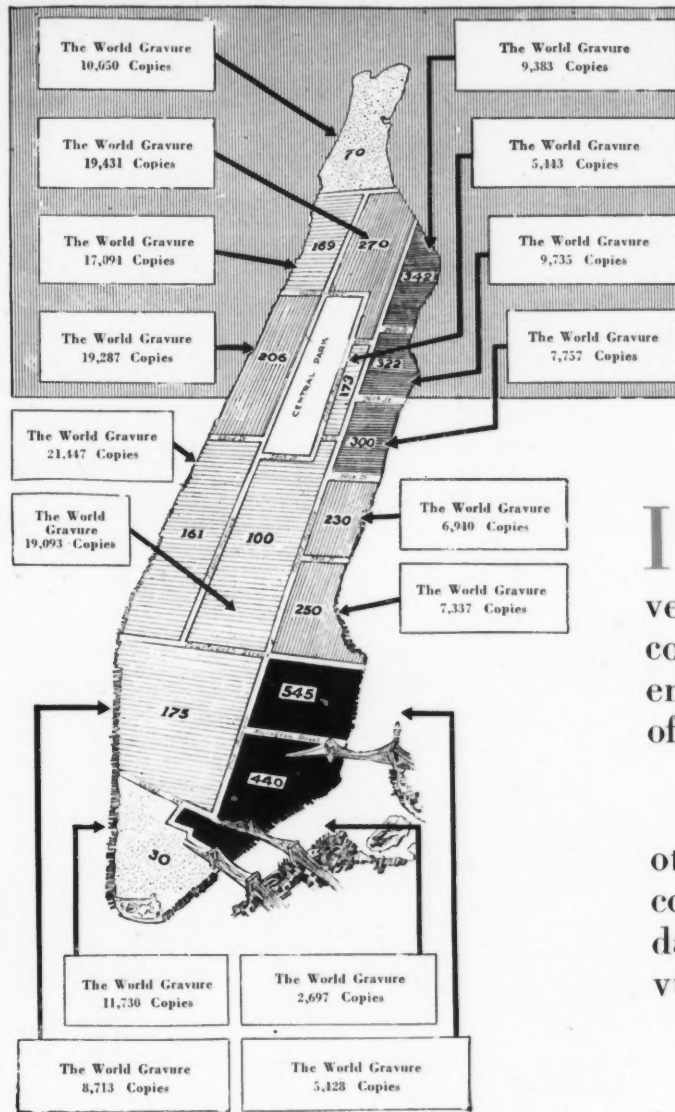


Heavy Paper Cover
35c—By Mail, 50c
Cloth Bound Copies
75c—By Mail, 90c

Free State, Naval Disarmament, the European Debt to this country, recent election results and the latest moves in the Labor world.

Full population statistics, the Year in Finance, in Commerce, in Sports, in Government, in Education are all treated with a degree of thoroughness found in no other annual publication of the kind.

The World Almanac is the busy man's encyclopedia. It is probably the most widely used reference work in the newspaper offices of the country, outside of the city telephone directory.



GRAVURE COVERAGE

(Figures in shaded areas indicate number of persons per acre)

A careful study of this chart indicates the concentration of the circulation of "The World Gravure" in those districts of MANHATTAN ISLAND which by reason of their degree of density of population are of most value to the advertiser.

For instance, there are three times as many copies of "The World Gravure" circulated in the extremely restricted districts East and West of Central Park, the centers of New York's wealth, than in the two vast lower East Side districts combined.

IF CONCENTRATION directly within the limits of New York City means anything to the advertiser—and it should be one of his uppermost considerations—then "The World Gravure" is entitled to first place among the gravure sections of the city.

Not only has it a larger circulation than any other standard-sized gravure section in the country, but directly in Greater New York, within daily contact with its shops, "The World Gravure" has—

16% more circulation than its *three* Sunday morning competitors *combined*, purchasable at a saving of more than

82% in rate.

This brings the purchase of gravure space down to a simple matter of business economics, in which "The World Gravure" offers a service incomparably more effective in covering this well-defined territory, and at a rate designed to encourage the extensive use of this forceful medium of illustration.

Reference to the above chart showing the distribution of population on Manhattan Island, indicates more clearly than any available argument the domination of America's greatest area of retail sales by the

Over the whole of Manhattan Island, a territory which "The Sunday World" divides with four other morning papers, "The World" goes into one home in every three, as indicated by a survey of the city.

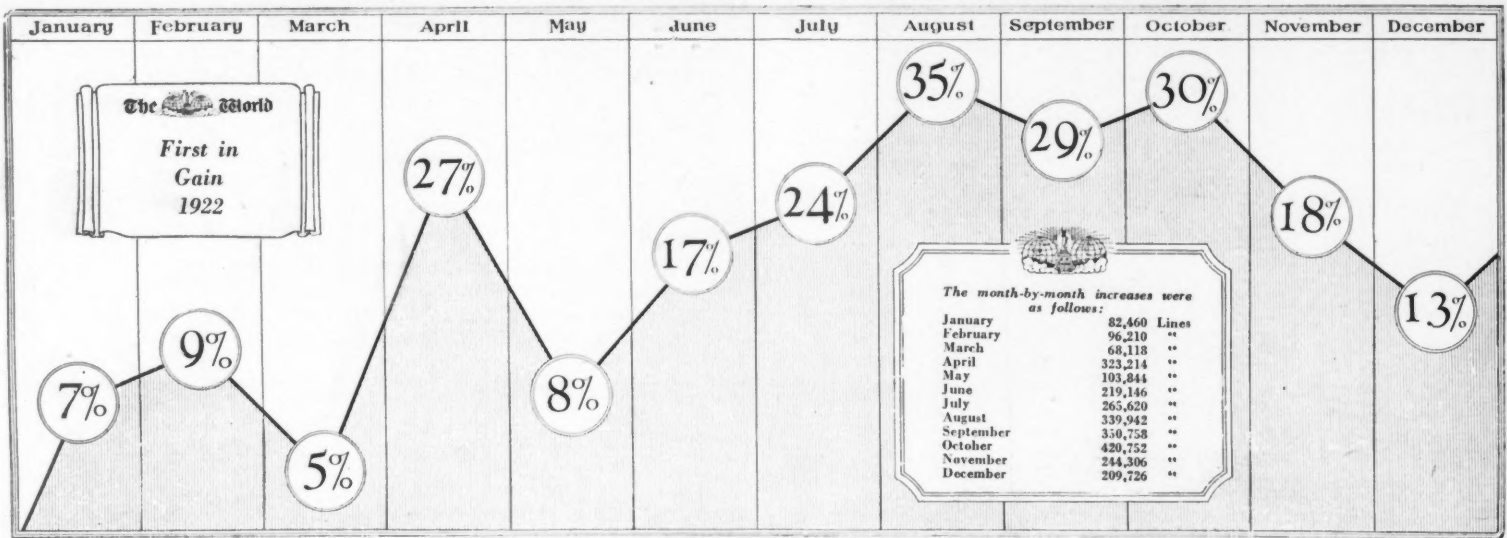
In the Upper West Side, known as the "richest Congressional District of America," investigation shows the number of homes and the number of "Sunday Worlds" delivered to be almost equal.

The upper East Side, center of the city's wealth, reveals a "World" to practically every two homes.

In those sections of densest concentration of population, we find a "World" in every seven to fifteen homes.

Advertisers who have analyzed the position of "The World Gravure" in covering New York efficiently are directly responsible for a gain of 40% in the advertising carried by "The World Gravure" during 1922 over the year previous.

New York World Gravure



The World

NEW YORK

First in Gain!

THE YEAR 1922 found THE WORLD in practical domination of the greatest area of retail sales in America, so far as the growth of its advertising indicates its usefulness to the merchants of Greater New York.

Carrying a total lineage of 17,244,090, THE WORLD closed the year with a gain of 2,723,496 lines, an increase of approximately 19% over advertising carried during 1921. This increase is more than 233,000 lines in excess of the gain registered during the year by THE WORLD'S nearest competitor.

In the matter of individual transactions alone, an infallible test of a newspaper's contact with its public, THE WORLD set an enviable record, as the following table giving the number of separate advertisements run during the year will attest:

Separate Advertisements in 1922

	Advertisements Carried	The World's Lead
The World	1,712,181
The Times	1,115,366	596,815
The Herald	431,695	1,280,486
The American	281,570	1,430,611
The Tribune	133,308	1,578,873

And during the year, THE WORLD increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted inter-

mediary in 1,712,181 separate transactions, each based upon belief in the ability of THE WORLD'S columns to produce results.

In the matter of gains in advertising lineage, the leadership of THE WORLD is even more apparent, as the following year-end comparison indicates:—

	Columns Gained	Columns Lost	The World's Advantage
The World	9,726.75
The Times	8,410.75	1,316 columns
The American	3,058.75	6,668 columns
The Herald	511.25	10,238 columns
The Tribune	421.25	10,148 columns

This gain in lineage came as the climax of a period during which, for eight consecutive months, THE WORLD outdistanced the fourteen newspapers of New York in advertising increases.

That it is indicative of a concerted move on the part of far-sighted advertisers to take full advantage of the highly concentrated service offered by THE WORLD and THE EVENING WORLD is further borne out by a gain of 53,410 lines registered by the latter paper in the month of December alone.

By every standard of comparison common to advertising practice, these two newspapers offer the advertiser a value, per dollar expended, unapproachable for effectiveness in the most conspicuously active market in the country.

Pulitzer Building, New York

Ford Building
Detroit

Title Insurance Building
Los Angeles

Market and Third Streets
San Francisco

Securities Building
Seattle

Mallers Building
Chicago

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 66)

Key	Firm Name	Office Address	Manager
40-E	Daily News-Record (New York) (See Number 142-C).	New York City.	
40-F	Dallas News and Journal	New York City. 154 Nassau st.	L. D. Lorentz
41	David Co., George B.	Chicago, Ill. 140 S. Dearborn st.	Walter J. Scott
41-A	Davies, O. G.	New York City. 171 Madison ave.	G. B. David
41-B	Day-Warheit (Jewish) of New York	Kansas City, Mo. Victor Bldg.	A. Roy Keator
41-C	De Clerque, A. W.	Boston, Mass. 38 Causeway st.	O. G. Davies
		Philadelphia, Pa. 332 S. 5th st.	S. Malkiel
		Chicago, Ill. 280 Madison ave.	David B. Tierkel
		San Francisco, Cal. Sharon Bldg.	Louis Klebahn
		Los Angeles, Cal. San Fernando Bldg.	Fred L. Hall
42	De Clerque, E. C.	New York City. 280 Madison ave.	Louis Klebahn
		Chicago, Ill. Mallers Bldg.	E. C. DeClerque
		San Francisco, Cal. Sharon Bldg.	Fred L. Hall
		Los Angeles, Cal. San Fernando Bldg.	Fred L. Hall
43	De Clerque, Harry H.	Chicago, Ill. 5 S. Wabash ave.	H. H. DeClerque
		New York City. 280 Madison ave.	Louis Klebahn
		San Francisco, Cal. Sharon Bldg.	Fred L. Hall
		Los Angeles, Cal. San Fernando Bldg.	Fred L. Hall
44	De Clerque, Inc., Henry.	Chicago, Ill. 5 S. Wabash ave.	Henry DeClerque
		New York City. 280 Madison ave.	Louis Klebahn
		San Francisco, Cal. 55 N. Montgomery st.	Fred L. Hall
		Los Angeles, Cal. San Fernando Bldg.	Fred L. Hall
44-A	Delaney & Hildebrand	San Francisco, Cal. Flood Bldg.	
44-B	Delano, Horace H. (See Number 31-D).		
44-C	De Llano, Rodrigo	New York City. Times Bldg.	Rodrigo De Llano
44-D	Denning Co., Edwin	San Francisco, Cal. Chronicle Bldg.	
44-E	Dennis, Sam	St. Louis, Mo. Globe-Democrat Bldg.	
44-F	Detroit Financial News Bureau (Financial America)	Detroit, Mich. New Telegraph Bldg.	D. L. Feinberg
44-G	Dickson, J. A. (See Number 31-B).		
44-H	Dietter, F. W. (See Numbers 98-N, 98-T).		
45	Dillon, George F.	Kansas City, Mo. Republic Bldg.	G. F. Dillon
45-A	Donnelly Special Agency.	Philadelphia, Pa. 920 Walnut st.	George Donnelly
47	Douglas, Robert E.	Chicago, Ill. Marquette Bldg.	R. E. Douglas
46	Drey-Donohoe-Drey	New York City. 154 Nassau st.	William D. Ward
		New York City. 44 Broad st.	
		Chicago, Ill. 208 S. LaSalle st.	
47-A	Dow, Jones & Co.	New York City. 120 5th ave.	Adolf Drey
		Boston, Mass. Little Bldg.	Frank H. Burns
E			
46-A	Eastern Press Association	New York City. 522 5th ave.	S. E. Weaver
46-B	Eaton, Richard	Washington, D. C. 10 Jackson Square	Richard Eaton
48	Eddy Co., Charles H.	New York City. 200 5th ave.	Charles H. Eddy
		Chicago, Ill. People's Gas Bldg.	Robert J. Virtue
		Boston, Mass. Old South Bldg.	A. C. MacCarey
48-A	Edge, Walter E.	Atlantic City, N. J. 1809 Atlantic ave.	W. E. Edge
48-B	Eldredge, C. H. (See Capper Publications, Kansas City, Kansas, Topeka Capital).		
48-C	Elgin Courier	Aurora, Ill. Beacon-News Bldg.	J. K. Groom
		Chicago, Ill. 903 Boyce Bldg.	Miss Hartigan
48-D	Ellis, E. R.	Boston, Mass. 244 Washington st.	
48-E	Evanston News-Index	Chicago, Ill. Chamber of Commerce Bldg.	W. W. Reed
F			
48-F	Fairchild, A. E. (See Number 142-C).		
48-G	Farley, Robert S.	New York City. 25 Beaver st.	R. S. Farley
48-H	Feinberg, D. L. (See Numbers 44-F, 98-N).		
48-I	Film Daily (New York)	New York City. 71 W. 44th st.	
48-J	Financial America (New York) (See Numbers 98-N, 98-T, 44-F, 35-A).		
49	Finugan & McClure	Chicago, Ill. 720 Cass st.	L. F. McClure
49-A	Fisher, H. R.	Kansas City, Mo. Republic Bldg.	G. F. Dillon
		Chicago, Ill. 5 S. Wabash ave.	H. R. Fisher
		Kansas City, Mo. Republic Bldg.	G. F. Dillon
49-B	Fitzpatrick, J. F. (See Number 16-B).		
49-C	Flaherty, Robert (See Number 98-P).		
49-D	Fletcher, R. A. (See Number 116-D).		
49-E	Flowers, W. B. (See Numbers 27, 49-B, 130-B).		
50	Folsom, P. A.	St. Louis, Mo. Chemical Bldg.	P. A. Folsom
51	Ford-Parsons Co.	Chicago, Ill. Marquette Bldg.	
		San Francisco, Cal. 58 Sutter st.	R. B. Johnston
51-A	Foreign Language Advertising Service	Boston, Mass. 30 Boylston st.	Joseph J. Borgatti
			Ellen A. O'Brien
51-B	Foreign Language Publishers Assn. of U. S. Inc.	New York City. 110 E. 42d st.	Wm. A. Grant
		Chicago, Ill. 725 S. Wells st.	Rathbun-Grant-Heller Co.
51-C	Fort Worth Star-Telegram	Fort Worth, Tex. Star-Telegram Bldg.	A. L. Shuman
		Dallas, Tex. County Bank Bldg.	Alger Jones
52	Fralick & Bates, Inc.	New York City. 154 Nassau st.	W. C. Bates
		Chicago, Ill. 605 N. Michigan ave.	J. F. Fralick
		Atlanta, Ga. Candler Annex Bldg.	W. R. Wilson
52-A	Frandsen, J. H. (See Number 28).		
53	Frost, Landis & Kohn, Inc.	Chicago, Ill. People's Gas Bldg.	E. R. Landis
		New York City. 225 5th ave.	Joseph W. Zorna
		Atlanta, Ga. Candler Bldg.	G. M. Kohn
		St. Louis, Mo. Security Bldg.	Carl A. Schulenburg
G			
54	Gagnier, Ltd., H. (See—Galveston Daily News)	New York City. 154 Nassau st.	J. D. Lorentz
54-A	Gamble, Lynn H. (See Number 3).	Chicago, Ill. 140 S. Dearborn st.	Walter J. Scott
54-B	Gamble, Lynn H. (See Number 3).	St. Louis, Mo. Globe-Democrat Bldg.	
54-C	Gaughen, F. X. (See Numbers 28, 69-B, 130-B).		

Key	Firm Name	Office Address	Manager
54-E	Gibbs, H. W.	Chicago, Ill. 208 La Salle st.	H. W. Gibbs
54-F	Gilman, Don E. (See Number 31-D).		
55	Gilman, Nicoll & Ruthman	New York City. Canadian-Pacific Bldg.	Louie Gilman
		Chicago, Ill. Tribune Bldg.	A. W. Suck
		Boston, Mass. Tremont Bldg.	A. C. Rothmann
		San Francisco, Cal. Monadnock Bldg.	Stanley I. Pratt
			R. J. Davis
55-A	Gilmore, Lucille Brian	Chicago, Ill. 30 N. Dearborn st.	L. C. Gilmore (Mrs.)
55-B	Govin, R. R.	New York City. 90 West st.	
56	Grant, A. D.	Atlanta, Ga. Constitution Bldg.	
57	Gravure Service Corporation	New York City. 171 Madison ave.	Francis Lawton, Jr
		Chicago, Ill. 308 N. Michigan ave.	James A. Young
		Los Angeles, Cal. San Fernando Bldg.	T. F. McGrane
		San Francisco, Cal. 55 New Montgomery	
			Fred L. Hall
		Boston, Mass. Little Bldg.	Frank H. Burns
58	Groom, J. K. (See Numbers 6-A, 48-C, 68-H).		
59	Gurnea, Martin W. (See Number 98-F).		
H			
60	Hall, Fred L.	San Francisco, 55 New Montgomery	
		Cal. 55 New Montgomery	
		Los Angeles, Cal. San Fernando Bldg.	F. L. Hall
60-A	Hallett, H. A.	New York City. 820 8th ave.	T. F. Magrane
61	Hamilton-De Lisser Co., Inc.		H. A. Hallett
		New York City. 25 W. 43d st.	J. L. R. Hamilton
		Chicago, Ill. 127 N. Dearborn st.	T. A. De Dier
61-A	Hammell, G. L. (See Number 3).		
62	Hammond & Walcott (See Numbers 34-D, 102-A, 116-E).		
62-A	Harris, M. H.	Los Angeles, Cal. Security Bldg.	M. H. Harris
62-B	Haun, Ray H.	Detroit, Mich. Ford Bldg.	R. H. Haun
63	H. Bave Company (See C. L. Houser Co.)		
63-A	Henriquez, P. L. (See Number 116-D).		
63-B	Hessey, J. J. Evans (See Number 31-C).		
63-C	Hewitt Co., Inc., William M.	New York City. 12 E. 44 st.	
		Chicago, Ill. 283 E. Jackson Blvd.	G. M. Young
64	Hill Co., A. J. Norris	San Francisco, Cal. Hearst Bldg.	A. J. N. Hill
64-A	Hiltz, P. (See Number 98-N).	Los Angeles, Cal. 120 1/2 S. Broadway.	
64-B	Hodgson, A. E.	New York City. 90 West st.	A. E. Hodgson
66	Hohl, Lewis V.	Chicago, Ill. People's Gas Bldg.	L. V. Hohl
65	Holman, Everett A. (See Numbers 16-A, 31-B, 81-A, 98-E).		
65-A	Hooke, Victor A.	New York City. 2 Rector st.	Victor A. Hooke
65-B	Houser Co., C. L.	New York City. 17 W. 42d st.	C. L. Houser
		Chicago, Ill. Hartford Bldg.	A. R. Keator
67	Howland & Howland	New York City. 303 5th ave.	J. H. Howland
		Chicago, Ill. 10 S. La Salle st.	A. W. Howland
68	Hunter, J. W.	Chicago, Ill. Marquette Bldg.	Berry Stevens
		New York City. 347 5th ave.	J. W. Hunter
			A. E. Clayden
68-A	Hursh, H. H. (See Numbers 28, 69-B, 130-B).		
68-B	Hutchinson, W. E. (See Number 37-A).		
J			
68-C	Jacobs, Joseph (See Number 98-L).		
68-D	Jenkins, W. A. (See Number 98-N).		
68-E	Jenkins, Walter R.	New York City. 33 W. 42d st.	W. R. Jenkins
68-F	Johansen, Inc., George P.	New York City. 303 5th ave.	George P. Johansen
68-G	Johnston, R. B.	San Fran., Cal. 58 Sutter st.	R. B. Johnston
68-H	Joliet Herald-News	Aurora, Ill. Beacon-News Bldg.	J. K. Groom
69	Jones, Alger	Chicago, Ill. 903 Boyce Bldg.	Miss Hartigan
69-A	Jones, F. R.	Dallas, Tex. County Bank Bldg.	Alger Jones
		Chicago, Ill. 29 S. La Salle st.	F. R. Jones
K			
69-B	Kansas City (Kan.) Kansas (See Number 28).	New York City. 501 5th ave.	Austin LaStrange
69-C	Kansas City Star	New York City. 15 W. 40th st.	A. W. Creel
		Chicago, Ill. 202 S. State st.	W. H. Matthews
70	Katz Special Advertising Agency, E.	New York City. 58 W. 40th st.	M. J. Beck
		Chicago, Ill. Harris Trust Bldg.	R. R. Black
		Atlanta, Ga. Candler Annex Bldg.	F. M. Bell
		San Fran., Cal. Monadnock Bldg.	H. H. King
		Kansas City, Mo. Waldheim Bldg.	W. D. Shank
70-A	Katz, M. L.	Chicago, Ill. People's Gas Bldg.	M. L. Katz
71	Keator, A. Roy	Chicago, Ill. Hartford Bldg.	A. Roy Keator
		New York City. 171 Madison ave.	George B. David
		Philadelphia, Pa. Mutual Life Bldg.	A. F. Smith
71-A	Keelson & Waxelbaum	St. Louis, Mo. Century Bldg.	R. M. Saylor
71-B	Kelch Co., J. W.	New York City. 116 W. 30th st.	
72	Kelly-Smith Co.	Detroit, Mich. Kresge Bldg.	
		New York City. 47 W. 34th st.	Frank W. Miller
		Chicago, Ill. Lytton Bldg.	Arha J. Irwin
73	Keough, J. B.	Atlanta, Ga. Candler Bldg.	L. Britton
73-A	Ketchum, Charles. (See Numbers 28, 69-B, 130-B).		
73-B	Kirkpatrick, A. W. (See 142-C).		
73-C	Klebahn, Louis. (See Numbers 41-C, 42, 43, 44).		
74	Klein, I. A.	New York City. 50 E. 42d st.	I. A. Klein
		Chicago, Ill. 76 W. Monroe st.	Howard I. Shaw
75	Klein, Joseph A.	New York City. 42 Broadway.	J. A. Klein
75-A	Klein, M.	New York City. 1133 Broadway.	M. Klein
76	Knill-Burke, Inc.	Chicago, Ill. People's Gas Bldg.	E. M. Burke
		New York City. 1457 Broadway.	C. P. Knill
		Atlanta, Ga. Walton Bldg.	G. M. Kohn
76-A	Kohn, George M.	New York City. Times Bldg.	S. S. Koppe
76-B	Koppe & Co., S. S.	New York City. 299 Broadway.	Louis Kram
76-C	Kram, Inc., Louis	San Fran., Cal. Phelan Bldg.	C. G. Krogness
77	Krogness, C. George		
77-A	Kunzmann, J. W. (See Numbers 28, 69-B, 130-B).		
L			
77-B	La Coste, H. D. (See 116-F).		
78	La Coste & Maxwell	New York City. 45 W. 34th st.	H. D. LaCoste
78-A	Laky, Bela	Chicago, Ill. Marquette Bldg.	R. Heath Davis
78-B	Langfeld, W. R. (See 142-C).	Chicago, Ill. 327 S. LaSalle st.	
78-C	La Strange, Austin (See Numbers 69-B, 130-B).		
78-D	Laue, Herman (See Number 98-S).		

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from Page 75)

Key	Firm Name	Office Address	Manager
78-E	Leavenworth (Kan.) Daily Post	New York City, 4 W. 53d st.	Albert T. Reid
78-F	Leith, S. E.	New York City, 200 5th ave.	S. E. Leith
79	Lewis, H. F.	New York City, 154 Nassau st.	H. F. Lewis
80	Lindenstein, Inc., S. G.	New York City, 342 Madison ave.	Sam'l Q. Lindenstein
80-A	Link, E. M.	New York City, 97 Water st.	
80-B	Loane, George (See Numbers 28, 69-B, 130-B)		
82	Lorentz, J. D. (See Numbers 40-F, 54-A)		
81	Lorenzen & Thompson, Inc.	Chicago, Ill., 122 S. Michigan ave.	{ A. F. Lorenzen H. G. Schryver
		New York City, 19 W. 44th st.	M. R. Thompson
		Detroit, Mich., Kresge Bldg.	E. C. Ferguson
		San Fran., Cal., Sharon Bldg.	Fred L. Hall
		Los Angeles, Cal., San Fernando Bldg.	T. F. Magrane
81-A	Los Angeles Examiner	New York City, 1819 Broadway	W. W. Chew
		San Fran., Cal., Monadnock Bldg.	E. A. Holman
		Chicago, Ill., Hearst Bldg.	Wm. H. Wilson
81-B	Los Angeles Evening Herald	New York City, Times Bldg.	H. W. Moloney
83	Lucius, N. L. (See 31-C)		
84	Lutz, John E.	Chicago, Ill., Tower Bldg.	J. E. Lutz
84-A	Luty, B. E. V.	Pittsburgh, Pa., Bessemer Bldg.	B. E. V. Luty
Mc			
85	McDevitt, George A.	New York City, 303 5th ave.	George A. McDevitt
		Chicago, Ill., People's Gas Bldg.	
86	McGinn, Neil (See 98-S)		
87	McKinney & Son, J. P.	New York City, 19 W. 44th st.	J. P. McKinney
		Chicago, Ill., 122 S. Michigan ave.	J. J. McConnell
		Los Angeles, Cal., Homer Laughlin Bldg.	Karl J. Shull
86-A	McKinney, A. D.	St. Louis, Mo., 3d Nat. Bank Bldg.	
87-A	McMahon, D. F.	Chicago, Ill., 7 S. Dearborn st.	D. F. McMahon
87-B	McNamee, William H.	Chicago, Ill., 326 W. Madison st.	W. M. McNamee
M			
87-C	MacDonald, W. S. (See Numbers 35-A, 98-N)		
88	MacQuoid Special Agency	New York City, 103 Park ave.	Robert MacQuoid
		Chicago, Ill., 1st Nat. Bank Bldg.	I. S. Wallis & Son
88-A	Macy & Klander	Chicago, Ill.	
88-B	Magrane Co., T. F.	Los Angeles, Cal., San Fernando Bldg.	T. F. Magrane
88-C	Malkiel, S. (See 41-B)		
88-D	Marcks, Oliver J.	St. Louis, Mo., Victoria Bldg.	O. L. Marcks
90	Mathews Special Agency, Julius	Boston, Mass., 1 Beason st.	Julius Mathews
		New York City, 171 Madison ave.	C. W. Brockner
		Chicago, Ill., Hartford Bldg.	H. S. Gould
		Detroit, Mich., 242 Lafayette Bv.	W. Roy Buell
91	Matthews, W. H. (See 69-C)		
91-A	Meigs, M. C.	Chicago, Ill., 328 W. Madison st.	M. C. Meigs
91-B	Melton, Oumby (See 3)		
92	Merrill, W. J. (See 31-C)		
93	Middleton, J. E. (See 98-S)		
94	Miller, Charles E.	New York City, 225 5th ave.	{ C. E. Miller Philip H. Hubbard
		Chicago, Ill., People's Gas Bldg.	{ W. H. Stockwell H. A. Holman
94-A	Minsick, P. W. & G. F. (See 37-A)		
94-B	Mitchell, R. W.	Kansas City, Mo., Graphic Arts Bldg.	
95	Mogensen & Co., Inc., M. C.	San Fran., Cal., Hearst Bldg.	M. C. Mogensen
		Los Angeles, Cal., Title Insurance Bldg.	W. R. Emory
		Seattle, Wash., Securities Bldg.	B. N. Hutchinson
96	Moloney, Herbert W. (See Los Angeles Evening Herald 81-B; See San Francisco Call-Post 116-X)		
96-A	Montague Co., Allen	Chicago, Ill.	
96-B	Morris, T. J.	Chicago, Ill., Century Bldg.	{ T. J. Morris F. H. Bell
96-C	Morrow, Marco (See Numbers 28, 69-B, 130-B)		
97	Morton Co., William J.	New York City, 200 5th ave.	F. L. Murphy
		Chicago, Ill., Tribune Bldg.	Elmer Wilson
98	Mulligan, Ralph R.	New York City, 30 E. 42d st.	R. R. Mulligan
		Chicago, Ill., Marquette Bldg.	C. J. Anderson
98-A	Muniz Advertising Co.	New York City, 27 Warren st.	Salvador Muniz
		Ponce, Porto Rico, Plaza Degetau.	Francisco Y. Muniz
		San Juan, P. R.	Luis Muniz Souffront
98-B	Murphy Co., A. S.	New York City, 23 5th ave.	H. Schade
		Philadelphia, Pa., Colonial Trust Bldg.	H. Schade
N			
98-C	New Brunswick (N. J.) Home News	New York City, 18 E. 41st st.	William B. Boyd
98-D	Newton, Mrs. Maud (See Number 31-D)		
98-E	New York American	Chicago, Ill., Hearst Bldg.	Wm. H. Wilson
		San Fran., Cal., Monadnock Bldg.	E. A. Holman
		Boston, Mass., 127 Federal st.	Sweeney & Price
		Chicago, Ill., Hartford Bldg.	Don Campbell
98-F	New York Daily News	New York City, 25 Park Place	H. B. Sherwood
		Chicago, Ill., Tribune Bldg.	M. W. Gurnea
98-G	New York Daily News-Record (See Number 40-E)		
98-H	New York Day-Warheit (See Number 41-B)		
98-I	New York Evening Journal	Chicago, Ill., Hearst Bldg.	F. E. Crawford
		New York City, 2 Columbus Circle	W. N. Callender, Jr.
98-J	New York Evening Telegram	Chicago, Ill., 208 S. LaSalle st.	H. K. Clark
98-K	New York Herald	Chicago, Ill., 208 S. LaSalle st.	H. K. Clark
98-L	New York Jewish Morning Journal	New York City, 77 Bowery	Joseph Jacobs
98-M	New York Morning Telegraph	Chicago, Ill., 38 S. Dearborn st.	Harry Coan
		Hollywood, Cal., Markham Bldg.	Frances Agnew
98-N	New York News Bureau Association (Financial America) (See Numbers 98-T, 44-F, 35-A)	New York City, 26 Beaver st.	Edw. Rascovar
		Pittsburgh, Pa., 237 4th ave.	Wm. A. Wyman
		Philadelphia, Pa., 112 S. 16th st.	W. A. Jenkins
		Baltimore, Md., Equitable Bldg.	E. G. Bennett
		Cleveland, O., Leader-News Bldg.	P. Hiltz
		New Haven, Ct., 87 Orange st.	F. W. Dietter
		Detroit, Mich., New Telegraph Bldg.	D. L. Feinberg
		Boston, Mass., 109 State st.	W. S. Macdonald
		Chicago, Ill., 332 S. LaSalle st.	John O. Chase
98-O	New York Sun	Chicago, Ill., 208 S. LaSalle st.	H. K. Clark

Key	Firm Name	Office Address	Manager
98-P	New York Tribune	Chicago, Ill., 5 N. Wabash ave.	Robert H. Flaherty
98-Q	New York Wall Street Journal (See 132-B)		
98-R	New York Women's Wear (See 142-B)		
98-S	New York World	Chicago, Ill., 5 S. Wabash ave.	H. E. Middleton
		Detroit, Mich., Ford Bldg.	Neil McGinn
		New England, World Bldg.	N. Y. Herman Laue
98-T	New York & Connecticut News Bureau (Financial America)	New Haven, Ct., 87 Orange st.	F. W. Dietter
98-U	New York Commercial	New York City, 350 Madison ave.	F. R. Northrup
100	Northrup, Frank R.	Chicago, Ill., Advertising Bldg.	E. J. Powers
100-A	Northwest Daily Press Association	Minneapolis, Minn., Palace Bldg.	{ R. R. Ring R. R. Palmer
O			
101	O'Donnell Special Agency (See 20-A)		
102	O'Flaherty's N. Y. Suburban List, Inc.	New York City, 313 W. 37th st.	E. W. Porter
		New York City, 366 5th ave.	Hammond & Walcott
102-A	Omaha (Neb.) Daily News	Chicago, Ill., Boyce Bldg.	C. D. Bertolet
		Kansas City, Mo., Victor Bldg.	O. G. Davies
103	O'Mara & Ormshee, Inc.	New York City, 320 5th ave.	Miss M. G. Flanagan
		Chicago, Ill., People's Gas Bldg.	E. C. Trowbridge
		San Fran., Cal., Monadnock Bldg.	C. E. Greenfield
		New York City, 165 Broadway	Miguel Ordorico
103-A	Ordorico, Miguel	Chicago, Ill., 7 S. Dearborn st.	G. S. Osborn
104	Osborn, Inc., Guy S.	St. Louis, Mo., Globe-Democrat Bldg.	C. A. Cour
		Detroit, Mich., Ford Bldg.	Joseph R. Scolaro
P			
104-A	Palmer, R. R. (See Number 100-A)		
104-B	Papert, S. W. (See Number 129-E)		
104-C	Parker, K. (See Capper Publications, Kansas City, Kansas, Topeka Capital)		
105	Pancoast, C. I. (See 31-C)		
107	Payne Co., G. Logan	Chicago, Ill., Marquette Bldg.	G. H. Payne
		New York City, 200 5th ave.	{ G. D. Smith G. J. Burns
		Detroit, Mich., Kresge Bldg.	Frank S. Payne
		Boston, Mass., 100 Boylston st.	Daniel Fitzgerald
		St. Louis, Mo., Carleton Bldg.	Vic. H. Cunningham
		Los Angeles, Cal., Security Bldg.	Fred C. Veon
106	Payne, Burns & Smith	New York City, 200 5th ave.	{ G. D. Smith G. J. Burns
		Chicago, Ill., 6 N. Michigan ave.	G. H. Payne
		Detroit, Mich., Kresge Bldg.	Franklin Payne
		Boston, Mass., 100 Boylston st.	Daniel Fitzgerald
		Los Angeles, Cal., Security Bldg.	Fred C. Veon
		St. Louis, Mo., Carleton Bldg.	Vic' H. Cunningham
106-A	Pego, Aurelio	New York City, 24 W. 16th st.	Aurelio Pego
106-B	Philadelphia Inquirer	New York City, Flatiron Bldg.	D. M. Shirk
		Chicago, Ill., Harris Trust Bldg.	Jess F. Spencer
106-C	Philadelphia Public Ledger and Evening Ledger	New York City, 366 Madison ave.	Hugh Burke
109	Powers, E. J.	Chicago, Ill., 19 S. La Salle st.	E. J. Powers
108	Powell, Robert E.	New York City, 47 W. 34th st.	R. E. Powell
110	Powers & Stone, Inc.	New York City, 33 W. 42d st.	John H. Powers
		Chicago, Ill., 1st Nat. Bank Bldg.	H. P. Stone
		Boston, Mass., Little Bldg.	Warren H. Pierce
111	Prudden, King & Prudden, Inc.	New York City, 286 5th ave.	{ H. J. Prudden L. C. Prudden
		Chicago, Ill., Steger Bldg.	Harry W. King
		Boston, Mass., Globe Bldg.	V. P. Maloney
111-A	Prussing, H. J. (See Number 142-C)		
112	Putnam, C. I. (See 16-B)		
R			
113	Randall, D. J.	New York City, 347 5th ave.	D. J. Randall
		Chicago, Ill., Marquette Bldg.	J. W. Hunter
113-A	Rascovar, Edward (See 98-N)		
112-A	Rathbun-Grant-Heller Co. (See 51-B)		
113-B	Reed, W. W. (See 48-E)		
113-C	Reichard, George H. (See 3)		
114	Reid, Albert T. (See 78-E)		
114-A	Reynolds, B. J. (See Numbers 28, 69-B, 130-B)		
115	Richards, F. St. John (See 116-C)		
115-A	Richardson, Wallace G.	New York City, 95 Madison ave.	W. C. Richardson
115-B	Riddle Co., James M.	Chicago, Ill., Garland Bldg.	James M. Riddle
		New York City, Can. Pacific Bldg.	W. J. Delaney
		Atlanta, Ga., Candler Bldg.	I. B. Keough
		Cleveland, O., Ulmer Bldg.	Frank O. Young, Jr.
		Kansas City, Mo., Republic Bldg.	
		San Fran., Cal., Hobart Bldg.	E. Williams
		St. Louis, Mo., Syndicate Bldg.	Mrs. Williams
115-C	Ring, R. R. (See 100-A)		
116	Rockwood, Ralph K.	Chicago, Ill., 38 S. Dearborn st.	R. K. Rockwood
116-A	Rood, L. L. (See Number 3)		
116-B	Rose, Norman (See 31-D)		
S			
116-C	St. Louis Globe-Democrat	New York City, 154 Nassau st.	F. St. J. Richards
116-D	St. Louis Post-Dispatch	New York City, World Bldg.	R. A. Fletcher
		Chicago, Ill., Mollers Bldg.	P. L. Henriquez
116-E	St. Paul Daily News	New York City, 366 5th ave.	Hammond & Walcott
		Chicago, Ill., Boyce Bldg.	C. D. Bertolet
		Kansas City, Mo., Victor Bldg.	O. G. Davies
116-F	San Francisco Bulletin	New York City, 47 W. 34th st.	H. D. LaCoste
116-G	San Francisco Examiner	New York City, 1819 Broadway	W. W. Chew
		Chicago, Ill., Hearst Bldg.	Wm. H. Wilson
116-H	Saylor, R. M.	St. Louis, Mo., Century Bldg.	R. M. Saylor
116-I	Schaefer Co., B. J.	Los Angeles, Cal., Union Bldg.	T. F. Magrane
		San Fran., Cal., Hobart Bldg.	B. J. Schaefer
116-X	San Francisco Call-Post	New York City, Times Bldg.	H. W. Moloney
117	Scheerer, H. Edmund	Chicago, Ill., Marquette Bldg.	H. E. Scheerer
		New York City, 30 E. 42d st.	R. R. Mulligan
117-A	Schuyler, S. S. (See Number 3)		
118	Scolaro, Joseph R.	Detroit, Mich., Ford Bldg.	J. R. Scolaro
119	Scott, Walter J. (See Numbers 40-F, 54-A)		
119-A	Scrapps-Howard Newspapers (See Number 3)		



“EVERY DAY IN EVERY WAY”

Applied to business through the Advertising Columns of Newspapers, is working wonders

Gloomy discussion of “business conditions” some time back almost supplanted weather talk in conversational circles. Great as was the harm done, it is quickly being repaired.

A new era is dawning. Confidence and assuredness are developing to an amazing degree.

Strange as it may seem, the public's ability and willingness to absorb has exceeded the producers' sale and supply energy.

It takes tremendous buyer demand to overcome the inertia of seller timidity, but a bold, confident seller activity quickly sweeps away buyer hesitancy.

The manufacturer and the seller found it a bit difficult to get up speed again, but it is gaining every day, and we are further along Prosperity Road than many people realize. The advertising columns of newspapers not only reflect this condition, but have contributed greatly to it.

We firmly believe that those who have bravely and intelligently kept before the prospective buying public with telling advertising in the newspapers covering their markets are OUTDISTANCING COMPETITION.

We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company

*National Advertising Representatives
of Newspapers*

9 East 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Securities Building
SEATTLE

Should you change representation

—Please consider our list is composed entirely of papers of character and known value—noted for their reliability.

To be associated with such papers gives standing and prestige.

We are never in the unfortunate position where weak papers have to be pushed at the expense of the strong.

There is room here for two more newspapers that want high efficiency service and the increased lineage that goes with strong association, and aggressive representation.

Our list is:—

	Circulation	
Spokane, Wash., Spokesman-Review	43,321 (Daily)	The dominant morning and Sunday news-paper in the prosperous Spokane Country
Spokane, Wash., Chronicle	37,629	The dominant evening paper in this wonderfully prosperous field
Boise, Idaho, Statesman	14,491 (Daily)	The dominant paper of Boise and of Idaho
Fresno, Calif., Republican	30,577 (Daily) 31,645 (Sunday)	The dominant paper of Fresno and Central California's eight great counties
Montreal, Canada, La Presse	146,392	The dominant evening newspaper of Montreal, French or English, and the Province of Quebec with over 30,000 more circulation than any other newspaper published in Canada.

Twenty-five years in the field—a wide acquaintance east and west—well covered territory.

Four solicitors for five newspapers—individual service.

No billing and collecting. Our motto is "Dual sales work—with advertiser and agency."

Write or wire. Full particulars furnished without incurring obligations.

Wm. J. Morton Co.

Tribune Bldg.
Chicago

200 Fifth Ave.
New York

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 76)

Key	Firm Name	Office Address	Manager
120	Sears, A. T.	Chicago, Ill., People's Gas Bldg.	A. T. Sears
120-A	Seattle Post-Intelligencer	New York City, 1319 Broadway	W. W. Chew
120-B	Select Country Newspaper Association, Inc.	Chicago, Ill., Hearst Bldg.	Wm. H. Wilson
120-C	Sherwood, H. B. (See Number 98-F)	New York City, 105 W. 40th st.	
121	Shirk, D. M. (See Number 106-B)		
122	Shull, Karl J.	Los Angeles, Cal., Homer-Laughlin Bldg.	Karl J. Shull
122-A	Shuman, A. L. (See Number 51-C)		
123	Smith Special Agency, A. F.	Philadelphia, Pa., 1001 Chestnut st.	A. F. Smith
123-A	Smith, A. H.	Chicago, Ill., Hartford Bldg.	A. Roy Keator
124	Spencer, Jess F. (See Number 106-B)	Chicago, Ill., Hartford Bldg.	A. H. Smith
124-A	Stapleford, E. B. (See Number 37-A)		
125	Stevens & Baumann, Inc.	New York City, 47 W. 34th st.	S. C. Stevens J. H. Baumann
126	Stockwell, W. H.	Chicago, Ill., 1st Nat. Bank Bldg.	L. A. Peterson
126-A	Stone, Howard P.	Los Angeles, Cal., Higgins Bldg.	H. H. Conger
127	Story, Brooks & Finley	San Fran., Cal., Holbrook Bldg.	W. K. Botsford
129	Swan, Caroll J.	Chicago, Ill., 122 S. Michigan ave.	W. H. Stockwell
129-A	Sweeney & Price (See Number 98-U)	New York City, 225 5th ave.	Charles E. Miller
129-B	Taylor, Carson	Chicago, Ill., 1st Nat. Bank Bldg.	H. F. Stone
129-C	Taylor, Frank C.	New York City, 200 5th ave.	J. F. Finley
129-D	Temple, W. M. (See Numbers 28, 69-B, 130-B)	Chicago, Ill., People's Gas Bldg.	J. M. Brooks
129-E	Texas Daily Press League Advertising Bureau	Philadelphia, Pa., Colonial Trust Bldg.	H. C. Story
130	Theis Co., S. C.	Los Angeles, Cal., Higgins Bldg.	H. H. Conger
130-A	Tierkel, David B. (See 41-B)	San Fran., Cal., Holbrook Bldg.	W. K. Botsford
130-B	Topeka, Capital (See Number 28)	St. Louis, Mo., Star Bldg.	C. J. Edelmann
130-C	Tuerke, Carl W. (See 31-D)	Boston, Mass., 44 Bromfield st.	C. J. Swan
131	Uhl, Milt.	Los Angeles, Cal., 236 S. Hill st.	Milt Uhl
131-A	United Country Press	Louisville, Ky., 415 S. 3d st.	Mr. Lowman
132	Verree & Conklin	New York City, 300 Madison ave.	Thomas E. Conklin
132-A	Wakefield, Manning	Chicago, Ill., 28 E. Jackson Blvd.	J. E. Verree
132-B	Wall Street Journal (See Dow, Jones & Co., 47-A)	Detroit, Mich., 117 Lafayette Blvd.	C. L. Weaver
132-C	Wallace, A. G. (See Number 28)	San Fran., Cal., Monadnock Bldg.	Allen Hofmann
133	Wallis & Son, I. S.	New York City, Times Bldg.	Wakefield Manning
133-A	Walty, Frank A.	Chicago, Ill., 1st Nat. Bank Bldg.	G. W. Wallis
134	Ward, Inc., Robert E.	Chicago, Ill., 5 S. Wabash ave.	J. W. Cullen
135	Ward, William D.	New York City, 501 5th ave.	W. E. Jewett
135-A	Ward & Lewis	New York City, 154 Nassau st.	W. D. Ward
135-B	Warner, Robert O.	Chicago, Ill., Marquette Bldg.	R. E. Douglas
136	Watson, Inc., M. C.	New York City, 154 Nassau st.	W. D. Ward
136-A	Western Press Association	Chicago, Ill., 230 E. Ohio st.	R. O. Warner
136-B	Wheeler & Northrup	New York City, 286 5th ave.	M. C. Watson
137	Williams, Edwin C.	Chicago, Ill., 122 S. Michigan ave.	A. W. Allen
138	Williams, Lawrence & Cresmer Co.	San Fran., Cal., 58 Sutter st.	W. K. Botsford
139	Wilson, Elmer (See Number 14-A)	Los Angeles, Cal., Higgins Bldg.	H. H. Conger
140	Wilson, William H. (See Numbers 16-A, 81-A, 98-E, 116-G, 120-A)	Chicago, Ill., 140 S. Dearborn st.	E. C. Williams
140-A	Wimer Special Agency, H. I.	San Fran., Cal., Hobart Bldg.	E. C. Williams
141	Withington, C. M. (See Boston News Bureau, 16-E)	New York City, 225 5th ave.	W. H. Lawrence
141-A	Wohl, Harry D.	Chicago, Ill., Harris Trust Bldg.	W. T. Cresmer
142	Wolf, Sidney J.	San Fran., Cal., 742 Market st.	R. J. Bidwell
142-A	Wolsky, Inc., Alexander	Los Angeles, Cal., Times Bldg.	R. J. Bidwell
142-B	Women's Wear (New York) (See Number 142-C)	New York City, 110 W. 40th st.	Felix Wolsky
142-C	Women's Wear Company	New York City, 8 E. 13th st.	A. E. Fairchild
142-D	Woodruff, Robert W. (See Number 142-C)	Chicago, Ill., 418 S. Market st.	H. J. Prussing
143	Woodward, John B.	Boston, Mass., 52 Chauncey st.	A. W. Kirkpatrick
144	Woodward & Kelly	Philadelphia, Pa., Bulletin Bldg.	W. R. Langfeld
144-A	Wyman, William A. (See Number 98-N)	Rochester, N. Y., 183 St. Paul st.	Robert W. Woodruff
144-B	Young, M. C.	New York City, Times Bldg.	J. B. Woodward
144-C	Young & Ward	Chicago, Ill., Security Bldg.	Joseph F. Kelly
		Chicago, Ill., Security Bldg.	Joseph F. Kelly
		Detroit, Mich., Fine Arts Bldg.	F. B. Etter

RESULTS COUNT



The Times-Picayune
 NEW ORLEANS
 SECOND FLOOR, N. O.
 December 7th, 1922.

During the first nine months of 1922 The Times-Picayune carried 6,243,251 lines of local display advertising; the New Orleans item, for the same period, carried 3,321,734 lines, and the New Orleans States carried 4,366,315 lines.

The Times-Picayune has been represented by Cone, Hunton & Woodman in the foreign field since 1913. We believe that Cone, Hunton & Woodman, Inc., is the liveliest organization in the country today. They are always on their toes, and manage to secure every available line of advertising in their field. They have offices in New York, Chicago, Detroit, Atlanta, St. Louis, Kansas City, as well as on the Pacific Coast. The wonderful showing that they are making for us speaks for itself.

With best wishes, we are,
 Yours very truly,
THE TIMES-PICAYUNE.
Nathan O. Fulmer
 Business Manager.

November 11, 1922.

Cone, Hunton & Woodman, Inc.,
 225 Fifth Ave.,
 New York, N. Y.

Attention Mr. M. D. Hunton.

Dear Mr. Hunton—I am enclosing herewith several copies of our report showing gains or losses for advertising carried in all three Salt Lake papers for October. Of course, as you know, the total number of inches as shown here is six days against seven for The Telegram and Tribune.

I certainly want to congratulate you, as well as the rest of the boys, for the splendid showing you have given in foreign lineage—October with nearly 59% increase, September increase 39.6%, August increase 31%. In October, 1922, we carried over 50% more foreign advertising than the third paper, The Telegram—we were second.

In October, 1921, we were third, The Telegram, which is now third, then beat us 34% in foreign advertising.

With kindest personal regards, we are,
 Very truly yours,
THE DESERET NEWS.
 (Signed) Nathan O. Fulmer,
 Business Manager.

NOF:FVH

The Lee Syndicate Newspapers

The Daily Times
The Daily Courier
The Daily Journal
The Tribune and Leader Press
The Wisconsin State Journal
The Courier-Post

A. W. C. E. Founder
 E. P. Adler, President
 G. L. P. Powell, Secretary

December 15, 1922.

Cons, Hunton & Woodman,
 New York City.

Gentlemen—Please accept my thanks to your organization for the splendid increase in volume of foreign business which you have secured for all of our papers during this year.

You have represented our papers for a number of years, and each year, with one exception, has shown a substantial increase. You have a large and efficient organization which has taken care of us in every possible way.

Trusting that you will be able to duplicate our 1922 increase in 1923, I remain, with best wishes,
 Yours truly,
E. P. Adler
 President.

EPA-A

THE SUPREMACY IN NATIONAL ADVERTISING which we are obtaining for the above and other newspapers we have the honor to represent is based on:

Our methods of analyzing markets and showing how the circulation of the newspapers we represent grips those markets

plus

An equipment of forceful solicitors operating from seven offices covering the entire country, and an unusual department of co-operation

plus

Work—Intelligent, Indefatigable, Never-let-up Work

IF you are not getting the results we are giving the newspapers we represent—

IF your market, and the buying power of your circulation with its influence in the community are not being sold to advertisers—

IF you believe in up-to-date business methods applied to securing National advertising in this modern business age and want

Work, Effective Work, More Work Behind Your Newspaper

THEN we shall be glad to discuss representation with you.

CONE, HUNTON AND WOODMAN

New York 225 Fifth Avenue
 Chicago 130 North Wells Street
 Newspaper Representatives
 Atlanta Constitution Bldg. Detroit Lightner Bldg. St. Louis Victoria Bldg. San Francisco Hobart Bldg. Los Angeles Salvage Trust Bldg.

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

Compiled and Copyrighted 1923 by The Editor & Publisher Company

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Fort Smith	(m)	Times Record	S. C. Speer, Jr.	4	7
ARKANSAS					
Escondido	(m)	{ Times Advocate } { Daily Times }	Percy Evans	1	6
Los Angeles	S. W. Druggist (m)	Examiner	C. O. Davis	8	8
Los Angeles	S. W. Grocer (m)	Examiner	C. O. Davis	8	8
Los Angeles	S. W. Retailer (m)	Examiner	C. O. Davis	8	8
Sacramento	(m)	Star	W. A. Brewer, Jr.	4	5
San Francisco	Bulletin Business	Bulletin	Budd Rosenberg	4	5
San Francisco	Exam. Retailer (m)	Examiner	Rand. Madison	8-12	5
San Francisco	Co-operation (m)	Daily News	L. H. LaRash	4-6	8
San Diego	Sun Co-Operator (m)	Sun	Powell Thomas	8	8
CALIFORNIA					
Pueblo		Star-Journal	Morris Townsend	8-12	8
COLORADO					
Bridgeport	Post-Telegram Re-tailer (m)	Post-Telegram	T. A. D. Weaver	8	4
Hartford	Hartford Courant Merchandiser (m)	Hartford-Courant	Wm. M. Greene		
CONNECTICUT					
Washington	Co-operator (q)	Evening Star		4	8
DISTRICT OF COLUMBIA					
Atlanta	(m)	Atlanta Georgian	S. T. Mattingly	8	8
Atlanta	(o)	Constitution	J. E. Holliday	8	4
GEORGIA					
Chicago	Chicago Retailer (m)	Herald-Examiner	R. S. Shapira	12-16	8
Chicago	Co-operator (m)	Chicago Tribune	George Morris	4-8	4
Marion	Merchants Mag. (m)	Evening Star	C. R. Codrington	32	3
Mt. Vernon	(v)	Register News	Norman G. Sugg	4	3
Peoria	operation (m)	Peoria-Transcript	Carl A. Hard	8	4
Springfield	Mail Informer (m)	State-Journal	C. C. Callahan	8	32
Springfield	(m)	State Register	W. J. Barnes	8	4
ILLINOIS					
Attica	(sa)	Ledger & Tribune	J. Frank McDermod, Jr.	20	7
Indianapolis	Co-operator & Mer-chandiser (m)	Star	Paul J. Morgan	4	4
Muncie	(m)	Star	E. G. Brouillette	4	4
Richmond	(m)	Palladium	E. H. Harris	4	2
South Bend	(m)	News-Times		4	4
Warsaw	(bm)	Daily Times & Northern Indianian	Ted Williams	8	7
INDIANA					
Mason City	(m)	Globe Gazette & Times	J. W. Conroy	4	8
IOWA					
Hutchinson	(m)	News	W. S. Cady	4	4
Kansas City	(sm)	Kansas City Kansan	Knowlton Parker	4	4
Parsons	(q)	Daily Republican		16	21 1/2
Parsons	(o)	Daily Sun	Lester Combs	4	8
KANSAS					
Louisville	Merchandising Co-operator (m)	Herald	Byron W. Orr	4	4
KENTUCKY					
New Orleans	Merchandising & Ad-vertising (m)	Item	P. J. Thomson	12-16	4
New Orleans	The Store (m)	Times-Picayune		8	8
LOUISIANA					
Boston	(m)	American	C. F. Whitney	6	8
Boston	(m)	Herald-Traveler	M. M. Lord	6	8
Lowell	(m)	Courier-Citizen	S. F. Whipple	8	4
Marlboro	(a)	Enterprise	John Burke	12	4
New Bedford	(m)	Standard & Mercury	Miss Gertrude L. Perkins	4	4
Springfield	Retail Informer (m)	Union	Allan C. Inman	8	5
Worcester	(w)	Telegram-Gazette		8	4
MASSACHUSETTS					
Sheboygan	(m)	Tribune	Tom Fuller	68	8
Detroit	(m)	News	Jacob Albert	4	4
Detroit	(m)	Times	W. E. Anderman	6-8	8
MICHIGAN					
Duluth	(m)	Herald	F. E. Phelan	4	8
Minneapolis	(m)	Tribune	Willis L. Williams	4	7
St. Paul	(m)	Dispatch Pioneer-Press	R. B. Liggett	4	4
MINNESOTA					
Meridian	(m)	Star		16	2
MISSISSIPPI					
Joplin	Trade Review (m)	Globe & News Herald	J. J. McClellan	8	8
Kansas City	Kansas City Trade Builder (m)	Journal & Post	W. S. S. Johnson	8	4
St. Louis	Midwest Salesman (sm)	Times	Clarence Snow	8-10	5
Webb City	(m)	Daily Sentinel	Hal Wise	4	6
MISSOURI					
Great Falls		Tribune	Mr. Wendt, Ad. Mgr.		
MONTANA					
Omaha	The Market Master (m)	Bee	W. D. Israel	4	4
NEBRASKA					
Newark	(m)	Star-Eagle	C. H. Westbrook	4	5
Paterson	(m)	{ Press-Guardian } { Sunday Chronicle }	Alex Cruikshank	4	4
Trenton	(m)	{ Evening Times } { Sunday Advertiser }	James E. Mullins	4-8	5
NEW JERSEY					

NEW YORK

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Patavia	(5a)	Daily News	L. W. Griswold	4	3
Buffalo	(w)	Courier	M. R. Clissold	8	7
Buffalo	(v)	Enquirer	M. R. Clissold	8	7
Buffalo	(m)	Evening News	Joseph F. Melia, Adv. Mgr.	4-6	8
Buffalo	(m)	Times	H. E. Pockock	16	5
Hudson	(m)	Republican	A. W. Fell	8	4
New York	(o)	American	P. C. Bergen		
New York	(m)	Evening Journal	W. G. Hobson		
New York	(m)	World	B. L. Chapman	16	4
New York	(m)	Evening World	B. L. Chapman	16	4
Syracuse	(m)	Herald	A. H. Anderson, Merchand. Mgr.		
Syracuse	(m)	Journal	Andrew Thesbold	24	5
Syracuse	(m)	Post Standard		8	4

NORTH CAROLINA

Elizabeth City	The Ad Route (m)	Daily Advance			
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OHIO

Akron	(m)	Akron Press	Walter Kramer	4	5
Cincinnati	(m)	Post	J. K. Koons	8	4
Cleveland	(m)	News	D. W. McKinney	8	4
Cleveland	(m)	Press	I. E. Phillips	8	5
Columbus	(m)	Citizen	John Q. Doty	4	5
Columbus	(m)	Dispatch	Harry M. Miller, Mgr. Foreign Adv.	8	4
Dayton	(sm)	News	O. Harrington	4	5
Fastonia	Ad Route (m)	Daily Times			
Toledo	(m)	News-Bee	H. E. Young		

OKLAHOMA

Alva	(m)	Daily Review-Courier	C. D. Willard	16	4
Oklahoma City	(m)	News	Frank A. Lee	8-16	5

OREGON

Portland	(m)	Journal	Will F. Hessian	6	8
Portland	Co-operator (m)	News		4	8

PENNSYLVANIA

Chester	(m)	Morning Republican		16	
Chester	(m)	Times		16	
Easton	(m)	Express	W. K. Wilson	4	4
Greenville	(o)	Evening Record			
Wilkes-Barre	(m)	Times-Leader	Ernest G. Smith	4	8
York	(m)	Gazette & Daily	G. A. Dietz	4	2

RHODE ISLAND

Providence	Trade Aid Bulletin (m)	Journal	A. L. Poorman, Adv. Mgr.	8	4
Providence	News Letter (m)	News	Wm. P. Kennedy	12-16	4

TENNESSEE

Memphis	Merchandising & Co-operation (m)	Commercial Appeal	Moss E. Penn	4	4
Memphis	(m)	Press	H. J. Moorehead	4	5

TEXAS

San Antonio	(m)	Express	T. M. Darlington	10	4
San Antonio	(m)	Evening News	T. M. Darlington	10	4

UTAH

Salt Lake City	Service Bulletin (m)	Salt Lake Tribune	H. F. Robinson	8	3
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VIRGINIA

Richmond	(m)	{ Times-Dispatch } { Evening Dispatch }	Paul Gibson	8	8
Rancke	The Ad-Visor (m)	Times	C. H. Carson	4	4

WASHINGTON

Seattle	American Retail Post-Intelligencer (m)	Post-Intelligencer	Richard Barrett	6-10	8
Seattle	Star Co-operator (m)	Star	F. W. Webster	4	8
Tacoma	Times Co-operator (m)	Times	C. Ray Allen	4	8
Vancouver	The Ad-Route (m)	Evening Columbian	H. J. Campbell	16	2

WISCONSIN

Milwaukee	(m)	Journal	N. J. Greer	8	8
Milwaukee	(m)	News	E. E. Curtis	8	5
Milwaukee	(m)	Sunday Telegram	E. E. Curtis	8	5

CANADA

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MANITOBA

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Winnipeg	Free Press Retail (m)	{ Free Press } { Bulletin }	F. H. Avery	4	8

ONTARIO

Kingston	More Pep (m)	British Whig	Leman A. Guild	16	1
Toronto	Retail Merchants Globe (m)	Globe	Lloyd Moore	6-8	8

EXPLANATION OF KEY LETTERS: A—annually. A preceded by a number indicates number of issues in the year. BM—bi-monthly. M—monthly. O—occasionally. Q—quarterly. SA—semi-annually. SM—semi-monthly. W—weekly.

ANNIVERSARIES, CELEBRATIONS, ETC.

New Orleans Times-Picayune	—85th birthday.
Newton Kansas	—50th anniversary.
New York Press Club	—50th anniversary of founding.
Pasalic (N. J.) Daily Herald	—50th anniversary of founding.
Philadelphia Evening Bulletin	—diamond jubilee.
Portland (Ore.) Journal	—20th birthday.
Sandusky (O.) Register	—100th birthday.
Shasta (Cal) Courier	—70 years old.
Shreveport (La.) Times	—50th anniversary of founding.
South Bend (Ind.) Tribune	—50th birthday.
University of Wisconsin Daily Cardinal	—30th birthday.
Wichita (Kan.) Eagle	—50 years old.
Dodge City (Kan.) Globe	—50th anniversary founding.
Gloversville (N. Y.) Morning Herald	—25 years old.
Hutchinson (Kan.) News	—50th birthday.
Lebanon (Pa.) Daily News	—50th birthday.
Lewiston (Me.) Journal	—diamond jubilee.
Mobile (Ala.) Register	—100th birthday.

Growth That Reflects Baltimore's Prosperity

Again The Sunpapers have made a splendid twelvemonth's showing in both advertising and circulation. In 1922 The Sunpapers carried a total of 29,016,436 agate lines of advertising, showing a gain over the previous year of 1,959,974 agate lines.

The Sunpapers' Advertising Record

	(Agate Lines)		
	1922	1921	GAIN
THE SUN.....	8,031,110	7,684,482	346,628
THE EVENING SUN.....	14,238,848	12,510,782	1,728,066
THE SUNDAY SUN.....	6,746,478	6,861,198	-114,720
THE THREE SUNPAPERS..	29,016,436	27,056,462	1,959,974

A Notable Gain in Circulation

In average net paid circulation for 1922, THE SUN and THE EVENING SUN show a gain of 13,461 over the year previous, an average gain of more than 6.2 per cent.

During the same period THE SUNDAY SUN made a gain of 7,833, or a 5.19 per cent. increase over the average net paid Sunday circulation for 1921.

The Sunpapers' Circulation Record

	Average Net Paid		
	1922	1921	Gain
THE SUN.....	118,291	114,632	3,659
THE EVENING SUN.....	110,867	101,065	9,802
MORNING & EVENING....	229,158	215,697	13,461
The Sunday Sun			
	1922	1921	Gain
THE SUNDAY SUN.....	158,714	150,881	7,833

The Service Department of THE SUN stands always ready to assist those who may be planning an advertising campaign for Baltimore but who may be in need of special merchandising advice.

*Everything In Baltimore
Revolves Around*

THE

Morning



Evening

SUN

Sunday

GUY S. OSBORN
Tribune Bldg., Chicago

JOHN B. WOODWARD
Times Bldg., New York

Baltimoreans Don't Say Newspaper—They Say "SUNPAPER"

CIRCULATIONS AND ADVERTISING RATES OF 2,033 U. S. ENGLISH LANGUAGE DAILIES

Ninth Semi-Annual Listing by Editor & Publisher Also Includes 546 Sunday Newspapers, and All Dailies of Canada—Circulations as of Oct. 1, 1922—Rates Checked to Jan. 22, 1923

RECOVERY from the hard times of war and after-war periods has been more marked in the newspaper business in the past six months than at any time since 1918. There were five more newspapers published in the morning on January 22, 1923, than there were on May 15, 1922, when the lists closed on the last tabulation by EDITOR & PUBLISHER. There were 11 more evening newspapers and there were three more Sunday newspapers. The grand total of morning, evening and Sunday newspapers is 19 more than for the previous period. This is the first tabulation of the nine that have been published in which the number of morning papers shows an increase, and it marks the largest increase in the number of evening newspapers that has been noted.

Circulations of all morning, evening and Sunday newspapers totaled as of October 1, 1922, 49,384,666 copies per issue, an increase of 469,891 copies, or 1.07 per cent. There are listed 426 morning papers, 1,607 evening papers and 546 Sunday papers, a total of 2,579 issues. Other data given in the "Ready Reckoner for Space-Buyers" on the following page includes the advertising rates, by states, of morning, evening, combined morning and evening, and Sunday papers, the circulations by states of each of these classes, comparative summaries for semi-annual periods for the past two years, similar summaries, by provinces, for the Dominion of Canada and for the Territories of the United States.

United States circulations are taken from reports to the Audit Bureau of Circulations for the six months' period ending October 1, 1922, or from publishers' statements to the U. S. Postoffice for the same period. Canadian circulations are from reports to the A. B. C. or sworn statements by publishers.

Advertising rates are taken from statements by publishers to EDITOR & PUBLISHER and have been corrected to January 22, 1923. The rates given are the minimum charges per agate line on local and on national advertising, and the conclusions in the Ready Reckoner are based only on the latter. Local rates have never been tabulated before and it has not been possible to prepare in time for publication in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK an analysis comparing local and national charges.

On this page appears a box entitled "Basic Facts for the Buyers and Sellers of Newspaper Advertising Space," analyzing and comparing the number of morning, evening and Sunday newspapers, with circulations, joint minimum advertising rates, and rates per line per million circulation, as of December 31, 1922; May 15, 1922; November 15, 1921; May 15, 1921, and November 15, 1920.

U. S. MORNING PAPERS

Morning papers, according to this summary, increased between April 1, 1922, and December 31, 1922, from 421 to 426. Their net paid circulation on October 1, 1922, was 10,809,619 copies per issue. Their joint minimum advertising rate was \$27.529. This circulation was an increase of 510,374 copies, 40 states showing an increase over their last previous totals and the other nine (including the District of Columbia) showing negligible declines. Of this increase, over 100,000 copies were accounted for in New York city.

The joint minimum national advertising rate increased \$1,258 over the May 15 total for morning papers, and \$1,577 over the total on November 15, 1921.

U. S. EVENING PAPERS

Evening papers increased from 1,596 on April 1, 1922, to 1,607. Their circulations showed a slight decrease, due to the facts that several important consolidations and suspensions have taken effect in the past six months and that the resultant circulation from these changes and from the establishment of new evening papers in a number of large cities will not appear on official reports until April 1. The decrease shown by the present listing is 1,098 copies per day. Small losses are shown from the April 1 figures by 23 states and gains by 26.

Joint minimum advertising rates for evening papers rose to \$63.116, an increase over the May 15 rate of \$2.061, and an increase of \$3,107 over the rate on November 15, 1921.

U. S. SUNDAY NEWSPAPERS

Sunday newspapers, numbering 546 on January 22, show an increase of three since the last listing. Their circulation averaged 19,676,725 net paid copies per issue and their joint minimum advertising rate was \$45.829 per agate line.

Circulations of large Middle Western and

Eastern Sunday newspapers are now in process of adjustment—particularly the Hearst New York and Chicago Sunday papers, which have cut down their distribution in territory covered by new Hearst enterprises whose totals do not yet appear in reports. The decrease in Sunday circulation from the total for the April 1 period is 39,385 copies, all of which is accounted for in this manner. Thirty states show healthy gains in Sunday circulation, one of these (New Hampshire) having a Sunday paper for the first time since these records have been kept, and 18, including New York and Illinois, show losses. Losses in circulation shown for evening and Sunday newspapers are, therefore, technical and, if the figures were available, these classifications would appear as having made substantial gains over their totals of last Spring.

Sunday joint advertising rates increased \$1,412 over May 15 and \$1,576 over November 15, 1921.

U. S. MORNING AND EVENING PAPERS

Morning and evening newspapers totaled 2,033, an increase of 16 over the May 15 total. Their circulations amounted to 29,707,941 copies a day and their joint advertising rate was \$90.645. Six months ago these papers had 29,198,665 copies and a joint minimum advertising rate of \$87.326 per line. As of November 15, 1921, there were 2,028 morning and evening papers, circulating 28,423,740 copies, at a joint rate of \$86.051 per line.

U. S. DAILY AND SUNDAY PAPERS

Combined morning, evening and Sunday newspapers now number 2,579, almost up to the high water mark of the post-war period—2,584. There are 19 more than there were six months ago and 6 more than a year ago, which would seem to indicate that the birth rate is again ahead of the death rate for the daily press. Total circulations also set a new high mark—higher than that of the war era—and, with new dailies in large cities making their first statements next April 1, the tenth listing by EDITOR & PUBLISHER should show the fruition of some healthy gains that are now being nourished in all three classes. The present total, as it is, is almost 2,000,000 copies per issue ahead of the showing in October, 1921.

This gain of approximately 4 per cent in circulation fully warrants the increase noted in total advertising rates—\$6.17, or a trifle less than 4 per cent. Increases in rate have been more frequent during the past three months—effective January 1, 1923—than since 1920, but

they have been small increases fully justified by circulation growth and made necessary by steady rises in the cost of newspaper production. The general level of newsprint contract prices is about 7 per cent higher than it was a year ago and wages to mechanical forces, as weekly notes in EDITOR & PUBLISHER have shown, are either definitely higher than they were a year ago in most cities or approximately the same. Prospects of rising cost of living during the next few months face the newspapers with additions to their payrolls in the form of scale increases or temporary bonuses.

CANADIAN NEWSPAPERS

Canadian newspapers are tabulated separately from the United States publications. There are 118 morning, evening and Sunday newspapers, of which 26 are morning, 85 are evening and 7 are Sunday. This is a decrease from the listing as of May 15 of 1 morning paper and 5 evening papers. Circulations total, morning, evening and Sunday, 2,025,822 copies per issue, the major portion of this circulation being audited by the A. B. C. This is a decrease of 4,106 copies, but, like the similar decreases in the United States, it is technical rather than actual, as the results of changes in several fields, which would have been more than enough to overcome this loss, do not yet appear in the statements to the A. B. C.

Morning circulations are now 492,399 copies, against 500,478 copies six months ago. Evening circulations are 1,262,984 copies, against 1,262,511 copies as of April 1. Sunday circulations are 270,439 copies per issue, compared with 266,939 copies in the previous listing.

Combined minimum advertising rates of morning, evening and Sunday newspapers total \$5.332. The rate for the 26 morning papers with their 492,399 circulation is \$1.401. The rate for the 112 evening papers with the 1,262,984 copies per day is \$3.326. The rate for the seven Sunday papers, with 270,439 circulation per day, is \$0.605. Six months ago, the 27 morning papers had a combined rate of \$1.446, the 91 evening papers sold for \$3.497, while the seven Sunday papers had a joint rate of \$0.593. This is a decrease of 4.5 cents in the morning rate, a decrease of 17.1 cents in the evening rate, and an increase of 1.2 cents in the Sunday rate.

Rate per line per million circulation of Canadian morning papers is now \$2.84, a decrease of 4 cents from the previous total. Evening papers now circulate one agate line one million times for \$2.63, against \$2.77 six

months ago. Sunday rate per line per million is now \$2.23, against \$2.22 in May.

MILLINE RATES

Returning to the United States dailies, we find that advertisers, with the greatest volume of daily and Sunday circulation that has ever been placed at their disposal, are paying less per line per million for it than they were two years ago. In other words, according to the recognized standard of measurement of the cost of newspaper space, it is cheaper now than it was two years after the war ended. Since October 1, 1920, newspaper circulations, daily and Sunday, have raised their totals from 44,874,260 copies per day to 49,384,666 copies. Their joint advertising rates have risen from \$125.725 to \$136.474 per agate line. Their charge for putting an agate line into circulation one million times in November, 1920, was \$2.801. It is now \$2.757, a decrease of 4.4 cents, or 1.56 per cent.

Morning paper rates per line per million circulation are lower now than at any time during the past two years. Their circulation since October 1, 1920, has risen from 9,827,775 net paid per day to 10,809,619 copies net paid per day, a gain of 981,844 copies, or 9.9 per cent. In the meantime their advertising rates have risen only from \$26.141 to \$27.529, an advance of \$1.388 cents, or a trifle over 5 per cent. Their milline rate has dropped from \$2.659 two years ago to \$2.523, a decrease of 13.6 cents, or 5.11 per cent.

Calculations based on available evening paper circulation figures do not represent the truth, for the reasons given above. As it stands now, evening papers have a milline rate of \$3.339, an increase of 10.9 cents, or 3.36 per cent over their figure of six months ago, and an increase of 23.4 cents, or 7.53 per cent over their rate of two years ago. To arrive at a true basis of comparison it would be necessary to omit from consideration all advertising rates of new or consolidated newspapers whose circulations are not yet officially recorded, and to do this on every tabulation for every period for which comparisons were desired. Obviously, the labor and expenditure of time entailed in this task would be too great for compensation by the nearer approach to accuracy that the method would secure.

The same is true of the figures for Sunday papers, of which a number were started during the six months ending October 1, or thereafter. Even with the lack of full circulation figures to offset the increases in advertising rates by the addition of new papers, the total rate per line per million is lower than it was two years ago by 7.6 cents, or 3.16 per cent. Then Sunday circulations totaled 17,083,604 copies per issue. Now, with the figures available, a total of 19,676,725 copies is shown. This is an increase of 2,593,121 copies, or 15.1 per cent.

Advertising rates of Sunday newspapers in the meantime have risen from \$41.107 to \$45.829, an increase of 11.4 per cent. For the reasons stated, the milline rate appears higher now than it was six months ago, but even at that it is ridiculously low—\$2.329.

Taking the October, 1922 figures in comparison with those for October, 1921, it is possible to draw a picture in truer perspective. Morning papers for that period show an increase in net paid circulation of 665,359 copies, or 6.6 per cent. Their advertising rates have increased from \$25.952 to \$27.529—\$1.477, or 5.6 per cent. Their milline rate has dropped from \$2.558 to \$2.523—3.5 cents, or 1.37 per cent.

Evening paper circulations have increased in the twelve-month period from 18,279,480 copies per day to the nominal figure of 18,898,322 copies—actually the figure should be 100,000 copies per day over that mark. The gain is 618,842 copies, or 3.4 per cent. Their advertising rates have advanced from \$60.009 to \$63.116, an increase of \$3.107, or 5.1 per cent. Their milline rate has increased from \$3.287 to \$3.339, a gain of 5.2 cents, or 1.58 per cent.

Sunday circulations have increased in the year from 19,041,415 copies to the nominal figure of 19,676,725 copies, a gain of 635,312 copies, or 3.3 per cent. Their advertising rates have increased from \$44.253 to \$45.829, an advance of \$1.576, or 3.6 per cent. Their milline rate has increased from \$2.324 to \$2.329, a raise of half a cent, or one-fifth of one per cent.

It is therefore safe to conclude that there have been no inordinate increases in newspaper advertising costs in the past year, that in fact, with full data available, a decrease might be shown. Service to reader and to advertiser is now being rendered with a closer eye to results and a looser hold on the newspaper purse-strings than at any time in recent years.

BASIC FACTS FOR BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of Dec. 31, 1922
12/31/22	426	10,809,619	\$27.529	\$2.523
5/15/22	421	10,299,245	26.271	2.550	Decrease \$0.027 1.05%
11/15/21	427	10,144,260	25.952	2.558	Decrease 0.035 1.37%
5/15/21	432	9,894,693	26.178	2.645	Decrease 0.122 4.61%
11/15/20	437	9,827,775	26.141	2.659	Decrease 0.136 5.11%

Evening Papers

12/31/22	1,607	18,898,322	63.116	3.339
5/15/22	1,596	18,899,420	61.055	3.230	Increase 0.109 3.36%
11/15/21	1,601	18,279,480	60.009	3.287	Increase 0.052 1.58%
5/15/21	1,606	18,238,389	59.995	3.289	Increase 0.050 1.52%
11/15/20	1,605	17,962,881	58.477	3.105	Increase 0.234 7.53%

Sunday Papers

12/31/22	546	19,676,725	45.829	2.329
5/15/22	543	19,716,110	44.412	2.252	Increase 0.077 3.01%
11/15/21	545	19,041,413	44.253	2.324	Increase 0.005 0.21%
5/15/21	536	18,948,178	43.388	2.289	Increase 0.040 1.74%
11/15/20	522	17,083,604	41.107	2.405	Decrease 0.076 3.16%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 426 Morning, 1,607 Evening and 546 Sunday Newspapers Given in Detail on Preceding Pages, Are Summarized by States and Nationally For U. S. and Canada For Use of Buyers and Sellers of Newspaper Space

State	Population 1920 Census	Number of Language			Total Net Paid Circulation			Joint Minimum Advertising Rate Per Line Py State			Number Sunday Papers	Total Sunday Circulation	Joint Sunday Advertising Rate	
		English	Morn.	Eve.	Dailies	Morning	Evening	Total	Morning	Evening				Total
Alabama	2,348,174	3	19	22	70,155	156,752	226,907	\$.210	\$.694	\$.904	9	191,286	\$.583	
Arizona	334,162	8	10	18	33,505	26,887	60,392	.262	.291	.553	9	38,749	.295	
Arkansas	1,752,204	7	28	35	67,515	54,836	122,351	.238	.523	.761	9	115,102	.374	
California	3,426,861	39	101	140	639,218	928,404	1,567,622	2.112	3.728	5.840	40	1,106,242	3.006	
Colorado	939,629	9	26	35	59,693	231,397	291,090	.302	.860	1.162	12	300,876	.724	
Connecticut	1,380,631	6	26	32	92,103	280,535	372,638	.300	.930	1.230	7	158,679	.460	
Delaware	223,003	1	2	3	8,300	31,186	39,486	.040	.110	.150	1	14,169	.060	
District of Columbia	437,571	2	3	5	109,721	194,327	304,048	.330	.560	.890	3	305,403	.680	
Florida	968,470	12	21	33	87,964	72,181	160,145	.500	.568	1.068	17	115,668	.670	
Georgia	2,895,832	8	20	28	128,666	185,831	314,497	.383	.724	1.107	16	383,954	.914	
Idaho	431,866	5	8	13	27,049	26,564	53,613	.163	.210	.373	7	42,276	.229	
Illinois	6,485,280	14	103	117	981,531	1,394,888	2,376,419	1.645	4.063	5.708	19	1,667,150	2.620	
Indiana	2,930,390	23	103	126	276,951	585,347	862,298	.789	2.457	3.246	19	333,419	.953	
Iowa	2,404,021	6	44	50	128,121	492,270	620,391	.325	1.793	2.118	10	307,252	.909	
Kansas	1,769,257	10	52	62	127,156	228,535	355,691	.419	1.207	1.626	13	225,343	.654	
Kentucky	2,416,630	9	22	31	132,535	160,020	292,555	.394	.779	1.173	10	187,651	.520	
Louisiana	1,798,509	2	11	13	102,290	145,837	248,127	.220	.465	.685	4	302,694	.600	
Maine	768,014	5	6	11	72,637	63,103	135,740	.220	.187	.407	1	28,658	.070	
Maryland	1,449,661	5	10	15	193,355	249,252	442,607	.395	.646	1.041	3	337,522	.700	
Massachusetts	3,852,356	10	59	69	816,204	1,243,206	2,059,410	1.480	3.539	5.019	13	1,404,629	2.633	
Michigan	3,668,412	6	52	58	207,055	805,730	1,012,735	.445	2.246	2.691	12	555,786	1.410	
Minnesota	2,387,125	6	33	39	160,918	544,116	705,034	.351	1.494	1.845	8	483,988	.919	
Mississippi	1,790,618	3	11	14	11,746	37,399	49,145	.070	.259	.329	5	25,917	.140	
Missouri	3,404,055	9	56	65	637,652	890,776	1,528,428	1.018	2.238	3.256	15	1,204,985	1.988	
Montana	548,889	11	7	18	59,380	25,994	85,374	.390	.188	.578	11	83,029	.475	
Nebraska	1,296,372	6	19	25	116,242	246,379	362,621	.264	.812	1.076	8	297,379	.724	
Nevada	77,407	3	5	8	7,027	8,548	15,575	.055	.124	.179	3	7,027	.055	
New Hampshire	443,083	2	10	12	16,170	41,652	57,822	.095	.260	.355	1	14,272	.070	
New Jersey	3,155,900	7	30	37	83,613	505,480	589,093	.314	1.531	1.845	9	156,162	.521	
New Mexico	360,350	1	5	6	8,419	13,857	22,276	.030	.102	.132	2	13,769	.059	
New York	10,385,227	32	101	133	2,369,408	2,694,829	5,064,237	5.052	8.029	13.081	32	3,911,248	6.904	
North Carolina	2,559,123	11	28	39	104,825	101,608	206,433	.436	.651	1.087	13	152,056	.561	
North Dakota	646,872	2	8	10	21,547	34,405	55,952	.085	.278	.363	2	23,235	.120	
Ohio	5,759,394	18	118	136	490,137	1,656,094	2,146,231	1.393	4.546	5.939	26	951,134	2.228	
Oklahoma	2,028,283	11	38	49	132,411	198,027	330,438	.488	1.195	1.683	25	225,716	.974	
Oregon	783,389	7	21	28	98,924	218,794	317,718	.315	.797	1.112	10	237,851	.615	
Pennsylvania	8,720,017	37	136	173	1,106,850	1,865,831	2,972,681	2.631	4.975	7.606	20	1,616,942	3.307	
Rhode Island	604,397	2	8	10	36,148	154,135	190,283	.092	.458	.550	3	69,748	.235	
South Carolina	1,683,724	6	11	17	59,847	60,713	120,560	.243	.311	.554	8	88,378	.318	
South Dakota	636,547	4	13	17	21,520	57,622	79,142	.114	.358	.472	4	22,824	.139	
Tennessee	2,337,885	5	13	18	179,540	253,045	432,585	.350	.687	1.037	10	280,994	.800	
Texas	4,663,228	20	84	104	257,193	512,717	769,910	1.080	2.585	3.665	48	714,854	2.427	
Utah	449,396	1	5	6	38,143	63,497	101,640	.080	.253	.333	3	102,465	.270	
Vermont	352,428	2	8	10	20,529	32,626	53,155	.090	.139	.229	
Virginia	2,309,187	9	20	29	108,678	178,720	287,398	.332	.704	1.036	11	147,115	.570	
Washington	1,356,621	9	23	32	141,579	333,086	474,665	.515	1.172	1.687	12	318,407	.925	
West Virginia	1,463,701	9	18	27	94,611	79,504	174,115	.318	.457	.775	12	128,503	.486	
Wisconsin	2,632,067	2	45	47	53,592	489,993	543,585	.087	1.761	1.848	7	291,387	.775	
Wyoming	194,402	2	6	8	7,682	17,738	25,420	.080	.161	.241	4	20,981	.160	
Total U. S. English Language														
General Daily Newspapers	105,710,620	426	1,607	2,033	10,806,055	18,874,273	29,780,328	\$27.540	\$63.105	\$90.645	546	19,712,874	\$45.829	
Territory of Hawaii		1	1	2	8,424	12,034	20,458	\$.05	\$.055	\$.105	1	8,424	\$.05	
*For comparative purposes														
Newspapers as of April 1, 1922		421	1,596	2,017	10,299,245	18,899,420	29,198,665	\$26.271	\$61.055	\$87.326	543	19,716,110	\$44.412	
Newspapers as of October 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	\$25.952	\$60.099	\$86.051	545	19,041,413	\$44.253	
Newspapers as of March 31, 1921		432	1,606	2,038	9,894,693	18,238,389	28,133,082	\$26.178	\$59.995	\$86.173	536	18,948,178	\$43.388	
Newspapers as of October 1, 1920		437	1,605	2,042	9,827,775	17,962,881	27,790,656	\$26.141	\$58.477	\$84.618	522	17,083,604	\$41.107	
Province														
Alberta		2	5	7	18,706	53,462	72,168	\$.075	\$.215	\$.290
British Columbia		4	9	13	41,106	95,880	136,986	.158	.313	.471	3	53,136	\$.155	
Manitoba		1	5	6	23,654	88,701	112,355	.075	.216	.291
New Brunswick		3	5	8	29,514	34,613	64,127	.105	.121	.226
Nova Scotia		3	9	12	27,583	43,155	70,738	.108	.190	.298	1	5,640	.050	
Ontario		6	34	40	267,230	490,847	758,077	.550	1.173	1.723	2	209,663	.370	
Prince Edward Island		1	1	2	7,460	5,000	12,460	.030	.015	.045
Quebec		4	13	17	57,003	409,408	466,411	.215	.885	1.100	1	2,000	.030	
Saskatchewan		2	4	6	20,143	36,418	56,561	.085	.155	.240
Yukon Territory		0	1	1	...	5,500	5,500043	.043
Total for Canadian dailies		26	86	112	492,399	1,262,984	1,755,383	\$1.401	\$3.326	\$4.727	7	270,439	\$.655	

For Explanation and Interpretation of This Chart See Preceding Page. All Rights Reserved by EDITOR & PUBLISHER.

NEWSPAPER ADVERTISING MAKES THE LINE STRAIGHT BETWEEN FACTORY AND CONSUMER

Comparison of Circulations and Advertising Rates of 2,033 Daily and 546 Sunday Newspapers, With Those of 47 Monthly, Weekly, Women's and Class Magazines, Analyzed by Distribution in Territorial Market Groups.

THE best buy in advertising is now, as it was five years ago, the daily newspaper published in the American city and town. Despite all the radical changes and developments that the five years since the war era have brought to American journalism, with costs that soared vertically and remained at their new altitude, the daily newspaper continues to supply not only the best, but the cheapest form of business announcement.

This cannot be challenged. The facts to support it are reproduced on the following pages in the form of tabular listing of the circulations in territorial markets of daily newspapers and the leading general, women's, class and weekly magazines. The material for these tables was gathered and compiled by EDITOR & PUBLISHER working in co-operation with the Bureau of Advertising of the American Newspaper Publisher Association. It is a pleasure to acknowledge that the assistance rendered by this organization and its director and associate director, Messrs. William A. Thomson and Thomas H. Moore, has been invaluable in getting this matter into form for reproduction in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK.

Before going into details as to what is shown by the appended figures, the reader may judge of the scope of the investigation and the value of the data from the following brief particulars:

The newspaper list includes 426 morning papers, 1,607 evening newspapers and 546 Sunday papers. These are the newspapers regularly listed by EDITOR & PUBLISHER since 1918 in its semi-annual tabulations of newspaper circulations and rates. Business dailies are not included in the totals given. College newspapers are also excluded. We are discussing the bona fide regular daily newspapers which are delivered to American homes or readers every day in the year. The circulations of these newspapers are those given to the U. S. Government or the Audit Bureau of Circulation for the six months ending September 30, 1922—over 80 per cent of the circulation listed is audited by the A. B. C. The rates are the minimum charges on foreign advertising in force for these newspapers on January 1, 1923.

Forty-seven magazines are included in the periodical tables. There are 21 general magazines, monthlies with one exception, which has two issues a month. There are 11 magazines which appeal especially to women readers. There are seven trade or class magazines and there are eight weeklies. The circulations of all but one—the Literary Digest—are taken from A. B. C. reports, the latest available, and covering some part of 1922. The circulation of the Literary Digest is taken from an audited statement prepared by that publication for a year's period ending April 15, 1922. Rates are those effective on January 1, 1923.

Comparison of this kind was first made by EDITOR & PUBLISHER early in 1919, with late 1918 statistics as a working basis. The newspaper circulations at that time were at the peak, due to the demand for war news during the summer of 1918. Newspaper rates, on the other hand, were extremely low, for wages had barely begun their upward climb, which has not yet stopped, and print paper was selling at slightly more than \$70 a ton. The magazine circulations of their period were less affected by the war than those of the newspapers and their rates had been fairly stable on a plane far above the newspaper level for a number of years. In the years between, costs on both newspapers and magazines have risen tremendously and have fluctuated so violently as to prevent until now any accurate comparison.

When the previous calculations were made the situation could have been put briefly as follows:

Publications	Circulations.	Agate Line Rates.	Milline Rates.
21 General magazines	6,184,658	\$38.55	\$6.233
11 Women's mags...	9,233,805	49.80	5.393
7 Class magazines...	1,101,242	8.20	7.446
8 Weeklies.....	4,451,847	26.35	5.918
47 Magazines.....	20,971,552	122.90	5.860
519 Morning papers	10,271,137	19.208	1.870
1647 Evening papers	18,353,904	42.532	2.317
503 Sunday papers.	16,056,580	26.811	1.666

At the beginning of 1923 the situation had changed materially. There are fewer newspapers, but the smaller number had more circulation than their more numerous brethren had during the feverish days of war. And rates are higher all around. Several of the magazines listed in the former tabulation have fallen be-

fore Father Time and their places are taken in the list by others whose circulation and advertising volume was as near as possible to those which were lost. In no case was the compiler's leaning toward the newspaper as an advertising medium permitted to influence him in the choice of substitutes. Every "break" that was given went to increase the total of the class of publication being listed.

From the tables on the following pages these high spots can be taken:

Publications	Circulation.	Agate Line Rates.	Milline Rates.
21 General magazines	6,797,204	\$54.55	\$8.025
11 Women's mags...	11,325,712	69.75	6.158
7 Class magazines...	1,018,805	9.85	9.668
8 Weekly magazines.	5,892,397	34.00	5.770
47 Magazines.....	25,034,178	168.15	6.716
426 Morning papers	10,806,055	27.540	2.525
1,607 Eve. papers...	18,874,273	63.105	3.343
546 Sunday papers...	19,712,874	45.829	2.324

Here is a convenient take-off—the combined circulations and rates of all newspapers and all magazines for the periods ending in the fall of 1918 and the fall of 1922.

Magazine circulation increased in that period from 20,971,552 copies per issue to 25,034,178 copies per issue—4,062,626 copies per issue, of 19.3 per cent.

Daily newspaper circulation increased from 28,624,041 net paid daily to 29,780,328 copies per day—1,156,273 copies net paid, or 4.9 per cent.

Sunday circulation increased from 16,056,580 copies to 19,712,874 copies net paid per issue—3,656,294 copies, or 22.9 per cent.

Magazine agate line rates increased from a total of \$122.90 to \$168.15—\$49.25 per agate line or 36.8 per cent.

Daily newspaper combined advertising rates increased from \$61.74 to \$90.645—\$28.905, or 46.8 per cent.

Sunday newspaper advertising rates increased from \$26.811 to \$45.829—\$19.018, or 70 per cent.

Magazine rates per agate line per million circulation increased from \$5.860 to \$6.716—\$0.856, or 14.6 per cent.

Daily newspaper rates per line per million circulation increased from \$2.157 to \$3.033—\$0.876, or 40 per cent.

Sunday newspaper rates per line per million increased from \$1.666 to \$2.324—\$0.658, or 39 per cent.

The magazine circulation as of October, 1918, was 46.9 per cent of the newspaper circulation for that period; magazine circulation as of October, 1922, was 50.5 per cent of the newspaper circulation for the six months ending September 30, 1922.

Newspaper rates in the former tabulation were 72 per cent of the magazine tariffs; in the present tabulation, despite the tremendous increases which have borne on newspapers far more heavily than on magazines, they are only 81 per cent of the total magazine charges.

Newspaper milline rates in 1918 were 33.8 per cent of the magazine rate per line per million; in 1918, the newspapers put a line into circulation a million times for 41 per cent of what the magazines charged for the same service. And that's the big fact behind the initial statement that the newspaper is still the cheapest advertising medium known to American business. Its efficacy doesn't need to be defended any longer. Advertisers have supplied all the testimony needed by their steady migration into newspaper advertising during the past five years, the last of which was in many ways the biggest the newspaper ever enjoyed.

These comparisons could be carried on indefinitely, but that is not the purpose of this tabulation. Circulations are analyzed by market groups, which do not necessarily follow the divisions usually found in geographies. It is the aim of the Bureau of Advertising and of EDITOR & PUBLISHER to demonstrate by the actual circulation figures, without forcing any conclusions, that the daily newspapers cover their fields far more intensely than it is possible for any magazine to do and that the newspaper can introduce any product to any market at so low a cost that the magazines cannot approximate it.

Take, at random, the Central States market group, including the states of Illinois, Ohio, Michigan, Indiana, Wisconsin and Iowa, where are resident more than 20 per cent of the population of the continental United States. There are 23,879,564 people, or roughly 6,000,000

families in this area. And there are 5,424,322 evening papers and 2,137,387 morning papers circulated every day—a total of 7,561,709 copies put out by 69 morning and 465 evening newspaper plants. That might conservatively be called saturated circulation.

Then take the magazine circulation in this area where native born Americans are probably more numerous than in any other thickly populated region, and it is found that 47 magazines—monthly, women's, weekly and class publications have a total of 6,113,314 copies. Of these magazines, the 21 general publications, whose names and detailed circulation for each state can be found in the table on page 11, circulate 1,504,080 copies per issue, or one to every four families. The eleven publications which appeal to women have a circulation of 2,969,997 copies, or one to every two families. The eight weeklies have 1,406,869 circulation, or less than one to every four families.

So much for the coverage. Now for the cost.

An advertiser who wanted one insertion in all of the 534 morning and evening papers would pay for it \$21.55 an agate line. If he used a 10,000-line campaign in these papers, his cost would be \$215,500. This would enable him to use four full pages in each of these newspapers, or eight half pages, or sixteen quarter-pages. His cost is less than 4 cents to reach every family. If he uses quarter-page space, his cost is less than one-quarter of a cent for each of sixteen opportunities to present his message to his prospective customers.

But suppose that he is made to believe that the magazines have as effective coverage and that their greater opportunity for expensive art work will enhance his sales campaign. Suppose that he decided to use the list of 21 general magazines, eleven women's publications, and the eight weeklies—an ambitious list, to be sure, but not an impossible one. Let us assure that his product has a universal appeal—a new flour that can't fail to produce big, tasty pancakes—and that it lends itself well to color copy.

His space in the 21 monthly magazines, reaching 1,504,080 homes, would cost him \$19,440 per page or \$54.55 cents an agate line. Page copy would be the thing, of course, for fancy color copy—the dominant idea, you know. And equally, of course, one single page would be worthless—six pages is the minimum he could use with any chance of getting his bait back. And six pages in all of these magazines would set him back \$116,640 for space alone, without considering the color charges, artists' fees, and incidentals. To reach his 1,504,080 homes with these magazines, his expense per family is over 7 cents. And he is covering only one-quarter of the field the newspapers cover for half the same expenditure per home. He is demanding the attention of his prospects usually only once during each month, possibly twice or three times, when he uses these 21 magazines.

He is competing with a volume of other advertising designed in striking and expensive colors and unless his copy is unusually striking—which as a rule means costly—there is an excellent chance that his advertising won't receive any attention. In his elegant magazine copy, he cannot tell the people he wants to use his flour that Reilly's Grocery Store on Fourth street has received a fresh stock and is ready to meet all demands and that his goods are packed as the lady of the house wants pancake flour packed and that his price can meet that of any goods of approximately equal quality in the local market. He can't send the customer to the store to ask for his product.

He can do these things in the newspapers. He can do them as elaborately as he wants to—in a three-liner on page one, or on the food page in a small card, or in a full page that cannot escape attention, or in pithy, well-prepared 200-line copy. The newspaper advertiser has an elastic medium. He can vary his copy on a few hours' notice to take advantage of changing conditions. Using the magazines, he makes his dispositions weeks ahead, months ahead in fact, and the spearhead that should drive his message home is dulled in the long period between preparation and publication. The newspaper word is sharp, keen and attention-compelling. And its cost is infinitesimal.

If the advertiser is convinced that monthly magazines are too infrequent a medium, he may be induced to use the list of eight weekly publications analyzed on one of the following pages. His circulation in the Central States market group is 1,406,869 copies per issue, or

slightly less than the one copy to four families that the monthly magazines afford. His rate per page is \$18.157 in all of the eight. His cost to reach each of these families on the weeklies' subscription lists with one page is about 1.3 cents per family. If he used one page a month in each of these publications, his total cost would be \$217,884, or 15.6 cents per family. Recall that he could use a 10,000-line campaign in each of the 534 morning and evening papers in this territory for only \$215,500 and that he was practically certain to reach every family in the region that read the English language. His cost for the newspaper campaign, using sixteen quarter-pages, which is about the usual weekly magazine full-page size, was one-quarter of a cent per message per family. For more money spent in the weekly magazines, he reaches only one-quarter of the field and his cost per message on a twelve-insertion basis is more than 60 times as great.

But maybe Mr. Flour Manufacturer thinks that the women's magazines—even of them—will furnish a more certain avenue to his market than any other medium. He's still trying to break down the Central States, and he finds that these magazines, all monthly with one exception, which issues twice a month, have 2,969,997 circulation in these states, or about one copy to every two families in the group. Then he looks to the bottom of the column and sees that a page in each of the eleven will cost \$45,350. Six pages in each magazine will take \$272,100 of his appropriation to buy the space. Art work, engraving, electrotyping, agency fees, etc., are extra.

To reach half of the families in the area once his cost would be 1.5 cents. To reach them six times it would be nine cents. Compare this with the four cents needed to reach every one of the families in the area through the newspapers, not once, or six times, but sixteen times.

Using all of these magazines (except the class group, which can be considered separately), the advertiser would reach 5,880,946 families—assuming that there is no duplication of circulation by these periodicals, which is a rash assumption. That would practically cover the region, though not so thickly as the newspapers cover it. The cost per page is \$87,028.75. The cost per agate line is \$168.15. As stated above a 10,000-line campaign in the newspapers would cost \$215,500. An equal amount of space in the magazines—monthly, weekly and women's—would cost \$1,681,500. To be sure, for the latter price, he would be covering not only the Central States, but every other part of the United States, regardless of whether he could or wanted to distribute his product outside of the Central States region. A 10,000-line campaign in newspapers where distribution is secured will move goods. Nobody knows whether a 10,000-line campaign in a composite and conglomerate list of magazines would even be read. And the newspaper campaign costs only 13 per cent of the magazine outlay.

It is a poor case that the magazines make when their circulations and rates are confronted with those of the daily newspapers for any given section or for the whole country. The class magazines, due to their limited fields of circulation, do not fare any better in financial comparisons. As a specific example, assume that the manufacturer of a new radio device wants to try out its selling possibilities in the Central States, where he is certain of a larger possible market than in any other of our groups. It is a low-priced proposition, demanding a large volume of sales and a low advertising cost.

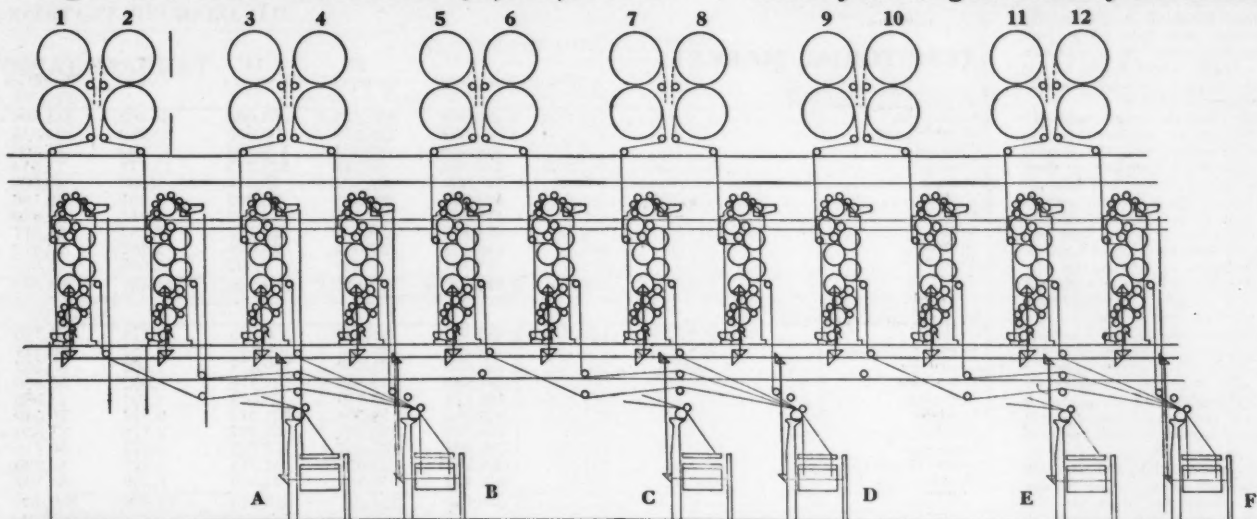
He might use all of the daily newspapers of this group in a 5,000-line campaign, which would afford him fifty 100-line advertisements in each of these papers. The cost would be \$10,750 for the campaign.

Or he might decide that the radio fans were closer readers of the Scientific American and Popular Science than they were of their daily newspapers. While the newspapers give him 6,113,314 circulation, or more than one copy to every family which now possesses a radio outfit and which may acquire one in the future, the scientific magazines give him a total of 66,969 circulation once a month, for a cost of \$2.70 a line, or \$13,500 for the 5,000-line campaign that the newspapers furnish for \$10,750. In a word, the newspapers have almost 100 times the circulation for 80 per cent of the cost of the scientific periodicals. And the advertiser can assume that his radio fans all read

(Continued on page 86)

The DUPLEX PRINTING PRESS CO. of Battle Creek, Michigan

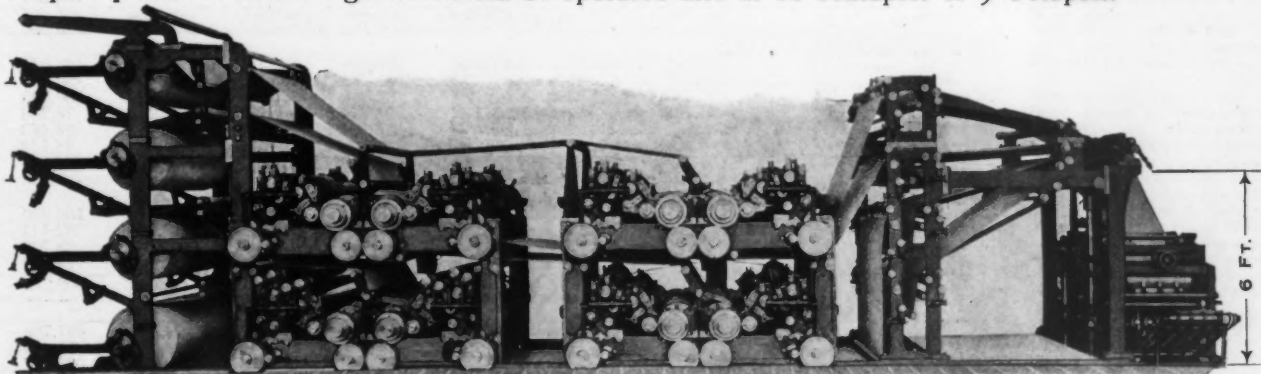
Specialists in Development and Manufacture of
NEWSPAPER PRINTING PRESSES and STEREOTYPE MACHINERY
 Reorganized 1922—Resources \$4,000,000.00 Greatly Enlarged Factory Facilities



DUPLEX VERTICAL PRESS

Specially designed for large Metropolitan Dailies, where real estate values are high, straight line routing is important and economy of space is essential. A room 50' x 75' accommodates

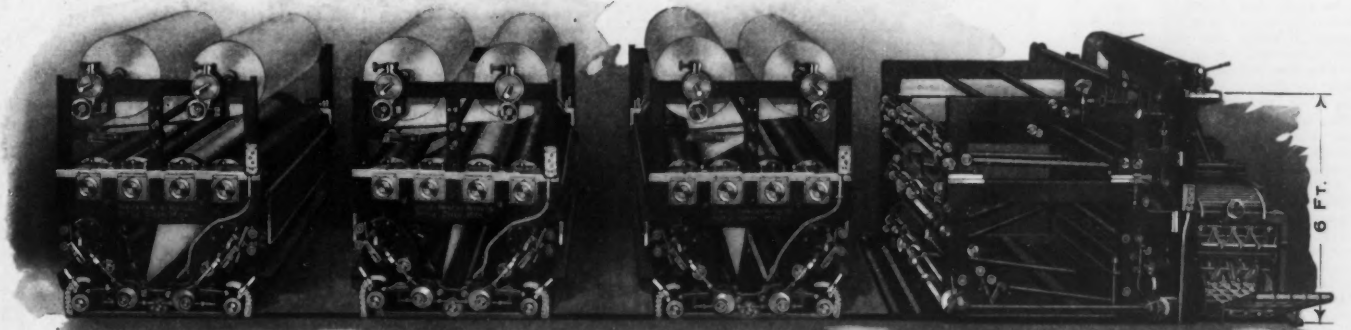
18 quad presses of this design which can be operated also as 12 Sextuples or 9 Octuples.



DUPLEX 4-PLATE WIDE TUBULAR PLATE PRESS

Doubles the Product Plate for Plate. The press illustrated produces 4, 6, 8, 10,

12, 14 or 16 pages at 60,000 per hour from two sets of plates also 18, 20, 22, 24, 26, 28, 30 or 32 pages at 30,000 per hour from one set of plates.



DUPLEX LOW-DOWN UNIT TYPE PRESS

Originated and Patented by Duplex Printing Press Company. Built in quad, sextuple, octuple and augmented sizes in a variety of arrangements.

DUPLEX FLAT BED WEB PERFECTING PRESSES

Publication and offered in various models and sizes.

Built for the weekly, smaller daily or class

Analysis of Magazine and Newspaper

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau

newspapers. He can't make that assumption when dealing with magazines of very limited circulation.

Then the advertiser may be in doubt as to whether to use the 93 Sunday papers in the Central States, with their 4,106,128 circulation, or the eight weekly magazines, with their 1,406,869 circulation. If he placed his faith in the Sunday papers, his space would cost him \$8.895 per line, and he would be certain of reaching more than two-thirds of the families in the area, probably more than 90 per cent of the English-reading public in these states. His 10,600-line campaign would permit him to use full-page space on four successive Sundays for a total expenditure of \$88,950.

But, if he decided that the weekly magazines deserved the preference, his purchase would be one-third of the circulation that the Sunday papers afford for \$34.00 per agate line, or about four times the newspaper rate. On a rate per line per million basis, the newspaper rate is about eight per cent of the magazine rate for the Central States group. It would seem that the magazines would have to claim all kinds of quality, class circulation, opportunity for display and color that the newspapers could not supply, if they were to succeed in offsetting a disadvantage of 1,100 per cent in cost.

For the manufacturer who wants to present his message once a week to consumers in the Central States only, in the localities where he has distribution and where he can make his profits, the weekly magazine is an expensive luxury, an ornament to his sales campaign, but the newspaper, be it morning, evening or Sunday, is a driving force that takes goods from his warehouse to the dealer's shelves and with dispatch to the consumer's closets. The Sunday papers will have accomplished their task for the advertiser and returned his investment in their space to him many fold while the weekly magazine is still trying to remind a third of the Sunday paper's family of readers that the product is coming on the market.

"Newspaper reading is a fixed daily habit in our lives and nothing is so close to the people of the land as the newspaper which each man and each woman swears by, or swears at, as the case may be," said William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association a few days ago.

"Manufacturers who use newspaper advertising find it a simple matter to interest retail dealers in selling their goods. The retail dealer believes in newspaper advertising because it is the kind which he himself uses when he advertises, or hopes to use when he can afford to advertise. When a manufacturer enters his city with a campaign of advertising in the newspapers which the dealer knows and reads, the dealer is invariably willing to stock up on the articles which the manufacturer wishes him to sell, simply because he understands these articles already have been half-sold to his own customers before he puts them on the shelves."

Leaving all consideration of cost aside, that last argument is sufficient to establish the newspaper's superiority as the medium for selling goods. Magazine advertising has its place in the scheme of merchandising, beyond a doubt, but in times when cost of manufacture are high and competition is keen—and when isn't it?—the newspaper's columns cannot be equalled for results, granted that the product is right and that the copy presents its merits. Newspaper advertising means low cost for space, low cost for copy, large results in sales, therefore, low advertising cost per sale. Magazine advertising at its best can do no more than make people remember a name, provided it is repeated often enough. It cannot bring people to the point of demanding a trade-marked brand from their dealers, to the degree that the dealer feels compelled to stock that brand. It sprays its message in a thin stream over the entire country, no matter whether the advertised goods can be sold universally or all the time. The newspaper puts the manufacturer's sales argument directly on the target, not six weeks or two months after the copy is written, but 24 hours, if that speed is needed.

Newspaper advertising permits advertisers to sell in markets where he can make a profit and to avoid those where the cost of selling is so high that profits are impossible. Magazine advertising makes him take the fat with the lean, with a potential large proportion of waste in any campaign.

It is now generally realized that the United States cannot be sold as a single market, but as a group of markets, which in turn include the usual geographical divisions of the country. These market groups differ widely in their tastes and requirements of food, wearing apparel, housing facilities, etc. Furnaces, oil heaters and fuels of various sorts may be in great demand in Vermont and Montana during the same days and weeks that Florida and California are calling for white trousers and iced soft drinks. But the same issue of the magazine that carries furnace advertisements into Montana and Vermont moves simultaneously into the sun-drenched regions of Palm Beach and Coronado. And the manufacturer of the furnace pays for a great deal of circulation that he cannot possibly use with the chance of getting his ideas accepted by the remaining readers. It is pure waste and it cannot be retained when margins of profit are as tenuous

(Continued on page 88)

TERRITORIAL MARKET	Population 1920	MAGAZINE CIRCULATIONS					Total 47
		21 General	11 Women's	7 Class	8 Weeklies	Magazines	
WESTERN STATES.							
California	3,426,861	361,355	501,066	64,462	381,406	1,308,289	
Washington	1,356,621	118,115	195,056	21,289	124,815	459,275	
Colorado	939,629	81,684	116,296	11,899	71,306	281,185	
Oregon	783,389	70,245	123,215	12,771	71,514	277,745	
Montana	548,889	39,902	59,479	6,036	43,009	148,426	
Utah	449,396	25,264	35,249	4,201	29,186	93,900	
Idaho	431,866	28,152	44,285	3,911	28,039	104,387	
Arizona	334,162	20,305	28,172	3,283	22,317	74,077	
Wyoming	194,402	20,034	25,649	2,462	16,672	64,817	
Nevada	77,407	7,089	9,802	1,093	7,343	25,327	
Totals	8,542,622	772,145	1,138,269	131,407	795,607	2,837,428	
SOUTHERN STATES.							
Georgia	2,895,832	64,233	100,205	9,174	61,180	234,792	
North Carolina	2,559,123	49,881	100,148	7,787	59,447	217,263	
Kentucky	2,416,630	61,209	120,578	7,562	60,852	250,201	
Tennessee	2,337,885	59,856	104,116	8,352	55,956	228,280	
Alabama	2,348,174	43,469	68,338	6,104	44,589	162,500	
Virginia	2,309,187	73,504	131,673	9,837	78,540	293,554	
Mississippi	1,790,618	30,227	53,467	2,778	31,850	118,322	
Louisiana	1,798,509	55,487	76,781	9,227	50,719	192,214	
South Carolina	1,683,724	29,017	54,514	4,427	34,230	122,188	
Florida	968,470	57,940	83,806	8,650	61,102	211,498	
Totals	21,108,152	524,823	893,626	73,898	538,465	2,030,812	
CENTRAL STATES.							
Illinois	6,485,280	418,760	757,188	64,441	354,464	1,594,853	
Ohio	5,759,394	398,479	753,559	65,285	372,579	1,589,902	
Michigan	3,668,412	256,526	452,341	40,869	228,587	973,323	
Indiana	2,930,390	157,414	367,036	23,052	165,768	713,270	
Wisconsin	2,632,067	126,456	277,819	19,408	131,580	555,263	
Iowa	2,404,021	146,456	362,054	19,313	153,891	681,703	
Totals	23,879,564	1,504,080	2,969,997	232,368	1,406,869	6,113,314	
NORTHWESTERN STATES.							
Missouri	3,404,055	167,600	345,866	23,774	163,015	700,255	
Minnesota	2,387,125	160,379	285,852	21,927	162,265	630,423	
Kansas	1,769,257	87,598	225,458	11,850	96,599	421,505	
Nebraska	1,296,372	79,188	185,535	12,201	78,266	355,190	
North Dakota	646,872	27,009	61,482	3,304	33,433	125,228	
South Dakota	636,547	29,449	75,738	4,482	38,182	147,851	
Totals	10,140,228	551,223	1,179,931	77,538	571,760	2,380,452	
SOUTHWESTERN STATES.							
Texas	4,693,228	198,228	309,094	27,260	166,990	701,572	
Oklahoma	2,028,283	80,624	152,782	15,988	82,141	340,145	
Arkansas	1,752,204	37,645	74,582	5,445	38,702	156,464	
New Mexico	360,350	14,045	20,768	2,160	14,360	51,333	
Totals	8,804,065	339,542	557,226	50,463	302,283	1,249,514	
MIDDLE ATLANTIC STATES.							
Pennsylvania	8,720,017	504,215	874,323	73,364	467,709	1,919,611	
West Virginia	1,463,701	58,539	107,016	8,616	51,444	225,615	
Maryland	1,449,661	66,927	116,464	9,890	69,857	263,138	
District of Columbia	437,571	66,826	77,182	9,052	55,557	208,617	
Delaware	223,003	12,162	23,309	1,066	11,230	47,767	
Totals	12,293,953	708,669	1,198,294	101,988	655,797	2,664,748	
NEW YORK-NEW JERSEY.							
New York	10,385,227	801,028	1,081,000	116,840	642,267	2,641,135	
New Jersey	3,155,900	201,726	348,429	26,242	179,612	756,009	
Totals	13,541,127	1,002,754	1,429,429	143,082	821,879	3,397,144	
NEW ENGLAND STATES.							
Massachusetts	3,852,356	306,868	471,524	40,739	268,665	1,087,796	
Connecticut	1,380,631	98,927	174,075	14,538	94,742	382,282	
Maine	768,014	42,500	98,802	7,201	44,787	193,290	
Rhode Island	604,397	42,402	62,336	5,635	35,259	145,632	
New Hampshire	443,083	26,108	62,048	4,442	29,630	122,228	
Vermont	352,428	20,922	48,522	2,390	22,611	94,445	
Totals	7,400,909	537,727	917,307	74,945	495,694	2,025,673	
MISCELLANEOUS.							
Newsdealers		546,087	527,178	58,444	54,252	1,185,961	
Unclassified		34,078	82,511	6,411	42,825	165,825	
Canada		202,736	337,981	41,809	103,893	686,419	
Alaska & U. S. Possessions		29,634	13,865	4,838	36,235	75,072	
Foreign		45,344	69,396	16,510	65,545	196,795	
Other Items		7,362	10,702	5,604	1,293	24,961	
Totals		856,241	1,041,633	133,116	304,043	2,335,033	
RECAPITULATION.							
Western	8,542,622	772,145	1,138,269	131,407	795,607	2,837,428	
Southern	21,108,152	524,823	893,626	73,898	538,465	2,030,812	
Central	23,879,564	1,504,080	2,969,997	232,368	1,406,869	6,113,314	
Northwestern	10,140,228	551,223	1,179,931	77,538	571,760	2,380,452	
Southwestern	8,804,065	339,542	557,226	50,463	302,283	1,249,514	
Middle Atlantic	12,293,953	708,669	1,198,294	101,988	655,797	2,664,748	
New York-New Jersey	13,541,127	1,002,754	1,429,429	143,082	821,879	3,397,144	
New England	7,400,909	537,727	917,307	74,945	495,694	2,025,673	
Miscellaneous		856,241	1,041,633	133,116	304,043	2,335,033	
Grand Total	105,710,620	6,797,204	11,325,712	1,018,805	5,892,397	25,034,178	
Grand Total April 1, 1919	105,252,211	6,184,658	9,233,805	1,101,242	4,451,847	20,971,552	
Page Rate		\$19,440.00	\$45,350.00	\$4,081.75	\$18,157.00	\$87,028.75	
Page rate April 1, 1919		14,393.00	34,205.00	2,840.00	14,585.00	66,023.00	
Rate per agate line		54.55	69.75	9.85	34.00	168.15	
Rate per agate line April 1, 1919		38.55	49.80	8.20	26.35	122.90	
Average rate per page per million		2,859.99	4,004.16	4,006.40	3,081.42	3,476.39	
Average rate per page per million April 1, 1919		2,327.21	3,704.32	2,598.90	3,276.16	3,148.21	
Average rate per line per million		8.025	6.158	9.668	5.770	6.716	
Average rate per line per million April 1, 1919		6.233	5.393	7.446	5.918	5.860	

Circulations and Rates By States and Territorial Market Groups

of Advertising, American Newspaper Publishers' Association.

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TERRITORIAL MARKET	NEWSPAPER CIRCULATIONS				NUMBER OF NEWSPAPERS			MINIMUM AGATE LINE NEWSPAPER SPACE RATE		
	Population 1920	Morning Net Paid	Evening Net Paid	Sunday Net Paid	Morning Papers	Evening Papers	Sunday Papers	Joint Rate Morning	Joint Rate Evening	Sunday Min. Agate line Space Rates
WESTERN STATES.										
California	3,426,861	639,218	928,404	1,106,242	39	101	40	2.112	3.728	3.006
Washington	1,356,621	131,579	333,086	318,407	9	23	12	5.15	1.172	.925
Colorado	939,629	59,693	231,397	300,876	9	26	12	3.02	.860	.724
Oregon	783,389	98,924	218,794	237,851	7	21	10	3.15	.797	.615
Montana	548,889	59,380	25,994	83,029	11	7	11	.390	.188	.475
Utah	449,396	38,143	63,497	102,465	1	5	3	.080	.253	.270
Idaho	431,866	27,049	26,564	42,276	5	8	7	.163	.210	.229
Arizona	334,162	33,505	26,887	38,749	8	10	9	.262	.291	.295
Wyoming	194,402	7,682	17,738	20,981	2	6	4	.080	.161	.160
Nevada	77,407	7,027	8,548	7,027	3	5	3	.055	.124	.055
Totals	8,542,622	1,112,200	1,880,909	2,257,903	94	212	111	4.274	7.784	6.754
SOUTHERN STATES.										
Georgia	2,895,832	128,666	185,831	383,954	8	20	16	.383	.724	.914
North Carolina	2,559,123	104,825	101,608	152,056	11	28	13	.436	.651	.561
Kentucky	2,416,630	132,535	160,020	187,651	9	22	10	.394	.779	.520
Tennessee	2,337,885	179,540	253,045	280,994	5	13	10	.350	.687	.800
Alabama	2,348,174	70,155	156,752	191,286	3	19	9	.210	.694	.583
Virginia	2,309,187	108,678	178,720	147,115	9	20	11	.332	.704	.570
Mississippi	1,790,618	11,746	37,399	25,917	3	11	5	.070	.250	1.40
Louisiana	1,798,509	102,290	145,837	302,694	2	11	4	.220	.465	.600
South Carolina	1,683,724	59,847	60,713	88,378	6	11	8	.243	.311	.378
Florida	968,470	87,964	72,181	115,968	12	21	17	.500	.568	.670
Totals	21,108,152	986,246	1,352,106	1,875,713	68	176	103	3.138	5.842	5.676
CENTRAL STATES.										
Illinois	6,485,280	981,531	1,394,888	1,667,150	14	103	19	1.645	4.063	2.620
Ohio	5,759,394	490,137	1,656,094	951,134	18	118	26	1.393	4.546	2.228
Michigan	3,668,412	207,055	805,730	555,786	6	52	12	.445	2.246	1.410
Indiana	2,930,390	276,951	585,347	333,419	23	103	19	.789	2.457	.953
Wisconsin	2,632,067	53,592	489,993	291,387	2	45	7	.087	1.761	.775
Iowa	2,404,021	128,121	492,270	307,252	6	44	10	.325	1.793	.909
Totals	23,879,564	2,137,387	5,424,322	4,106,128	69	465	93	4.684	16.866	8.895
NORTHWESTERN STATES.										
Missouri	3,404,055	637,652	890,776	1,204,985	9	56	15	1.018	2.238	1.988
Minnesota	2,387,125	160,918	544,116	483,988	6	34	8	.351	1.494	.919
Kansas	1,769,257	127,156	228,535	225,343	10	52	13	.419	1.207	.654
Nebraska	1,296,372	116,242	246,379	297,379	6	19	8	.264	.812	.724
North Dakota	646,872	21,547	34,405	23,235	2	8	2	.085	.278	.120
South Dakota	636,547	21,520	57,622	22,824	4	13	4	.114	.358	.139
Totals	10,140,228	1,085,035	2,001,833	2,257,754	37	181	50	2.251	6.387	4.544
SOUTHWESTERN STATES.										
Texas	4,663,228	257,193	512,717	714,854	20	84	48	1.080	2.585	2.427
Oklahoma	2,928,283	132,411	198,027	225,716	11	38	25	.488	1.195	.974
Arkansas	1,752,204	67,515	54,836	115,102	7	28	9	.238	.523	.374
New Mexico	360,350	8,419	13,857	13,769	1	5	2	.030	.102	.059
Totals	8,804,065	465,538	779,437	1,069,441	39	155	84	1.836	4.405	3.834
MIDDLE ATLANTIC STATES.										
Pennsylvania	8,720,017	1,106,850	1,865,831	1,616,942	37	136	20	2.631	4.975	3.307
West Virginia	1,463,701	94,611	79,504	128,503	9	18	12	.318	.457	.486
Maryland	1,449,661	193,355	249,252	337,522	5	10	3	.395	.646	.700
District of Columbia	437,571	109,721	194,327	305,403	2	3	3	.330	.560	.680
Delaware	223,003	8,300	31,186	14,169	1	2	1	.040	.110	.060
Totals	12,293,953	1,512,837	2,420,100	2,402,539	54	169	39	3.714	6.748	5.233
NEW YORK-NEW JERSEY.										
New York	10,385,227	2,369,408	2,694,829	3,911,248	32	101	32	5.052	8.029	6.904
New Jersey	3,155,900	83,613	505,480	156,162	7	30	9	.314	1.531	.521
Totals	13,541,127	2,453,021	3,200,309	4,067,410	39	131	41	5.366	9.560	7.425
NEW ENGLAND STATES.										
Massachusetts	3,852,356	816,204	1,243,206	1,404,629	10	59	13	1.480	3.539	2.633
Connecticut	1,380,631	92,103	280,535	158,679	6	26	7	.300	.930	.460
Maine	768,014	72,637	63,103	28,658	5	6	1	.220	.187	.070
Rhode Island	604,397	36,148	154,135	69,748	2	8	3	.092	.458	.235
New Hampshire	443,083	16,170	41,652	14,272	2	10	1	.095	.260	.070
Vermont	352,428	20,529	32,626	2	8060	.139
Totals	7,400,909	1,053,791	1,815,257	1,675,986	27	117	25	2.277	5.513	3.468
MISCELLANEOUS.										
Newsdealers
Unclassified
Canada
Alaska and U. S. Possessions
Foreign
Other Items
Totals
RECAPITULATION.										
Western	8,542,622	1,112,200	1,880,909	2,257,903	94	212	111	4.274	7.784	6.754
Southern	21,108,152	986,246	1,352,106	1,875,713	68	176	103	3.138	5.842	5.676
Central	23,879,564	2,137,387	5,424,322	4,106,128	69	465	93	4.684	16.866	8.895
Northwestern	10,140,228	1,085,035	2,001,833	2,257,754	37	181	50	2.251	6.387	4.544
Southwestern	8,804,065	465,538	779,437	1,069,441	39	155	84	1.836	4.405	3.834
Middle Atlantic	12,293,953	1,512,837	2,420,100	2,402,539	54	169	39	3.714	6.748	5.233
New York-New Jersey	13,541,127	2,453,021	3,200,309	4,067,410	39	131	41	5.366	9.560	7.425
New England	7,400,909	1,053,791	1,815,257	1,675,986	27	117	25	2.277	5.513	3.468
Miscellaneous
Grand Total	105,710,620	10,806,055	18,874,273	19,712,874	426	1,607	546	27.540	63.105	45.829
Grand Total, April 1, 1919	105,252,211	10,271,137	18,353,904	16,056,580	519	1,647	503	19.208	42.532	26.811
Average rate per line per million								2.525	3.343	2.324
Average rate per line per million April 1, 1919								1.870	2.317	1.666

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKETS WOMEN'S

Compiled by EDITOR & PUBLISHER, With the Co-Operation of

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NEWSPAPER ADVERTISING MAKES LINE STRAIGHT

(Continued from page 86)

as they are likely to be for several years to come.

If an advertiser buys magazine space, he cannot avoid a certain percentage of waste. If he buys newspaper space, however, he cuts his proportion of waste to what minimum he chooses. He can select his newspapers, using one, or all, or a chosen few, in any locality. He can try them out in brief campaigns, dropping those which fail to produce the required volume of sales and holding his space and expenditure to the amounts that are necessary—and no more—to do the work he wants done. He will know how much it costs him—almost to the dollar—to get business through advertising, as many newspaper advertisers already have learned, and he can base his manufacture and sales plans for the future on that knowledge.

The man who buys newspaper advertising to sell his goods can buy it just as he buys the iron or the wood as the raw materials from which he makes them. When he buys newspaper space in market groups selected after close examination, he is raking the unknown quantity out of the equation. He is engaged in a regular commercial transaction, with no hidden factors, with risk and speculation cut to the minimum. And finally, he is taking the high road to solution of the day's most pressing social problem—reduction in the cost of getting goods from the manufacturer's plant to the consumer's doorstep. On that there can be no argument.

NEW DAILY NEWSPAPERS

- Albany (N. Y.) Evening News—publishers of Knickerbocker Press.
- Athens (O.) Evening Messenger.
- Baltimore Post—Scrapps-Howard Newspapers.
- Baltimore Times (tabloid)—Arthur C. Montell, Sr., John H. Trowbridge, Charles D. Coker, Emanuel Baum.
- Beaumont (Tex.) News—morning edition.
- Bellingham (Wash.) American—L. H. Darwin, E. E. Sherwood and A. M. Himes.
- Biloxi and Gulfport (Miss.) Daily Herald.
- Bristow (Okla.) Daily Record—L. M. Nichols and associates.
- Burlington (N. C.) Daily News—O. F. Crowson.
- Champaign (Ill.) Evening Herald—Evening Herald Company.
- Chicago Staats-Zeitung—resumed publication.
- Cleveland (Tenn.) Daily Banner—W. E. and W. L. Rogers.
- Detroit Sunday Times—William R. Hearst.
- Eagle Pass (Tex.) Daily Times—L. M. Huffman.
- Eastland (Tex.) Morning Chronicle—publishers of semi-weekly Chronicle.
- East St. Louis (Mo.)—Plans were announced by Edward E. Campbell in November for new daily paper to start within next six months.
- El Paso (Tex.) Post—Scrapps-Howard Newspapers.
- Eustis (Fla.) Lake Region—A. D. Miller and George A. Pierce (suspended).
- Fairfield (Ia.) Ledger-Journal (Sunday edition).
- Fayetteville (N. C.) Observer (Sunday edition).
- Fort Meyers (Fla.) Daily Tropical News.
- Fort Pierce (Fla.) Daily News-Tribune—L. F. Chapman and C. S. Milley (now issued twice a week).
- Fresno (Cal.) Bee—J. V. and C. K. McClatchy.
- Gilmer (Tex.) Daily Mirror—resumed publication.
- Goldboro (N. C.) Daily News—R. F. and John Beasley, R. E. Powell and Miss Elizabeth Warren.
- Greenville (Fla.) Daily News (Sunday edition).
- Hackensack (N. J.) Bergen Evening Times (started April 17, suspended April 22).
- Hinton (W. Va.) Daily News—H. C. Clark, Edward Salade, A. C. Nell, O. W. Rahr.
- Houston (Tex.) Evening Post—Roy G. Watson.
- Huntsville (Ala.) News—V. V. Evans.
- Hon (N. Y.) Daily Citizen.
- International Falls (Minn.) Evening Tribune—H. J. Miner.
- Jennette (Pa.) Daily News-Dispatch—C. M. Bomberger.
- Johnstown (Pa.) Sunday Ledger (suspended).
- Kosse (Tex.) Daily Cyclone.
- Lakeland (Fla.) Evening Advertiser—R. B. Childs, William Seltz, J. C. Rogers.
- Laredo (Tex.) Morning News—Donald M. Bernard, Walter F. Doney (suspended).
- Lawrenceville (Ill.) Daily Record—V. H. Wisemen, R. R. Dennison and others.
- Lawton (Okla.) Constitution (Sunday edition).
- Loft (Cal.) News—Frank DeMille and Deibert Rinfret.
- Los Angeles (Cal.)—La Presna (Spanish) daily edition.
- Manchester, (N. H.) Sunday Union—Publishers of Daily Union.
- Mannington (W. Va.) Evening Leader—James F. Hovey.
- Marion (O.) Tribune—Sundays edition.
- Memphis News—Scimitar Sunday edition.
- Mexia (Tex.) Daily News (resumed)—George McQuaid and associates.
- Middletown (N. Y.) Daily Herald started Sunday edition.
- Monett (Mo.) Daily Tribune—T. L. Tilman.
- Mt. Vernon (Wash.) Daily Herald—M. J. Beaumont and others.
- Newburg (N. Y.) Daily Star (started in January, suspended in December).
- Newkirk (Okla.) Daily Eagle—resumed publication.

(Continued on page 89)

TERRITORIAL MARKETS	Ladies' Home Journal	Good House-keeping	Woman's Home Companion	Delineator	Pictorial Review	Designer & Women's Magazine	People's Popular Monthly	
Total net paid.....	1,894,687	780,590	1,576,247	847,701	1,951,662	276,383	658,533	
Total net paid, including bulk.....	1,895,240	780,560	1,576,247	847,893	1,952,693	276,383	658,533	
Total distribution.....	1,900,294	793,337	1,596,958	872,946	1,964,835	310,571	689,836	
Detailed distribution for	Population	March, 1922	March, 1922	March, 1922	Dec., 1921	June, 1922	Dec., 1921	May, 1922
WESTERN STATES.								
California.....	3,426,861	105,591	50,742	63,114	32,369	118,824	9,252	2,926
Washington.....	1,356,621	45,222	15,879	28,080	10,265	45,656	5,475	2,512
Colorado.....	939,629	25,671	7,898	18,569	5,444	21,234	1,141	4,643
Oregon.....	783,389	26,691	9,224	17,542	8,255	25,799	3,469	1,472
Montana.....	548,889	15,003	4,503	9,834	2,311	8,877	973	3,020
Utah.....	449,396	10,013	2,178	5,107	2,000	5,507	1,093	955
Idaho.....	431,866	9,815	3,485	7,399	4,735	5,707	1,317	1,340
Arizona.....	334,162	6,464	2,723	3,847	2,842	5,695	732	327
Wyoming.....	194,402	4,887	1,958	4,206	885	4,867	555	1,328
Nevada.....	77,407	1,867	886	1,379	1,141	2,011	61	109
Total.....	8,542,622	251,224	99,446	159,077	70,247	242,177	24,068	18,332
SOUTHERN STATES.								
Georgia.....	2,895,832	20,434	8,840	10,561	7,770	21,163	2,793	722
North Carolina.....	2,559,123	24,102	8,174	13,643	4,785	18,207	1,995	1,382
Kentucky.....	2,416,630	21,456	6,752	15,033	7,397	20,299	1,763	8,831
Tennessee.....	2,337,885	21,724	8,079	12,214	6,717	19,972	1,519	3,178
Alabama.....	2,348,174	13,379	4,625	8,191	4,731	13,570	1,726	940
Virginia.....	2,309,187	30,439	10,559	16,765	5,902	24,331	2,348	1,859
Mississippi.....	1,790,618	10,004	3,224	7,322	4,217	9,182	1,237	871
Louisiana.....	1,798,509	12,158	4,729	8,102	5,682	19,798	923	777
South Carolina.....	1,683,724	11,603	4,083	8,132	3,533	10,319	1,136	505
Florida.....	968,470	19,639	8,642	11,168	4,565	16,103	388	975
Total.....	21,108,152	184,938	67,707	111,131	55,299	172,944	15,883	20,040
CENTRAL STATES.								
Illinois.....	6,485,280	108,783	50,264	118,152	39,598	119,149	27,357	84,693
Ohio.....	5,759,394	114,348	40,432	129,720	45,310	118,121	7,852	88,796
Michigan.....	3,668,412	66,898	27,618	82,770	23,470	72,532	5,919	53,208
Indiana.....	2,930,390	57,822	15,648	56,743	20,095	62,478	6,117	51,787
Wisconsin.....	2,632,067	40,404	16,146	42,546	19,173	42,769	6,290	35,662
Iowa.....	2,404,021	46,846	15,364	52,233	25,457	46,251	10,765	67,532
Total.....	23,879,504	435,101	165,472	482,164	173,103	461,300	64,300	381,678
NORTHWESTERN STATES.								
Missouri.....	3,404,055	55,316	16,413	50,841	18,885	68,042	5,773	39,686
Minnesota.....	2,387,125	47,679	19,125	47,840	19,134	42,774	5,510	35,607
Kansas.....	1,769,257	36,229	8,513	25,332	20,309	30,350	7,220	35,813
Nebraska.....	1,296,372	23,294	7,330	26,873	9,407	32,708	4,300	34,136
North Dakota.....	646,872	11,066	3,527	7,456	3,962	7,601	1,826	10,217
South Dakota.....	636,547	11,423	3,776	8,330	6,154	10,038	2,985	12,701
Total.....	10,140,228	185,007	58,684	166,672	77,851	191,508	27,614	168,160
SOUTHWESTERN STATES.								
Texas.....	4,663,228	59,581	17,232	43,708	28,758	62,555	11,126	6,236
Oklahoma.....	2,028,283	26,923	8,882	19,707	12,376	27,953	5,785	13,102
Arkansas.....	1,752,204	14,408	4,335	8,677	6,134	10,942	2,074	7,232
New Mexico.....	360,350	4,583	1,581	3,354	1,081	3,680	76	724
Total.....	8,804,065	105,495	32,030	75,446	48,349	105,130	19,061	27,294
MIDDLE ATLANTIC STATES.								
Pennsylvania.....	8,720,017	169,365	57,186	141,634	46,931	162,295	12,082	21,452
West Virginia.....	1,463,701	19,753	7,716	12,813	5,562	16,179	3,311	4,818
Maryland.....	1,449,661	25,450	10,199	14,649	3,451	24,759	1,679	898
Dist. of Columbia.....	437,571	15,783	17,701	12,751	1,701	13,142	1,017	136
Delaware.....	223,003	4,918	1,839	3,101	2,147	2,817	188	133
Total.....	12,293,953	235,269	94,641	184,948	59,792	219,192	18,277	27,437
NEW YORK-NEW JERSEY.								
New York.....	10,385,227	179,355	101,088	170,654	68,978	192,418	10,998	9,946
New Jersey.....	3,155,900	61,684	26,697	46,210	25,780	69,363	3,492	1,038
Total.....	13,541,127	241,039	127,785	216,864	94,758	261,781	14,490	10,984
NEW ENGLAND STATES.								
Massachusetts.....	3,852,356	82,064	44,227	95,885	37,427	92,411	6,882	1,194
Connecticut.....	1,380,631	34,858	16,334	29,216	8,474	32,940	3,967	827
Maine.....	768,014	17,180	7,430	12,905	3,286	18,615	2,342	726
Rhode Island.....	604,397	10,600	4,996	14,838	2,835	12,517	825	246
New Hampshire.....	443,083	10,301	4,390	9,307	4,894	12,973	1,278	373
Vermont.....	352,428	8,722	3,534	5,920	2,058	9,523	1,113	478
Total.....	7,400,909	163,725	80,911	168,071	58,974	178,979	16,407	3,844
MISCELLANEOUS.								
Newsdealers.....	145,145	28,180	44,656
Unclassified.....	17,556	1,451	5,309
Canada.....	84,293	33,495	33,358	27,901	87,525	19,489	197	112
Alaska & U. S. Pos.....	4,517	2,575	2,978	36	589	4	112
Foreign.....	48,646	3,017	3,385	1,656	8,251	203	38
Other items.....	36	205	1,150
Total.....	137,492	56,848	40,522	201,712	125,996	69,661	347
MARKET GROUPS.								
Western.....	8,542,622	251,224	99,446	159,077	70,247	242,177	24,068	18,332
Southern.....	21,108,152	184,938	67,707	111,131	55,299	172,944	15,833	20,040
Central.....	23,879,504	435,101	165,472	482,164	173,103	461,300	64,300	381,678
Northwestern.....	10,140,228	185,007	58,684	166,672	77,851	191,508	27,614	168,160
Southwestern.....	8,804,065	105,495	32,030	75,446	48,349	105,130	19,061	27,294
Middle Atlantic.....	12,293,953	235,269	94,641	184,948	59,792	219,192	18,277	27,437
N. York-N. Jersey.....	13,541,127	241,039	127,785	216,864	94,758	261,781	14,490	10,984
New England.....	7,400,909	163,725	80,911	168,071	58,974	178,979	16,407	3,844
Miscellaneous.....	137,492	56,848	40,522	201,712	125,996	69,661	347
Grand Total.....	105,710,620	1,939,290	783,524	1,604,895	840,085	1,959,007	269,711	658,116
Page rate.....	\$8,000.00	\$2,500.00	\$6,300.00	\$4,000.00	\$8,000.00	\$1,500.00	\$2,000.00
Rate per agate line.....	\$12.00	\$6.00	\$9.50	\$6.00	\$12.00	\$2.25	\$3.50
Decrease.....	*Two issues a month.							

KET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

the Bureau of Advertising, American Newspaper Publishers Association

and PUBLISHER Company

(Continued from page 88)

TERRITORIAL MARKETS	McCall's Magazine	People's Home Journal	Modern Priscilla	*Vogue	Women's Magazines Total 1918	Women's Magazines Total 1922	Gain or Loss 1922 vs. 1919
Total net paid.....	1,587,674	858,196	622,408	141,980	9,180,387	11,196,031	2,015,644
Total net paid, including bulk.....	1,596,396	858,196	622,408	142,481	9,209,989	11,207,030	1,997,041
Total distribution.....	1,619,809	863,291	642,909	148,655	9,492,938	11,412,441	1,919,503
Detailed distribution for							
WESTERN STATES.	Population 1920	March, 1922	Feb., 1922	March, 1922	April 1, 1922		
California.....	3,426,861	65,733	13,900	26,451	12,164	316,995	501,066
Washington.....	1,356,621	24,577	8,419	6,519	2,452	142,502	195,056
Colorado.....	939,629	17,531	8,081	5,200	914	89,140	116,296
Oregon.....	783,389	15,569	7,886	5,438	1,870	92,867	123,215
Montana.....	548,889	10,059	3,517	2,936	446	62,119	59,479
Utah.....	449,396	4,592	1,520	2,127	457	30,555	35,249
Idaho.....	431,866	5,808	2,860	1,607	212	36,277	44,285
Arizona.....	334,162	3,373	754	1,045	370	19,204	28,172
Wyoming.....	194,402	3,474	1,772	1,361	356	16,534	25,649
Nevada.....	77,407	1,225	323	625	175	9,074	9,802
Total.....	8,542,622	151,941	49,032	53,309	19,416	815,267	1,138,269
SOUTHERN STATES.							
Georgia.....	2,895,832	16,415	6,596	3,325	1,586	96,105	100,205
North Carolina.....	2,559,123	18,377	5,434	3,118	931	62,731	100,148
Kentucky.....	2,416,630	23,023	8,645	5,933	1,446	85,900	120,578
Tennessee.....	2,337,885	19,842	6,076	3,529	1,266	77,289	104,116
Alabama.....	2,348,174	14,555	3,146	2,701	774	62,163	68,338
Virginia.....	2,309,187	21,547	11,561	4,835	1,527	97,733	131,673
Mississippi.....	1,790,618	11,304	3,119	2,437	550	41,899	53,467
Louisiana.....	1,798,509	15,780	3,419	4,094	1,314	54,170	76,781
South Carolina.....	1,683,724	10,256	2,548	1,806	593	49,438	54,514
Florida.....	968,470	14,424	4,187	2,352	1,363	45,269	83,806
Total.....	21,108,152	165,523	54,731	34,130	11,350	672,697	893,626
CENTRAL STATES.							
Illinois.....	6,485,280	108,833	51,155	37,624	11,580	579,042	757,188
Ohio.....	5,759,394	117,926	60,359	22,336	8,359	563,324	753,559
Michigan.....	3,668,412	62,060	32,589	20,114	5,163	336,338	452,341
Indiana.....	2,930,390	53,779	28,325	11,041	3,201	248,180	367,036
Wisconsin.....	2,632,067	35,728	23,788	13,033	2,280	201,062	277,819
Iowa.....	2,404,021	47,900	35,374	12,561	1,771	279,746	362,054
Total.....	23,879,564	426,226	231,590	116,709	32,354	2,207,692	2,969,997
NORTHWESTERN STATES.							
Missouri.....	3,404,055	54,940	18,545	11,136	6,289	261,291	345,866
Minnesota.....	2,387,125	39,988	12,324	13,097	2,774	205,806	285,852
Kansas.....	1,769,257	32,281	20,155	8,361	895	163,619	225,458
Nebraska.....	1,296,372	26,548	12,710	7,058	1,176	126,958	185,535
North Dakota.....	646,872	8,942	3,540	3,055	290	54,076	61,482
South Dakota.....	636,547	10,913	5,911	3,121	386	60,753	75,738
Total.....	10,140,228	173,612	73,185	45,828	11,810	872,503	1,179,931
SOUTHWESTERN STATES.							
Texas.....	4,663,228	51,239	15,236	10,288	3,135	251,480	309,094
Oklahoma.....	2,028,283	22,403	8,950	5,540	1,161	105,208	152,782
Arkansas.....	1,752,204	13,460	4,218	2,514	588	55,168	74,582
New Mexico.....	360,350	3,130	1,240	1,013	306	17,667	20,768
Total.....	8,804,065	90,232	29,644	19,355	5,190	429,523	557,226
MIDDLE ATLANTIC STATES.							
Pennsylvania.....	8,720,017	132,391	75,205	42,994	12,788	659,326	874,323
West Virginia.....	1,463,701	22,405	10,210	3,364	885	71,095	107,016
Maryland.....	1,449,061	16,100	12,544	4,489	2,246	72,426	116,464
Dist. of Columbia.....	437,571	9,670	1,963	1,888	1,730	31,432	77,182
Delaware.....	223,003	3,968	2,573	1,354	271	19,399	23,309
Total.....	12,293,953	184,534	102,195	54,089	17,920	853,678	1,198,294
NEW YORK-NEW JERSEY.							
New York.....	10,385,227	182,152	82,400	55,721	27,290	706,051	1,081,000
New Jersey.....	3,155,900	55,431	28,154	24,712	5,868	214,704	348,429
Total.....	13,541,127	237,583	110,554	80,433	33,158	920,755	1,429,429
NEW ENGLAND STATES.							
Massachusetts.....	3,852,356	61,242	13,482	37,435	9,275	336,639	471,524
Connecticut.....	1,380,631	23,658	11,687	9,147	2,967	126,767	174,075
Maine.....	768,014	13,549	7,419	4,659	691	64,899	98,802
Rhode Island.....	604,397	8,846	2,171	3,385	1,077	53,420	62,336
New Hampshire.....	443,083	9,987	4,055	4,243	247	44,815	62,048
Vermont.....	352,428	7,491	5,768	3,538	377	38,312	48,522
Total.....	7,400,909	124,773	44,582	62,407	14,634	664,852	917,907
MISCELLANEOUS.							
Newsdealers.....			162,062	147,135		1,384,062	527,178
Unclassified.....			2,661	11,671	180	107,047	82,511
Canada.....			32,895	2,881	4,540	232,473	337,981
Alaska & U. S. Pos.....			1,250	1,135	418	12,227	13,865
Foreign.....			935	114	905	38,739	69,396
Other items.....			9,023	210	78	22,230	10,702
Total.....			61,161	167,969	173,804	6,121	1,796,838
MARKET GROUPS.							
Western.....	8,542,622	151,941	49,032	53,309	19,416	815,267	1,138,269
Southern.....	21,108,152	165,523	54,731	34,130	11,350	672,697	893,626
Central.....	23,879,564	426,226	231,590	116,709	32,354	2,207,692	2,969,997
Northwestern.....	10,140,228	173,612	73,185	45,828	11,810	872,503	1,179,931
Southwestern.....	8,804,065	90,232	29,644	19,355	5,190	429,523	557,226
Middle Atlantic.....	12,293,953	184,534	102,195	54,089	17,920	853,678	1,198,294
N. York-N. Jersey.....	13,541,127	237,583	110,554	80,433	33,158	920,755	1,429,429
New England.....	7,400,909	124,773	44,582	62,407	14,634	664,852	917,907
Miscellaneous.....		61,161	167,969	173,804	6,121	1,796,838	1,041,633
Grand total.....	105,710,620	1,615,585	863,482	640,064	151,953	9,233,805	11,325,712
Page rate.....	\$6,000.00	\$3,600.00	\$2,250.00	\$1,200.00	\$34,205.00	\$45,350.00	\$11,145.00
Rate per agate line.....	\$9.00	\$5.50	\$4.00	\$49.80	\$69.75	\$19.95
Decrease —	*Two issues a month.						

New Orleans Daily Construction and Industrial News.
 New York Bronx Home News (daily and Sunday edition).
 New York—Corriere D'America (tabloid morning paper)—Luigi Barsini.
 Niles (O.) Evening Register—F. L. and P. F. Bixler.
 Noblesville (Ind.) Morning Times—D. M. Huddy and John G. Baker.
 Norristown (Pa.) Herald.
 Palm Beach (Fla.) Evening Times—F. P. Fides.
 Palm Beach (Fla.) Record—George L. Moreland, M. K. Wanaga, F. L. Corey and others.
 Passaic (N. J.) Sunday Leader—E. J. David (started in September, suspended Oct. 8).
 Paterson (N. J.) Times—T. F. Van Noorte, J. J. O'Rourke and associates.
 Pawnska (Okla.) Daily Times—E. L. Gray and E. L. Knight.
 Peekskill (N. Y.) Daily Star—Richard E. Coon and associates.
 Pittston (Pa.) Daily Press—W. H. Hughes and others.
 Portland (Ore.)—La Stella (Italian daily)—Dr. B. DeRosa and associates.
 Pottsville (Pa.) Morning Paper—J. H. Zerber.
 Rapid City (S. D.) Daily Guide—T. B. Werner.
 Reading (Pa.) Tribune—John J. Garvin and associates.
 Rochester (N. Y.) Journal—William R. Hearst.
 Rochester (N. Y.) Sunday American—William R. Hearst.
 Saginaw (Mich.) Evening Star—Robert J. Brown, Edward M. Lucas, Harry L. Freking (plans announced for starting in 1923).
 Sapulpa (Okla.) Star—A. E. Ross and E. W. Sprague.
 San Benito (Tex.) Light (resumed as daily).
 Scranton (Pa.) Sunday Telegram—publishers of Elmira (N. Y.) Sunday Telegram.
 South Bend (Ind.) Sunday Tribune—publishers Daily Tribune.
 Syracuse (N. Y.) American—William R. Hearst.
 Syracuse (N. Y.) Telegram—William R. Hearst.
 Tampa Sunday Morning Citizen—Frank B. Hill and associates.
 Tonawanda (N. Y.) Twin City Daily Advertiser.
 University of Oregon Emerald (daily edition), Eugene, Ore.
 Van Buren (Ark.) Daily Press—Argua (resumed publication).
 Walla Walla (Wash.) Times—Northwest Service Corporation.
 Wilkes-Barre (Pa.) Sunday Telegram—publishers of Elmira (N. Y.) Sunday Telegram.
 Wilson (N. C.) Mirror—R. F. Beasley and associates.
 Wilson (Okla.) Daily News—Fred L. Yates.
 Wilson (Okla.) Morning Gazette—Archibald Clark and W. O. Melton.
 Worcester (Mass.) Sunday Times—started by J. F. Estes in September (discontinued after three issues).

Foreign

London, England—The Daily Mail completed plans for starting ocean editions on board Cunard Line steamships, between England and New York and North Atlantic ports, beginning February 11, 1923.
 Havana, Cuba—El Pais (Spanish daily) started by Alfredo Hornedo.
 Osaka, Japan—English language newspaper, the Osaka Mainichi, appeared in April; owned by same company which conducts the Japanese Osaka Mainichi and Tokyo Nichi-Nichi.
 Rio Janeiro, Brazil—First South American daily newspaper devoted entirely to sports was started by O. Esportos.

CHANGES IN PRICE

UNITED STATES

Aroostook (Me.) Daily News—from 3c. to 2c. copy.
 Birmingham (Ala.) Age-Herald—from 5c. to 3c. daily and 7c. to 6c. Sunday.
 Brooklyn (N. Y.) Standard-Union—Sunday edition from 5c. to 2c.
 Buffalo (N. Y.) Commercial—from 2c. to 1c.
 Chicago Tribune—reduced mail subscription rates as follows: one month, \$1 to 50c; three months, \$2.50 to \$1.25; six months, \$3.75 to \$2.50; year, \$7.50 to \$5; effective Jan. 15, 1923.
 Concord (N. H.) Patriot—from 4c. to 2c.
 Daytona (Fla.) Daily News—20 per cent reduction in subscription to \$6 a year and 15c. a week, delivered by carrier.
 Holyoke (Mass.) Telegram—from 2c. to 1c.
 Joplin (Mo.) News-Herald—subscription price from 15c. to 10c. weekly; Globe from 15c. to 13c.; combination sold for 20c. per week.
 Montgomery (Ala.) Advertiser—20 per cent cut in subscription price—from \$10 to \$8 per year.
 Montpelier (Vt.) Examiner—from \$2.50 to \$2 per year.
 New York Call—from 5c. to 2c.
 Oklahoma City (Okla.) Leader—from \$4 to \$5 per year.
 St. Louis Globe-Democrat—from 10c. to 5c. Sunday; 3c. to 2c. daily.
 St. Louis Post-Dispatch—from 10c. to 5c. Sunday; 3c. to 2c. daily.
 St. Louis Star—from 10c. to 5c. Sunday; 3c. to 2c. daily.
 St. Louis Times—from 10c. to 5c. Sunday; 3c. to 2c. daily.
 Springfield (Mass.) Republican—to 1c.
 Springfield (Mass.) Union—to 1c.
 Tampa (Fla.) Tribune—Sunday edition from 10c to 5c.
 Topeka State Journal—city subscription price from 15c. to 10c. weekly; from 3c. to 2c. per copy on street.
 Virginia (Minn.) Daily Virginian—from 15c. to 10c. per week and \$6 to \$4 per year.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.
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TERRITORIAL MARKETS	Saturday Evening Post	Literary Digest	Colliers	American Legion	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total, 1918	Weekly Magazines Total, 1922	Gain or Loss 1922 vs. 1919	
Av. net paid—A. B. C. June 30, 1922	2,202,330	*1,354,384	992,035	708,489	87,807	226,350	111,324	180,974	4,465,352	5,863,693	1,398,341	
Av. net paid, including bulk, A. B. C.	2,202,927	708,620	95,565	226,995	111,324	181,340	4,467,395	5,873,190	1,405,795	
Average distribution — bulk, A. B. C.	2,213,620	*1,389,539	1,003,568	716,830	97,939	230,488	116,015	194,695	4,530,532	5,962,694	1,432,162	
Detailed distribution for	Mar. 11, 22	Apr. 15, 22	June 15, 22	June 9, 22	Jan. 25, 22	May 25, 22	Nov. 26, 21	Feb., 1922				
WESTERN STATES												
Population 1920												
1 California	166,975	97,025	55,940	24,864	5,168	17,647	6,572	7,215	274,057	381,406	107,349	
2 Washington	1,356,621	53,715	32,167	20,159	8,938	1,210	3,570	2,320	102,250	124,815	22,565	
3 Colorado	939,629	30,203	18,718	10,237	5,465	937	2,842	635	59,176	71,306	12,130	
4 Oregon	783,389	30,009	17,980	9,570	8,255	594	1,832	1,946	52,487	71,514	19,027	
5 Montana	548,889	18,827	11,732	4,451	4,969	896	1,110	568	43,980	43,009	-971	
6 Utah	449,396	9,518	8,988	5,694	2,012	231	1,640	992	25,704	29,186	3,482	
7 Idaho	431,866	11,062	9,262	2,785	2,622	306	914	287	25,089	28,039	2,950	
8 Arizona	334,162	9,679	6,271	3,027	1,824	220	874	121	20,294	22,317	2,023	
9 Wyoming	194,402	6,472	4,425	1,742	2,507	186	734	276	11,569	16,672	5,103	
10 Nevada	77,407	3,068	2,074	982	756	66	206	123	7,406	7,343	-63	
Totals	8,542,622	339,558	208,642	114,587	62,212	9,314	31,369	13,222	16,703	622,012	795,607	173,595
SOUTHERN STATES												
1 Georgia	2,895,832	22,681	18,280	8,600	4,639	398	4,431	1,008	56,654	61,180	4,526	
2 No. Carolina	2,559,123	19,294	19,915	5,774	7,717	639	2,103	1,479	43,520	59,447	15,927	
3 Kentucky	2,416,630	19,752	17,076	9,697	8,880	573	2,433	711	1,730	44,425	60,852	16,427
4 Tennessee	2,337,885	20,216	18,229	5,554	6,406	441	2,656	452	2,002	48,574	55,956	7,382
5 Alabama	2,345,174	15,476	14,729	7,255	2,811	414	2,462	466	976	37,430	44,589	7,159
6 Virginia	2,309,187	25,662	23,034	10,170	8,983	663	4,069	1,987	4,022	65,601	78,540	12,939
7 Mississippi	1,790,618	10,618	10,265	3,909	4,231	178	1,535	151	963	26,486	31,850	5,364
8 Louisiana	1,798,509	16,121	15,844	8,169	5,191	320	2,602	1,872	600	36,800	50,719	13,919
9 So. Carolina	1,683,724	10,684	10,113	3,802	5,625	189	1,709	825	1,283	32,077	34,230	2,153
10 Florida	968,470	25,327	14,260	10,093	5,162	797	3,220	603	1,640	39,391	61,102	21,711
Totals	21,108,152	185,831	161,745	73,023	59,645	4,612	27,220	9,504	16,885	430,958	538,465	107,507
CENTRAL STATES												
1 Illinois	6,485,280	143,994	80,478	59,474	42,441	5,152	7,234	5,812	9,879	270,235	354,464	84,229
2 Ohio	5,759,394	140,726	93,021	67,828	36,947	5,637	7,399	12,788	264,453	372,579	108,126	
3 Michigan	3,668,412	88,199	47,043	38,212	33,192	3,188	6,898	4,846	7,009	162,218	228,587	66,369
4 Indiana	2,930,390	57,627	41,317	32,979	20,987	1,695	3,879	2,454	4,830	114,320	165,768	51,448
5 Wisconsin	2,632,067	45,410	30,492	22,349	22,890	1,970	2,207	2,899	3,863	91,033	131,580	40,547
6 Iowa	2,404,021	47,524	34,124	22,274	37,298	2,001	2,112	1,182	7,376	109,261	153,891	44,630
Totals	23,879,564	523,480	326,475	243,116	193,255	19,643	30,563	24,592	45,745	1,011,520	1,406,869	395,349
NORTHWESTERN STATES												
1 Missouri	3,404,055	64,120	36,720	20,190	26,129	1,391	3,412	6,883	4,230	114,252	163,015	48,763
2 Minnesota	2,387,125	51,052	34,334	28,237	36,745	2,137	3,667	2,466	3,627	106,578	162,265	55,687
3 Kansas	1,769,257	31,591	23,724	10,932	19,016	1,157	1,743	2,929	5,507	71,744	96,599	24,855
4 Nebraska	1,296,372	24,095	19,267	11,896	16,726	810	1,717	584	3,171	60,905	78,266	17,361
5 North Dakota	646,872	11,843	8,102	3,037	8,209	385	321	285	1,251	29,424	33,433	4,009
6 South Dakota	630,547	12,764	8,467	3,004	10,830	592	536	301	1,682	28,809	38,182	9,373
Totals	10,140,228	195,465	130,614	77,236	117,661	6,472	11,396	13,448	19,468	411,712	571,760	160,048
SOUTHWESTERN STATES												
1 Texas	4,663,228	62,586	50,765	23,907	15,408	782	6,634	3,672	3,236	138,858	166,990	28,132
2 Oklahoma	2,028,283	20,285	21,790	10,498	16,856	470	1,582	2,885	1,775	59,665	82,141	22,476
3 Arkansas	1,752,204	14,541	11,592	4,533	5,149	343	1,183	394	1,057	31,752	38,792	7,040
4 New Mexico	360,350	5,455	4,003	1,820	2,074	134	406	141	327	15,131	14,360	-771
Totals	8,804,065	108,867	88,150	40,758	39,487	1,729	9,805	7,092	6,395	245,406	302,283	56,877
MIDDLE ATLANTIC STATES												
1 Pennsylvania	8,720,017	170,878	117,476	82,224	49,571	6,276	17,752	7,270	16,262	351,502	467,709	116,207
2 West Virginia	1,463,701	17,818	15,750	6,421	5,781	800	1,780	973	2,121	41,267	51,444	10,177
3 Maryland	1,449,661	24,479	16,639	18,695	3,504	878	2,622	941	2,099	52,357	69,857	17,500
4 Dist. of Columbia	437,571	22,549	15,342	9,210	3,173	776	3,178	700	629	35,746	55,557	19,811
5 Delaware	223,003	4,153	3,189	1,983	488	157	451	123	686	9,386	11,230	1,844
Totals	12,293,953	239,877	168,896	118,533	62,517	8,887	25,783	10,007	21,797	490,258	655,797	165,539
NEW YORK-NEW JERSEY												
1 New York	10,385,227	277,362	124,105	106,176	50,728	13,048	30,723	21,083	19,042	466,346	642,267	175,921
2 New Jersey	3,155,900	64,098	40,315	31,428	21,279	3,839	8,606	4,371	5,676	134,492	179,612	45,120
Totals	13,541,127	341,460	164,420	137,604	72,007	16,887	39,329	25,454	24,718	600,838	821,879	221,041
NEW ENGLAND STATES												
1 Massachusetts	3,852,356	105,185	57,422	50,720	29,753	6,902	11,066	2,788	4,829	186,291	268,665	82,374
2 Connecticut	1,380,631	35,985	21,263	18,469	5,126	2,719	5,992	2,290	2,898	75,318	94,742	19,424
3 Maine	768,014	16,114	13,297	4,055	6,019	1,421	1,297	656	1,928	32,084	44,787	12,703
4 Rhode Island	604,397	11,951	7,405	9,468	2,983	955	1,393	375	729	28,256	35,259	7,003
5 New Hampshire	443,083	9,259	7,897	3,718	4,652	1,002	694	765	1,643	20,897	29,630	8,733
6 Vermont	352,428	7,623	5,408	1,988	3,813	1,004	424	570	1,781	17,444	22,611	5,167
Totals	7,400,909	186,117	112,692	88,418	52,346	14,003	20,866	7,444	13,808	360,290	495,694	135,404
MISCELLANEOUS												
Newsdealers	47,583	67	6,205	397	11,798	54,252	42,454	
Unclassified	21,265	1,351	19,320	14,761	28,064	
Canada	66,198	17,801	3,978	664	654	7,246	4,753	2,599	175,702	103,893	-71,809	
Alaska & U. S. Pos.	7,224	3,818	19,892	3,470	480	1,251	39	61	19,852	36,235	16,383	
Foreign	23,959	6,786	23,868	3,832	1,728	4,506	866	53,374	65,545	12,171	
Other Items	30	972	195	79	17	3,366	1,293	-2,073	
Totals	97,411	28,405	117,558	8,228	10,497	13,909	4,792	23,243	278,853	304,043	25,190	
RECAPITULATION												
1 Western	8,542,622	339,558	208,642	114,587	62,212	9,314	31,369	13,222	16,703	622,012	795,607	173,595
2 Southern	21,108,152	185,831	161,745	73,023	59,645	4,612	27,220	9,504	16,885	430,958	538,465	107,507
3 Central	23,879,564	523,480	326,475	243,116	193,255	19,643	30,563	24,592	45,745	1,011,520	1,406,869	395,349
4 Northwestern	10,140,228	195,465	130,614	77,236	117,661	6,472	11,396	13,448	19,468	411,712	571,760	160,048
5 Southwestern	8,804,065	108,867	88,150	40,758	39,487	1,729	9,805	7,092	6,395	245,406	302,283	56,877
6 Middle Atlantic	12,293,953	239,877	168,896	118,533	62,517	8,887	25,783	10,007	21,797	490,258	655,797	165,539
7 N. Y.-N. J.	13,541,127	341,460	164,420	137,604	72,007	16,887	39,329	25,454	24,718	600,838	821,879	221,041
8 New England	7,400,909	186,117	112,692	88,418	52,346	14,003	20,866	7,444	13,808	360,290	495,694	135,404
9 Miscellaneous	97,411	28,405	117,558	8,22								

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS

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MARKETS	American Review of												
	Cosmopolitan	Reviews	American	Harper's	McClure's	World's	Metropolitan	Scribner's	American Boy	Atlantic	Red Book	Century	
Total net paid.....	994,366	205,263	1,742,651	70,190	365,074	116,122	302,169	82,858	212,910	114,933	717,848	48,979	
Total net paid including bulk..	994,366	205,263	1,742,651	71,598	365,074	116,316	330,343	83,088	226,361	117,352	718,786	48,979	
Total distribution	1,003,976	210,277	1,763,614	74,388	368,418	118,548	332,927	85,119	237,816	120,185	723,710	50,896	
Detailed Distribution for	Mch., 1922	May, 1922	Feb., 1922	Dec., 1921	May, 1921	April, 1922	Nov., 1921	June, 1922	June, 1922	Feb., 1922	June, 1922	April, 1922	
WESTERN STATES—Population 1920													
California	3,426,861	75,421	10,354	69,109	2,327	5,819	5,269	15,980	3,013	12,352	7,404	46,240	4,458
Washington	1,356,621	20,642	3,348	29,944	546	3,173	1,333	6,747	621	5,869	1,375	17,449	1,647
Colorado	939,629	12,244	2,502	22,252	476	2,768	1,009	5,023	586	4,127	1,444	11,329	591
Oregon	783,389	11,068	1,894	18,905	293	2,063	820	3,795	403	3,747	964	10,501	920
Montana	548,889	5,907	1,509	10,994	187	917	583	1,938	188	1,500	414	6,171	1,092
Utah	449,396	4,326	1,482	6,072	96	516	257	1,492	168	1,117	278	3,047	175
Idaho	431,866	4,693	1,110	8,469	119	750	319	839	225	1,249	305	3,944	190
Arizona	334,162	3,918	1,015	4,841	102	439	339	547	112	615	535	2,959	230
Wyoming	194,402	3,596	1,596	4,629	77	620	182	648	139	539	168	3,546	130
Nevada	77,407	1,485	391	1,147	30	150	100	235	41	229	59	1,009	23
Total	8,542,622	143,300	25,171	176,332	4,253	17,215	10,211	37,244	5,496	31,344	12,946	106,375	9,456
SOUTHERN STATES.													
Georgia	2,895,832	12,861	2,096	12,316	296	2,700	666	6,762	390	1,763	886	8,247	216
North Carolina...	2,559,123	8,511	2,102	15,401	379	1,293	792	1,313	553	1,771	789	6,262	249
Kentucky	2,416,630	7,940	1,997	17,690	378	2,093	639	4,528	524	2,294	921	7,071	229
Tennessee	2,337,885	10,476	1,640	16,259	325	1,395	598	2,554	379	2,613	575	9,783	169
Alabama	2,348,174	7,223	1,847	9,998	195	1,384	424	3,708	264	1,320	440	6,208	247
Virginia	2,309,187	12,006	2,884	16,314	621	2,840	1,065	6,067	959	2,222	1,603	9,334	394
Mississippi	1,790,615	5,218	1,168	8,275	136	814	304	1,754	164	1,070	279	4,466	147
Louisiana	1,798,509	11,583	1,794	8,775	172	2,204	691	6,145	345	1,482	590	6,998	292
South Carolina...	1,683,724	5,055	1,228	8,719	252	728	463	1,515	249	1,020	503	3,095	116
Florida	968,470	12,618	2,176	12,511	278	1,367	662	4,259	364	1,644	715	7,909	207
Total	21,108,152	93,491	18,932	126,258	3,032	16,818	6,304	38,605	4,191	17,199	7,301	69,973	2,266
CENTRAL STATES.													
Illinois	6,485,280	60,198	10,673	129,164	2,635	13,047	3,542	18,377	3,839	16,190	8,058	38,053	1,442
Ohio	5,759,394	54,408	9,257	149,177	2,309	9,992	3,930	18,996	2,484	17,135	6,705	41,844	1,307
Michigan	3,668,412	35,860	6,308	93,628	1,278	5,049	2,205	11,190	1,557	10,943	3,977	27,088	766
Indiana	2,930,390	20,431	3,811	61,257	935	4,189	1,186	7,274	984	5,640	1,970	16,374	488
Wisconsin	2,632,067	16,790	2,917	46,538	830	3,465	1,529	7,447	1,015	4,739	2,805	11,185	476
Iowa	2,404,021	16,298	4,087	58,213	947	4,945	1,673	8,061	917	7,633	2,019	15,173	598
Total	23,879,564	203,985	37,053	537,977	8,934	40,687	14,065	71,345	10,796	62,280	25,534	149,667	5,017
NORTHWESTERN STATES.													
Missouri	3,404,055	26,833	3,746	53,285	713	4,834	1,240	10,301	808	8,675	1,942	20,140	411
Minnesota	2,387,125	21,061	3,902	54,383	881	3,331	1,748	8,252	1,053	6,809	2,915	18,178	689
Kansas	1,769,257	11,269	2,989	28,480	482	4,390	963	6,284	446	4,395	1,155	10,796	323
Nebraska	1,296,372	10,495	2,547	28,968	398	2,073	741	4,079	378	4,070	815	9,918	286
North Dakota ...	646,872	3,840	1,215	8,463	110	890	445	1,217	125	1,467	279	3,184	277
South Dakota ...	636,547	4,131	1,281	9,208	157	885	488	1,796	214	1,628	337	3,239	108
Total	10,140,228	77,629	15,680	182,847	2,741	16,403	5,625	31,929	3,624	26,844	7,443	65,455	2,094
SOUTHWESTERN STATES.													
Texas	4,663,228	35,098	5,416	51,768	552	5,650	1,290	11,656	1,812	6,856	1,442	31,192	636
Oklahoma	2,028,283	17,125	2,385	24,432	201	3,407	542	4,500	589	2,676	591	13,436	149
Arkansas	1,752,204	6,710	1,135	10,206	133	717	315	1,241	247	1,294	333	6,035	139
New Mexico	360,350	2,241	461	3,605	83	466	328	756	118	466	204	2,140	80
Total	8,804,065	61,174	9,397	90,011	969	10,240	2,475	18,153	2,766	11,292	2,570	52,803	1,004
MID. ATLANTIC STATES													
Pennsylvania ...	8,720,017	77,564	17,216	148,483	3,668	16,808	4,807	29,387	5,549	16,520	9,380	47,029	2,161
West Virginia ...	1,463,701	9,611	2,039	14,230	333	3,773	602	5,378	748	1,594	527	8,320	142
Maryland	1,449,661	11,420	2,111	14,163	682	2,091	914	4,537	545	2,618	1,885	8,168	435
Dist. of Columbia.	437,571	18,418	2,122	13,357	626	870	906	2,907	392	2,239	1,572	7,421	585
Delaware	223,003	1,413	470	2,955	143	659	147	855	153	317	314	1,106	99
Total	12,293,953	118,426	23,958	193,188	5,452	24,201	7,376	43,064	7,387	23,288	13,678	72,044	3,422
NEW YORK-NEW JERSEY.													
New York	10,385,227	135,789	25,410	189,403	7,182	29,742	9,798	54,558	10,466	21,672	21,514	73,521	3,696
New Jersey	3,155,900	23,771	6,268	43,865	2,025	10,851	2,614	19,526	3,033	4,850	5,583	16,017	1,104
Total	13,541,127	159,560	31,678	233,268	9,207	40,593	12,412	74,084	13,499	26,502	27,097	89,538	4,800
NEW ENGLAND STATES.													
Massachusetts ...	3,852,356	36,368	7,024	95,941	4,565	7,983	5,484	14,613	3,824	8,150	13,108	25,714	2,266
Connecticut	1,380,631	13,015	2,802	28,366	1,515	2,520	1,737	5,777	1,477	3,290	3,735	9,878	631
Maine	768,014	6,643	1,432	10,528	680	1,545	915	1,679	678	1,865	1,100	4,715	248
Rhode Island ...	604,397	4,662	927	14,646	472	1,038	603	2,503	358	1,222	1,052	3,449	416
New Hampshire...	443,083	3,246	874	7,074	509	922	688	1,452	484	985	990	2,106	202
Vermont	352,428	2,438	830	6,105	412	877	577	1,413	598	999	657	1,939	151
Total	7,400,909	66,372	13,889	162,660	8,153	14,885	10,004	27,437	7,419	16,511	20,642	47,801	3,914
MISCELLANEOUS.													
Newdealers	29,000	160,472	40,681	27,000	12,717	14,887
Unclassified	6,614	5,873	524	538	6,058	43
Canada	58,050	2,178	25,653	507	4,276	871	8,647	683	2,472	1,847	47,446	306
Alaska & U. S. Pos.	3,065	1,901	3,974	221	122	877	300	312	373	672	2,530	223
Foreign	3,483	1,773	3,898	978	754	2,393	3,198	715	673	2,320	7,364	794
Other items	209	1,500	30	1,396	322	33	19
Total	71,421	11,725	34,049	32,744	171,682	44,895	12,205	30,106	16,235	5,161	57,373	16,229
MARKET GROUPS.													
Western	8,542,622	143,300	25,171	176,332	4,253	17,215	10,211	37,244	5,496	31,344	12,946	106,375	9,456
Southern	21,108,152	93,491	18,932	126,258	3,032	16,818	6,304	38,605	4,191	17,199	7,301	69,973	2,266
Central	23,879,564	203,985	37,053	537,977	8,934	40,687	14,065	71,345	10,796	62,280	25,534	149,667	5,017
Northwestern ...	10,140,228	77,629	15,680	182,847	2,741	16,403	5,625	31,929	3,624	26,844	7,443	65,455	2,094
Southwestern ...	8,804,065	61,174	9,397	90,011	969	10,240	2,475	18,153	2,766	11,292	2,570	52,803	1,004
Middle Atlantic..	12,293,953	118,426	23,958	193,188	5,452	24,201	7,376	43,064	7,387	23,288	13,678	72,044	3,422

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

Bureau of Advertising, American Newspaper Publishers' Association.

TOR & PUBLISHER COMPANY

MARKETS	Blue Book	Hearst's	Everybody's	Saint Nicholas	Boy's Magazine	Photoplay	Motion Picture	Munsey's	Current Opinion	General Magazines Total 1918	General Magazines Total 1922	Gain or Loss, 1922 vs. 1919	
	June, 1922	Feb., 1922	Dec., 1921	April, 1922	Dec., 1921	June, 1922	May, 1922	June, 1922	Oct., 1921				
Total net paid.....	223,393	249,766	278,223	69,767	45,389	423,582	308,618	96,938	56,231	5,968,935	6,725,270	756,335	
Total net paid including bulk..	223,577	249,766	280,591	69,767	45,485	423,582	312,190	96,938	56,231	6,046,097	6,778,304	732,207	
Total distribution	225,295	269,338	285,971	70,744	69,237	430,440	318,160	98,495	61,401	6,198,673	6,938,955	740,282	
Detailed Distribution for Population 1920													
WESTERN STATES.													
California	3,426,861	17,670	21,135	1,566	4,235	1,904	30,686	23,487	394	2,532	313,179	361,355	48,176
Washington	1,356,621	5,477	4,212	561	777	1,072	7,292	5,190	72	708	117,976	118,115	139
Colorado	939,629	3,770	2,979	427	634	756	5,052	3,039	92	584	60,179	81,684	21,505
Oregon	783,389	3,582	2,283	293	600	766	4,008	2,771	37	472	70,021	70,245	224
Montana	548,889	1,631	1,840	202	354	453	2,076	1,578	56	342	50,726	39,902	-10,824
Utah	449,396	939	991	126	128	151	2,070	1,525	20	288	23,779	25,264	1,485
Idaho	431,866	1,369	1,189	146	197	401	1,278	1,134	23	203	28,918	28,152	-766
Arizona	334,102	882	1,210	109	186	184	780	1,088	24	190	28,474	20,305	-8,169
Wyoming	194,402	1,035	1,081	101	107	154	1,040	464	35	147	13,544	20,304	6,490
Nevada	77,407	456	575	25	48	87	380	444	11	74	9,188	7,089	-2,099
Total	8,542,622	36,811	37,495	3,556	7,266	5,928	54,662	40,720	764	5,600	715,984	772,145	56,161
SOUTHERN STATES.													
Georgia	2,895,832	1,677	3,040	251	396	545	4,912	3,490	62	661	56,953	64,233	7,280
North Carolina..	2,559,123	1,673	1,974	209	498	582	3,283	1,551	64	632	36,457	49,881	13,424
Kentucky	2,410,630	1,949	2,005	2,231	513	692	4,154	2,031	112	618	44,314	61,209	16,895
Tennessee	2,337,885	2,201	2,751	2,235	396	550	3,590	2,564	62	741	45,311	59,856	14,545
Alabama	2,348,174	1,522	1,659	215	251	625	3,545	1,905	54	435	39,692	43,469	3,777
Virginia	2,309,187	3,160	3,078	419	651	650	5,102	3,089	165	881	61,875	73,504	11,629
Mississippi	1,790,618	1,099	1,447	206	182	399	1,728	974	47	350	23,300	30,227	6,927
Louisiana	1,798,509	2,290	2,886	271	236	377	4,351	3,546	48	417	35,299	55,487	20,188
South Carolina..	1,683,724	870	1,192	160	269	351	1,609	1,197	35	391	26,607	29,017	2,410
Florida	968,470	1,973	3,453	259	339	531	3,825	2,414	69	367	35,229	57,940	22,711
Total	21,108,152	18,414	23,479	4,456	3,731	5,302	36,099	22,761	718	5,493	405,037	524,823	119,786
CENTRAL STATES.													
Illinois	6,485,280	13,494	17,706	23,394	3,170	2,822	32,630	17,741	373	2,212	366,465	418,760	52,295
Ohio	5,759,394	11,191	11,795	7,770	3,119	3,654	23,589	16,758	473	2,586	298,094	398,479	100,385
Michigan	3,668,412	6,914	8,477	8,407	1,828	1,818	16,824	10,859	229	1,371	206,717	256,526	49,809
Indiana	2,930,390	5,400	4,971	725	1,160	1,406	12,143	8,865	180	1,025	126,803	157,414	30,611
Wisconsin	2,632,067	3,339	4,642	762	1,328	1,170	7,791	5,993	128	1,567	104,301	126,456	22,155
Iowa	2,404,021	4,206	4,922	1,145	989	1,838	7,262	4,546	158	875	126,172	146,445	20,273
Total	23,879,564	44,544	52,513	42,203	11,594	12,708	100,239	61,762	1,541	9,636	1,228,552	1,504,080	275,528
NORTHWESTERN STATES.													
Missouri	3,404,055	5,158	6,406	630	1,072	1,237	11,706	7,270	147	1,046	131,085	167,600	36,515
Minnesota	2,387,125	4,820	5,206	7,132	1,179	1,533	10,418	5,992	154	923	110,140	160,379	50,239
Kansas	1,769,257	2,059	2,986	521	604	1,478	4,137	3,108	92	641	68,185	87,598	19,413
Nebraska	1,296,372	2,084	2,924	446	437	808	4,545	2,243	76	857	62,456	79,188	16,732
North Dakota ..	646,872	832	1,194	217	164	556	1,299	918	20	297	26,773	27,009	236
South Dakota ..	636,547	975	1,323	236	231	482	1,391	766	37	476	28,691	29,449	758
Total	10,140,228	15,928	20,039	9,202	3,687	6,094	33,496	20,297	526	4,240	427,330	551,223	123,893
SOUTHWESTERN STATES.													
Texas	4,663,228	7,553	9,856	928	733	1,335	12,290	10,318	117	1,730	137,540	198,228	60,688
Oklahoma	2,928,283	2,533	5,743	373	305	703	4,769	4,128	18	1,019	59,393	89,624	30,231
Arkansas	1,752,204	1,518	2,066	155	210	616	2,296	1,893	34	352	27,581	37,645	10,064
New Mexico	369,350	609	626	107	98	136	582	771	27	141	16,634	14,045	-2,589
Total	8,804,065	12,213	18,291	1,563	1,346	2,790	19,937	17,110	196	3,242	241,148	339,542	98,394
MID. ATLANTIC STATES.													
Pennsylvania ..	8,720,017	14,647	15,916	18,068	4,463	4,271	39,015	25,290	744	3,229	342,910	504,215	161,305
West Virginia ..	1,463,701	2,116	2,517	273	403	590	2,669	2,067	54	553	38,110	58,539	20,429
Maryland	1,449,661	2,795	2,508	483	799	489	5,879	3,756	143	506	49,431	69,927	17,496
Dist. of Columbia.	437,571	2,114	2,977	201	583	70	5,258	3,746	77	385	44,408	66,826	22,418
Delaware	223,003	372	338	162	167	83	920	380	32	77	9,443	12,162	2,719
Total	12,293,953	22,044	24,256	20,187	6,415	5,503	53,741	35,239	1,050	4,750	484,302	708,669	224,367
NEW YORK-NEW JERSEY.													
New York	10,385,227	24,012	26,883	36,850	8,319	3,020	65,678	47,011	1,129	4,775	511,157	801,028	289,871
New Jersey	3,155,900	5,512	4,880	14,363	3,001	1,944	19,280	12,680	332	1,147	203,113	201,726	-1,387
Total	13,541,127	29,524	31,763	51,213	11,320	4,964	84,958	60,291	1,461	5,922	714,270	1,002,754	288,484
NEW ENGLAND STATES.													
Massachusetts ..	3,852,356	8,259	9,016	22,371	4,266	1,022	23,474	11,337	665	1,418	255,616	306,868	51,252
Connecticut	1,380,631	3,786	2,677	629	1,515	487	9,623	4,716	259	492	88,152	98,927	10,775
Maine	768,014	1,402	1,963	404	544	516	2,691	2,275	167	510	40,273	42,500	2,227
Rhode Island ..	604,397	1,430	1,145	219	469	140	4,685	2,728	73	165	35,151	42,402	7,251
New Hampshire..	443,083	1,394	972	247	452	191	1,734	1,278	103	205	25,603	26,108	505
Vermont	352,428	534	572	225	419	290	934	654	109	189	21,412	20,922	-490
Total	7,400,909	16,805	16,345	24,095	7,665	2,646	43,141	22,988	1,376	2,979	466,207	537,727	71,520
MISCELLANEOUS.													
Newsdealers	142,415	10,350	13,624	83,393	11,548	1,085,397	546,087	-539,310	
Unclassified	7	3,735	8,067	167	261	2,191	212,074	34,078	-177,996
Canada	16,448	6,282	529	907	175	12,883	11,961	329	295	119,723	202,736	83,013	
Alaska & U. S. Pos.	995	840	48	351	118	1,969	1,180	107	396	22,987	20,634	-2,353	
Foreign	3,178	962	562	847	64	4,145	5,856	1,025	362	46,047	45,344	-703	
Other items	66	200	37	892	619	2,035	4	15,600	7,362	-8,238	
Total	20,628	11,885	151,821	12,492	14,873	19,616	21,199	85,110	14,792	1,501,828	856,241	-645,587	
MARKET GROUPS.													
Western	8,542,622	36,811	37,495	3,556	7,266	5,928	54,662	40,720	764	5,600	715,984	772,145	56,161
Southern	21,108,152	18,414	23,479	4,456	3,731	5,302	36,099	22,761	718	5,493	405,037	524,823	119,786
Central	23,879,564	44,544	52,513	42,203	11,594	12,708	100,239	61,762	1,541	9,636	1,228,552	1,504,080	275,528
Northwestern ..	10,140,228	15,928	20,039	9,202	3,687	6,094	33,496	20,297	526	4,240	427,330	551,223	123,893
Southwestern ..	8,804,065	12,213	18,291	1,563	1,346	2,790	19,937	17,110	196	3,242	241,148	339,542	98,394
Middle Atlantic..	12,293,953	22,044	24,256	20,187	6,415	5,503	53,741	35,239	1,050	4,750	484,30		



THE
STORY
of
TODAY

ELEVEN and a half million of the eighteen million subscribers to afternoon newspapers in the United States and Canada read the story of TODAY in worldwide news dispatches of the United Press.

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UNITED



PRESS

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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Name	Address	City	Space Buyers
AALWYN ADVG. AGCY.	Boyleston Bldg.	Chicago, Ill.	A. Aalwin
ACE ADV. AGCY.	408 S. Spring St.	Los Angeles, Calif.	
ACEL, ERVIN S. d.	115 Broadway	New York City	Ervin S. Acel
ACME ADV. CO. a-b-g.	59 Luckie St.	Atlanta, Ga.	H. G. Graves
ACORN AGCY., INC. a-e-g.	132 Nassau St.	New York City*	H. H. Dyvren
AD AIDS CORPORATION d.	Van Dam Bldg.	Philadelphia	L. S. Schneider
ADAMANT ADVG. AGCY. d.	Times Square Bldg.	New York City	Ralph M. Eisenberg
ADAMARS CO. a-e-g.	132 Nassau St.	New York City	James C. Cleveland
ADAMS ADV. AGCY. INC. d.	2100 Pine St.	St. Louis, Mo.	C. W. Lamont
ADAMS-FRAGOFF CO. d-e.	City Bank Bldg.	Mobile, Ala.	George W. Adams
ADCO COMPANY	24 Milk St.	Boston, Mass.	Otis H. Adams
AD-CRAFT AGCY.	Publicity Bldg.	Boston, Mass.	
ADDISON ADV. AGCY.	Gas Bldg.	Portland, Ore.	O. S. Haugen
ADDISON & McMULLEN.	Times Bldg.	Seattle, Wash.	
ADELPHIA ADVG. AGCY.	608 S. Dearborn St.	Chicago, Ill.	
AD-KRAFT SERVICE	329 Walnut St.	Philadelphia	
ADLEY, A.	Industrial Bldg.	Baltimore, Md.	H. Hormes
ADVA TALKS CO.	20 W. 34th St.	New York City	A. Adley
ADVANCE ADV. AGCY.		Dallas, Tex.	
ADVANCEMENT A D V. E X.		Rolling Prairie, Ind.	
CHANGE	P. O. Box 212.	Ogden, Utah	
ADVERTISERS PRESS, INC.		Lockport, N. Y.	
ADVERTISERS' SERVICE.	118 E. Jefferson St.	Syracuse, N. Y.	
ADVERTISING AGENCIES CORP.		Metropolitan Tower, New York City	Clarence A. Hope
ADVERTISING CORP. d-e.	Drew Bldg.	Waterloo, Iowa	H. E. Kiestor
ADVERTISING LABORATORIES.	12 St. & Market Av.	Canton, Ohio	F. G. Weston
ADVERTISING SERV. AGCY. d.45	Academy St.	Newark, N. J.	C. A. Poindexter
ADVERTISING SERVICE CO.	47 W. 34th St.	New York City	Luella B. Joseph
ADVERTISING SERVICE CO., INC. a-e-f	Chronicle Bldg.	San Francisco, Cal.	E. N. Kelsey
ADVERTISING SERVICE BU.	45 4th St.	Portland, Ore.	G. E. Boyersmith
AETNA ADV. CORPORATION.	Times Bldg.	New York City	
AGENCE HAVAS		Paris, France*	Albert Lieberfeld (New York)
	51 Chambers St.	New York City	Robert Remy (Washington)
	Albee Bldg.	Washington, D. C.	A. K. Aitken
			H. H. Kynett
			E. J. McGuiggan
AITKEN-KYNETT CO. a-e-f-g-h.	1328 Walnut St.	Philadelphia, Pa.	
AKEN CO. WILLIAM B.	Frick Annex	Pittsburgh, Pa.	
AKRON ADV. CO. g.	115 S. Union	Akron, Ohio	
ALBANY ADV. AGCY.	294 Catherine St.	Albany, N. Y.	Alice M. Becker
ALBEE CORPORATION a-e-g.	Lytton Bldg.	Chicago, Ill.	Robert E. Clayton
	1st Nat. Bank Bldg.	Milwaukee, Wis.	
	Marquette Bldg.	Detroit, Mich.	
ALDEN CO. EDWIN e-f.	171 Mitchell St.	Cincinnati, Ohio	L. B. Blakemore
ALERT ADV. AGCY.	57 W. 57th St.	New York City	Joseph L. Fox
ALEXANDER ADV. AGCY. a-g.	1482 Broadway	New York City	E. W. Alexander
ALEXANDER CO. MILTON e-g.	748 Book Bldg.	Chicago, Ill.	
ALEXANDER ADV. AGCY., INC. a-e-g.	440 4th Av.	Detroit, Mich.	
ALLEN, ELMER L. e-g.	15 East 26th St.	New York City	E. L. Allen
ALLEN ADV. AGCY., WM. S.		Philadelphia, Pa.	
ALTNOW-SINGLETON, INC. e-g.	Marion Bldg.	Seattle, Wash.	F. R. Singleton
			George G. Altnow
			Viola Thurmond
AMERICAN ADV. AGCY.	51 East 59th St.	New York City	
	Publicity Bldg.	Boston	
	16 W. 3d St.	Troy, N. Y.	
AMERICAN INT'L ADV. AGCY.	287 Broadway	New York City	A. M. Spiegel
AMERICAN SPORTS PUB. CO. a-g		New York City	
AMSTERDAM AGENCY, INC. a-e-g-h	45 Rose St.	New York City	John T. Doyle
ANCHOR ADVG. AGCY.	1180 Broadway	New York City	Wm. M. Tyack
ANDERSON ADV. AGCY.	929 Chestnut St.	Philadelphia	
ANDREWS, BROWN & COLE.	Stahlman Bldg.	Nashville, Tenn.	
	Finance Bldg.	Cleveland, Ohio	
	Commonw'th Bldg.	Pittsburgh, Pa.	
ANFENGER-JACOBSON A D V. CO. a-e-g		Odd Fellows Bldg., St. Louis, Mo.	L. E. Anfenger
			D. L. Jacobson
			Enno D. Winius
			W. N. Black
			C. H. Trapp
			A. R. Morlock
ANKRUM ADV. AGCY. e-g.	20 W. Jack'n Blvd.	Chicago, Ill.	
A P A T O W & ASSOCIATES,		New York City*	J. J. Apatow
ARCADY CO. e.	214 William St.	New York City	
ARKENBERG SPECIAL AGCY.	12th & Jefferson Sts.	Portland, Ore.	
	World Bldg.	New York City	
ARKIN ADVERTISERS' SERV.	14 E. Jackson Blvd.	Chicago, Ill.	
ARMER CO. H. T.		Chicago, Ill.	
ARMSTRONG ADV. SERVICE.		Milwaukee, Wis.	
ARMSTRONG, F. WALLIS e-g.	Crocker Bldg.	Des Moines, Iowa	
ARNSTEIN'S ADV. AGCY. d.	16th & Locust Sts.	Philadelphia, Pa.	
ARROW CO. e-f-g.	263 W. 125th St.	New York City	
ART ADSEPRINT CO., INC.	1718 Cherry St.	Philadelphia, Pa.	
ART ADVG. AGCY., CARL W.		Bellaire, N. Y.	
ASH ADVERTISING AGENCY e.		Spokane, Wash.	
ASH ADV. AGCY., THEO-DORE E.	Broad Theater Bldg.	Newark, N. J.	
ASSOCIATED NEWS PAPER SERVICE	Com'rol Trust Bldg.	Philadelphia, Pa.	Miss G. Greenfield
ATKIN ADV. SERVICE.		Cleveland, O.	
ATKINSON A D V. SERVICE,	422 S. Wabash Av.	Chicago, Ill.	
WILLIAM C.		Chicago, Ill.	
AUSTIN ADV. AGCY., ALFRED e-g.	205 E. Front St.	Wheaton, Ill.	N. H. Atkinson
AUBREY & MOORE ADV. AGCY.	244 5th Av.	New York City	Jack Goldberg
AUSTIN CO., O. d.	116 W. 39th St.	New York City	Osias Austin
			Leon Kelley
A. W. ADVERTISING, INC. a-e-f-g	1476 Broadway	New York City	Sidney Friend
AYER ADV. SERVICE, ALLEN.	Ledger-Disp'ch Bldg.	Norfolk, Va.	
AYER & SON, N. W. a-e-g.	308 Chestnut St.	Philadelphia, Pa.	
	209 5th Av.	New York City	
	30 State St.	Boston	Eugene Greiner
	105 La Salle St.	Chicago	F. L. Swigert
AYRES & CO., H. E. a-e-g-h.	Un'n Nat. Bk. Bldg.	Cleveland	
	164 Federal St.	Boston, Mass.	A. Q. Miller
BAGLEY ADV. AGCY. I. a-b-g.	Presbyterian Bldg.	Nashville, Tenn.	
BAER, INC. JOSEPH E. a-g.	17 E. 49th St.	New York City	
BAGLEY ADV. AGCY.	11 Gates Av.	Brooklyn, N. Y.	
BAILEY, JOHN RAYBOURNE e.	Peoples Gas Bldg.	Chicago, Ill.	Anita Kepler
BAILEY-HEMINGTON CO. g.	Hippodrome Bldg.	Cleveland, Ohio	
BAKER ADV. CO. d-e-g.	Central Bldg.	Pueblo, Colo.	J. Corry Baker
BAKER, J. E.	11 E. Saratoga St.	Baltimore, Md.	
BAKER-ROBINSON CO.	Campeau Bldg.	Detroit, Mich.	
BAKER, WILLIAM HENRY d-f.	Guardian Bldg.	Cleveland, Ohio	Wm. Henry Baker
BALLARD ADV. AGCY.	503 Beatty Bldg.	Houston, Tex.	
BALLYNTINE ADV. AGCY.	20 Chestnut St.	Rockville, Conn.	
BANKER-EVANS-BRISEROIS CO., INC. e-g.		704 Marquette Bldg.	Detroit, Mich.
BANKERS & LAWYERS ADV. AGCY.	68 William St.	New York City	
BANNICK, CHRISTIAN I. M. A. g.	Berkeley Bldg.	Berkeley, Cal.	
BARBER & CO., EARL E. S. a-e.	Wrigley Bldg.	Chicago, Ill.	H. E. Jordan
BARBER ADV. AGCY., J. W. a-e-g-h	86 Boylston St.	Boston, Mass.	
BARIGHT, GEORGE F.	170 Broadway	New York City	
BARKER-CONDON CO.	Commonwealth Bldg.	Denver, Colo.	
BARKER, DUFF & MORRIS, INC. a-e-g	323 4th Av.	Pittsburgh, Pa.	
BARKER, ROBERT M.	Trust-Deposit Bldg.	Syracuse, N. Y.	
BARNARD ADV. AGCY. e-g.	308 N. Mich'n Blvd.	Chicago, Ill.	
BARNES & FEHLING CO. a-e-g.	1530 Chestnut St.	Philadelphia, Pa.	Louis A. Fehling
BARRETT & CO. a-e-g.	220 S. State St.	Chicago, Ill.	M. Henderson
BARROWS & RICHARDSON a-e-f-g-h	Drexel Bldg.	Philadelphia, Pa.	R. G. Clark (Philadelpia); H. M. Billerbeck (New York)
	19 W. 44th St.	New York City	
	201 Devonshire St.	Boston, Mass.	
BARTON ADVG. AGCY., C. V.	205 S. Broadway	Los Angeles, Cal.	
BARTON, DURSTINE & OSBORN, INC. a-e-f-g-h.	25 W. 45th St.	New York City*	F. G. Hubbard
	Ellicott Square Bldg.	Buffalo, N. Y.	
	Little Bldg.	Boston, Mass.	
	17 E. 43d St.	New York City	
BASFORD, G. M. f.		New York City	
BASHAM CO., THOMAS E. a-b-e-f-g-h		Inter-Southern Life, Louisville, Ky.	Thos. E. Basham
			F. M. Turner
			L. D. Wallace
BATCHELOR, MASON & BROWN, INC.	Buhl Bldg.	Detroit, Mich.	
BATES ADV. AGCY.	1182 Broadway	New York City	
BATES, H. ELLIOTT, M. D.	23 E. 26th St.	New York City	
BATES ADV. AGCY., J. D. a-e-g.	257 Main St.	Springfield, Mass.	C. W. Burt
			J. D. Bates
BATES, HARRISON & JANES, INC.		Marsh-Strong Bldg.	Los Angeles, Calif.
BATTEN CO., INC., GEORGE a-e-f-g-h	381 4th Ave.	New York City*	F. M. Lawrence
	10 State St.	Boston, Mass.	H. C. Brandau
	McCormick Bldg.	Chicago, Ill.	W. C. Babcock
			R. F. Owsley
			(New York);
			D. R. Hathaway
			(Chicago)
BAUER-KREHBIEL-SMALL CO.		Cincinnati, O.	
BAUERLEIN, INC. a-b.	Hibernia Bank Bldg.	New Orleans, La.	J. L. Thatcher, Jr.
BAUM ADVG. AGCY., I. W.	119 Federal St.	Pittsburgh, Pa.	
BAUM ADV. AGCY.	Union League Bldg.	Los Angeles, Calif.	Frank Baum
BAUMGARTNER A D V G. PUB-LICITY CO. a.	Continental Bldg.	Baltimore, Md.	J. H. Baumgartner
BAWDEN BROTHERS, INC.	121 E. 3d St.	Davenport, Ia.	A. R. Bawden
BAXTER ADV. CO. a-e-g-h.	Commerce Trust Bldg.	Kansas City, Mo.	
BEACH & ASSOCIATES, WIL-BUR	25 Broad St.	New York City	
BEALL PUBLICITY SERVICE.	518 S. Broadway	Los Angeles, Calif.	
BEAUMONT & HOHMAN d.	Mattei Bldg.	Fresno, Calif.	H. H. Huggins
BEAUVEAU, W. L.	Pox 427 Artesans.	Portland, Ore.	
BEBEL & HARVEY ADVG. AGCY.		Chicago, Ill.	
BEDFORD ADV. SERVICE.	1180 Fulton St.	Brooklyn, N. Y.	M. C. Bly
BECK ADVG. AGCY., INC. a-e-g.	Gas Bldg.	Houston, Tex.	James H. Beck
BEERS ADV. AGCY.	9 1/2 O'Reilly St.	Havana, Cuba	L. MacLean Beers
BEHEL & HARVEY.	79 W. Monroe St.	Chicago, Ill.	V. H. Behel, Jr.
			W. O. Harvey, Jr.
BEHR, JULIAN J. a-e-g.	Palace Theatre Bldg.	Cincinnati, Ohio	
BELL ADV. AGCY. d.	230 Pearl St.	New York City	J. S. Bell
BELLAMY-NEFF CO. a-e-g.	127 N. Dearborn St.	Chicago, Ill.*	E. G. Iverson
	149 Broadway	New York City	E. M. Ames
			Chicago; J. P. Neff, C. A. Pope, New York
BENJAMIN ADV. CORPORAT'N.	Onondaga Bk. Bldg.	Syracuse, N. Y.	
BENJAMIN, CHARLES L.	742 Michigan Av.	Chicago, Ill.	
BENJAMIN - RICHARD ADV. CO. e-g	Kresge Bldg.	Washington, D. C.	Wm. H. Benjamin
BENING ADV. CO.	Forum Bldg.	Sacramento, Calif.	
BENSON, GAMBLE & SLATEN a-e-g-h	Tribune Bldg.	Chicago, Ill.	Francis H. Marling
	Coxwell Bldg.	Cleveland, O.	
BERG ADVERTISING AGCY a-e-g.	Kawell Bldg.	Fresno, Calif.	E. A. Berg
BERGEN ADV. CO. a-e-g.	506 Times Bldg.	St. Louis, Mo.	
BESACK-SANDS ADV. CO. e-f.	Gumbel Bldg.	Kansas City, Mo.	W. H. Besack
			I. B. Wasson
			H. L. Haak
			Fred W. Sands
			H. M. Thompson
			J. M. Dougherty
			C. I. Taylor
BEVERAGE & CO.	121 Center St.	Portland, Me.	
BIDDLE AGCY, INC. a-g.	1827 Ranstead St.	Philadelphia, Pa.	H. T. Salzer
BILLINGS ADV. CO. d.	Stapleton Bldg.	Billings, Mont.	W. W. Gail
BINGER CO.	43 W. 13th St.	New York City	
BLOW CO., INC. a-e-g-h.	116 W. 32d St.	New York City	Miss G. Taub
BIRCH CO., F. H.	Boylston St.	Isoton, Mass.	
BIRCH-FIELD & CO., INC. a-g.	110 W. 40th St.	New York City	Joseph S. Norton
BIRCHARD CO. e.	Securities Bldg.	Seattle, Wash.	M. G. Galano
BITTING & SERVICE ADVG. AGENCY		Los Angeles, Cal.	
BLAAUW-HIPPLE CO. a-g.	Fidelity Bldg.	Tacoma, Wash.*	
	I. C. Smith Bldg.	Seattle, Wash.	
BISBERNE ADV. CO. a-e-g.	58 E. Wash'n St.	Chicago, Ill.	H. Bernstein
BISSELL & LAND, INC.		Pittsburgh, Pa.	
BLACKMAN CO., INC. a-e-f-g-h.	120 W. 42d St.	New York City*	F. J. Hermes
	Gwynne Bldg.	Cincinnati, O.	L. T. Bush
			Max Hacker
BLACKBURN ADV. AGCY.	32 S. Jefferson St.	Dayton, Ohio	
BLAINE-THOMPSON CO., INC. a-c-g	4th Natl. Bk. Bldg.	Cincinnati, Ohio	Myer Lesser
	Commercial Bldg.	Dayton, Ohio	A. L. Pope
			C. T. Henderson
			S. C. Baer

(Continued on page 100)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies.

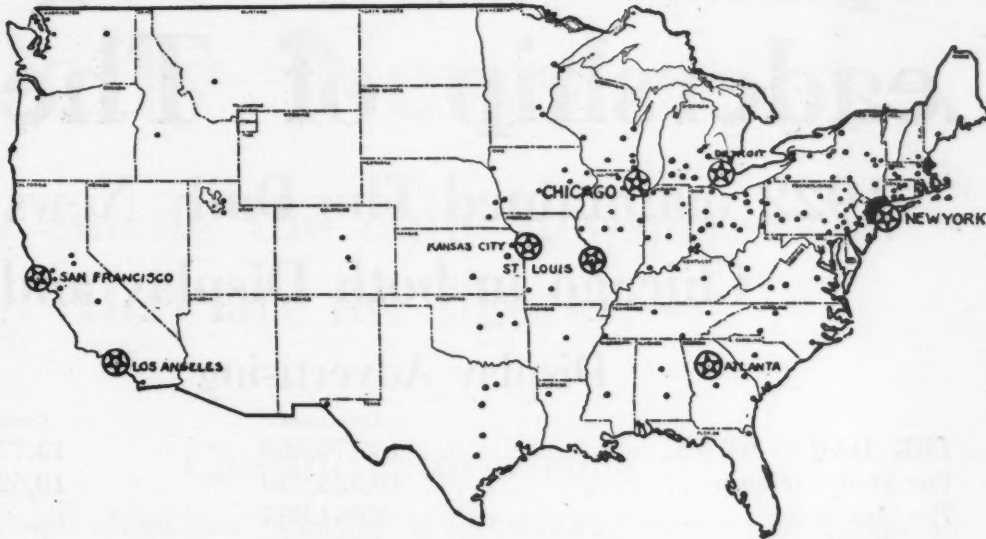
I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation that effect has been purposely omitted in listing.

NEWSPAPER



ADVERTISING



- Indicates cities of 30,000 or more.
- ★ Indicates Beckwith offices.

BECKWITH *COVERS* UNITED STATES

The above map emphasizes the wide-spread influence of The S. C. Beckwith Special Agency and the strategic positions of its 8 offices. Each office commands a well defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith Office.

The Beckwith organization totals 74 people, of which 24 are trained advertising salesmen. It is the oldest, largest, most powerful and best known special agency in America.

The character and leadership of the newspapers together with the years of satisfactory service, are a most substantial endorsement of the high standard of representation rendered by this agency.

THE S. C. BECKWITH SPECIAL AGENCY
 MAIN OFFICE, WORLD BUILDING, NEW YORK

BRANCHES: CHICAGO - DETROIT - ST. LOUIS - KANSAS- CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

1922 Repeats the Long-Time Leadership of The Chic

1922 maintained The Daily News traditional
Chicago in both Display and Classified

Display Advertising

	Agate Lines	Comparison
THE DAILY NEWS.....	13,779,569	13,779,569
The Daily Tribune	10,525,259	10,525,259
The American	8,064,865	
The Post	4,446,923	
The Journal	4,270,771	
The Daily Herald-Examiner.....	4,232,869	
THE DAILY NEWS' excess over the next highest score, that of the Daily Tribune, is		<u>3,254,310</u> lines

To the experienced advertiser there is added interest and encouragement in the fact that during the last six months of the year THE DAILY NEWS turned an earlier loss in lineage to gains, month by month, which by the end of the year placed the lineage of the whole year, 470,414 lines in excess of the year 1921, thereby reflecting a corresponding improvement in business conditions generally up to the very end of the year. Here is a comparison of the display lineage of the daily newspapers of Chicago for the last six months of 1922 and 1921:

	1922	1921	Gain	Comparison
THE DAILY NEWS....	6,839,894	6,258,118	581,776	581,776
The Daily Tribune	5,275,972	4,762,718	513,254	513,254
The American	4,131,031	4,009,157	121,874	
The Post	2,262,485	2,313,547	51,062 (loss)	
The Daily Herald- Examiner	2,169,408	2,068,568	100,840	
The Journal	2,143,288	2,214,728	71,440 (loss)	

From which it appears that during this period THE DAILY NEWS' excess of gain over that of its nearest competitor was 68,522 lines

The Advertising Record of 1922 Confirms

THE DAILY NEWS—

Advertising ago Daily News

leadership among the daily newspapers of
Advertising. Here are the figures:—

Classified Advertising

More people placed their "want-ads" in THE DAILY NEWS in 1922 than in any other daily newspaper in Chicago, as is evidenced by the total number of individual advertisements printed by each of the recognized daily want-ad mediums. Here are the figures:

	Number of Ads	Comparison
THE DAILY NEWS	909,920	909,920
The Daily Tribune	871,061	871,061
The Daily Herald-Examiner	149,179	
From which it appears that in 1922 THE DAILY NEWS led its nearest competitor, The Daily Tribune, by.....		38,859 ads

THE DAILY NEWS is Chicago's "Want-Ad" Directory.

The figures quoted are compiled by The Advertising Record Co. an independent audit service maintained by all the Chicago newspapers.

THE DAILY NEWS' year-in and year-out advertising leadership among the daily newspapers of Chicago bears convincing testimony to its pre-eminent power of service in every line of business in which general publicity is essential to success, whether it be a matter of personal service, general merchandising or investment.

FIRST IN CHICAGO

In 1922
The Providence Journal

(Morning and Sunday)

and

The Evening Bulletin

Printed

20,469,245 Lines

of paid advertising

This is a gain of 1,587,815 lines over 1921 and a gain of 1,434,693 lines over the best previous record. It is also the largest volume of paid advertising ever carried by any morning, evening and Sunday combination in New England in any one calendar year. The reason for this splendid showing is to be found in the one word—

RESULTS

The sworn average net paid circulation figures for the 12 months ending December 31, 1922, were as follows:

- The Providence Journal*.....32,240
- The Providence Sunday Journal*.....55,318
- The Evening Bulletin*.....59,715

This makes a new high record for all three newspapers, which is a tribute to the confidence in which they are held by the people of Rhode Island.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York Boston Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 96)

Name	Address	City	Space Buyers
BLAIR CO.	421 7th Av.	Pittsburgh, Pa.	
BLAKE, JOHN W.	Proctor Bldg.	Yonkers, N. Y.	M. L. De Vore
BLAKER ADV. AGCY.	110 W. 40th St.	New York City	J. Maynard Morgan
BLISS A D V G. SERVICE			
HARRY A. g.	1000 Elmwood Av.	Buffalo, N. Y.	
BLOCK CO., DAVID.	110 E. 42d St.	New York City	
BLODGETT CO., HARVEY.	University & St. Paul, Minn.		H. A. Blodgett
	Wheeler Avea.	Chicago, Ill.	
	1st Natl. Bk. Bldg.	Chicago, Ill.	
BLOESER, WALT	168 N. Mich'n Av.	Chicago, Ill.	
BLOODHEART-SOAT CO., INC.	Arthur Bldg.	Omaha, Nebr.	Milo T. Gates R. R. Foster
BLOOMINGDALEWEILER ADV. AGCY.	1420 Chestnut St.	Philadelphia, Pa.	Samuel Taubman
BLUM ADV. CORPORATION,			
CHARLES a-e-f-gh	608 Chestnut St.	Philadelphia, Pa.	Edw. A. McCay H. F. Kairer
BLUMENSTOCK, INC., GEO. C.	11 S. LaSalle St.	Chicago, Ill.	
BLUM'S ADV. AGCY.	733 Market St.	San Francisco, Cal.	
BOGIN, INC., A. R.	111 E. 4th St.	New York City	
BOLDT CO., KARL F.	Security Bldg.	Dubuque, Ia.	
BOLTON, MEEK & WEARSTLER			Paul H. Bolton Park Meek
	Hippodrome Bldg.	Youngstown, Ohio.	
BOLLING, JOHN RANDOLPH	2340 S St.	Washington, D. C.	
BOND, ARTHUR T. a-g.	20 Central St.	Boston, Mass.	A. T. Bond
BORDER ADV. AGCY. d.	Cham. of Commerce	El Paso, Texas.	Rufe P. March
BOROUGH ADV. AGCY. a-g.	Arbuckle Bldg.	Brooklyn, N. Y.	Max Laventhall D. Laventhall
BOSTON FINANCIAL NEWS ADV. CO.	109 State St.	Boston, Mass.	
BOSTON NEWS BUREAU a-g.	36 Kilby St.	Boston, Mass.	Guy Bancroft
	44 Broad St.	New York City	John Barak
BOSTON PUBLICITY BUREAU	200 Devonshire St.	Boston, Mass.	
BOSTWICK, INC., C. A. d.	213 East Av.	Rochester, N. Y.	
BOSWELL-FRANKEL ADVG SERVICE a-e-g	786 6th Av.	New York City	C. A. Benson T. A. Brennen Peter Burton C. A. Bestwick Lynn B. Parker D. M. Botsford (Portland), R. P. Milne (Seattle) Carl W. Lemmon
BOSTWICK, INC., C. A. d.	213 East Av.	Rochester, N. Y.	
BOTSFORD-CONSTANTINE CO. a-e-f-g-h	45 4th St.	Portland, Ore.	
	Douglas Bldg.	Seattle, Wash.	
BOTT ADV. AGCY. a-b-e-g.	Southern Trust Bldg.	Little Rock, Ark.	
BOWERS CO., INC., THOMAS			
	25 E. Jackson Blvd.	Chicago, Ill.	
BOYD ADV. AGCY.	Capital Club Bldg.	Raleigh, N. C.	
BOYLE, INC., JOHN D.	562 5th Av.	New York City	
BOYNTON-BRETT CO. f-g.	1313 Engineers Bldg.	Cleveland, Ohio	
BOYNTON, HENRY P. e.	607 Prospect		
	Fourth Bldg.	Cleveland, Ohio	
BRADLEY, INC. d.	294 Washington St.	Boston, Mass.	C. H. Bradley, Jr.
BRANDT ADV. CO. a-e-g.	7 S. Dearborn St.	Chicago, Ill.	F. P. Thurman
BRANN, INC., W. L. e.	11 E. 43d St.	New York	S. E. Langdoe
BREARLEY - HAMILTON CO. INC. a-e-g	Mich'n Trust Bldg.	Grand Rapids, Mich.	A. W. Miller H. K. Brearley C. B. Hamilton
BRENISSER & CO. d-e-g.	331 Walnut St.	Philadelphia, Pa.	Ross D. Breniser
BRENTANO-KORNBLUM ADV. AGCY.	Courier Bldg.	Evansville, Ind.	
BRETT ASSOCIATES	Engineers Bldg.	Cleveland, O.	
BREWTON, A. C.	6th & F Sts., N. W.	Washington, D. C.	
BREYTSPPRAAK CO., VICTOR C. e-g	109 N. Dearborn St.	Chicago	
BRICARCLIFF ADVG. AGCY.	47 W. 42d St.	New York City	
BRICKA-FORD CO. g.	1457 Broadway	New York City	G. W. Bricka A. J. Ford B. J. Paris
BRIGGS CO., ALBERT M.	122 S. Michigan Av.	Chicago, Ill.	
BRISACHER & STAFF, EMIL a-e-g	Flood Bldg.	San Francisco, Cal.	A. McKie Donnan
BROCK-HARRISON CO.	Hearst Bldg.	San Francisco, Cal.	
BROMFIELD & CO., INC. a-e-f-g-h	45 W. 34th St.	New York City	P. B. Bromfield
BROOKS, SMITH & FRENCH, INC. a-e-f-g-h	206 Eliot St.	Detroit, Mich.	
BROOKS, ROBERT H. e-f-g.	30 N. Michigan Av.	Chicago, Ill.	
BROOKS ADV. AGCY., S. M. a-b-e	Boyle Bldg.	Little Rock, Ark.	S. M. Brooks E. L. Saunders
BROOKS OF ILLINOIS, INC.	30 N. Michigan Av.	Chicago, Ill.	
BROOME & SANDO COMPANY d.	455 W. 5th St.	Dayton, Ohio	Stanley E. Sando
BROTHERTON CO. a-e-f-g.	10 Peterboro, W.	Detroit, Mich.	
BROUILLETTE, LUCIEN M.		Chicago, Ill.	
BROWN ADV. AGCY., INC. a-e-g.	110 W. 40th St.	New York City	H. Mitchell Price Morris Diamond William Eper
BROWN, CONNERY & CO. e-g.	Oklahoman Bldg.	Oklah'ma City, Okla.	
BROWN CO., INC., DERBY a-e-g.	11 Avery St.	Boston, Mass.	C. M. Turner Derby Brown J. B. Hydrom
BROWNE, INC. T. B.	33 W. 42d St.	New York City	
BROWN & CO., W. V. d.	1st Nat. Bank Bldg.	Columbus, Ohio	W. V. Brown
BROWNELL ADV. SERVICE	Hanselman Bldg.	Kalamazoo, Mich.	
BRYAN, ALFRED STEPHEN	655 5th Av.	New York City	
BRYANT ADV. CORP., INC.	103 Park Ave.	New York City	
BRYANT & BRYANT		Shreveport, La.	
BUCHANAN ADVG. CO.	Santa Fe Bldg.	San Francisco, Cal.	
BUCHANAN, C. C.	Peters Trust Bldg.	Omaha, Neb.	
BUCHANAN ADV. AGCY., JOHN a-e-g	244 Washington St.	Boston, Mass.	B. Brown
BUCHANAN CO., INC., R. C.	1 W. Hellman Bldg.	Los Angeles, Cal.	
BULL, NORRIS L. f.	721 Main St.	Hartford, Conn.	N. L. Bull
BURCHARD, FLORENCE g.	15 W. 46th St.	New York City	
BURDETTE CO., PHILLIPS	35 West 39th St.	New York	
BURGESS CO., L. W.	1st National - Soo		
	Line Bldg.	Minneapolis, Minn.	
BURNETT & FOYE.	168 Bridge St.	Springfield, Mass.	
BURNETT-KUHN CO. a-e-g.	605 N. Michig'n Av.	Chicago, Ill.	
BURNHAM, RUFUS BRADFORD e-f	50 Church St.	New York City	
BURNHAM & FERRIS g.	50 Church St.	New York City	
BURNS-HALL ADV. AGCY. e-g.	Merrill Bldg.	Milwaukee, Wis.	B. K. Burns N. L. Telandier
BUSH ADVERTISING SERV. g.	130 W. 42d St.	New York City	
BURNS-WOLAVER CO. f.	5005 Euclid Av.	Cleveland, Ohio	E. D. Wolaiver
BUSHNELL, HENRY D.	817 Kresge Bldg.	Detroit, Mich.	
BUSINESS RESEARCH & DEVELOPMENT CO., INC. e-g.	14 E. Jackson Blvd.	Chicago, Ill.	C. A. Pace W. W. Pace Anderson Pace
BUSWELL SERVICE	1028 Lay Boulevard.	Kalamazoo, Mich.	James H. Buswell
BUTLER ADV. CO. e-g.	36 W. Gay St.	Columbus, Ohio	
BUZBY-RAUGHLEY CO. g.	Bulletin Bldg.	Philadelphia, Pa.	

(Continued on page 102)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.
 Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

America's Most Prosperous Market Covered Thoroughly by Detroit News

*Facts and Figures for Space Buyers
Who Wish to Enter the Detroit Market*

DETROIT completed a banner year with the approach of 1923, for 1922 proved to be one of the greatest eras of its history.

Employment records soared, employment reaching almost as high a peak as during the spring of 1920. When Detroit experienced its greatest prosperity. At present there exists an actual scarcity of skilled labor, indicating how manufacturing in Detroit are occupied.

More motor cars were manufactured in Detroit in 1922 than in any year in the history of the industry. Ford price cuts have brought the motor vehicle more and more within the reach of the mass of the populace and even though motor car production was phenomenal in 1922 this record is bound to be beaten subsequently.

All this means, of course, a still greater

Leads In Advertising

FOLLOWING Detroit's unusual prosperity, advertisers have naturally sought this field out with the result that The Detroit News was third in 1922 among the newspapers of the country in total advertising. It was kept from being first only because of the increase of editorial and news matter in its columns which compelled The News to omit many columns of advertising during the heavy advertising periods of the year.

The News has been first, second or third in total advertising in America for the last eight years.

In practically every important selling classification of advertising The News was first in Detroit.

It published more than a million Want Ads in 1922—650,000 more than its nearest competitor. This is an indication of how the Detroit public regard The News as an advertising medium.

The News also led in automotive advertising, carrying 60,000 more ad lines than its nearest competitor; automotive advertisers real-

and more prosperous Detroit. With 75% of all American made automobiles being manufactured in Detroit and vicinity, this city holds for advertisers a remarkable field for exploitation.

Indicative of the general trend of conditions in Detroit is the building program. Some 19 structures are under way in downtown Detroit, alone, ranging from \$100,000 to \$12,000,000 in cost. Few of these buildings are less than eight stories high; one is to be 21 stories. While most of these structures are to be used for offices and stores, two are being expressly constructed for hotel purposes, showing how the hotel interests view Detroit's future. In total building Detroit is unsurpassed by any city even remotely approximating its population.

Leads In Circulation

izing that the thorough coverage of The News is an invaluable aid to sales.

In Rotogravure advertising, The News has always led the field. In 1922 it carried 122% more or over twice as much Rotogravure advertising as its nearest competitor.

The Detroit News having purchased the Detroit Journal and consolidated its circulation, July 19th, 1922, is now the only evening paper in Detroit having the Associated Press franchise. Before this consolidation The News had a thorough coverage of the field. Now it reaches practically every English speaking home in Detroit and vicinity, having more than 280,000 circulation on week days. With 240,000 Sunday circulation The News has over 65,000 more circulation than its nearest Sunday competitor.

The Detroit News weekday and Sunday offers advertisers an opportunity to reach the whole field at one rate, an opportunity unequalled by any other metropolitan city in the United States.

Advertisers should take advantage of Detroit's unusual prosperity and The News ability to cover this field.

*Advertisers Can Cover All Detroit
at One Rate With the News*

The Detroit News

Greatest Circulation Weekday and Sunday In Michigan

"Always In the Lead"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 100

Name	Address	City	Space Buyers	Name	Address	City	Space Buyers
C							
CADWALLADER & COULTER...	215 W. Commerce St.	San Antonio, Tex.	{ A. H. Cadwallader, Jr. R. G. Coulter J. G. Belcher	CHAPIN, BURNET & FOYE.....	168 Bridge St.	Springfield, Mass.	
CADY ADV. SERVICE.....	Yellowstone - Merchants Bank Bldg.	Billings, Mont.		CHAPPELOW ADV. CO. a-f-g-h..	1709 Washington Av.	St. Louis, Mo.	W. J. Johnson
CAHILL ADV. CO. a-e-g.....	Pacific Bldg.	San Francisco, Cal.	{ M. A. Cahill L. O'Dowd	CHARLES ADV. SERV. a-e-f-g-h..	23 E. 26th St.	New York City	Joseph Boorster
CALDWELL CO., HOWARD d....	Merchants Bk. Bldg.	Indianapolis, Ind.	{ Howard Caldwell Ellis Baker	CHARLESTON ADV. CO. d.....	134 Meeting St.	Charleston, S. C.	H. T. McGee
CALKINS & HOLDEN, INC. a-e-g-h	250 Fifth Av.	New York City	{ D. S. McNulty E. B. Wilson	CHATAM ADV. AGENCY, INC. a-e-f-g	3 W. 29th St.	New York City	{ L. Z. Guck Bertha Bernstein
CALLOWAY ASSOCIATES, INC. d-e-f-g	121 Beach St.	Foston, Mass.	Morris Susman	CHELSEA ADV. AGCY.....	621 Broadway	New York City	
CALUMET ADV. CO. d-e-g.....	2316 Calumet Ave.	Chicago, Ill.	Paul McCalla	CHESMAN & CO. NELSON a-b-e-g-h	1127 Pine St.	St. Louis, Mo.	{ John Feinstein P. J. Mullally Vincent McGrath (St. Louis)
CAMPBELL ADV. AGCY.....	19 W. 44th St.	New York City	J. S. Peckham		150 W. 42d St.	New York City	{ A. R. Johnson (Chicago)
CAMPBELL-EWALD CO. a-e-f-g-h	General Motors Bldg.	Detroit, Mich.	George C. Fries	CHESSLER & ROSE ADVG. AGCY.	Lexington Bldg.	Baltimore, Md.	
CAMPBELL-MOSS, INC. d.....	21 E. 40th St.	New York City	DeWitt J. Hinman	CHESMAN & CO. NELSON	127 N. Dearborn St.	Chicago, Ill.	
CAMPBELL, TRUMP & CO. a-e-f-g	Penobscot Bldg.	Detroit, Mich.	Hal G. Trump	CHICAGO UNION ADV. AGCY.	210 S. Dearborn St.	Chicago, Ill.	
CAPEHART-CAREY CORP. a-e-g	Times Bldg.	New York City	{ C. H. Freudenthal L. S. Barr, M. P. Gill, Charles Reichart, William L. Banning (New York) C. J. Cutajar, C. C. Provost (Washington)	CHILTON ADV. AGCY. a-g.....	Kirby Bldg.	Dallas, Tex.	{ A. L. Chilton G. G. Addington E. S. Leonard C. L. Overman Earl C. Norris H. B. LeQuatte
CAPITAL ADV. CO., OF N. Y., INC. d-e-g	120 W. 42d St.	New York City		CHURCHILL-HALL, INC. a-e-g-h	50 Union Square	New York City	
CARLYSLE COMPANY.....	47 West 34th St.	New York	Samuel Goldman	CHUTE CO., L. E.....	Security Bldg.	Davenport, Iowa	L. E. Chute
CAROLINA ADV. AGCY.....	Raleigh Bldg.	Raleigh, N. C.		CIRKER & CO., INC. a-e-g.....	1472 Broadway	New York City	
CARPENTER-WEBBE CO.....	Sloan Bldg.	Cleveland, O.	J. J. Marquart	CITY ADVERTISING CO., INC.	51 Chambers St.	New York City	John A. Sanche
CARPENTER-REESE-OSWALD CO. d-e-g	Sloan Bldg.	Cleveland, O.	J. J. Marquart	CLAFFEY ADV. CO.....	Ashland Block	Chicago, Ill.	
CARR & COLUMBIA, INC. d-e-f-g	132 Madison Av.	New York City	G. Gamble	CLARK-WHITECRAFT CO. e-g-h	527 Hale Bldg.	Philadelphia, Pa.	
CASEY-LEWIS ADV. CO., INC. d	Stahlman Bldg.	Nashville, Tenn.	Rumsey Lewis	CLARKE ADV. AGCY., E. H.	28 E. Jackson Blvd.	Chicago, Ill.	{ S. R. Tiedman A. E. Stern
CASS ADV. AGCY.....	Miller Bldg.	Pittsfield, Mass.		CLATFELTER, HARRY d-f.....	37 W. 39th St.	New York City	Harry Clatfelter
CASTELLO, RAYMOND L.....	Slaughter Bldg.	Dallas, Tex.	C. C. Cates	CLAY, H. J., d.....	Jefferson Bldg.	Peoria, Ill.	
CATES ADV. CO. d.....	Slaughter Bldg.	Dallas, Tex.	C. C. Cates	CLOUGH ADV. AGCY., INC., JOHN L. a-e-f-g	Union Nat. Bk. Bldg.	Wichita, Kan.	{ J. L. Clough E. F. Rowe J. W. Ridge
CENTRAL ADVERTISERS AGENCY d.....	Orpheum Bldg.	Wichita, Kan.	C. R. Winters	CLUTCH ADVG. AGCY., ROBERT W. d.....	Penfield Bldg.	Philadelphia	Robt. M. Clutch, Jr.
CECIL BARRETO & CECIL, INC. a-b-e-g-h	1121 Bank St.	Richmond, Va.	{ John H. Cecil S. Jackson	COAST ADV. SERVICE.....	83 Columbia St.	Seattle, Wash.	
CENTRAL ADVERTISING AGCY.	366 Madison Av.	New York City		COCHRANE ADV. BUREAU.....	Oliver Bldg.	Pittsburgh, Pa.	
CENTRAL ADV. SERVICE.....	286 5th Av.	New York City	{ Robert Morse Louia Briturtz	COCKRANE ADV. AGCY., WITT K. a-e-g	30 N. Dearborn St.	Chicago, Ill.	
CENTRAL INT'L ADV. AGCY.	1152 Milwaukee Av.	Chicago, Ill.		COHEN, ABRAHAM.....	1493 Broadway	New York City	
CENTURY ADV. SERVICE.....	244 5th Av.	New York City		COLLIER ADVG. AGENCY.....	220 W. 42d St.	New York City	
CHAMBERS ADV. AGCY., INC. a-b-e-g-h	Maison Blanche Bldg.	New Orleans, La.	{ M. J. Burvant A. H. Patterson	COLLIER, BARRON G.....	Munsey Bldg.	Washington, D. C.	
CHAMBERS & WISSWELL, INC. a-e-g	296 Boylston St.	Boston, Mass.		COLLINS ADVG. AGCY.....	Van Nuys Bldg.	Los Angeles, Cal.	
CHANCE ADV. AGCY., FRANK S. a-g	Kahn Bldg.	Indianapolis, Ind.	Harry S. Joseph	COLLINS, INC., CLARKSON A. JR. e-f-g	350 Madison Av.	New York City	
CHANDLER & CO., CLEVELAND a	25 Congress St.	Boston, Mass.	C. A. Chandler				(Continued on page 104)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.
Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Only Two Newspapers Showed a Gain in Paterson in 1922

They were The Press-Guardian and The Sunday Chronicle [Sunday Edition of The Press Guardian]

This chart shows the average net paid gain per day based on statements rendered the Government on October 1, 1921 and October 1, 1922.

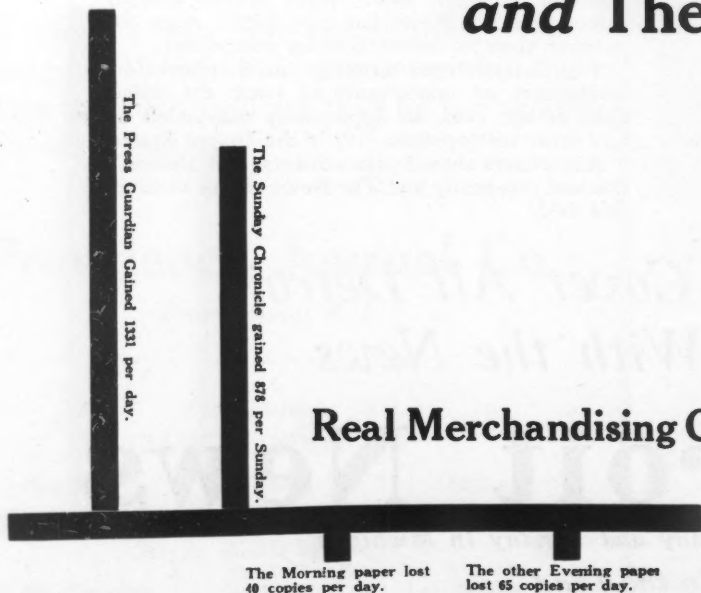
Since its last report was made The Press Guardian has been steadily climbing and the advent of another morning paper has again altered the situation.

Foreign Representatives: Payne, Burns and Smith, New York and Boston
G. Logan Payne Co., Chicago, Detroit, Los Angeles

Real Merchandising Cooperation to the National Advertiser

The Press Guardian

is the Paterson member of The New Jersey Daily League



THE IMPORTANCE OF WASHINGTON

To-day it is not only the Capital City of the United States, but it rises to the dignity of the foremost city of the world—in political and economic leadership.

For your product not to be properly represented in Washington is to lose not only the large local patronage, but to miss the prestige of its far-reaching influence.

In Washington The Star is the leading newspaper of this leading city. A real necessity to cover Washington as it should be covered.

It's a convincing fact that the local merchants use The Star to carry their unabridged messages to the public—in fact it frequently is true that the number of lines of advertising appearing in The Star exceeds considerably that carried by all the other papers combined.

Of course, Washington merchants are in a position to know the value of The Star as an advertising medium.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office:
DAN A. CARROLL
150 Nassau Street

Paris Office:
5 Rue Lamartine

Chicago Office
J. E. LUTZ
Tower Building

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 102

Name	Address	City	Space Buyers	Name	Address	City	Space Buyers
COLLINS-KIRK, INC. a-e-g	Waller Bldg.	Chicago, Ill.	Charles F. Collison	CROSSLEY & FAILING, INC.		Portland, Ore.	
COLLISON CO.	Palace Bldg.	Minneapolis, Minn.		CRUMRINE CO., ARTHUR M.	Crumrine Bldg.	Columbus, O.	T. A. Boggs
COLTON CO., WENDELL P.				a-e-g	300 Madison Av.	New York City	D. J. Clugston
a-e-g-h	165 Broadway	New York City	{ W. J. McDonald P. J. McAward	CULVER, R. J.		Los Angeles, Cal.	R. J. Culver
COLUMBUS ADV. AGENCY	150 Nassau St.	New York City	Ruggero Bolino	CUMMINGS ADV. CO. d-i	Syndicate Bldg.	Oakland, Cal.	G. A. Cummings
COMRIE CO., FRANK M. d-e-f-g	36 S. State St.	Chicago, Ill.	Geo. A. Kramer { John Condon	CUMMINGS, J. HOYT	Finance Bldg.	Cleveland, O.	
CONDON ADV. AGENCY. d-e-g	Perkins Bldg.	Tacoma, Wash.	{ E. L. Jardeen	CUNNINGS-HARGRAVE CO.	Blake Bldg.	Oakland, Cal.	
CONDON, MONTROSE, INC.		Denver, Colo.		CURTIS-BAUM CO.		Oakland, Cal.	
CONE GENERAL ADV. AGENCY				CURTIS-NEWHALL ADV. AGENCY			
ANDREW a-e-g-h	154 Nassau St.	New York City		a-g	920 Chapman Bldg.	Los Angeles, Cal.	M. A. Curtis
CONNER ADV. AGENCY, INC.				CURTISS CO., INC., JOHN a-e-g	1476 Broadway	New York City	W. J. Byrne
a-e-g-h	Mercantile Bldg.	Denver, Colo.	A. B. McCallom	D			
CONOVER CO., S. A. a-e-g-h	99 Chauncey St.	Boston, Mass.	S. A. Conover	DAIGER & CO., J. M.	345 St. Paul Place	Baltimore, Md.	J. P. Daiger
CONOVER-MOONEY CO. a-e-g-h	111 W. Monroe St.	Chicago, Ill.	R. S. Collins	DAKE ADV. AGENCY, INC. a-e-g	121 2d St.	San Francisco, Cal.	A. Loretz
CONRAD ADV. AGENCY, g.	Foster Bldg.	Denver, Colo.		DAKE-JOHANET ADV. AGENCY	Charleston Bldg.	San Francisco, Cal.	{ M. E. Gilligan F. W. Johanet C. L. Young
CONTINENTAL ADV. G. BU.				a-e-g	Union League Bldg.	Los Angeles, Cal.	
REAU	159 N. State St.	Chicago, Ill.	W. H. Evans	DAKEN ADV. AGENCY. a-e-g	415 Olive St.	Seattle, Wash.	T. D. Daken
CONTINENTAL ADV. G. CO.	8 W. 40th St.	New York City		DAKO ADV. AGENCY		Minneapolis, Minn.	
	117 N. Dearborn St.	Chicago, Ill.		DAKOTA ADV. AGENCY, INC.	318 Citizens Bldg.	Aberdeen, S. Dak.	
COOK CO., C. LAWRENCE	Magee Bldg.	Pittsburgh, Pa.		DALE & MARX		New York City	
COOLIDGE ADV. CO. a-e-f-g-h	1216 Grand Av.	Des Moines, Iowa		DAMPMAN ADV. AGENCY	949 Broadway	Reading, Pa.	
COONEY-CRAHAN CO.	170 Summer St.	Boston, Mass.		DAN ADV. AGENCY. SOL	Castle Bldg.	Tulsa, Okla.	Sol Dan
	17 Federal St.	Worcester, Mass.		DANIELSON & SON, a-e-f-g-h		Industrial Trust Bldg.	
CO-OPERATIVE ADV. CO.	3339 Lancaster Av.	Philadelphia, Pa.				Providence, R. I.	G. W. Danielson
COOPER, EDWARD	292 Washington St.	Brooklyn, N. Y.		DAPPRICH ADV. G. AGENCY		Richmond, Va.	R. C. Hall
COOPER, E. F. C.							J. E. Sullivan
COPE ADV. AGENCY	Box 233	Champaign, Ill.		D'ARCY ADV. AGENCY. a-e-f-g-h	Int'l Life Bldg.	St. Louis, Mo.	R. G. Timmerman
COPE ADV. CO., INC.	620 Chestnut St.	St. Louis, Mo.	Will C. Cope	DARLOW ADV. CO. a-e-g-h	410 S. 19th St.	Omaha, Nebr.	{ E. H. Allen C. B. Darlow E. A. Marsh G. E. Harris W. H. Bennett H. S. Max
COPIC SERVICE CO., INC.	473 Broome St.	New York City		DAUCHY CO. a-e-g-h	9 Murray St.	New York City	
CORMAN CO., INC. a-e-g-h	19 W. 44th St.	New York City		DAVID ADV. AGENCY, S.S.	2102 N. Wabash Av.	Chicago, Ill.	
CORNING, INC. a-e-f-g	89 E. 4th St.	St. Paul, Minn.	{ Leavitt Corning Lloyd R. Gates	DAVIES CO., MAXTON R. e-f	1022 B. F. Keith Bldg.	Cleveland, Ohio	
COSMOPOLITAN DISTRIBUTING CORP.	119 W. 40th St.	New York City		DAVIS, J. W. a-g		Railway Exch. Bldg.	Chicago, Ill.
COTTER ADV. AGENCY. a	97 Oliver St.	Boston, Mass.	{ James J. Cotter L. J. Weidman	DAVIS & ARMSTRONG, INC.		McKnight Bldg.	Minneapolis, Minn.
COUCHE ADV. SERVICE, INC. g	Dekum Bldg.	Portland, Ore.		DAVIS-ELTON ADV. CO.		Bessemer Bldg.	Pittsburgh, Pa.
COURTNEY, W. H.	1402 W. Mullerry St.	Baltimore, Md.		DAVIS & MEYER ADV. AGENCY		Bessemer Bldg.	Pittsburgh, Pa.
				DAVIS-SMITH CO.		531 Atlantic Av.	Boston, Mass.
COUTLEE, INC., DOUGLAS W.				DAY ADV. AGENCY, STANLEY e-g	955 Prospect Av.	Plainfield, N. J.	Irene Day
a-g	1 W. 34th St.	New York City	{ H. L. Stedfield G. M. Meyer	DEAN, BEN d.		Mich. Trust Bldg.	Grand Rapids, Mich.
COWEN CO., INC. a-e-g	50 Union Square	New York City	Fred Blauvelt	DE ARMAND, LOUIS G. d		1st Natl. Bk. Bldg.	Davenport, Iowa
COWPERTHWAITTE ADV. AGENCY	35 W. 42d St.	New York City		DEATEL ADV. G. SERVICE, INC.	10-20 St. Paul St.	Baltimore, Md.	R. R. Dadds George A. Deatel
COX ADV. AGENCY. b-e-g				(Continued on page 106)			
CRAMER-KRASSETT CO. a-e-f-g-h	354 Milwaukee St.	Milwaukee, Wis.	{ C. M. Daniell F. R. Plute				
CRAWFORD ADV. CO.	119 East 5th St.	Cincinnati, O.					
CRESKE-EVERETT, INC. d-f-g	33 W. 42d St.	New York City	Henry H. Creske				
CRIM, FLORENCE M.	505 W. Market St.	Salem, Ind.					
CRITCHFIELD & CO. a-e-g-h							
	Brooks Bldg.	Chicago, Ill.	J. Hartigan				
	Palace Bldg.	Minneapolis, Minn.					
	Fuller Bldg.	New York City					
	Book Bldg.	Detroit, Mich.					
	Hearst Bldg.	San Francisco, Cal.					
	327 13th St.	Oakland, Cal.					
	1 Wardour St.	London, England					
CRITERION ADV. CO., INC. e-g	225 5th Av.	New York City					
	20 E. Jackson Blvd.	Chicago, Ill.					
CROSBY-CHICAGO a-e-g	29 Quincy St.	Chicago, Ill.	J. H. Krause				
CROSBY SERVICE, ARTHUR	220 W. 42d St.	New York City	Arthur A. Crosby				
CROSS CO., J. H. a-e-f-g-h	Cross Bldg.	Philadelphia, Pa.					

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.
Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Please Read All This Story!

A little more than a year ago, The Detroit Times came under its present ownership.

It had, then, a circulation of 26,000.

There were at that time three evening newspapers.

Today, The Detroit Times has a circulation in excess of 170,000 and there are now only two papers left in the evening field.

But that is not all—

There is a SUNDAY Detroit Times, also.

The Sunday Detroit Times is only five months old.

Its circulation is more than 175,000.

Some people say that this breaks all national records for circulation growth.

That's interesting! So is the fact that in the last nine months the advertising volume of The Evening Times has increased more than 260%—while The Sunday Times carries already more than 250 columns of advertising in each issue—exclusive of the wonderful American Weekly.

In addition to carrying the large copy of every leading Detroit merchant, The Times has flattering representation from the principal national advertisers.

The Automobile Section of The Detroit Times on Sunday carries a most interesting array of the copy of all good cars, accessories, and tires.

The Detroit Times, in its evening edition has heavy automobile representation week after week.

Circulation and advertising are growing steadily—in fact, we've twice outgrown our plant facilities—and another expansion is in process.

All of this is by way of saying that The Times in Detroit is creating national records for solid, substantial, circulation and advertising growth.

It is a medium respected by the local advertiser, because it is respected by the local reader—and the business acumen of the national advertiser has, as usual, not failed to sense this condition.

The rate for national advertising contracts signed before February 1, will be 29 cents a line, too low, by far. Rate after February 1, 1923, will be 33 cents—and too cheap then. The Detroit Times is worth the careful consideration of every space buyer who respects the purchasing power of the advertising dollar.

We have a merchandising department trained to do things a little better than you might expect—nothing freakish—just sensible merchandising aid. Our monthly Retail Times is said to be one of the best trade-aids in the country. Our national representation is in the hands of the G. Logan Payne Company, and Payne, Burns & Smith—folks who know what it's all about from your end.

Thanks for wading through this long tale—but you must admit that we have a "story."

FIFTEEN YEARS OF DOMINANT SUPREMACY

The uninterrupted proven preference of advertisers, both local and national, for the CINCINNATI TIMES-STAR was evidenced again in the year 1922 by

10,459,407 Lines of Display Advertising

This is 1,921,031 lines more than the lineage published by the second paper, including both daily and Sunday editions—or six days against seven.

1921 was the banner year in the history of the TIMES-STAR, with 182,497 lines more than 1922. Yet this amount, by which the year just closed falls short of its 1921 record, is less than one-tenth of the amount by which it still leads its nearest competitor.

The display advertising published by the TIMES-STAR in 1922 is

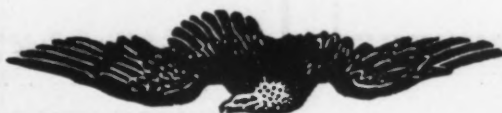
1,880,823 lines more than the largest amount ever published by any other paper in the city

8,578,584 lines having been published by the second paper in 1920.

That the dominant leadership of the TIMES-STAR is not temporary, accidental or fluctuating, but that it is continuous, progressive and permanent is proved by the display advertising space records for the past 15 years:

	TIMES-STAR Total Display	EXCESS OVER Second Paper	EXCESS OVER Third Paper
Year 1922 . . .	10,459,407 lines	1,921,031 lines	3,949,463 lines
Average 10 years	7,439,714 lines	1,734,459 lines	2,425,881 lines
Average 15 years	6,273,153 lines	1,362,626 lines	1,941,186 lines

CINCINNATI



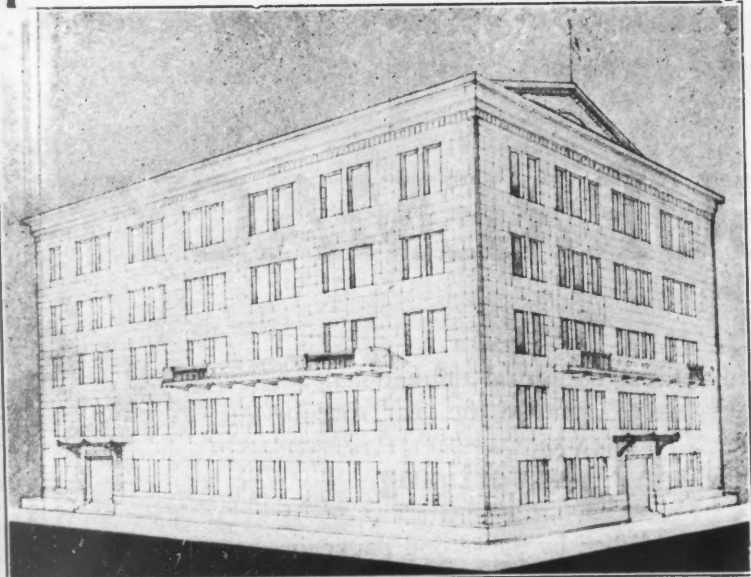
TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

MEMBER AUDIT BUREAU OF CIRCULATIONS

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates	
Per line.....	Y 1.25
Per Column..	Y 170.00
Per inch....	Y 12.50
Per page....	Y2,000.00

The Hochi Shimbun
TOKYO, JAPAN

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 104)

Name	Address	City	Space Buyers
DECKER, LTD., HENRY a-e-g.	Fuller Bldg.	New York City	George S. Dyer
DECKER, J. J.	1301 G St., N. W.	Washington, D. C.	
DEIMEL, ADOLPH	5 Beekman St.	New York City	A. Deimel
	735 Brunswick Av.	Brooklyn, N. Y.	
DELANEY ADVG. SERV., J. F.	326 W. Madison St.	Chicago, Ill.	
DE LEURY-REEDER a.....	J. M. Studebaker Bldg.	South Bend, Ind.	Lewis J. Fricke
DELLEFIELD, A. S.	127 N. Dearborn St.	Chicago, Ill.	
DELMONICO, CHARLES C.	110 W. 40th St.	New York City	
DE LUXE ADVG. BUREAU d-f.	139 N. Clark St.	Chicago, Ill.	M. E. Maggert L. M. Stick
DEL PASO ADV. AGCY.	Herald Bldg.	El Paso, Texas	
DEMPOLIS ADVG. AGCY.	Bell Bldg.	Demopolis, Ala.	
DENHARD, CHARLES H.	297 Fourth Av.	New York City	Chas. H. Denhard W. E. Thwing
DENNY CO., WM. H. a-g.	1 Madison Av.	New York City	Arthur Nathan
DERBY ADV. AGCY. d.....	Munsey Bldg.	Washington, D. C.	W. E. Luetzen- kirchen S. R. White
DE ROODE, LOUIS K.	5 Beekman St.	New York City	L. K. DeRoode
DE ROUVILLE, GEORGE S. a-g.	Albany Co. Savings Bk. Bldg.	Albany, N. Y.	G. S. DeRouville H. L. Havenor
DETROIT ADV. SERVICE.	Free Press Bldg.	Detroit, Mich.	
D'EVELYN, NORMAN F. d-f.	Balfour Bldg.	San Francisco, Cal.	N. F. D'Evelyn
DEVINE, JAMES A.	41 Park Row	New York City	
DIENER & DORSKIND d.....	1393 Broadway	New York City	Henry Gold
DIPPY ADV. AGCY. R. H. a-e-g.	Deuckla Bldg.	Philadelphia, Pa.	R. H. Dippy Henry Haas
DIRECT ADV. CO.	538 S. Clark St.	Chicago, Ill.	
DISTLEHORST CO., A. E.	105 S. Court Sq.	Memphis, Tenn.	
DIITMANN ADV. AGCY.	1309 Locust St.	Philadelphia, Pa.	
DOBBS ADVG. AGENCY a-e-g.	228 Main St.	Danbury, Conn.	Miss L. M. Sniffen
DOE ADV. AGCY., E. H. a-e-g.	Keller Bldg.	Louisville, Ky.	C. H. L. Hudson
	Stevens Bldg.	Chicago, Ill.	Elmer H. Doe
	9 E. 46th St.	New York City	
DOLENMAYER ADV. AGCY. a-e-g.	315 Marquette Ave.	Minneapolis, Minn.	
DOLINSKI ADVG. AGCY., M. R.	1136 Milwaukee Av.	Chicago, Ill.	
DOLMAN & HOPKINS d-e-f.	New Call Bldg.	San Francisco, Cal.	H. C. Hopkins M. T. Dolman
DOMBROWER, RALPH L. d.....	Mutual Bldg.	Richmond, Va.	R. L. Dombrower
	1334 G St., N. W.	Washington, D. C.	
DONATH SERVICE	110 W. 40th St.	New York City	
DONAHUE ADV. AGCY., INC.	233 Broadway	New York City	John J. Hagan
	603 E. Tremont Av.	Cleveland, Ohio	
DONNELLY CO., LEE E.	Ulmer Bldg.	Cleveland, Ohio	
DONOVAN-ARMSTRONG a-e-g.	1211 Chestnut St.	Philadelphia, Pa.	J. A. McFadden
DOOLITTLE, R. EDSON	656 Broadway	New York City	
DOREMUS & CO., INC. a-e-g.	44 Broadway	New York City	
	208 S. La Salle St.	Chicago, Ill.	
DORLAND ADV. AGCY., INC. a-e-g.	244 Madison Av.	New York City	
	Presston Bdg.	Atlantic City, N. J.	
	313 Bond St.	Asbury Park, N. J.	
	16 Regent St. SW.	London, England	
	24 Blvd. Des Capu- cines	Paris, France	Martin J. Coaway
	Jerusalem St.	Berlin, Germany	William Manning
	Avenida de Mayo	Buenos Aires, Ar- gentine	
	137 Avenida Rio- l'Branco	Rio Janeiro, Brazil	
DORRANCE & SULLIVAN, INC. a-e-g.	New York City	130 W. 42d st.	Harry E. Pengel
	Chicago, Ill.	332 S. Michigan ave.	G. C. Jefferson
	South Bend, Ind.	W. Colfax Av. & Main St.	
DOUGHTON ADVG. AGCY., STEPHEN	Volunteer Bldg.	Chattanooga, Tenn.	J. R. Jarnagin Robert Patterson
DOUGHTY ADV. AGCY. CO.	448 Main St.	Cincinnati, O.	J. V. Ewan
DOW-JONES & CO.	208 S. La Salle St.	Chicago, Ill.	
DOWN, INC., CLINTON A. d.....	496 Exchange St.	Rochester, N. Y.	Clinton A. Down
DRANE ADV. AGCY., JAMES W.	306 Union St.	Nashville, Tenn.	J. W. Drane
	150 E. Main St.	Gallatin, Tenn.	
DRECHSLER-PEARL CO. d.....	Munsey Bldg.	Baltimore, Md.	
DRURY COMPANY d.....	Monadnock Bldg.	San Francisco, Cal.	Newton B. Drury Aubrey Drury
DUKELOW & WALKER CO., INC. a-g.	246 Washington St.	Boston, Mass.	C. F. Dukelow
DUNHAM CO. JOHN H. a-d-e-g.	71 Broad St.	New York City	
	400 N. Michigan Av.	Chicago, Ill.	H. R. Van Gunten
DUNLAP-WARD ADV. CO. a-e-g-h.	308 Euclid Av.	Cleveland, Ohio	F. K. Hall
DUNLOP ADV. AGCY.	Silver Dow Bldg.	Butte, Mont.	L. F. Dunlop
DUNNE CO., INC., DESMOND g.	30 E. 42d St.	New York City	
DU NOYER ADV. AGCY., FRANK	Mayro Bldg.	Utica, N. Y.	
DUPELL, A. E.	752 Fulton St.	Brooklyn, N. Y.	
DURST, JASON E.	216 Worthington St.	Springfield, Mass.	
DWIGHT CO., JOHN	42 Broadway	New York City	W. L. Dotts
DYER CO., GEORGE L. a-e-g-h.	76 W. Monroe St.	Chicago, Ill.	
E			
EASTERN ADV. CO.	Liberty Bldg.	New Haven, Conn.	George H. Gould
EASTMAN ADV. AGCY.	Central Nat. Bk. Bldg.	Topeka, Kans.	
EASTMAN & CO. f.....	53 W. Jackson Blvd.	Chicago, Ill.	D. T. Eastman Warren Eccles
ECCLES, WARREN	443 Cedar Av.	Long Beach, Cal.	M. L. Eccles
ECHTERNACH ADVG. AGCY.	New Call Bldg.	Denver, Colo.	
ECLIPSE ADV. AGCY.	5601 Aberdeen St.	Chicago, Ill.	
ECONOMY ADV. SERVICE.	210 Pearl St.	Buffalo, N. Y.	
ECONOMY SERVICE	231 W. 39th St.	New York City	
	215 S. Market St.	Chicago, Ill.	
EDDY, LOUIS O. e-g.	Marshall Field Bldg.	Chicago, Ill.	
EDUCATIONAL ADVG. AGCY.	1133 Broadway	New York City	Paul C. Hunter, George D. Bryson, New York; Agnes F. Pinoy, Chi- cago
	6 N. Michigan Av.	Chicago, Ill.	
EDWARDS & CO., G. W. a-e-g-h.	328 Chestnut St.	Philadelphia, Pa.	Geo. T. Street, Jr.
EGYPTIAN ADVG. AGENCY d.....		Marion, Ill.	Oldham Paisley
EHLBERT ADV. SERV., INC.	14 E. Jackson Blvd.	Chicago, Ill.	
EHRlich, I. J.	282 Court St.	Brooklyn, N. Y.	

(Continued on page 111)

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*“As Milwaukee Buys—The Nation Buys!—
—Try It Out In Representative Milwaukee”*

Sell Milwaukee First

THERE are half a million buyers in the first city of diversified industry in the United States. Purchases run high in Milwaukee, averaging more than \$9,000,000 every business day—more than one million dollars every hour. Wisconsin purchases average \$33,000,000 every business day.

Business has been consistently good here during the last year, and, based on present activity, 1923 should develop even bigger buying.

A receptive audience in a receptive market invites additional advertising and sales effort. The response of this market is assured. Have you as a manufacturer or advertiser something to contribute to the comfort and daily life of Milwaukee and Wisconsin people? Remember there are approximately three million people in this market, and 54% of this population is concentrated in the 150 mile zone of which Milwaukee is the metropolis.

Here The Milwaukee Journal offers most as your sales medium. The Journal delivers 80% direct coverage of Milwaukee at one low cost, being read by four out of every five English-reading Milwaukee families.

Furthermore, The Journal penetrates to every corner of Wisconsin and Upper Michigan. Constant repetition will brand your name, your product, your trade mark in the buying consciousness of the people of this territory which is served by Milwaukee jobbers.

**The Milwaukee
JOURNAL
FIRST - by Merit**

*Sales and advertising managers are
requested to send for The Journal's
analyses of the Milwaukee Market in
relation to various products.*

The Ault & Wiborg Co.

Ink problems
are eliminated the
day you start using
Gritless News Ink

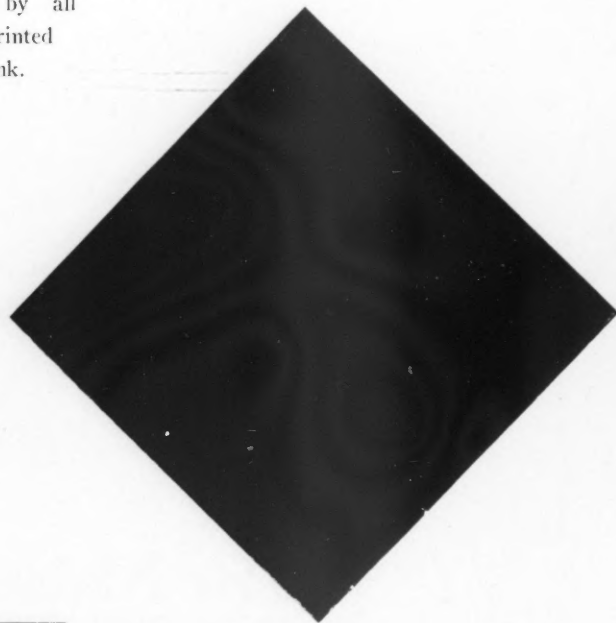
CREATORS
OF—

Gritless News

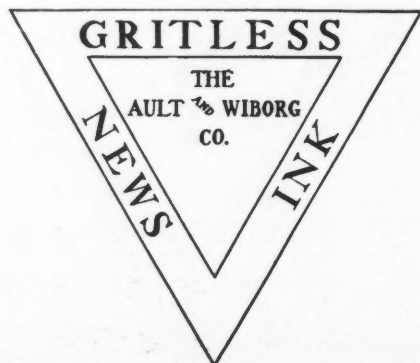
OUR WEB PRESS COLORS

have raised the comic supplements and
magazine sections to the same envi-
able position now held by all
black and white sections printed
with Gritless News Ink.

Manufacturers
of clean, bright
and snappy—



Web P



American Branches of The Ault & Wiborg Co.

- | | | | |
|------------|--------------|-------------|---------------|
| CINCINNATI | PHILADELPHIA | DETROIT | MILWAUKEE |
| NEW YORK | RICHMOND | BUFFALO | MINNEAPOLIS |
| BOSTON | CHICAGO | ATLANTA | ST. PAUL |
| BALTIMORE | CLEVELAND | ST. LOUIS | SAN FRANCISCO |
| FORT WORTH | | LOS ANGELES | |

Establishing and maintaining high standards in the production of ink could have but one result—the building of an enviable and an ever increasing demand for The Ault & Wiborg Co. products.



The Sign of Quality

ws Ink

urers
right
py—

**GRITLESS
NEWS INK**

has been tested under all conditions and still maintains its position as the fastest selling and most popular ink in the United States. Used on the best printed newspapers, eliminating the "filled-in cut" and the time wasting "wash-up." America's best news ink.

Press Colors

*First—(today
the largest)—
American pro-
ducers of—*

OUR ROTOGRAVURE INKS set the American standard — (recognized as the highest)—and naturally are preferred in this most exacting field of artistic printing.

Rotogravure Ink

THE NEW LEADER
OF THE SOUTH'S NEWSPAPERDOM
FORT WORTH STAR-TELEGRAM
FORT WORTH, TEXAS

The Official Score Oct. 1st, 1922
GOVERNMENT REPORT

Average Net Paid Circulation
Daily and Sunday Combined

STAR-TELEGRAM FORT WORTH, TEXAS.	93,074
COMMERCIAL APPEAL MEMPHIS, TENN.	88,546
TIMES-PICAYUNE NEW ORLEANS, LA.	76,755
JOURNAL ATLANTA, GA.	67,293
DALLAS NEWS DALLAS, TEXAS.	66,269
RECORD FORT WORTH, TEXAS.	29,536

FORT WORTH STAR-TELEGRAM
FORT WORTH, TEXAS

NOW OVER
90,000 DAILY

NOW OVER
105,000 SUNDAY

Has considerably more circulation than any other three papers combined in West Texas, one of the richest sections in the South, covering 897 towns, with a population close to 2,000,000.

No Contests, Premiums or Schemes—Just a Newspaper

AMON G. CARTER,
Vice President and Gen. Mgr.

CHARTER MEMBER A. B. C.

A. L. SHUMAN,
Advertising Manager

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 106

Name	Address	City	Space Buyers
ELDRIDGE CO., FRANK M.	403 Stephens Bldg.	Detroit, Mich.	F. M. Eldredge
ELLIOTT ADV. SERVICE, INC.	262 East Ave.	Rochester, N. Y.	L. B. Elliott
ELLIOTT, A. R. a-e-g.	53 Park Place	New York City	Daniel M. Elliott
ELLIOTT ADVG. SERVICE, HARRY	Chronicle Bldg.	San Francisco, Cal.	
	Pacific Bldg.	Oakland, Cal.	
	Railway Bldg.	Los Angeles, Cal.	
ELLIS CO., A. W. a-e-g-h.	40 Central St.	Boston, Mass.	H. C. Magown
ELTON ADV. CO., RAY f.	Bessemer Bldg.	Pittsburgh, Pa.	
EMERY, MORGAN J. d.	Tacoma Bldg.	Tacoma, Wash.	M. J. Emery
EMERY CO., INC., WILLIAM S.	118 E. 28th St.	New York City	
EMPIRE ADV. SERVICE a-e-g.	298 Broadway	New York City	Fred'k F. Roeding
EMPIRE ADV. SERVICE	750 E. 47th St.	Chicago, Ill.	
EMPIRE ADV. SERVICE	Empire Bldg.	Philadelphia, Pa.	
EMPIRE ADV. AGCY.		Livonia, Ga.	
ENGLERMAN ADV. AGENCY	Franklyn Trust Bldg.	Philadelphia, Pa.	Miss Clare Salzman
ARTHUR H. d.			Frank Ennis
ENNIS - ANDERSON ADV. AGCY. d.	Cory Bldg.	Fresno, Cal.	E. E. Anderson
ENO ADV. CO.		Durham, N. C.	
ENSIGN ADV. AGCY., INC., F.	Union Arcade	Pittsburgh, Pa.	William R. Hovis
EPSTEIN ADVG. AGCY., DADE.	209 S. State St.	Chicago, Ill.	
ERICKSON CO., INC. a-e-g-h.	381 4th Av.	New York City	G. A. Burd
ERICKSON ADV. AGCY., E. N.			
	21 Park Row	New York City	
ERWIN, WASEY & CO. a-e-g-h.	58 E. Wash'g'n St.	Chicago, Ill.	
	25 W. 43d St.	New York City	
	245 Oxford St.		
	W. I.	London, England	E. Ross Gamble
	19 boulevard Maleherbes	Paris, France	
ETHERINGTON SERVICE, LEONARD d-f.	100 Boylston St.	Boston, Mass.	Leon Etherington
EVANS & BARNHILL, INC.	10 E. 43d St.	New York City	Clara H. Sachs
EXPORT ADV. AGCY. e-g.	1st Nat. Bk. Bldg.	San Francisco, Cal.	
	Transportation Bldg.	Chicago, Ill.	
F			
FAIRALL & BATTENFIELD, INC.	Century Bldg.	Des Moines, Ia.	L. R. Fairall W. E. Battenfield
FAIRFIELD & CO.	Wrigley Bldg.	Chicago, Ill.	
	52 Vanderbilt Av.	New York City	
FAIRFAX ADVG. AGCY., INC., H. W. a-e-g.	63 Park Row	New York City	H. W. Fairfax F. H. Mehle Val Spotto H. Van Biskirk
FARMER'S ADVG. BUREAU	Transport'n Bldg.	Chicago, Ill.	
FARNSWORTH, BROWN & SCHAEFER, INC. a-e-g.	2 W. 45th St.	New York City	August H. Koch
FARQUHAR & SEID, INC. d-i.	Hearst Bldg.	San Francisco, Cal.	T. Farquhar G. B. Martin C. T. Johnson
FARRAR ADV. CO. a-e-g.	Fulton Bldg.	Pittsburgh, Pa.	
FAUROT, FAY LEONE.	677 5th Av.	New York City	
FAWCETT ADV. AGCY. a-e-g.	Ferguson Bldg.	Colorado Sp'gs, Col.	R. S. M. Noland T. S. Thompson G. E. Hathaway
	Thatcher Bldg.	Pueblo, Colo.	
FEDERAL ADV. AGCY. a-e-f-g-h.	6 E. 39th St.	New York City	A. V. B. Geoghegan (newspapers)
FECHHEIMER, RICHARD	33 W. 34th St.	New York City	
FEIGENBAUM ADVG. SERVICE, HARRY. d-e-g.	Land Title Bldg.	Philadelphia, Pa.	David Werman
	1019 Market St.	Philadelphia, Pa.	
FENTON, RICHARD L. e-g.	185 Devonshire St.	Boston, Mass.	
FERGER-SILVA ADV. CO. f.	Carweg Bldg.	Cincinnati, O.	
FERRER - TAYLOR - BROWN ADVG. AGCY.		St. Louis, Mo.	
FERRY - HANLY ADV. CO.	1110 Grand Av.	Kansas City, Mo.	A. J. Lambkin (Kansas City) Warren A. Humphrey (New Orleans) Messrs. Freeman and Harris (Chicago)
	Carondelet Bldg.	New Orleans, La.	
	6 N. Michigan Av.	Chicago, Ill.	
FIDELITY ADV. AGCY., INC. a-e-f-g.	Sweetland Bldg.	Cleveland, O.	
FIELD ADV. SERVICE a-e-f-g.	State Life Bldg.	Indianapolis, Ind.	V. E. Field R. G. Elvin C. R. Switzer
FIELD & BAKER, INC.		Chicago, Ill.	
FINK & PAINE, INC.	299 Madison Av.	New York City	
FINCH ADV. AGCY., INC., L. J. a-g.	1367 Broadway	New York City	Ellis J. Finch J. P. Kampfer
FINESTONE ADV. AGCY., HAR. OLD.	Woolworth Bldg.	Reading, Pa.	H. A. Benner
FINLEY ADVG. AGCY.	Henry Bldg.	Seattle, Wash.	
FINNEY ADV. AGCY., GUY W.	Hellman Bldg.	Los Angeles, Cal.	
FINNEY ADV. CO., W. B. a-e-g.	Firestone Bldg.	Kansas City, Mo.	Otto Grasse
FIRSTSTONE ADV. SERVICE d.	15 Park Row	New York City	S. C. Koren
FIRST NATIONAL ADV. AGCY.	209 S. Water St.	Chicago, Ill.	
FISHER ADV. AGCY., L. P.	Merchants Ex. Bldg.	San Francisco, Cal.	H. W. Knoll
FISHER-BROWN ADV. AGCY.			
	1627 Locust St.	St. Louis, Mo.	J. L. Tait
FLETCHER CO.	1214 Arch St.	Philadelphia, Pa.	
FLETCHER NEWSPAPER ADV.	6304 Ellen Av.		
	N. W.	Cleveland, O.	A. F. Fletcher
FLOYD ADV. AGCY., LOUIS O.		Bloomington, Ill.	
FOLY ADV. AGCY., INC.			
	219 N. Broad St.	Philadelphia, Pa.	Fred D. Stahl
FONDA - HAUPT CO., INC.	286 5th Av.	New York City	
FORD CO., INC., G. W. a-b-e-f-g.	99 Chauncey St.	Boston, Mass.	
FOREIGN ADV. SERVICE BU-REAU, INC.	Austell Bldg.	Atlanta, Ga.	S. C. Ingram
FOREIGN PRESS PUBLICITY SERVICE	175 Fifth Av.	New York City	Dan Russell
	286 5th Av.	New York City	Sigmund Gottlobler Donald E. Forker F. W. Meyer, Jr.
FORKER, DONALD E. d.	Brack Shops	Los Angeles, Cal.	
FORT, LEWIS D.	Madison Av. Bldg.	Memphis, Tenn.	L. D. Fort
FOSTER, WILLIAM G.	261 Broadway	New York City	
FOULCK ADV. AGCY., R. F.	326 4th Av.	Pittsburgh, Pa.	
FOX ADV. SERVICE.	Central Nat'l Bk. Bldg.	St. Louis, Mo.	W. A. Fox J. B. Mackenzie
FOX & MACKENZIE d-e.	1214 Locust St.	Philadelphia, Pa.	
FRAILEY ADV. CO.	Hibernia Sav. & Loan Bldg.	Youngstown, O.	
FRANCIS ADV. AGCY.	612 Lincoln Bldg.	Detroit, Mich.	
FRANK & CO., ALBERT a-e-f-g-h.	14 Stone St.	New York City	
	332 S. La Salle St.	Chicago, Ill.	H. J. Riordan Robt. W. Dawson George Borst
FRANKLIN ADV. AGCY.	60 W. Madison St.	Chicago, Ill.	
FRANKLIN ADVG. CORP.	404 4th Av.	New York City	
FRANKLIN ADV. SERV., INC.	De Long Bldg.	Philadelphia, Pa.	M. F. Bruck
FRANKLIN CO. e-g.	309 5th Av.	New York City	

Name	Address	City	Space Buyers
FRAZIER CO., CHARLES R. d.	Kauikeolani Bldg.	Honolulu, Hawaii	
FREDERICKSBURG ADVG. CO.			
	103 Commerce St.	Fredericksburg, Va.	
FREEMAN ADV. AGCY., INC.			F. E. Matson
FREITAG-WILLIAMS CO.	Mutual Bldg.	Richmond, Va.	
FREY CO., CHARLES DANIEL	Monroe Bldg.	Chicago, Ill.	J. E. Hall
	949 Broadway	New York City	
FRIEND ADVG. AGCY. a-e-g.	171 Madison Av.	New York City	
FRIEND-WIENER ADVG. AGCY.	Woodworth Bldg.	New York City	
FRISBIE, MYLES T.	121 E. Water St.	Syracuse, N. Y.	M. T. Frisbie
FRIZZELL ADV. AGCY., INC.			
	Dispatch Bldg.	St. Paul, Minn.	A. B. Frizzell F. L. Frizzell H. Myser
FROST CO., INC., HARRY M.			
	101 Tremont St.	Boston, Mass.	K. M. Frost H. M. Frost
	Gas & Elec. Bldg.	Lynn, Mass.	
FROWERT CO., INC., PERCI-VAL K.	151 W. 42d St.	New York City	
	250 S. Broad St.	Philadelphia, Pa.	P. K. Frowert
FUGUET & CO., INC., RAY- MOND a-g.	18 W. 34th St.	New York City	E. S. Pleasanton R. Fuguet
FULLER CO., CHARLES H. a-e-g.	623 S. Wabash Av.	Chicago, Ill.	W. J. Strange Frank M. Meyers
	Brisbane Bldg.	Buffalo, N. Y.	
FULLER & SMITH a-e-f-g-h.	Bulkley Bldg.	Cleveland, O.	R. Ziesing, Jr. G. W. Belsey N. A. Fyffe Willard H. Bond Edward Andreas
FYFFE CO., NORMAN A. d.	50 Madison Av.	New York City	
G			
GAEBLER ADV. AGCY.	2200 Locust St.	St. Louis, Mo.	
GAMELIN ADVG. SERVICE d.	360 Worthington St.	Springfield, Mass.	Henry A. Gamelin
GANTERT, C. PALMER d.	30 E. 42d St.	New York City	C. P. Gantert Miss Van
GARDNER-GLENN BUCK ADV.	1627 Locust St.	St. Louis, Mo.	E. A. W. Schulenburg
	Mich. Bldg.	Chicago, Ill.	
	23 E. 26th St.	New York City	
GARDINER & WELLS, INC. a-e-g.	150 Madison Av.	New York City	John J. Corkery
GARVEY-ANDERSON CO.	111 Opera Pl.	Cincinnati, Ohio	
GATES & CO., W. N.	409 Garfield Bldg.	Cleveland, Ohio	
GAYLOR, ALBRO C.	280 Broadway	New York City	A. C. Gaylor
	29 S. La Salle St.	Chicago, Ill.	
GENERAL ADV. SALES CORP.	Hollingsworth Bldg.	Los Angeles, Cal.	
GENESEE ADV. AGCY.	45 E. 17th St.	New York City	
GERMO, ELEANOR ADV. CO.	Detwiler	Los Angeles, Cal.	Eleanor Germo
GEYER-DAYTON ADV. CO.	Dayton Savings & Trust Bldg.	Dayton, Ohio	B. B. Geyer Geo. H. Gibson E. C. Mayer J. Nelson Gill C. W. Gillespie G. A. Gillespie
GIBSON CO., GEORGE H. f.	100 Gold St.	New York City	
	3146 N. 17th St.	Philadelphia, Pa.	
GILL, J. NELSON	489 5th Av.	New York City	J. Nelson Gill
GILLAM'S SERVICE	110 W. 34th St.	New York City	
GILLESPIE CO. d.	Empire Bldg.	Detroit, Mich.	C. W. Gillespie G. A. Gillespie
GILLESPIE, JOHN I.	Citizens' Bldg.	Cleveland, Ohio	
GILLHAM CO., INC., L. S.	California Bldg.	Los Angeles, Cal.	Hugh Stillwell Don Fellows E. L. Bourne
	Atlas Bldg.	S. Lake City, Utah	
GLADE & GILES ADV. AGCY.	52 S. Main St.	S. Lake City, Utah	
GLASER CORPORATION d-e.	234 Boylston St.	Boston, Mass.	E. D. Parent
GLEASON ADV. AGCY., J. P.	704 Broadway	Fargo, N. Dak.	
GLIDDEN & EVERS.	225 N. Michigan Av.	Chicago, Ill.	Thomas H. Canty
GLOBE ADV. AGCY., INC. e-g.	17 1/2 S. Main St.	So. Norwalk, Conn.	
GLOBEL ADVG. SERVICE d.	Vinton Bldg.	Detroit, Mich.	M. H. Goebel, Jr.
GOLDEN CO., LOUIS H.	53 N. Duke St.	Lancaster, Pa.	L. H. Golden
GOLDEN STATE ADV. CO.	506 B'way Central Bldg.	Los Angeles, Cal.	
	445 Broadway	Albany, N. Y.	
GOLDINE ADV. AGCY.	1270 Broadway	New York City	
GOLDMAN'S ADV. SERV. a-g.			
GOLDMAN, CARRIGAN & CO., INC.	565 5th Av.	New York City	Harry Goldsmith Benjamin Blank
GOLDSMITH CO. a-e-g.	207 Market St.	Newark, N. J.	
GOLDSMITH, L. S.	244 5th Av.	New York City	
GOLDSTEIN, LOUIS L. d.	43 Fulton St.	New York City	
GOOD ADV. CO., H. H.	45 Murray St.	New York City	
GOOD D E L L ADVG. AGCY., FRANK		S. Lake City, Utah	
GOODCELL - PARTON ADVG. AGCY.	Mills Bldg.	San Francisco, Cal.	
GOODE & BERRIEN, INC. a-e-g-h.	15 W. 44th St.	New York City	W. M. Engelmann
	100 Boylston St.	Boston, Mass.	
GOODNOW ADVG. AGCY., MARC N.	Amer. Bank Bldg.	Los Angeles, Cal.	Marc N. Goodnow
GOODMAN, PHILIP	555 5th Av.	New York City	
GOODWIN, INC., H. C. d-e-f-g.	19 Main St.	W. Rochester, N. Y.	E. C. Goodwin A. T. Jones A. T. Stewart E. G. Countryman
GOODWIN-MANN, INC. e-g.	Central Nat. Bank Bldg.	Richmond, Va.	
	19 W. 34th St.	New York City	
GORDON-MARX CO.	So. Ohio Bk. Bldg.	Cincinnati, O.	I. P. Gordon Joe J. Marx Harold Riggs
GORMLEY-SMITH-PEIFER, INC.			
	1312 Atlantic Av.	Atlantic City, N. J.	J. H. J. Gormley
GORNAY, INC. g.	605 5th Av.	New York City	
GOTHAM ADV. CO. e-f-g.	95 Liberty St.	New York City	W. G. Hildebrandt
GOULD ADV. AGCY., P. T. d-e-g.	University Bldg.	Detroit, Mich.	P. T. Gould
GOULD CO., M. P. a-e-g-h.	450 4th Av.	New York City	C. M. McLean
GOULSTON ADV. AGCY., INC.			
	18 Tremont St.	Boston, Mass.	Page S. Edmonds
GRAY ADV. CO., INC., a-e-f-g.	Gray Bldg.	Kansas City, Mo.	J. W. Hubbell
GRAY & CO., A. A. d-f.	133 W. Wash. St.	Chicago, Ill.	A. A. Gray
GRAY RUSSELL T. f.	624 S. Mich. Av.	Chicago, Ill.	Frank S. Rieder
GRAYHURST, J. W.	16 W. 45th St.	New York City	
GREEN ADV. AGENCY, INC.	15 W. 37th St.	New York City	Miss E. Deery
	454 E. Walnut Lane	Philadelphia, Pa.	Miss D. Colledge
GREEN ADVG. AGCY., DR. C.			
	225 5th Av.	New York City	J. W. Dickey
GREEN-FULTON-CUNNINGHAM	Steger Bldg.	Chicago, Ill.	Alfred J. Globe
	Free Press Bldg.	Detroit, Mich.	
GREENLEAF CO. a-e-f-g-h.	41 Mt. Vernon St.	Boston, Mass.	G. R. Dunham Chas. W. Foley Hilda V. Quensen
	516 5th Av.	New York City	
GREEN-LUCAS CO. a-e-g.	103 South St.	Baltimore, Md.	
GREENE, CARL H.		New York City	
GRIEG & WARD, INC. g.	155 E. Superior St.	Chicago, Ill.	
GREVE ADV. AGCY., INC. a-e-g-h.	Hamm Bldg.	St. Paul, Minn.	Walter M. Robbins
GRIFFIN & JOHNSON, INC. d-e.	350 Madison Av.	New York City	C. H. Johnson
GRIFFITH ADVG. AGENCY.	229 W. 58th St.	New York City	
GRIFFITH ADVG. AGENCY.	Keefe Bldg.	Racine, Wis.	
GRISWOLD - ESHLEMAN CO.			
	Leader-News Bldg.	Cleveland, Ohio	

(Continued on page 112)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies.

I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. K—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation that effect has been purposely omitted in listing.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 111

Table listing advertising agencies and their space buyers. Columns include Name, Address, City, and Space Buyers. Entries range from GROESBECK, HEARN, HINDLE to HOLMES ADV. AG., FRANCES, I. N. Van Nuys.

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies.

I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Letters Like These

Fort Worth Star-Telegram
 FULL DAY ASSOCIATED PRESS REPORT BY LEASED WIRE
 DAILY & SUNDAY SWORN CIRCULATION
Fort Worth, Texas
 December 30, 1921.

OFFICE OF ADVERTISING MANAGER

Thomas W. Briggs Company;
 Goodbar Building,
 Memphis, Tennessee.

Gentlemen:

It is a pleasure to advise that we are going to press Saturday, December 31st, with our second Business Review page containing 128 1/2 inches of advertising.

We desire to express our appreciation of the splendid corps of salesmen who have secured this business. We are very much pleased with the manner in which they have co-operated with us in placing only the best class of business on this page. The entire crew is to be commended for their efficient methods and dignified solicitation.

Wishing you every success, we are
 Yours very truly,
 FORT WORTH STAR-TELEGRAM,
T. Shuman
 Advertising Mgr. & Treas.

THE BEACON JOURNAL
 POPULATION OF AKRON 1900 42,728
 POPULATION OF AKRON 1910 48,000
 POPULATION OF AKRON 1920 50,848
 GAIN IN TEN YEARS 20%
 OFFICE OF AMERICAN BUSINESS PUBLISHERS ASSOCIATION
 MEMBER OF BUREAU OF CIRCULATION

C. L. KNIGHT
 PUBLISHER
 A. H. BARRY
 BUSINESS MANAGER

32,587

AKRON, OHIO, December 5, 1921.

Thos. W. Briggs Co.,
 Memphis, Tenn.

Dear Sirs:

We were able to go to press Saturday December 3rd., with our first INDUSTRIAL PAGE, carrying one hundred thirty-two inches of advertising.

We wish to say a word of commendation for the excellent force of workers who carried the score forward to a successful finish, despite the depression which has been felt in Akron for several months. It has never before been our pleasure to work in such perfect accord with men as we have been privileged during the progress of this work.

They did their work efficiently and quietly, without any undue collaboration with The Beacon Journal, and if we at any time can say a good word to further your interest we will be glad to do so.

We have no doubt but that the good impression made will continue to exist, and trust we may again look forward to its continuance after the expiration of the present contract.

Yours very truly,
 THE BEACON JOURNAL CO.,
J. H. Barry
 Business Manager

Speak for Themselves

Our "Weekly Business Review Page" is a permanent feature that adds 10,000 lines of local display to your monthly count. And it is business which you would not get otherwise.

The fact that we can send you dozens of fac-simile letters like the above, from publishers all over the country, proves our claim of service of the highest type. We make the contracts and renew them before expiration.

We make advertisers of non-advertisers. We prove the value of local advertising to your manufacturers and wholesale jobbers.

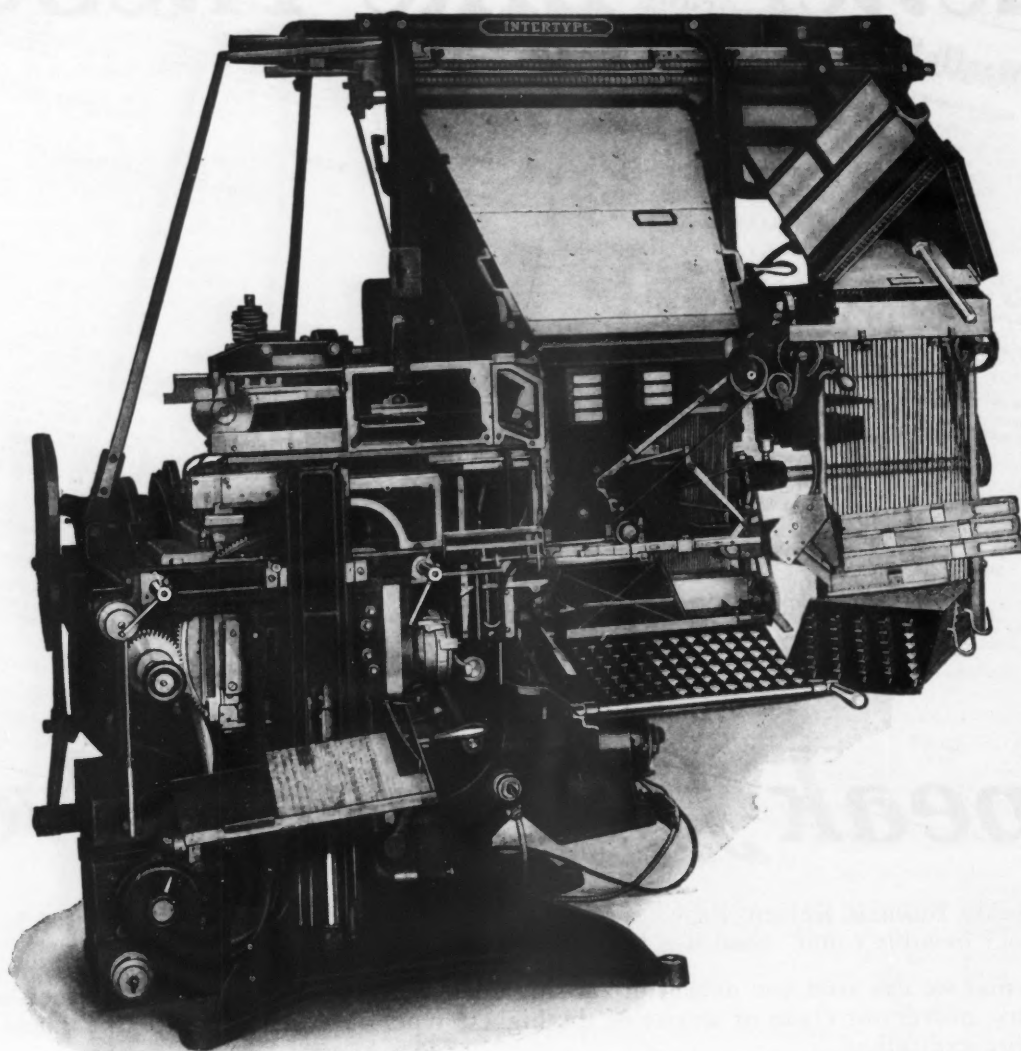
If your city is larger than 40,000, we can offer you a very interesting proposition for our weekly business review page. And should there be a legitimate reason for one, we can sell a special edition for you.

To get samples of our work, to get details of our plan, to get list of references, places you under no obligations, simply write or wire—

Thomas W. Briggs Co.

Operating In United States and Canada
 Home Office - Memphis, Tenn., U. S. A.

Financial References: *Dun's and Bradstreet's*



The Only 42-em Line Composing Machine

Large type is usually set in wide lines. The common limit of width for slug-casting machines is 30 ems (5 inches)—less than three newspaper columns. Wide Measure Intertypes, one of which, Model D-s.m., is illustrated above, can set a line up to 42 ems wide (7 inches) on a single slug. This exclusive Intertype feature, which is applicable to all models, is useful for ordinary text composition in extra wide measures, as well as for display work.

INTERTYPE

Save Money with Display Intertypes

Display lines up to full width 36-point bold can be set on economical Intertype slugs

MOST display composition is in sizes not larger than 36-point. Display Intertypes, which set all sizes up to full width 36-point bold, offer a wonderful opportunity for substantially larger profits on this class of work.

It is the old story of hand work versus machine work—and the machines always win.

The time-savings start with the actual setting of the line—keyboard operation and automatic justification in place of picking up and justifying separate pieces of type. Then come the advantages of Intertype slugs in handling, make-up, and lock-up. Finally, the Intertype way simplifies breaking up the form and eliminates distribution.

Display Intertypes are very flexible—easy to change from one size or face to another. Small fonts of matrix faces, especially the larger Intertype sizes up to full width 36-point bold, can be stored in Intertype Split Magazines and used very profitably for job and display ad composition. The Split Magazines are provided with convenient handles, as shown in the illustration, and can be changed in a few seconds.



Intertype Corporation

General Offices, 50 COURT STREET, BROOKLYN, N. Y.

New England Sales Office, 49 Federal Street, Boston
Middle Western Branch, Rand-McNally Building, Chicago

Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto

Pacific Coast Branch, 560 Howard Street, San Francisco
Southern Branch, 160 Madison Avenue, Memphis
British Branch, Intertype Limited,
15 Britannia St., King's Cross, London, W. C. 1

INTERTYPE



Your Advertisement Is Read

WHEN it appears in The Christian Science Monitor, for people really **READ** the Monitor's advertisements, as well as its clean, constructive news, its literary, artistic and critical articles, its forceful, unbiased editorials.

National Advertisers in the Monitor include Railway and Steamship Lines, Hotels, Schools, Investment Houses and the manufacturers of many products whose nation-wide distribution corresponds with the Monitor's nation-wide circulation.

To reach a discriminating and unusually responsive element of the buying public put the Monitor on your schedule.

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

MEMBER A. B. C.

Published in Boston and Read Throughout the World

Leadership of The New York Times

From "A Study of The New York Times" by John F. Sweeney, of the Sweeney & James Co., advertising agents, Cleveland, Ohio

In 1922 The New York Times published 24,142,222 agate lines of advertising, 2,489,609 lines more than in 1921 and an excess of 6,898,132 lines over the volume printed by the second New York newspaper.

The New York Times has for years led all other New York newspapers in volume of advertising. The Times believes that the function of a newspaper advertising department is to sell advertising space. What it offers to advertisers in quality and volume of circulation, buying power, confidence and responsiveness of readers and established results is of great value to an advertiser.

FIRST ON THE LIST

Rarely does a newspaper advertising campaign covering the New York metropolitan district fail to include The New York Times as the first newspaper on the list. In national campaigns, where only one New York newspaper is used, The Times, with few exceptions, is chosen.

Announcements of merchandise frequently appear only in The Times, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear with increasing frequency in The New York Times.

The development of new lines of business and the encouragement of heretofore undeveloped sources of advertising is considered well worth while by The Times. In this, as in many other enterprises on which The Times expends time and money, it is rendering a service to other newspapers.

PRODUCES UNUSUAL RESULTS

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed and merchandise of every description sold in large volume through the Times.

The New York Times is distributed in 8,000 cities, towns and villages throughout the United States. On week days the sale of The Times is 350,000 and on Sundays it is purchased by 550,000 persons.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:

JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

TOKYO, JAPAN

Cables:
"Jiji Tokyo"
Bentley Code

Morning
and Evening
Editions

"In Japan, the Buyers Read the Jiji"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 118)

Name	Address	City	Space Buyers
MAC MARTIN ADV. AGCY., INC. <i>d-e-f-g-h</i>	Security Bldg.	Minneapolis, Minn.	
MADISON ADV. SERVICE	347 5th Av.	New York City	
MAGGERT, MAYNARD E. <i>d</i>	139 N. Clark St.	Chicago, Ill.	M. E. Maggert
MAGUIRE ADVG. AGCY., E. V. <i>a</i>	Penfield Bldg.	Philadelphia, Pa.	L. M. Stick Marg't T. Maguire
MAHOOL, KATHERINE H. <i>d</i>	14 E. Lexington St.	Baltimore	Kath. H. Mahool Miriam Meses
MAILO ADVG. AGCY. <i>d</i>	118 E. 18th St.	New York City	Sylvan Magnus
MALEY SERVICE, HARRY <i>e</i>	155 E. Superior St.	Chicago, Ill.	
MANDEL, ERNEST L.	132 Nassau St.	New York City	
MANTERNACH CO. <i>a-e-f-g</i>	983 Main St.	Hartford, Conn.	Harry H. Lozier
MANUFACTURERS' PUBLICITY CO. <i>e-f-g</i>	30 Church St.	New York City	W. Hull Western
MARBLE ADV. AGCY.	Evening Star Bldg.	Washington, D. C.	
MARCH, RUFÉ P.	Ch. of Com. Bldg.	El Paso, Texas	
MARG-LETT ADV. CO.	Title Guar'tee Bldg.	Cincinnati, Ohio	A. W. Margilet S. Margon
MARGON, ROBINSON CO. <i>b-e-g</i>	Lincoln Bldg.	Louisville, Ky.	Fred Brand
MARKS ADV. CO., INC. <i>a-g</i>	45 W. 34th St.	New York City	Paul J. Marks
MARSH ADV. AGCY., EDWARD H. <i>e-g</i>	Bessee Bldg.	Springfield, Mass.	
MARSH, OLIVER ALLYN	20 W. 34th St.	New York City	
MARTIN ADVG. CO.	Security Bldg.	Minneapolis, Minn.	Frank V. Martin
MARTIN CO., FRANK V.	Owen Bldg.	Detroit, Mich.	
MARTIN, GEORGE <i>d</i>	105 W. 40th St.	Chicago, Ill.	C. Golden
MARTIN, JOHN <i>e-g</i>	346 River St.	New York City	
MARTIN & DAVIDSON <i>d</i>	Century Bldg.	Chicago, Ill.	
MARTINIERE ADV. SERVICE	Spreckels Bldg.	San Diego, Cal.	Edwin E. Martin
MARTIN, NEWTON R.	101 Park Av.	New York City	
MARTINIERS ADV. SERVICE		Columbus, Ga.	
MARVIN, NEWTON R.	101 Park Av.	New York City	
MARYLAND ADVG. SERVICE	207 W. Redwood St.	Baltimore, Md.	
MASON ADV. AGCY.		Hancock, Md.	
MASON ADVG. AGCY., CAR. MEN R.		Cincinnati, Ohio	
MASON, C. HENRY <i>a-e-g</i>	136 East Av.	Rochester, N. Y.	
MASSENGALE ADV. AGCY. <i>a-b-e-f-g-h</i>	127 W. Peachtree St.	Atlanta, Ga.	W. R. Massengale N. L. Angier Norman Cole
MATOS ADV. CO., INC. <i>a-e-g-h</i>	Bulletin Bldg.	Philadelphia, Pa.	W. M. Matos M. W. Thompson
MATTESSON-FOGARTY-JORDAN CO. <i>a-e-f-g-h</i>	215 N. Mich. Av.	Chicago, Ill.	
MATTHEWS ADV. CORPORA-TION, R. A. <i>a-e-g</i>	110 S. Dearborn St.	Chicago, Ill.	
MATTHEWS COMPANY <i>f</i>	145 College St.	Buffalo, N. Y.	E. C. Matthews
MATHEWSON, WARD M. <i>d</i>	1400 Broadway	New York City	J. M. Matthews W. M. Mathewson
MAXON ADVG. EFFICIENCY SERVICE, E. LEE	521 Pettygrove St. P. O. Box 3575	Portland, Ore.	E. Lee Maxon
MAXWELL-McLAUGHLIN CO. <i>e</i>	1416 Western Av.	Seattle, Wash.	
MAY ADVG. AGCY., BERTRAM <i>d</i>	30 N. Mich. Av.	Chicago, Ill.	
MAYER CO., GEORGE H.	1520 Chestnut St.	Philadelphia, Pa.	Frank McGinnis
MAYERS CO. <i>d</i>	224 W. Huron St.	Chicago, Ill.	
MAYERS ADV. AGCY., THOMAS D. <i>a-b-g</i>	Pac. Finance Bldg.	Los Angeles, Cal.	Henry Mayers
MEARS ADVERTISING, INC. <i>a-g</i>	Professional Bldg.	Charleston, W. Va.	A. D. Williams Mabel R. Wendell
MEARS, CHARLES W.	36 W. 40th St.	New York City	H. B. Gundry
MELLETT ADVG. SERVICE	Keith Bldg.	Cleveland, Ohio	Chas. W. Mears
MERCANTILE SERVICE CORP.	Hume-Mansur Bldg.	Indianapolis, Ind.	
MERCHANTS ADVG. SERVICE	739 Thatcher Bldg.	Pueblo, Colo.	
MERCHANTS BUSINESS BUILD-ERS SERVICE	231 W. 39th St.	New York City	
MERCHANTS SERVICE	231 W. 39th St.	New York City	
MEREDITH & CO. <i>d</i>	410 Cannon Pl.	Troy, N. Y.	Russell D. Meredith
MERRIAM COMPANY	Wrigley Bldg.	Chicago, Ill.	F. M. Merriam, Jr.
MERRILL CO., RALPH W.	Wrigley Bldg.	Chicago, Ill.	
MERTZ AGCY. <i>a-e-f-g</i>	58 E. Wash. St.	Chicago, Ill.	M. H. Mertz
	730 Chapman Bldg.	Los Angeles, Cal.	H. E. Millar Charles L. Young William A. Lynch R. L. LeGrand H. D. Adair J. L. Schiffman Bernhard Meuser
METROPOLITAN ADV. CO. <i>a-e-g</i>	111 Broadway	New York City	
MEUSER, BERNHARD <i>a-g</i>	140 S. Dearborn St.	Chicago, Ill.	
MICHAELS CO., HARRY C. <i>a-e-f-g</i>	113 Lexington Av.	New York City	David J. Crimmins
MICHEL & STAFF, A. EUGENE <i>d-e-f-g</i>	116 Nassau St.	New York City	A. E. Michel F. G. Small
MICHIGAN ADV. AGCY.		Portland, Mich.	
MID-CONTINENT ADV. AGCY. <i>a-b-e-f-g</i>	Co. State Bk. Bldg.	Dallas, Texas	L. W. Chandler W. T. Pickering
MIDDLE STATES NEWS & ADV. AGCY.	1513 Sansom St.	Philadelphia, Pa.	
MILBOURNE ADV. AGCY. <i>g</i>	Munsey Bldg.	Baltimore, Md.	L. Jeff Milbourne
MILLAR, HARRY E. <i>d</i>	Chapman Bldg.	Los Angeles, Cal.	H. E. Millar
MILLER ADV. SERVICE <i>a-e-g</i>	58 E. Wash. St.	Chicago, Ill.	William Rogers
MILLER AGENCY CO. <i>e-g</i>	26 E. 42d St.	New York City	C. E. Miller D. Heer
MILLER, FRED W.	2144 Madison Av.	Toledo, Ohio	
MILLER, J. T.	Century Bldg.	Chicago, Ill.	
MILLER, I. T.	110 W. 40th St.	New York City	
MILLER-BEASLEY CO.	Book Bldg.	Detroit, Mich.	
MILLER & CRAIG		Madison, Wis.	
MILLS, INC. FRED <i>e-f</i>	Ch. of Com. Bldg.	Indianapolis, Ind.	O. H. Tarleton
MILLS CO. ADV. AGCY., INC.	432 4th Av.	New York City	
	Cristo 22	San Juan, P. R.	
MINER, DAN B. <i>a-f-g-i</i>	1110 Story Bldg.	Los Angeles, Cal.	
MINOR, C. HARRISON	Shubert Bldg.	Kansas City, Mo.	
MITCHELL ADV. AGCY., INC. <i>a-e-f-g-h</i>	806 LaSalle Av.	Minneapolis, Minn.	B. M. Jorgensen
MITCHELL, INC. J. T. H. <i>a</i>	331 Madison Av.	New York City	Robert W. Orr
MITCHELL-FAUST ADVG. CO. <i>a-e-g-h</i>	Tribune Bldg.	Chicago, Ill.	H. P. Leffingwell S. McWilliams
MIX ADV. AGCY. <i>a-e-g</i>	140 Cesar St.	New York City	J. Rowland Mix
MODELL ADV. AGCY.	21 Park Row	New York City	
MOFFETT-LYNCH ADV. CO., INC. <i>e-g</i>	7 E. German St.	Baltimore, Md.	
MONTGOMERY, PERCY <i>f</i>	1st Nat. Bk. Bldg.	El Paso, Texas	
MOON CO., INC., BYRON G. <i>a-e-f-g</i>	Proctor Bldg.	Troy, N. Y.	Walter G. Sloat
MOONEY ADV. AGCY.	65 5th Av.	New York City	
MOORE ADV. CO.	Jefferson Bldg.	Birmingham, Ala.	
MOORE ADVERTISING AGENCY, JACKSON EVANS	1st Nat. Bk. Bldg.	Ft. Worth, Tex.	
MOORE, HAROLD	Box 717	Wheeling, W. Va.	
MOREHEAD ADV. AGCY.	Nicholas Bldg.	Sacramento, Cal.	
MORGAN ADVG. AGCY., BRUCE	30 N. Michigan Av.	Chicago, Ill.	
MORGAN ADV. AGCY., INC. JOHN J. <i>a-e-g-h</i>	633 Wash. St.	Boston, Mass.	John J. Morgan
MORGAN, TUTTLE & IEN- NINGS <i>a-e-g-h</i>	44 E. 23d St.	New York City	

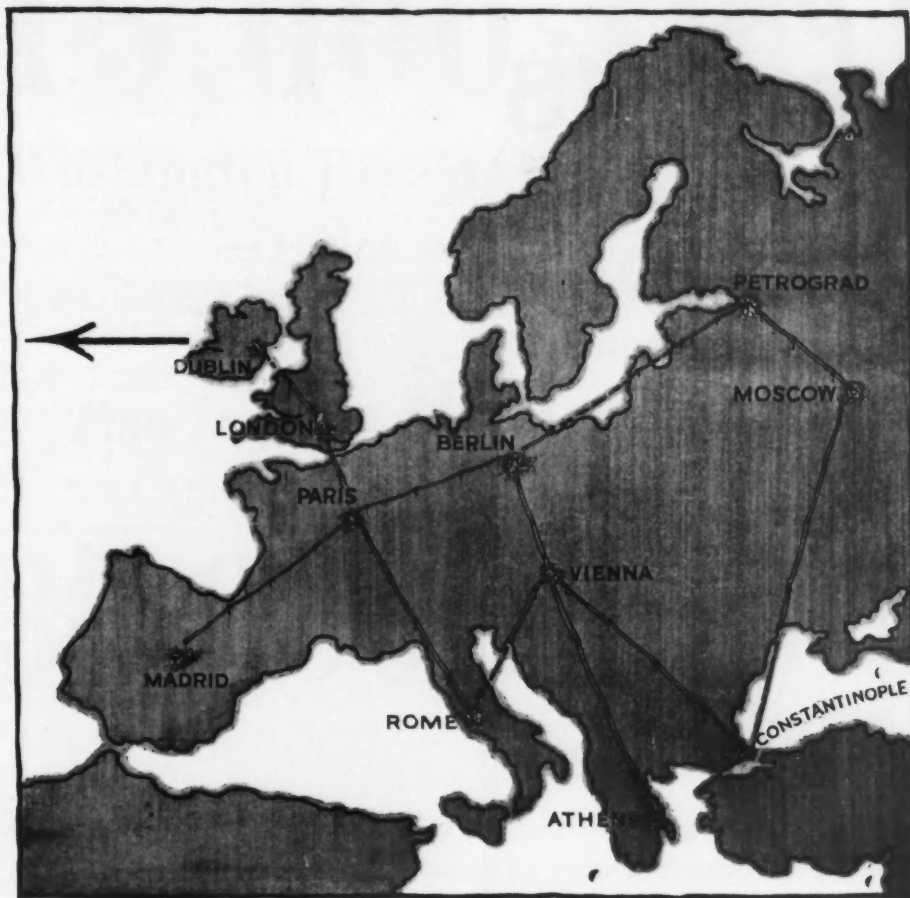
(Continued on page 122)

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

A News Dragnet Covering Europe



Every Important Point Reached by The New York Herald Daily and Sunday Wire Service

Principal Bureaus and Chief Correspondents

PARIS	{ Laurence Hills Roger Morrison	BERLIN	Lincoln Eyre
LONDON	{ John McHugh Stuart Marshall Saunders	MOSCOW	Francis McCullagh
ROME	Sanford Griffith	DUBLIN	C. A. Beals
		VIENNA	Henry Diez
		CONSTANTINOPLE	B. F. Kospoth

With all Europe in a state of evolution, The New York Herald news gathering staff overseas is the strongest in the entire eighty-five years of its history.

Its organization includes correspondents of world-wide reputation—such as Laurence Hills, Lincoln Eyre and Francis McCullagh. No correspondent knows Germany better than does Lincoln Eyre, and Francis McCullagh is the ablest correspondent in Russia. He has traversed Siberia from west to east, from north to south, and back again. He speaks

Russian and knows the Russians. What he writes will stand the severest test.

In Paris in addition to a large and effective staff The New York Herald publishes a daily newspaper which passes on to The Herald in American news of its own gathering.

By this combination of a newspaper on the continent and first-class men in all the important capitals, The New York Herald maintains a live, comprehensive daily and Sunday wire service that is unsurpassed.

Complete information and rates of this copyright wire service to Publishers and Editors on request.

THE NEW YORK HERALD
280 Broadway New York City



FROM a standing start twenty years ago, the Oregon Journal has grown to be the largest afternoon newspaper on the Pacific Coast north of San Francisco Bay. It now has a Sunday circulation of MORE THAN 100,000 and it is STILL GROWING.

RICH TERRITORY

THE territory which the Journal serves is one of the richest, per capita, in the United States. In Portland alone, with its 300,000 population, more than 44% of the people own their own homes. Tenement houses are unknown. And this goes for ALL THE OREGON COUNTRY with its 1,000,000 of people.

- Portland itself has come to be:
- The WORLD'S LARGEST LUMBER MANUFACTURING CENTER,**
- AMERICA'S SECOND LARGEST WOOL CENTER,**
- AMERICA'S SECOND WHEAT EXPORTING SEAPORT,**
- WEST COAST'S LARGEST MEAT PACKING AND LIVESTOCK CENTER.**

Such a country as this has a tremendous purchasing power. Are you getting YOUR share of the business?

The Oregon Journal Will Help You!

Avail yourself of The Journal's Merchandising Bureau. It is at your service to investigate and analyze YOUR particular market FIRST HAND. It will report directly to you.

GENERAL ADVERTISING DISPLAY RATES

Daily, per agate line.....	\$0.16
Sunday, per agate line.....	\$0.20
Color, back page Sunday magazine section, 1960 lines.....	\$500.00

Eastern Representatives BENJAMIN & KENTNOR Mallers Bldg., Chicago 225 Fifth Avenue, New York	Coast Representatives M. C. MORGENSEN & CO., Examiner Bldg., San Francisco Title Insurance Bldg., Los Angeles Securities Bldg., Seattle
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Write Today For Further Data.

DAILY & SUNDAY



ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 120)

Name	Address	City	Space Buyers
MORRIS CO., FRANK G. e.....	342 Madison Av....	New York City....	F. G. Morris
MORRIS ADV. AGCY., HEK.....			H. M. Morris
BERT M. a-e-f-g-h.....	No. American Bldg.	Philadelphia, Pa....	M. M. Farrell
MORRIS ADV. SERVICE, PHILIP e-f-g.....	1st Nat. Bk. Bldg.	Chicago, Ill.....	
MORSE ADV. AGCY. e-g.....	61 Milwaukee Av....	Detroit, Mich.....	
MORSE ADV. CO.....	Mears Bldg.....	Scranton, Pa.....	
MORSE INTERNATIONAL.....	449 4th Av.....	New York City*.....	
AGCY., INC. a-e-g.....	30 Cornhill, E. C.	London, England....	
MORSE MACLEAN CO. d.....	Railway Bldg.....	Los Angeles, Cal....	G. A. Maclean
MORTON ADV. CO.....	Finance Bldg.....	Cleveland, Ohio.....	
MORTON ADV. SERVICE, INC.....	23 Irving Pl.....	New York City.....	
MOSER & COTINS, a-e-f-g-h.....	Paul Bldg.....	Utica, N. Y.....	D. A. Tynion
MOSER ADV. SERVICE.....	26 N. Potomac St.	Hagerstown, Md....	Ira C. Moser
MOSES ADV. SERVICE a-g.....	Munsey Bldg.....	Baltimore, Md.....	J. G. Moses
MOSS ADV. AGCY. e-f.....	Glass Block.....	Marion, Ind.....	Edgar A. Moss
			S. C. Moss
			J. B. Chase
			J. A. Clauss
			E. J. Felt
			L. Mansfield
			N. G. Stiles
			F. Ehli
			B. Whittier
MOSS-CHASE CO. a-e-f-g.....	170 Franklin St....	Buffalo, N. Y.....	
MULLALLY, INC., WILLIAM T.....	198 Broadway.....	New York City*.....	
a-e-g-h.....	244 Washington St.	Boston, Mass.....	
MULLER & CO., J. P. a-e-g.....	220 W. 42d St....	New York City.....	
MULLICAN CO., C. N. d-e-g.....	U. S. Trust Bldg.	Louisville, Ky.....	C. N. Mullican
MUMM-ROMER CO. a-e-g.....	314 E. Broad St....	Columbus, Ohio*.....	W. M. Mumm
	Engineers Bldg....	Cleveland, Ohio.....	C. L. Jaycox
			H. E. Romer
			D. J. Buckingham
			Geo. L. Munn
MUNN - BUCKINGHAM ADVG. AGCY.....	389 Main St.....	Springfield, Mass....	
MUNN & NICHOLS' ADV. AGCY.....	Bookstone Bldg....	Springfield, Mass....	
MURPHY, INC., CARROLL DEAN a-e-f-g.....	Harrison Tr. Bldg.	Chicago, Ill.....	
MURPHY, GEORGE A.....	Michigan Tr. Bldg.	Grand Rapids, Mich.	G. A. Murphy
MURRAY ADV. AGCY., INC., JOHN F. a-g.....	598 Madison Av....	New York City.....	
MURRAY CO.....	DuPont Bldg.....	Wilmington, Del....	
	109 N. Water St....	Philadelphia, Pa....	
	Oraten & Verona		L. P. Murray
MURRAY HILL ADV. AGCY. a-g.....	200 E. 23d St....	Newark, N. J.....	
MUTUAL SERV. CORP'N a-e-f-g.....	140 Cedar St....	New York City.....	C. D. Beckman
MYERLY DIRECTORY & AD- VERTISING SERVICE d.....	716 Summit Av....	Hagerstown, Md....	John T. Myerly
N			
NARDLIE CO., CHARLES d.....	461 8th Av.....	New York City.....	Charles J. Hamp
NATIONAL ADV. CO.....		Seneca Falls, N. Y.	
NATIONAL ADV. AGCY.....	577 E. 163d St....	New York City.....	Albert C. Adinolfi
NATIONAL ADV. AGENCY.....	155 N. Clark St....	Chicago, Ill.....	
NATHAN & CO., L. B.....	Bakewell Bldg....	Pittsburgh, Pa....	
NEBRASKA ADV. CO.....	Citizens Bk. Bldg.	Benkelman, Nebr....	
NESBIT SERVICE CO. a-e-f.....	Caxton Bldg.....	Cleveland, Ohio.....	K. A. Nesbitt
NETTER ADV. AGCY., J. X.....	1790 Broadway....	New York City.....	M. C. Nesbitt
NEWELL CO., R. B. e-d.....	14 W. Wash. St....	Chicago, Ill.....	
NEWELLEMMETT CO., INC. a-e-f-h.....	120 W. 32d St....	New York City.....	Fred H. Walsh
			H. H. Walsh
			J. Jennings
			E. J. Gants
NEW ENGLAND ADV. CO. e.....	18 Tremont St....	Boston, Mass.....	
NEW ENGLAND FOREIGN LAN- GUAGE SERVICE, INC.....	262 Washington St.	Boston, Mass.....	
NEWMARK'S ADV. AGCY.....	217 7th Av.....	New York City.....	
NEWS BUREAU d.....	Book Bldg.....	Detroit, Mich.....	Fred T. Grenell
NEW YORK ADVG. AGENCY.....	Tribune Bldg....	New York City.....	Mortimer Lowell
			Marvin Small
NICHOLS CO., CHARLES F. W. a-e-f-g-h.....	20 E. Jackson Blvd.	Chicago, Ill.....	Joseph F. Brown
NICHOLS-MOORE CO. a-e-f-g.....	Discount Bldg....	Cleveland, Ohio.....	D. H. Nichols
NOLLEY AGCY., R. F.....	Light & Lombard Sts.....	Baltimore, Md.....	E. J. Witthoff
NORMAN ADV. AGCY.....	42 Church St....	New Haven, Conn.	
NORTHERN MICHIGAN ADV. AGCY.....		Hancock, Mich....	
NORTHWESTERN ADV. AGCY. a-e-g.....	23 E. 6th St....	St. Paul, Minn....	C. M. Brown
NORTHWESTERN BUSINESS AGCY.....	Kasota Bldg.....	Minnneapolis, Minn..	J. Frank Dean
NOURSE ADV. AGCY.....	321 Lafayette Life Bldg.....	Lafayette, Ind.....	
NUWAY ADV. CO.....		Atlanta, Ga.....	Mr. Barry
NYE ADV. AGCY.....	2010 Broadway...	New York City.....	
O			
O'BRIEN ADVG. SERVICE.....	People's Bk. Bldg.	Charleston, S. C....	Wm. V. O'Brien
O'BRIEN, C. V.....	509 5th Av.....	New York City.....	C. V. O'Brien
O'CONNELL-INGALLS ADV. AGCY. e-d-f.....	1 Court St.....	Boston, Mass.....	A. W. Ingalls
O'CONNOR-GROSSE ADVG. AGCY. g.....	281 5th Av.....	New York City.....	J. F. O'Connell
O'GORMAN ADV. AGCY.....	126 5th Av.....	New York City.....	W. H. Monahan
OHIO ADV. CO. d.....	76 N. Main St....	Akron, Ohio.....	Geo. W. Piper
O'KEEFE ADV. AGCY., P. F. a-e-g-h.....	45 Bromfield St...	Boston, Mass.....	C. E. Wade
OLECK ADV. AGCY.....	1133 Broadway....	New York City.....	Wm. Oleck
OLIPHANT ADV. AGCY., INC., C. I. a-g.....	461 8th Av.....	New York City.....	Maury Oleck
OLSON & ENZINGER INC. a-e-g.....	228 3d St.....	Milwaukee, Wis....	C. J. Oliphant
			Arthur Sweetser
			Wm. L. Wollin
			C. J. O'Malley
			M. J. DeViney
			J. Prior
			E. R. Ellis
			L. D. Jordan
			E. K. Houlehan
ORMSBEE, THOMPSON ADVG. AGCY.....	122 S. Salina St....	Syracuse, N. Y.....	
OSTEN ADV. CORP. a-e-g.....	25 E. Jackson Blvd.	Chicago, Ill.....	
OSWALD ADVG. AGCY. d.....	Otis Bldg.....	Philadelphia, Pa....	Walter S. Fogg
OSGOOD COMPANY.....		Chicago, Ill.....	
OWEN-KENNY ADV. CO.....		Cherokee, Okla....	
OWL ADV. AGCY.....		Terre Haute, Ind....	
OWL ADVG. AGCY d.....	Times Bldg.....	New York City.....	J. Joseph
P			
PABST CO., FREDERICK.....	Chronicle Bldg....	San Francisco, Cal.	
PAGE ADV. CO.....	1208 City Hall Sq. Bldg.....	Chicago, Ill.....	

(Continued on page 124)

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115,000 Daily

The Washington Herald—Washington Times
MORNING EVENING

More Circulation in Washington Than There Are Homes
in the District of Columbia

*Two Papers--Complete Coverage
Combination Rate*

130,000 Sunday

Washington Times-Herald

Blanketing the District of Columbia, West Virginia,
Virginia and Southern Maryland

DETAILED CIRCULATION ANALYSIS UPON REQUEST

GENUINE MERCHANDISING CO-OPERATION

Advertisers in the Washington market, or working out distribution plans, are invited to use the facilities and information of The Promotion Department. Complete information on important market conditions, route books, experienced merchandising men plus a desire to be of real service has stamped the efficiency of this department as second to none in the whole country.

WASHINGTON TIMES

The Washington Herald
AMERICA FIRST

Washington Times-Herald
AMERICA FIRST

G. LOGAN PAYNE CO.
CHICAGO. ST. LOUIS,
LOS ANGELES, DETROIT.

PAYNE, BURNS & SMITH
BOSTON, NEW YORK

New York City Hotels

UNDER THE DIRECTION OF ARTHUR L. LEE

HOTEL MCALPIN

Broadway at 34th Street

"Nearer than anything
to everything"

Headquarters of the
ROTARY CLUB

ROOM RATES

Single without bath
\$3.00 to \$4.00

Single with bath
\$4.00 to \$7.00

Double without bath
\$5.50 to \$7.00

Double with bath
\$6.00 to \$10.00

RESTAURANT

Club Breakfast
60c. to 85c.

Table d'Hote Luncheon
\$1.25

Table d'Hote Dinner
\$2.25

Restaurant a la Carte

HOTEL MARTINIQUE

Broadway, 32d to 33d Sts.

Frank E. Jago, Resident Manager

Home of the

KIWANIS CLUB
LION'S CLUB

ROOM RATES

Single without bath
\$2.50 to \$4.00

Single with bath
\$3.50 to \$7.00

Double without bath
\$5.00 to \$6.00

Double with bath
\$5.00 to \$10.00

RESTAURANT

Club Breakfast
45c. to \$1.00

Table d'Hote Luncheon
\$1.25

Table d'Hote Dinner
\$1.50 and \$1.75

Restaurant a la Carte

—this, then, is my personal invitation to you to be my guest whenever you are in New York City.

—let me know, beforehand, just what you want in the way of a room, and it will be ready for you—

—or drop in unexpectedly and take "pot luck" with me at any time.

—you are welcome, either way.

—these prices are "fixed" and you may depend on them, just as you may depend on the class of service and the class of people you will find here.

—please, while here, regard yourself as my guest—my very welcome guest—and I hope that you will consider me as your host, rather than merely a hotelkeeper.

—the men and women associated with me in running these establishments have been carefully chosen, not alone for their ability, but because they have the cheerful disposition and honest desire to please that go so far in making your stay pleasant.

—we are high class, but not high brow; sincere, but not subservient; cordial, but not cringing; efficient, but not officious.

—the "glad to see you", the "au revoir" and the "come again, soon", are all of them equally sincere.

—come often, make yourself at home, ask for what you want, and expect the human element, the helpful, friendly element everywhere.

Arthur L. Lee

ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 122)

Name	Address	City	Space Buyers
PAGE CO., C. W. a-b-e-g	Ch. of Com. Bldg.	Richmond, Va.	
PAINE ADV. SERVICE, S.			
HUGH d-e-g	Kelsey Bldg.	Grand Rapids, Mich.	S. Hugh Paine
FAIRIO COMPANY, W. B.	Central Bldg.	Los Angeles, Cal.	
PALMER ADV. AGCY. e	220 Broadway	New York City	M. Palmer
PALMER ADVG. SERVICE, INC.	137 E. 43d St.	New York City	F. Palmer
PALMER ADV. SERVICE	Harbour Bldg.	Butte, Mont.	
PARIS ADV. AGCY., DANIEL E.			
a-e-g	Little Bldg.	Boston, Mass.	L. M. Curtis
PARIS COMPANY	Central Bldg.	Los Angeles, Cal.	
PARKER & ASSOCIATES, C. A.		Detroit, Mich.	
PARKS & WEISS	56 W. 45th St.	New York City	
PASCHALL, IRVIN F.		Chicago, Ill.	
PATTERSON-ANDRESS CO., INC.			
a-e-g	1 Madison Av.	New York City	G. H. Sherin
PAYNE ADV. ORGANIZATION	Drexel Bldg.	Philadelphia, Pa.	C. D. Ledyard
HANCOCK a-e-g	110 W. 34th St.	New York City	W. A. Grant
PEARSALL, W. MONTAGUE a-e-g	225 Broadway	New York City	
PECK ADV. AGCY., INC. a-e-f-g	6 E. 39th St.	New York City	
a-e-g	326 9th St.	Brooklyn, N. Y.	Joseph F. Brown
PELLETIER, E. LEROY a-e-g	Fine Arts Bldg.	Detroit, Mich.	
PENNA. ADV. CO.	24 Sandusky St.	Pittsburgh, Pa.	
PENN-ALLEN ADV. AGCY.	280 Broadway	New York City	
PENNY, C. T.	242 Water St.	Augusta, Me.	C. T. Hudson
PERRY, CHARLES H.	44 Irvington St.	Boston, Mass.	
PERSON-COOKE, INC. d-e	310 S. Capitol Av.	Lansing, Mich.	James A. Person
	Allen Bennett Bldg.	Jackson, Mich.	James A. Person
			Max B. Loomis
PERSONS-LEEB, INC. a-e-f-g	Plain Dealer Bldg.	Cleveland, Ohio	Hubert Persons
PETERSON CO., WALTER J. e-f-g	W. A. Smith Bldg.	Grand Rapids, Mich.	P. W. Nickel
PFEIFER'S ADV. AGCY.	Majestic Bldg.	Detroit, Mich.	
PHILIPS, GEORGE HARRISON			
a-e	110 Rowena St.	Detroit, Mich.	A. M. Lewis
PHIBBS, HARRY CO.	400 S. Dearborn St.	Chicago, Ill.	
PHILADELPHIA NEWS BU.			
REAU a-g	436 Sansom St.	Philadelphia, Pa.	W. A. Dailey
			D. D. Morton
PHILLIPS ADV. AGCY., HARRY			L. Harrison
D. a-g	19 W. 34th St.	New York City	J. Zunsler
			H. D. Phillips
PHILLIPS CO., HARRY	Jenkins Arcade	Pittsburgh, Pa.	
PIANISANI, INC. C.	253 Broadway	New York City	C. Pianisani
PICARD & CO., INC. a-e-g-h	16 W. 46th St.	New York City	Miss M. Long
PITLUK ADVG. AGCY. d		San Antonio, Tex.	J. N. Pitluk
PLAMBECK & PATTEN ADV. SERVICE	1st Nat. Bk. Bldg.	San Diego, Cal.	Chas. J. Plambeck
PLATTNER, M. a-e-g	99 Nassau St.	New York City	
PLUM ADV. AGENCY, J. L.	726 Iowa Av.	Iowa City, Ia.	
POLYGLOT PUBLICITY CO.	116 Nassau St.	New York City	
POMEROY ADV. AGCY. g	225 5th Av.	New York City	
POMEROY-CLELAND, INC. e-g	33 W. 42d St.	New York City	H. E. Cleland
PORTER ADV. SERVICE, DE			
FOREST a-g	76 W. Chippewa St.	Buffalo, N. Y.	De Forest Porter
PORTER CO., HARRY a-e-g-h	15 W. 44th St.	New York City	Jas. A. Beatty
PORTER-EASTMAN-BYRNE CO.			Elmer G. Steele
a-e-g	22 W. Monroe St.	Chicago, Ill.	C. W. Porter
POTTER, GEORGE M.	5 Beekman St.	New York City	
POTSDAMER, JOSEPH H.	Empire Bldg.	Philadelphia, Pa.	
POTTS-TURNBULL CO. a-e-g	6 N. Mich. Blvd.	Chicago, Ill.	
	Gates Bldg.	Kansas City, Mo.	
	Brandeis Theater Bldg.	Omaha, Neb.	
POWER CO., INC., EDWARD M.	Oliver Bldg.	Pittsburgh, Pa.	
a-e-g			
POWER, ALEXANDER & JEN.			
KINS CO. a-e-g-h	Madison Bldg.	Detroit, Mich.	H. M. Hastings
POWERS-HOUSE CO. a-e-f-g	1105 Chester Av.	Cleveland, Ohio	
POWERS CO., JOHN O. a-e-f-g-h	50 E. 42d St.	New York City	Lyman Worthington
POWNING, GEORGE G. a-e-g	87 Orange St.	New Haven, Conn.	
PRACTICAL ADV. CO.	214 S. 4th St.	Springfield, Ill.	
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PRATHER-ALLEN ADV. CO.			
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PRATT, INC., ERNEST L. d	220 W. 42d St.	New York City	M. E. Pratt
PRATT & LINDSEY CO., INC.			
THE	66 Broadway	New York City	
PRATT-MOORE ADV. CO. d-e-f-g	Ford Bldg.	Detroit, Mich.	R. F. Moore
PRESBREY CO., FRANK a-e-f-g-h	456 4th Av.	New York City	
	1001 Chestnut St.	Philadelphia, Pa.	W. A. Baker
	Union Bk. Bldg.	Pittsburgh, Pa.	Alfred Gatz
	6 N. Michigan Av.	Chicago, Ill.	
	36 Pearl St.	Hartford, Conn.	
PROCTOR & COLLIER CO.			
a-e-f-g-h	Reading Rd. & Me-		
	Millan St.	Cincinnati, Ohio	W. H. Sutherland
PROGRESSIVE ADVG. & PUB.			
LISHING CO.		Dallas, Tex.	
PROPER & STAFF, A.	129 Lafayette St.	New York City	
PROSPERITY ADV. SERV., INC.	1482 Broadway	New York City	
PROTZMAN, GEORGE F.	Union Bk. Bldg.	Pittsburgh, Pa.	
QUEEN ADV. AGCY., John W. a-e	244 Washington St.	Boston, Mass.	
QUEENS ADV. AGCY. d	48 Jackson Av.	Long Island City, N. Y.	Edgar F. Hanson
			H. R. Gelwicks
			N. M. Lamar
RACHLIN AGENCY e-g	44 Bromfield St.	Boston, Mass.	
RAE ADV. CO. f	4506 Euclid Av.	Cleveland, Ohio	
RANDALL CO., FRED M. a-e-g-h	Book Bldg.	Detroit, Mich.	C. E. Foester
	Tower Bldg.	Chicago, Ill.	C. W. Mather
RANKIN CO., WILLIAM H.			F. M. Fugazzi
a-e-f-g-h-i	180 N. Wabash Av.	Chicago, Ill.	(newspapers)
	1 W. 37th St.	New York City	Miss Bertha Cook
	Peoples Bk. Bldg.	Akron, Ohio	(magazines)
	Albee Bldg.	Washington, D. C.	New York
	74 New Montgomery St.	San Francisco, Cal.	R. S. Palmer
	32 Front St.	Toronto, Ont., Can.	(newspapers)
	Imperial House,		Miss Anna Miller
	Kingsway	London, England	(magazines)
RATHBUN-GRANT-HELLER CO.			Chicago
e-g	725 S. Wells St.	Chicago, Ill.	
RATNER, C. HYMAN d-e	15 E. 26th St.	New York City	Arthur N. Smith
RAUH CO., RICHARD S. e-g	250 5th Av.	Pittsburgh, Pa.	Richard S. Rauh
	Guardian Bldg.	Cleveland, Ohio	

(Continued on page 126)

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

The First Three Weeks of 1923

witnessed the keen attention of the entire newspaper world focused on INTERNATIONAL NEWS SERVICE because of its remarkable succession of vital news beats.

A RECORD NEVER EQUALED

In the history of news gathering institutions, there never was such a conspicuous achievement in any similar period of time. The excellence of a news report is judged not by its sporadic scoops, but by its consistent, day in and day out performance. ANY news agency can score a scoop some time. What amazes newspaper publishers everywhere is that EVERY DAY for the last three weeks I. N. S. has scored heavily on all the important news. It is by this *consistent performance* that I. N. S. today leads the field.

From the Ruhr to Mer Rouge

International News Service scooped all opposition services on ALL the important developments in the two stories that command first pages everywhere—the French invasion of the Ruhr and the investigation of Ku Klux in Louisiana.

From the moment France declared Germany in default until her occupation of the Ruhr was complete, Weyer in Essen and Mason in Paris beat all other correspondents with the first true news of the invasion.

Hutchinson, covering the Ku Klux trial at Bastrop received the congratulations of scores of I. N. S. clients for his astonishing exclusive stories. I. N. S. conspicuous news beats included these important stories:

- | | |
|--|---|
| FIRST with announcement of French Invasion of the Ruhr. | AHEAD with news of execution of Irish Irregulars. |
| AHEAD with flash from Paris that Reparations Commission voted Germany in default. | EXCLUSIVE story of sensational attempt to rob the Honolulu treasury of seven millions. |
| SCOOPED all opposition on text of Roland Boyden's statement before Reparations Commission. | AN HOUR ahead with flash that insurgent forces had driven allied forces out of Memel. |
| EXCLUSIVE story that Bernhardt is bankrupt despite all the money she earned in her career. | FIRST with refusal of German industrial magnates to obey French. |
| TEN minutes ahead with announcement President Harding recalled troops from the Rhine. | FIRST with news of their arrest, and general strike that followed. |
| ONLY news service to give General Allen, commander of American forces in Germany, news of recall. | EXCLUSIVE interview with William Jennings Bryan on "three years of prohibition." |
| AHEAD with discovery of Communist plot in Paris, and arrest of several ring leaders. | FIRST with news of death of Wally Reid. |
| COMPLETE beat on death of former King Constantine of Greece. | SCOOP on identification of "hooded band" at Mer Rouge. |
| FIRST with Premier Poincaré's speech before Chamber defending French invasion of Ruhr. | AHEAD with story of strike riot at Harrison, Ark. |
| BEAT opposition services with British Cabinet's announcement to keep British troops on the Rhine. | AHEAD with acquittal of five miners for "Herrin massacre." |
| COPYRIGHTED exclusive interview with Thyssen, German magnate, who declared French invasion meant ruin of both France and Germany. | BEAT by forty-five minutes on story of murder of girl dancer at San Diego. |
| SCOOPED other news agencies on appointment of Crissinger to head of Federal Reserve Board. | IMPORTANT exclusive story from White House that "not a dollar owing to the United States by foreign nations would be cancelled." |
| EXCLUSIVE interview with Evans, Imperial Wizard of Ku Klux Klan, on Mer Rouge expose. | FIRST with announcement that Italy and Belgium had asked Great Britain to intervene in Ruhr situation. |
| | TWO HOURS ahead with startling story that refugees from Asia Minor were dying at rate of thousand a day in Athens. |

"Get it First—but FIRST get it RIGHT!"

This slogan, ringing incessantly in the ears of every I. N. S. reporter, expresses the spirit that brought the news first and right to American newspapers from every corner of the world. It is responsible for all the gigantic news beats and thrilling exclusive stories which within the last three weeks have established a record never equalled by a news gathering institution.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President

241 West 58th Street, New York

ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 124)

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COPY

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that offer a variety of high class subject matter carefully edited and profusely illustrated with line and screen cuts, 7 or 8 columns—20 or 21 inches—Make-up permits cutting for local text or ad insertions. Save time and money.

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Humorous serial strips—1, 2, and 3 column singles—Puzzles—Daily short stories—Novel authentic shorts—All snappy attractions that satisfy a natural curiosity via the Women's Page, the Comic Page, or the Sports Page.

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RAWSTHORNE CO. ROBERT f.	Heeren Bldg.	Pittsburgh, Pa.	M. W. Slone
REAL SERVICE ADV. AGCY. d.	15 E. 40th St.	New York City	
REARDON ADV. CO. a-e-g.	Quincy Bldg.	Denver, Colo.	John F. Reardon
REASS ADV. SERVICE, JOSEPH.	Market St.	Wheeling, W. Va.	
REAUME CO., RICHARD A.	Columbus Bldg.	Detroit, Mich.	
REDFIELD ADV. AGCY., a-e-g.	34 W. 33d St.	New York City	John F. Mayer
REDFIELD, FISHER & WAL-			Miss M. E.
LACE, INC. e-f-g.	105 W. 40th St.	New York City	Fleischbein
REDDAN-BROWN ADV. AGCY.	25 W. Broadway	New York City	
REEDER, INC., G. ALLEN.	220 W. 42d St.	New York City	T. C. Greeley
			G. Allen Resder
REESE ADVG. AGCY., GEO. W.	Canal-Com'l Bldg.	New Orleans, La.	G. W. Reese
REGAN, MARQUIS	21 E. 40th St.	New York City	A. M. Wood
REINHOLD ADV. CORP., W. C.	a.326 W. Madison St.	Chicago, Ill.	W. C. Reinhold
			A. F. Sievcr
REMINGTON ADV. AGCY., E. P.			
a-e-g	1280 Main St.	Buffalo, N. Y.	W. W. Landon
REMINGTON ADVG. CO., H. E.	225 E. Erie St.	Chicago, Ill.	H. E. Johnson
a-e-g	Grand Central Ter-		Ruth D. Foster
	minal Bldg.	New York City	
RESORT ADVG. AGCY.		Hot Springs, Ark.	
REUTER ADV. AGCY. g.	709 6th Av.	New York City	Clifford S. Reuter
REUTERS INTERNATIONAL			
ADVG. AGCY.	280 Broadway	New York City	
	24 Old Jewry	London, England	
	Reuters Bldg., St.		
	George's St.	Capetown, So. Afr.	
	15 Castlereagh St.	Sydney, Australia	
		Wellington, N. Zea.	
	26 Dalhousie Sq.	Calcutta, India	
REX ADV. AGCY. d.	Anchor Bldg.	Ft. Worth, Tex.	James Rotte
REX SERVICE d.	1658 Broadway	New York City	Ir. Jordan Rose
REYNOLDS, MILO C. d.	P. O. Box 288	Burlington, Vt.	M. C. Reynolds
RICE, ROYDEN B. g.	19 W. Jacks'n Blvd.	Chicago, Ill.	
RICE-CAVANAUGH, INC.	145 W. 45th St.	New York City	
RICHARD ADV. AGCY.	Amer. Mechanics		
	Bldg.	Trenton, N. J.	
RICHARDS CO., INC., JOSEPH			
a-e-f-h	9 E. 40th St.	New York City	William E. Randall
RICHARDSON-BRIGGS CO. a-e-f-g.	Film Exch. Bldg.	Cleveland, Ohio	
RICHMOND & DUWAN ADV.			
AGCY.	Swinney Bldg.	Ft. Wayne, Ind.	
RICKARD & CO., INC. f.	25 Spruce St.	New York City	
RIDDERHOF, CORNEIL f.	Times Bldg.	New York City	
RILEY, M. A.	Forst-Richey Bldg.	Trenton, N. J.	
RING ADV. CO., JOHN, JR. a-e-f-g.	Victoria Bldg.	St. Louis, Mo.	W. W. Zahnrt
RITTER CO., INC., PHILIP			
a-e-f-g-h	185 Madison Av.	New York City	J. Harold Johnson
ROBBINS, INC., FRED A. a-e-f-h.	37 S. Wabash Av.	Chicago, Ill.	Fred A. Robbins
ROBBINS & PERSON	52 W. Gay St.	Columbus, Ohio	V. M. Volino
ROBERTS & MacAVINCHE a-g.	30 N. Dearborn St.	Chicago, Ill.	F. Beard
ROBINSON, C. J.	25 E. Jackson Blvd.	Chicago, Ill.	E. Cosack
ROBINSON & CO., INC., WM. R.			
d-e-f-g	Flatiron Bldg.	New York City	W. R. Robinson
ROBNETT ORGANIZATION	20 W. Jacks'n Blvd.	Chicago, Ill.	W. A. Charters
ROEBLING ADVG. SERVICE,			G. W. Robnett
INC., GEORGE W.		Long Island City, N. Y.	
ROEDER & SCHANUAL	Intern'l Life Bldg.	St. Louis, Mo.	F. A. Gibbe
ROGERS-GANO ADV. AGENCY.	Humble Oil Bldg.	Houston, Texas	D. C. Rogers
INC. d	1st Nat. Bk. Bldg.	Chicago, Ill.	R. C. Gano (Chi-
			ago).
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ROGERS & SMITH a-e-g.	326 W. Madison St.	Chicago, Ill.	Walter E. Smith
ROGERS & WALKER a-e-g.	110 W. 34th St.	New York City	Elbert E. Rogers
ROOT NEWSPAPER ASSN. e-g.	215 S. Market St.	Chicago, Ill.	
R. O. R. ADVG. AGCY., INC.		Shreveport, La.	
RORICK & CO., INC., CLARK L.			
e-g	133 W. Wash. St.	Chicago, Ill.	John C. Fehlandt
ROSE, IRWIN JORDAN a-e-g-h.	116 W. 32d St.	New York City	Ir. Jordan Rose
ROSE-MARTIN, INC. a-g.	1400 Broadway	New York City	Leon A. Friedman
			George N. Witt
ROSENBERG CO., INC., AR-	110 W. 34th St.	New York City	A. Rosenberg
THUR a-g.			Leo Wallenstein
			Sam'l Rubinstein
ROSENBERG CO., IRWIN L. d-e-g.	Wrigley Bldg.	Chicago, Ill.	I. L. Rosenberg
			O. L. Cohen
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ROSS CO., INC., F. J. a-e-f-g-h.	119 W. 40th St.	New York City	Walter Schwartz
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		Ligonier, Ind.	S. P. Moore
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ROWLAND ADV. CO., INC. a-e-g.	Fisk Bldg.	New York City	Edward F. Korbel
RUCKEL-VAN SLYKE ADV.	25 Rue Taitbout	Paris, France	Worth Colwell
AGCY.	2 E. State St.	Trenton, N. J.	
RULAND CO., O. W. a-g.	5 Beekman St.	New York City	C. Ruland
RUNY, CLARENCE E.	220 W. Liberty St.	Cincinnati, Ohio	M. R. Coger
RUPERRY ADV. SERVICE	Bankers Life Bldg.	Lincoln, Neb.	
RUSSELL, WALTER	Empire Bldg.	Pittsburgh, Pa.	
RUSSELL, J. N.	Cutler Bldg.	New Haven, Conn.	
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a-e-g-h	225 N. Mich. Av.	Chicago, Ill.	F. Stein
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	Century Bldg.	Philadelphia, Pa.	Wm. G. St. Clair
ST. GERMAINE ADV. AGCY.			
FRED	Onondaga Bk. Bldg.	Syracuse, N. Y.	Fred St. Germaine
ST. PAUL ADV. CO.	100 Wabash St.	St. Paul, Minn.	
SACKHEIM & SCHERMAN a-e-g.	354 4th Av.	New York City	R. W. Beatty
SACKS CO., INC. a-g.	120 W. 42d St.	New York City	
	Georgia Savin g	Atlanta, Ga.	
	Bank Bldg.		Reese M. Wilen
SALES PROMOTION CO.		Wilmington, N. C.	

(Continued on page 128)

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Even the local news is standardized. News can happen anywhere, but the papers, from long habit, all go to the same places to look for it—Police Station, City Hall, Court House, Federal Building, etc.

We can install a system whereby your paper will be your own product, something no one can take away from you, a real newspaper, something other than an elaboration of the vice, crime and municipal administrative statistics of the day.

REMEMBER THIS!

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VICTOR H. MORGAN, Publishers' Counsellor

He takes his pay out of what he saves you

LEADER-NEWS BLDG.

CLEVELAND, O.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 126

Name	Address	City	Space Buyers	Name	Address	City	Space Buyers
SALLEE, A. C.	State Life Bldg.	Indianapolis, Ind.		SHANKEY ADV. CO.	Keith Bldg.	Salt Lake City, Utah	
SAMELOW & CO., S. J.	127 N. Dearborn St.	Chicago, Ill.	Walter Samelow	SHARPE & CO., INC., W. W.	240 Broadway	New York City	John N. Thomas Charles D. Jan Roy J. Jones
SAMPLINER ADV. CO.	729 7th Av.	New York City		SHAUGHNESSY & CO., W. A.	15 W. 37th St.	New York City	
SANDLASS, L. A.	217 W. Saratoga St.	Baltimore, Md.		SHAW ADV. CO., INC.	295 Huntington Av.	Boston, Mass.	
SANDMEYER & CO., R. E.	153 N. Michigan Av.	Chicago, Ill.	S. A. Leibson	SHEDRAIN ADVG. CO.	Caesar Mirsch Bldg.	Providence, R. I.	Irving Cohen
SANDO ADV. CO.	Consolidated Bldg.	Indianapolis, Ind.	Priant Sande	SHEETS, INC., J. WILLIAM	Central Bldg.	Seattle, Wash.	
SAUNDERS, H. R.	17 W. 42d St.	New York City	H. R. Saunders	SHEEHAN ADV. CO.	Mitchell Bldg.	Springfield, Ohio	M. J. Sheehan
SAVAGE ADV. AGCY., GEORGE M.	Buhl Bldg.	Detroit, Mich.		SHELDON ADV. SERVICE.	416 S. Salina St.	Syracuse, N. Y.	
SAVILLE ADV. CO., HENRY	Washington Trust Bldg.	Pittsburgh, Pa.		SHERIDAN, SHAWHAN & SHERIDAN, INC.	30 E. 34th St.	New York City	Mr. Murray
SAXE ADV. AGCY., WM. W.	355 Boylston St.	Boston, Mass.		SHERMAN & LEBAIR, INC.	116 W. 32d St.	New York City	D. O. Nelson
SAYERS, ROY H.	208 6th Av.	Pittsburgh, Pa.		SHERWOOD, B. R.	367 Fulton St.	Brooklyn, N. Y.	Louis J. Witherby
SAYLES CO., INC., JOSEPH F.	1790 Broadway	New York City		SHIPP, THOMAS R.	Riggs Bldg.	Washington, D. C.	
SAYRE, INC., R. H.	255 5th Av.	Pittsburgh, Pa.	Richard W. Irwin	SHIRLEY ADVG. AGCY.	Raynolds Bldg.	El Paso, Tex.	
SCHAECK ADV. AGCY.	9 Clinton St.	Newark, N. J.	Morris Scheck	SHIVELL ADV. AGCY.	73 Tremont St.	Boston, Mass.	
SCHERMERHORN ADV. CO.	North Amer'n Bldg.	Philadelphia, Pa.	Julius Scheck	SHORE & STAFF AGENCY.	Timken Bldg.	San Diego, Cal.	
SCHIELE ADV. CO.	Gunter Bldg.	San Antonio, Tex.	B. D. Jeffery	SHORT & PARTNERS, INC.	323 N. Michigan Av.	Chicago, Ill.	A. J. Pedersen
SCHIMPF-MILLER CO.	Central Natl. Bank Bldg.	St. Louis, Mo.	Milton Rippey	SHUMAN & HAWS ADVG. CO.	230 E. Ohio St.	Chicago	
SCHLESINGER, LOUIS	Peoria Life Bldg.	Peoria, Ill.	H. V. Miller	SIUMWAY CO., FRANKLIN P.	453 Washington St.	Boston, Mass.	T. H. Sweetser
SCHNEIDER, D. GUS	1547 Broadway	New York City	H. C. Schimpff	SIDENER-VAN RIFER ADV. CO.	Merchants Bk. Bldg.	Indianapolis, Ind.	Don H. Collins
SCHOENFELD & SCHERER	114 Westminster St.	Providence, R. I.	D. Gus Schneider	SIECK, H. CHARLES.	18 West 34th St.	New York City	
SCHOOLEY, HENRY H.	Times Bldg.	New York	Mich'l Schoenfeld	SILBERSTEIN, ALFRED J.	15 W. 38th St.	New York City	Miss Simmons
SCHULTE-TIFFANY CO.	4645 14th St.	Seattle, Wash.	Henry Scherer	SIMMONDS & SIMMONDS	422 S. Dearborn St.	Chicago, Ill.	John Moore
SCOTT ADV. CO., R. C.	Bangor Bldg.	Cleveland, Ohio	W. A. Schulte	SIMONS, MINNA HALL.	15 W. 38th St.	New York City	Miss Simmons
SCOTT & SCOTT, INC.	a-e-f-g.	Bangor Bldg.	J. H. Tiffany, Jr.	SIMONE ADV. AGCY., CHAS.	Union Arcade	Pittsburgh, Pa.	
SCOTT'S AGCY.	220 W. 42d St.	New York City	F. P. Schlatt	SIMS CO., LTD., JOHN CLARK.	1524 Walnut St.	Philadelphia, Pa.	J. C. Sims
SCOVIL & CO., INC., MEDLEY	43 Tremont St.	Boston, Mass.	C. T. Scott	SIMPSON ADV. SERVICE, CO.	915 Olive St.	St. Louis, Mo.	Roy B. Simpson
SEAMAN, INC., FRANK	156 Broadway	New York City	E. M. Scovil	SITGREAVES, MARGUERITE L.	Star Bldg.	Washington, D. C.	Miss M. L. Sitgreaves
SEBRING-OSEASOHN CO.	470 4th Av.	New York City	C. L. Scovil	SLOAN, CHARLES M.	Hartford Bldg.	Chicago, Ill.	E. K. Skoog
SEEDS CO., RUSSEL M.	1182 Broadway	New York City	H. G. McNamee	SLOMAN ADVG. CO.	Dayton, Ohio		Allen C. Smith Otto Barth F. E. Whalen J. L. Corless
SEELYE & BROWN, INC.	330 N. Meridian St.	Indianapolis, Ind.	W. H. Millar	SMITH CO., ALLEN C.	Davidson Bldg.	Kansas City, Mo.	J. D. Mitchell
SEHL ADV. AGCY.	Cass Av.	Detroit, Mich.	Paul Richey	SMITH ADV. AGCY., C. BREWER	27 School St.	Boston, Mass.	Clyde H. Smith
SEVERANCE CO., MALCOLM	City Hall Sq. Bldg.	Chicago, Ill.	Jack Harding	SMITH CO., HUGH M.	Coca-Cola Bldg.	New York City	
SHADBOLT, CARNES & NOLTE	Asbury Park, N.J.		F. B. Bull	SMITH, DENNE & MOORE, LTD.	1463 Broadway	New York City	
SCHAFFER, J. ALBERT	372 Lexington Av.	New York City	M. G. Lipson		Lumsden Bldg.	Toronto, Ont., Canada	
SHAFFER-BRENNAN ADV. AGCY.	American Exchange Bldg.	Duluth, Minn.	H. P. Brown		275 Craig St. W.	Montreal, Quebec, Canada	
	Evening Star Bldg.	Washington, D. C.	D. C. Flint		Caxton House, S. W.	London, England	
	Wainwright Bldg.	St. Louis, Mo.	Erwin Polkoske				
			Curtis T. Bartel				
			Malcolm Severance				
			W. E. Nolte				
			E. M. Brennan				
			F. R. Baker				

EXPLANATION OF KEY LETTERS

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I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. K—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Members Audit Bureau of Circulations.

Blazing The Trail in Kansas City—

Service—to Readers and to Advertisers—is an innovation in Kansas City.

The Journal and Post have made stupendous gains in circulation by giving readers real, readable, reliable, metropolitan newspapers.

First in News, in Pictures, in Features—the Journal and Post are

Blazing The Trail in Kansas City

- First and Only Gravure Section
- First and Only Colored Comic Section
- First and Only Magazine Section

The reader interest manifested in these fast growing newspapers and the service rendered both reader and advertiser make The Journal and Post the logical media for advertisers entering Kansas City.

E. O. SYMAN
Gen'l. Business Mgr.
J. MORA BOYLE
Advertising Director

THE KANSAS CITY JOURNAL
THE KANSAS CITY POST
THE SUNDAY JOURNAL-POST

WALTER S. DICKEY, Owner and Editor

155,436
Mornings
177,212
Evenings
194,406
Sundays

NATIONAL ADVERTISING REPRESENTATIVES—Verree & Conklin, Chicago

Lorenzen & Thompson, New York

The Times Publishing Company
ERIE, PA.

Announces the Election of

JOHN J. MEAD, SR.
President and Treasurer

JOHN J. MEAD, JR.
Vice-President and Secretary

Directors:

J. J. MEAD, SR. J. J. MEAD, JR. CHAS. H. ENGLISH

Plans for expansion include a new building to be among the best equipped in the country.

The Erie Daily Times, established 1888 by J. J. Mead, Sr., and several other printers, is one of the leading newspaper properties because of its Service to community, subscribers and advertisers.

Representatives:

E. Katz Special Advertising Agency

Established 1888

New York Chicago Kansas City Atlanta San Francisco

CHICAGO TRIBUNE FEATURES FOR SALE

McCutcheon's Heir at Large
McCutcheon front page cartoons
Gasoline Alley, Daily & Sunday
The Gumps, Daily & Sunday
Teenie Weenies by William Dona-
hey
Dr. Evans, How to Keep Well,
Daily & Sunday.
 Embroidery and Practical Needle-
 work—*Clotilde*
Fashions, Daily & Sunday, by A.
T. Gallico
Blue Ribbon Short Stories
Blue Ribbon Weekly Serial
Popular Science Page by Maxwell
Women's Special Page—Antoinette
Donnelly and Anita de Campi
Guy F. Lee's Daily Poems
Sport Page, Eckersall, Sanborn,
Bob Becker, Ray Pearson, Hugh
Fullerton
Daily Serial
Gaar Williams Cartoonist
Carey Orr's Political Cartoons
Harold Teen, Daily & Sunday—
Carl Ed
Winnie Winkle, Daily & Sunday—
M. M. Branner
Line O' Type—R. H. L.
Woods and Waters by Bob Becker
Memory Tests
Beauty—Antoinette Donnelly
The Home Harmonious—Anita de
Campi
Farm and Garden—Frank Ridge-
way
Cookery by Jane Eddington
Social Problems by Doris Blake
Smitty Daily Strip by Walter
Berndt
Burns Mantle—New York Theatre
Letter
W. E. Hill Page of Comics
The Potters by J. P. McEvoy
Wake of the News by Harvey
Woodruff

900,000!

ON SUNDAY, January 7,
 1923, the net paid circu-
 lation of the Chicago Sunday
 Tribune reached a new high
 mark of 900,000. This repre-
 sents an increase over June,
 1920, of more than 100,000
 Daily and more than 150,000
 Sunday. The same features
 that helped to swell Chicago
 Tribune circulation to such
 a point are available to other
 newspapers.

Wire
Write
or Phone

The Chicago Tribune

Tribune Building, Chicago



Location of Chicago Tribune correspondents

DURING 1922, The Foreign News Service of the Chicago Tribune scored so many scoops in Europe, Asia and South America that many European Newspapers, as well as 28 in the United States, are now buying its news reports. Some of the outstanding scoops of the year include: *Williams* on Battle of Four Courts; *Clayton* on Mudania Conference; *Seldes* on Secret Jewish Army in Russia; *Dailey* on The Battle for Peking; *Matheson* on Emancipation of Geisha Girls; *Wills* on Dethroning of Sultan of Turkey by Nationalists. The Chicago Tribune maintains offices in Paris, London, Dublin, Berlin, Moscow, Rome, Madrid, Rio de Janeiro, Buenos Aires, Tokio, Peking, Shanghai, Manila

Interest in foreign affairs will continue to be high. The Chicago Tribune Foreign News Staff face privation, hardship and occasionally persecution to get the FACTS.

Newspapers subscribing to Chicago Tribune leased wire service include:

- New York News
- New York Times
- Buffalo Express
- Rochester Democrat and Chronicle
- Syracuse Post Standard
- Boston Post
- Pittsburgh Post
- Memphis Commercial Appeal
- Nashville Banner
- Fort Worth Star-Telegram
- Los Angeles Times
- San Francisco Chronicle
- Fresno Republican
- Little Rock Gazette
- Denver Post
- Washington Post
- Sioux City Journal
- Kansas City Star
- Detroit Free Press
- Minneapolis Journal
- Omaha World-Herald
- Portland Oregonian
- Salt Lake Tribune
- Seattle Times
- Montreal Star
- Toronto Globe
- Vancouver Sun

In Europe

- Le Matin, Paris
- London Daily Telegraph
- Liverpool Daily Post
- Glasgow Daily Record
- Cork Examiner
- La Libre Belgique
- Amaroc News, Coblenz
- Dentsiger Zeitung
- Berlin Morgenpost
- Vossische Zeitung, Berlin
- B. Z. Am. Mittag, Berlin
- Neue Freie Presse, Vienna

Newspapers Syndicate

25 Park Place, New York

A Year of Achievement

The Lincoln Star Breaks all Past Records in its Advertising Lead for 1922.

The Year's Record Shows:

THE STAR	OTHER PAPER
Local Advertising . . . 4,583,670 lines	3,783,654 lines
National " . . . 1,306,928 "	963,676 "
Classified " . . . 1,085,980 "	895,230 "
Totals 6,976,578 "	5,642,560 "

The Star's excess over the other paper was 1,334,018 lines, or 95,287 column inches.

The Greatest Advertising Lead in the History of the Paper.

A new home for The Star—three times as large as the present quarters—is now under construction.

A new Hoe Superspeed Octuple press has been ordered to take care of the growing circulation and advertising volume.

Net Paid Daily Circulation Now Over 39,000

The largest circulation in the history of the paper.

THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:
Benjamin & Kentnor Co.
225 Fifth Avenue
New York, N. Y.

Western Representatives
The Ford-Parsons Co.
930 Marquette Building
Chicago

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 128)

Name	Address	City	Space Buyers
SMITH-ENDICOTT CO. a-g	141 Milk St.	Boston, Mass.	T. H. Endicott
SMITH, FRED'K McCURDY d-e-g	70 5th Av.	New York City	F. McC. Smith R. K. Wadsworth M. J. Weiss
SMITH & FERRIS a-e-f-i	Pacific Finance Bldg.	Los Angeles, Cal.	A. C. Smith O. L. Ferris C. F. Crank K. D. Caldwell
SMITH, McCRORY & CO., INC. a-e-f-g	419 6th St.	Racine, Wis.	S. C. Warden
SMITH & SMITH	Dwight Bldg.	Kansas City, Mo.	
SMITH, STURGIS & MOORE INC. a-e-g-h	1463 Broadway	New York City	
	Lumsden Bldg.	Toronto, Canada	
	Premier House, Southampton Row, W. C. 1	London, England	H. L. Cohen H. H. Watson
	31 bis, Faubourg, Montmartre	Paris, France	
SMOOT ADV. AGCY.	Smoot Theatre Bldg.	Parkersburg, W. Va.	
	4th & 6th Sts.	Huntington, W. Va.	
SNITZLER-WARNER CO. a-e-g-h	225 N. Mich. Blvd.	Chicago, Ill.	Frank C. Smith D. D. Warner
	30 Fleet St., E. C.	London, England	
	Gante, 14	Mexico City, Mex.	
SNODGRASS & GAYNESS, INC. a-e-f	489 5th Av.	New York City	
SNOW & STAFF, WALTER B. a-e-f-g-h	60 High St.	Boston, Mass.	Adelaide McKenna
SNOWDEN ADV. AGCY., INC.	149 Broadway	New York City	A. E. Snowden
SNYDER CO., J. A. a-e-g	220 S. State St.	Chicago, Ill.	A. C. Henderson
SOHN ADVG. AGCY., MONTE W.	152 West 42d St.	New York City	
SOLONCHE & CO., J. H.	287 Henry St.	New York City	
SOMMER ADVERTISEMENT AGENCY, FREDERICK N. a-e-g	810 Broad St.	Newark, N. J.	Max Gans J. A. Wapshare
SOROSIS ADV. CO.	70 Blake St.	Lynn, Mass.	
SOUTHERN ADV. AGCY., INC. b	Randolph Bldg.	Memphis, Tenn.	
	Candler Bldg.	Atlanta, Ga.	
SOUTHERN ADVG. AGCY.		Orlando, Fla.	
SOUTHWESTERN ADV. CO. a-b-e-g-h	Continental Bldg.	Oklahoma City, Okla.	Howard McGee
	1521 Commerce St.	Dallas, Tex.	T. M. Dawson
	1st Natl. Bk. Bldg.	Tulsa, Okla.	(Dallas)
SOUTHERN CALIFORNIA ADVG. CO.	Laughlin Bldg.	Los Angeles, Cal.	
SPAFFORD CO., INC. a-f-g	10 Arlington St.	Boston, Mass.	William F. Foster
SPARROW ADV. AGCY. a-b-e-g	American Trust Bldg.	Birmingham, Ala.	
SPENCER ADVG. AGCY., CARL O.	American Central Life Bldg.	Indianapolis, Ind.	
SPENCER-LAY CO.	15 West 37th St.	New York	
SPIERO CO., GERALD B. d	1 W. 34th St.	New York City	Alvin J. Kayton
SPIVAK ADV. AGCY., M. a-e-g	286 5th Av.	New York City	Rose Estes
SPRINGER ADV. AGCY.	2130 Forbes St.	Pittsburgh, Pa.	Mr. Springer
STACK ADV. AGCY. a-e-g	Heyworth Bldg.	Chicago, Ill.	C. B. Peterson
STALKER ADV. CO., INC. e-g	Nasby Bldg.	Toledo, Ohio	H. H. Stalker
STANDARD ADV. AGCY.	150 Nassau St.	New York City	
	Victoria Bldg.	St. Louis, Mo.	
	663 Robinson St.	Memphis, Tenn.	
STANDISH ADV. AGCY., GRANVILLE S. a-e-g	Union Trust Bldg.	Providence, R. I.	
STANFORD ADV. AGCY.	326 4th Av.	Pittsburgh, Pa.	
	38 W. College St.	Canonsburg, Pa.	
	Woolworth Bldg.	Lancaster, Pa.	
STAPLES & STAPLES, INC. a-b-e-g-h	Mutual Bldg.	Richmond, Va.	
STARLETON, WILLIAM R.	Malley Bldg.	New Haven, Conn.	D. D. Staples
STARK, THOMAS H. d	Cruicker & Starks Bldg.	Louisville, Ky.	
STAVURM & SHAFER, INC. a-e-f-g	14 E. Jackson Blvd.	Chicago, Ill.	H. B. Stark W. D. Shafer J. H. Harrison Stanley Ellsworth E. A. Stavrum F. R. Steel F. T. Andrews, Jr. A. W. Gentles W. H. McKee J. A. Frost P. T. Foley
STEEL CO., F. R. d-e-f-g	201 E. Ontario St.	Chicago, Ill.	
STEINBRENNER ADV. AGCY.	1403 Race St.	Cincinnati, Ohio	
STEINMAN-BRADT ADV. SERV. ICE d-e-g-i	Perley Bldg.	Modesto, Cal.	
STERLING ADV. AGCY. d-e-g	700 S. Council St.	Muncie, Ind.	Alfred Steinman
STERLING ADV. SERVICE f	58 W. 40th St.	New York City	Hal McNaughton
STERLING-BEESON ADV. CO.		Toledo, Ohio	
STERLING-McMILLAN-NASH, INC. e-g	2 West 45th St.	New York City	
STERNAU, ARTHUR R. a-g	Bailey Bldg.	Philadelphia, Pa.	R. S. Maddock
STERNBERG CO., H. SUMNER	154 Nassau St.	New York	
STERNFIELD-GODLEY, INC. d-e-g	154 Nassau St.	New York City	Sam'l S. Sternfield
STERRETT, TOM	Palace Bldg.	Erie, Pa.	W. M. Lias
STEVENS, FRED D. d	Martin Bldg.	Utica, N. Y.	F. D. Stevens
STEVENS CO., H. & J. d	Murray Bldg.	Grand Rapids, Mich.	Joe Stevens, Jr. Henry Stevens
STEVENS AGCY., HERMON W. a-e-g	Globe Bldg.	Boston, Mass.	H. W. Stevens
STEVENS & McBRIDE	Gardner Bldg.	Utica, N. Y.	
STEVENS & WALLIS, INC. d-e-g	45 West on South Temple	Salt Lake City, Utah	James B. Wallis A. Stevens
STEWART-DAVIS ADV. AGCY. a-e-g-h	400 N. Mich'n Av.	Chicago, Ill.	
STIRES CONNER CO.	Pittsburgh Life Bldg.	Pittsburgh, Pa.	
STOCKFORD CO., C. C. d-e-g	Summit - Cherry Bldg.	Toledo, Ohio	C. C. Stockford H. F. Bradford
STOCKMAN ADV. AGCY., A. M. a-e-f-g	127 Duane St.	New York City	A. M. Stockman
STONETON ADV. CO.	147 Water St.	Hallowell, Maine	
STORM ADVG. AGENCY g	35 W. 39th St.	New York City	
STORM & SONS, INC., JULES F. a-g	120 W. 41st St.	New York City	Charles M. Storm Edward Klein
STOVER CO., RUSSELL	Kesner Bldg.	Chicago, Ill.	
STRAIN, J. IRVIN, INC.	Lexington Bldg.	Baltimore, Md.	J. Irving Strain
STRANG & PROSSER ADV. AGCY. a-e-f-g	Empire Bldg.	Seattle, Wash.	
STREET CAR ADVG. CO.	808 Munsey Bldg.	Washington, D. C.	
STREET & FINNEY, INC. a-e-f-g	171 Madison Av.	New York City	F. G. Bonthron
STRONG ADV. AGCY., HOWARD			
MARCUS f-g	360 Westington St.	Springfield, Mass.	H. M. Strong
STROUD & BROWN, INC. g	303 5th Av.	New York City	H. K. Stroud

(Continued on page 134)

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P. & A. PHOTOS in its first year in business has charged *and received* higher prices for its services than any other picture service or syndicate in the business.

ALTHOUGH the organization was started just a year ago, Pacific & Atlantic Photos scored more beats and more exclusive picture scoops than all its competitors. It is our belief and policy of action that live news pictures quickly transmitted are as important to the newspaper of today as live news.

A PAGE of interesting live news and feature pictures daily, is as valuable a feature, in our opinion, as the best comic strip. Pictures interest all classes of readers. Pictures build and hold circulation.

P. & A. had a stiff battle selling its services in the past year; but today, despite its higher prices, publishers are now fighting for exclusive P. & A. service in their territory and gladly pay the increased cost.

PACIFIC & ATLANTIC PHOTOS, INC.

Organized by:

Chicago Tribune, World's Greatest Newspaper
and

Daily News, New York's Picture Newspaper

BOSTON

Charles L. Mathieu, General Manager, 25 Park Place, New York

CHICAGO

PHILADELPHIA,

WASHINGTON,

LOS ANGELES,

SAN FRANCISCO,

LONDON,

PARIS,

BERLIN

Services still available in some territories.

PRINT SERVICE—News photographs, daily, from all offices.

ROTOGRAVURE SERVICE—Select news and feature prints with advance release dates, for gravure publication only.

MATRIX SERVICES—INDIVIDUAL MATS of from twelve to fifteen live news and feature pictures, adaptable to any makeup. DAILY from New York and Chicago offices.

SOLID PAGE matrix of news and feature pictures. Made up individually for each subscriber, complete with text, heads, etc., ready for press cast. DAILY.

SPORT SERVICE, consisting of mats of two live sport pictures for daily use and two layouts, three or four columns, for Saturday or Sunday use. Complete with articles by experts.

Busy-Prosperous BINGHAMTON

"In the Valley
of Opportunity"

Has a newspaper that in every way ranks
with America's Best.

The Binghamton Press

Goes daily into 98 per cent of the worth-
while homes in the buying territory within
the trading radius.

It is a splendid newspaper
In a splendid community

Earns and receives the confidence of its
readers. Constantly demonstrates its effec-
tiveness in thoroughly covering its territory
in an advertising way for both the local and
the national fields.

The John Budd Company

National Advertising Representatives:

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Seattle

ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 132)

Name	Address	City	Space Buyers
STUART, C. R. d.i.	Detweiler Bldg.	Los Angeles, Cal.	C. R. Stuart
SUEDHOFF-ROSS CO. a-e-g.	Shoaff Bldg.	Fort Wayne, Ind.	C. J. Suedhoff
SUGDEN ADV. CO., J. L. a-e-f-g.	5 S. Wabash Av.	Chicago, Ill.	J. L. Sugden
SULLIVAN-PALLEN, INC. e-g.	3 E. 38th St.	New York City	M. G. Sullivan
SUTPHEN COMPANY, H.	Baker - Detweiler Bldg.	Los Angeles, Cal.	
SWANZEY, ADVG. d-e-g.	Ford Bldg.	Great Falls, Mont.	Perry S. Swanzey
SWEENEY & JAMES CO. a-e-g.	1632 Euclid Av.	Cleveland, Ohio	H. B. Snyder
SWEETLAND, BEN J.	50 E. 42d St.	New York City	
SWEET ADVG. AGCY., RALPH A. e-g.	Press Bldg.	Binghamton, N. Y.	
SWEET & PHELPS d.	210 E. Ohio St.	Chicago, Ill.	Melville S. Sweet
SWENSON CO. HILLMAR V.	225 N. Mich. Blvd.	Chicago, Ill.	S. A. Rens
SWISHER ADV. SERVICE a-g.	Mears Bldg.	Seranton, Pa.	S. F. Williams
SYPPER, FRED H. e.	313 S. High St.	Akron, Ohio	
SYVERSON-KELLEY ADVER- TISING AGCY. a-e-g.	Columbia Bldg.	Spokane, Wash.	A. H. Syverson E. C. Richar-lson
T			
TABOT ADV. AGCY., C. C.	Vinney Bldg.	Syracuse, N. Y.	
TAYLOR, I. W. d-e-g.	Fine Arts Bldg.	Detroit, Mich.	J. W. Taylor
TAUBER ADVG. AGCY, INC.	Star Bldg.	Washington, D. C.	V. B. Sutton
TELLER-THOMPSON ADVER- TISING AGCY. e-g.	220 W. Onondaga St.	Syracuse, N. Y.	
TEXAS ADV. AGCY.	178 Wells St.	Chicago, Ill.	
THIELECKE & THIELECKE e-g.	178 Wells St.	Chicago, Ill.	
THOMAS ADV. SERVICE a-b-e-g-h	Graham Bldg.	Jacksonville, Fla.	
	Citrus Exch. Bldg.	Tampa, Fla.	
THOMAS INC., CHARLES R.	562 5th Av.	New York City	David C. Thomas Walter Buchen A. R. Eley H. W. Eliot, Jr. John Coleman, Jr. Eug. E. Morton M. E. Needham H. V. O'Brien Frederick West
THOMAS ADVG. AGCY., DAVID C. a-e-g-h.	165 E. Erie St.	Chicago, Ill.	Edwin O. Perrin, Edith V. Righter, Richard A. Dunne (New York); George Pearson (Chicago)
THOMPSON CO., J. WALTER a-e-f-g-h	244 Madison Av. 80 Beylston St. Hanna Bldg. 1st Natl. Bk. Bldg. Lytton Bldg. Kingsway House.	New York City* Boston, Mass. Cleveland, Ohio Cincinnati, Ohio Chicago, Ill. London, England.	R. R. Toepel L. J. Delaney K. V. Hall H. A. Thurlow R. L. Rogers
THOMPSON-KOCH CO. e-g.	32 W. 6th St.	Cincinnati, Ohio	
THOMPSON-RIDDICK CO., INC. d	Hill Bldg.	Jacksonville, Fla.	R. R. Toepel (Will open in Apr.)
THRESHER SERVICE a-e.	136 Liberty St.	New York City	L. J. Delaney K. V. Hall
THURLOW ADV. ACCY.	Little Bldg.	Roston, Mass.	H. A. Thurlow R. L. Rogers
TIFFANY, J. A.	400 Ostrander St.	Syracuse, N. Y.	
TISNE, WALTER E. e-g.	310 W. 88th St.	New York City	
TOLIN COMPANY, CHARLES H. a-e-f-g.	1314 Walnut St.	Philadelphia, Pa.	Miss Rae Smith
TOUZALIN AGCY., CHARLES H. a-e-f-g.	Tribune Bldg.	Chicago, Ill.	Albert R. Callies
TRACY, INC. W. I. f.	31 Union Square	New York City	
TRACY-PARRY CO., INC. a-e-h.	Lafayette Bldg.	Philadelphia, Pa.	
TRADES ADV. AGCY. a-e-g-h.	347 5th Av.	New York City	Josephine Cone Miss B. F. Wein- zimmer
TRANSOM CO., INC. d-e-g.	637 N. Mich. Blvd.	Chicago, Ill.	W. H. Trump
TRUMP, W. H.	Widener Bldg.	Philadelphia, Pa.	W. H. Trump
TRYON, GEO. W.	Times Bldg.	New York City	
TUCKER ADV. AGCY, INC. a-e-f-g.	303 5th Av.	New York City	M. A. Mullen Wm. Oechsner
TUHOFSKI ADV. SERV., INC. d	Guardian Tr. Bldg.	Denver, Colo.	D. A. Tuhoiski
TUNNEL ADV. AGCY.	36 Church St.	New York City	
TUPPER ADV. AGCY., CLIFTON H. a-b-e-g.	Central Trust Bldg.	San Antonio, Tex.	C. H. Tupper R. A. Sorensen J. H. Turner
TURNER-WAGENER CO. a-e-f-g.	Wrigley Bldg.	Chicago, Ill.	
TUTHILL ADV. AGCY, INC. a-e-f-g.	1133 Broadway	New York City	
TWEED ADVG. AGCY., R. E.	Estey Bldg.	Philadelphia, Pa.	
TWIN CITY ADVG. CO.	Star Theater Bldg.	Tallahassee, Fla.	
U			
UHL, INC., EARLE.		Chicago, Ill.	
UNDERWOOD, INC., COR. H.		New York City	
UNITED ADV. AGCY. a-e-g.	1 W. 34th St. Kinney Bldg.	New York City* Newark, N. J.	H. C. Daych (New York); E. F. Fectinger (Newark); E. W. Bateman (Dallas)
UNITED ADVG. AGCY.	409 4th St.	Sioux City, Ia.	B. J. Abraham
UNITED ADV. CORP.	833 State St.	New Haven, Conn.	
UNITED ADV. SERV.	22 Market St.	Newark, N. J.	
U. S. ADVG. CORP. a-e-f-g.	2d Natl. Bk. Bldg.	Toledo, Ohio	Dick Jamison
UNIVERSAL ADV. SERV. INC. d.	140 S. Dearborn St.	Chicago, Ill.	M. R. Webster Louis V. Urmy A. M. Prestidge
URMY, LOUIS V. a-e-g.	41 Park Row	New York City	
USHER, LEE & PURNER ADVG. AGCY.		Milwaukee, Wis.	
USOSKIN CO., INC., JOSEPH.	643 West 172d St.	New York City	
V			
VALLANDINGHAM CO., INC. L. E. d.	Century Bldg.	Des Moines, Iowa	L. E. Vallandingham
VAN BENSCHOTEN, RAY.	Union Bank Bldg.	Syracuse, N. Y.	
VANDERHOOF & CO. a-e-g-h.	167 E. Ontario St.	Chicago, Ill.	Ralph N. Cushing
VAN DUSEN & CARTER.		Jackson, Mich.	
VAN HAAGAN ADV. AGCY., JOHN C. a-e-g.	1602 Chestnut St.	Philadelphia, Pa.	J. C. Van Haagen Miss C. V. Par- ker D. J. Ogilvie Edg. F. Riebetanz
VAN PATTEN, INC. a-e-g-h.	50 E. 42d St.	New York City	
VAN SANT & CO. d-f.	110 E. Lexington St.	Baltimore, Md.	
V-C. ADVERTISERS' SERVICE CORP.	220 W. 42d St.	New York City	George H. Schusser
VIEREGG ADVG. SERV., INC.		Puffalo, N. Y.	
VINCENT & VINCENT d-e-g.	Artisans Bldg.	Portland, Ore.	Fred W. Vincent Z. G. Vincent
VIRGINIA ADV. SERV. CO. INC. b.	Ledger - Dispatch Bldg.	Norfolk, Va.	
VOLKMAN ADV. AGCY., M. a-e-g.	World Bldg.	New York City	M. Landau
VON POETTGEN, CARL S.	Kresge Bldg.	Detroit, Mich.	

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 134)

Name	Address	City	Space Buyers
VOORHEES ADV. & SALES SERVICE	45 N. Division St.	Buffalo, N. Y.	
VOORHEES & CO.	116 Nassau St.	New York City	J. S. Voorhees
VREDEBURGH-KENNEDY	171 Madison Av.	New York City	
VREELAND, INC., E. E.	344 W. 38th St.	New York City	
W			
WADE ADV. AGCY. a-e-g	Old Colony Bldg.	Chicago, Ill.	
WADMAN, INC., REX W.	Aniafield Bldg.	Cleveland, Ohio	
WALD ADV. AGCY., S. d.	501 5th Av.	New York City	
WALEY ADV. CO.	World Bldg.	New York City	B. Spenadel
WALEY ADV. CO.	Orpheum Bldg.	Topeka, Kans.	
WALKER ADV. AGCY.	141 W. 36th St.	New York City	J. J. Veth
WALKER & CO., WM. S. f.	Sherman Clay Bldg.	San Francisco, Cal.	
WALKER & CO.	Park Bldg.	Pittsburgh, Pa.	
WALKER & CO.	88 Custer St.	Detroit, Mich.	R. P. Stewart
	124 N. Baum St.	Saginaw, Mich.	
	Doyle Bldg.	Flint, Mich.	
WALKER & CO., DUDLEY a-e-g	People's Gas Bldg.	Chicago, Ill.	A. Conwisher Dudley Walker
WALKER & DOWNING	Oliver Bldg.	Pittsburgh, Pa.	Har. S. Downing Wm. S. Walker
WALKER & HOLTJE ADVERTISING AGCY.		New York City	
WALKER-LONGFELLOW CO., INC.	4 Northampton St.	Boston, Mass.	
WALKLEY CO., INC.	341 5th Av.	New York City	
WALLERSTEIN-SHARTON CO.	70 West 40th St.	New York City	W. F. O'Brien
WALLOWER, ROWLAND C. e-g	39 Cortlandt St.	New York City	
WALTER ADVG. AGCY., A. D.	918 N. 16th St.	Harrisburg, Pa.	D. A. Sullivan
WALTERS ADVG. AGCY., F. M.	288 Main St.	Springfield, Mass.	
WALTON ADV. AGCY. b-d-f	217 Latta Arcade	Charlotte, N. C.	K. F. Walton
WALTON ADV. & PRINTING CO. a-e-g	88 Broad St.	Boston, Mass.	Perry Walton
WALZ-WEINSTOCK, INC., d.	Lafayette Bldg.	Buffalo, N. Y.	Ed. J. Weinstock Raym'd E. Walz
WARD & GOW e-g	50 Union Square	New York City	
WARFIELD ADV. CO., INC. a-e-f-g	Federal Res. Bldg.	Omaha, Nebr.	T. O. Warfield
WASHBURN-FLORSHEIM CO. d	Fosdick Bldg.	Cincinnati, Ohio	
	245 N. High St.	Columbus, Ohio	H. B. Florsheim
	Lindsay Bldg.	Dayton, Ohio	
	Saka Bldg.	Indianapolis, Ind.	
WASKOW ADV. AGCY. e-g	551 W. Wash. St.	Chicago, Ill.	G. R. Waskow
WATERBURY, HERBERT.	250 Court Av.	Memphis, Tenn.	Herbert Waterbury
WATERS ADVG. AGCY., FRAN. CIS M. d.	Howles Bldg.	Springfield, Mass.	F. M. Waters
WATKINS, H. E.		Pueblo, Colo.	
WATSON ADV. AGCY. e-g	122 S. Mich. Av.	Chicago, Ill.	
WATTS, SCOTT & BEUTELL, INC. b.	Alfriend Bldg.	Atlanta, Ga.	
WEBER ADVG. AGCY. d.	296 Broadway	New York City	Benjamin Weber
WEBB, HENRY		Dayton, Ohio	Henry Webb
WEBB, D. STEWART	30 S. Calvert St.	Baltimore, Md.	D. Stewart Webb Miss Mary L. Thompson
WEIL CO., JOSEPH a-e-g	Jenkins Arcade	Pittsburgh, Pa.	Joseph Weil
WEIL ADV. AGCY., M. C.	222 W. 23d St.	New York City	
WEILL CO., ARMAND S. a-e-g	543 Ellicott Square	Buffalo, N. Y.	Armand S. Weill H. C. Desbecker
WEINGARTEN ADV. AGCY., M. d-e-g	286 5th Av.	New York City	Jack Weingarten
WEISS ADV. AGCY. d-g	110 W. 40th St.	New York City	Isidore E. Weiss
WELCH, F. MILTON	35 Nassau St.	New York City	
WELCH-HANBERY ADVG. AGCY.		Long Beach, Cal.	C. A. Wells
WELLS-OLLENDORF CO. d-e-g	Tribune Bldg.	Chicago, Ill.	C. J. Ollendorf D. H. Christians
WENDLAND CO., HARRY J.		Los Angeles, Cal.	
WERHEIM, J. L. a-g	178 2d St.	New York City	
WESSELS CO., E. J.	334 5th Av.	New York City	
WEST, EDWARD M.	250 5th Av.	New York City	
WEST ADV. SERV., FRED C.	Johnson Block	Muncie, Ind.	
WESTBROOK ADV. AGCY.		West Brock, Me.	
WESTERN ADV. AGCY., INC. a-e-g-h	Baker Block	Racine, Wis.	Francz C. Jordan Sarah Jelliffe
WESTERN ADV. CO., INC. d.	Union Bldg.	San Diego, Cal.	G. V. Rockey
WESTERN ADV. CO. g.	Merchants - Laeclde Bldg.	St. Louis, Mo.	
WESTERN, W. HULL	30 Church St.	New York City	
WETHERALD ADV. AGENCY, JAMES T. a-e-g	142 Berkeley St.	Boston, Mass.	J. T. Wetherald Miss A. K. Hardy
WHEELER ADV. CO.	30 Church St.	New York City	
WHIDDEN ADV. AGCY. GUY C. a-e-g	Bulletin Bldg.	Philadelphia, Pa.	Edward V. Keenan
WHIDDEN & SHERRILL ADVG. AGCY.		Boston, Mass.	Ch. D. Whidden Ar. M. Sherrill
WHIPPLE & BLACK, INC. d.	Free Press Bldg.	Detroit, Mich.	J. Scott Black
WHITE, FRANK B.	76 W. Monroe St.	Chicago, Ill.	
WHITLEY & CO., JESSE H. d-f	Janet Bldg.	Charleston, W. Va.	J. H. Whitley Sydney S. Ager
WHITMAN ADVR'S SERV. f.	5 Union Square	New York City	
WHITTINGTON CO. e-g	Douglass Bldg.	Seattle, Wash.	
WHIPPLE & GRANT	Free Press Bldg.	Detroit, Mich.	
WIENGO & STAFF, JOHN e-f-g	Commercl Bk. Bldg.	Grand Rapids, Mich.	
WIGHTMAN ADV. AGCY., LU. CIUS	50 Union Sq.	New York City	Nat. C. Wildman Walter K. Porzer
WILDMAN ADV. AGCY. d.	2 E. Redwood St.	Baltimore, Md.	
WILLEY OF DETROIT ADVERTISING COMPANY		Detroit, Mich.	
WILLIAMS & CUNNYNGHAM a-e-g	6 N. Michigan Av.	Chicago, Ill.	C. J. Eastman A. C. Smith
WILLIAMS & SAYLOR, INC. a-e-f-g	450 4th Av.	New York City	Kenneth MacIntyre
WILMINGTON ADV. SERV.	833 Orange St.	Wilmington, Del.	
WILSON ADV. AGCY. b-d	Independent Life Bldg.	Nashville, Tenn.	F. B. Wilson
WILSON ADVG. SERV. d.	Box 392	Hartford, Conn.	Howard C. Wilson
WILSON, INC., EDWIN BIRD a-e-f-g	9 Hanover St.	New York City	C. T. Sweeney
WILSON, OLMSTED & REED.	81 E. Madison St.	Chicago, Ill.	
WILSON PUBLICITY CO.	Globe Bldg.	Seattle, Wash.	
WIMBERLY ADVG. AGCY. a-b	Cotton Exch. Bldg.	Fort Worth, Tex.	F. W. Wimberly
WIN-AD-SERVICE d	2 Rector St.	New York City	A. M. Winburn
WINBURN & CO., M. a-g	576 5th Av.	New York City	
WINCHELL ADVG. AGCY., H. C. d-f	20 E. Jackson Blvd.	Chicago, Ill.	H. C. Winchell

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New Jersey, forty-fifth state in the Union in area, ranks tenth in population. It stands seventh in the amount of Personal Income Tax Paid and third in total resources of Building and Loan Associations.

NEW JERSEY

is the *logical* test market of the Nation.

3 155,900 inhabitants—721,841 progressive families whose buying is unhampered by traditions, racial customs or climatic conditions. Cosmopolitan people who want the most modern up-to-date things—whether food or clothing or automobiles—and who have the money to pay for them.

Test campaigns in New Jersey definitely indicate what sales acceptance products will receive upon entering metropolitan cities.

You can reach 40% of the people of New Jersey in the principal cities—the buying centers of the state—through the home-town newspapers of the New Jersey Daily League. Complete merchandising assistance at the service of national advertisers.

"New Jersey and its Twelve Major Markets" contains 56 pages of valuable information. It is published for the benefit of manufacturers interested in intensive selling. It is free upon request. Write for it.

NEW JERSEY DAILY LEAGUE

Star-Eagle Bldg. Newark, N. J.

ASBURY PARK Press	HACKENSACK Bergen Eve. Record	PASSAIC Herald
ATLANTIC CITY Press-Union	JERSEY CITY Journal	PATERSON Press-Guardian
CAMDEN Courier	NEWARK Star-Eagle	PERTH AMBOY News
ELIZABETH Journal		PLAINFIELD Courier-News

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 135)

Name	Address	City	Space Buyers
WINNINGHAM, C. C. a-g-g	10 Peterboro	Detroit, Mich.	H. E. Middleton
WOLF, INC., PHILIP d	Candler Bldg.	New York City	{ Philip Wolf Harry Saunders
WOLFF, HERMAN E.	Odd Fellows Temple	Cincinnati, Ohio	
WOOD, PUTNAM & WOOD CO	Oliver Ditson Bldg.	Boston, Mass.	
WOOD & REBER, INC. d	408 Marion St.	Baltimore, Md.	David A. Besse
WOODALL & AMESBURY a-e-g	Phoenix Bldg.	Minneapolis, Minn.	E. L. Reber
WOODMAN ADV. AGCY. g	Henry Bldg.	Seattle, Wash.	E. F. Woodman
WOODWARD, ARTHUR	1476 Broadway	New York City	
WORLD WIDE ADV. CORP. a-g	1 W. 34th St.	New York City	{ E. M. Cameron W. G. Fallon J. Brickel
WORLEY-JONES ADV. AGCY.		Buffalo, N. Y.	
WORTS, CARL	626 Market St.	San Francisco, Cal.	
WORTH-DUNCAN CO. e-g	608 S. Dearborn St.	Chicago, Ill.	
WORTMAN-COREY & POTTER d-e	234 Un'n Sta. Bldg.	Utica, N. Y.	{ Z. L. Potter E. B. M. Wortman H. L. Corey A. L. Scheid Miss Beatr. Clark N. O. Bleekman
WREN CO., WILLIAM C.	Foxcroft Bldg.	San Francisco, Cal.	W. C. Wren
WURTS-DUNCAN ADV. AGCY.	337 13th St.	Oakland, Cal.	
WYNN-McMANS ADVERTISING AGENCY d-g	Sumpter Bldg.	Dallas, Tex.	{ Harry McMains F. A. Wynne
YORKVILLE ADV. AGCY.	1508 2d Av.	New York City	
YOST-GRATIOT & CO. a-b-f	Rialto Bldg.	St. Louis, Mo.	W. J. Tice
YOUNG, CHARLES ECKERT	1620 Indiana Av.	Chicago, Ill.	
YOUNG, LLOYD W.	823 Prospect Av.	Cleveland, Ohio	
YOUNG, W. M.	Rand McNally Bldg.	Chicago, Ill.	

NAME	PAPER REPRESENTED	OFFICE
Dougherty, Emmet	Davenport Democrat, Cedar Rapids Gazette, Dubuque Times-Journal, Waterloo Courier, Muscatine Journal	514 Woodward Bldg.
Drexel, Constance	Philadelphia Public Ledger	501 1/2 Fourteenth Street
Durno, George	United Press Associations	1322 New York Avenue
Early, Stephen T.	Associated Press	Star Bldg.
Edgerton, Joseph	Washington Times	Munsey Bldg.
Easton, Edward C.	Philadelphia Inquirer	1006 Munsey Bldg.
Eaton, Richard	Westminster Gazette, Echo de Paris, Press Mondiale News Service	10 Jackson Place
Eland, Henry E.	Wall Street Journal	1422 F Street
Ellmaker, Lee	Harrisburg Patriot, Chicago Journal of Commerce	Munsey Bldg.
Erwin, John D.	Nashville Tennessean, Philadelphia Record, New York Evening World	205 Munsey Bldg.
Essary, J. Fred	Baltimore Sun	1416 New York Avenue
Evans, Sid	Baltimore Sun	1416 New York Avenue
Everitt, Tom	Daily Oklahoman, Muskogee Times-Democrat	International Bldg.
Fairbairn, A. D.	Troy Record, Buffalo Commercial	635 Munsey Bldg.
Farrington, Joseph R.	Philadelphia Public Ledger, Honolulu Star-Bulletin	501 1/2 Fourteenth Street
Field, Carter	New York Tribune	514 Woodward Bldg.
Fiske, Frank E.	Exchange Telegraph Co., London, Eng.	1422 F Street
Foote, Mark	Grand Rapids Evening Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Bay City Times, Muskegon Chronicle	927 Colorado Bldg.
Fox, Albert W.	Washington Post	Post Bldg.
Frantz, Harry W.	United Press Associations	1322 New York Avenue
Gableman, Edwin W.	Cincinnati Enquirer	32 Post Bldg.
Gardner, Gilson	El Paso Herald	710 Bond Bldg.
Gates, Robert M.	Memphis Commercial Appeal, Houston Post	511 Metropolitan Bank Bldg.
Gauss, Harry B.	Chicago Daily News	51 Home Life Bldg.
Gavin, William G.	Boston Traveler, Springfield Republican, Springfield Daily News, Haverhill Evening Gazette	93 Home Life Bldg.
Geddes, Bond P.	Associated Press	Star Bldg.
Gibson, C. Leo	Washington Herald	Munsey Bldg.
Gilbert, Clinton W.	Philadelphia Evening Public Ledger	501 1/2 Fourteenth st.
Ginter, Robert M.	Pittsburgh Gazette-Times	47 Post Bldg.
Glaser, F. L.	Berliner Tageblatt	
Goldstrom, John	Los Angeles Examiner	626 Bond Bldg.
Goodwin, Mark L.	Dallas News, Galveston News, Dallas Evening Journal	620 Albee Building.
Gottlieb, Louis S.	New York Jewish Morning Journal, Jewish World, Cleveland	945 Pennsylvania ave
Gregg, Isaac	New York Sun	439 Munsey Bldg.
Gridley, Charles O.	Akron Evening Times	720 Albee Bldg.
Griffin, Bulkeley S.	New Bedford Standard	330 Munsey Bldg.
Groves, Charles S.	Boston Globe	307 Albee Bldg.
Gusack, Harry	Washington Times	Munsey Bldg.

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PRESS GALLERY—U. S. SENATE

NAME	PAPER REPRESENTED	OFFICE
Albert, Charles S.	New York World	20-22 Wyatt Bldg.
Armstrong, Robert B.	Los Angeles Times, Portland Telegram	604 Hibbs Bldg.
Atchison, John C.	Daily News Record (New York), Women's Wear	505 Union Bldg.
Atkins, W. H.	International News Service	Munsey Bldg.
Authier, George F.	Omaha Bee	101 District Bank Bldg.
Baker, Joe L.	Daily News Record (New York)	505 Union Trust Bldg.
Barry, Robert	Philadelphia Public Ledger	501 1/2 Fourteenth Street
Bartley, E. Ross	Associated Press	Star Bldg.
Baxter, Norman W.	Philadelphia Public Ledger	Fourteenth Street
Beaty, H. C.	Associated Press	Star Bldg.
Bean, Rodney	New York Times	717 Albee Bldg.
Bell, Samuel W.	Philadelphia Public Ledger	501 1/2 Fourteenth Street
Bell, Ulic	Louisville Courier Journal	723 Bond Bldg.
Benedict, Laurence M.	Toledo Times, Springfield (Ohio) Sun, Akron Beacon-Journal	45 Wyatt Bldg.
Billings, John S.	Brooklyn Daily Eagle	901 Colorado Bldg.
Boeckel, Richard M.	Federal Trade Information Service	63 Home Life Bldg.
Boehringer, Edwin C.	Daily Metal Trades	84 Home Life Bldg.
Boyle, John	Wall Street Journal, Exchange Telegram Co., London, England	1422 F Street
Bradford, A. L.	United Press Associations	1322 New York Avenue
Bradshaw, Robert V.	Women's Wear	505 Union Trust Bldg.
Brigham, William E.	Boston Evening Transcript	81 Home Life Bldg.
Briney, W. Russell	Louisville Times, Louisville Courier Journal	723 Bond Bldg.
Britton, Edward E.	Raleigh News and Observer, Greenville (S. C.) News	603 District Bank Bldg.
Brown, Ashmun N.	Providence Journal, Providence Evening Bulletin, Seattle Times	607 Hibbs Bldg.
Brown, G. R.	Washington Post	Post Building
Brown, Harry J.	Boise Statesman, Anaconda Standard, Salt Lake Tribune	916 Woodward Bldg.
Bruckart, W. L.	Associated Press	Star Bldg.
Bryant, H. E. C.	New York Herald	437 Munsey Bldg.
Buel, Walker S.	Cleveland Plain Dealer	38 Post Bldg.
Byars, J. Cloyd	Washington Herald	Munsey Bldg.
Callahan, Vincent F.	Washington Times	Munsey Bldg.
Campbell, J. Bart	International News Service	1204 Munsey Bldg.
Carson, John J.	Baltimore Evening Sun	1416 New York Avenue
Choate, Robert B.	Boston Herald	93 Home Life Bldg.
Clapper, Raymond	United News	1322 New York Avenue
Clark, Edward B.	Chicago Evening Post, Western Newspaper Union	610 Munsey Bldg.
Clark, Kenneth W.	International News Service	Munsey Bldg.
Clarke, Alfred J.	Washington Evening Star	Star Bldg.
Coakley, John P.	Newark Star Eagle, Toledo Blade	420 Colorado Bldg.
Cobb, Harvey L.	Washington Times	Munsey Bldg.
Cochran, Negley D.	Fort Worth Press	1322 New York Avenue
Coffin, Clinton	Associated Press	Star Bldg.
Collins, Paul V.	Philadelphia Record	86 Home Life Bldg.
Collins, Ralph A.	New York Herald	437 Munsey Bldg.
Colver, William B.	Knoxville News	1322 New York Avenue
Combs, George W.	Lynchburg News, Wilmington Morning News, Richmond Evening Dispatch	1416 New York Avenue
Concha, A. F.	Associated Press	Star Bldg.
Connor, Frank W.	New York World, Oshkosh Northwestern	Wyatt Building
Corey, Herbert	Associated Newspapers	Munsey Bldg.
Craig, Donald A.	New York Herald	437 Munsey Bldg.
Crawford, Arthur W.	New York Commercial	44 Wyatt Bldg.
Crawford, W. A.	Central News	323 Bond Bldg.
Daily, Francis P.	Baltimore American, Baltimore News	439 Munsey Bldg.
Daley, William L.	Los Angeles Times	604 Hibbs Bldg.
Davis, Maxine	Detroit Free Press	302 Metropolitan Bank Bldg.
Dodge, Homer Joseph	Federal Trade Information Service	63 Home Life Bldg.

Hachter, Arthur W.	Christian Science Monitor	921 Colorado Bldg.
Hall, Henry	Pittsburgh Chronicle Telegraph	47 Post Bldg.
Hallam, H. C.	Providence Tribune, Pawtucket Times, North Adams Transcript	502 Hibbs Bldg.
Hamilton, Charles A.	Buffalo Times, Troy Times, Utica Observer	616 Colorado Bldg.
Hanlon, John V.	Pittsburgh Press	421 Colorado Bldg.
Hanna, Paul	Federated Press	234 Maryland Bldg.
Hard, William	Cosmopolitan Service	Munsey Bldg.
Harris, Winder R.	New York American	628 Bond Bldg.
Hart, Charles C.	Portland Oregonian, Minneapolis Tribune, Spokane Spokesman-Review, Boise Capital News	201 Albee Bldg.
Hauptert, Paul F.	Associated Press	Star Bldg.
Hayden, Charles S.	San Antonio Light, Arkansas Democrat, Kansas City Journal, Fort Worth Star Telegram, Nashville Banner, St. Louis Star	45 Wyatt Bldg.
Hayden, Jay G.	Detroit News	903 Colorado Bldg.
Haward, A. O.	International News Service	Munsey Bldg.
Heiss, A. E.	Traffic World, Chicago	505 Colorado Bldg.
Henning, Arthur E.	Chicago Tribune	42 Wyatt Bldg.
Hildebrand, W. A.	Greensboro Daily News	623 Albee Bldg.
Hill, George Griswold	London Times, Pittsburgh Dispatch	38 Post Bldg.
Hinman, George W., Jr.	Chicago Herald and Examiner	626 Bond Bldg.
Holloman, James A.	Atlanta Constitution	The Raleigh.
Holmes, George R.	International News Service	Munsey Bldg.
Hood, Edwin M.	Associated Press	Star Bldg.
Hornaday, James P.	Indianapolis News	33 Wyatt Bldg.
Hulen, B. D.	Associated Press	Star Bldg.
Hull, Thomas C.	United Press Associations	1322 New York ave.
Hunt, Charles P.	Douglas International, Johnstown (Pa.) Tribune, Altoona Mirror	608 Fourteenth st.
Hunt, Harry B.	Newspaper Enterprise Association	1322 New York avs.
Huntley, Theodore A.	Pittsburgh Post	32 Post Bldg.
Hutchinson, William K.	International News Service	Munsey Bldg.
Hyde, Henry M.	Baltimore Evening Sun	1416 New York ave.
Jamieson, A. M.	Central News	323 Wyatt Bldg.
Jermame, W. W.	Seattle Times	905 Colorado Bldg.
Johns, E. B.	Sandusky Register, Bellingham Herald	41 Home Life Bldg.
Jones Winfield	San Antonio Express	1400 Pennsylvania ave.
Joslin, Theodore G.	Boston Evening Transcript	81 Home Life Bldg.
Judd, Maurice B.	New York Sun	439 Munsey Bldg.
Karger, Gus J.	Cincinnati Times-Star	16 Post Bldg.
Keats, Harold	Washington Daily News	1322 New York ave.
Kennedy, John A.	Washington Herald	Munsey Bldg.
Kennedy, William P.	Washington Evening Star, Springfield Union	Star Bldg.
Kent, Russell	Memphis News Semitar	920 Colorado Bldg.
Keyser, Charles P.	St. Louis Globe-Democrat	34 Wyatt Bldg.
Kirchofer, Alfred H.	Buffalo Evening News	304 Albee Bldg.
Klein, Alfred	Day, New York	1337 Spring Road.
Knoerr, Ernst A.	Central News	323 Bond Bldg.
Kolbert, J. T.	United Press Associations	1322 New York ave.
Laddon, Rosa	Federated Press	234 Maryland Bldg.
Lamb, Frank R.	Washington Times	Munsey Bldg.
Lamm, L. M.	Chicago Daily Hide and Tallow	63 Home Life Bldg.
Laue, Herman	Daily Marine Record	650 Munsey Bldg.
Lawrence, David	Consolidated Press Association	Evening Star Bldg.
Lewis, Frank W.	Winston-Salem Journal, Wilmington (N. C.) Star	205 Munsey Bldg.
Lewis, Reuben A., Jr.	New York Journal of Commerce	1419 G st.
Lewis, Wilmot Harsant	London Times	Albee Bldg.
Lima, Manoel de Oliveira	Jornal do Brazil, Rio de Janeiro; La Prensa, Buenos Aires	3536 Thirtieth st.
Lincoln, G. Gould	Washington Evening Star	Star Bldg.
Lindemann, Erich P.	Chicago Abendpost	517 Metropolitan Bank Bldg.
Linz, Clarence L.	Daily Garment News, Newport Daily News, Providence News, Newburgh News	622 Albee Bldg.
Losh, William J.	United Press Associations	1322 New York ave.
Low, Sir A. Maurice	London Morning Post	402 Hibbs Bldg.

(Continued on page 140)



EDW. G. LOWRY



ROBERT BARRY



CLINTON W. GILBERT



RAYMOND G. CARROLL



RICHARD SPILLANE



CLINTON B. EVANS



WYTHE WILLIAMS



S. B. CONGER



SIDNEY THATCHER



DOROTHY DIX



HAZEL DEYO BATCHELOR



FELICE DAVIS



MARY A. WILSON



EVA A. TINGEY



HELEN DECIE



KAY KEAN

LEDGER SYNDICATE

NEWS

PUBLIC LEDGER COMBINATION NEWS SERVICE
(Via Leased Wire.) Includes all news services listed below except Gilbert's Letter.

PUBLIC LEDGER FOREIGN NEWS SERVICE
Includes cables and mail letters from the following countries, cities and regular staff correspondents:
District including United Kingdom, Ireland, Holland and Scandinavia—London: SIDNEY THATCHER, GEO. EMERSON. Dublin: WM. HASSETT.
District including Central Europe, Germany, Russia, the Succession States of Austria-Hungary, Northern Balkans—Berlin: S. B. CONGER. Moscow: PERCY NOEL.
District including France, Spain, Portugal, Italy, Switzerland, Southern Balkans, Greece, Jugo-Slavia—Paris: WYTHE WILLIAMS, WILLIAM DASHIEL, JACOB H. LOWREY, JOSEPH KIERNAN.
The Near East—Constantinople: CLARENCE K. STREIT. The Far East—Japan: B. W. FLEISHER, GLENN BABB, JOHN R. MORRIS. China: FRANK H. HEDGES, GEO. E. SOKOLSKY, I. HICKS. Philippines: WALTER ROBB. Cuba: DE LAUREAL SLEVIN.

PUBLIC LEDGER DOMESTIC NEWS SERVICE
Includes the following elements (also sold separately):
News comment by EDW. G. LOWRY, Editor-in-Chief of the Public Ledger (occasional).

Political Dispatches of ROBERT BARRY, Chief of Public Ledger's Washington Bureau.
"The Washington Observer" (every week day).
Query Service on all Washington Bureau dispatches.
New York news letter by RAYMOND G. CARROLL.
New York theatrical letter by GILBERT SELDES.
Dispatches of the Morning Public Ledger's staff correspondents assigned to important domestic news events.
Signed commentaries by distinguished authorities printed on the Editorial Page of the morning Public Ledger.
National Sports Events by W. H. ROCAP and CULLEN CAIN.

PUBLIC LEDGER BUSINESS NEWS SERVICE
Includes the following elements (also sold separately):
RICHARD SPILLANE'S comment, "Men and Business."
CLINTON B. EVANS' Chicago Letter.
Daily New York stock market summary.
"Wall Street Gossip."
Weekly New York market review.
London market review.
All subscribers receive, supplementary to this service, the mail letters of the regular correspondents of the Public Ledger's Business Section, covering the principal industries of the United States, Canada, Mexico and the West Indies.

CLINTON W. GILBERT'S WASHINGTON LETTER to evening newspapers.

FEATURES

FEATURE PAGES
PERSONALITY PAGE (Weekly).
MISCELLANEOUS MAGAZINE PAGES (Weekly).
FASHION PAGE (Weekly).
SCIENCE PAGE (Weekly).
SHORT STORY PAGE (Weekly).
HUMAN INTEREST PAGE (Daily).

COMICS
"SOMEBODY'S STENOGRAM," by Hayward. Daily strip and Weekly Color Page.
"RUFUS MCGOOFUS," by Cunningham. Daily strip and Weekly Color Page.
"ASK PROF. NOODLE," by Steinlauf. 2-col. Daily.
"DUMB-BELLS," by Cunningham. 1-col. Daily.
"THE CROSSING COP," by John. 1-col. Daily.
"THE SASSIETY KOLLUM," by Bach. 1-col. Daily.
"THAT'S DIFFERENT," by Bach. 1-col. Daily.

CARTOONS, ETC.
"THE HUMAN ZOO," by C. D. Batchelor, 2 or 3 col. Daily.
"FOLLIES OF THE PASSING SHOW," by Hanlon. 6 or 7 col. Weekly.
"SYKES' CARTOONS," by C. H. Sykes. Daily.

WOMAN'S PAGE FEATURES
"THE DOROTHY DIX TALKS," Every Monday, Wednesday and Friday.
THE HAZEL DEYO BATCHELOR LOVE PROBLEM SERIALS.—Daily.
"THE ETERNAL QUESTION," by Felice Davis. Daily love dialogues, each ending in a marriage proposal.
PARIS FASHION LETTER—"The Latest from Queen Fashion's Court," by Eva A. Tingey. Daily. 1-col. cut.
"HOME COOKING," by Mary A. Wilson, cook to Queen Victoria. Daily and Sunday.
BEAUTY HINTS—"Milady Beautiful," by Lois Leeds. Daily. Illus.
HOME DECORATION—"The Home in Good Taste," Harold Donaldson Eherlein. Daily. Illus.
HOME HANDIWORK HINTS—"Things You'll Love to Make," by Flora L. Kaplan. Daily. Illus.
HOUSEKEEPING HELPS—"Housewife's Idea Box." Daily. Illus.
ETIQUETTE HINTS—"What's What," by Helen Decie. Daily. Illus.
PAN'S PARIS POSTALS—Novelties in Paris shops. Daily. Illus.
"LOVE NOTS," by Kay Kean. Humorous epigrams on love. Daily.
HUMOROUS FEATURE—"Broadcasts" by Lora Kelly. Daily.
DAILY QUIZ ON CURRENT TOPICS—"Who-Why-What-When-Where," by William Nelson Taft. Daily.

"HOW TO SAVE WHEN SHOPPING." Daily.
"FAVORITE RECIPES OF FAMOUS WOMEN." Daily.

NEWS FEATURES
"THREE MINUTES WITH A HEADLINER," by Frederick L. Collins. An illustrated interview with or story about a celebrity. Daily.
WEEKLY BOOK COLUMN, by W. Orton Tewson.

FEATURES ON SELF-IMPROVEMENT, ETC.
RALPH WALDO TRINE'S daily optimism, "This Day and You."
"READ YOUR CHARACTER." Daily.
"SHARPENING UP YOUR MEMORY." Daily.
"WHAT ARE YOU GOOD FOR?" Daily Feature that finds the job for the man and the man for the job.
"MAKING MORE MONEY." Daily. Tells how to make money in side lines conducted at home.
"CORRECT ENGLISH." Daily quiz on grammar and pronunciation.

JUVENILE FEATURES
DAILY STORY—"Dreamland Adventures," by Arthur W. Stace. Illus.
THINGS FOR BOYS TO MAKE. Daily. Illus.
"THE DAILY FUN HOUR." A clever game for every day.

TRICKS, PUZZLES AND MAGIC
"AFTER DINNER TRICKS"—Daily. Illus.
"EASY MAGIC YOU CAN DO." Weekly. Illus.
"MIRACLES—ANCIENT AND MODERN"—Weekly. Illus.
DAILY PUZZLE—"Minitests." Daily. Illus.
WEEKLY PICTURE PUZZLE. Illus.
WEEKLY CUT-OUT—"The Ink Bottle." Illus.
MISSING DIALOGUE CONTEST (Circulation Feature)—"What Are They Saying?" Weekly. Illus.

SPORTS FEATURES
DAILY SPORTS QUIZ—"The Sportfollo."
"WISE TENNIS TIPS"—by Wm. T. Tilden, 2nd.
"HOW TO PLAY TENNIS"—Series by Wm. T. Tilden, 2nd.
"HOW TO PLAY GOLF"—Series by Jesse Guilford.
"HOW TO PLAY BASKETBALL"—Series by E. J. Mather and E. D. Mitchell.
BOXING—"The Hardest Battle of My Ring Career"—Series by all great champs and their opponents.

MISCELLANEOUS DAILY FEATURES
"TODAY'S TRUE DETECTIVE STORY."
"FAMOUS GHOSTS."
"HISTORY OF YOUR NAME."
"RADIO IN THE HOME." Illus.

For Terms Wire or Write **LEDGER SYNDICATE** Philadelphia, Pa.



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CHAS. H. SYKES



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C. D. BATCHELOR



JOS. A. CUNNINGHAM



LOUIS HANLON



RENE BACHE



WM. H. ROCAP

Big Features That Will Build Newspapers

A Brief Outline of the 1923 Program Offered to Editors

THIS advertisement is not meant to be a complete catalog of our 1923 activities. The United Feature Syndicate, always on the alert, is constantly offering new releases.

Form the habit of writing us fully. Tell us your problems. Remember that helping editors improve their papers is our specialized business, and that our experience is world-wide.

Here are a few suggestions, taken from our long list of features designed especially to add reader-interest and personality to American newspapers:

Comics

"THEM DAYS IS GONE FOREVER," by Al Posen. Done in rhyme and set to music. Different, distinctive, and original. Six column strip in mat form. Now in The Boston Globe, New York Telegram, St. Louis Times, Kansas City Star, and many others. Not much territory open, but if we can let you have this comic you will do well to close for it immediately.

"CASEY THE COP," by H. M. Talburt. Good-humored pokes built around policemen. You'll find Casey clippings pasted in station houses everywhere. Used by such papers as The Chicago Daily News, Brooklyn Eagle, and San Francisco Bulletin. Six column strip in mat form.

"TUBBY," by Winner. A brand new small boy six column strip in mat form. Announced here for the first time. Ask for samples.

Special Features

JOHNNY GRUELLE, artist and author of the most popular children's books in America, illustrates and writes a short daily story for children called "Raggedy Ann and Raggedy Andy." All first-run material. Ideal for women's or children's pages. New York Sun, Cleveland Press, and Detroit News are among the numerous dailies using it. A few territories are still open.

"GRIPPING MOMENTS IN GRAND OPERA," a series of 12

United First-Run Fiction

Here is the most enterprising venture in syndicated first-run short stories.

The United Feature Syndicate has arranged with 52 of America's leading authors to write, exclusively for its clients, a short story. Each one will run from 3,000 to 4,500 words, and will be illustrated with a 4 column pen and ink drawing (in mat form.)

Thus you are assured of the best in American fiction, never before published, at a price you can easily afford.

First releases soon. Stories will follow at the rate of one a week.

Every author is a top-notch. The list includes:

Booth Tarkington	Julian Street	Joseph C. Lincoln	Wallace Irwin
Gertrude Atherton	Fanny Hurst	Maud Radford Warren	Meredith Nicholson
F. Scott Fitzgerald	Charles Norris	Alice Duer Miller	Margaret Deland
Dorothy Canfield	Rupert Hughes	Theodore Dreiser	Samuel Merwin
Jesse Lynch Williams	Basil King	And Many Others	

signed articles by opera stars with half-tone mats. Gives the personal and human interest element in amusing situations which have arisen in the careers of such celebrities as Galli-Curci, Lazzari, Schipò, Amato, and others, as told by themselves.

"SECRETS OF SONG," by Madame Melba. Series of six articles giving her own simple rules and exercises for voice improvement. Not only for singers, but for every one who wants a better voice.

PERSONALITY STORIES, written by David L. Blumenfeld and illustrated with photographs. Intimate two column stories about the daily lives of famous persons, including Pope Pius XI, Bonar Law, D'Annunzio, Queen Mary, H. G. Wells, etc. New! Timely! Lively! Ask for exclusive rights in your territory.

HOW AND WHAT TO EAT, by Eugene Christian, famous food specialist. Sound advice written in a chatty, readable style, on the one subject which is of universal appeal. Just what you've been looking for as a woman's or editorial page feature. Announced here for first time. All territories open. Send for samples.

MYSTERY CONTEST, by James W. Young. Tremendous possibilities for circulation building. Stories proceed with swift action to last chapter. Then readers try for prizes for best solutions. Young's solution is printed with prize announcements. New. All territories open.

JANE BURR, author of best sellers, is on her way around the world in knickers. She is sending back exclusive stories, with photographs suitable for Sunday magazines, women's sections, etc. High power human interest articles, telling in Jane Burr's own way of her interesting experiences

with interesting people. Announced here for the first time. All territories open. Ask for details.

W. L. GEORGE, world famed authority on feminism, writes a daily article of 300 words; ideally adapted to editorial or woman's pages. Attracting wide attention in the New York Sun, Chicago Daily News, and others. Write for samples.

Pictorial Feature Stories With Photo Mats

Put art on the front page and you sell papers! That is an axiom of the newspaper business.

Except in the big cities, getting suitable art smashes has always been difficult. This daily Pictorial News Feature in mat form, is exactly what the editor wants where local photo and engraving facilities are lacking.

Every day we send out to clients three different feature stories. One is illustrated with a 1-col. half tone mat; the second with a 2-col. mat; the third with a 3-col. mat.

You may buy the full service or any part of it, at a surprisingly low price.

Stories run from 75 to 300 words.

Write for a week's trial.

Serial Novels

"THE BITTERMEADS MYSTERY," by E. R. Punshon. An adventure tale with strong love interest.

"THE THREE BLACK PENNY," by Joseph Hergesheimer. A classic of modern literature.

"THE HOUSE BY THE RIVER," by A. P. Herbert. A love and crime story with an English setting.

"SHOOTING STARS," by Harry C. Witwer. Each chapter is complete in itself, but all concern the adventures of a bright young man who achieves the top place in the fight ring. Love runs through the entire theme, assuring you of women readers as well as men.

Radio

"FIFTEEN MINUTES OF RADIO," by Edward N. Davis, the best fitted man in America for this subject. Supplies a daily radio corner for your paper. Questions and answers department at no extra charge. Now used by Chicago Daily News, Boston Globe, and many others.

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager
United Press Headquarters

World Building

New York City

PRESS GALLERY—U. S. SENATE—(Continued from page 136)

San Antonio Express

Morning and Sunday

Largest Circulation of Any Newspaper in its Field

San Antonio Evening News

Evening except Sunday

Largest Home Delivery Circulation of any afternoon newspaper in San Antonio. Largest total afternoon circulation.

The Farm Express

Semi-Weekly

Reaches the small town and farm homes in the San Antonio trade territory. Est. 1865.

National Advertising Gains in San Antonio

LINES

	News	Express	News & Express
1922.....	796,213	2,442,543	3,238,756
1921.....	318,394	1,767,622	2,086,016
Gain.....	477,819	674,921	1,152,740

San Antonio is the

Largest Texas City and third largest on the Southern Route between Washington, D. C., and Los Angeles, Calif., being surpassed only by Atlanta and New Orleans.

Texas has 252 Counties of which 65, with 983,000 population, compose the immediate San Antonio trade territory.

Population of San Antonio 161,379. To these figures add 759 Army officers and 10,440 privates, also 25,000 additional population in the suburbs. And 100,000 tourists entertained each year.

We solicit your business on the basis of largest, non-duplicating circulation, lowest advertising rate, and complete co-operation in winning this very attractive market made rich by a world of diversified products including agriculture, livestock, dairying, mining, oil, manufacturing, natural scenic beauty and delightful climate.

CIRCULATION SECURED WITHOUT PREMIUMS.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street NEW YORK	Tribune Bldg. CHICAGO	Chemical Bldg. ST. LOUIS	Healey Bldg. ATLANTA
Examiner Bldg. SAN FRANCISCO	Title Insurance Bldg. LOS ANGELES	Securities Bldg. SEATTLE	

NAME	PAPER REPRESENTED	OFFICE
Ludlow, Louis.....	Columbus Dispatch, Ohio State Journal, Denver Post, Louisville Evening Post, Savannah Press.....	903 District Bank Bldg.
Lynn, Robert M.....	Richmond News Leader.....	427 Homer Bldg.
Lyon, C. C.....	Indianapolis Times, Baltimore Post, Norfolk Post, Evansville Press, Terre Haute Post.....	1322 New York ave.
McClatchy, Leo A.....	Sacramento Bee, Fresno Bee.....	201 Albee Bldg.
McDevitt, Cleland C.....	Washington Times.....	Munsey Bldg.
McGahan, Paul J.....	Philadelphia Inquirer.....	1006 Munsey Bldg.
McGrath, Justin.....	National Catholic Welfare Council News Service.....	1312 Massachusetts ave.
McGuire, Mason.....	New York Tribune.....	514 Woodward Bldg.
McMureby, W. O.....	St. Paul News, Minneapolis News, Omaha News.....	1322 New York ave.
McSween, Angus.....	Philadelphia North American.....	40 Wyatt Bldg.
MacGregor, Donald.....	New York Herald.....	437 Munsey Bldg.
Mallon, Paul R.....	United Press Associations.....	1322 New York ave.
Mallon, Winifred.....	The News, New York.....	42 Wyatt Bldg.
Manning, George H.....	Roanoke Times, Atlanta Georgian and American, Bridgeport Post.....	427 Homer Bldg.
Markham, Edgar.....	St. Paul Dispatch, St. Paul Pioneer Press.....	514 Woodward Bldg.
Marrinan, J. J.....	Worcester Telegram.....	640 Norton st.
Martin, Lawrence C.....	United Press Associations.....	1322 New York ave.
Martin, Lorenzo W.....	Louisville Times.....	723 Bond Bldg.
Matson, J. Arthur.....	Billings Gazette, Great Falls Tribune, Helena Independent, Daily Missoulian.....	1317 Rhode Island ave.
May, Robert H.....	Washington Times.....	Munsey Bldg.
Meiman, Benjamin.....	Jewish Daily Forward.....	1308 Randolph st.
Mellet, Lowell.....	Washington News.....	1322 New York ave.
Messenger, N. O.....	Washington Evening Star.....	Star Bldg.
Michael, Charles R.....	New York Times, Philadelphia North American.....	717 Albee Bldg.
Michelson, Charles.....	New York World.....	20-22 Wyatt Bldg.
Miller, T. Pierce.....	Associated Press.....	Star Bldg.
Miller, Karl W.....	Detroit News.....	903 Colorado Bldg.
Mixer, Paul.....	Detroit Free Press.....	302 Metropolitan Bank Bldg.
Montgomery, A. J.....	New York Herald.....	Munsey Bldg.
Morgan, Cole E.....	Seattle Post-Intelligencer.....	626 Bond Bldg.
Morris, Charles E.....	Dayton News, Springfield News.....	44 Post Bldg.
Mothershed, J. D.....	New York Journal of Commerce.....	1419 G st.
Munger, T. L.....	Associated Press.....	Star Bldg.
Murphy, Elmer.....	Kokusai News Agency.....	2308 Nineteenth st.
Murphy, W. C.....	N. C. W. C. News Service.....	1312 Massachusetts ave.
Murray, K. Foster.....	Norfolk Virginian-Pilot, Charleston News and Courier, Savannah News.....	National Press Club
Nesbitt, H. B.....	Kansas City Star, Kansas City Times.....	15 Post Bldg.
Nevin, John Edwin.....	Consolidated Press Association.....	Star Bldg.
Nicolson, C. B.....	Detroit Free Press.....	302 Metropolitan Bank Bldg.
Norton, Robert L.....	Boston Post.....	908 Union Trust Bldg.
Nourse, James R.....	San Francisco Examiner.....	626 Bond Bldg.
Odell, George T.....	New York Morning Telegraph.....	40 Wyatt Bldg.
Orr, Flora G.....	St. Paul News, Minneapolis News, Des Moines News, Omaha News, Denver Express.....	1322 New York ave.
Osborne, Hunter.....	Central News.....	323 Bond Bldg.
Oulahan, Richard V.....	New York Times.....	717 Albee Bldg.
Owens, John W.....	Baltimore Sun.....	1416 New York ave.
Page, John.....	Amarillo Daily News, La Prensa, San Antonio.....	1106 Eighth st.
Payne, A. W.....	Associated Press.....	Star Bldg.
Plummer, Nixon S.....	New York World.....	20-22 Wyatt Bldg.
Porterfield, W. H.....	San Francisco News, San Diego Sun, Memphis Press, Sacramento Star, Los Angeles Record, Spokane Press.....	1322 New York ave.
Price, Byron.....	Associated Press.....	Star Bldg.
Price, Harry N.....	Washington Post.....	Post Bldg.
Pritchard, Robert.....	Washington Daily News.....	1322 New York ave.
Probert, L. C.....	Associated Press.....	Star Bldg.
Remy, Robert.....	Havas News Agency.....	821 Albee Bldg.
Reynolds, Elmer E.....	Rochester Post Express.....	717 Dahlia st.
Reynolds, H. K.....	International News Service.....	Munsey Bldg.
Richards, Mrs. George F.....	Worcester Gazette, Springfield Union, Manchester Union, Lowell Sun, Portland (Me.) Express, Norwich Bulletin.....	George Washington Inn.
Rickey, Harry N.....	Scripps Newspaper Alliance.....	1322 New York ave.
Rigby, Cora.....	The Christian Science Monitor, Boston.....	921 Colorado Bldg.
Rising, John J.....	Washington Herald.....	Munsey Bldg.
Roberts, Hugh W.....	Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State.....	500 Davidson Bldg.
Roberts, Roy A.....	Kansas City Star, Kansas City Times.....	37 Post Bldg.
Rogers, Harry L.....	International News Service.....	Munsey Bldg.
Roosa, F. S.....	Universal Service.....	628 Bond Bldg.
Ross, Charles G.....	St. Louis Post-Dispatch.....	23 Wyatt Bldg.
Rothchild, Louis.....	Daily News Record.....	505 Union Trust Bldg.
Ruth, Carl D.....	Cleveland News.....	421 Colorado Bldg.
Sack, Leo R.....	Cleveland Press, Cincinnati Post, Toledo News Bee, Columbus Citizen, Akron Press.....	1322 New York ave.
Saffell, William T.....	Central News.....	323 Bond Bldg.
St. Clair, David F.....	Winston-Salem Sentinel, Charlotte News.....	443 House Office Bldg.
Sargent, Henry E.....	New York Journal of Commerce.....	1419 G st.
Schreiner, George A.....	New York Staats Zeitung, New York Herald.....	Capitol Park Hotel.
Seibold, Louis.....	New York Herald.....	437 Munsey Bldg.
Shepard, Nelson M.....	Christian Science Monitor, Boston.....	921 Colorado Bldg.
Simmons, William Philip.....	Scripps Newspaper Alliance.....	1322 New York ave.
Simons, Frank H.....	McClure Newspaper Syndicate.....	3108 F st.
Simpson, Kirk L.....	Associated Press.....	Star Bldg.
Simpson, Richard W.....	Associated Press.....	Star Bldg.
Sinnott, Arthur J.....	Newark Evening News.....	204 Colorado Bldg.
Small, Robert T.....	Consolidated Press Association.....	Evening Star Bldg.
Smith, Carl.....	Oregon Journal.....	2633 Adams Mill Road
Smith, Hal H.....	New York Times.....	717 Albee Bldg.
Smith, R. B.....	Chicago Tribune.....	42 Wyatt Bldg.
Smith, Stanley H.....	Traffic World.....	505 Colorado Bldg.
Snure, John.....	New York Tribune, Des Moines Register, Sioux City Tribune.....	514 Woodward Bldg.
Speers, Leland C.....	New York Times.....	717 Albee Bldg.
Stansbury, H. H.....	New York American, Universal Service.....	626 Bond Bldg.
Sterner, Chas. J.....	Wall Street Journal.....	1422 F st.
Stevens, H. C.....	Minneapolis Journal.....	44 Wyatt Bldg.
Stevenson, Thomas.....	New York Herald.....	437 Munsey Bldg.
Stofer, Alfred J.....	Birmingham News.....	45 Wyatt Bldg.
Stokes, Harold Phelps.....	New York Evening Post.....	91 Home Life Bldg.
Stokes, Thomas L.....	United Press Associations.....	1322 New York ave.
Sucher, Ralph G.....	Akron Evening Times, Youngstown Vindicator, Wisconsin News.....	720 Albee Bldg.
Summers, Geo. W.....	Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phoenix.....	45 Post Bldg.
Suter, John T.....	Associated Press.....	Star Bldg.
Suydam, Henry.....	Brooklyn Daily Eagle.....	901 Colorado Bldg.
Sweinhart, Henry L.....	Havas News Agency, La Prensa (New York).....	821 Albee Bldg.

(Continued on page 142)

Hollister Organization Will Solve Your 1923 Circulation Problems



C. B. HOLLISTER

A Few of the Many Hollister Successes

Los Angeles Times—3 campaigns
 Philadelphia Inquirer—2 campaigns
 Washington Post—2 campaigns
 San Antonio Express—2 campaigns
 Cleveland Plain Dealer
 San Francisco Chronicle
 Indianapolis News
 Houston Post

Nothing Succeeds Like Success

The high reputation of The Hollister Organization and the predominant position it holds in the newspaper world, has once again been clearly demonstrated by the fact that recently three Big Campaigns were being conducted at the same time, under the guidance of this organization.

The Three Papers Were:
 THE INDIANAPOLIS NEWS
 THE BALTIMORE AMERICAN
 THE WASHINGTON POST

Just Starting \$50,000 Atlanta (Ga.) Journal Campaign.

THE largest and most successful circulation organization in the United States is available to a few newspapers interested in an immediate increase in circulation.

The Hollister plan—a tried and proven method of securing thousands of new, paid-in-advance home subscriptions, the only permanent kind, in a sure, dignified, and profitable way—is endorsed by leading newspapers throughout the country and used by them time and time again.

This organization will be ready to start one more Big Campaign within the next few weeks!

Over fifteen years have been spent in developing the Hollister Organization and in perfecting the details of our campaigns, until they now please the most critical and conservative of publishers and are conducted without in the least disturbing the routine or personnel of the paper. Our own specialized men do all the work, and obtain results never before dreamed of by adding thousands and thousands of subscribers within a few weeks' time.

Remember, the thousands of new subscribers that the Hollister Organization can gain for you will be worth many thousands of dollars in prestige and advertising returns. A big increase in circulation soon pays for itself.

What Some of Our Clientele Say Regarding the Hollister Method

THE PHILADELPHIA INQUIRER—"Pronounced success. Two campaigns brought over 70,000 new paid subscribers. Results very satisfactory."—James Elverson, Jr., President & Publisher.

THE CLEVELAND PLAIN DEALER—"Hollister straight-forward and able in his work for us. Were I looking for quick results would consider Hollister's service very seriously."—George M. Rogers.

THE HOUSTON POST—"Results in every particular exceeded our expectations. Absolutely satisfactory to us in every way."—Roy G. Watson, President and Publisher.

THE LOS ANGELES TIMES—"Have promoted three successful campaigns for The Times. Each successive campaign brought more than preceding one. Conducted in highly satisfactory manner."—Harry Chandler, Publisher.

THE SAN FRANCISCO CHRONICLE—"Well pleased with results of Prize Campaign for us. Reports show conclusively that campaign was conducted in thoroughly efficient manner."—M. H. DeYoung, Publisher.

THE SAN ANTONIO EXPRESS—"Was a success from the start. Your work highly satisfactory to us. Second contest also very successful in every way."—F. G. Huntress, Jr., President & General Manager.

THE INDIANAPOLIS NEWS—"Sincerely appreciate splendid work done here and the manner in which you co-operated with us. We show actual gain of 4,047 Marion county, 2,705 trading territory, 3,357 country,—a total of 10,109. Proud of results obtained."—John M. Schmid, Manager of Circulation.

THE WASHINGTON POST—"Wish to compliment you and your organization on the manner you conducted campaign for The Post. Nothing but praise for your organization."—A. D. Marks, General Manager.

THE BIRMINGHAM AGE-HERALD—"Methods used by Hollister organization excellent. 6,468 new subscribers added. You accomplished more than we expected."—E. W. Barrett, Editor & Publisher.

Make 1923 notable on your newspaper by a big paid-in-advance circulation gain! Get the best results by securing the services of the finest and largest circulation organization in the United States—an organization that has built up a truly great prestige and reputation by solving the circulation

problems of many of the nation's greatest newspapers. Any publisher at all interested is urged to get in touch with us immediately. Until February 25 we can be reached at The Washington Post; after that date our advertisements in Editor & Publisher will furnish a guide to our current campaigns.

HOLLISTER'S

Circulation Organization

300 Merritt Building Los Angeles, Cal.

The ITALIAN MARKET in AMERICA

ACCORDING TO THE CENSUS OF 1920 the total Italian population in the United States numbers 3,365,000.

IN NEW YORK CITY ALONE THERE ARE more than 800,000 Italian speaking, Italian reading people; a population larger than that of Rome.

GAIN THE CONFIDENCE OF THE ITALIAN people by talking to them in their own language.

THE ITALIANS ARE THRIFTY AND INDUSTRIOUS and prospective buyers of your product if you will tell them about it in words and pictures that they understand.

THEY CONSTITUTE A HOMOGENEOUS market easy to reach, easy to exploit and easy to hold, if you will employ the logical and natural means.

USE THE CORRIERE D'AMERICA TO AMERICANIZE this great Italian populace and tell them about what you have to sell.

THE CORRIERE D'AMERICA IS THE ILLUSTRATED Italian Daily which reaches the Italian home and is read by the whole family.

EDITED BY LUIGI BARZINI, THE FAMOUS Italian journalist, the CORRIERE D'AMERICA has been conceived to achieve the widest circulation among our Italian compatriots.

THE CORRIERE D'AMERICA IS PRINTED in the convenient and popular tabloid form, profusely illustrated with the latest news pictures.

GIVE A SERIOUS THOUGHT TO EXPLOITING this great Italian market within our gates. Consider its tremendous buying power, of which you can take advantage only if you employ the natural medium: *The Italian Newspaper*.

Advertise in the
Illustrated Italian Daily

24 pages daily. 40 pages Sundays, including 8-page Rotogravure Section.

CORRIERE DAMERICA

309 LAFAYETTE ST., NEW YORK

TELEPHONE SPRING 4372

PRESS GALLERY—U. S. SENATE—(Continued from page 140)

NAME	PAPER REPRESENTED	OFFICE
Talley, Robert	Memphis Press, Houston Press, Oklahoma News, Birmingham Post, Dallas Dispatch	1322 New York ave.
Taylor, Aubrey	Washington Post	Post Bldg.
Taylor, Frank J.	Scrapps Newspaper Alliance	1322 New York ave.
Thistlethwaite, Mark	Indianapolis News	33 Wyatt Bldg.
Thurston, Elliott	New York World	20-22 Wyatt Bldg.
Tighe, M. F.	Universal Service	628 Bond Bldg.
Tiller, Theodore	Atlanta Journal, Buffalo Express, New York Evening Telegram	623 Albee Bldg.
Timmons, Bascom N.	Fort Worth Record, Milwaukee Sentinel, Houston Chronicle, Tulsa World	44 Post Bldg.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	P. O. Box 1541.
Travis, Edmunds	Austin Statesman	The Ebbitt.
Tucker, Glenn I.	St. Louis Post Dispatch	20-22 Wyatt Bldg.
Underwood, John J.	Seattle Times	923 Colorado Bldg.
Vernon, Leroy T.	Chicago Daily News	51 Home Life Bldg.
Walker, Herbert W.	United Press Associations	1322 New York ave.
Watkins, Everett C.	Indianapolis Star	45 Post Bldg.
Weir, Paul	Reuters (Lad), London	204 Star Bldg.
West, James L.	Associated Press	Star Bldg.
Wheaton, W. W.	C. V. Newspaper Service	1731 L st.
Whitehead, Frank Insko	Washington Post	28 Post Bldg.
Whitehill, Clayton	United News	1322 New York ave.
Whiting, Edward E.	Boston Herald	93 Home Life Bldg.
Wilcox, Grafton S.	Chicago Tribune	42 Wyatt Bldg.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan)	619 Bond Bldg.
Williams, James L.	Associated Press	Star Bldg.
Williamson, S. T.	New York Times	717 Albee Bldg.
Wianer, G. Franklin	Baltimore American, Baltimore Evening News	439 Munsey Bldg.
Wood, Lewis	Columbia Record	716 Albee Bldg.
Wooten, Paul	New Orleans Times-Picayune	610-11 Colorado Bldg.
Wright, James L.	Cleveland Plain Dealer, Tacoma News Tribune	38 Post Bldg.
Young, J. Russell	Washington Evening Star	Star Bldg.

Superintendent House Press Gallery—W. J. Donaldson, Main 1246.
Superintendent Senate Press Gallery—James D. Preston, Main 99.

STANDING COMMITTEE OF CORRESPONDENTS

ROBERT BARRY, Chairman.
Charles S. Albert. Gul J. Karger.
Roy A. Roberts. Arthur S. Henning, Secretary.

NEW YORK CITY CORRESPONDENTS OF OUT-OF-TOWN NEWSPAPERS

Baltimore American—Charles H. George, Sun-Herald Building.	New Orleans Times-Picayune—Marion J. Pike, Sun-Herald Building.
Boston Globe—A. M. Kemp, 1106 World Building.	Paris Tribune—Paul Williams, Times Annex Building.
Buenos Aires La Nacion—W. W. Davies, 51 Chambers street.	Philadelphia Inquirer—Robert P. Lowry, Sun-Herald Building.
Cincinnati Times Star—J. M. Allison, Hotel Martinique.	Philadelphia Public Ledger—Daniel F. Cleary, Sun-Herald Building.
Chicago Tribune—Perley H. Boone, Times Annex Building.	Philadelphia Record—B. S. Kearns, 1128 World Building.
Chicago Daily News—George C. Briggs, 404 Park Row Building.	Pittsburgh Dispatch—Timothy Sullivan, Sun-Herald Building.
Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building.	St. Louis Globe-Democrat—Times Annex Building.
Detroit News—Percy Montleth, 403 Park Row Building.	St. Louis Post Dispatch—E. L. Mockler, New York World editorial rooms.
Milwaukee Sentinel—Frederic Benzinger, Times Annex Building.	Washington Post—Timothy Sullivan, Sun-Herald Building.
Milwaukee Journal—Philip Stitt, 1107 World Building.	

DAILY NEWSPAPER CONSOLIDATIONS

UNITED STATES	KIRKSVILLE (Mo.) Daily Express and Daily News
Brantown (Fla.) Herald and Journal.	Leesburg (Ind.) Journal purchased and absorbed by Warsaw Daily Union.
Breckenridge (Tex.) Democrat purchased and absorbed by Daily American.	Leslie's Weekly and Judge, both of New York.
Bremerton (Wash.) Daily News and Evening Headlight—renamed Daily Searchlight.	Loveland (Colo.) Reporter and Herald.
Carthage (N. Y.) Republican absorbed Tribune.	Nekoosa (Wis.) Tribune absorbed by Wisconsin Rapids Daily Tribune.
Cedar Rapids (Ia.) Morning Republican and Evening Times.	New York Bollettino della Sera—with Il Popolo under name of Il Popolo.
Detroit Journal—absorbed by Detroit News.	Norristown (Pa.) Times—absorbed by Daily Herald.
Duncan (Okla.) Daily Banner and Daily Eagle.	Morristown (Tenn.) Evening Mail—merged with Daily Gazette.
El Centro (Cal.) Imperial Valley Press and Progress.	Oakland (Cal.) Post and Enquirer.
Erle (Pa.) Morning Dispatch and Evening Herald as Herald-Dispatch.	Pouca City (Okla.) Daily News—merged with Tribune, under title of Tribune.
Greenfield (O.) Independent—absorbed by Republican.	Utica (N. Y.) Observer and Herald-Dispatch—as Observer-Dispatch.
Hudson (Mass.) Daily Sun—combined with Concord-Maynard-Sudbury-Acton-Bedford Enterprise.	Vallejo (Cal.) Times and Herald.
Huntington (Pa.) Evening Journal consolidated with Daily News.	Waterbury (Conn.) American and Waterbury Republican.
	Zanesville (O.) Evening Dispatch—absorbed by Signal.

ANNIVERSARIES, CELEBRATIONS, ETC.

Dodge City (Kan.) Globe—50th anniversary founding.
Gloversville (N. Y.) Morning Herald—25 years old.
Hutchinson (Kan.) News—50th birthday.
Lebanon (Pa.) Daily News—50th birthday.
Lewiston (Me.) Journal—diamond jubilee.
Mobile (Ala.) Register—100th birthday.

New Orleans Times-Picayune—85th birthday.
Newton Kansan—50th anniversary.
New York Press Club—50th anniversary of founding.
Passaic (N. J.) Daily Herald—50th anniversary of founding.
Philadelphia Evening Bulletin—diamond jubilee.
Portland (Ore.) Journal—20th birthday.
Sandusky (O.) Register—100th birthday.
Shasta (Cal.) Courier—70 years old.
Shreveport (La.) Times—50th anniversary of founding.
South Bend (Ind.) Tribune—50th birthday.
University of Wisconsin Daily Cardinal—30th birthday.
Wichita (Kan.) Eagle—50 years old.

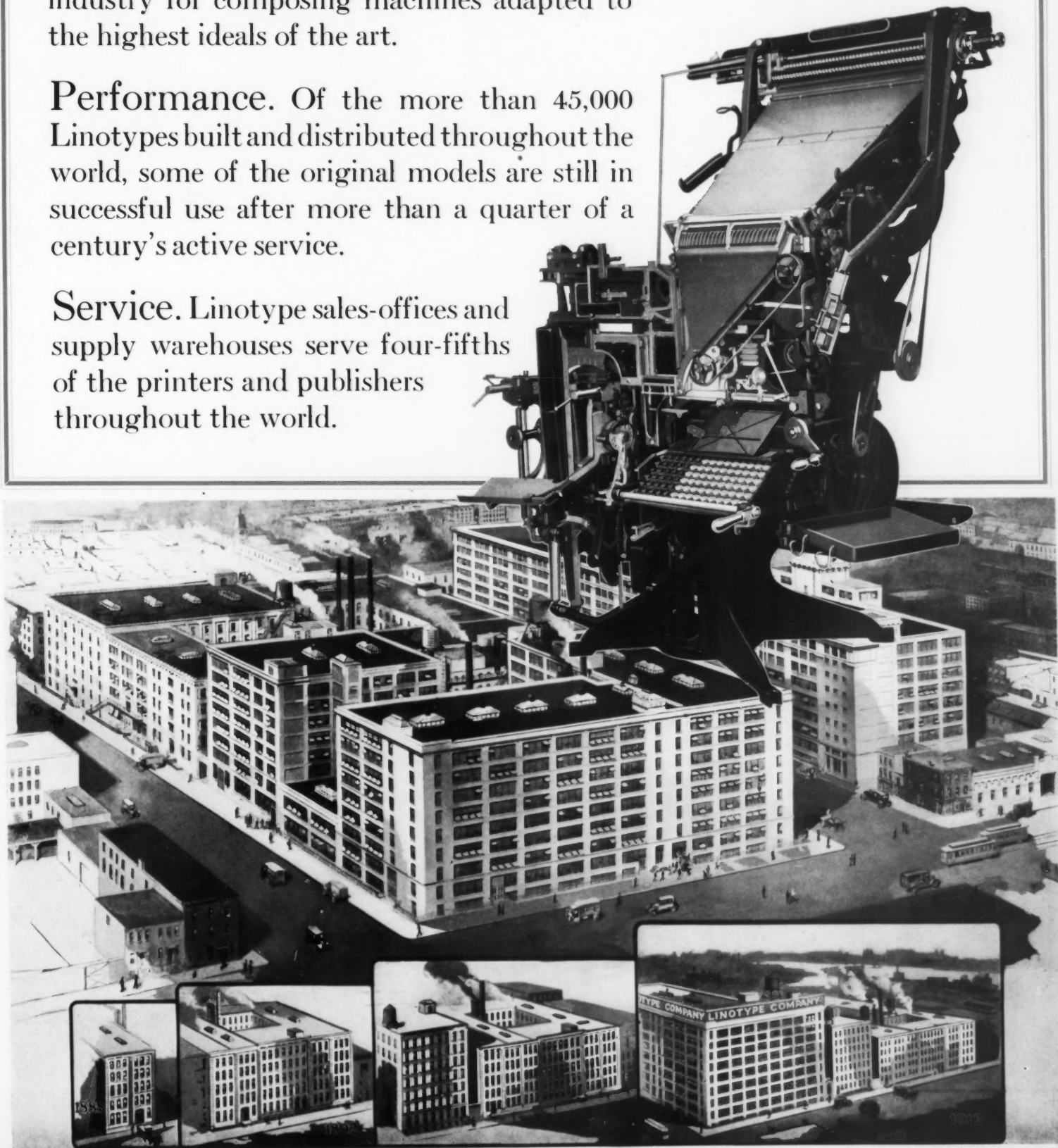
BACK OF YOUR LINOTYPE

Leadership. From the earliest model of the Linotype to the present quick-change, multiple-magazine Text and Display Linotype, its development has always anticipated the demands of the printing industry for composing machines adapted to the highest ideals of the art.

Performance. Of the more than 45,000 Linotypes built and distributed throughout the world, some of the original models are still in successful use after more than a quarter of a century's active service.

Service. Linotype sales-offices and supply warehouses serve four-fifths of the printers and publishers throughout the world.

TRADE MARK LINOTYPE MARK



CHARACTER

THE Something called Character is not achieved overnight or created at will. It is a structure founded and maintained by performance. No way has ever been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow. Thus no modern printer would install a Blower Machine—the First Linotype—in his shop today. But that first machine would today give service, because the purpose behind it was to make something of lasting usefulness. Each Linotype improvement has been born of the same purpose—maximum benefit to the user.

Linotype Character has thus marked Linotype Leadership.

The tale of Character is told by all of the Linotype Company's productions—

The Circulating Matrix

The Slug (Complete Line of Type)

The Spaceband

The Power-Driven Keyboard

The Two-Letter Matrix

The Quick-Change Magazine

The Auxiliary Magazine

The Split Magazine

The Front Removal of Magazines

The Multiple-Magazine Machine

The Seventy-two Channel Magazine

The Display Machine

The Text-and-Display Machine

The Multiple Distributor

The Two-Pitch Distributor Screws

The Universal Mold

The Four-Mold Disk

The Recessed Mold

The Automatic Font-Distinguisher

The Universal Knife Block

The Universal Ejector

Linotype-Typography

The Sorts-Stacker and Multiple Sorts-Stacker

The Forty-two-Pica Measure Machine (1897)



MERGENTHALER LINO TYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

Canadian Linotype Limited, Toronto

Composed entirely on the LINO TYPE in the Scotch Series



KICK the Question out of Your St. Louis Sales Problems.

Get the Facts!

Priceless information, gathered by an organization of experienced merchandise men who know St. Louis jobbers and retailers through years of intimate contact, is available to seriously interested institutions which put their problems before the Merchandising Service Department of the St. Louis Post-Dispatch.

Conference or correspondence with this department of the Post-Dispatch will eliminate weeks or months of expensive preliminary experiments.

SUNDAY CIRCULATION

426,387

Average for December, 1922

A Gain of 92,169

Over December, 1921

DAILY CIRCULATION

187,003

Average for December, 1922

A Gain of 18,184

Over December, 1921

A loose-leaf binder of "Information About St. Louis" will be sent free, while the supply lasts, to anyone earnestly considering developing the St. Louis Market.

The Greatest Year for St. Louis' One Big Newspaper

During 1922 the Post-Dispatch broke every previous high record in the entire history of St. Louis journalism, by printing a Greater Volume of News and Features, by establishing a new high St. Louis Circulation Average, and by carrying the largest volume of Paid Advertising ever before concentrated in any newspaper in St. Louis.

A New High Record in News and Features

The Post-Dispatch Daily and Sunday, during 1922, printed 47,264 columns of News and High-class Features, which established a new and hitherto unapproached standard of newspaper service to readers in the territory covered by The Post-Dispatch—exceeding any other St. Louis newspaper—morning or evening, Daily or Sunday—by hundreds of columns.

A New High Record in Paid Circulation

In both Daily and Sunday Circulation the Post-Dispatch soared far above its best previous high yearly average. The City Circulation of the Daily Post-Dispatch alone approximately equals that of the morning and one other evening newspaper combined, and is approximately 40,000 more than both other evening newspapers combined. The Circulation of the Sunday Post-Dispatch alone exceeds both other St. Louis Sunday Newspapers combined by 45,000.

A New High Record in Paid Advertising

19,881,120 Lines

The Post-Dispatch exceeded the second seven day newspaper by 7,608,720 lines and the third by 11,094,420 lines of Paid Advertising. The Post-Dispatch is the only St. Louis newspaper to show consecutive gains in 1920, 1921, and 1922. The second newspaper—the Globe-Democrat—failed to reach its 1920 record by 1,215,300 lines.

Advertisers Profit by Concentration in the

ST. LOUIS POST-DISPATCH

Eastern Advertising Office
NEW YORK
World Building

Western Advertising Office
CHICAGO
Mallers Building

*St. Louis is an Evening Newspaper Town
and the Post-Dispatch is the Newspaper*

BRITISH SECTION

HERBERT C. RIDOUT
London Editor

10, Radcliffe Road Winchmore Hill, N. 21

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]
One Guinea equals	\$5.04
One Pound (£) equals	4.885
One Shilling (s) equals24
One Penny (d) equals02

BRITISH NEWSPAPERS' CIRCULATIONS AND ADVERTISING RATES

BY courtesy of Messrs. G. Street & Co., Ltd., 30 Cornhill, London, E. C. 3, England, one of the leading Advertising Agencies in Great Britain, EDITOR & PUBLISHER is enabled to publish exclusively in the American trade press this list of 1,100 British newspapers, taken from Messrs. Street & Co.'s publication, The Advertisers' Aid.

For purposes of simplification, the tables given in the original Advertisers' Aid have been reduced to a minimum, the omissions being the series rates of 6, 13 and 52 insertions, details as to whether stereos or matrices are preferred, and remarks as to localized editions.

The list will be found of extreme value at this time in view of the increasing interest taken by American manufacturers in the British market, and will permit the ready compilation of preliminary programmes of advertising based on cost, space, the localities it is desired to cover and the industries in those territories. Messrs. G. Street & Co., Ltd., who retain the Copyright of this List in U. S. A., request EDITOR & PUBLISHER to state that readers desiring the fuller information contained in the Advertisers' Aid, can obtain it quarterly for the subscription price of \$1.50 per annum, it being brought up-to-date with each quarterly issue.

To reduce the rates in this list to the American standard of agate lines it is only necessary to remember that 14 agate lines equal one inch.

EXPLANATORY REMARKS

Population is shown in brackets following the names of cities; figures following indicate local industries the key table to which will be found on this page. All circulation figures quoted are publishers' claims. DM, indicates daily morning; DE, daily evening; W, weekly; 2W, twice a week; etc. The price given is per issue. Under page sizes the first figure indicates the number of columns per page; the second, column width; the third, column depth. Letter V means size varies. Unless otherwise stated, the first column under Inch Rate indicates price for one time and the second figure is the 26-time insertion rate.

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(Copyrighted in the United States by the Editor & Publisher Company.)

KEY TO LOCAL INDUSTRIES

- | | |
|----------------------------------|-----------------------------------|
| 1—Agriculture | 39—Linen Manufacture |
| 2—Boot and Shoe Manufacture | 40—Iron Works |
| 3—Brick and Tile Works | 41—Brewing |
| 4—Coal Mining | 42—Carpet Manufacture |
| 5—Cycle Manufacture | 43—Cloth and Clothing Manufacture |
| 6—Distilleries | 44—Saw Mills |
| 7—Engineering Works | 45—Slate Quarries |
| 8—Fruit Growing | 46—Clay Mining |
| 9—Scap Works | 47—Sugar Refineries |
| 10—Tin Mining | 48—Military Centre |
| 11—Confectionery Works | 49—Shipbuilding and Repairing |
| 12—Paper Mills | 50—Tobacco Manufacture |
| 13—Milling | 51—Seaside or Inland Resort |
| 14—Malting | 52—Cotton Weaving and Spinning |
| 15—Glass Works | 53—Stone Quarries |
| 16—Hat Making | 54—Small Arms Manufacture |
| 17—Jute Trade | 55—General Factories |
| 18—Wire Works | 56—Motor Car Works |
| 19—Steel Works | 57—Rubber Works |
| 20—Naval Centre | 58—Leather Works |
| 21—Railway Workshops | 59—Timber Works |
| 22—Fisheries | 60—Chair Making |
| 23—Electrical Works | 61—Textile Manufacture |
| 24—Biscuit Works | 62—Lime and Limestone Works |
| 25—Calico Bleaching and Printing | 63—Furniture Making |
| 26—Bottle Making | 64—Lace Manufactures |
| 27—Oil and Coal Tar Works | 65—Pottery Works |
| 28—Hosiery Factories | 66—Cement Works |
| 29—Granite Working | 67—Lead Works |
| 30—Woolens | 68—Aeroplane Works |
| 31—Tinplate Works | 69—Chemical Works |
| 32—Printing Works | 70—Hardware Manufacture |
| 33—Rope Works | 71—Residential District |
| 34—Needle Manufacture | 73—Oil and Cake Mills |
| 35—Mining (General) | 74—Machinery Manufacture |
| 36—Market Gardening | 75—Dairy Farming |
| 37—Silk Spinning and Weaving | 76—Docks and Deckyards |
| 38—Salt Works | 77—Dye Works |

LONDON (Greater London 7,476,168 at 1921 Census)

Dailies	Circulation	Issued	Price	Page Sizes	Inch Rate
Daily Chronicle	DM	1d.	6 2 1/2 19	70/-	..
Daily Express	850,000nsg(p)	DM	1d.	7 2 1/2 22	65/-
Daily Graphic	DM	1d.	4 2 1/2 14	35/-	..
Daily Herald	DM	1d.	5 2 1/2 18	20/-	..
Daily Mail	1,817,947nsg	DM	1d.	7 2 1/2 22	120/-
Daily Mirror	1,024,869nsg	DM	1d.	4 2 1/2 13 1/2	page £280
Daily News	835,934nsg	DM	1d.	7 2 1/2 22	40/-
Daily Sketch	835,486nsg(p)	DM	1d.	5 2 1/2 13 1/2	col. £50
Daily Telegraph	DM	1 1/2 d.	7 2 1/2 25	40/-	..
Evening News	894,558nsg	DE	1d.	7 2 1/2 22	70/-
Evening Standard	438,905nsg(p)	DE	1d.	5 2 1/2 16 1/2	col. £50
Morning Advertiser	DM	2d.	4 2 1/2 16	17/6	14/6
Morning Post	DM	2d.	8 2 1/2 24	35/-	..
Pall Mall & Globe	DE	1d.	5 2 1/2 18	30/-	..
Star	677,299nsg	DE	1d.	5 2 1/2 15 1/2	45/-
Times	178,000nsg	DM	1 1/2 d.	7 2 1/2 22 1/2	65/-
Westminster Gazette	251,091nsg	DM	1d.	7 2 1/2 22	30/-
Sunday Papers—					
Illustrated Sunday Herald	1,047,712nsg(p)	W	2d.	5 2 1/2 13 1/2	col. £120
Lloyd's Sunday News	W	2d.	6 2 1/2 19	£6	..
News of the World	4,300,000nsg	W	2d.	7 2 1/2 22	230/-
Observer	170,732nsg	W	2d.	7 2 1/2 22	50/-
People	W	2d.	6 2 1/2 18	60/-	..
Referee	W	2d.	6 2 1/2 19	21/-	..

	Circulation	Issued	Price	Page Sizes	Inch Rate
Reynolds's Newspaper	W	2d.	8 2 1/2 25	50/-	..
Sunday Express	397,427nsg	W	2d.	7 2 1/2 22	40/-
Sunday Illustrated	319,877nsg	W	2d.	4 2 1/2 13	col. £50
Sunday Pictorial	2,362,769nsg	W	2d.	4 2 1/2 13 1/2	col. £250
Sunday Times	W	2d.	7 2 1/2 22	50/-	..
Weekly Dispatch	866,515nsg	W	2d.	7 2 1/2 22	70/-

National Weeklies—

Answers	453,282nsg	W	2d.	4 2 11	page £100
Bystander	W	1/-	3 2 10	40/-	36/-
Graphic	W	1/-	4 2 1/2 14	30/-	25/-
Ideas	192,148nsg(p)	W	2d.	3 2 1/2 10 1/2	32/6
Illustrated London News	W	1/-	4 2 1/2 14	25/-	..
Illustrated Sporting and Dramatic News	W	1/-	4 2 1/2 14	12/6	11/3
John Bull	796,208nsg	W	2d.	4 2 11	105/-
London Mail	85,298nsg	W	2d.	4 1 1/2 10	25/-
London Opinion	W	2d.	4 1 1/2 10	27/6	..
Passing Show	70,457nsg	W	2d.	4 1 1/2 10	27/6
Pearson's Weekly	W	2d.	4 1 1/2 11	36/-	..
Punch	100,000nsg(p)	W	6d.	4 1 1/2 10 1/2	82/- 75/10
Sketch	W	1/-	4 2 11	27/6	23/-
Spectator	18,763nsg	W	6d.	2 3 1/2 11	15/3 13/9
Sphere, The	W	1/-	4 2 1/2 14	30/-	25/-
Tatler, The	W	1/-	4 2 11	32/-	27/6
Tit-Bits	nsg	W	2d.	4 2 10 1/2	col. £30
Truth	W	9d.	2 3 1/2 11	25/-	21/3
Weekly Telegraph	W	2d.	4 2 1/2 11 1/2	20/-	..
World's Pictorial News	276,786nsg(p)	W	2d.	5 2 1/2 13 1/2	30/-

Suburban W—

Acton Gazette and Express	5,588nsg	W	1d.	8 2 1/2 21 1/2	3/6 2/6
Chiswick Times	W	1 1/2 d.	6 2 1/2 23	3/-	1/9
Ealing Gazette (Series)	W	2d.	8 2 1/2 23	4/-	3/-
Kensington News	W	2d.	7 2 1/2 20 1/2	5/-	4/-
Middlesex County Times	9,632nsg	W	2d.	8 2 1/2 24 1/2	4/- 3/-
Paddington Indicator	W	5W	1d.	8 2 1/2 21	4/- 2/-
Paddington Mercury & W. Ldn. Star	W	1d.	7 2 1/2 20 1/2	1/6	1/-
Paddington News	W	1d.	5 2 1/2 18	2/6	2/-
West London Observer	W	2d.	7 2 1/2 21	5/-	2/9

N.W.

Hampstead & S. John's Wood Adv'r	3,556nsg(p)	W	1d.	6 2 1/2 18	2/6 1/6
Hampstead and Highgate Express	W	2d.	7 2 1/2 21 1/2	5/-	2/-
Hampstead and Highgate Record	W	1d.	5 2 1/2 18	2/6	2/-
Kilburn Times	W	2d.	8 2 1/2 22	2/6	1/6
Marylebone Chronicle	W	1d.	5 2 1/2 18	2/6	2/-
Marylebone Mercury & W. Ldn. Gaz.	W	1d.	7 2 1/2 20 1/2	2/-	..
Willesden Chronicle	W	2d.	8 2 1/2 22	3/-	2/-
Willesden Citizen and Suburban Star	W	1d.	7 2 1/2 20 1/2	1/6	1/-

North.

Bowes Park Weekly News	W	1d.	4 2 1/2 16	2/6	2/-
Finchley Press	W	1 1/2 d.	6 2 1/2 21 1/2	3/-	1/9
Finsbury Weekly News	W	1d.	5 2 1/2 18	2/6	1/6
Daily Gazette (Islington)	DM	1d.	7 2 1/2 22	7/6	6/-
Helborn Guardian	W	1d.	5 2 1/2 18	2/-	1/6
Holloway Press	W	1d.	5 2 1/2 18	3/-	1/3
Hornsey Journal	W	2d.	5 2 16 1/2	5/-	3/6
Islington Guardian	W	1d.	5 2 1/2 18	2/6	2/-
London Courier (Series)	W	1d.	6 2 1/2 20 1/2	5/-	1/9
Muswell Hill Record	3,298nsg	W	1 1/2 d.	6 2 1/2 18	3/6 2/-
North Middlesex Chronicle	W	1d.	V 2 1/2 22	2/6	1/9
St. Pancras Chronicle	W	2d.	5 2 1/2 18	5/-	4/-
St. Pancras Gazette	W	1d.	6 2 17 1/2	3/6	1/6
Tottenham and Edmondson Herald	18,643nsg	W	2d.	8 2 1/2 23	4/- 2/9
Wood Green Sentinel	W	1d.	9 2 1/2 23 1/2	4/-	..
Wood Green and Southgate Herald	6,519nsg	W	1d.	8 2 1/2 23	3/- 1/9

Northeast.

Hackney & Kingsland Gazette	54,435nsg pw	3W	1d.	8 2 1/2 23	5/- 2/6
Hackney Spectator	W	2W	1d.	6 2 1/2 21	2/- 1/3
Walthamstow Guardian	W	2d.	8 2 1/2 24	5/-	4/-
Woodford Times	W	2d.	7 2 20 1/2	1/6	10d.

East.

Barking, East Ham, -c., Advertiser	W	1d.	8 2 1/2 25	2/6	2/-
Bethnal Green News	W	1d.	6 2 1/2 20	2/6	2/-
East End News	2W	1d.	7 2 1/2 19	2/6	1/3
East Ham Recorder	W	1d.	7 2 1/2 24	2/6	1/6
East London Advertiser	W	1d.	8 2 1/2 22	5/-	2/6
East London Observer	W	1d.	8 2 1/2 21	5/-	2/6
East London Post	W	1d.	6 2 1/2 20	2/6	2/-
Eastern Mercury	W	1d.	6 2 1/2 22	5/-	3/-
Leytonstone Express & Ind. (Series)	W	1 1/2 d.	8 2 1/2 25	5/-	3/-
South Essex Mail (Series)	W	1d.	7 2 1/2 V	4/-	3/-
Stratford Express & W. Ham. Exp.	2W	1d. 1 1/2 d.	8 2 1/2 24	6/-	4/6

Southeast.

Kentish Independent	W	2d.	7 2 1/2 24 1/2	5/-	2/6
Kentish Mercury	29,398nsg	W	2d.	7 2 1/2 22	10/- 8/-
Lewisham Borough News	W	1d.	7 2 1/2 23	3/-	2/3
Lewisham Journal	W	2d.	7 2 1/2 23	3/-	2/3
Norwood Press	W	1d.	6 2 1/2 18	3/-	2/-
Norwood Weekly Herald	W	1 1/2 d.	7 2 1/2 20 1/2	2/-	1/-
Penge and Anerley Press	W	1 1/2 d.	6 2 1/2 20	3/-	..
South Eastern Herald (Series)	W	1d.	7 2 1/2 22	5/-	3/-
South London Observer	2W	1 1/2 d.	6 2 1/2 20 1/2	3/-	..
Southwark and Bermondsey Recorder	W	2d.	7 2 1/2 20 1/2	5/9	3/-
Streatham, Norwood, &c., News (Sa.)	W	2d.	7 2 1/2 22	6/-	5/-
Sydenham, Forest Hill & Penge Gaz.	W	2d.	7 2 1/2 23	3/-	2 1/2
Woolwich Gazette & Plumstead News	W	1d.	7 2 1/2 24 1/2	4/-	2/-

Southeast and Southwest.

South London Press	W	2d.	7 2 1/2 20	6/-	4/6
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Southwest.

Balham, Tooting, &c., News & Merc.	W	1d.	7 2 1/2 22	3/-	2/-
Fayswater Chronicle	W	1 1/2 d.	6 2 1/2 20 1/2	2/-	1 8 1/2
Brixton Free Press	W	2d.	7 2 1/2 20 1/2	3/6	3/-
Clapham Observer	W	2d.	7 2 1/2 22	4/-	2/6

(Continued on page 148)

TO AMERICAN ADVERTISERS!



We have had actual experience in advertising American goods to the British Public.

CAN WE HELP YOU?

Street's are handling in Great Britain several considerable advertising campaigns for American propositions, with the success that only a wide knowledge of advertising in all its branches and a thorough understanding of conditions can bring about.

Street's are experts in media. They know the British and Overseas Press from A to Z. They can estimate to a degree of certainty the value of every great National Organ and every large and small local, in relation to the proposition in hand. They possess records of results from keyed advertisements which are of the greatest possible value.

Street's conduct campaigns from beginning to end. Media are selected and grouped, costs accurately estimated, insertions checked, claims made for errors, etc.

Street's "copy" department is thoroughly well organized on up-to-date lines and is regularly producing some of the best advertising in Great Britain.

Street's Service has accounted in no small measure for the prosperity of some of Britain's big advertisers, amongst whom are included Ronuk Floor & Furniture Polishes, Robinson's "Patent" Barley and "Patent" Groats, Price's Candles, Burgoyne's Wines, Royal Mail Steam Packet Co., Lloyds Bank Ltd., Pitman's Schools, Eastman's Dye Works, Oxo, Van Houten's Cocoa, and many others.

Street's are prepared to submit a scheme for the marketing of any American product in the British Isles, without obligation on the part of any serious enquirer. Write at once to

GET A COPY of the "Advertisers' Aid"

A valuable publication giving a mass of information and technical details regarding the newspapers of the British Isles—Populations, Circulations, Rates, Column Lengths and Widths, Local Industries.

Included are the guaranteed NET SALES of a great many publications, a very valuable feature as it enables American Advertisers, from a distance, to compare advertising costs with relation to given circulations.

Thoroughly checked and brought up to date every three months. Issued quarterly. Costs 50 cents. Enables American Advertisers to work out a skeleton campaign for England.

**Then Write to
STREETS of LONDON**

and they will help you to put the scheme into practical working order.

G. STREET & CO., Ltd.

"STREETS OF LONDON"

30 Cornhill
E. C. 3

LONDON
ENGLAND

8 Serle St.
W. C. 2

Cablegrams STREET, STOCK, LONDON

BRITISH NEWSPAPERS—(Continued from page 146)

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes ENGLAND section with entries like Fulham Chronicle, Fulham Gazette, Richmond Herald, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes ENGLAND—PROVINCIAL section with entries like Bedfordshire Standard, Dunstable Gazette, Leighton Buzzard, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes BERKSHIRE section with entries like Abingdon, Faringdon, Maidenhead, Newbury, Reading, Windsor, Wokingham, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes BUCKINGHAMSHIRE section with entries like Aylesbury, Bucks Advertiser, Bletchley, Buckingham, Chesham, Newport Pagnell, Slough, Wycombe, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes CAMBRIDGESHIRE section with entries like Cambridge, Cambridge Chronicle, Cambridge Daily News, Cambridge Indpend. Press, March, Cambs Times, Newmarket, Wisbech, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes CHESHIRE section with entries like Birkenhead, Chester, Crewe, Hyde, Macclesfield, Stockport, Wallasey, Wilmslow, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes CORNWALL section with entries like Bodmin, Cornish Guardian, Camborne, Falmouth, Launceston, Lisheard, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes Cities, Newspapers, Populations and Key Figures to Industries section with entries like Penzance, Redruth, St. Ives, Western Echo, Truro, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes CUMBERLAND section with entries like Carlisle, Cockermouth, Penrith, Whitehaven, Workington, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes DERBYSHIRE section with entries like Alfreton, Ashbourne, Belper, Buxton, Chesterfield, Derby, Glossop, Ilkeston, Matlock, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes DEVONSHIRE section with entries like Barnstaple, Bideford, Chudleigh, Dartmouth, Exeter, Ilfracombe, Kingsbridge, Newton Abbot, Plymouth, Sidmouth, Tavistock, Teignmouth, Tiverton, Torquay, Totnes, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes DORSETSHIRE section with entries like Bridport, Dorchester, Dorset County Chronicle, Weymouth, etc.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes DURHAM section with entries like Bishop Auckland, Chester-le-Street, etc.

(Continued on page 150)

The  **Times**

(LONDON)

begs to inform its many advertising clients in the
United States that it has
appointed

G. LOGAN PAYNE CO.

and

PAYNE, BURNS & SMITH,
INC.

in conjunction with

MR. CORNELIUS VANDERBILT, JR.

Sole Advertising Representatives
for the U. S. A.

BRITISH NEWSPAPERS—(Continued from page 148)

Shake Hands with Ulster through the pages of the

Belfast Telegraph

"A progressive daily in a prosperous State"

The biggest factor in the success of any Irish Publicity scheme is the "Belfast Telegraph"—"The Key that unlocks the money chests of Ulster."

No National Campaign is complete without it; for thanks to its continuous enterprise for more than half a century this "live" Irish daily now wields a greater influence than any other newspaper published in "John Bull's other Island." It is an undisputed fact that in the prosperous North—

Everybody Reads the "Telegraph"

Book to London and Ulster in 1924

Apply for rates and Circulation Map to The Advertisement Manager, 124 Royal Avenue, Belfast and 40-43 Fleet Street, London E. C. 4.

THE ADVERTISEMENT MANAGER

124 Royal Avenue, Belfast and 40-43 Fleet St., London, E. C. 4

GROWTH

3 YEARS' PROGRESS

Semi-Annual Circulation Statements

A great newspaper developing rapidly to cover South Jersey.

Sept. 30, 1919	11,234
Mar. 31, 1920	12,961
Sept. 30, 1920	13,332
Mar. 31, 1921	16,499
Sept. 30, 1921	18,550
Mar. 31, 1922	21,293
Sept. 30, 1922	22,129

Circulation January 1 to 15, over **24,000**

Largest Circulation in South Jersey Guaranteed

Home delivery in 140 towns in 30-mile radius 7 out of 10 homes in Camden take the Courier

Camden Daily Courier

A. B. C. Member Camden, N. J.

National Representatives, Chas. H. Eddy Co.

Fifth Ave. Bldg., New York Peoples Gas Bldg., Chicago Old South Bldg., Boston

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
CONSETT (12,151) 40-4					
Consett Chronicle		W	1½d.	6 2¼ 21¼	2/6 1/-
Consett Guardian		W	2d.	6 2¼ 25	6/- 4/-
DARLINGTON (65,866) 7-21-35					
Darlington & Stockton Times (Series)	25,927nsg	W	2d.	V 2¼ 24	7/- 4/6
North Star		DM	1d.	7 2¼ 22	12/- 18/-
Northern Echo	76,006nsg	DM	1d.	7 2¼ 22¼	20/- 15/-
Northern Evening Despatch		DE	1d.	7 2¼ 22¼	10/6 7/6
DURHAM (17,329) 4-7-1					
Durham Chronicle		W	2d.	7 2¼ 21½	7/6 5/-
Durham County Advertiser		W	2d.	7 2¼ 21½	7/6 5/-
WEST HARTLEPOOL (90,000) 49-19-59					
Northern Daily Mail	16,977nsg	DE	1d.	V 2¼ 22	2/6 ..
Shields (108,649) 7-49-4					
Shields Daily Gazette		DE	1d.	V 2¼ 24	6/- 4/6
STOCKTON (64,150) 40-49-7					
Stockton Herald		W	1d.	7 2¼ 24
SUNDERLAND (160,000) 49-4-7					
Daily Echo and Shipping Gazette	43,865nsg	DE	1d.	V 2¼ 22	5/- ..
ESSEX—					
CHELMSFORD (20,761) 7-1					
The Essex Chronicle (Series)		W	1d.	V 2¼ 25	12/- 9/-
Essex Weekly News	27,444nsg	W	2d.	8 2¼ 25	6/1 ..
CLACTON (17,049) 51					
Clacton Times (Series)		W	1d.	7 2¼ 22½	5/- 2/6
East Essex Advertiser	3,360nsg	W	1½d.	8 2¼ 24	2/- 9d.
COLCHESTER (43,377) 7-1-43					
Colchester Gazette		W	1d.	4 2¼ 20	3/6 1/9
Essex County Standard		W	2d.	8 2¼ 24	3/6 1/9
Essex County Telegraph		2W	2d.	7 2¼ 20	4/- 2/6
EPPING (4,197) 1-36					
West Essex Gazette		W	1d.	4 2½ 15½	2/6 1/6
GRAYS (17,364) 76					
Grays and Tilbury Gazette		W	1d.	V 2¼ 16	4/6 3/9
HALSTEAD (5,916) 37-40-58					
Halstead and Colne Valley Gazette	4,100nsg(p)	W	2d.	6 2½ 22	2/6 1/2
HARWICH (13,036) 20-51-22					
Harwich Standard		W	½d.	6 2½ 20½
ILFORD (85,191) 71					
Ilford Guardian		W	1d.	6 2¼ 22
Ilford Recorder		W	1½d.	7 2¼ 24	4/- 2/9
LOUGHTON (5,749) 91					
Loughton and District Advertiser		W	1d.	7 2¼ 22	2/6 1/6
ROMFORD (19,448) 71-36					
Essex Times		W	1d.	8 2¼ 24	4/6 3/3
Romford Times		W	1d.	8 2¼ 24	3/- 1/9
SOUTHEND-ON-SEA (106,021) 51-22-1					
Southend Observer		W	1d.	8 2¼ 25	2/6 2/-
Southend Pictorial Telegraph		W	1d.	5 2¼ 16	4/6 3/9
Southend Standard		W	2d.	7 2¼ 24	10/- 8/6
Southend Times		W	2d.	4 2½ 13½	10/- 6/6
WALTHAM ABBEY (6,847) 36-54-1					
Waltham Abbey Telegraph		W	1d.	6 2¼ 23	3/- 2/-
GLOUCESTERSHIRE—					
BRISTOL (377,061) 50-2-41					
Avonmouth Mail (Series)		W	1d.	5 2¼ 18	3/- 2/9
Bristol Advertiser		W	1d.	6 2¼ 21	6/- 5/6
Bristol Evening News		DE	1d.	6 2¼ 18	10/- 9/-
Bristol Evening Times		DE	1d.	V 2¼ V	10/- 8/-
Bristol Guardian		W	1d.	6 2¼ 20	6/- 3/-
Bristol Observer		W	1d.	7 2¼ 20	10/- 9/-
Bristol Times and Mirror		DM	1d.	V 2¼ 24½	7/6 5/-
Western Daily Press		DM	1d.	7 2¼ 25½	10/- 9/-
CHELtenham (48,444) 51					
Cheltenham Chronicle		W	2d.	V 2¼ 23	5/- 2/6
Gloucestershire Echo		DE	1d.	V 2¼ 23	4/- 2/6
CINDERFORD 4-53-40					
Dean Forest Mercury		W	2d.	7 2¼ 22½	2/6 1/6
CIRENCESTER (7,408) 1					
Wilt and Gloucestershire Standard	8,000nsg(p)	W	2d.	8 2¼ 22	4/- 2/-
CLIFTON (42,466) 71					
Clifton Chronicle		W	2d.	5 2¼ 16½	5/- 2/6
Clifton Free Press (Series)		W	1d.	7 2¼ 21	12/- 7/6
COLEFORD (2,781) 4-53-1					
Dean Forest Guardian	3,250nsg(p)	W	2d.	7 2¼ 22½	2/3 1/3
DURSLEY (7,591) 1-74-23					
Dursley Gazette (Series)	6,365nsg	W	2d.	7 2¼ 22	3/- 2/-
GLoucester (51,330) 59-7-1					
Gloucestershire Chronicle		W	2d.	7 2¼ 20½	7/6 3/-
Gloucester Citizen		DE	1d.	7 2¼ 21	5/- 3/6
Gloucester Journal		W	2d.	7 2¼ 21	5/- 3/6
LYDNEY (9,842) 76-31-4					
Lydney Observer		W	2d.	7 2¼ 22½	2/- 1/3
STROUD (8,561) 61-7-1					
Stroud Journal		W	2d.	7 2¼ 23	3/- 2/-
Stroud News	3,317nsg	W	2d.	8 2¼ 22	3/- 2/-
Tewkesbury (4,704) 1-13-36					
Tewkesbury Register and Gazette		W	1½d.	7 2 21	2/6 1/-
GUERNSEY—					
GUERNSEY (40,120) 36-1-29-51					
Gazette de Guernsey		W	1½d.	7 2¼ 20½
Guernsey Advertiser		W	1d.	7 2¼ 20¼
Guernsey Evening Press	4,173nsg	DE	1d.	8 2¼ 25½	3/- 1/9
Guernsey Star		DE	1d.	7 2¼ 25	4/- 3/-
Guernsey Weekly Press	4,464nsg	W	1d.	8 2¼ 25½	3/- 1/9
HAMPSHIRE AND ISLE OF WIGHT—					
ALDERSHOT (28,756) 48-32-7					
Aldershot Gazette and Military News		W	2d.	5 2 17	3/- 1/9
Aldershot News		W	2d.	7 2¼ 20½	3/- 2/-
ANDOVER (8,569) 41-13-1					
Andover Advertiser (Series)	6,221nsg(p)	W	2d.	6 2¼ 23½	4/- 2/-
BASINGSTOKE (12,718) 7-43-1					
Hants and Berks Gazette		W	2d.	7 2¼ 22	4/- 2/3
Bournemouth (91,770) 51-49					
Bournemouth Daily Echo		DE	1d.	V 2¼ 24	8/- 5/-
Bournemouth Graphic		W	1½d.	4 2 12	4/- 2/6
Bournemouth Guardian (Series)		W	2d.	7 2¼ 23½	2/6 2/-
Bournemouth Times and Directory		W	2d.	7 2¼ 23½	6/- 4/-
COWES, I. W. (9,998) 51-7-49					
Isle of Wight Herald		W	1d.	6 2¼ 20	2/6 1/6

(Continued on page 152)



Fieldmen,
EVENING
JOURNAL'S
Merchandising
Service
Department

How to sell goods in the New York market

The first thing a manufacturer is apt to ask a New York newspaper with Merchandising Service, is "What can you do for us in New York?" That is a question no newspaper can conscientiously answer until it knows what the manufacturer wants to do in New York; how he is organized to do it and how his advertising is planned. There can be no standard plan for covering New York. The market is too enormous.

Swing a 50-mile radius around New York. That's *Journal City*—America's largest, richest, most responsive and most easily controlled market.

Journal City covers only 7,854 square miles of territory, but offers manufacturers 8,900,000 consumers. In area it is a dot on the map, but in population it is larger than the entire six states of New England and pays more income tax than either New England or the solid South.

Journal City is essentially a newspaper-reading market.

622,749 copies daily
of the NEW YORK EVENING JOURNAL

RECORD OF WORK DONE

522,553 personal calls on retailers by JOURNAL fieldmen.
215,373 pieces of window display distributed by JOURNAL men.
78,117 trade investigation calls to ascertain market conditions.

487 market surveys made to assist agencies and sales managers.
815,000 trade papers circulated—5 great trade papers—8 and 10 pages sent free to retailers in every line—Grocery, Drug, Men and Women's Wear—Automotive and Household Trade News.

What 21 Manufacturers did in New York told in 2 booklets sent free on request
Business Office: 2 Columbus Circle, New York City

NEW YORK JOURNAL
EVENING

Largest daily circulation in America and at 3c. a copy

are bought—at 3c. a copy; 40% of the total New York evening field is covered by this one great paper alone—giving advertisers the largest daily circulation in America.

To make the selling power of this tremendous circulation even more effective, the Merchandising Service Department of the NEW YORK EVENING JOURNAL is offered without cost to assist manufacturers win their place in this market—and the method of assistance varies with every campaign—as it must.

No merchandising department is worth its weight in newsprint if it has one ready-to-use method that must be twisted to suit every campaign. It becomes merely the tag end of an advertising solicitation, instead of being as it should be, a definite and practical auxiliary to the manufacturer's own sales department.

The Merchandising Service Department of the NEW YORK EVENING JOURNAL is successful because it is the biggest in the country, is flexible and back of it has the tremendous selling power of the largest daily circulation in America.

Some firms using JOURNAL Service

- Borden's Milk
- Gillette Razors
- Lea & Perrins
- Maxwell House Coffee
- Sealpax Underwear
- Simmons Beds
- Tetley's Tea
- Weavever Aluminum
- Post Toasties
- Rinso
- Van Camp
- Ancre Cheese
- Revelation Tooth Powder
- Pepsodent
- U. S. Rubber Heels
- Kellogg's
- Life Buoy Soap
- Hecker's
- H. & H. Honey
- Pyrex Nursing Bottles
- Mineralava
- Premier Coffee and Salad Dressing
- Squibb's Preparations
- American Crayon
- Van Heusen Collars
- Post Bran
- Carter's Underwear
- Tom Wye Jacket

New York Outlets for Food

For food manufacturers it offers as many outlets as New Hampshire, Rhode Island, Delaware, Kansas, Nebraska, Iowa and Oregon combined.

Drug Stores

For drug store outlets it equals Washington, Minnesota, Wisconsin, Maine, Vermont and Florida combined.

Health!



The Samson Clark Building was specially designed to let in the daylight and promote the health and well-being of those employed.

The firm of Samson Clark & Co., Ltd., was also built up to render you precisely the same class of service.

We can bring the daylight of enlightened publicity to bear on your selling problems in Great Britain and its connections overseas.

Our whole effort is to promote the health and well-being of your sales organization.

Will you allow us to do it for YOU? An appointment can be made either by post or over the 'phone. After an interview we will submit a sales scheme to you without putting you under any obligation whatsoever, except the courtesy of careful consideration.

The "Morning Advertiser," of London, Eng., Nov. 7th, 1922, said—"No such palace, however, as the new home for the extensive Advertising Service of Samson Clark & Co., Ltd. . . . is likely to be in existence, anywhere else."

SAMSON CLARK & CO., Ltd.
ADVERTISING SERVICE

57-59-61, Mortimer Street, London, W. 1.

Telephone: Museum 8000 (ten lines) Telegrams: Unsullied-Weedo-London

American Advertisers & Agents

Desiring full and reliable information as to trading conditions and possibilities in Great Britain, and advice as to their successful exploitation

should communicate with

Mr. J. H. Beaver

Address:
47 West 46th St.,
New York, U. S. A.

Resident Representative in the United States of the

HULTON GROUP OF PUBLICATIONS

(Embracing Morning, Evening, Sunday and Weekly Newspapers and Magazines)

Net Sale, 7,000,000 Copies per issue.

BRITISH NEWSPAPERS—(Continued from page 150)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Newport, I. W. (11,036) 1-49-68					
Isle of Wight County Press.....	15,726nsg	W	2d.	V 2½ 24	5/- 3/6
Petersfield (3,933) 1-41					
Hants and Sussex News.....		W	1d.	7 2½ 21	2/6 1/6
Portsmouth (247,343) 20-51					
Eve. News & Southern Daily Mail.	64,008nsg	DE	1d.	V 2½ 22	6/- ..
Hants Telegraph and Post.....	14,350nsg	W	2d.	V 2½ 22	3/- ..
Portsmouth Times (Series).....		W	2d.	8 2½ 24½	6/- 3/-
Ryde, I. W. (11,295) 51					
Isle of Wight Times.....	1,852nsg(p)pw	2W	1d.	7 2½ 20	3/4 2/4
Sandown, I. W. (7,664) 51					
Isle of Wight Chronicle.....		W	1d.	6 2½ 20½	2/- 1/3
Southampton (160,997) 49-51-1					
Hants Advertiser.....		W	2d.	8 2½ 24	5/- 3/6
Hants Independent.....		W	2d.	8 2½ 24	5/- 3/6
Southampton Times.....		W	2d.	5 2½ 17½	6/- 3/6
Southern Echo.....		DE	1d.	V 2½ 24	8/- 5/-
Winchester (23,791) 1-48					
Hampshire Chronicle.....	11,000nsg(p)	W	2d.	8 2½ 24	4/- 2/-
Hampshire Observer.....		W	1d.	7 2½ 23½	4/- 2/-
HEREFORDSHIRE—					
Hereford (23,324) 1-8					
Hereford Journal.....		W	1½d.	5 2½ 17½	5/- 3/-
Hereford Mercury.....		W	1d.	5 2½ 17½	5/- 3/-
Hereford Times.....	21,313nsg	W	2d.	7 2½ 24	8/- 5/-
Ledbury (3,152) 1					
Ledbury Reporter and Guardian....		W	1½d.	7 2½ 24½	2/6 1/-
Leominster (5,539) 1					
Leominster News.....		W	1½d.	6 2½ 22½	3/6 1/6
Ross (4,665) 1					
Ross Gazette.....		W	1½d.	6 2½ 22	2/6 1/3
HERTFORDSHIRE—					
Barnet (11,772) 71-55-1					
Barnet Press and Finchley News...		W	1½d.	6 2½ 23	6/8 3/-
Bishop's Stortford (8,857) 41-1-36					
Herts and Essex Observer.....	7,500nsg(p)	W	2d.	7 2½ 22½	4/- 1/6
Hemel Hempstead (13,832) 1-12-7-74					
Hertfordshire Hemel Hempstead Gaz.		W	2d.	7 2½ 20½	4/6 2/6
Hertford (10,712) 1-41-13-73					
Hertfordshire Mercury.....	9,936nsg(p)	W	2d.	8 2½ 23½	4/6 2/3
Hertfordshire Record.....		W	1d.	7 2 22	3/9 2/3
Hitchin (13,535) 1-7-55-71					
Herts Express (Series).....		W	2d.	7 2½ 22	4/- 2/6
Letchworth (10,313) 7-56-32-1					
Citizen.....	2,540nsg(p)	W	2d.	6 2½ 18	3/- 1/9
Royston (3,826) 1-36-41					
Herts and Cambs Reporter.....		W	1½d.	8 2½ 22½	2/6 1/4½
St. Albans (25,588) 32-2-16					
Herts Advertiser.....		W	2d.	7 2½ 24	6/- 3/-
Watford (45,910) 71-41-1-35					
West Herts and Watford Observer.	10,152nsg	W	2d.	7 2½ 20	6/- 4/6
West Herts Post.....		W	1d.	7 2½ 25	3/- 1/9
HUNTINGDONSHIRE—					
Huntingdon (4,194) 1-68-56					
Huntingdonshire Post.....		W	1d.	7 2½ 22	3/6 2/-
Hunts County News.....		W	1d.	7 2½ 20	3/6 2/6
St. Neots (4,109) 1-12					
St. Neots Advertiser.....	+4,600nsg	W	1d.	8 2½ 23	2/6 1/3
ISLE OF MAN (60,238)—					
Douglas (25,000) 1-22-51					
Isle of Man Examiner.....	3,800nsg(p)	W	1½d.	V 2½ 23½	4/- 2/-
Isle of Man Times.....		DE	2d.	9 2½ 23½	4/- 2/-
Isle of Man Times.....		*DE	1d.	V 2½ 20	2/- 1/-
Mona's Herald.....		W	1d.	6 2½ 19	2/6 1/9
Ramsey (4,000) 1-51-22					
Ramsey Courier.....		2W	1d. 2d.	6 2½ 22	2/- 1/3
JERSEY—					
St. Heliers (26,314) 1-51					
Jersey Evening Post.....	6,688nsg	DE	1d.	V 2½ 24	4/- 3/-
Jersey Morning News.....		DM	1d.	8 2½ 22	3/- 2/6
Jersey Weekly Post.....		W	1½d.	8 2½ 24	3/- 2/3
KENT—					
Ashford (14,355) 21-61-1					
Kentish Express.....	30,249nsg	W	2d.	8 2½ 24	10/- 5/-
Tuesday Express.....		W	1d.	8 2½ 24	5/- 2/6
Beckenham (33,350) 71					
Beckenham Advertiser.....		W	2d.	V 2½ 23½	3/6 2/-
Beckenham Journal.....		W	1½d.	7 2½ 23	3/- 1/6
Beckenham Times.....		W	2d.	7 2½ 23	3/- 2/6
Bromley (35,070) 71					
Bromley Mercury.....		W	1d.	7 2½ 22	3/- 2/3
Bromley Times.....		W	2d.	7 2½ 23	3/- 2/6
Canterbury (23,738) 1-36-41					
Kent Herald.....		W	1d.	7 2½ 21	2/- 1/6
Kentish Gazette.....	4,438nsg	W	1½d.	7 2½ 21½	2/- 1/4
Kentish Observer.....		W	2d.	6 2½ 21½
Chatham (42,665) 49-20-7					
Chatham, Rochester, etc., Observer.		W	2d.	8 2½ 22	3/6 2/-
Chatham, Rochester, etc., News....	18,161nsg	W	2d.	8 2½ 23	5/- 2/6
Deal (12,990) 22-51					
Deal, Walmer & Sandwich Mercury.		W	1½d.	7 2½ 22	3/- 1/6
Dover (39,985) 4-12-56-20					
Dover and County Chronicle.....		W	1d.	6 2½ 20	3/6 1/3
Dover Express and East Kent News.	10,803nsg	W	1½d.	5 2½ 18	4/- 2/-
Dover Standard.....		W	1½d.	6 2½ 20½	2/- 1/6
Dover Telegraph.....		W	1d.	6 2½ 20	3/6 1/3
Faversham (10,870) 1-8-49					
Faversham Mercury.....		W	1½d.	6 2½ 21½
Faversham and N. E. Kent News....	3,144nsg	W	1½d.	7 2½ 20	1/6 10d.
Folkestone (37,571) 51-22					
Folkestone Express.....		W	1d.	5 2½ 16½	2/3 1/9
Folkestone Herald.....		W	2d.	8 2½ 23½	4/- 3/-
Gravesend (31,137) 12-66-55					
Gravesend and Dartford Reporter.		W	2d.	7 2½ 25½	4/- 2/6
Hawkhurst (3,200) 1					
Kent and Sussex Post.....		W	2d.	5 2½ 18	2/- 1/-

(Continued on page 153)

BRITISH NEWSPAPERS—(Continued from page 152)

ENGLAND						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Herne Bay (11,872) 51-71						
Herne Bay Press	W	2d.	6 2/4 20 1/2	
Hythe (7,764) 48-51						
Hythe Reporter	W	1 1/2d.	4 2/4 15	1/10	1/-	
Maidstone (37,448) 1-41-12-7						
Kent Messenger (Series)	27,684nsg pw	2W	1d. 2d.	7 2/4 24 1/2	7/6 ..	
South Eastern Gazette		3W	1d.	7 2/4 22	5/- 3/-	
Margate (46,475) 51						
Tale of Thanet Gaz. & Thanet Times	W	2d.	V 2/4 24	5/-	..	
Ramsgate (36,560) 22-51-4						
East Kent Times	nsg	2W	1 1/2d.	7 2/4 22	4/6 2/3	
Pullen's Kent Argus	W	1 1/2d.	6 2/4 19	2/6	1/-	
Thanet Advertiser & Echo	+6,600nsg	W	1 1/2d.	7 2/4 22	2/6 1/6	
Rochester (31,261) 7-1-73						
Rochester Journal Standard	15,948nsg	W	1d.	8 2/4 23	5/- 2/6	
Sevenoaks (9,058) 1						
Sevenoaks Chronicle	W	2d.	8 2/4 24 1/2	2/6	1/6	
Sheerness (18,596) 20-1-65						
Sheerness Guardian	4,436nsg(p)	W	1 1/2d.	7 2/4 21	4/- 1/6	
Sidcup (8,940) 71-1-36						
Kentish District Times (Series)	W	2d.	7 2/4 23	12/-	7/-	
Sidcup and District Times	W	2d.	7 2/4 23	2/6	1/9	
Sittingbourne, Etc. (16,820) 3-12-1-8-24						
East Kent Gazette	W	2d.	7 2/4 24	4/-	2/-	
Tonbridge (15,929) 1-32-55						
Tonbridge Free Press	W	1 1/2d.	5 2/4 18	5/-	2/-	
Tunbridge Wells (35,568) 1-3-41						
Kent and Sussex Courier	17,900nsg	W	2d.	8 2/4 24 1/2	5/- 3/6	
Tunbridge Wells Advertiser	W	2d.	5 2/4 19	5/-	2/6	
Westerham (3,000) 1-41						
Westerham Herald	W	2d.	5 2/4 18 1/2	3/-	1/9	
LANCASHIRE—						
Accrington (43,610) 52-25-74						
Accrington Gazette (Series)	W	2d.	7 2/4 21	6/-	2/-	
Accrington Observer & Times (Ser.)	2W	1d. 2d.	7 2/4 23	5/-	3/-	
Ashton-under-Lyne (43,333) 52-30-4						
Ashton-under-Lyne Herald (Series)	W	2d.	7 2/4 23	5/-	2/-	
Ashton-under-Lyne Reporter (Ser.)	W	2d.	7 2/4 23 1/2	7/-	5/-	
Cotton Factory Times	W	1d.	6 2/4 23 1/2	6/-	3/6	
Bacup (21,256) 52-2-30						
Bacup Times	W	2d.	7 2/4 24	5/-	3/-	
Barrow (74,254) 49-40-1						
Barrow Guardian (Series)	W	2d.	5 2/4 17	6/-	2/6	
Barrow News (Series)	W	2d.	5 2/4 18 1/2	6/-	3/6	
North Western Daily Mail	DE	1d.	5 2/4 18 1/2	6/-	3/6	
Blackburn (126,630) 52-40-4						
Blackburn Times	W	2d.	7 2/4 23	6/-	3/-	
Blackburn Weekly Telegraph	W	2d.	6 2/4 21 1/2	7/-	5/-	
Northern Daily Telegraph	70,000nsg(p)	DE	1d.	6 2/4 21 1/2	15/- 12/6	
Blackpool (99,640) 51						
Blackpool Gazette and Herald	34,010nsg pw	3W	1 1/2d. 2d.	8 2/4 23	6/- 3/9	
Blackpool Times (Series)		2W	1d. 2d.	6 2/4 20 1/2	5/- 3/-	
Bolton (178,678) 52-4-7						
Bolton Evening News	48,090nsg	DE	1d.	V 2/4 21 1/2	6/- ..	
Bolton Journal (Series)	W	2d.	V 2/4 21 1/2	9/-	..	
Bootle (76,508) 49-7-58						
Bootle Herald (Series)	W	1 1/2d.	V 2/4 24	5/-	2/6	
Bootle Times (Series)	W	2d.	7 2/4 23	4/6	3/-	
Burnley (103,175) 52-4-40						
Burnley Express	2W	1d. 2d.	7 2/4 23	8/-	4/-	
Burnley News	2W	1d. 2d.	6 2/4 23	5/-	2/6	
Bury (56,426) 52-40-30						
Bury Guardian	W	2d.	6 2/4 22	5/-	2/-	
Bury Times	2W	2d. 1d.	7 2/4 24	5/-	2/6	
Chorley (30,576) 52-4-7						
Chorley Guardian	7,604nsg	W	2d.	7 2/4 23	
Chorley Weekly News (Series)	W	1 1/2d.	7 2/4 22 1/2	4/-	1/6	
Clitheroe (12,204) 52-53-39						
Clitheroe Advertiser and Times	5,133nsg	W	2d.	6 2/4 20	2/6 1/6	
Colne (24,755) 52-7						
Colne Times	W	2d.	V 2/4 22	4/-	2/4	
Darwen (37,913) 52-12-55						
Darwen News	2W	1d. 2d.	7 2/4 22	
Darwen Weekly Advertiser	10,695nsg	W	1 1/2d.	7 2/4 25 1/2	2/6
Fleetwood (19,448) 7-21-51-76						
Fleetwood Chronicle	W	2d.	7 2/4 22 1/2	4/-	2/3	
Lancaster (40,226) 1-55						
Lancaster Guardian	W	2d.	7 2/4 23 1/2	6/-	4/6	
Lancaster Observer	W	2d.	8 2/4 24 1/2	4/-	1/9	
Liverpool (803,118) 76-49-7-13						
Customs Bills of Entry (A & B)	DE	Sub.	4 2/4 14	2/6	..	
Liverpool Courier	DM	1d.	V 2/4 23 1/2	17/6	..	
Liverpool Daily Post and Mercury	DM	1d.	V 2/4 24	20/-	..	
Liverpool Echo	DE	1d.	8 2/4 24	25/-	..	
Liverpool Express	DE	1d.	V 2/4 23 1/2	20/-	..	
Liverpool Weekly Courier	W	2d.	V 2/4 23 1/2	17/6	..	
Liverpool Weekly Post	W	2d.	V 2/4 24	20/-	..	
Y Brython	W	2d.	5 2/4 17 1/2	4/-	3/-	
Lytham (10,830) 49-51-22						
Lytham—St. Anne's Standard	W	1d.	6 2/4 20	4/-	1/-	
Lytham Times	W	1d.	7 2/4 21	4/-	1/3	
Manchester (730,551) 52-55-61-37						
Manchester Empire News	1,381,092nsg(p)	W	2d.	7 2/4 23	100/-	..

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Manchester City News	W	1 1/2d.	6 2/4 23	10/-	6/8
Manchester Daily Dispatch	405,488nsg(p)	DM	1d.	7 2/4 23	60/- ..
Manchester Evening Chronicle	325,016nsg(p)	DE	1d.	7 2/4 23	40/- ..
Manchester Evening News	DE	1d.	V 2/4 23	25/-	..
Manchester Guardian	DM	2d.	7 2/4 23	25/-	23/1 1/2
Manchester Guardian Commercial	W	3d.	4 2/4 15 1/2	32/6	30/0 1/2
Manchester Guardian Weekly	W	2d.	4 2/4 15 1/2	15/-	13/10
Manchester Sunday Chronicle	903,633nsg(p)	W	2d.	7 2/4 23	100/-
Morecambe (19,182) 51-22					
Morecambe Guardian	W	1d.	7 2/4 23 1/2	5/-	3/6
Morecambe and Boro' Advertiser	W	1d.	7 2/4 22	2/6	1/3
Nelson (39,839) 52					
Nelson Leader	9,583nsg	W	2d.	7 2/4 22 1/2	3/6 2/-
Oldham (145,001) 52-61-40					
Oldham Chronicle	16,400nsg	W	2d.	V 2/4 22 1/2	7/- 3/6
Oldham Evening Chronicle	17,714nsg	DE	1d.	V 2/4 22 1/2	6/- 2/9
Oldham Evening Standard	DE	1d.	8 2/4 23 1/2	7/-	3/6
Oldham Standard	W	2d.	8 2/4 23 1/2	8/-	4/6
Ormskirk (7,407) 1-4-41					
Ormskirk Advertiser	9,200nsg(p)	W	2d.	8 2/4 23 1/2	8/- 4/6
Preston (117,426) 52-49-40					
Lancashire Daily Post	DE	1d.	V 2/4 23 1/2	10/-	..
Preston Guardian	W	2d.	V 2/4 23 1/2	6/-	..
Preston Herald	2W	1d. 1 1/2d.	7 2/4 23 1/2
Rawtenstall (28,381) 52-53					
Rosendale Free Press	W	2d.	7 2/4 22 1/2	3/-	2/-
Rochdale (90,807) 52-30-7					
Rochdale Observer	49,312nsg pw	2W	1d. 2d.	7 2/4 V	9/6 8/-
Rochdale Times (Series)	2W	1d. 2d.	7 2/4 19	7/-	4/-
St. Helens (102,675) 15-4-69					
St. Helens Newspaper	2W	1d. 2d.	7 2/4 22	4/-	2/-
St. Helens Reporter (Series)	2W	1d. 2d.	8 2/4 V	4/-	2/-
Southport (76,644) 7-51-58					
Southport Guardian	2W	1d. 2d.	8 2/4 23 1/2	7/6	5/0
Southport Visitor	3W	1d. 2d.	V 2/4 24	7/6	5/6
Urmston (8,297) 7-52					
Urmston Western Telegraph (Ser.)	W	1d.	7 2/4 20	5/-	2/6
Warrington (76,811) 40-19-18-9					
Warrington Examiner (Series)	W	2d.	7 2/4 23	3/6	1/9
Warrington Guardian (Series)	32,000nsg(p)	2W	1d. 2d.	8 2/4 21 1/2	6/- 8/-
Widnes (38,879) 69-40-9 pw					
Widnes Weekly News (Series)	8,250nsg(p)	W	2d.	7 2/4 22 1/2	5/- 2/6
Wigan (89,447) 4-52-40-7					
Wigan Examiner	17,031nsg pw	2W	1d. 2d.	7 2/4 23 1/2	4/6 2/-
Wigan Observer	20,000nsg(p) pw	3W	1d. 2d.	8 2/4 23 1/2	4/6 3/6

(Continued on page 154)



Which road do your customers travel?

If you have goods of high quality to sell, goods in the luxury class—pearl necklaces, oriental rugs, mahogany furniture, automobiles—you are interested in the purchasing power of the constituency to which you tell the story of your wares. As purchasing power increases numbers decrease, and below a certain capacity to buy you are not interested in numbers.

For example, the 1920 census of Chicago shows that there are in this city 7,292 men and women classified as "Bankers, brokers, etc.," and 70,405 men and women classified as "Laborers" in the major industries. This latter group, in human values, is no less important than the former; but it is no discredit to its worth of character to say that from the standpoint of purchasing power it does not enter into your calculations as a merchant of goods beyond its reach.

Your appeal is to the 7,000, not the 70,000—to the smaller group, whose ability to buy is a hundredfold that of the larger. When you pay for circulation which reaches the 70,000 you are paying for something which is of no value to you. THE POST carries no dead circulation for the quality merchant. Every reader is a potential buyer. You pay only for service in your own select and fruitful field.



It Pays to Advertise to People Who Can Afford to Buy What You Have to Sell

The Class Newspaper of Chicago Is

THE CHICAGO EVENING POST

FOREIGN REPRESENTATIVES: KELLY-SMITH CO., NEW YORK-CHICAGO

For Directory of Features

See Page 243

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr. 150 NASSAU ST. NEW YORK

BRITISH NEWSPAPERS—(Continued from page 153)

ENGLAND		Circulation	Issued	Price	Page Sizes	Inch Rate
LEICESTERSHIRE—						
Leicester (234,190) 2-28-7						
Leicester Advertiser.....	W	2d.	8 2½ 23	9/-	5/-	
Leicester Illustrated Chronicle.....	W	2d.	5 2¼ 16¼	9/-	4/6	
Leicester Mail.....	DE	1d.	V 2¼ 22	9/-	6/6	
Leicester Mercury.....	DE	1d.	5 2¼ 16¼	9/-	..	
Loughborough (25,876) 7-28-74						
Loughborough Echo.....	W	1d.	6 2½ 22	4/-	1/6	
Loughborough Monitor and Herald.....	W	1d.	7 2½ 23	5/-	2/3	
Market Harborough (8,577) 61-28-57						
Market Harborough Advertiser.....	W	1d.	6 2¼ 21½	
Midland Mail.....	W	1½d.	7 2¼ 25	2/-	1/6	
Melton Mowbray (9,187) 1-2-11-52						
Melton Mowbray Journal.....	W	2d.	V 2¼ 23½	5/-	2/-	
Melton Mowbray Times (Series)....	W	1½d.	6 2¼ 20	3/-	1/6	
LINCOLNSHIRE—						
Boston (16,100) 22-1-59						
Boston Guardian.....	W	2d.	7 2½ 23	3/6	1/9	
Lincolnshire Standard (Series)....	W	2d.	7 2¼ 23½	4/-	2/-	
Brigg (3,306) 1-40						
Lincolnshire Star (Series).....	W	1d.	6 2½ 22	5/-	2/6	
Gainsborough (19,694) 7-73						
Gainsborough, Retford, etc., News..	2W	1d. 2d.	7 2¼ 21	2/6	1/10	
Grantham (18,902) 74-58-1						
Grantham Journal (Series).....	16,546nsg	W	V 2¼ 23½	6/8	2/9	
Grimsby (82,329) 22-49-76						
Grimsby News.....	W	2d.	9 2 25	7/6	3/-	
Grimsby Telegraph.....	DE	1d.	7 2¼ 21½	10/-	6/-	
Horncastle (3,461) 1						
Horncastle News.....	W	1½d.	7 2¼ 26	1/9	7d	
Lincoln (66,020) 1-74-73						
Lincoln Echo.....	DE	1d.	7 2¼ 24	5/-	3/6	
Lincoln Gazette and Times (Series)..	W	1d.	7 2¼ 24	4/-	2/3	
Lincoln Leader.....	W	2d.	7 2¼ 25	6/-	3/6	
Lincolnshire Chronicle.....	W	2d.	7 2¼ 22½	7/6	5/6	
Louth (9,544) 1						
Louth and North Lincs Advertiser.....	W	1½d.	6 2¼ 22	2/-	1/4	
Market Rasen (2,177) 1-41						
Market Rasen Mail.....	1,450nsg(p)	W	1½d.	6 2¼ 20	1/3	9d.
Skegness (9,251) 51						
Skegness News.....	W	1d.	6 2¼ 21	3/-	2/-	
Sleaford (6,680) 1-68						
Sleaford Gazette.....	W	1d.	7 2¼ 24	1/9	9d.	
Sleaford Journal.....	W	1½d.	5 2¼ 16¼	1/6	1/-	
Spalding (10,702) 1-36						
Lincolnshire Free Press.....	11,643nsg	W	2d.	7 2 21½	5/-	2/-
Spalding Guardian.....	W	2d.	7 2¼ 26	3/6	2/-	
Stamford (9,881) 74-7-3-1						
Lincoln, etc., Mercury.....	W	2d.	V 2 27	7/6	5/6	
Stamford and Rutland News.....	W	1½d.	7 2¼ 22	2/-	10d.	
MIDDLESEX—						
Brentford (17,039) 57-40-9						
Middlesex Independent.....	2W	1d.	6 2½ 20½	2/-	9d.	
Enfield (60,743) 54-23-55						
Enfield Gazette and Observer.....	8,125nsg(p)	W	2d.	7 2½ 22	3/-	2/6
Enfield Weekly Herald.....	4,390nsg	W	1d.	8 2¼ 23	2/6	1/7
Harrow (19,468) 71-55						
Harrow Observer and Gazette (Ser.)..	10,000nsg(p)	W	2d.	8 2¼ 22	5/-	4/-
Hendon (56,014) 68-23						
Hendon Advertiser.....	W	1d.	5 2½ 18	3/-	2/6	
Hendon and Finchley Times.....	W	2d.	8 2¼ 23	3/6	2/6	
Hounslow (46,729) 36-48-55-71						
Middlesex Chronicle.....	W	2d.	8 2¼ 25	4/-	2/-	
Staines (7,329) 56-36-41						
West Middlesex Times.....	W	1d.	5 2¼ 17½	
Uxbridge (10,651) 1-71						
Middlesex Advertiser & County Gaz.....	W	2d.	8 2 23	5/-	3/-	

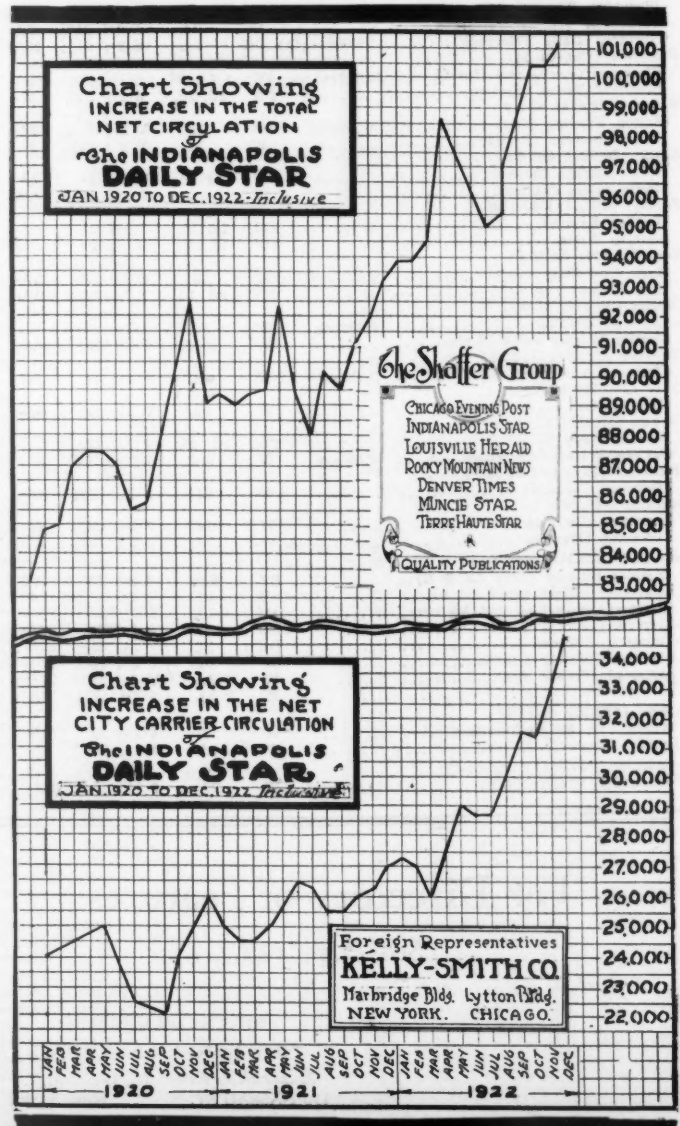
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
MONMOUTHSHIRE—					
Abergavenny (9,008) 35-1					
Abergavenny Chronicle.....		W	2d.	7 2½ 22½	5/- 2/6
Abertillery (38,805) 4-31					
South Wales Gazette.....		W	2d.	5 2½ 15¼	3/- 1/9
Monmouth (5,207) 1-31-4-59					
Monmouthshire Beacon.....		W	2d.	7 2½ 23	3/- 1/-
Newport (92,369) 40-19-49					
South Wales Argus.....		DE	1d.	8 2½ 23	10/- 4/-
South Wales Weekly Argus (Series)		W	1½d.	8 2½ 23	10/- 4/-
Pentypol (6,883) 40-31-4-1					
Free Press of Monmouthshire.....	7,914nsg(p)	W	2d.	5 2¼ 19	4/6 2/6
Rhymney (11,691) 4					
Monmouth Guardian.....		W	1d.	6 2¼ 18	4/- 2/6
NORFOLK—					
Lynn (19,968) 1-7-69					
Lynn Advertiser.....		W	2d.	9 2 22
Lynn News and County Press.....		W	2d.	V 2 22	3/6 1/3
Norwich (120,653) 37-21-7-2-1-61-23					
Eastern Daily Press.....		DM	1½d.	V 2¼ 23	15/- 8/-
Eastern Evening News.....		DE	1d.	V 2¼ 23	12/- 6/-
Norfolk Chronicle (Series).....		W	2d.	7 2¼ 22½	9/- 5/3
Norfolk News & Weekly Press (Ser.)		W	1d.	8 2¼ 23	9/- 4/-
Norwich Mercury (Series).....		W	2d.	7 2¼ 24	8/- 6/6
NORTHAMPTONSHIRE—					
Kettering (29,692) 2-1-35-43					
Kettering Guardian.....		W	1½d.	V 2¼ 20	6/- 3/-
Northants Evening Telegraph.....		DE	1d.	6 2¼ 24½	3/- 2/-
Northampton (90,923) 2-1-28-7					
Northampton Daily Chronicle.....		DE	1d.	7 2¼ 25	6/- 5/-
Northampton Daily Echo.....		DE	1d.	5 2¼ 18½	4/- 2/6
Northampton Herald.....		W	1d.	7 2¼ 25	6/- 5/-
Northampton Independent.....		W	2d.	3 2¼ 9½	8/- 4/6
Northampton Mercury.....		W	1d.	5 2¼ 21	4/- 3/-
Peterborough (35,533) 21-7-3-1					
Peterborough Advertiser.....	24,260nsg pw	2W	1½d. 2d.	7 2¼ 24	7/6 5/-
Peterborough Standard.....		W	2d.	7 2¼ 22½	3/6 2/-
Wellingborough (20,365) 2-7-43					
Wellingborough News (Series).....		W	1½d.	6 2¼ 24½	3/6 3/-
Wellingborough Post.....		W	1d.	V 2¼ 20	5/- 2/6
NORTHUMBERLAND—					
Alnwick (6,991) 1-35-22					
Alnwick and County Gazette.....		W	2d.	7 2¼ 22	4/- 2/-
Alnwick Guardian & County Adv.....		W	2d.	7 2¼ 22	3/- 1/6

(Continued on page 156)

The Haskin Service gives to the public the most attractive and helpful features that any newspaper can offer—the Haskin Letter, the daily installment of Answers to Questions for the paper, unlimited direct question service to subscribers, and free educational literature.

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Frederic J. Haskin, Washington, D. C.



IN 1922

THE PITTSBURGH PRESS

Scored
Notable **GAINS**

In CIRCULATION and in ADVERTISING

During the past year THE PRESS carried a total volume of advertising of nearly

22 MILLION AGATE LINES

(Exact Measurement 21,995,638 Lines)

OMITTED Nearly 3 MILLION AGATE LINES

for which orders were received, but which THE PRESS could not publish on account of printing press limitation on size of paper. Had THE PRESS published all of the advertising

for which it had orders in 1922, the total volume doubtless would have placed THE PRESS first among the newspapers of United States.

15% GAIN in CIRCULATION

Daily Now More Than

160,000

Sunday Now More Than

210,000

FIRST IN EVERYTHING

THE PITTSBURGH PRESS

Pittsburgh's Greatest Daily and Sunday Newspaper.

OLIVER S. HERSHMAN, President-Editor

H. C. MILHOLLAND, V. Pres-Adv. Mgr.

New York—I. A. Klein, 50 E. 42nd St.

Chicago—I. A. Klein, 76 W. Monroe St.

San Francisco—A. J. Norris Hill, Hearst Bldg.

BRITISH NEWSPAPERS—(Continued from page 154)

ENGLAND						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Berwick (12,994) 1-22-59-7						
Berwick Advertiser.....	5,539nsg(p)	W	1½d.	6 2¼ 20	4/-	2/3
Berwick Jnl. & N'thumb'd News..	3,508nsg	2W	2d.	6 2¼ 19½	5/-	1/9
Blyth (31,883) 4-4-9						
Blyth News.....		2W	1d.	V 2¼ 24	4/-	2/-
Hexham (8,849) 4-1-71						
Hexham Courant.....	6,120nsg	W	2d.	8 2¼ 24	5/-	2/-
Hexham Herald.....		W	2d.	7 2¼ 22½	5/-	2/-
Morpeth (7,580) 4-1						
Morpeth Herald.....		W	2d.	V 2¼ V	2/6	1/6
Newcastle (274,955) 49-4-40-7-21-1						
Newcastle Daily Chronicle.....		DM	1d.	V 2¼ 22	10/-	..
Newcastle Daily Journal.....	25,011nsg	DM	1d.	7 2¼ 22	10/-	6/-
Newcastle Evening Chronicle.....		DE	1d.	V 2¼ 22	17/6	..
Newcastle Illustrated Chronicle.....		DM	1d.	4 2¼ 13	5/-	..
Newcastle Sunday Sun.....		W	2d.	7 2¼ 22	5/-	..
Newcastle Weekly Chronicle.....		W	2d.	V 2¼ 22	5/-	..
Shields (58,882) 57-22-4						
Shields Daily News.....		DE	1d.	V 2¼ 21½	5/-	3/-
NOTTINGHAMSHIRE—						
Mansfield (44,418) 4-40-52						
Mansfield & North Notts Advertiser.....		W	1½d.	6 2¼ 24	2/-	1/6
Mansfield Reporter.....		W	1½d.	7 2¼ 22	2/-	1/6
Newark (16,957) 7-41-4						
Newark Advertiser.....		W	1½d.	7 2¼ 22	3/-	2/-
Newark Herald.....		W	1½d.	7 2¼ 22	2/6	1/6
Nottingham (262,658) 64-28-4-7-50						
Nottingham Evening News.....		DE	1d.	7 2¼ 22½	12/-	10/-
Nottingham Evening Post.....		DE	1d.	V 2¼ 22½	15/-	..
Nottingham Guardian.....		DM	1d.	V 2¼ 22½	12/-	..
Nottingham Journal.....		DM	1d.	7 2¼ 22½	12/-	10/-
Nottinghamshire Guardian.....		W	1d.	V 2¼ 22½	10/-	..
South Notts Echo (Series).....		W	1½d.	V 2¼ V	4/-	3/-
Retford (13,600) 57-7-21-18						
Retford Herald.....		W	1d.	V 2¼ 17½	2/6	1/-
Retford, Worktop, etc., Times.....		W	2d.	6 2¼ 22	3/-	2/3
Sutton in Ashfield (23,852) 4-28						
Notts Free Press.....	8,000nsg(p)	W	2d.	7 2¼ 24	2/-	1/6
Worktop (23,198) 35-1-59-15						
Worktop and Retford Guardian....	nsg	W	2d.	6 2¼ 22	3/-	2/6
OXFORDSHIRE—						
Banbury (13,347) 1-7-68						
Banbury Advertiser.....	4,000nsg(p)	W	1½d.	7 2¼ 20½	5/-	1/9
Banbury Guardian.....		W	2d.	7 2¼ 22½	5/-	2/-
Bicester (2,918) 1-6-8						
Bicester Advertiser.....		W	2d.	6 2¼ 20	2/-	1/4
Chipping Norton (3,522) 1-4-3						
Oxon Weekly News.....	1,045nsg	W	1d.	5 2¼ 18	2/6	1/3
Oxford (57,052) 1-56-71						
Oxford Chronicle Illustrated.....		W	2d.	5 2¼ 19	7/-	3/6
Oxford Journal Illustrated.....	2,793nsg	W	2d.	4 2¼ 15	3/-	2/3
Oxford Times.....	20,333nsg	W	2d.	7 2¼ 24	7/6	5/-
Witney (3,364) 1-30-28						
Witney Gazette.....		W	1d.	6 2¼ 20	3/-	1/6
RUTLAND—						
Oakham (3,327) 1-7-5						
Oakham and Uppingham Journal..		W	2d.	V 2¼ 23½	5/-	2/-
SHROPSHIRE—						
Ludlow (5,677) 1						
Ludlow Advertiser (Series).....		W	1d.	7 2¼ 22½	2/6	1/6
Newport (3,056) 1-7-4						
Newport & Market Drayton Adver..		W	2d.	8 2 24	3/6	2/-
Oswestry (9,790) 1-35-3						
Border Counties Advertiser.....		W	2d.	7 2¼ 21½	6/6	4/6
Shrewsbury (31,013) 7-56-1						
Shrewsbury Chronicle.....		W	2d.	8 2¼ 24	7/6	3/6
Wellington (8,148) 4-40-1						
Wellington Jnl. & Shrewsbury News	44,114nsg	W	1½d.	8 2¼ 21½	12/-	8/-
Whitchurch (3,029) 1						
Whitchurch Herald.....		W	1d.	7 2¼ 21½	5/-	2/6
SOMERSETSHIRE—						
Bath (68,648) 53-12-48-51						
Bath Daily Chronicle.....		DE	1d.	V 2¼ 24	10/-	4/-
Bath Herald.....		DE	1d.	V 2¼ 24	6/-	3/-
Bath Weekly Chronicle.....		W	2d.	4 2¼ 15	10/-	4/-
Weekly Herald.....		W	2d.	5 2¼ 17½	6/-	3/-
Chard (4,322) 1-64-74						
Chard News (Series).....		W	2d.	5 2¼ 21¾	3/-	1/6
Glastonbury (4,326) 1-55-2						
Central Somerset Gazette.....		W	1½d.	6 2¼ 20	5/-	1/-
Langport (6,723) 1-28-58						
Langport and Somerton Herald....		W	2d.	7 2¼ 24½	3/-	1/9
Radstock (3,661) 4-1						
Somerset Guardian & Radstock Ober.		W	2d.	5 2¼ 17½	4/-	2/-
Shepton Mallet (4,294) 1-41-37						
Shepton Mallet Journal.....		W	1d.	6 2¼ 20	4/-	..
Taunton (23,219) 1-7-28-3						
Somerset County Express (Series)..		W	1d. 1½d.	7 2¼ 22	3/-	1/9
Somerset County Gazette (Series)..	22,909nsg	W	2d.	8 2¼ 24	7/6	4/-
Somerset County Herald.....		W	2d.	7 2¼ 23½	2/-	1/3
Wellington (7,221) 30-61-1						
Wellington Weekly News.....		W	1½d.	6 2¼ 22	3/-	1/6
Wells (4,372) 1-12-36						
Wells Journal.....	3,090nsg(p)	W	1d.	6 2¼ 19½	3/-	2/-
Weston-super-Mare (31,653) 51-71						
Weston-super-Mare Gazette.....		W	2d.	7 2¼ 21	5/-	2/6
Weston-super-Mare Mercury.....		W	2d.	7 2¼ 25	6/-	4/-
Williton (5,371) 1-3-12-51						
West Somerset Free Press.....	5,680nsg	W	2d.	7 2¼ 23	3/-	1/9
Yeovil (14,987) 28-7-41						
Western Chronicle.....		W	2d.	5 2¼ 17	3/6	2/3
Western Gazette.....	52,141nsg(p)	W	2d.	8 2¼ 23½	7/6	6/-
STAFFORDSHIRE—						
Brierly Hill (12,484) 4-15-40-3						
County Advertiser.....		W	1½d.	7 2¼ 20½	5/-	1/9
Burton (48,927) 41-4-40-7						
Burton Chronicle.....		W	2d.	7 2¼ 22	4/6	3/-

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Burton Daily Mail		DE	1d.	7 2¼ 24	7/6	5/-
Burton Evening Gazette		DE	1d.	7 2¼ 22	3/-	2/-
Burton Observer		W	2d.	5 2¼ 16½	5/-	3/6
Cannock (32,321) 4-1-70						
Cannock Advertiser.....		W	1d.	9 2¼ 24½	2/6	2/-
Cannock Chase Courier.....		W	1d.	6 2¼ 20	2/6	1/6
Honley (Stoke-on-Trent 240,440) 4-65-40						
Staffordshire Daily Sentinel.....	64,638nsg	DE	1d.	7 2¼ 23	7/6	..
Staffordshire Weekly Sentinel....	20,881nsg	W	2d.	7 2¼ 23	4/6	3/-
Leek (17,213) 37-1						
Leek Times.....		W	1½d.	6 2¼ 21	5/-	1/6
Lichfield (8,394) 41-7-36-40						
Lichfield Mercury.....		W	2d.	7 2¼ 22	3/6	2/6
Stafford (28,632) 2-7-1						
Staffordshire Advertiser.....		W	2d.	8 2¼ 23	6/-	4/-
Staffordshire Chronicle.....		W	1½d.	8 2¼ 23½	5/-	2/6
Tamworth (8,032) 4-1-12						
Tamworth Herald.....	6,478nsg(p)	W	2d.	6 2¼ 20½	3/6	2/-
Uttoxeter (5,361) 74-41						
Uttoxeter Advertiser.....		W	1½d.	7 2¼ 22	3/-	1/3
Walsall (96,964) 58-70-43-40-4-3						
Walsall Observer & S. Staff.Chron. *18,264nsg		W	2d.	7 2¼ 24	6/-	3/6
Wednesbury (30,407) 74-70-40						
Midland Advertiser.....		W	1d.	6 2¼ 22½	4/-	1/3
West Bromwich (73,761) 4-40-70						
Midland Chronicle.....		W	1d.	7 2¼ 22½	4/-	1/6
West Bromwich Free Press.....		W	1d.	6 2¼ 21	5/-	1/3
Wolverhampton (102,373) 40-19-56						
Midland Counties Express.....		W	1d.	7 2¼ 24	6/-	7/-
Wolverhampton Chronicle.....		W	1d.	7 2¼ 24	6/-	2/-
Wolverhampton Express and Star..		DE	1d.	7 2¼ 24	9/-	..
SUFFOLK—						
Beccles (7,077) 1-7-32						
East Suffolk Gazette.....		W	2d.	6 2¼ 20½	4/6	1/6
Bury (15,941) 7-1-59						
Bury Free Press.....	9,200nsg(p)	W	2d.	6 2¼ 22	5/-	3/3
Bury and Norwich Post (Series)..		W	2d.	8 2¼ 22½	4/-	2/-
Ipswich (79,383) 1-7-13-43-50						
East Anglian Daily Times.....		DM	1½d.	V 2¼ 25	14/-	8/-
Ipswich Evening Star.....		DE	1d.	V 2¼ 25	10/-	6/-
Suffolk Chronicle and Mercury....	27,000nsg(p)	W	2d.	V 2¼ 25	12/-	8/-
Stowmarket (4,245) 1-14-55						
Stowmarket Courier.....		W	2d.
Sudbury (7,046) 1-37-3-14						
Suffolk, etc., Free Press.....		W	2d.	7 2¼ 22	4/-	2/3

(Continued on page 158)

Vermont's Dairy Leadership



Milk Checks



VERMONT IS FIRST OF ALL, THE DAIRY STATE OF NEW ENGLAND. EVERY MONTH OF THE YEAR, RAIN OR SHINE, DEPRESSION OR BOOM, MILK AND CREAM CHECKS TOTALING MORE THAN ONE AND ONE-HALF MILLION DOLLARS COME INTO THE STATE, MOSTLY FROM NEW YORK AND BOSTON MILK DISTRIBUTORS, A VOLUME NEARLY EQUALING ANY OTHER TWO NEW ENGLAND STATES.

MANY ADVERTISERS BY YEAR- IN AND YEAR-OUT ADVERTISING ARE "GETTING NEXT" TO THEIR SHARE OF THIS \$1,500,000.

ARE YOU?

Sign Posts of Buying Power No. 2

Vermont Allied Dailies

Barre Times, Brattleboro Reformer, Bennington Banner, Burlington Free Press, Rutland Herald, St. Johnsbury Caledonian-Record

Sunday Telegram

"THE TELEGRAM TRIO"

Published in

ELMIRA — SCRANTON — WILKES-BARRE

Strongest Sunday Medium in Southern
New York and Northern Pennsylvania

A Feature Newspaper for the Home for Forty-Four Years
Sold in Combination in the Foreign Advertising Field

(Represented by S. C. Beckwith Special Agency)

The Elmira Advertiser

The Great Regional Newspaper of Southern New York

Only Morning Newspaper in Highly Prosperous Region 200 Miles Long.

Has doubled its paid circulation in 18
months under present ownership

In combination with SUNDAY TELEGRAM only seven day morning newspaper in
Southern New York between New York City and Buffalo.

(Represented by S. C. Beckwith Special Agency)

BRITISH NEWSPAPERS—(Continued from page 156)

ENGLAND						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
SURREY—						
Chertsey (15,123) 1-7-32-63-68						
Surrey Herald.....		W	1d.	8 2½ 22½	4/-	2/3
Croydon (190,877) 71-7						
Croydon Advertiser.....	+26,000nsg	W	2d.	7 2¼ 23½	7/6	6/-
Croydon Times.....		3W	1d.	7 2¼ 21	5/-	2/6
Farnham (12,133) 71-1						
Farnham Haslemere & Hindh'd Her. 6,995nsg(p)		W	2d.	8 2¼ 23½	4/6	2/3
Surrey and Hants News.....		W	1d.	7 2¼ 18¾	3/-	1/6
Guilford (24,927) 1-7-32						
Surrey Advertiser.....	18,701nsg	3W	½d. 1d. 2d.	V 2¼ 24½	6/-	4/-
Surrey Times.....		2W	1½d.	8 2¼ 23	4/-	2/6
Surrey Weekly Press.....		W	1½d.	7 2¼ 20	3/-	2/6
Kingston (39,484) 7-32-41-55-71						
Surrey Comet & S. Middlesex News 25,981nsg pw		2W	1d. 2d.	V 2¼ 24	11/-	6/-
Redhill (28,915) 1						
Surrey Mirror (Series).....		W	2d.	8 2¼ 22½	9/-	6/-
Surbiton (19,536) 71						
Surbiton Times.....		W	1d.	5 2¼ 16½	2/-	1/-
Sutton (21,065) 71						
Surrey County Herald (Series).....		W	2d.	8 2¼ 26	5/-	2/6
Sutton Advertiser (Series).....		W	1d.	7 2¼ 23½	3/6	2/-
Wallington (16,308) 71-7						
Wallington Times.....		W	1d.	7 2¼ 21	2/6	1/6
Woking (26,430) 36-68-32-57						
Woking Herald.....		W	1d.	8 2¼ 23	4/-	2/6
Woking News and Mail.....		W	1½d.	8 2¼ 19¼	3/6	1/9
SUSSEX—						
Arundel (2,741) 1-36-8-55						
West Sussex Gazette.....		W	2d.	7 2¼ 24	12/6	7/-
Berill (20,363) 51						
Bexhill Chronicle.....		W	1½d.	5 2¼ 18¼	2/6	1/9
Bexhill Observer.....		W	1½d.	7 2¼ 23½	3/-	2/-
Brighton (142,427) 51-71-1						
Brighton Gazette.....		2W	2d.	7 2¼ 20	5/-	3/-
Brighton Herald.....	18,750nsg(p)	W	2d.	6 2¼ 22½	4/-	3/-
Evening Argus.....		DE	1d.	7 2¼ 24	8/9	6/2
Southern Weekly News.....		W	2d.	7 2¼ 20	7/6	4/4½
Sussex Daily News.....		DM	1½d.	7 2¼ 22	8/9	6/2
Chichester (12,410) 1						
Chichester Observer (Series).....		W	1d.	6 2¼ 18¾	6/-	3/-
Eastbourne (62,030) 51						
Eastbourne Gazette.....		W	2d.	5 2¼ 17	6/-	3/6
Hastings (66,496) 51						
Evening Argus.....		DE	1d.	7 2¼ 24	6/3	4/1½
Hastings, etc., Observer (Series) 31,300nsg(p)		W	2d.	V 2¼ V	12/-	7/6
Haywards Heath (5,090) 1-71						
Mid Sussex Times.....	5,000nsg(p)	W	2d.	7 2¼ 24	6/-	2/9
Horsham (11,413) 1-59-7						
West Sussex County Times.....		W	2d.	7 2¼ 23	2/3	1/3
Lewes (10,798) 1						
Sussex County Herald.....		W	2d.	5 2¼ 17	8/-	5/-
Sussex Express.....		W	2d.	7 2¼ 25¼	4/-	3/-
Littlehampton (11,286) 51						
Littlehampton Gazette.....		W	1d.	8 2¼ 22	4/-	1/6
Worthing (35,224) 51-8						
Worthing Gazette.....		W	2d.	8 2¼ 22	5/-	2/6
Worthing Herald.....		W	2d.	5 2¼ 17	5/-	3/-
WARWICKSHIRE—						
Atherstone (20,849) 1-4-16						
Atherstone News.....		W	1d.	6 2¼ 20½
Birmingham (919,438) 70-7-56-23-5-41-54						
Birmingham Despatch.....	198,452nsg	DE	1d.	7 2¼ 22	25/-	17/6
Birmingham Gazette.....	(combined)	DM	1d.	7 2¼ 22	25/-	17/6
Birmingham Mail.....		DE	1d.	7 2¼ 24	22/6	18/-
Birmingham News.....		W	2d.	7 2¼ 20	5/-	4/6
Birmingham Post.....		DM	1d.	7 2¼ 24	12/6	10/-
Birmingham Weekly Post.....		W	1d.	5 2¼ 16	10/-	7/-
Midland Counties Herald.....		W	1d.	7 2¼ 25	6/-	5/-
Sunday Mercury and News.....		W	2d.	7 2¼ 22	30/-	20/-
Coleshill (5,815) 1-4						
Coleshill Chronicle.....		W	1d.	7 2¼ 22½	2/6	1/-
Coventry (128,205) 5-56-7-23-61						
Coventry Herald.....		2W	2d.	6 2¼ 21¼	5/-	2/-
Coventry Standard.....		2W	2d.	7 2¼ 23	5/-	3/-
Midland Daily Telegraph.....	26,661nsg	DE	1d.	V 2¼ 21¼	5/-	...
Kenilworth (6,752) 3-36-58						
Kenilworth Advertiser.....		W	1d.	7 2¼ 23
Leamington Spa (28,946) 1-41-51-71						
Leamington Chronicle.....		W	1d.	7 2¼ 21	4/-	3/6
Leamington Morning News.....		DM	½d.	6 2¼ 18	2/-	1/6
Leamington Spa Courier.....		W	1½d.	7 2¼ 23	4/-	2/-
Nuneaton (41,894) 4-53-43-7						
Midland Counties Tribune (Series).....		W	1d.	7 2¼ 24	5/-	...
Midland Daily Tribune.....		DE	1d.	5 2¼ 16	4/-	...
Nuneaton Chron. & Mid. Farmers' Gaz.		W	1d.	7 2¼ 23	5/-	...
Nuneaton Observer (Series).....	10,700nsg pw	2W	1d.	5 2¼ 16	6/-	3/-
Rugby (25,098) 23-7-21						
Rugby Advertiser (Series).....	+15,000	2W	1d. 2d.	7 2¼ 25	4/-	2/3
Rugby Observer.....	nsg(p)pw	W	2d.	5 2¼ 21	4/-	2/-
Stratford-on-Avon (9,391) 41-1-69						
Stratford-on-Avon Herald.....		W	1½d.	7 2¼ 21	3/-	1/4
Warwick (12,862) 1-74-7						
Warwickshire Advertiser.....		W	1½d.	6 2¼ 20	5/-	1/9
WESTMORLAND—						
Ambleside (2,878) 1-51-71						
Lake District Herald.....		W	2d.	8 2¼ 24	2/-	1/3
Kendal (14,149) 7-12-30-2-50-32						
Westmorland Gazette.....		W	2d.	V 2¼ 23½	6/-	2/-
WILTSHIRE—						
Devizes (6,022) 1-50-41						
Wiltshire Advertiser.....		W	1d.	6 2¼ 23	3/6	1/6
Wiltshire Gazette.....		W	2d.	7 2¼ 23	3/-	1/9
Wiltshire Telegraph.....		W	1d.	7 2¼ 23	2/-	9d.
Marlborough (4,192) 1						
Wiltshire, etc., County Paper.....		W	2d.	7 2¼ 23	5/-	1/6
Salisbury (22,867) 1-14-41-48-55-56-58						
Salisbury Times & S. Wilts Gazette		W	2d.	8 2¼ 24	3/-	1/6
Salisbury and Winchester Journal.....		W	2d.	6 2¼ 23	4/6	2/-

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Swindon (54,920) 21-43-1						
North Wilts Herald.....	16,657nsg	W	2d.	8 2¼ 25	7/6	5/-
Swindon Advertiser.....		W	1½d.	7 2¼ 22½	7/6	5/-
Swindon Evening Advertiser.....		DE	1d.	7 2¼ 22½	7/6	5/-
Trowbridge (12,133) 1-43-7						
Wiltshire News.....		W	2d.	4 2¼ 15	6/-	3/-
Wiltshire Times.....		W	2d.	8 2¼ 22	5/-	2/6
WORCESTERSHIRE—						
Bromsgrove (9,449) 21-1-43						
Weekly Messenger.....		W	2d.	6 2¼ 20	4/-	1/4
Droitwich (4,588) 38-1						
Droitwich Guardian.....		W	1d.	6 2¼ 20	3/6	1/6
Dudley (55,908) 40-70-4						
Dudley Chronicle.....		W	1d.	7 2¼ 20½	5/-	1/9
Dudley Herald (Series).....		W	2d.	7 2¼ 22½	5/-	2/6
Evesham (8,685) 36-1						
Evesham Jnl. & Four Shires Adv'sr		W	2d.	7 2¼ 22½	6/-	3/-
Evesham Standard.....		W	2d.	8 2¼ 23½	5/-	1/6
Kidderminster (27,122) 42-1-52						
Kidderminster Shuttle.....		W	2d.	6 2¼ 22½	5/-	3/-
Kidderminster Times.....		W	2d.	7 2¼ 24½	10/-	4/-
Malvern (17,809) 51						
Malvern Gazette.....		W	2d.	8 2¼ 23	6/-	3/-
Malvern News.....		W	2d.	8 2¼ 23½	5/-	1/6
Oldbury (36,908) 69-21-40						
Oldbury Weekly News.....		W	1½d.	7 2¼ 20	4/-	1/3
Redditch (16,235) 34-5-56-1						
Redditch Indicator (Series).....	5,609nsg	W	2d.	6 2¼ 21	4/2	1/-
Stourbridge (18,023) 3-15-40-58-71-46						
County Exp. for Worcs. & Staf. (S) +14,000nsg		W	2d.	7 2¼ 23½	6/-	4/-
Worcester (48,848) 7-65-55-1						
Berrows' Worcester Journal.....		W	2d.	9 2¼ 23½	6/-	2/6
Worcester Chronicle.....		W	1½d.	7 2¼ 20	6/-	2/6
Worcester Daily Times.....		DE	1d.	8 2¼ V	5/-	1/9
Worcester Echo.....		DE	1d.	7 2¼ 20	5/-	1/9
Worcester Herald.....		W	2d.	7 2¼ 20	6/-	2/6
Worcestershire Advertiser.....		W	2d.	7 2¼ 24½	10/-	4/-
Worcestershire Standard.....		W	2d.	8 2¼ 23½	5/-	1/6
YORKSHIRE—						
Armley (20,000) 40-43-4						
Armley and Wortley News.....		W	2d.	6 2¼ 18½	4/-	2/-
Barnsley (53,670) 35-15-39						
Barnsley Chronicle.....		W	2d.	8 2¼ 25	5/-	4/-
Barnsley Independent.....		W	2d.	6 2¼ 23	3/6	2/9

(Continued on page 160)

The Representative People of

LOUISVILLE, KENTUCKY, AND SOUTHERN INDIANA

Can be reached by the concentrated circulation of the Louisville Herald.

95% of its total circulation is confined to this territory.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

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The KEY

THAT UNLOCKS THE DOORS OF SOUTHWEST WASHINGTON AND

TACOMA

"THE LUMBER CAPITAL OF AMERICA"



Tacoma, the Lumber Capital of America

One hundred and fifty 5-room, modern homes could be built from the lumber cut in one day in the city of Tacoma, "the Lumber Capital of America."

The daily cut of the Tacoma district—centering in and marketed through Tacoma—would provide similar homes for over 350 families.

Tacoma, in the center of a tremendous lumber-producing area, offers every product of the Pacific Northwest forests—lumber, cedar shingles, fir doors, veneers, columns, millwork, wood pipe, cross arms, conduit, boxes, crates and other containers, poles and piling and wood specialties.

Tacoma manufactures more forest products than any other city in America.

Tacoma possesses the largest wooden column output in the world.

Tacoma has the largest production of fir doors and fir veneer panels of any other city in the west.

Tacoma has the largest production of furniture of any city west of Chicago.

Tacoma ships more lumber coast-wise, inter-coastal and foreign combined than any other city.

Transportation facilities are unexcelled. The city is located on four transcontinental railroads and has a deep water, protected harbor with docks and lumber handling facilities that are unsurpassed.

This great territory is served by the News Tribune, which enters more homes in Tacoma and Southwest Washington than all other outside papers combined.

The assessed valuation of the eight counties of Southwest Washington is \$411,041,000. The net paid circulation of the News Tribune for 1922 (A. B. C. publisher's report) 32,255. Write for details of the service which it is prepared to offer.

THE TACOMA NEWS TRIBUNE

Published by the Tribune Publishing Co.

FRANK S. BAKER, President

CHARLES B. WELCH, Editor and General Manager

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341 Fifth Avenue New York City

Ford and Parsons
940 Marquette Building Chicago

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BRITISH NEWSPAPERS—(Continued from page 158)

ENGLAND—Continued

Table listing British newspapers in England with columns for City, Newspaper Name, Populations, Key Figures to Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

SCOTLAND

Table listing British newspapers in Scotland with columns for City, Newspaper Name, Populations, Key Figures to Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

(Continued on page 162)

IN HOUSTON, TEX

The HOUSTON PRESS LEADS

IN CITY CIRCULATION IN LOCAL DISPLAY

6 days a week

IF you want to sell the people of Houston, Texas The Houston Press is your Best Buy, Because more people in Houston, read The Press.

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A DVERTISE

In the busy, growing industrial city of

A KRON
OHIO

The typical American city of progress and wealth that has more than tripled its population in ten years.

208,435 People—the Heart of a Trading Area of 325,000

constitute a market that needs the best of everything, buys liberally and has been developed by the result-producing

Akron Beacon Journal

First in All Advertising
—Local—National—Classified

Average net circulation for 1922
36,113

Total advertising lineage for 1922
11,116,728 Lines

THE MARKET

Covered completely by the Beacon-Journal home delivered circulation—largest net paid in Akron and largest net paid suburban distribution.

147 factories with total capitalization of \$390,004,638.

Pay roll nearly \$200,000,000.

Manufactured goods valued at \$640,423,232.

65 per cent of all rubber products in the United States are manufactured here.

Largest cereal mill.

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BRITISH NEWSPAPERS—(Continued from page 160)

SCOTLAND—Continued						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
CLACKMANNANSHIRE—						
<i>Alloa</i> (12,421) 49-30-41-6	3,500nsg(p)	W	1½d.	7 2½ 22	3/-	1/3
<i>Alloa Journal</i>						
<i>Tillicoultry</i> (3,100) 30-43-4		W	1d.	4 2½ 15½	2/-	1/-
<i>Devon Valley Tribune</i>						
DUMBARTONSHIRE—						
<i>Dumbarton</i> (22,933) 49-7		W	2d.	6 2½ 21	3/-	1/-
<i>Lennox Herald</i>						
<i>Helensburgh</i> (9,701) 55-51		W	2d.	7 2½ 22½	2/6	1/6
<i>Helensburgh and Gareloch Times</i>	2,500nsg(p)					
<i>Kirkintilloch</i> (11,690) 40-4-7		W	1½d.	5 2½ 20½	3/-	2/-
<i>Kirkintilloch Herald (Series)</i>						
DUMFRIESSHIRE—						
<i>Annan</i> (3,298) 1-7-13-22		W	2d.	7 2½ 20	3/-	1/6
<i>Annandale Observer</i>						
<i>Dumfries</i> (19,012) 1-43-28-56		2W	2d.	7 2½ 20	3/-	2/-
<i>Dumfries Courier and Herald</i>						
<i>Dumfries and Galloway Standard</i>	26,369nsg pw	2W	2d.	7 2½ V	3/6	2/6
<i>Locherbie</i> (2,344) 1		W	1½d.	7 2½ 22	2/6	1/9
<i>Annandale Herald</i>						
EDINBURGHSHIRE—						
<i>Edinburgh</i> (420,281) 32-41-57-7		DE	1d.	V 2½ 25	15/-	13/6
<i>Edinburgh Evening Despatch</i>						
<i>Edinburgh Evening News</i>	97,522nsg(p)	DE	1d.	V 2½ 22	13/-	..
<i>Edinburgh Scotsman</i>		DM	2d.	V 2½ 25	25/-	22/-
<i>Edinburgh Weekly Scotsman</i>		W	2d.	V 2½ 25	15/-	12/9
<i>Portobello</i> (16,000) 4-12-15-65		W	1d.	6 2½ 20½	2/6	1/6
<i>Mid-Lothian Journal (Series)</i>						
<i>West Calder</i> (7,874) 4-55-1		W	1½d.	7 2½ 21	3/-	1/3
<i>Midlothian Advertiser</i>						
ELGIN—						
<i>Elgin</i> (7,776) 1-22-6-30		W	2d.	6 2½ 22	4/-	1/6
<i>Elgin Courant and Courier</i>						
<i>North'n Scot & Moray & Nairn Exp.</i>		W	2d.	7 2½ 23	4/-	1/6
<i>Crantoun-on-Spey</i> (1,622) 1-51		W	1½d.	6 2½ 22½	2/-	8d.
<i>Strathspey Herald</i>	1,700nsg(p)					
FIFESHIRE—						
<i>Cowdenbeath</i> (14,215)		W	1d.	5 2½ 17½	2/6	1/-
<i>Cowdenbeath and Lochgelly Times</i>						
<i>Cupar</i> (6,575) 1-39-58-7		W	2d.	6 2½ 17	3/6	1/9
<i>Fife Herald and Journal</i>						
<i>Fife News</i>		W	1½d.	6 2½ 17	3/6	1/9
<i>Dunfermline</i> (39,886) 39-76-4		W	1d.	6 2½ 19½	3/-	1/6
<i>Dunfermline Express</i>	2,200nsg(p)					
<i>Dunfermline Journal</i>	6,100nsg(p)	W	1d.	7 2½ 22½	3/6	2/-
<i>Dunfermline Press</i>		W	2d.	V 2½ 24½	3/6	2/-
<i>Kirkcaldy</i> (39,591) 39-40-65-63		W	2d.	7 2½ 22	5/-	2/6
<i>Fife Free Press</i>						
<i>Fifeshire Advertiser</i>		W	2d.	7 2½ 20	5/-	2/6
<i>Leven</i> (7,180) 35-39-40-22		W	1d.	5 2½ 20	2/6	1/6
<i>Leven Advertiser</i>						
<i>St. Andrews</i> (9,336) 51		W	2d.	6 2½ 17	3/6	1/9
<i>St. Andrews Citizen</i>						
FORFARSHIRE—						
<i>Arbroath</i> (19,499) 39-2-7		W	2d.	8 2½ 23	2/-	..
<i>Arbroath Guide</i>						
<i>Arbroath Herald</i>		W	2d.	8 2½ 20	1/6	1/3
<i>Brechin</i> (8,781) 39-12-59-1		W	2d.	5 2½ 20	3/-	1/3
<i>Brechin Advertiser</i>						
<i>Broughty Ferry</i> (11,080) 71-51		W	1d.	7 2½ 22	1/-	8d.
<i>Broughty Ferry Guide</i>						
<i>Dundee</i> (168,217) 17-49-7		DM	1d.	7 2½ 22	16/3	..
<i>Dundee Advertiser</i>						
<i>Dundee Courier</i>		DM	1d.	7 2½ 22	16/3	11/-
<i>Dundee Evening Telegraph & Post</i>		DE	1d.	5 2½ 15½	16/3	12/-
<i>Dundee People's Journal (Series)</i>	200,085nsg	W	2d.	5 2½ 15½	40/-	35/-
<i>Thomson's Weekly News (Series)</i>		W	2d.	5 2½ 15½	65/-	55/-
<i>Forfar</i> (9,585) 17-1		W	1d.	6 2½ 20	2/6	1/6
<i>Forfar Herald</i>						
<i>Forfar Review</i>		W	1d.	6 2½ 21
<i>Montrose</i> (10,979) 49-39-22		W	2d.	6 2½ 21½	3/-	1/3
<i>Montrose Review</i>						
<i>Montrose Standard</i>		W	2d.	6 2½ 21½	3/-	1/6
HADDINGTONSHIRE—						
<i>Haddington</i> (4,053) 1-4-52		W	1d.	7 2½ 22	2/6	1/3
<i>Haddington Advertiser</i>						
<i>Haddingtonshire Courier</i>		W	2d.	8 2½ 27	3/-	1/9
INVERNESS-SHIRE—						
<i>Inverness</i> (20,937) 1-21-49-30		W	1d.	6 2½ 20	3/-	1/6
<i>Highland Times</i>						
<i>Inverness Citizen</i>		W	1d.	6 2½ 20	4/6	1/6
<i>Inverness Courier</i>		2W	2d.	V 2½ 21	4/-	2/3
<i>Northern Chronicle</i>		W	2d.	6 2½ 23	4/-	2/3
ISLE OF BUTE—						
<i>Rothesay</i> (15,218) 1-22-51		W	1½d.	6 2½ 19½	2/6	1/4
<i>Buteman</i>						
<i>Rothesay Express</i>		W	1d.	V 2½ 20	2/6	9d.
KINCARDINESHIRE—						
<i>Laurencekirk</i> (1,461) 1		W	1d.	6 2½ 21	4/-	1/6
<i>Kincardineshire Observer</i>						
<i>Stonehaven</i> (4,856) 1-22-58-30		W	1d.	6 2½ 21	3/-	1/6
<i>Mearns Leader</i>						
KIRKCUDBRIGHTSHIRE—						
<i>Castle Douglas</i> (2,801) 1-7-29-56-75		W	2d.	5 2½ 18	3/6	1/9
<i>Kirkcudbrightshire Advertiser</i>						
<i>Dalbeattie</i> (2,998) 29-28-12		W	1d.	5 2½ 21	2/6	1/6
<i>Stewartry Observer</i>						
KINROSS-SHIRE—						
<i>Kinross</i> (2,631) 1-30-39-71		W	1½d.	7 2½ 24	1/6	8d.
<i>Kinross-shire Advertiser</i>						

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
LANARKSHIRE—					
<i>Airdrie</i> (25,092) 4-7-40		W	2d.	7 2½ 25	6/- 2/3
<i>Airdrie and Coatbridge Advertiser</i>					
<i>Cambuslang</i> (26,130) 4-40-77		W	1d.	6 2½ 20	3/- 2/-
<i>Cambuslang Advertiser</i>					
<i>Carlisle</i> (10,178) 35-8-2		W	1d.	7 2½ 22	3/- 1/6
<i>Carlisle and Lanark Gazette</i>					
<i>Coatbridge</i> (43,287) 40-1		W	1d.	7 2½ 25	6/- 2/3
<i>Coatbridge Express</i>					
<i>Glasgow</i> (1,034,069) 7-49-40-4		DM	1d.	5 2½ 16	20/- ..
<i>Daily Record and Mail</i>	204,913nsg				
<i>Glasgow Bulletin</i>		DM	1d.	5 2½ 13½	10/- ..
<i>Glasgow Citizen</i>		DE	1d.	V 2½ 23	12/- 10/-
<i>Glasgow Evening News</i>		DE	1d.	7 2½ 22	14/- ..
<i>Glasgow Evening Times</i>	272,107nsg	DE	1d.	7 2½ 24½	18/- ..
<i>Glasgow Herald</i>		DM	2d.	8 2½ 24½	25/- 22/-
<i>Glasgow Weekly Herald</i>		W	2d.	5 2½ 16½	10/- 7/6
<i>Weekly Record</i>	215,944nsg	W	2d.	5 2½ 16	20/- ..
<i>The Sunday Mail</i>	226,206nsg	W	2d.	5 2½ 16	20/- ..
<i>The Sunday Post</i>	nsg	W	2d.	5 2½ 15½	50/- 42/6
<i>Topical Times</i>		W	2d.	3 2½ 10	45/- 40/-
<i>Hamilton</i> (39,420) 35-40-7-1		W	2d.	8 2½ 24½	7/6 5/-
<i>Hamilton Advertiser</i>	27,000nsg				
<i>Lanarkshire</i>		2W	1d.	8 2½ 22½	4/- 1/9
<i>Motherwell</i> (41,080) 40-35-7-74		W	1½d.	6 2½ 20	2/6 1/9
<i>Motherwell Times</i>					
<i>Wishaw</i> (25,000) 40-4-7-1		W	1d.	7 2½ 24	2/6 ..
<i>Wishaw Herald</i>					
<i>Wishaw Press and Advertiser</i>		W	1d.	6 2½ 19½	2/6 1/-
LINLITHGOWSHIRE—					
<i>Bathgate</i> (8,504) 40-4-28		W	2d.	7 2½ 22½	3/4 2/-
<i>West Lothian Courier</i>	8,500nsg				
<i>Bo'ness</i> (10,162) 35-1-40		W	1½d.	7 2 21	2/6 1/3
<i>Bo'ness Journal</i>					
<i>Linlithgow</i> (3,880) 58-55		W	1½d.	7 2½ 24½	2/6 1/6
<i>Linlithgowshire Gazette</i>					
NAIRN—					
<i>Nairn</i> (4,474) 1-22		W	1½d.	7 2½ 21½	2/6 1/-
<i>Nairnshire Telegraph</i>					
ORKNEYS—					
<i>Kirkwall</i> (3,697) 1-22		W	1½d.	V 2 V	2/6 1/9
<i>The Orkadian</i>	5,172nsg				
<i>Orkney Herald</i>		W	1½d.	5 2½ 20	3/- 1/6
PEEBLES-SHIRE—					
<i>Peebles</i> (5,537) 43-61-1		W	1d.	7 2½ 20	3/- 1/-
<i>Peebles News</i>					
<i>Peebles-shire Advertiser</i>		W	1½d.	7 2½ 24	3/- 1/-

(Continued on page 164)

BENJAMIN & KENTNOR COMPANY

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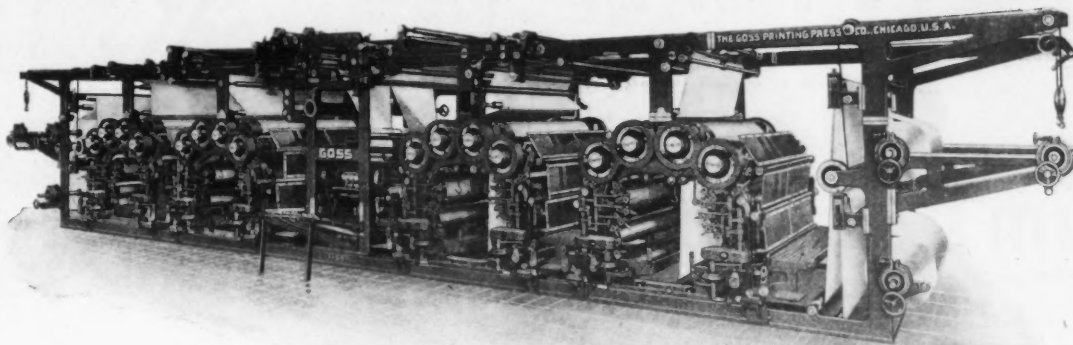
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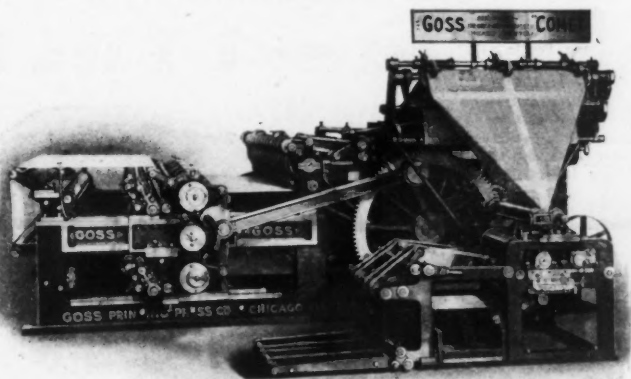
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LONDON

BRITISH NEWSPAPERS—(Continued from page 162)

SCOTLAND—Continued						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
PERTHSHIRE—						
Alyth (1,710) 17-39-30		W	½d.	4 2½ 18	1/-	7d.
Alyth Gazette		W	1d.	6 2½ 20	1/-	7d.
Alyth Guardian and Advertiser		W	1d.	6 2½ 19	1/6	8d.
Blairgowrie (3,072) 8-39-17		W	1d.	6 2½ 22½	3/-	1/-
Blairgowrie Advertiser		W	1½d.	6 2½ 22½	3/-	1/-
Bridge of Allan (3,200) 12-1		W	1½d.	6 2½ 22½	3/-	1/-
Callander (1,874) 1-30		W	1½d.	6 2½ 22½	3/-	1/-
Callander Advertiser		W	1½d.	6 2½ 22½	3/-	1/-
Perth (33,208) 77-39-6-1	10,465nsg pw	2W	1d.	V 2½ V	6/-	3/6
Perthshire Advertiser		2W	1d.	6 2½ 19	4/-	2/-
Perthshire Constitutional & Journal		W	1d.	6 2½ 22	2/6	1/3
Perthshire Courier		W	1d.	6 2½ 22	2/6	1/3
RENFREWSHIRE—						
Greenock (81,120) 49-7-47-73-20-30		W	1d.	7 2½ 22	1/-	6/-
Greenock Herald		DE	1d.	7 2½ 22	8/-	6/-
Greenock Telegraph		DE	1d.	7 2½ 22	8/-	6/-
Paisley (84,837) 61-7-49		DE	1d.	8 2½ 22½	4/-	2/-
Paisley Express		W	1d.	8 2½ 22½	4/-	2/-
Paisley and Renfrewshire Gazette		W	1d.	8 2½ 22½	4/-	2/-
Port Glasgow (21,022) 49-7-33		2W	1d.	V 2½ 20	2/6	1/-
Port Glasgow Express		2W	1d.	V 2½ 20	2/6	1/-
ROSS-SHIRE—						
Dingwall (2,323) 1-22-51		W	1d.	6 2½ 20	4/6	1/6
North Star		W	1d.	6 2½ 20	4/6	1/6
Northern Weekly		W	1d.	4 2½ 21	3/-	2/-
Ross-shire Journal		W	1d.	4 2½ 21	3/-	2/-
ROXBURGHSHIRE—						
Hawick (16,353) 43-28-55		W	1d.	6 2½ 19	2/6	1/3
Hawick Express and Advertiser		W	1d.	6 2½ 19	2/6	1/3
Jedburgh (2,426) 30-1		W	1d.	6 2½ 19	2/6	1/3
Jedburgh Gazette		W	1d.	6 2½ 19	2/6	1/3
Kelso (3,527) 1-71		W	2d.	7 2½ 22½	2/6	1/4
Kelso Chronicle		W	1½d.	6 2½ 21	3/-	1/6
Kelso Mail		W	1½d.	6 2½ 21	3/-	1/6
SELKIRK—						
Galashiels (12,946) 30-43-7		W	1½d.	5 2½ 18	2/6	1/6
Border Standard		W	1½d.	7 2½ 20	2/6	1/6
Border Telegraph		W	1½d.	7 2½ 20	2/6	1/6
Selkirk (5,775) 43-30-1		W	Gratis	3 2½ 12½	2/-	1/6
Selkirk Advertiser		W	2d.	7 2½ 20¾	5/-	2/-
Southern Reporter		W	2d.	7 2½ 20¾	5/-	2/-
SHETLAND ISLES—						
Lerwick (4,792) 22-28-1		W	1d.	6 2½ 22½	1/3	10d.
Shetland News		W	1d.	7 2½ 22	2/6	1/3
The Shetland Times	4,162nsg(p)	W	1d.	7 2½ 22	2/6	1/3
STIRLINGSHIRE—						
Falkirk (33,312) 40-1		2W	1d. 2 d.	V 2½ 24½	3/6	2/6
Falkirk Herald		2W	1d. 2 d.	V 2½ 24½	3/6	2/6
Stirling (21,345) 42-40-1		W	1½d.	7 2½ 24	3/-	1/3
Stirling Journal and Advertiser		W	1½d.	7 2½ 24	3/-	1/3
Stirling Observer		2W	1½d.	6 2½ 22½	3/-	1/3
SUTHERLAND						
Golspie (1,518) 1-22-30-3		W	2d.	V 2½ 21	3/-	1/6
Northern Times		W	2d.	V 2½ 21	3/-	1/6
WIGTOWNSHIRE—						
Newton Stewart (1,831) 1-30-35		W	2d.	8 2½ 29½	2/6	1/9
Galloway Gazette		W	2d.	8 2½ 29½	2/6	1/9
Stranraer (6,138) 7-1-49-76		W	2d.	6 2½ 19¾	3/-	2/-
Galloway Advertiser		W	2d.	6 2½ 19¾	3/-	2/-
IRELAND						
ANTRIM—						
Ballymena (12,000) 39-30-2		W	2d.	7 2½ 22	3/6	2/-
Ballymena Observer		W	2d.	7 2½ 22	3/6	2/-
Belfast (414,000) 49-39-33-50		DM	1d.	7 2½ 23	7/6	..
Belfast News Letter	34,682nsg	DM	1d.	7 2½ 22½	7/6	..
Belfast Northern Whig		DE	1½d.	V 2½ 24	12/6	..
Belfast Telegraph		W	2d.	7 2½ 23	3/-	..
Belfast Weekly News		W	1d.	7 2½ 22½	5/-	..
Belfast Weekly Northern Whig		W	1½d.	7 2½ 24	9/-	6/6
Belfast Weekly Telegraph (Series)		W	2d.	7 2½ 25	6/8	4/6
Belfast Witness		DM	2d.	7 2½ 23½	6/8	4/-
Irish News		W	2d.	7 2½ 23½	6/8	4/-
Irish Weekly		W	2d.	7 2½ 23½	6/8	4/-
Lisburn (14,000) 39-61		W	1½d.	7 2½ 22	2/-	1/-
Lisburn Herald		W	1½d.	7 2½ 22	2/-	1/-
ARMAGH—						
Armagh (9,000) 39-61-1-62-64-58		W	1d.	8 2½ 22	2/3	1/2
Armagh Guardian		W	1d.	7 2½ 22½	2/3	1/-
Ulster Gazette		W	1½d.	V 2½ 20	3/-	1/3
Lurgan (14,000) 39-61		W	1½d.	V 2½ 20	3/-	1/3
Lurgan Mail		W	1d.	6 2½ 20½	2/6	1/6
Portadown (12,000) 39-61-8		W	1d.	6 2½ 20½	2/6	1/6
Portadown News		W	1d.	6 2½ 20½	2/6	1/6
CARLOW—						
Carlow (12,000) 2-1		W	2d.	8 2½ 22	5/-	2/3
Nationalist and Leinster Times		W	2d.	8 2½ 22	5/-	2/3
CAVAN—						
Cavan (2,961) 1-36		W	2d.	6 2½ 20	3/-	1/3
Cavan Anglo-Celt		W	2d.	6 2½ 20	3/-	1/3
CLARE—						
Ennis (5,460) 30-50-13		W	1d.	V 2½ 24	1/6	..
Clare Champion		W	1d.	V 2½ 24	1/6	..
Kilrush (4,895) 53,45,30		W	2d.	5 2½ ..	1/6	..
Kilrush Herald		W	2d.	5 2½ ..	1/6	..

IRELAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
CORK—						
Cork (102,000) 30-41-49-74		DM	1½d.	V 2½ 23	9/-	4/-
Cork Constitution		DE	1d.	9 2½ 22½	2/9	2/3
Cork Evening Echo	21,786nsg	DM	2d.	9 2½ 22½	5/6	4/6
Cork Examiner		W	2d.	9 2½ 22½	6/-	4/6
Cork Weekly Examiner		W	1½d.	V 2½ 23	7/-	3/-
Cork Weekly News		W	1½d.	V 2½ 23	7/-	3/-
DONEGAL—						
Ballyshannon (2,471) 39-1-13		W	1d.	6 2½ 20½	3/-	1/-
Donegal Vindicator		W	1d.	6 2½ 20½	3/-	1/-
Letterkenny (2,500) 39-1		W	1d.	6 2½ 20½	3/-	1/-
Donegal Independent		W	1d.	6 2½ 20½	3/-	1/-
DOWN—						
Banbridge (5,101) 39-1		W	2d.	6 2½ 20½	3/-	1/9
Banbridge Chronicle		W	2d.	6 2½ 20½	3/-	1/9
Bangor (10,000) 1-71-39		W	2d.	7 2½ 23	3/-	1/9
County Down Spectator		W	2d.	7 2½ 23	3/-	1/9
North Down Herald		W	1d.	8 2½ 24	4/6	2/3
Newry (13,000) 1-55-39		W	2d.	7 2½ 20½	3/-	1/-
Frontier Sentinel (Series)		3W	1½d.	V 2½ 20	4/6	1/9
Newry Reporter		3W	1d.	5 2½ 20	3/-	1/6
Newry Telegraph		3W	1d.	5 2½ 20	3/-	1/6
DUBLIN—						
Dublin (371,936) 6-41-55		DE	1½d.	V 2½ 22	7/6	..
Dublin Evening Herald	58,691nsg	DE	1½d.	V 2½ 22	10/-	6/-
Dublin Evening Mail		DE	1½d.	V 2½ 22	10/-	6/-
Dublin Evening Telegraph		DE	1½d.	7 2½ 24	7/-	..
Freeman's Journal		DM	2d.	V 2½ 24	12/6	..
Irish Independent	113,866nsg	DM	2d.	V 2½ 22	15/-	..
Irish Times		DM	2d.	V 2½ 24	12/6	11/-
Irish Weekly Indpdt. - Sunday Ind.	78,658nsg	W	2d.	7 2½ 22	10/-	..
Irish Weekly Mail		W	1½d.	7 2½ 22	6/6	3/6
Weekly Freeman		W	2d.	V 2½ 24	10/-	..
Weekly Irish Times		W	2d.	7 2½ 24	6/-	4/-
FERMANAGH—						
Enniskillen (5,570) 1-36		W	2d.	7 2½ 22	5/-	2/-
Enniskillen Impartial Reporter	6,119nsg	W	1½d.	6 2½ 20
Feramnagh Times		W	1½d.	6 2½ 20
GALWAY—						
Ballinasloe (5,613) 1-53-13		W	1d.
Western News		W	1d.
Galway (13,500) 30-28-22		W	2d.	8 2½ 22½	4/6	2/3
Connacht Tribune	9,042nsg	W	2d.	8 2½ 22½	4/6	2/3
Galway Express		W	2d.	7 2½ 22
Galway Observer		W	1½d.	V 2½ 22	1/-	..
KERRY—						
Tralee (11,000) 13-55-30-1		3W	1½d.	7 2½ 21	3/-	1/3
Kerry News		2W	1d.
Kerry Sentinel		W	2d.	7 2½ 21	3/-	1/3
Kerry Weekly Reporter		W	2d.	7 2½ 21	3/-	1/3
KILDARE—						
Naas (3,800) 1-13-42		W	2d.	5 2½ 18½
Kildare Observer		W	2d.	8 2½ 22½	3/-	1/6
Leinster Leader		W	2d.	8 2½ 22½	3/-	1/6
KILKENNY—						
Kilkenny (12,500) 40-30-63		2W	1½d.
Kilkenny Journal		W	3d.	7 2½ 23	2/6	1/3
Kilkenny People	6,277nsg	W	2d.	6 2½ 20½	2/6	1/-
The Moderator		W	2d.	6 2½ 20½	2/6	1/-
KING'S COUNTY—						
Birr (4,500) 13-1-59		W	2d.	7 2½ 23	3/-	1/6
King's County Chronicle		W	2d.	7 2½ 23	3/-	1/6
Tullamore (5,900) 30-6-1		W	3d.	V 2½ 28	4/6	2/3
Offaly Independent		W	3d.	V 2½ 28	4/6	2/3

(Continued on page 166)

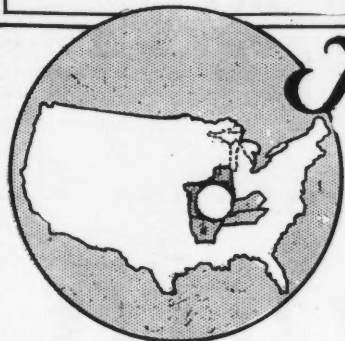
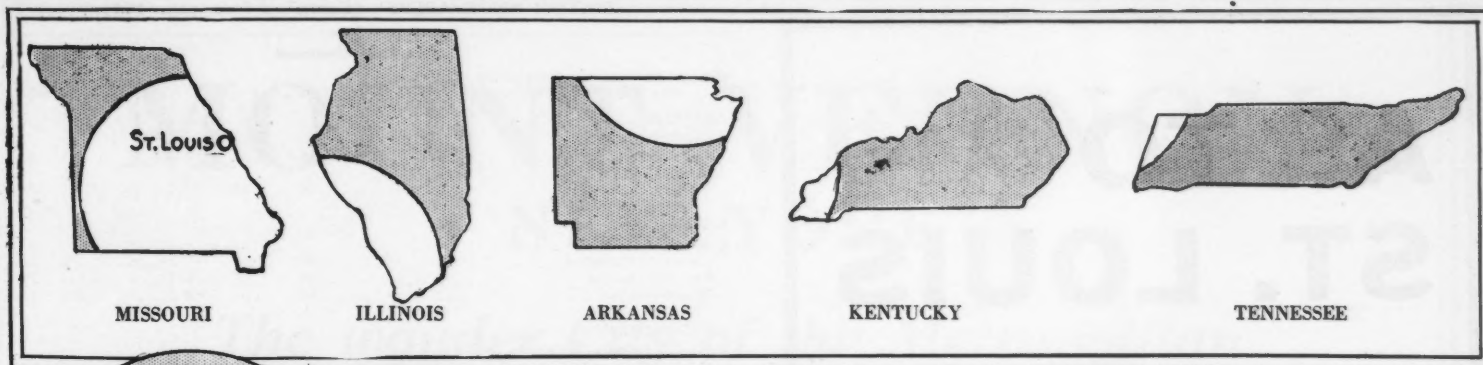
BOSTON GLOBE FIRST

During 1922 the total number of lines of Department Store advertising printed in Boston papers having Daily and Sunday editions was

GLOBE - 3,457,099
Second Paper 2,916,732

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

The Globe Should Be First on Your Boston List



The **49th State**
 is a Circle--Radius 150 mi.

GET out your map, and add this new commonwealth—right in the nation's center.

Name the new state "Globe-Democrat Influence." The capital is St. Louis. The five counties are marked in white in the diagram above.

The population of the new state exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

One newspaper serves the 49th State. No other single paper even claims such coverage.

Can you think of a better newspaper situation than this?

—The largest daily in a wealthy district, exerting a tremendous influence throughout that district.

Any wonder we want to tell you about it?

St. Louis
Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

- | | | | |
|--------------------------------|--------------------------|--------------------------|-------------------------------------|
| F. St. J. Richards
NEW YORK | Guy S. Osborn
CHICAGO | J. R. Scolaro
DETROIT | C. George Krogness
SAN FRANCISCO |
|--------------------------------|--------------------------|--------------------------|-------------------------------------|

Dorland Agency, Ltd., LONDON

Associated American Newspapers, PARIS

BRITISH NEWSPAPERS—(Continued from page 164)

AS TO ST. LOUIS

In most American cities you will find a newspaper that occupies a field of its own without a Sunday edition. In most instances this paper is a carefully edited, thoughtful newspaper, not given to sensationalism, having a following of readers who have the means and inclination to invest in substantial goods.

The only six-day evening paper without a Sunday edition in St. Louis is The Times, which enjoys the complete confidence of its readers, practically all of whom are in the immediate trading territory of that great and prosperous city. All of the department stores use very large space in The Times, the largest of this group alone having used last year in excess of 600,000 lines, which is quite a lot of space to use in one newspaper having no Sunday edition. The St. Louis Times is very careful of its advertising policy, co-operating with the Better Business Bureau, and seeing that this policy is made effective.

Your copy in the columns of The Times will be in good company, both personal and local.

NATIONAL ADVERTISING.

G. Logan Payne Company, Representative.

CHICAGO	Tower Bldg.
DETROIT	Kresge Bldg.
LOS ANGELES	Security Bldg.
ST. LOUIS AND KANSAS CITY	Carleton Bldg.
Payne, Burns & Smith, Inc., Representative.	
NEW YORK	Fifth Ave. Bldg.
BOSTON	100 Boylston St.

Member of the Audit Bureau of Circulations.

IRELAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
LEITRIM—					
Garrick (1,800) 1					
Leitrim Observer		W	2d.	7 2¼ 23	2/6 1/-
Mohill (1,415) 1					
Leitrim Advertiser		W	2d.	6 2¼ 21	...
LIMERICK—					
Limerick (40,000) 55-13-1-58					
Limerick Chronicle		3W	2d.	8 2¼ 24	4/6 3/-
Limerick Leader		3W	1d.	V 2¼ V	3/- 2/-
Munster News		5W	2d.	8 2¼ 24	2/6 1/6
LONDONDERRY—					
Coleraine (8,000) 39-61-1-40					
Coleraine Chronicle		W	1d.	...	3/6 1/6
Northern Constitution	12,955nsg(p)	W	2d.	7 2¼ 24½	3/9 2/9
Londonderry (50,000) 49-61-28-30					
Derry Journal		3W	2d.	V 2¼ 21½	4/- 1/3
Derry Standard		3W	2d.	V 2¼ V	4/- 1/3
Irish Telegraph		DM	1½d.	7 2¼ 24	5/-
Londonderry Sentinel		3W	2d.	V 2¼ 20½	4/- 1/3
LONGFORD—					
Longford (3,000) 1					
Longford Independent		W	2d.	6 2¼ 20	2/- 1/-
Longford Journal		W	1d.
LOUTH—					
Drogheda (12,425) 39-52-41-6					
Drogheda Advertiser		2W	2d.
Drogheda Argus		W	1d.
Dundalk (14,000) 6-52-7					
Dundalk Democrat	8,512nsg(p)	W	2d.	7 2¼ 20½	4/6 2/3
Dundalk Examiner		W	2d.	5 2¼ 19	...
Dundalk Herald		W	1d.	6 2¼ 20½	3/- 1/3
MAYO—					
Ballina (4,440) 1-59-13					
Ballina Herald		W	1d.
Western People		W	2d.	7 2¼ 24	1/6 ..
Castlebar (5,600) 1-36-59-74					
Cannaught Telegraph		W	2d.	7 2¼ 23	2/6 1/-
Westport (4,000) 1-13					
Mayo News		W	2d.	7 2¼ 22	4/6 2/-
MEATH—					
Kells (2,426) 1-39-6-41					
Meath Herald		W	1d.
Navan (5,000) 1-13-30-59					
Meath Chronicle	3,144nsg(p)	W	2d.	6 2¼ 20	3/- 1/-
MONAGHAN—					
Monaghan (4,272) 1-64-28					
Northern Standard		W	2d.	6 2¼ 20½	3/- 1/6
QUEEN'S COUNTY—					
Maryborough (3,200) 13-1					
Leinster Express		W	1d.	6 2¼ 20	3/- 10d.
ROSCOMMON—					
Boyle (3,000) 1-13					
Roscommon Herald		W	3d.
Roscommon (2,000) 1-13					
Roscommon Journal	3,000nsg(p)	W	2d.	6 2¼ 20	2/6 1/-
SLIGO—					
Sligo (8,780) 13-41-1					
Sligo Champion		W	2d.	7 2¼ 23	3/6 1/9
Sligo Independent		W	1½d.	6 2¼ 20½	2/6 1/-
TIPPERARY—					
Clonmel (10,000) 56-41-13					
The Nationalist		2W	1½d.	V 2¼ 24	3/- 2/-
Neuagh (5,000) 1-61-13					
Neuagh Guardian		W	2d.	7 2¼ 25½	3/3 1/4½
Neuagh News		W	2d.	7 2¼ 26½	3/- 1/6
TYRONE—					
Cookstown (3,685) 1-39-61					
Mid Ulster Mail		W	1½d.	7 2¼ 23	3/- 1/6
Dungannon (4,000) 1-39-30-3					
Tyrone Courier & Dungannon News		W	2d.	7 2¼ 20½	3/- 1/9
Omagh (4,836) 13-1-74					
Tyrone Constitution		W	2d.	7 2¼ 22	2/6 1/-
Strabane (5,035) 39-13-1					
Strabane News		W	1d.	7 2¼ 22	2/- 9d.
WATERFORD—					
Waterford (28,000) 55-40-59					
Munster Express		W	2d.	7 2¼ 23	...
The Evening News		DE	1d.	6 2¼ 21½	3/9 2/-
Waterford Standard		2W	2d.	6 2¼ 22	3/- 1/6
Waterford Star		W	1d.
Waterford Weekly News		W	2d.	6 2¼ 22	4/3 2/6
WESTMEATH—					
Athlone (9,000) 30-6-41					
Westmeath Independent		W	2d.	8 2¼ 28	4/6 2/3
Mullingar (5,500) 1-30					
Midland Reporter		2W	2d.
Westmeath Examiner		W	2d.	6 2¼ 22	4/6 2/3
Westmeath Guardian		W	2d.	7 2¼ 22	2/- 1/-
WEXFORD—					
Enniscorthy (5,500) 13-41-30					
Enniscorthy Echo		W	2d.	7 2¼ 21	3/- 1/3
Wexford (17,000) 74-41-63					
Wexford Free Press		W	2d.	7 2¼ 22	3/- 1/3
Wexford People (Series)	21,245nsg pw	2W	1d. 2d.	8 2¼ 21	8/- 4/-

(Continued on page 170)

MOUNT VERNON NEW YORK

*The wonder City of the Metropolitan
Suburban District*

The **DAILY ARGUS**

The only newspaper printed and published in the city, is making the same wonderful advance as has distinguished Mount Vernon in 1922.

THE HOME OF THE DAILY ARGUS



First Street at Second Avenue

TWO RECORDS

In 1922 Mount Vernon made a record showing in building permits—The value of the plans filed reaching the sum of **\$7,004,531**

Also in 1922, The Daily Argus carried over **7,000,000** lines of advertising, the greatest lineage of any newspaper in Westchester county and proof of the confidence people have in its value as an advertising medium.

Mount Vernon has grown from a population of 22,000 in 15 years to nearly 50,000 today, and there is a tributary population of 50,000 more

The Daily Argus goes into nearly every home in this territory. The circulation is over 8,500 daily.

Published Every Business Evening
STILES & MERRIAM, Inc.
Established 1892

Member of Audit Bureau
Circulations and A.N.P.A.

Foreign Representatives:
GEO. B. DAVID & CO.
117 Madison Ave.
New York City

A. R. KEATOR
1411 Hartford Bldg.
Chicago, Ill.

QUALITY VE WHEN YOU HEAR

Buying a Newspaper Press other than a Hoe, you can be sure that it was either because the impelling consideration was price rather than quality or because of failure to personally investigate fully the respective merits of the different machines offered, or that the great volume of orders going through our works, coupled with our high standard of manufacture, prevented us from making delivery within the time desired.

While we have been the pioneers and leaders in the manufacture of printing machinery for over one hundred years, and have by far the largest and best equipped plant of its kind in the world, especially adapted to turning out superior machinery in the quickest and most economical manner, yet the cost of construction and the time required for manufacture are necessarily greater in the case of machinery built to our high standards of design and workmanship, than for machinery of cheaper design and inferior construction.

At the present time the extraordinary demand

Superspeed and Heavy-Design Un Our Patented Automatic Pump

is taxing our manufacturing facilities to their utmost and, pending the time necessary for the enlargement of our plant capacity, we are obliged to ask our friends to con-

R. HOE

504-520 GRAND STREET,

7 South Dearborn Street
CHICAGO, ILL.

109-112 BOROUGH ROAD,

RSUS PRICE OF A PUBLISHER

Hoe Presses are designed and built to give the greatest net output and do the best work in the most efficient and economical manner — not merely to sell at a price. That they are the best investment in the long run, because of their greater speed, greater dependability, greater economy of upkeep, greater freedom from paper wastage, and longer life, is demonstrated conclusively by the continually increasing demand for them and by the fact that the majority of the prominent newspapers and magazines throughout the world are printed on Hoe Presses. The proprietors of these publications are conservative, far-seeing business men who look beyond immediate costs for efficiency and permanent value. They would not pay a higher price for Hoe Machinery unless convinced that it is *a better investment from every viewpoint.*

for newspaper presses, and particularly for our

it-Type Machines Equipped With System of Ink Distribution

sider their probable needs in the way of new press equipment as far in advance as possible, so as to give us sufficient time to take care of them properly.

& CO.

NEW YORK, N. Y.

LONDON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.

BRITISH NEWSPAPERS—(Continued from page 166)

IRELAND—Continued						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
WICKLOW—						
Bray (7,000) 51						
Bray and South Dublin Herald.....	W	2d.	5 2½ 17½	2/6	1/-	
WICKLOW 59-13-51						
Wicklow News Letter.....	W	2d.	5 2½ 17½	3/-	1/6	
BRECKNOCKSHIRE—						
WALEs						
BRECKNOCKSHIRE—						
Brecon (5,649) 1-4-31-59						
Brecon County Times.....	W	1d.	7 2½ 18½	3/6	..	
Brecon and Radnor Express (Series)	W	2d.	8 2½ 22	3/6	2/-	
CARDIGANSHIRE—						
Aberystwyth (11,220) 51-40-45						
Cambrlan News.....	W	2d.	7 2¼ 25	6/-	4/-	
Welsh Gazette.....	W	2d.	6 2½ 22	7/6	2/-	
Cardigan (3,452)						
Cardigan and Tivyside Advertiser..	W	2d.	6 2½ 20½	3/6	2/3	
CARMARTHENSHIRE—						
Carmarthen (10,011) 1-31-4						
Carmarthen Journal.....	W	2d.	6 2 20	5/-	2/9	
Carmarthen Welshman.....	W	2d.	V 2¼ 20½	3/6	2/6	
Llanelli (36,504) 31-40-4-69						
Llanelli Argus.....	W	1d.	6 2½ 20½	2/6	10d.	
Llanelli Mercury.....	W	2d.	6 2¼ 20½	2/6	2/-	
Llanelli and County Guardian.....	W	2d.	9 2½ 27	3/6	1/9	
South Wales Press.....	W	2d.	5 2½ 20	2/6	1/-	
CARNARVONSHIRE—						
Bangor (11,032) 45-1						
North Wales Chronicle (Series)....	W	2d.	8 2 V	10/-	7/6	
Carnarvon (8,301) 45-1-59-4						
Carnarvon Herald (Series).....	W	2d.	7 2¼ 22	9/-	6/-	
North Wales Observer (Series).....	W	2d.	7 2¼ 22	9/-	6/-	
Conway (6,506) 1-51						
North Wales Weekly News (Series)	W	2d.	7 2¼ 22½	4/-	3/-	
Llandudno (19,290) 51						
Llandudno Advertiser.....	W	2d.	6 2½ 20½	2/6	1/9	
DENBIGHSHIRE—						
Colwyn Bay (18,770) 51-1						
North Wales Pioneer (Series).....	W	2d.	8 2 V	8/6	5/6	
Denbigh (6,783)						
Baner ac Amserau Cymru.....	W	2d.	7 2¼ 23½	6/-	4/-	
Denbighshire Free Press.....	W	1d.	7 2¼ 21½	5/-	3/-	
North Wales Times.....	W	1d.	6 2½ 21	5/-	3/-	
Llangollen (3,680) 51-45-1						
Llangollen Chronicle.....	W	1d.	4 2¼ 14	1/-	6d.	
Wrexham (19,002) 4-40-41						
North Wales Guardian.....	W	1d.	6 2½ 20½	3/6	1/9	
Wrexham Advertiser.....	W	1d.	7 2¼ 22	
Wrexham Leader.....	W	1d.	7 2¼ 21½	5/-	3/6	
FLINTSHIRE—						
Holywell (2,907) 61-4-12						
County Herald.....	W	2d.	7 2½ 22	2/6	..	
Flintshire Observer and News.....	W	2d.	8 2 V	6/-	4/-	
Rhyl (13,398) 51-1-22						
Rhyl Journal and Advertiser.....	W	1½d.	7 2½ 24	3/6	2/-	
GLAMORGANSHIRE—						
Aberdare (55,010) 4-1-40-31						
Aberdare Express.....	W	5/-	3/-	
Aberdare Leader.....	W	2d.	7 2¼ 20	3/6	2/6	
Barry Dock (38,927) 76-21-7						
Barry Dock News.....	W	2d.	6 2½ 20½	2/-	1/-	
Bridgend (9,206) 4-1						
Glamorgan Gazette.....	W	1½d.	8 2 22½	3/-	2/6	
Cardiff (200,262) 4-49-7-31						
Cardiff Times.....	W	1d.	7 2¼ 21½	12/-	6/-	
South Wales Echo.....	DE	1d.	7 2¼ 21½	15/-	..	
South Wales Evening Express.....	DE	1d.	5 2¼ 18½	15/-	10/-	
South Wales News.....	DM	1d.	7 2¼ 21½	15/-	10/-	
Weekly Mail (Cardiff).....	W	1d.	7 2¼ 24½	12/-	6/-	
Western Mail.....	DM	1d.	7 2¼ 24½	18/-	12/6	
Merthyr (80,161) 4-40-19						
Merthyr Express.....	W	2d.	V 2¼ 18	6/-	4/-	
Y Tyst.....	W	2d.	3 2½ 11	4/-	2/6	
Penarth (17,097) 49-66-3						
Penarth Times.....	W	1d.	5 2¼ 18½	2/-	1/-	
Pontardawe (34,623)						
West Wales Observer.....	W	1d.	4 2¼ 15	2/6	1/9	
Pontypridd (47,171) 4-40-19						
Glamorgan County Times.....	W	1d.	7 2¼ 21	3/-	2/3	
Glamorgan Free Press & Rhondda Ldr.	W	2d.	6 2¼ 18	6/-	3/9	
Pontypridd Observer (Series).....	W	1d.	6 2 20	7/6	5/-	
Swansea (157,561) 31-4-76						
Cambria Daily Leader.....	DE	1d.	V 2¼ 21¼	10/-	5/-	
Cambrian.....	W	1d.	7 2¼ 23½	2/6	1/6	
Herald of Wales.....	W	1d.	V 2¼ 21¼	5/-	2/6	
South Wales Daily Post.....	DE	1d.	5 2¼ 18½	10/-	5/-	
South Wales Weekly Post.....	W	1d.	7 2¼ 23½	2/6	1/6	
MERIONETHSHIRE—						
Bala (1,408) 45-30-1						
Bala Y Seren.....	W	1d.	4 2¼ 15	3/-	2/-	
Blaenau (8,143) 45-53						
Blaenau y Rhedegydd.....	W	1d.	
Corwen (3,000) 1-45-53-4						
Corwen Adsaïn.....	W	1d.	4 2¼ 15	1/-	6d.	
Dolgelly (2,014) 4-58-51						
Y Cymro.....	W	2d.	4 2 13	4/-	2/-	
Y Dydd.....	W	1d.	

WALES—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
MONTGOMERYSHIRE—					
Neeton (5,670) 30-43-41-1					
Montgomeryshire Express.....	W	2d.	7 2¼ 20	7/6	2/6
Welshpool (5,677) 1-59					
Montgomery County Times (Series)	W	2d.	8 2¼ 23	3/6	2/6
FEMBROKESHIRE—					
Fishguard (2,999) 1-76					
County Echo.....	W	1½d.	5 2½ 29	2/-	..
Haverfordwest (5,950) 76-1					
Pembroke County Guardian.....	W	2d.	7 2¼ 25	5/-	2/6
Pembroke Herald.....	W	1d.	7 2¼ 24
Pembroke Telegraph.....	W	2d.	7 2¼ 23	5/-	2/6
Pembroke Dock (15,481) 74-49-76					
Ward-Davies's Free Press.....	W	1d.	5 2½ 18
Tenby (4,830) 51-22					
Tenby and County News.....	W	1½d.	6 2½ 22	3/-	2/-
Tenby Observer.....	W	1d.	6 2½ 22½	4/-	2/6
RADNORSHIRE—					
Llandrindod Wells (4,605) 1-59-51					
Mid-Wales Independent.....	W	1½d.

BRITISH JOURNALISTS ASSOCIATIONS

NATIONAL UNION OF JOURNALISTS, 150 Fleet Street, London, E. C. 4. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts, 1920-21. It is a Registered Trade Union. Officers: President, Mr. T. A. Davies; Vice President, Mr. W. Meakin; Hon. Treasurer, Mr. W. Veitch; Editor of the official organ (The Journalist), Mr. T. Jay; General Secretary, H. M. Richardson. Qualification for membership: A man or woman shall have been three years in journalism and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members; that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 91 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom, and to

the trade Union Congress. Membership is 4,600.

INSTITUTE OF JOURNALISTS, 2 Tudor Street, London, E. C. 4. Founded in 1884, the Institute of Journalists is the Chartered Professional Corporation organized and equipped for the purpose of maintaining the status, rights and privileges of the general body of working journalists. It resolutely safeguards their interests, and continually prevents or checks attempts at encroachment. Unemployment and provident Funds are attached to the Institute. Officers for 1923—President, Mr. Fredk. Peaker (Fellow), of London; Vice Presidents, Mr. Chas. Wells (Fellow), of Bristol, and Mr. Geo. Springfield (Fellow), of London; Hon. Vice Presidents, Mrs. Caruthers (Fellow) of London, Messrs. Chas. A. Cornish (Fellow) of Birmingham, W. Beeve Fowkes (Fellow) of Leeds, William Laty (Fellow) of London, J. V. Mahony (Member) of Dublin, William Stewart (Fellow) of Glasgow, H. Slater Stone (Fellow) of Bristol; G. A. L. Green (Fellow) of South Africa, The Hon. W. H. Triggs of New Zealand, and J. E. Woolacott of India; Hon. Treasurer, Mr. Arthur E. Watson (Fellow) of London; Hon. Secretaries, Messrs. William Laty (Fellow) of London, Henry Lashmore (Continued on page 172)

Announcing

THE FARMER'S TELEGRAM

Issued weekly by the Evening Telegram Co.

Telegraph Building, Superior, Wis.

8 to 12 pages, 7 col., 12½ ems, 20 inches. Specializing on the news and problems of the farmers of upper Wisconsin and the Lake Superior region.

Circulation 9,000 paid in Northern Wisconsin. Rate 3½c per line.

SPECIAL REPRESENTATIVES:

Hamilton-DeLisser, Inc.

25 West 43rd Street,
127 North Dearborn Street,

New York City
Chicago, Ill.

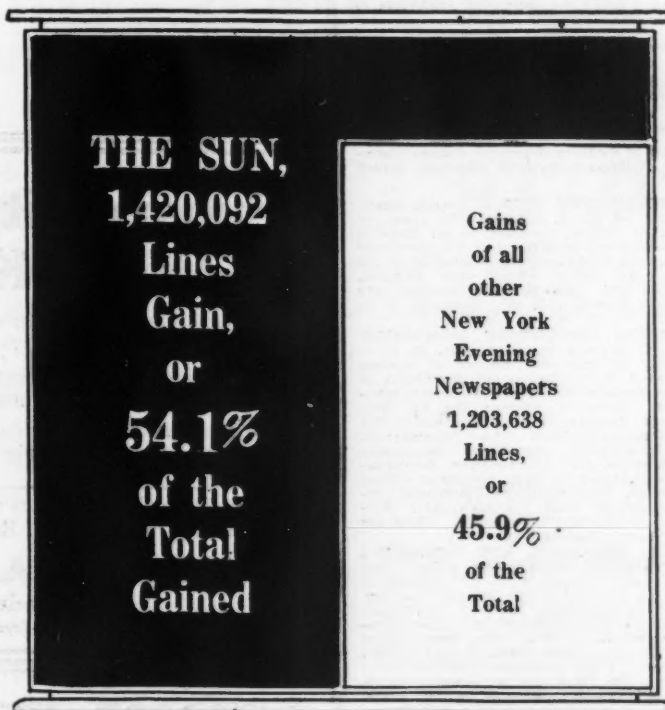
The Sun Leads All New York Evening Newspapers in Advertising Gains

DURING 1922 The Sun published 9,620,816 agate lines of advertising (32,069 columns)—an increase of 1,420,092 lines (4,734 columns) over the preceding year.

The Sun's gain was greater than the combined gain of the three other evening newspapers that increased in advertising.

The Sun's gain was 516,412 lines greater than that of the next evening newspaper.

For 10 consecutive months The Sun's gain has been larger than the gain of the next evening newspaper.



This record reflects the confidence of advertisers in The Sun—a confidence drawn from a consistently large and increasing volume of sales directly traceable to advertising in this newspaper.



280 Broadway

New York City

BRITISH JOURNALISTS' ASSOCIATIONS—(Continued from page 170)

(Fellow) of Southampton, S. Digby of India, E. F. Jenkins of South Africa, and A. W. Still (Fellow) of Straits Settlements; Hon. Editor "Institute Journal," Mr. Geo. Springfield (Fellow) of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 3s. 6d. per annum (Entrance Fee 10s. 6d.), or, including special Unemployment Benefit 42s. per annum. Overseas members 21s. per annum.

THE WRITERS CLUB, 10 Norfolk Street, Strand, W. C. 2. Objects: Social for women engaged in literary or journalistic work. Founded in 1891. Officers: President, Her Royal Highness Princess Christian; Chairman of Committee for 1923, Mrs. P. Champion de Crespigny; Vice Chairman, Miss G. M. Ireland Blackburne; Hon. Secretary and Treasurer, Miss Lynette R. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town £3 3s. Country £2 2s. Entrance Fee £1 1s. Meetings: Dinner and Debates monthly. House Teas weekly on Fridays.

LYCEUM CLUB, 138 Piccadilly, London, W. 1. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public vice, journalism, drama, and other important directions. Officers: President, The Marchioness of Aberdeen and Temair; Vice President, Lady Strachey; Executive Committee, Chairman, Dr. Dickinson Berry; Vice Chairman, Mrs. Champion de Crespigny; Deputy Vice Chairman, Miss McLeod Moore; Committee, Lady Beuchcroft, Miss Sarah Clegg, Miss Millie Colea, Lady McKenzie Davidson, Mrs. Rentoul Esler, Mrs. Furnage, Mrs. Menda Gibson, Mrs. Romanne James, Dr. Sophia Jevons, Miss Winifred Mayo, Mrs. Clarke Nuttall, M.Sc., Dr. Raisin, Mrs. Henry Ruffer, Miss Sloane, Mrs. Smedley, Miss E. M. Tait. Subscriptions: Town £5 5s. Country £4 4s. Entrance Fee £2 2s. Meetings: Club Dinners and Discussions, each Monday. Affiliated Organizations: Lyceum Clubs Overseas at Athens, Basle, Berne, Barbados, Brisbane, Brussels, Florence, Geneva, Gothenburg, The Hague, Hobart, Lausanne, Melbourne (Victoria), Milan, Nice, Paris, Rome, Stockholm, Sydney.

PRESS CLUB, LTD., St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for jour-

nalists in London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Wm. H. Lock; Hon. Secretary, Chas. R. Symes; Hon. Treasurer, E. Montague Smith; Hon. Asst. Secretary, Walter J. Mason; Hon. Asst. Treasurer, Fred C. Savelle. Members of journalistic, musical and artistic professions are eligible. Subscription: £5 5s. per annum. Affiliated to other Press Clubs in England.

ASSOCIATION OF WOMEN JOURNALISTS, Sentinel House, Southampton Row, London, W. C. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad, and for promoting and protecting the personal and professional interests of its members; and to maintain and improve the status of journalism as a profession for women. Officers: President, 1922-1923, Viscountess Burnham; Chair, Lady Brittain; Vice Chair, Miss F. Knowles-Foster, F. R. G. S.; Hon. Treasurer, Lady Doughty; Hon. Secretary and Editor of Society's Magazine, Mrs. E. A. Binstead. Subscriptions: Town £1 1s. per annum; Country or Foreign, 10s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

LONDON UNIVERSITY JOURNALISM STUDENTS' UNION, University College, London, W. C. 2.—Members: All students of the Journalism Course at the University of London are eligible for membership, the subscription is 1s. per session. Officers: President, Mr. Leonard Boase (University College); Hon. Secretary, Miss White (University College); Hon. Treasurer, Miss Isaacs (King's College). Committee: Mr. Tokevig (King's), Miss Haldimstein (University), Mr. Harding (East London), Mr. Finlay (University), Miss Dempster (King's). Committee consists of the officers and five members, elected from the body of the Union, irrespective of the college to which they belong.

PARLIAMENTARY PRESS ASSOCIATION, Press Gallery, House of Commons, London, S. W. 1. Organization of the newspaper men engaged in reporting the proceedings of Parliament.

JOURNALISM STUDENTS' UNION, King's College, Strand, London, W. C. 2. A post-graduate association of students who have passed through the courses of journalism at the London University College.

organizations, but the Association works in friendly co-operation with other newspaper organizations when matters arise which call for joint action. The membership comprises over 80 publishing houses, controlling nearly 200 trade and technical journals. Officers: President, J. N. Butler (Grocer's Gazette); Vice Presidents, Sir Edward M. Hiffe, C. B. E. (The Autocar), Herbert G. Crockett (Leather World), G. Keville Davis (Chemical Trade Journal), E. J. Dodd (Canadian Machinery), W. A. Standing (Motor Cycle & Cycle Trader), W. Alderson Smith (Electrical Industries); Hon. Treasurer, W. Alderson Smith (Electrical Industries); Members of Council, H. E. Binstead (Furniture Record), E. S. Coston (Tobacco), C. Cokayne-Naylor (New Zealand Motor & Cycle Journal), A. B. Deane (Licensing World), F. Dolman (Art Trade Journal), E. V. Hyde (Fish Trades Gazette), Holbrook Jackson (Draper's Organizer), J. A. Kay (Railway Gazette & Railway News), E. G. King (Engineering & Industrial Management), W. A. MacLaren (Waste Trade World), Frank Nasmith (Textile Recorder), A. H. Shaw (Hardwareman and Ironmonger Chronicle), H. Sinclair (The Planomaker), Otto Thomas (Motor Traction), H. Eustace Vickers (Indian & Eastern Engineer), H. Wassell (Machinery), E. W. Willis (World's Carrier and Carrying Trades Review); Chairman, Percival Marshall (The Model Engineer); Secretary, Arthur C. Brookes.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization flanking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of

periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The last of these conferences was held in Canada in 1920. Over one hundred newspaper proprietors and editors from all over the British Empire took part in the Conference and were entertained by the Canadian Government and the Canadian Section of the Union during a 9,000-mile tour of the Dominion. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa and Canada. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, The Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Chairman, Robert Donald, LL.D.; Members of the London Council, Sir John Arnott, Bart. (Irish Times, Dublin), G. G. Armstrong (Daily News), J. Gomer Berry (Daily Graphic), R. D. Blumenfeld (Daily Express), Sir Robert Bruce, LL.D. (Glasgow Herald), Sir Andrew Caird, K. B. E. (Evening News), J. Heddie (Evening Standard), Sir Edward Hulton (Daily Sketch), Sir Edward M. Hiffe (British Association of Trade and Technical Journals), J. Henson Infield (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D. S. O., M. C. (Daily Telegraph), T. Marlowe (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. E. Peacock (Morning Post), Ernest A. Perris (Daily Chronicle), (Continued on page 174)

BRITISH NEWSPAPER ASSOCIATIONS—1923

THE NEWSPAPER SOCIETY, 10 Salisbury Street, London, E. C. 4. The oldest British newspaper organization, having been founded in 1836 and reconstituted in 1917 and 1921. Is an association of the principal newspaper owners of the provinces and watches their interests in general affairs relating to newspaper production, and negotiates on their behalf with other trade organizations when matters affecting newspaper owners arise. Officers for the Year 1922-1923: President, Sir James G. Owen (Express & Echo, Exeter); Immediate Past President and ex-officio Member of Council, Mr. Valentine Knapp (Surrey Comet); Hon. Vice Presidents, Sir David Duncan (South Wales News), Mr. John R. Scott (Manchester Guardian), Sir Meredith T. Whitaker (Surrey Mercury), Mr. Valentine Knapp (Surrey Comet); Vice Presidents (by vote of Annual Meeting), Mr. J. D. Jeremiah (Daily Dispatch, Manchester), Mr. W. Astle (Stockport Advertiser); Hon. Treasurer, Sir George Toulmin (Lancashire Daily Post); Hon. Solicitor, Mr. J. C. Soames; Trustees, Sir Francis Carruthers Gould (Westminster Gazette), and Mr. Carmichael Thomas. Affiliated to the Newspaper Society are the following district societies: Hampshire & Isle of Wight Newspaper Owners' Association (Secretary, S. A. Penney, Southampton Times, Southampton), Herts & Beds. Newspaper Proprietors' Association (Secretary, L. A. Wheeler, Letchworth Citizen, Letchworth), Berks, Bucks & Oxfordshire Newspaper Society (Secretary, F. W. Neale, Reading Mercury, Reading), Sussex Newspaper Owners' Association (Secretary, Arthur Beckett, Eastbourne Gazette, Eastbourne), Three Shires Newspaper Society (Secretary, H. W. Bennet, Gloucestershire Echo, Cheltenham), Shropshire & North Wales Newspaper Owners' Association (Secretary, C. P. Gasnoine, Border Counties Advertiser, Oswestry), Staffordshire & Warwickshire Newspaper Association (Secretary, C. E. Ward, Birmingham News, Birmingham), Yorkshire Newspaper Society (Secretary, A. M. Wisely, Yorkshire Herald, York), Weekly Section, Secretary, Percy Hartley, Brighouse Echo, Brighouse), Kent Newspaper Proprietors' Association (Secretary, E. G. Bassett, Sidecup Times, Sidecup), Surrey Newspaper Association (Secretary, Chas. Kent, Surrey Mirror, Redhill), Federation of South-Western Newspaper Owners (Secretary, A. Brown-Lyne, Cornish Guardian, Bodmin), Middlesex Newspaper Proprietors' Association (Secretary, S. J. King, Ealing Gazette, 213 Uxbridge Road, W. Ealing, W. 13), East Anglian Newspaper Owners' Society (Secretary, B. W. Elkington, East Anglian Daily Times, Ipswich), Cumberland and Westmoreland Newspaper Owners' Society (Secretary, Arthur Hickling, Carlisle Journal, Carlisle), Midland Federation of Newspaper Owners (Secretary, C. E. Ward, Birmingham News, Birmingham), The Irish Newspaper Society (Secretary, W. T. Brewster, Irish Independent, D'Olier Street, Dublin), The Scottish Daily Newspaper Society (Secretary, F. T. Mudie, 2 Albert Square, Manchester), Fed-

eration of Southern Newspaper Owners (Secretary, William Leavis, 6 Bouverie Street, E. C. 4).

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1923: President, The Viscount Burnham, C. H.; Secretary, S. G. Smeed.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McAra, J. P. (Secretary). Membership Qualifications and Subscriptions: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

WEEKLY NEWSPAPER AND PERIODICAL PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. The result of the Association's efforts in connection with the Railway Rates, effecting a saving of more than £50,000 per annum to its members, is a notable instance of the advantages of combined action. Officers: Chairman, The Rt. Hon. Lord Riddell; Vice Chairman, Mr. George Spring (London Opinion); Deputy Chairman, Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.); Secretary, E. C. Norton. Membership Qualifications as indicated in first paragraph. Council meetings are held fortnightly.

BRITISH ASSOCIATION OF TRADE & TECHNICAL JOURNALISTS, LTD., Sicilian House, Southampton Row, London, W. C. 2. From the date of its foundation in 1915, the British Association of Trade and Technical Journals has proved itself to be a live and progressive organization in promoting the interests of British trade and technical journals, and it has always endeavored to raise the standard of such publications. Membership is open to any reputable business paper, British owned, and published within the British Empire. The subscription is payable at the rate of 1d. per page on the total advertising carried during the year; minimum subscription £3 3s. 0d.; maximum £10 10s. 0d. The normal business of the Association is conducted by the Council which meets regularly at fortnightly intervals. General meetings of the members for the discussion of papers and business topics are called as and when required. There are no directly affiliated or-

For Directory of Features

See Page 243

**METROPOLITAN
NEWSPAPER SERVICE**
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

Prosperity Reigns in
West Kentucky

Bank clearings show an increase over last year of 25%—
Retail sales increased 27%—
Every factory has operated full time all year, with 20% more persons at work than a year ago.

Organization of tobacco growers along California cooperative lines insures sale of this year crop at big advance in prices.

The Paducah Sun shows an increase in circulation of 40% over a year ago. See A. B. C. statement.

THE PADUCAH EVENING SUN
Paducah, Ky.

National Representatives: Alcorn-Seymour Co.—Chicago, New York, St. Louis, Mo.

THEODORE HIERTZ METAL CO.

8011 ALASKA AVE.

ST. LOUIS, MO.

MAKE

**STEREOTYPE, LINOTYPE, MONOTYPE
and other
TYPE METALS**

We Furnish 100% of the Newspapers of St. Louis with All Their Requirements of Type Metals.

*Leads the Entire World
In Advertising Gains 1922 over 1921*



GAINED 3,493,854 LINES

Los Angeles
Evening Express

LOST 937,020 Lines

Los Angeles
Evening Record

LOST 1,268,120 Lines

The Evening Herald

covers the field completely. It is read by 155 out of every 200 families in Los Angeles and vicinity.

Dominate this busy territory by concentrating your advertising in

The Evening Herald

*Largest
Daily Circulation
in the
Entire West*

Representatives:

H. W. MOLONEY, 604 Times Bldg.,
NEW YORK, N. Y.

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Av., CHICAGO

A. J. NORRIS HILL, 710 Hearst Bldg.,
SAN FRANCISCO, CALIF.

BRITISH ASSOCIATIONS—(Continued from page 172)

The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), A. H. Watson (Westminster Gazette), H. A. Woodcock (Financial News), T. Young (Weekly Newspaper and Periodical Proprietors' Association); Hon. Life Member, Sir Harry Brittain, K. B. E., LL.D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers £10, evening newspapers £7, organizations of proprietors £10, news agencies £10. London national weeklies, and trade and technical journals, and other periodicals £5, provincial weeklies £3, Associates £3. Frequency of Meetings: The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society, The British Association of Trade and Technical Journals, and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

ASSOCIATION OF ADVERTISEMENT MANAGERS OF THE LONDON AND PROVINCIAL PRESS, 3 Racquet Court, Fleet Street, London, E. C. 4. Objects: The betterment of Advertising. Officers: President, H. J. Lees

(The Scotsman); Vice President, Philip Emanuel (Odhams, Ltd.); Hon. Treasurer and Secretary, A. Shevin-Thomas (Schoolmaster); Assistant Secretary, E. H. Hull; Council of Management, C. Crane (Leicester Mercury), F. Johnson (Liverpool Post & Mercury), J. A. W. Muddle (D. C. Thomson & Co., Ltd.), F. Osborne (Ward, Lock & Co., Ltd.), H. C. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perrin (Sheffield Telegraph), A. Richardson (Daily Chronicle), W. R. Robertson (Amalgamated Press, Ltd.), G. Scott (Glasgow Herald), F. Simons (Daily Express), Geo. Sparkes (Daily Graphic, By-stander, etc.). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

FLEET STREET CLUB, Anderton's Hotel, Fleet Street, London, E. C. 4. Objects: Luncheon and social. Officers: President, Chas. Crane; Vice President, S. D. Nicholls; Committee, Mr. W. J. Baxter, Mr. S. G. Colam, Mr. E. Folkes, Mr. F. A. Hardy, Mr. S. D. Nichols, Mr. A. Harold Palne, Mr. F. H. Wilkinson, Mr. M. Blythe (ex-officio); Hon. Treasurer, T. C. Walters; Hon. Secretary, Mr. S. A. Willmott. Membership is restricted to newspaper and periodical advertising representatives. Meetings: Daily, except Saturdays. Not affiliated to any other organization although practically all the Advertising Clubs, etc., in existence emanated from the Fleet Street Club. In existence since 1885, and objects have been social all the way through. The National Advertising Society was founded by the Fleet Street Club. Also the originators of the Fleet Street Week for Bart's when some £7,200 was collected for St. Bartholomew's Hospital. Two Fleet Street Club members have been made Governors of Bart's Hospital.

BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., 134 Fleet Street, London, E. C. 4. (Branch offices: Veno Bldgs., Manchester; 22 Renfield Street, Glasgow). Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.) and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Officers: Vice Presidents: Lord Leverhulme, Sir Jesse Boot, Bt., Sir Herbert T. F. Parsons, Bt., Sir Hedley F. Le Bas. Honorary Central Executives: Mr. J. R. Bedford (H. A. & D. Taylor, Ltd.), Mr. E. S. Daniels (Ingersoll Watch Co.), Mr. A. S. Dixon (Brown & Polson, Ltd.), Dr. G. E. Dixon (Capsuloids, Ltd.), Mr. F. W. Goodenough (British Commercial Gas Association), Mr. H. G. E. Greville (Anglo-American Oil Co., Ltd.), Mr. C. B. Gwynn (Bradford Dyers Association, Ltd.), Mr. R. H. Hammersley (English Margarine Works (BIO)), Mr. W. H. Hartley (International Multigraph Co., Ltd.), Mr. E. Horton (Bees, Ltd.), Mr. J. A. Kenningham (Condy & Mitchell, Ltd.), and Secretary, Association of British Proprietaries, Mr. N. F. Kingzett (The Sanitas Co., Ltd.), Mr. H. Dudley Parsons (Dunlop Rubber Co., Ltd.), Mr. Russell Rumney (Ridges Food Co.), Mr. C. J. Sabiston (International Correspondence School, Ltd.), Mr. A. E. Shead (Remington Typewriter Co., Ltd.), Mr. J. A. South (John Steedman & Co.), Mr. D. Ventura (Australian Soap Co.), Mr. H. R. Watling (British Cycle & Motor Cycle Manufacturers & Traders' Union, Ltd.), Mr. William Welby (Achille Serre, Ltd.), Mr. E. H. Willmott (Thahton & Parsons, Ltd.), Mr. H. W. Thompson (Hugon & Co., Ltd., representing Northern Executive), Mr. A. W. Fisher (Pullers, Ltd., representing Scottish Executive), Mr. J. D. C. MacKay (School of Accountancy, representing

Scottish Executive). Also Provincial Executives in Scotland and Northern England. General Secretary (London), H. T. Humphries; Secretaries Provincial Executives, B. A. Ward (Manchester), D. J. Black (Glasgow). Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Astor; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Leverhulme, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Sir W. E. Berry, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Mr. T. P. O'Connor, M. P., Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Haddon; Hon. Chairman, E. W. Barney; Hon. Vice Chairman, E. T. Nind; Hon. Committee, Mrs. E. M. Wilson, Miss M. J. Lyon, H. C. Anning, M. Blythe, Samson Clark, C. D., F. F. Johnston, G. J. Orange, C. B. E., F. Osborne, H. C. Paterson, A. Richardson, J. H. Salt, G. Scott, A. H. Simpson, H. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

INCORPORATED SOCIETY OF BRITISH ADVERTISING AGENTS, 110 St. Martins Lane, London, W. C. 2. An Association of many of the principal advertising agencies of Great Britain but not inclusive of all. Has an Audit Bureau of Circulations in course of formation. Secretary, M. Thunder.

ALDWYCH CLUB, LTD., 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: Sir William E. Berry; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, A. L. Haydon. Subscriptions, £6 6s. per annum. Entrance Fee £3 6s.

LONDON AD. CLUB. For the discussion of topics relating to the improvement of advertising methods. Secretary, E. V. Lawes, Saturday Review Offices, 9 King Street, Covent Garden, London, W. C. 2.

PUBLICITY CLUB OF LONDON, Hotel Cecil, Strand, London, W. C. 2. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members, to publish reports of the Club's meetings and any other material which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the club. Names of Officers: Chairman, Mr. R. T. Thornberry; Hon. Treasurer, Mr. E. J. Pencock; Hon. Secretary, Mr. Andrew Milne, 51 New Oxford Street, W. C. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. No Affiliated organization.

THIRTY CLUB OF LONDON, 38 Holborn Viaduct, London, E. C. 1. Devoted to the betterment of Advertising. Officers: President, John Chesire, Central Buildings, Blackfriars, E. C. 4; Vice President, W. S. Crawford, 235 High Holborn, W. C. 1; Hon. Treasurer, Philip Emanuel, 93 Long Acre, W. C. 2; Hon. Secretary, C. Harold Vernon, 38 Holborn Viaduct, E. C. 1. The Club meets monthly. Subscriptions: Three Guineas per annum. No Affiliated organizations.

OVERSEAS JOURNALISTS' ASSOCIATIONS IN LONDON

BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The Object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, Sir William Berry, Bart.; Hon. Treasurer, Walter Jerrold, F. J. I.; Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, Members of the Newspaper Society of Great Britain and Ireland. The nomination of a candidate, not a member of

the above bodies, must be supported by a proposer and two seconders, qualified Members of the Association, and the nomination form shall contain the name of the publication with which the candidate is associated. The Annual Subscription is Ten Shillings. Frequency of Meetings: Meetings take place at intervals throughout the year and visits to foreign countries (sometimes at the invitation of the Governments of the countries visited) are arranged periodically. Affiliated Organizations: The Association is affiliated with the Union Internationale de Press Associations, founded in 1894 for the purpose of promoting friendship among journalists of different countries, and of advancing matters of professional importance as well as for the consideration and discussion of questions of professional interest by delegates of the various Associations. The Association also works in co-operation with the Institute of Journalists, The Newspaper Proprietors' Association, the Foreign Press Association and the Association of American Correspondents in London.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON, 138 Fleet Street, London, E. C. 4. Objects of the Association are to promote co-operation among its members, to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, Arthur S. Draper; Vice President, R. M. Collins; Secretary, John S. Steele; Treasurer, Sidney Thatcher; Executive Committee, Hal O'Flaherty, Ernest Marshall, Joseph W. Grigg, J. Mcl. Stuart, Ralph Turner. Membership Qualifications: Full members, who are fully accredited resident members of the staffs of American daily newspapers and news agencies maintaining a cable service. Associate members, who are visiting representatives of American newspapers, publications, and news agencies and occasional mail correspondents who are properly accredited. Subscriptions: Full Members or Staffs possessing full membership £3 per annum. Associate Members £1 per annum. Meetings: Regular monthly meetings on first Wednesdays.

FOREIGN PRESS ASSOCIATION IN LONDON. Objects: To hold together the interests of foreign newspaper correspondents located in London. President, M. J. de Marsillac, Le Journal Office, 176 Fleet Street, London, E. C. 4.

BRITISH JOURNALISTIC AND ADVERTISING COURSES

UNIVERSITY OF LONDON (Journalistic Course) at Five Centres, University College, King's College, Bedford College, London School of Economics and East London College. The University Course for the Diploma for Journalism and the general arrangements for the admission of students and for the examination have been placed by the Senate under the organization of a Journalism Committee of the University, which consists of the following persons: The Chancellor (The Earl of Rosebery, K. G.), ex-officio; The Vice Chan-

(Continued on page 176)

HERE IS YOUR OPPORTUNITY TO SECURE SOME GOOD USED NEWSPAPER PRESSES

Scott, Three-Tiered, Two-Page-Wide Press. Prints 4-6-8-10 or 12-page papers at 24,000 per hour; 16-20 or 24 pages at 12,000 per hour; 7 or 8 columns to page. Page length 23 9/16 inches.

Scott Three-Deck, Two-Page-Wide Press with columns along cylinder. Prints 4-6-8-10-12-14-16-18-20 or 24 page papers delivering all products inset and folded to half page size.

Scott, Four-Deck, Two-Page-Wide Press. Quadruple Capacity. 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. Page 23 9/16. Eight columns to page.

Hoe Sextuple Web Press with Color Cylinder and Double Folder. Prints 4-6-8-10 or 12 page papers at 48,000 per hour; 14-16-18-20-22 or 24 page papers at 24,000 per hour, with first and last pages in extra color if desired.

Hoe Double Sextuple Web Press with Four Central Folders and Color Cylinder. Prints 96,000 4-6-8-10- or 12 pages inset in one section; prints 72,000 14 or 16 pages, inset in one section; 48,000 18-20-22 or 24 pages; 36,000 28 or 32 pages in two collected sections; 24,000 26-28-30-32-34-36-38 or 40 pages associated in two sections, with the first and last page of every section printed in one extra color and black.

If interested in any press on list write us. Just tell us your requirements. We will find the press for you.

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Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

Trenton Times

*Proven a Great Food, Family and Home Medium;
is a great business getter for any right product*

Nearly 200 National Advertisers Use the Times Each Month
(193 in Oct. 1922: 195 in Nov. 1922)

and the fact that our

**NATIONAL DISPLAY COPY IN 1922
INCREASED 20% OVER 1921**

is a fair indication of the trend of national advertisers and informed advertising agencies toward

TRENTON FOR RESULTS

Total National Display lineage in Times in 1921-1,333,262
and in the year 1922-1,600,578

A gain of 267,316 lines or over 20%

Few if any papers

Surpass the Trenton (N. J.) Times Food Feature Department

GENERALLY 4 FREQUENTLY 5 OCCASIONALLY 6

Food Pages Every Thursday

These pages devoted exclusively to food news, recipes and food advertising have been wonderfully productive to the manufacturer as well as to the grocer who consistently uses them.

Though we carry four wire services, stories, comics, and many pictures,

***A House to House Survey Proved the Food Feature
Department was the BEST Feature the Times Carried***

A net circulation of 34,000 in this prosperous territory is a profitable investment for any advertiser—especially those seeking to reach the buyer of home and family supplies.

A. B. C. Member—flat rate 8c

Daily
Marbridge Bldg.
New York

Trenton Times
KELLY-SMITH CO.

Sunday
Lytton Bldg.
Chicago

BRITISH JOURNALISTIC AND ADVERTISING COURSES
(Continued from page 174)

cellor (Mr. H. J. Warins, M. S.), ex-officio; The Chairman of Convocation (Dr. R. M. Walmaley, D. Sc., M. I. E. E., F. R. S.), ex-officio; The Provost of University College (Sir Gregory Foster); The Principal of King's College (Dr. Ernest Barker, M. A., LL.D.); The Principal of Bedford College (Miss M. J. Tuke, M. A.); The Principal of East London College (Mr. J. L. S. Hinton, M. A.); The Director of the London School of Economics and Political Science (Sir William Beveridge, K. C. B., M. A., B. C. L.); Mr. Valentine Knapp (Past President Newspaper Society and Chairman of the Courses for Journalism); Mr. J. R. Scott (Manchester Guardian); Mr. J. L. Garvin (The Observer); Sir Roderick Jones (Managing Director, Reuters); Mr. Frederick Peaker (Hon. Secretary of Institute of Journalists); Mr. J. Alfred Spender (late Editor, Westminster Gazette); Mr. H. Wickham Steed (Editor, The Times); Mr. Herbert Cornish (Member, Institute of Journalists); Mr. Fred Miller (Assistant Editor, The Daily Telegraph); Mr. W. Meakin (Member, National Union of Journalists); Mr. H. M. Richardson (General Secretary, National Union of Journalists); Dr. Hugh Dalton (D. Sc., M. A., of the London School of Economics and Political Science); Miss F. C. Johnson (M. A. of Bedford College); Mr. A. W. Reed (M. A. of King's College); Mr. Lawrence Solomon (M. A. of University College); Professor Sir Sidney Lee (F. B. A. of East London College). The College Tutors for Journalism Diploma Courses are: University College, Mr. Lawrence Solomon, M. A.; King's College, Mr. A. W. Reed, M. A.; Bedford College, Miss F. C. Johnson, M. A.; London School of Economics and Political Science, Dr. Hugh Dalton, D. Sc., M. A.; East London College, Prof. Sir Sidney Lee, D. Litt., F. B. A.

LONDON POLYTECHNIC, 309 Regent Street, London, W. 1. (Headmaster, Capt. W. J. Weston, M. A., B. Sc., London). Journalism Course: In Two Sections, Practice and Fiction Writing. Principal of Course, Mr. F. M. Dudeney. Number of students in 1922 Autumn-Winter Session: Practice 23; Fiction Writing, 22. Advertising Course. Lectures and Practical Work and Discussion. Principal of Course, Mr. Cyril G. Freer. Number of students in 1922 Autumn-Winter Session, 102.

MARYLEBONE COMMERCIAL INSTITUTE, Upper Marylebone Street, Great Portland Street, London, W. 1. Course in Advertising and Salesmanship. Principal, F. Rusworth. Classes held Tuesdays. Lecturer, Mr. A. C. Jameson Green. Session extends from September to July. Affiliated to the Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Pultney General Institute, Peter Street, Solo. W. 1; Stanhope Street General Institute, Easton Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 1.

NEWS DISTRIBUTING AGENCIES
IN GREAT BRITAIN

PRESS ASSOCIATION, LTD., Byron House, 85 Fleet Street, London, E. C. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The object of the Association is the collection and supply to its members of reliable news. Officers are: Messrs. Harry C. Robbins and G. E. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Sir Joseph Reed, of the Newcastle Chronicle. The Annual Meeting of shareholders is held in May.

CENTRAL NEWS, LTD., 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News-Photographs to the Newspapers, Clubs, etc., of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated

organizations are the Central News of America and Central News Photo Service, and the New York Bureau Association at 26 Beaver Street, New York, U. S. A., but have close relations for the interchange of news-telegrams with the Fournier News Agency, Paris, and the Vaz Dias News Agency, Amsterdam.

EXCHANGE TELEGRAPH CO., LTD., 64 Cannon Street, London, E. C. 4. For the supply of News of every description to newspapers, clubs, institutions and private persons. Officers: Wilfred King, Managing Director; Geo. F. Hamilton, Secretary; E. G. Tillyer, Chief Engineer. Subscriptions: According to Service taken. Branch Offices, 71 Lord Street, Liverpool; West India House, Baldwin Street, Bristol; 24 Middle Street, Brighton; Crown Chambers, Land of Green Ginger, Hull; 3 Royal Exchange Court, 85 Queen Street, Glasgow; 61 Albion Street, Leeds; 3 Brown Street, Manchester.

REUTERS, LTD., Sir Roderick Jones, managing director, London office; F. Douglas Williams, general manager, New York office; I. M. Norr, acting general manager, New York office.

ASSOCIATED PRESS OF AMERICA, London office, 24 Old Jewry, London, E. C. 2; R. M. Collins, head of London staff.

UNITED PRESS ASSOCIATIONS OF AMERICA, London office, 161 Temple Chambers, London, E. C. 4. Ed. L. Keen, manager.

AUSTRALIAN PRESS ASSOCIATION, 10 Salisbury Square, Fleet St., London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America; Taylor Darbyshire, manager.

BRITISH SCHOOLS OF
PRINTING

Regular classes are arranged at the following: London: L. C. C. School of Printing, Stamford Street, S. E. The Aldenham Institute, St. Pancras, Camberwell School, S. E.

and instruction is also given for juniors at the L. C. C. school, Theobald's Road, London, W. C. The technical and art schools in the following cities and towns also include regular classes in the Winter Session—Birmingham, Nottingham, Leicester, Manchester, Liverpool, Bradford, Leeds, Bristol, Hull and Huddersfield. In Scotland there are classes at Edinburgh, Glasgow and Aberdeen. In Ireland, at Belfast, and Dublin.

FOREIGN CORRESPONDENTS IN
THE UNITED STATES

Agence Havas, Paris—A. Lieberfeld, 51 Chambers street, New York City; R. Remy, Albee Building, Washington, D. C. American-Swedish News Exchange—Dr. B. H. Brillioth, Room 827, 154 Nassau street, New York City. Amsterdam (Holland) De Telegraaf—G. J. M. Simons, Room 758, 25 Broadway, New York City. Amsterdam Handelsblatt—D. J. de Ballueck, 258 West 73d street, New York City. Australian Press Association—A. Rothman, World Building, New York City. Buenos Ayres, La Nacion—W. W. Davies and A. Mayer, 51 Chambers street, New York City. Buenos Ayres, La Prensa—R. Ronconi, 51 Chambers street, New York City. Central News of London—Edward Rascovar, 28 Beaver street, New York City. Chilean Information Bureau—F. Nieto de Rio, 290 Broadway, New York City. Constantinople Vakit—M. Zekeris, 510 West 124th street, New York City. Copenhagen (Denmark) Politiken—Julius Moritzen, 130 West 42d street, New York City.

Craow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City. Dublin (Ireland) Freeman's Journal—Thomas Coates, 55 West 49th street, New York City. Havana (Cuba) El Mundo—R. E. Govin, 90 West street, New York City. Havre (France) Eclair—A. E. Sieper, 108 West 54th street, New York City. Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York City. Jerusalem and Palestine Haaretz—A. Agronsky, Room 901, 50 Union Square, New York City. Liverpool (England) Echo—Harold Bucher, 420 West 121st street, New York City. London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City. London Daily Express—Warren Mason, 316 World Building, New York City. London Daily Mail—W. F. Bullock, 280 Broadway, New York City. London Daily Mirror—T. Walter Williams, 253 West 42d street, New York City. London Daily News—P. W. Wilson, 227th street and Independence avenue, New York City; George C. Briggs, 2011 Park avenue, New York City. London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 68 Broadway, New York City. London Evening Standard—F. W. W. Hill, 112 West 50th street, New York City. London Financier—Leopold Grahame, 542 West 112th street, New York City. London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C. London Pall Mall Gazette—W. E. Carson, Room 806, 437 Fifth avenue, New York City. London Times—Cornelius Vanderblit, Jr., 220 West 42d street, New York City; (financial) L. E. Hinrichs, 280 Broadway, New York City; Willmott Lewis, Wilkins Building, Washington, D. C. Madrid (Spain) Press Association—Dr. V. R. Beteta, 44 West 76th street, New York City. Manchester (England) Guardian—A. Wyn Williams, 220 West 42d street, New York City. Mexico City, El Universal—G. A. Simoni, 165 Broadway, New York City. Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, Old Lyme, Conn. Montreal Gazette—F. B. Owen, Times Building, New York City. Montreal, La Presse—Joseph Bourgeois, 37 West 16th street, New York City. Montreal, Le Soleil and Le Canada Musical—Arthur LaMalice, 245 West 51st street, New York City. Montreal Star—Napier Moore, 306 World Building, New York City. Osaka (Japan) Mainichi—Yoshitara Kasumayama, Room 806, 154 Nassau street, New York City. Paris, Express de Mulhouse—Clement Bneff, 1 East 47th street, New York City. Paris Le Figaro—L. Thomas, 440 Fourth avenue, New York City. Paris Herald—Roland Kilbon, 280 Broadway, New York City. Paris, L'Information—Max Lowey, 30 Pine street, New York City. Paris L'Ouest Eclair—Leonce Levy, c/o New York World, 63 Park Row, New York City. Paris L'Ouvre—Raymond Loewy, 47 West 42d street, New York City. Reuter's, Ltd., London—F. Douglas Williams, T. A. Dixon and I. M. Norr, 280 Broadway, New York City. Rome (Italy) La Tribuna—A. Arbib-Coata, 3671 Broadway, New York City. St. Johns (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Elmhurst, L. I., N. Y. Santiago (Chile), El Mercurio—Ernest Montenegro, Times Building, New York City. Santiago de Chile La Nacion—Severo Salcedo, 165 Broadway, New York City. Shanghai (China) Evening News—E. K. Moy, 2844 Woolworth Building, New York City. Tokio Japan Advertiser—Joseph P. Barry, 120 Broadway, New York City. Tokyo Asahi Shinbun—S. Fugita, 308 World Building, New York City. Tokyo (Japan) Chngai Shogio Shimpoo—Room 234, 150 Nassau street, New York City.

Bought Again

LAST April the management of the Sacramento Bee decided to start a paper in Fresno. They placed a contract for erection of a new building, and then took up the problem of its equipment.

The Fresno Bee

This gave occasion to review the field and find out what is the most approved way of getting display composition. The Sacramento Bee has been using the Ludlow method. They know what it will do. But they were not so well posted as to what other systems would do.

Reviewing the pages of other papers using keyboard machines and also those using single types, in comparison with their own, they discovered that the strength of their own display was far better. The tendency in a newspaper composing room is to reduce all display to keyboard sizes and faces and save distribution. This keeps the display to the smaller sizes and the thin, compressed faces—because big, bold and extended faces require thicker matrices than any keyboard machine can carry. But this, of course, is sacrificing the interest of their advertisers.

After years of use at Sacramento the Ludlow was decided upon for Fresno—which is the highest tribute to the Ludlow. It was the deliberate choice of a satisfied user, who was buying new, and had the whole field to choose from.

"Our conclusion is, to get out a newspaper, to carry clean, bright looking ads, with unlimited variation in appearance, economically, one should have at least one Ludlow."—AURORA BEACON NEWS.

"The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process, but with the Ludlows we can give perfect type free from broken kerns. Our advertisers like the italics."—TOPEKA STATE JOURNAL.



THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

CIRCULATION AND TRAFFIC ACCIDENTS

TRAFFIC ACCIDENTS HAVE BECOME THE APPALLING SUBJECT OF THE DAILY NEWS

INSURANCE BENEFITS Providing Against the Ever Present Danger of Bodily Injury is the New Individual SERVICE to Subscribers That Is Rapidly BUILDING CIRCULATION OF PERMANENT CHARACTER.

PROTECTION APPEALS to the SMITHS
—the VAN STUDDIFORDS ARE FEW.

HICKEY-MITCHELL CO.

PIERCE BLDG. (Builds and Holds Circulation) ST. LOUIS
U. S. Mgrs. National Casualty Co., Newspaper Dept.

Features Make Circulation

POSITIVE PROOF IN THREE NEWSPAPERS I BOUGHT

By ARTHUR BRISBANE

KOENIGSBERG, boss of the syndicates, asks me for an article to be published in **CIRCULATION** dealing with what I **KNOW** of my own knowledge about the value of the star features sold by King Features Syndicate, the exclusive news features sent by wire by Universal Service and Cosmopolitan News Service, and the leased wire report of International News Service.

I know a good deal and I can prove it to the satisfaction of any intelligent publisher.

The announcement made when I turned over the Evening Wisconsin to Mr. Hearst tells the story, for of course the growth of that newspaper was based on the *features* that the papers used. It wasn't done by me. I would have been the same as any other fairly good editor *without* those features. And it wasn't done as the Japanese say "By the virtue of the Emperor," which in this case would mean William Randolph Hearst.

When I bought the Evening Wisconsin, the price was one cent, it is now two cents.

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

I have never taken from the Wisconsin News or the Washington Times which I bought and turned over to Mr. Hearst, a dollar in profits or in salary, but have enjoyed demonstrating the fact, interesting to newspaper men, that it is not difficult to double or treble the circulation of a newspaper, treble its income, add hundreds of thousands an-

nually to its payroll, make it profitable and put its competitors in a thoughtful mood.

It was done because the features that our newspapers printed *systematically* and *regularly*, not fitfully and *feebly*, created the demand that means success.

To this announcement it may be added that since I bought the Washington Times, and the Milwaukee (Wisconsin) News and turned them over to Mr. Hearst, I have bought another paper and turned that over to Mr. Hearst. The "other paper" is the Detroit Times.

When I bought this newspaper it had less than 20,000 circulation and there were three evening papers in Detroit—the Times, Journal, and News.

The Times went to 65,000 circulation from less than 20,000 in a few weeks. That wasn't very hard *with* the features we had to use. We put in the right man, Linder whom we took from the Detroit Journal—very lucky we were to get him—Bitner whom we got from the Pittsburgh Press, again wonderfully good luck, and Mulcahy, from the New York Evening Journal—a wonder. The pressure was too great, and the Detroit Journal sold out to the News. The News absorbed the Journal in an interesting way. They got the *name*, and we got the Journal's circulation. They paid \$1,500,000 to make that happen.

The Detroit Times now has more than 160,000 circulation, and it has that circulation because at the very beginning we used *systematically*, *regularly*, and in the right way, the features that are necessary to get circulation and to **KEEP** circulation after you get it.

"GET IT FIRST—BUT FI

The slogan of INTERNATIONAL NEWS SERVICE
six hundred evening and Sunday newspapers regularly

I. N. S. set the news pace in 1922. Our friendly rivals admit that fact. Wherever news men are gathered together, here or in Europe, you hear them talking of I. N. S. achievements.

This service has rolled up an immense record of "beats" and "exclusives" and has put more fine human interest news on first pages than all other services COMBINED.

We appreciatively acknowledge our privilege to play the part of good reporters for 600 American editors. We lay our copy on their desks, for selection as they will. We write more than 350,000 words per week for transmission over telegraph

wires. We tell big stories in a big way—little ones, small. We deal only in authenticated or evidential fact.

If it is News—true, important, interesting, decent—it is I. N. S. material.

The good old year is a harbinger of a greater 1923. I. N. S. is keen for the fray. With resources more than doubled, it is prepared for a good showing in the lively competition of the American news service field. I. N. S. has today in service more than 36,000 miles of leased wire. This means POWER to collect and serve news. Its foreign service is in charge of young

INTERNATIONAL

M. KOENIGSBERG, President

Sales Agent
KING FEATURES SYNDICATE
241 West 58th Street, N. Y. C.

FIRST GET IT RIGHT!"

SERVICE forms one of the chief reasons why regularly publish the I. N. S. Leased Wire Report

Services of I. N. S.

Leased wires for evening papers
Leased wires for Sunday morning papers
Leased wires for financial news service
Leased wires for sports service
Fast Mail news service
Foreign cable service
Full page news picture mat service, daily except Sunday
News picture mat service daily
Weekly pictorial review, being a full page mat service of current events for Saturday and Sunday newspapers
Daily sports mat service
Special wire feature service
500, 1,000 and 1,500 word special news telegraph service
"Pony" telephone service from 28 bureaus located in all parts of the United States

Americans, every one a trained I. N. S. man. Its foreign connections are the best available to evening papers. Its Washing-

ton staff has a high reputation for achievement and its 28 bureaus in the United States are busy news hives, controlled by men trained to I. N. S. rules of efficiency and honor.

More than all else I. N. S. is fortified by its great clientele of prosperous and enterprising evening and Sunday newspapers. Editors have justified confidence in this news service.

They know that I. N. S. pays its way—does not guess the news, or dream it, or fake it, or in any way tamper with fact. I. N. S. regards its slogan, "Get it First—but First Get it Right," as a solemn pledge of faith. Watch I. N. S. grow in 1923!

NEWS SERVICE

Agents
NEWS SYNDICATE, Inc.
Street, New York City

In the Fullest Sense of the Word— Universal Service

is universal because its regular staff of highly specialized news writers is augmented by leaders of world thought whose words have weight wherever there is written speech.

From all corners of the globe the men and women who are in the vanguard of progress in sciences, statecraft, invention, research, discovery and the arts contribute their best thought and judgment to Universal Service.

**George Bernard Shaw—Sir Hall Caine—D'Annunzio—Yves Guyot
Guglielmo Ferrero—George Bernhard—Lady Gertrude Decies**

These are only a FEW of the brilliant personages whose articles on world politics, world achievement, war, peace, and the future, add illumination and authority to the FIFTEEN THOUSAND WORDS of up-to-the-minute NEWS that are broadcasted over Universal Service every night. Universal's staff of foreign correspondents include such distinguished reporters as Karl H. von Wiegand, Berlin; C. F. Bertelli and Basil Woon, Paris; and John T. Burke and Forbes Fairbairn, London.

Clemenceau, Foch, Bonar Law, Tagore,—and other prominent personalities of the world who have had something to tell the world, invariably write it for Universal.

DAMON RUNYON—America's greatest descriptive sports writer—covers all important sporting events for Universal.

The matchless sports and financial reports of Universal Service, its special service from Washington, its nightly exclusive news stories sent by cable from the capitals and news centers of the earth, together with its long record of world news beats make it a living FORCE in the newspaper world.

UNIVERSAL SERVICE
NEW YORK CITY

M. Koenigsberg, President

George T. Hargreaves, Editor and Manager

CHURCH ADVERTISING IDEA SPREADS

by

HERBERT H. SMITH

NEWSPAPERS in England and Canada have during the past year become more largely interested in church advertising and have come for assistance to the Church Advertising Department of the Associated Advertising Clubs of the World. Two British papers are using advertising suggestions put out by this department and five papers in Canada have also found the same material available. The total number of papers in the United States which have bought copy from the Church Advertising Department in the past twelve months is fifty-six.

A fact in the development of this phase of church work which would be astonishing to a group of strictly church people is that most of the men actively interested in the work of the Church Advertising Department are those who sit on Sunday in the pews. They are not ministers. The presidents of half a dozen advertising agencies are among the men who are assisting in this work in addition to advertising executives of various types of organizations and a number of men who are now serving the nation as lawmakers. In short, men like the average newspaper publisher and advertising manager are putting most of the effort behind the campaign of the A. A. C. of W. to get people into the regular habit of church-going by the use of display space in newspapers.

About a year ago the Church Advertising Department offered its first series of ads. They were brought to the attention of newspaper managers through the kindness of EDITOR & PUBLISHER which donated space for weekly announcements. Series No. 1 consisted of ten general ads urging people to go to some church. These were put out at five or ten dollars according to the size of the paper, and were used by twenty-three different daily papers.

This series was followed, at the request of publishers, by another series of ten taken by a slightly larger list of newspapers. These ads were written by such

men as Frank Crane, Roger Babson, Senator Arther Capper, Governor Allen of Kansas, Bruce Barton and others. This series was written around the central theme "Why I Go to Church," and the copy was signed by the authors.

This material attracted the attention of ministers in various cities and a number of papers were able to add considerably to their church advertising lineage. These ads were in most cases used in space which the publisher donated for the good of the town. The cost of mimeographing the material and writing letters concerning the series was just about met by the income from the sale of copy. It was felt, however, that a longer series of ads would best meet the requirements of many papers, so arrangements were made with the Religious Copy Service, then located at Montclair, N. J., to use material which had been prepared for a syndicate of six papers. An individual interested in the work of the department advanced money to pay the cost of printing proofs of these fifty-two ads and of circularizing newspapers. In addition to EDITOR & PUBLISHER through its weekly donation of space, the Bureau of Advertising of the newspaper publishers also cooperated generously. This third series of ads, of fifty-two pieces of copy, is now being used by twenty-three newspapers.

Papers which have purchased copy from the Church Advertising Department dur-

ing the past year are as follows: Alpena, Mich., News; Anthony, Kan., Bulletin; Arkansas City, Kan., News; Bradford, Pa., Star; Brandon, Man., Sun; Bristow, Okla., Record; Canton, Ohio, Repository; Cape Girardeau, Mo., Southeast Missourian; Charleston, W. Va., Gazette; Chattanooga, Tenn., News; Chester, Pa., Times; Cleveland, Ohio, Commercial; Colton, Cal., Courier; Dade City, Fla., Banner; Elmira, N. Y., Telegram; Florence, S. C., Daily Times; Gloversville, N. Y., Herald; Goderich, Ont., Signal; Greensburg, Pa., Tribune; Hickory, N. C., Record; Jacksonville, Fla., Metropolis; Kansas City, Kan., Kansas; Kansas City, Mo., Star; Kokomo, Ind., Tribune; Lancaster, Pa., New Era; Lethbridge, Canada, Herald; Lexington, Ky., Leader; Lowell, Mass., Courier-Citizen; Marlborough, Mass., Enterprise; Milwaukee, Wis., Journal; Minneapolis, Minn., Journal; Modesto, Cal., Evening News; Moline, Ill., Dispatch; Monroe, La., News-Star; Montreal, Canada, Star; Mount Vernon, N. Y., Argus; Mount Vernon, Wash., Herald; New Orleans, La., Item; Newton, Mass., Graphic; Norristown, Pa., Herald; Paducah, Ky., Star; Pittston, Pa., Gazette; Providence, R. I., Journal; Racine, Wis., Journal News; St. Cloud, Minn., Times; St. Thomas, Ont., Times-Journal; San Antonio, Texas, Express; San Antonio, Texas, Light; Saratoga Springs, N. Y., Saratogian; Sault Ste. Marie, Mich., Evening News; Scotts Bluff, Neb., Daily News; Seymour, Ind., Tribune; Tarrytown, N. Y., Daily News; Washington, D. C., Times; Waynesboro, Pa., Record-Herald; Wilmington, Ohio, News-Journal. The department is not at all discouraged because every newspaper in the country has not found it possible to cooperate with it in its work. The efforts of the department have stimulated many papers to solicit church advertising more vigorously than before, and best of all, to study the problem of the use of display space to encourage readers to attend some church service each Sunday. Those papers which have gone into the matter most thoroughly have found that they thus are building a stable foundation for additional prestige in the community which they could lay in no other way.

It is entirely probable that at the end of ten or fifteen years the newspapers and churches will express their gratitude that

this pioneer work of relating newspapers to the churches has been in the hands of sane and constructive individuals among the enthusiasts of church advertising. There are many types of church advertising, as there are of commercial advertising. It has been the effort of the Church Advertising Department to encourage the constructive educational type of copy rather than the flamboyant emotional type which, however, some pastors are able to use with considerable success. The department has built its copy suggestions in the hope that the material would have the effect of building a well-knit congregation in individual churches rather than a mere audience on special occasions. The church is not a Chautauque nor a vaudeville stage. It is very largely an educational institution, and the copy that represents it truly ought to be educational in character.

The advertising conference held in Milwaukee last June in connection with the A. A. C. of W. convention was a marked success.

The Church Advertising Department contributed of its personnel to the program of the national advertising conference conducted by the Church Federation of Chicago last October.

Efforts are being continued to obtain a modest regular support for the Department in order that it may cooperate with local advertising clubs in the conduct of classes in church advertising. The President of the Department, Rev. Christian F. Reisner, D.D., has been tireless in his efforts to further the cause of church advertising. None of the officers of the Department receives salary. In the parlance of the streets, they are all "nuts," giving freely of their time and energy to the end that both churches and advertising managers may see the advantages of mutual cooperation. They believe thoroughly that the best good of the nation and the world can be brought about if every person goes to church and practices in his public and private life the principles of Christianity. The governing board is made up of men of all denominations and the copy issued has met the approval of both Protestant and Catholic. Proofs of Series No. 3—fifty-two pieces—may be obtained by any newspaper publisher on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia.

HOW CAN YOUR PAPER BEST HELP THE CHURCHES?

The churches in your town want to reach with their influence every reader of your paper. Many pastors don't know how. Most of them are eager to learn. You have in your organization men who can assist or who can obtain from local copy writers skilled assistance for the churches in preparing copy which will help fill the vacant pews in your town. Why not undertake this community service in 1923? Suggest to the local advertising club that it cooperate with the churches.

Study the whole relation of the churches and Christianity to printer's ink, and offer your assistance to the churches. Don't worry about present financial returns. They will come later, if not at once.

CHURCH ADVERTISING DEPARTMENT, A. A. C. of W.

HELP THE CHURCHES IN YOUR TOWN

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for Editor & Publisher. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

(Copyrighted, 1923, by Editor & Publisher.)

ENGLAND

LONDON

A

Name	Street Address
A. I. Advertising Co. (1920), Ltd.	2 Sandland Street, High Holborn, W. C. 1.
Adams Publicity Ltd.	4 Oxford Street, W. 1.
Adelphi Press, Ltd.	54 Dolphin Lane, Poplar, E. 14.
Advance Publicity	54 George Street, W. 1.
Advertising & Publicity, Ltd.	28 St. Swithin's Lane, E. C. 4.
Alhmarle Press, Ltd.	150 New Bond Street, W. 1.
Aldridge, Frederick	26 Paternoster Row, E. C. 4.
Algar, Frederic	11 Clements Lane, E. C. 4.
Alliance Advertising Agency, Ltd.	93 Chancery Lane, W. C. 2.
Anderson, Robert & Co.	14 King William Street, Strand, W. C. 2.
Angier & Preston	79 Gracechurch Street, E. C. 3.
Agence Havas	6 Breams Bldgs., Chancery Lane, E. C. 4.
Amalgamated Publicity Services, Ltd.	Bucknall Street, W. C. 2.
Anglo-Continental Advertising & Service, Ltd.	114 Southampton Row, W. C. 1.
Art & Publicity Service	7 Southampton Street, High Holborn.
Ashby Service Agency, Ltd.	26 High Holborn, W. C. 1.
Alexander & Sons, Ltd.	7 East India Avenue, E. C. 3.
Allen & Sons, Ltd., David	17 Leicester Street, W. C. 2.

B

Barker, Charles & Sons, Ltd.	31 Budge Row, E. C. 4.
Barker, Drabble & Co.	58-90 Chancery Lane, W. C. 2.
Barrow, Braid P.	56 Mortimer Street, W. 1.
Bartrums, Ltd.	Carlton House, Regent Street, W. 1.
Bates, A. & Co., Ltd.	134 Fleet Street, E. C. 4.
Baxter & Son	29 Paternoster Square, E. C. 4.
Bell, Wilson Agency	83 Pall Mall, S. W. 1.
Bernard, A.	146 Strand, W. C. 2.
Bench, T. C., Ltd.	Graham House, Tudor Street, E. C. 4.
Benn & Cronin, Ltd.	25 Grosvenor Place, S. W. 1.
Bennett, J.	56 Avenue Chambers, Southampton Row, W. C.
Benson, S. H., Ltd.	Kingsway Hall, W. C. 2.
Bewsher, J. H. P.	150 Southampton Row, W. C. 1.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Black's Advertising Agency	51 New Oxford Street, W. C. 2.
Brandis-Davis Agency, Ltd.	231 Strand, W. C. 2.
Brookie, Haslam & Co.	23-28 Fleet Street, E. C. 4.
Browne, C. A. G., Ltd.	17 Farringdon Street, E. C. 4.
Browne, T. B., Ltd.	163 Queen Victoria Street, E. C. 4.
Bottomley, Holford Service, Ltd.	23 King Street, E. C. 2.
Brindley, T. M.	21 Imperial Buildings, Ludgate Circus, E. C. 4.
Business Builders, Ltd.	26 Great Ormond Street, W. C. 1.
Boggan, Gordon Publicity, Ltd.	1 Newman Street, W. 1.
Black, Arthur A., Ltd.	Sentinel House, Southampton Row, W. C. 1.
Brewer & Son	211 City Road, E. C. 1.
Buttolph & Dickinson	190 Strand, W. C. 2.

C

Caxton Advertising Agency	Clun House, Surrey Street, Strand.
Central News Ltd.	5 New Bridge Street, E. C. 4.
Clackson, A. H., Ltd.	119 Fleet Street, E. C. 4.
Clark, Samson & Co., Ltd.	57-59 Mortimer Street, W. 1.
Clarke, Son & Platt, Ltd.	317 High Holborn, W. C. 1.
Clayton, C. D., Ltd.	126 Long Acre, W. C. 2.
Colman, Thomas & Co.	Granville House, 3 Arundel Street, Strand.
Commercial Publicity Co.	312 Regent Street, W. 1.
Craven Publicity, Ltd.	15 Pall Mall, S. W. 1.
Crawford, W. S., Ltd.	73 High Holborn, W. C. 1.
Crockford-Hales Service, Ltd.	182-3 Fleet Street, E. C. 4.
Crossley & Co., Ltd.	5 Racquet Court, Fleet Street, E. C. 4.
Cutting & Underwood, Ltd.	170 Strand, W. C. 2.
Clark & Norman	61a Strand, W. C. 2.
Clarke & Sherwell, Ltd.	11 Southampton Row, W. C. 1.
Clowes Agency, Ltd.	General Bldgs., Aldwych, W. C. 2.
Cluden, Arthur	31 Curtain Road, E. C. 2.
Colonial Advertising Company	26 Southampton Street, Strand, W. C. 2.
Curtis Agency, Ltd.	11 Southampton Row, W. C. 1.
City Advertising Agency	1 Paternoster Bldgs., E. C. 4.
Camden Agency	198 High Street, Camden Town, N. W. 1.
Causton, Sir Joseph & Sons, Ltd.	9 Eastcheap, E. C. 3.

D

Dale, Reynolds & Co., Ltd.	46 Cannon Street, E. C. 4.
Dandie, Walter & Co.	173 Great Portland Street, W. 1.
Davies & Co.	23 Finch Lane.
Davis Publicity, Ltd.	13 Victoria Street, S. W. 1.
Davis, S. & Co.	30-32 St. Swithin's Lane, E. C. 4.
Dawson, William & Sons, Ltd.	Cannon House, Breams' Bldgs., Chancery Lane.
Days Agency	28 Temple Chambers, Temple Avenue, E. C. 4.
Day, Bertram & Co., Ltd.	9-10 Charing Cross, S. W. 1.
Deacon, S. & Co.	7 Leadenhall Street, E. C. 3.
De Roos, Johnson & Co.	76-82 Wellesley Road, Queens Crescent, N. W. 1.
Dewynter, Ivon	60 Haymarket, S. W. 1.
Dorell Advertising Co.	81 Queen Victoria Street, E. C. 4.
Derick, Paul E., Agency, Ltd.	110 St. Martin's Lane, Charing X., W. C. 2.
Dorland Agency, Ltd.	Dorland House, 16 Regent Street, S. W. 1.
Dove, Alfred	Lincoln House, 18 Victoria Street, S. W. 1.
Direct Publicity, Ltd.	114 Southampton Row, W. C. 1.
Dixon, Thomas	195 Oxford Street, W. 1.

E

E. C. Advertising Co., Ltd.	4 Broad Street Place, E. C. 2.
East European Agency	62 Oxford Street, W. 1.
Edgecombe Brighton	Whitehall House, Charing Cross, S. W. 1.
Edmondson, F. W.	13 Fishers Street, Southampton Row, W. C. 1.
Electrical Press, Ltd.	83-5 Farringdon Street, E. C. 4.
Elliot, Agency, Ltd., Stanley	11a Hart Street, W. C. 1.
Engineering Publicity, Ltd.	11a Hart Street, W. C. 1.
Erwood, W. L., Ltd.	30 Fleet Street, E. C. 4.
Exchange Telegraph Co., Ltd.	63 Cannon Street, E. C. 4.
Erwin Wasey & Co., Ltd.	245 Oxford Street, W. 1.
Eric Warne & Burnside	Central Bldgs., Kingsway, W. C. 2.
Expert Publicity Service, Ltd.	Ulster Chambers, Regent Street, W. 1.

F

Far Eastern Agency (London) Ltd.	24 Devonshire Street, Bloomsbury, W. C. 1.
Feltham, L.	119 Temple Chambers, Temple Avenue, E. C. 4.
Fisher, Eden & Co., Ltd.	Spencer House, Southwark Street, S. E. 1.
Fishley, W. C., Service	166 Strand, W. C. 2.
Fleet, Hammond Co., Ltd.	45 Chancery Lane, W. C. 2.
Fleetway Press, Ltd.	45 Dane Street, High Holborn, W. C. 1.
Fox, Sidney	158 Oxford Street, W. 1.
Francis, J. C., & Co.	131 Fleet Street, E. C. 4.
Fraser's Agency, Ltd.	51 Great Queen Street, W. C. 2.
Freeman & Co.	33 Paternoster Row, E. C. 4.

Name	Street Address
Freer & Young, Ltd.	18 Charing Cross Road, W. C. 2.
Fuller, H. E., Ltd.	99 New Bond Street, W. 1.

G

Garrett, J. C., Agency	96 Southwark Street, S. E. 1.
General Publicity Agency, Ltd.	6 Austin Friars, E. C. 2.
Gibbs, Smith & Co.	10 High Holborn, W. C. 1.
Glendinning & Co.	90 Cannon Street, E. C. 4.
Godolls, Ltd.	8 Breams' Bldgs., E. C. 4.
Goldsmith, W. & Co.	46 Lincoln's Inn Fields, W. C. 2.
Goodall-Stephens Service	70 Chancery Lane, W. C. 2.
Goodwin, Ed. J.	329 High Holborn, E. C. 2.
Gordon & Gotch, Ltd.	15 St. Bride's Street, E. C. 2.
Gordon's Agency	2 Adelphi Terrace, W. C. 2.
Goring, J. H.	Graham House, Tudor Street, E. C. 4.
Gosden, D. & Co.	11 Henrietta Street, Covent Garden, W. C. 2.
Gould & Portman's, Ltd.	54 New Oxford Street, W. C. 1.
Gran-Goldman Service	173 Fleet Street, E. C. 4.
Gray Co.	5 King Street, Covent Garden, W. C. 2.
Green, Henry	120 Chancery Lane, W. C. 2.
Greenly's, Ltd.	37 Strand, W. C. 2.
Griffiths & Millington, Ltd.	22 Wellington Street, Strand, W. C. 2.
Griffiths & Weller	5 Bloomsbury Square, W. C. 1.
Grove, Francis R. Service	Sentinel House, Southampton Row, W. C. 1.
Gude, G. A., & Co.	137 Long Acre, W. C. 2.
Gumelius, Ltd.	11 Arundel Street, Strand, W. C. 2.
Galpin Publicity Service	6 Vulcan Road, S. E. 4.

H

Haddon, John & Co.	Bouverie House, Salisbury Square, E. C. 4.
Hansford & Goodman, Ltd.	57-59 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd.	92 High Holborn, E. C. 1.
Harman Advertising Co.	170 Strand, W. C. 2.
Harrod's Agency, Ltd.	32 Hans Crescent, S. W. 3.
Hart's Advertising Office	Maltavers House, 6 Arundel Street, Strand, W. C. 4.
Hart, Edgar C., & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, Covent Garden, W. C.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey E. Martin	7 King Street, Cheapside, E. C. 2.
Harvey, Ltd., Walton	4 Racquet Court, Fleet Street, E. C.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Higham, C. F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill Co., Ltd., Walter &	69 Southampton Road, W. C. 1.
Hill, E. Ingram	29 Ludgate Hill, E. C. 4.
Holland, J. P.	Walton House, 1 Newman Street, W. 1.
Holman Service, Lawrence	15 Lincoln's Inn Fields, W. C. 2.
Holbin Agency	78 Fetter Lane, E. C. 4.
Hooper & Batty, Ltd.	15 Walbrook, E. C. 4.
Hopwood Service	170 Fleet Street, E. C. 4.
Horncastle's, Ltd.	61 Cheapside, E. C. 2.
Horncastle's Agency, Ltd.	20 Moorgate Street, E. C. 2.
Howard & Jones, Ltd.	26 Bury Street, E. C. 3.
Howell Hirst & Co.	17 Philpot Lane, E. C. 4.
Humphrey's Advertising Service	20 Bride Lane, E. C. 4.
Hunter, Ed. & Co., Ltd.	3 Featherstone Bldgs., W. C. 2.
Hyams & Co., Ltd., Arthur	10 Essex Street, Strand, W. C. 2.
Hayes E. Agency	3 Gerrard Place, Shaftesbury Avenue, W. 1.
Hills Publicity, Ltd.	150 Fleet Street, E. C. 4.

I

Industrial Publicity Service, Ltd.	Red Lion Court, E. C. 4.
International Advertising Service	108 Long Acre, W. C. 2.
Imperial Agency, Ltd.	15 Bedford Street, Strand, W. C. 2.

J

Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jaeger Advertising Agency	95 Milton Street, E. C. 2.
Jarvis, L. J.	12 Norfolk Street, Strand, W. C. 2.
Jones, Yarrell & Co.	143 Fetter Lane, E. C. 4.
Judd, Ltd., Walter	7 Gresham Street, E. C. 2.
Johnson, E., Publicity Service	9 Cliff Terr. St. John's, S. E. 8.
Jacks, H., Sales Service	133 Melbourne Grove, S. E. 22.

K

Kay & Co., J. Rowland	Salisbury Square, E. C. 4.
Kennington Advertising Service	4 Regent Street, S. W. 1.
Keymer, D. J., & Co., Ltd.	36-38 Whitefriars Street, Fleet Street, E. C.
King, J. G., & Son	10 Bolt Court, Fleet Street, E. C. 4.
Knight, Arthur & Co., Ltd.	55 Chancery Lane, W. C. 2.
Knight, R. A., & Co., Ltd.	1 Gresham Buildings, Basinghall Street, E. C.
Knight, Chas. C.	231 Strand, W. C. 2.
Kingsway Publicity Service, Ltd.	Insurance House, Kingsway, W. C. 2.
Kipling, G.	58 Fleet Street, E. C. 4.
Kingsway Press Ad. Service, Ltd.	Notwich House, Southampton Street, High Holborn, W. C.
Keymer, Wm. J., Ltd.	80 Fenchurch Street, E. C. 3.

L

Laughton & Co., Ltd.	3 Southampton Street, Strand, W. C. 2.
Laurence & Fisher	34 Chancery Lane, W. C. 2.
Layton, C. & E.	56 Farringdon Street, E. C. 4.
Leathwaite, Simmons	5 Birch Lane, E. C.
Lemate, S.	23 Paternoster Square, E. C. 4.
Leighton & Lonsdales, Ltd.	263 High Holborn, W. C. 1.
Lever Bros., Ltd.	Lever Bldgs., Blackfriars, E. C. 4.
Lile, John H., Ltd.	4 Ludgate Circus, E. C. 4.
London & Provincial Ad. Agency, Ltd.	4 Oxford Street, W. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, Charing Cross, W. C. 2.
London & Counties Agency, Ltd.	141 New Bond Street, W. 1.
Longman's Agency	35 New Oxford Street, W. C. 1.
Lord & Thomas, Ltd.	Surrey House, Victoria Embankment.
Lovegrove, L. H.	37 King Street, Covent Garden, W. C. 2.
Lloyd & Badham	161 Strand, W. C. 2.
Lyons, Arthur J., Publicity	14 Chepstow Place, W. 2.

M

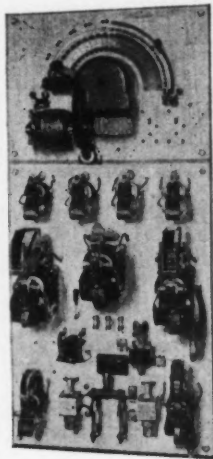
MacLaren & Sons, Ltd.	38 Shoe Lane, E. C. 4.
Mather & Crowther, Ltd.	10-12 New Bridge Street, E. C. 4.
May, J. E.	68 Fleet Street, E. C. 4.
May's Agency, Ltd.	29 John Street, Bedford Row, W. C. 1.
Maxwell Agency	9-11 Curator Street, W. C. 2.
Milton Agency, Ltd.	30-21 Bedford Chambers, Covent Garden, W. C. 2.
Mitchell, C. & Co., Ltd.	1 S-w Hill, E. C. 1.
Muller Blatchley & Co.	84 Queen Victoria Street, E. C. 4.
Masse, Roland	23 Knightbridge Street, E. C. 4.
Meerloo Publicity Service, Ltd.	105 New Bond Street, W. 1.
Morgan, Reeves & Co.	20 Goldsmith Street, Kingsway, W. C. 2.
Morris, T. W., Ltd.	104 High Holborn, W. C. 1.
Martin's Service	6 Cheapside, E. C. 2.
Martin, Leyheld & Co.	30 Craven Street, Strand, W. C. 2.
Misani, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Morgan, Raymond	8 Clifford's Inn, Fleet Street, E. C. 4.
Mutual Agency	29 Ludgate Hill, E. C. 4.
Maygoods Publicity Service	Oxford House, 9-15 Oxford Street, W. 1.
McAra Publicity Service	Pear Tree Street, Goswell Road, E. C. 1.
Marshall Service, Ltd.	7 Red Lion Square, W. C. 1.
Marshall Mackay Co.	62 Berners Street, W. 1.
Mills Agency	430 Strand, W. C. 2.
McCave, B. A.	182 Strand, W. C. 2.
Matthews, Alex. & Co., Ltd.	92 Chancery Lane, W. C. 2.

(Continued on page 184)

ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT



Full automatic two-motor direct current controller

Cline-Westinghouse Double-Motor drive with full automatic push button control for standard and high speed presses.

Cline-Westinghouse Double-Motor Drive with special push button control for multiple unit type presses (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for small presses.

Cline-Westinghouse Single-Motor Equipment for small, slow speed rotary presses, rotogravure presses, magazine and catalogue presses, etc.

Cline - Westinghouse Typesetting Machine Drives.

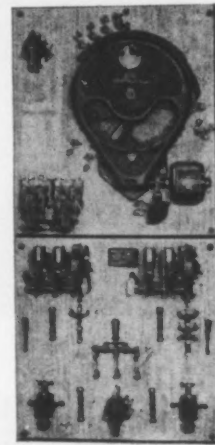
Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.

Cline Complete Equipments for Job Departments.



Full automatic two-motor alternating current controller

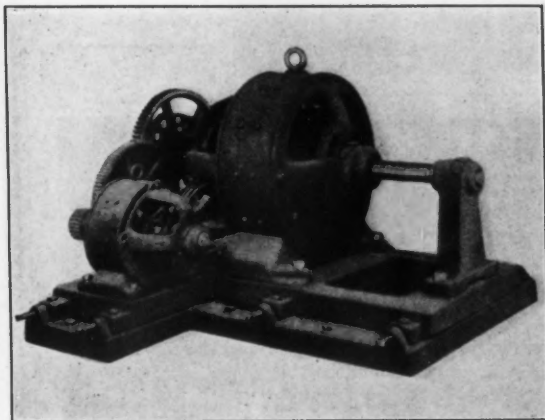


Button control station

Cline-Westinghouse motors and controllers are made for us by the Westinghouse Co. to meet the special requirements of printing machinery. Cline Electric Manufacturing Company have made a large number of installations, among which are some of the best known newspaper plants in the country. Many years of experience and close co-operation with the press designers insures the publisher's problems being given proper engineering consideration. This insures an installation of efficient apparatus best suited to each plant and a service unequalled by any other organization.

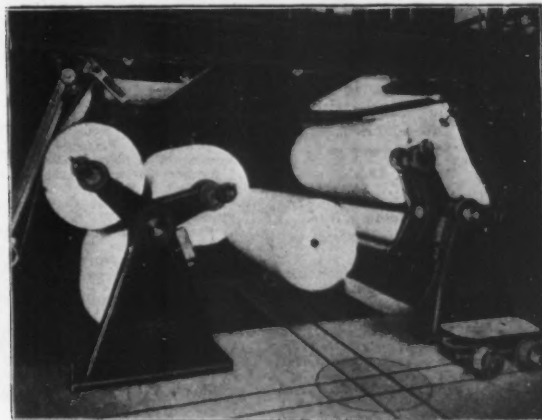


Button control station



Left—Double motor drive, direct current

Right—View of two Cline roll stands and tension belts showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles



CLINE ELECTRIC MFG Co.

MAIN OFFICE
FISHER BUILDING
343 S. DEARBORN ST.
CHICAGO



EASTERN OFFICE
MARBRIDGE BUILDING
BROADWAY AT 34TH ST.
NEW YORK

BRITISH ADVERTISING AGENCIES

(Continued from page 182)

Name	Street Address
N	
National Publicity Agency	29 Charing Cross, S. W. 1.
Nelson G. F.	5 Laurence Pountney Lane, Cannon Street, E. C. 4.
O	
Ogden & Spencer, Ltd.	1 New Square, Lincoln's Inn, W. C. 2.
Oliver Watts Agency	34 Essex Street, Strand, W. C. 2.
O'Sullivan, T. Gerald & Co.	5 Green Street, Leicester Square, W. C.
Osborne, Peacock Co., Ltd.	Kingsway House, Kingsway, W. C. 2.
Owen, A. J., Service	36 Southampton Street, Strand, W. C. 2.
P	
Palmer, H. E., Ltd.	29 New Bridge Street, E. C. 4.
Palmer, Newbould, Ltd.	199 Piccadilly, W. 1.
Palmer's Publicity Service	134 Fleet Street, E. C. 4.
Parry & Co.	Pinners' Hall, Austin Friars, E. C. 2. (financial)
Partridge Co., Ltd.	Victoria Embankment, W. C. 2.
Pivot Advertising Service, Ltd.	401 Strand, W. C. 2.
Press Publications, Ltd.	70 Shoe Lane, E. C. 4.
Paton, J. & J.	143 Cannon Street, E. C. 4.
Pictorial Publicity, Ltd.	15-16 Floral Street, W. C. 2.
Pool, C. & Co., Ltd.	180-181 Fleet Street, E. C. 4.
Potter, Fredk. E., Ltd.	Imperial House, Kingsway, W. C. 2.
Pratt & Co., Ltd.	51 Chancery Lane, W. C. 2.
Publicity, Ltd.	28 Mark Lane, E. C. 3.
Productive Publicity, Ltd.	69 Fleet Street, E. C. 4.
Pioneer Publicity Service	6 Denmark Street, W. C. 2.
Pencock & Pencock	7 New Square, Lincoln's Inn, W. C. 2.
Price's Advertising Service	61 Fleet Street, E. C. 4.
Pethick, V., Advertising	Nelson House, Fleet Street, E. C. 4.
Publicity Association, Ltd.	439 Oxford Street, W. 1.
Practical Publicity, Ltd.	3 Duke Street, Adelphi, W. C. 2.
Phoenix Industrial Service	12 London Wall, E. C. 2.
Preston Publicity Co.	112 High Holborn, W. C. 1.
R	
Radylyffe's Agency	65 Victoria Street, S. W. 1.
Ray's Agency	18 Charing Cross Road, W. C. 2.
Rawkins, Daniel, Agency	60 Queen Victoria Street, E. C. 4.
Raeburn's Overseas Publicity, Ltd.	104 High Holborn, W. C. 1.
Read & Leney, Ltd.	115 Baker Street, W. 1.
Reid, E. J. & Co.	49 Watling Street, E. C. 4.
Renwick's Agency, Ltd.	180 Fleet Street, E. C. 4.
Regent Service, Ltd.	4 London Wall Bldgs., E. C. 2.
Reuters Agency, Ltd.	14 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter's Agency	7 Charing Cross Road, W. C. 2.
Roebuck, R. C.	Craven House, Kingsway, W. C. 2.
Roselli, C. & Co.	8 Henrietta Street, Covent Garden, W. C. 2.
Rowland's Advertising Service	69 Fleet Street, E. C. 4.
Russage Advertising Co.	61-62 Chancery Lane, W. C. 2.
Rudin, Martin, Ltd.	25 Wellington Street, Strand, W. C. 2.
Ruddock, Noller & Ruddock	30 Old Jewry, E. C. 2.
Rand Service	39 Avenue Chambers, Southampton Row, W. C. 1.
Russell Chapman, Ltd.	22a Regent Street, W. 1.
S	
St. James Adv. & Pub. Co., Ltd.	1 Wardour Street, W. 1.
St. Paul's Advertising Service	22 Denman Street, S. E. 1.
Saw, W. B.	Craven House, Kingsway, W. C. 2.
Saward, Baker & Co., Ltd.	27 Chancery Lane, W. C. 2.
Scheff Publicity Organization, Ltd.	125 Pall Mall, S. W. 1.
Scott, T. G. & Son	63 Ludgate Hill, E. C. 4.
Scripps Advertising Offices	13 South Holton Street, W. 1.
Scriven, H., Wilfred	5 Clements Inn, Strand, W. C. 2.
Sears, F. W.	66 Chandos Street, W. C. 2.
Seaward, H. R.	91 Regent Street, W. 1.
Sells, Ltd.	167 Fleet Street, E. C. 4.
Shaddock, J. P.	222 Strand, W. C. 2.
Sharland & Co.	2-3 Eldon Street, E. C. 2.
Shelley, G. H.	8 Miles Lane, King William Street, E. C. 4.
Shipping & Commercial Pub. Service	91 Bishopsgate, E. C. 2.
Skinner, Walter R.	11-12 Clements Lane, E. C. 4.
Smart Advertising Service, Ltd.	Lombard House, Ave Maria Lane, E. C. 4.
Smith, J., Ltd.	7 Lincoln's Inn Fields, W. C. 2.
Smith's Agency, Ltd.	100 Fleet Street, E. C. 4.
Smith, Sturgis & Moore, Inc.	Premier House, Southampton Row, W. C. 2.
Smith, W. H., & Son	Strand House, Portugal Street, W. C. 2.
Smith, W. Sydney	Leadenhall House, Leadenhall Street, E. C. 3.
Sofio, Ernest H., Agency, Ltd.	5 Arundel Street, Strand, W. C. 2.
Southcombe, W. J.	167 Strand, W. C.
Spiers Service	44 Fleet Street, E. C. 4.
Spottiswoode, Dixon & Hunting, Ltd.	Regent House, W. C. 2.
Spriggs, J. F., Ltd.	21 Paternoster Square, E. C. 4.
Squire, H., & Co.	38 King William Street, Strand, W. C. 2.
Steel's Service, Ltd.	Norfolk House, Norfolk Street, Strand, W. C. 2.
Stephen's Service	151 New Court, Lincoln's Inn, W. C. 2.
Street, G., & Co., Ltd.	150 Cornhill, E. C. 3., and 8 Serle Street, Lincoln's Inn, W. C. 2.
Sykes T. Dunmill	329 High Holborn, W. C. 2.
S. S. Selling Service	Surrey House, Victoria Embankment, W. W. 2.
Smart, Douglas A.	4 Airan Road, Catford, S. E. 6.
Shone, G. G., Service	667 Jermyn Street, S. W. 1.
Schooling, F. H.	40 Florence Road, Stroud Green, N. 4.
Smith, R. Frost, & Co.	66 Finsbury Pavement, E. C. 2.
T	
Tanner, A. E. & Co.	93-94 Chancery Lane, W. C. 2.
Tata Publicity Corporation, Ltd.	Capel House, New Broad Street, E. C. 2.
Taylor, Charles & Co.	30 Fleet Street, E. C. 4.
Taylor, William	83 Culverley Road, S. E. 6.
Technical & General Agency, Ltd.	84 Queen Victoria Street, E. C. 4.
Thompson, J. Walter Co.	Kingsway House, Kingsway, W. C. 2.
Thorn, W. C., Service	115 High Holborn, W. C. 1.
Thornhill Service	24 Chancery Lane, W. C. 2.
Thrower, S.	20 Imperial Buildings, New Bridge Street, E. C.
Tremayne, Arthur, Ltd.	31 City Road, E. 1.
Tucker & Berey	88-9 Avenue Chambers, Southampton Row, W. C. 1.
Taylor's Ad. Service	70 Rutland Road, Forest Gate, E.
Tully's Ltd.	Sentinel House, Southampton Row, W. C. 1.
Travers, Cleaver & Co., Ltd.	48 St. Martins Lane, W. C. 2.
U	
United Advertising Service, Ltd.	27 Chancery Lane, W. C. 2.
United Kingdom Advertising Co., Ltd.	25 Shaftesbury Avenue, W. C. 2.
United Press Agency	31 Crowndale Road, N. W. 1.
V	
Van Alexander & Co.	31 Craven Street, Strand, W. C. 2.
Vernon, C., & Sons, Ltd.	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd.	5 Nicholas Lane, E. C. 3. (financial)
Varsity Publicity Co., Ltd.	68 Coleman Street, E. C. 2.

W

Name	Street Address
Walker, C. J.	24 Coleman Street, E. C. 2.
Walkers Agency, Ltd.	91-93 Bishopsgate Street, E. C. 2.
Wallace Atwood Service	3 Chancery Lane, W. C. 2.
Watkins & Osmond	2 Creed Lane, E. C. 4.
Watkinson & Co.	115 High Holborn, W. C. 1.
Watson Agency, Ltd.	244 High Holborn, W. C. 1.
West End Advertising Service, Ltd.	7 Leicester Street, W. C. 2.
White, R. F., & Son	33 Fleet Street, E. C. 4.
White's Advertising Service	5 Henrietta Street, W. C. 2.
Whybrow Publicity Service	Queen Anne's Gate, S. W. 1.
Wilcox, W. J., & Co.	Locksley Street, Limehouse, E. 14.
Wilkes Bros., & Greenwood, Ltd.	26 Rushworth Street, S. E. 1.
Wilkes, Jeffrey & Co., Ltd.	29 Ludgate Hill, E. C. 4.
Williams, F. E.	80 Chancery Lane, W. C. 2.
Williams Publicity Co.	30 King Street, Covent Garden, W. C. 2.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd.	154 Clerkenwell Road, E. C. 1.
Wilson Bell Agency, Ltd.	84 Pall Mall, S. W. 1.
Wilson Fred	101 Hatton Garden, E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Winter, Thomas Co., Ltd.	Dane's Inn House, 265 Strand, W. C. 2.
Woodwright Publicity	111 Great Portland Street, W. 1.
Wright, Norman, Ltd.	53a Shaftesbury Avenue, W. 1.
Wildman, A. S.	317 High Holborn, W. C. 1.
White's Service	12 Tavistock Street, W. C. 2.

BIRMINGHAM

Argus Advertising Agency, Ltd.	72 Moor Street.
Ashford, Charles	12 Lower Essex Street
Bertram, G. N.	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row
Clenton-Wall Publicity, Ltd.	County Chambers, Corporation Street.
Davis, Basil & Co.	244 Galton Road, Watley.
Earl, Charles E.	95 New Street
Forward Publicity Co.	10 Temple Row.
General Advertising Service, Ltd.	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	17 St. Benedict's Road.
King Publicity Company	329 Bradford Road.
Lawsonia Publicity, Ltd.	13 Bull Street.
Mandy, Gilbert & Trotman	86 New Street
Orst, A.	52 Leyton Road, Handsworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Reeves, Ernest Henry, Ltd.	33 Newhall Street.
Siviter Smith Service, Ltd.	Siviter Street.
Smith, George J., & Co.	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stevens, P. J.	23 Orchard Road, Erdington.
Taylor, H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.
Whompson, A. W.	15 Summer Row.
Toon, S. D., & Heath, Ltd.	8 Holborn Chambers, Broad Street Corner.
Hughes, C.	35 Southam Road, Hall Green.

BLACKPOOL

Batty, Gilbert	36 Buchanan Street.
Sharples, Thomas	Britannia Place, South Shore.
Smethursts Agency	30 Topping Street.

BOLTON

G. W. Advertising Service	7 Deansgate.
Robey, John F., Advertising Service	17 Loxham Street, Great Lever.

BRADFORD

Goldsbrough, A., Ltd.	27 Charles Street.
Hardy, Marshall Service	143 Leeds Road
Williams Advertising Offices	29 Kirkgate.
Drake, E.	3 Whitfield Place.

BRIGHTON

Higgins, Cecil C., Service	7 St. Michaels Place.
Kelly's Advertising Offices, Ltd.	14 New Street.
King, Henry & Company	95 Church Road, Hove.
West Hove Advertising Bureau	12 Boundary Road, West Hove.

BRISTOL

Gordon Service	12 Colston Street.
Mountstephen Service	Bristol Chambers.
Norman Service	Broadmead.
Partridge & Love, Ltd.	33 Queen's Road.
Western Sales Promotion Agency	23 Waverly Road, Redland.
Lewis, E. L.	23 Waverly Road, Redland.

CARDIFF

Appleby, H. N., & Company	78 Queen Street.
Premier Advertising Service	67 Queen Street.
Sanders, Austin & Co., Ltd.	50 Charles Street.
South Wales Agency	1 Plymouth Street.

CARLISLE

Ashton Ridley	16 Bridge Street.
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CHATHAM

Mackay Agency	Fair Row.
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COLCHESTER

The Jefferies Advertising Service	
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COVENTRY

H. B. C. Advertising Service	5 Fleet Street.
Peters, J., Heritage Service, Ltd.	Lloyds Bank Chambers.
St. Elmo, Ltd.	(St. Elmo Studios) 7 Warwick Row.

DARLINGTON

Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.
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DERBY

Ball, J.	Derwent Chambers, Market Place.
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FALMOUTH

Edward Capern	
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GATESHEAD

Goodwin Publicity Service	117 Bensham Road.
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GRIMSBY

Spence, Tom	143 Cleethorpe Road.
Jackson, W. H., & Co.	318 Victoria Street.

HASTINGS

Sewell Publicity Service	
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HALIFAX

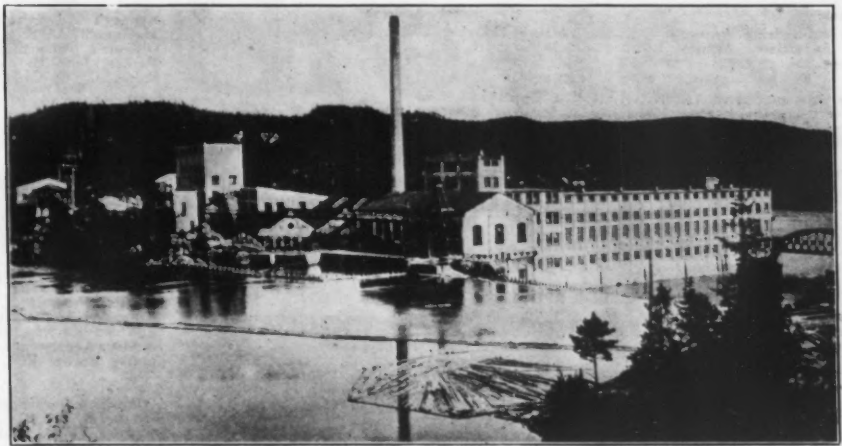
Whitehall Press & Publicity Agents	Whitehall Bldgs., Russell St.
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HUDDERSFIELD

Courtman Stock Service	6 Market Place.
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(Continued on page 186)

NEWSPRINT FROM RELIABLE MILLS



A Typical Scandinavian Mill

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We Are Sole Agents in the United States for

Ankers Traesliperi & Papirfabrik A/S
Böhnsdalen Mills, Ltd.
Follum Traesliperi
Aktieselskabet Hofsfos Traesliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunfos Fabrikker
Union Paper Co., Ltd.

Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafreströms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skönviks Aktiebolag
Wargöns Aktiebolag

AGENT FOR
Stora Kopparbergs Bergslags Aktiebolag

NORWAY

SWEDEN

Newsprint Paper Corporation

33 West 42nd Street, New York City

BRITISH ADVERTISING AGENCIES—(Continued from page 184)

HULL	
Name	Street Address
Goddard's Advertising Agency	Bank Chambers, Scale Lane.
Morison's Advertising Agency, Ltd.	74 Lowgate.
LEEDS	
Collinson's Agency	6 Upperhead Row.
Leeds Advertising Co.	Standard Buildings, City Square.
Public Service Agency	4 Duncan Street.
Roberts, R., & Co., Ltd.	41 Camp Road.
Robinson, John	38 Park Row.
Storey, Evans & Company, Ltd.	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
LEICESTER	
Montgomery Service	Atlas Chambers, Greyfriars.
Staynes Ad-Specialists	41 Belvoir Street.
Wilkes, Lavis & Co.	Corporation Bldgs., Horsefair St.
LIVERPOOL	
Athur Advertising Service, James	38 Church Street.
Birchall, C., Ltd.	17 James Street.
Cox, Francis J.	Abbotsford Road, Blundellsands.
Ferwood Service Company	101 Dale Street.
Forbes, Kier & Bullen	105 Bold Street.
Guy's Publicity Company	14 Water Street.
Heywood-Court Service	80 Seel Street.
Kitchen, Will, Service	3 Cable Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	2 Crosshall Street.
Liverpool Exchange Press	12 Tithebarh Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	67 Northumberland Street.
Randall's Advertising Agency	49 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George J., & Company	61 Lord Street.
Vernon, C., & Sons, Ltd.	5 South Castle Street.
Furness, J., & Co.	52 Dale Street.
LOUGHBOROUGH	
Atkinson's Service	81 Queens Road.
MANCHESTER	
Allan's Publicity Service	28 Queen Street.
Ashburner, H. S., & J. A.	Waterloo Buildings, Piccadilly.
Baird & Dawson	5 St. Mary Street.
Brown, T. B., Ltd.	52 Cross Street.
Commercial Advertising Service, Ltd.	54 Corporation Street.
Cross, Courtney, Ltd.	Atlantic Chambers, 7 Brazenose Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farrand & Co.	27 King Street.
Gibson Steel & Co., Ltd.	52 Cross Street.
Greaves, Herbert	92 Market Street.
Heywood, John, Ltd.	121 Beansgate.
Hobson, C. W.	3 St. James Square.
Hopwood & Co., Ltd.	Beansgate.
London & Provincial Press Agency	92 Market Square.
Newby Shepherd Advertising Service	32 Victoria Square.
Osborne-Peacock Co., Ltd.	County Buildings, Cannon Street.
Pratt & Co., Ltd.	57 Market Street.
Roe, F. John	15 Cross Street.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wright, Norman, Ltd.	2 John Dalton Street.
Brandon's Agency	1 Park Place, Higher Broughton.
Farmer & Co.	63 Moss Lane West.
MIDDLESBOROUGH	
Kidd, Ernest W.	Maritime Buildings.
NEWCASTLE-ON-TYNE	
Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
North of England's Agency	148 Westgate Road.
Publicity Service Agency	Malcolm Bldgs., Carlote Square.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Studio Carre	Central Bldgs., 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.
Driffield's Agency	71 Pilgrim Street.
Pavement Publicity, Ltd.	1 Nicholas Bldgs.
NORTH SHIELDS	
Horn, Medhurst, Service	43 Drummond Terrace.
NOTTINGHAM	
Boswell Studios, Ltd.	Park Row.
Carroll, Roland A.	Newcastle Chambers, Market Place.
Commercial Agency	7 Low Pavement.
PLYMOUTH	
Butchers' Advertising Agency	13 Frankfort Street.
PRESTON	
Paige, The Oliver, Company	Winckley House, Winckley Square.
Lindley, Ltd., John	25a Winckley Square.
RAMSGATE	
Huddleston, J. T.	Thanet Publicity Service.
READING	
Grantham, A. H., & Company	Valpy Street.
Turner, A. Hermon	King Street.
SHEFFIELD	
Black, Arthur A., Ltd.	6 Bank Street.
Alfred Bushy	139 Blair Athol Road.
Palmer, H. E.	37 Exchange Street.
Steel, J.	225 Ellesmere Road.
SAWBRIDGEWORTH, Herts	
Allan's Advertising Agency	
STOCKPORT	
Orion Publicity Service, Ltd.	Mansion House Chambers, High Street.
WARRINGTON	
Light, Ernest, & Co.	Horsemarket Chambers.
YORK	
Williamson's Agency	32 Coney Street.
IRELAND	
BELFAST	
Travers & Co.	10 Arthur Street.
McCaw, Stevenson & Orr, Ltd.	Linenhall Works.

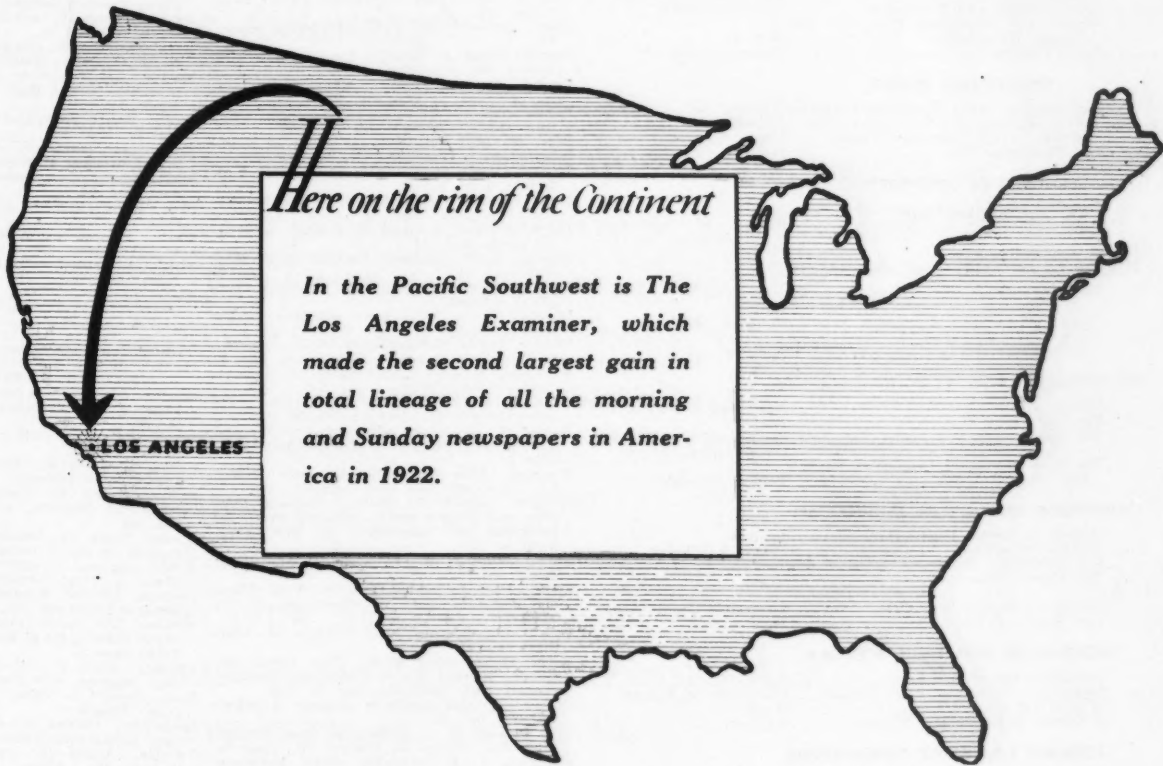
DUBLIN	
Name	Street Address
Arrow Publicity Service	Parliament Street.
Eason & Son, Ltd.	174 Great Brunswick Street, and Lower Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
McConnell Advertising Service	Great Brunswick Street.
O'Keefe's Advertising Agency	
Parker, John H. & Co.	43 Dawson Street.
Milne, C. & Co.	10 South Frederick Street.
SCOTLAND	
DUNDEE	
Campbell Son & Co.	10 Reform Street.
EDINBURGH	
Aitken Service, Ltd.	20 George Street.
Cuthbertson, D. C., & Co., Ltd.	100 Princes Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	2 Castle Street.
McLean Advertising Agency	8 Rutland Square.
Menzies, John, & Co., Ltd.	6 Castle Street.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Simons, Fred. L.	3 Frederick Street.
Slaughter & Company	North Bridge.
Still Service	71 George Street.
Stanley Agency	7a Hope Street.
Paton, Brown R.	Blackford's Glen Road.
GLASGOW	
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	1 Blythswood Square.
Cosmos Studios	136 Wellington Street.
Cuthbertson, D. C., & Co., Ltd.	38 Bath Street.
Duke, J. S.	39 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Howat Advertising Service	45 Hope Street.
McMurtie, Ltd.	11 Bothwell Street.
Macphail Advertising Service, Ltd.	29 Waterloo Street.
McRae & Melvin	412 New City Road.
Manzies, John & Co.	90 West Nile Street.
Menzies, Peter A.	54 Gordon Street.
Milln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
North British Co., Ltd.	87 Union Street.
Osborne-Peacock Co., Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 Royal Exchange Place.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F. & Co.	14 Royal Exchange Square.
Simpson & Gemmill	164 Howard Street.
Sommerville & Ross	26 Bothwell Street.
Vernon, C. & Sons, Ltd.	36 North Frederick Street.
Watson, C. P.	33 Renfield Street.

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

Author	Title	Publisher
Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Case, Francis H.	Handbook of Church Advertising	Abington Press
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday, Page
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	Making Advertisements and Making Them Pay	Scribner
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Hall, S. Roland	Writing an Advertisement	Houghton Mifflin
Hess, H. W.	Productive Advertising	Lippincott
Hotchkiss, George Burton, and Frank, Richard B.	The Leadership of Advertised Brands	Doubleday, Page
Lee, James Melvin	"Advertising Copy," in Business Writing	Ronald Press
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Tipper, Hotchkiss, Hollingworth & Parsons	Advertising, Its Principles and Practice	Ronald Press
A. A. C. W.	Advertising Year Book	Doubleday, Page
CIRCULATION		
Ball, F. M.	"Circulation Problems" in The Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press
COLLECTIONS OF EDITORIALS		
Brisbane, Arthur	Editorials from the Hearst Newspapers	International Book Co.
Canby, Henry Seidel—Benet	"Saturday Papers," Editorials from the William Rose, and Love-Literary Review of The New York man, Amy	Macmillan
Congdon, Charles T.	The New York Tribune Essays	Redfield
Cunliffe, J. W., and Lomer	Writing of Today	Century
Matthews, Franklin T., Editor	Casual Essays of The New York Sun	Cooke
Sullivan, Mark, Editor	"National Floodmarks," from Collier's Weekly	Doran
	Editorials from The Philadelphia North American	Lippincott
EDITORIAL WRITING		
Flint, L. N.	The Editorial	Appleton
NEWSPAPER MAKING		
Bleyer, Willard Grosvenor	Profession of Journalism	Atlantic Monthly Press
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John L.	Making a Newspaper	Holt
Hyde, Grant Milnor	Newspaper Editing	Appleton
Philips, Melville, Editor	Making a Newspaper	Putnam
Rogers, Jason	Newspaper Building	Harper
Shuman, Edwin L.	Practical Journalism	Appleton
Thorpe, Merle, Editor	The Coming Newspaper	Holt
Williams, Walter, and Martin, Frank L.	Practice of Journalism	Missouri Book Co.
NEWS WRITING		
Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton Mifflin
Harrington, H. F., and Frankenberg, T. T.	Essentials in Journalism	Giun
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Ross, Charles G.	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath

Second Greatest Gain in America

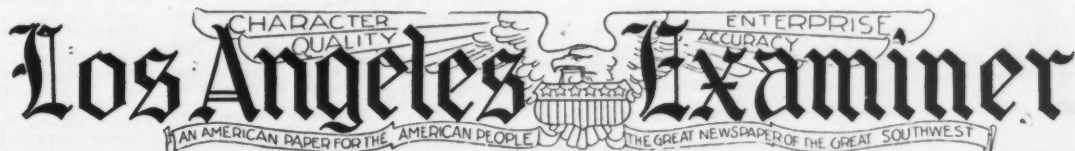
In Morning and Sunday Newspaper Advertising



Here are the interesting figures

	1922	1921	Gain—lines
1 Chicago Paper	26,213,547	23,010,993	3,202,554
2 Los Angeles Examiner	19,440,750	16,266,152	3,174,598
3 1st New York Paper	17,244,090	14,520,600	2,723,490
4 2nd New York Paper	24,230,476	21,652,613	2,577,863

According to the published figures of our morning and Sunday Contemporary their loss for 1922 was.....192,234 lines



STANDARD BOOKS—(Continued from page 186)

COLLECTIONS OF NEWS STORIES

Author Title Publisher
Bleyer, Willard Grosvenor...Types of News Writing...Houghton Mifflin
Harrington, H. F....Typical Newspaper Stories...Ginn

NEWSPAPER MANUALS

Gavit, John Palmer...Reporter's Manual...Publisher by Author
Hyde, Grant Milnor...Handbook for Newspaper Workers...Appleton
McCarthy, James...The Newspaper Worker...Press Guild

COUNTRY WEEKLIES

Bing, Phil C....Country Weekly...Appleton
Byxbee, O. F....Establishing a Newspaper...Inland Printer Co.
Harger, Charles Moreau...The Country Editor of To-day...Atlantic Monthly Press

NEWSPAPER ETHICS

Hadley, Arthur Twining...The Formation of Public Opinion...Macmillan
Hagood, Norman...Ethics of Journalism...Yale University Press
Holt, Hamilton...Commercialism and Journalism...Houghton Mifflin

VOCATIONAL BOOKS

Lee, James Melvin...Opportunities in the Newspaper Business...Harper
Lord, Chester S....The Young Man and Journalism...Macmillan
Seitz, Don C....Training for the Newspaper Trade...Lippincott

SCHOOLS OF JOURNALISM

Lee, James Melvin...Technical Instruction in Journalism in Institutions of Higher Education...Bureau of Education, Washington, D. C.

HISTORIES OF AMERICAN JOURNALISM

Hudson, Frederic...Journalism in the United States, 1690-1872...Harper
Lee, James Melvin...History of American Journalism...Houghton Mifflin
Payne, George Henry...History of Journalism in the United States...Appleton

HISTORIES OF NEW YORK NEWSPAPERS

Davis, Elmer...History of The New York Times...New York Times Co.
Heaton, John L....The Story of a Page—New York World...Harper
Lee, James Melvin...The Oldest Daily Newspaper—The Globe...Commercial Advertiser Association

HISTORIES OF BRITISH JOURNALISM

Andrews, Alexander...History of British Journalism...Bentley
Bourne, H. R. Fox...English Newspapers...Chatto & Windus
Grant, James...The Newspaper Press...Tinsley

JOURNALISM FOR HIGH SCHOOLS

Dillon, Charles...Journalism for High Schools...Noble
Flint, L. N....Newspaper Writing in High Schools...University of Kansas
Harrington, H. F....Writing for Print...Heath

FOREIGN LANGUAGE NEWSPAPERS

Park, Robert E....The Immigrant Press and Its Control...Harper

FICTION

Abbot, Willis J....Philip Derby, Reporter...Dodd Mead
Adams, Samuel Hopkins...The Clarion...Houghton Mifflin
Adams, Samuel Hopkins...Success...Houghton Mifflin

HOUSE ORGANS

Lee, James Melvin...The House Organ, in Business Writing...Ronald Press
O'Shea, Peter F....Employees' Magazines...Wilson
Ramsay, Robert E....Effective House Organs...Appleton

PROOF READING

Ives, George B....Text, Type, and Style...Atlantic Monthly Press

NEWS INDEX

Index to the News; published quarterly...The New York Times

MISCELLANEOUS

Allsopp, Fred W....Twenty Years in a Newspaper Office...Central Printing Co., Little Rock, Ark.
Bennett, E. A....Journalism for Women (a Practical Guide)...John Lane
Cortissoz, Royal...The Life of Whitelaw Reid...Scribner

NECROLOGY

UNITED STATES

Abbott, Dr. Lyman—long editor of Outlook Magazine and noted churchman and poet; New York, Oct. 22.

Akin, Benjamin—vice-president Hulscher-Rothenberg, Inc., New York.
Atkins, George—owner Montpelier (Vt.) Argus; Dec. 26.
Baldwin, Merrick R.—a director George Batten Company, New York; Feb. 17.

Barretto, John Joseph—president Cecil, Barretto & Cecil, Inc., Richmond, Va.; Jan. 7.
Bechtol, Harold E.—managing editor Newspaper Enterprise Association; at Passaic, N. J. March 18.
Billson, Charles J.—pioneer special newspaper representative; at Los Angeles, June 29.
Bixby, Tams—publisher Muskogee (Okla.) Phoenix; at Kansas City, Kan., Jan. 17.
Bly, Nellie—newspaper writer and world traveler; at New York, Jan. 27.
Bosse, Benjamin—publisher Evansville (Ind.) Courier; April 4.
Bonghner, L. J.—classified advertising manager Chicago Daily News and president Association of Newspaper Classified Advertising Managers; June 6.
Brainerd, Erastus—former editor Seattle Post-Intelligencer; Dec. 25.
Caldwell, William A.—general service editor New York Office Associated Press; July 22.
Cashman, J. G.—editor and publisher Vicksburg (Miss.) Evening Post; Feb. 11.
Campbell, John Quincy Adams—founder and 35 years editor Bellefontaine (O.) Index-Journal; March 1.
Campbell, Henry—assistant editor Milwaukee Journal; Jan. 2.
Cary, Henry N.—general manager Chicago Newspaper Publishers' Association; Chicago, Nov. 23.
Clifford, John—editor Watertown (Wis.) Daily Times; Dec. 25.
Cone, Andrew—New York advertising agent; Feb. 6.
Cooper, Frank J.—founder Cooper Advertising Agency, San Francisco.
Cottrell, Edgar H.—printing press inventor and manufacturer; at Westley, R. I., March 7.
Crane, Augustus S.—editor and publisher Elizabeth (N. J.) Journal; Jan. 9, 1923.
Dare, H. Craig—publisher and editor of Newspaperdom; at Patchogue, N. Y., Sept. 23.
De Foe, Louis V.—dramatic editor New York World; March 13.
Dobbs, John J.—managing editor Brownsville (Pa.) Telegram; Jan. 20.
Dobbs, William S.—Danbury (Conn.) advertising agent; Aug. 15.
Dungan, J. H.—publisher Oroville (Cal.) Register.
Dunham, George E.—editor and publisher Utica (N. Y.) Press.
Dunphy, James W.—former publisher Boston Record; Jan. 5.
Dwyer, Austin C.—managing editor Lockport (N. Y.) Union-Sun and Journal; Aug. 19.
Edmonton, William T.—managing editor Montgomery (Ala.) Times.
Edwards, Edwin—30 years editor and owner Greenville (Conn.) Graphic; Nov. 25.
Ewing, W. J.—former editor of Nashville and Birmingham newspapers; at Nashville, Tenn., June 17.
Flanagan, Miss Clementine—treasurer Kenton (O.) Democrat Publishing Company.
Fletcher, Charles H.—president Centaur Company and pioneer patent medicine newspaper advertiser of "Castoria"; at New York, April 9.
Foley, Richard A.—Philadelphia advertising agent; Feb. 6.
Foord, John—former editor New York Times and editor of Asia; at Washington, D. C., April 17.
Frank, August—many years manager St. Louis Star; Jan. 29.
Gans, Philip—editor Macon (Mo.) Republican.
Gillespie, Edward T. W.—president Stamford (Conn.) Daily Advocate; Jan. 9, 1923.
Gonner, Nicholas—publisher Duquesne American Tribune; Dec. 2.
Goss, Samuel G.—a founder of Goss Printing Press Co., Chicago; at Glencoe, Ill., June 29.
Hardman, J. E.—managing editor Davenport (Ia.) Daily Times.
Haasbronck, David S.—associate editor Troy (N. Y.) Times; Aug. 27.
Held, William B.—a founder of Buffalo (N. Y.) Enquirer.
Hill, Crawford—former owner Denver Republican; Dec. 22.
Hooker, Thomas—president and business manager Spokane (Wash.) Chronicle; Jan. 9, 1923.
Hopson, William A.—president Paterson (N. J.) Morning Call; March 16.
Horgan, Edward D.—an owner of Buffalo (N. Y.) Volksfreund Company; at Albuquerque, N. M., Feb. 24.
Hovey, Wallace F.—managing editor and part owner Leavenworth (Kan.) Post; March 29.
Hadburg, Will N.—former advertising manager Philadelphia Ledger; at Chattanooga, Tenn., March 8.
Ireland, Howard L.—president Ireland Advertising Agency, Philadelphia.
Johnson, Harlan H.—managing editor Ann Arbor (Mich.) Times-News.
Kelly, John F.—New York newspaper circulator; March 22.
Kempston, Herbert Sumner—former associate editor Boston Herald.
Kitchel, Horace—publisher Coldwater (Mich.) Daily Reporter; Jan. 27.
Krebs, William E.—associate editor New Orleans Item and long a power in Louisiana Journalism.
Larke, Julian K.—Civil War correspondent for New York Herald; May 31.
Lukens, Perry—pioneer special newspaper representative, New York, Dec. 4.
McLean, Andrew—founder and editor-in-chief Brooklyn (N. Y.) Citizen.
Maxwell, Robert W.—sports editor Philadelphia Evening Ledger.
Miller, Charles Ransom—editor-in-chief New York Times; at New York, July 18.
Mitchell, Charles S.—former editor-in-chief Washington (D. C.) Herald; at Washington, Jan. 9.
Montagne, Peter J.—advertising manager Stern Brothers, New York; March 22.
Myers, Warren A.—former owner Springfield (O.) Sun; Dec. 25.
Nicholas, Harold G.—managing editor Seattle Post-Intelligencer; Feb. 13.
O'Reilly, Lawrence J.—former New York newspaper man and private secretary to William B. Hearst; at New York, Feb. 1.

FOREIGN

Northcliffe, Lord—owner and editor of London Times, London Daily Mail and one hundred other publications; at London, England.
Villers, Frederick—war correspondent and artist; at London, England, April 5.

A PROFITABLE NEWSPAPER SERVICE!

Ask the following:

WALL STREET JOURNAL, NEW YORK, N. Y.
MINNEAPOLIS TRIBUNE, MINNEAPOLIS, MINN.
POST-STANDARD, SYRACUSE, N. Y.
DAILY TIMES, DAVENPORT, IOWA
TELEGRAPH-HERALD, DUBUQUE, IOWA
BURLINGTON GAZETTE, BURLINGTON, IOWA
THE COURIER, OTTUMWA, IOWA
TIMES-CALL, RACINE, WIS.
WISCONSIN STATE JOURNAL, MADISON, WIS.
DECATUR HERALD, DECATUR, ILL.
GREENSBORO RECORD, GREENSBORO, N. C.
NEWS-PRESS, ST. JOSEPH, MO.
DAILY PANTAGRAPH, BLOOMINGTON, ILL.
COMMERCIAL NEWS, DANVILLE, ILL.

Others on application:

NEWSPAPER INCOME TAX INVESTIGATIONS
CIRCULATION VALUES
COST SYSTEMS AND APPRAISALS

Clifford Hewdall

A S A A (LONDON ENG) C P A (INDIANA)

ACCOUNTANT & AUDITOR
33 WEST 42nd STREET
NEW YORK CITY

PRESS GALLERY, LEAGUE OF NATIONS

INTERNATIONAL ASSOCIATION OF JOURNALISTS ACCREDITED TO THE SOCIETY OF NATIONS

Lord Robert Cecil
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COMMITTEE

PRESIDENT—Henry Ruffin, Agence Havas, Paris.

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SECRETARY GENERAL—André Glarner, Exchange Telegraph.

DELEGATE RESIDENT IN GENEVA—Jean François Laya, Le Temps, Geneva.

MEMBERS OF THE COMMITTEE—H. Wilson Harris, Daily News, London; Joseph Pallvee, Narodni Listy, Geneva; Andreas Winding, Politiken, Copenhagen.

OFFICE OF THE ASSOCIATION AT GENEVA—4 Boulevard du Théâtre, Geneva.

AMERICAN PRESS—Miss Constance Drexel, Philadelphia Public Ledger, Washington; Claire Sheridan, New York World, Paris; Wilbur Forrest, New York Tribune, Paris; Lawrence Hills, New York Herald, Paris; Walter S. Hiatt, The Associated Press, Paris; Lincoln Eyre, New York Herald; Christine Merriman, New York Globe; J. C. King, New York Evening Post; Edwin L. James, New York Times, Paris; Paul Scott Mowrer, Chicago Daily News, Paris; Edgar Ansel Mowrer, Chicago Daily News, Paris; Elliott F. Shepard, New York Evening Mail, Paris; S. F. Wader, The Associated Press, Paris; Henry Wales, Chicago Tribune, Paris; Henry Wood, United Press of America, Rome; D. Floyd Christian, Christian Science Monitor; Robert A. Curry, Christian Science Monitor.

ARGENTINE PRESS—F. Ortis Echagüe, La Nación, Ramon de Franch, La Prensa.

BELGIAN PRESS—Henri La Fontaine, Indépendance Belge, Brussels; Hauthrechts, Etoile Belge, Geneva.

BRITISH PRESS—Edmond d'Arcis, The Times (London), Geneva; Vernon Bartlett, The Times (London), Rome; Robert Dell, The Nation, Geneva; H. P. Devitte, Daily Express, Geneva; André Glarner, Exchange Telegraph, Paris; Julian Grande, Observer, Geneva; H. Wilson Harris, Daily News, London; R. J. MacHugh, Daily Telegraph, London; J. Landa, Westminster Gazette, London; W. Ryall, Manchester

Honorary Presidents:

Paul Hymans
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Guardian, Paris; W. H. G. Werndel, Reuter's Agency, London.

CHINESE PRESS—Wang Unio, Shun Pao, Vienna.

CZECHO-SLOVAK PRESS—Joseph Linhart, Travo Lidu, Geneva; S. Netchasek, Venkov, Geneva; Joseph Pallvee, Narodni Listy, Geneva; Dr. Jean Stavnik, Prager Press, Geneva.

DANISH PRESS—Carl Müssmann, Nationaltidende, Copenhagen; Andreas Winding, Politiken, Copenhagen.

DUTCH PRESS—Dr. de Jong Van Beek en Donk, Nieuwe Rotterdamse Courant, Berne; Van Meurs, Telegraph, Geneva; Dr. Thierry van Schnaardenburg, Allgemeen Handelsblad, ESTHONIAN PRESS—Victor Poom, Põevaht Tallin.

FRENCH PRESS—Edouard Bauty, Journal des Débats, Geneva; Paul du Bochot, Petit Parisien, Geneva; Charles Dulot, Le Temps, Paris; Paul-Edouard Ganzoni-Lazone, Journal des Débats, Paris; Albert de Gohart, Intransigeant, Paris; Jean-François Laya, Le Temps, Geneva; Philippe Millet, Petit Parisien, Paris; Marcel Nadaub, Petit Journal, Paris; Robert Poulain, Petit Journal, Paris; Charles Rivet, Le Temps, Paris; Tony Roche, Le Journal, Geneva; Henry Ruffin, Agence Havas, Paris; Jules Sauerweil, Le Matin, Paris; Emile Taponier, L'Information, Paris; Gabriel Tisserand, Echo de Paris, Paris; John Veyrat, Lyon-Républicain, Geneva.

GERMAN PRESS—Julius Becker, Vossische Zeitung, Geneva; Max Beer, Agence Wolff, Geneva; Franz Farga, Deutsche Tageszeitung, Geneva.

ITALIAN PRESS—Giuseppe Bruccoleri, Agence Stefani, Rome; G. Emmanuel, Corriere della Sera, Rome; Cipriano Facchinetti, Il Secolo, Milan; Angelo Monti, Il Secolo, Geneva.

ROUMANIAN PRESS—Richard Arapu, Epoca, Paris; S. Dichter, Universal, Paris.

SERBIAN PRESS—D. Milettich, Trojinski Glasnik, Geneva; Valitch, Novi Vek, Geneva.

SWEDISH PRESS—Oscar Thorsing, Social Demokraten, Stockholm.

SWISS PRESS—Paul Adam, Journal de Genève, Geneva; Marius Berthet, La Suisse, Geneva; Edouard Chapuisat, Journal de Genève, Geneva; Maxime Courvoisier, Le Démocrate, Dégémont; Heinrich Dros, Neue Zürcher Zeitung, Geneva;

Frank Filliol, Agence Télégraphique Suisse, Geneva; Keller, Bund, Berne; Albert Oeri, Basler Nachrichten, Bale; Maurice Muret, Gazette de Lausanne, Paris; Ernest Reitmann, Nouvelle Gazette Zurich, Zurich; E. Sommer, Le Suisse, Geneva.

CHANGES IN SIZES OF PAGES, COLUMN WIDTHS, ETC.

BUSINESS TROUBLES

Bourbour's Advertising Rate Sheets Service, Inc., Chicago.

Bellefontaine (O.) Index-Republican.

Bryan Co., William J.—New York advertising agency.

Chicago Staats Zeitung.

Columbus (O.) Herald.

Cumberland (Md.) Leader.

Gatti-McQuade Company, New York.

Gilbert-O'Farrell Printing Co., New York.

Holyoke (Mass.) Telegram.

Huntsville (Ala.) Times.

Jamestown (N. Y.) Evening News.

Lansing (Mich.) Capital-News.

McLeod, William—Rochester (N. Y.) advertising agent.

Manchester (N. H.) Evening Mirror.

Marshfield (Ore.) Southwestern Daily News.

Metropolitan Magazine, New York.

Mosher Co., Inc., E. R., New York newsprint paper dealers.

Mt. Clemens (Mich.) Daily News.

Oklahoma City Leader.

Port Huron (Mich.) Press.

Riteservice Advertising Agency, New York.

Rosier Advertising Agency, Philadelphia.

St. Louis Daily Amerika.

Stevens, Gibbs & Baumann, Inc., New York and Chicago.

Stroud, H. K.—New York advertising agent.

Syracuse (N. Y.) Telegram.

Wahala (Ind.) Plain Dealer.

Waterbury, Cleveland L.—New York advertising man.

Wilmington (N. C.) Dispatch.

Winter Park (Fla.) Post.

UNITED STATES

Bangor (Me.) News—to 8 columns (12½ ems).

Berkeley (Cal.) Daily Gazette—from 7 column to 8-column (12 em) page.

Buffalo, N. Y.—All English dailies adopted 8-column (12½-em) page.

Burlington (Vt.) Free Press—from 7 columns (13 ems) to 8 columns (12½ ems).

Cedar Rapids (Ia.) Republican—to 8-column page.

Charleston (S. C.) American—from 7 to 8-column page.

Danbury (Conn.) News—column length from 21¼ to 21½.

Kokomo (Ind.) Tribune—13 to 12-em column.

Lexington (Ky.) Herald—from 12½ to 12-em columns.

Mankato (Minn.) Daily Free Press—to 8 columns (12½ ems).

Mayfield (Ky.) Daily Times—to 8 columns (12 ems).

Meriden (Conn.) Morning Record—from 7 to 8 columns (12 ems).

New York Evening Mail—12½ to 12-em column.

New York World changed column rules from headline to 1-pt.

Orlando (Fla.) Reporter-Star—to 8-column (12½ em) page.

Portland Oregonian and Portland Journal reduced columns to 12-em width.

Portland (Me.) Press-Herald—from 7 to 8-column pages.

Stockton (Cal.) Record—to 8 columns (12 ems).

Superior (Wis.) Evening Telegram—from 7 to 8-column page.

Waco (Tex.) News-Tribune—from 7 columns (12½ ems) to 8 columns (12 ems).

Washington (D. C.) Times—to 12-em column.

FIELD CHANGES

UNITED STATES

Hibbing (Minn.) Daily News—from morning to afternoon.

Christian Science Monitor (Boston)—resumed publication of afternoon editions.

Twin Falls (Ida.) Daily News—from evening to morning.

Complete index to advertisers and text contents will be found on last two pages.

CHANGES IN NAME

UNITED STATES

Chicago Journal of Commerce and Daily Financial Times—to Chicago Journal of Commerce and LaSalle Street Journal.

Creston (Ia.) Advertiser-Gazette—to Daily Advertiser.

Cleveland (O.) Commercial—to Cleveland Times.

Indiana Daily Times—to Indianapolis Times.

Jacksonville (Fla.) Metropolis—to Journal.

Waterloo (Ia.) Times-Tribune—to Tribune.

TRADE

FLEXIDEAL

DRY MATS

MAXITYPE

MARKS

SQUARE DEAL

The name FLEXIDEAL has become synonymous to many newspapers throughout the country with SQUARE DEALING. With us that much abused word SERVICE takes on its good old-fashioned meaning of honestly-priced merchandise of superior quality, strict adherence to shipping details and no sparing of expense to properly take care of and satisfy the needs of our customers.

FLEXIDEAL and MAXITYPE DRY MATS are the best dry mats to be had regardless of price, and yet they afford a worth-while saving. They are made by the oldest and largest factories of their kind in the world. In fact the dry mat originated there.

FLEXIDEAL and MAXITYPE DRY MATS are the only dry mats which have passed the experimental stage (they are in use throughout the world) and are being improved and perfected all the time.

"MAXITYPE"
specially adapted for the
Duplex tubular casting boxes

"FLEXIDEAL"
for all other standard
casting boxes

THE FLEXIDEAL COMPANY

15 WILLIAM STREET

Sole United States and Canadian Distributors

NEW YORK CITY

Many a National Advertiser

- has felt a False Sense of Security
- has been led to believe that he has fully covered the
Densely Populated and Profitable Territory of

RHODE ISLAND

A Map of the State may mislead an advertiser who is not thoroughly familiar with the true situation. Only a study of the actual conditions and reports of the Audit Bureau of Circulations will show how the Northeastern part of the State is served and dominated by

The Pawtucket Times

Net Paid **23,911** Circulation

With fully *Five Times* the combined circulation of all other Rhode Island Evening Newspapers in its territory, it is admittedly a distinct proposition in point of advertising value. The Times goes into practically every home in three cities: Pawtucket, Central Falls and Attleboro, Mass. No combination of *all other daily newspapers* sold in the territory can give even 50% coverage.

FURTHER PROOF

The necessity of using The Pawtucket Times to fully cover this Trading Territory of 140,000 is proven by the fact that the Principal

PROVIDENCE ADVERTISERS

used lineage in The Times during the first six months of 1922 as shown below:

The 5 Principal Department Stores.....	423,246 lines
The 7 Principal Furniture Stores.....	202,985 lines
The 5 Principal Cloak & Suit Shops.....	173,616 lines
These 17 stores used a Total of.....	799,847 lines

The Lineage from All Providence Advertisers Exceeded 2,500,000 Lines in 1922.

The Pawtucket Times—Pawtucket, R. I.

Special Representatives: GILMAN, NICOLL & RUTHMAN

342 Madison Ave.
New York

Tribune Bldg.
Chicago

Monadnock Bldg.
San Francisco

1024 Tremont Bldg.
Boston

NEWSPAPER LINEAGE, 23 CHEF CITIES, 1914-1922

ADVERTISING lineage in 107 newspapers, published in the 23 large cities of the United States which have been tabulated by Editor & Publisher since 1914, last year reached the second highest total in history, falling behind only the gigantic total of 1,175,021,331 lines rolled up in 1920. The 1922 total was 1,113,000,000 agate lines. The gain over 1921 was a trifle over 4.2 per cent. Figures for these cities for each month and annual totals are presented for each year back to 1914 on this and the two following pages.

On this page is printed a chart showing monthly fluctuations and indicating graphically how close the last six months of 1922 brought the year's total to the record figure of 1920.

Newspapers which published the advertising on which the tables are based follow:

Atlanta Georgian-American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun and Evening Sun, Birmingham Age-Herald, Birmingham News, Boston Advertiser, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Commercial, Buffalo Courier and Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald-Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Examiner, Cincinnati Post, Cincinnati Times-Star, Cleveland Leader, Cleveland News, Cleve-

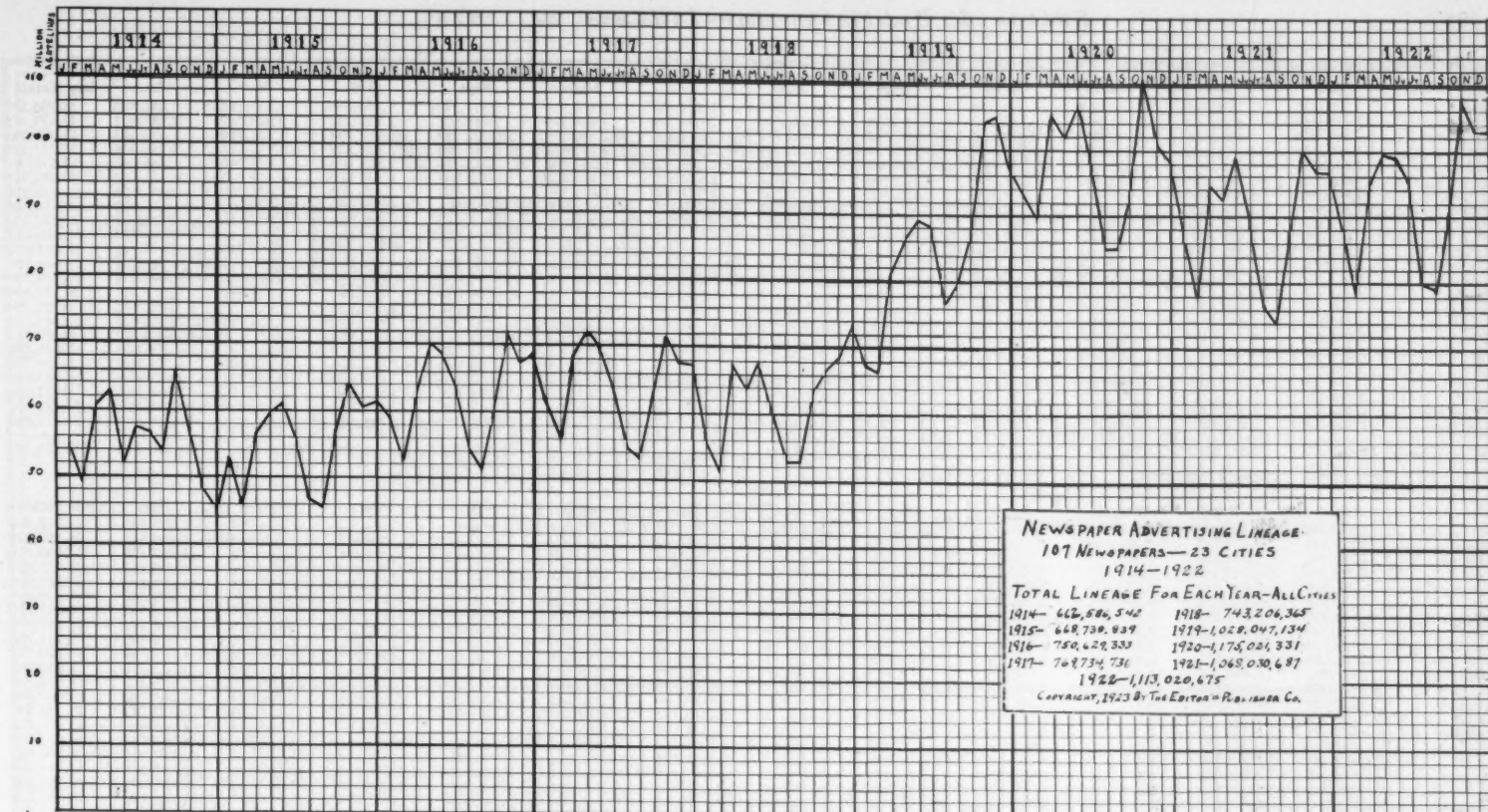
land Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin News, Minneapolis Journal, Minneapolis News, Minneapolis Tribune, New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, New York Commercial, New York Evening Post, New York Sun, New York Evening Telegram, New York Evening World, New York Globe, New

York Herald, New York News, Brooklyn Standard Union, New York Times, New York Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul News, San Francisco Bulletin, San Francisco Chronicle, San Francisco Examiner, San Francisco Call-Post, San Francisco News, Washington Post, Washington Star, Washington Times and Washington Herald.

City	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,322	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,329,122
Baltimore	3,662,285	3,403,921	4,133,018	4,545,524	4,642,353	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,629,143	4,921,987	49,928,957
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,153,778
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,331,537	5,069,276	5,955,012	5,925,645	5,525,931	5,525,931	61,778,358
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,286,699
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,150,603
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,166,293
Cleveland	3,403,425	3,403,425	3,550,200	3,695,400	3,744,150	3,471,675	3,191,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,316,200
Detroit	4,023,592	3,409,592	4,415,684	4,415,684	4,615,100	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,856	4,581,856	50,562,470
Houston	1,840,550	1,685,628	2,034,858	2,330,020	2,177,853	2,109,464	1,957,704	1,776,250	1,949,500	2,322,586	2,232,726	2,500,240	25,007,480
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,697,666	2,697,666	3,058,179	2,934,393	3,180,357	32,845,494
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3,189,884	3,095,205	3,073,425	33,652,660
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,346	7,702,346	8,553,792	85,653,792
Milwaukee	2,656,712	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,992,436
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,920,735
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,622	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,171,759
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,747,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,629,648
Philadelphia	6,459,987	5,539,580	6,759,595	7,046,978	7,121,160	6,812,709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,573,400
Portland	2,942,408	2,586,010	3,248,204	3,047,700	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,387,826
St. Louis	3,820,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,283,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,856,720
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,848,518	1,848,518	2,090,746	2,545,942	2,433,858	2,436,518	24,519,768
San Francisco	4,031,062	3,579,492	4,232,074	4,504,334	4,594,632	4,281,508	4,004,518	4,051,242	4,051,242	4,794,902	4,525,108	4,475,310	51,111,424
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,940	3,690,849	4,657,889	4,351,153	4,475,605	47,024,763
Totals by Months	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,116,020,675

City	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,021,322
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,400,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,595,600
Birmingham	1,745,575	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,561,420	1,705,200	20,150,880
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,069,334
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	37,286,699
Chicago	5,376,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,630,030	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,547,220
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,366,400
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,208,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,324,700
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,124,740
Houston	1,968,568	1,897,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,764,868	2,062,578	2,270,864	2,239,528	2,265,228	25,178,168
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,326,278	2,571,707	3,048,570	2,787,606	2,952,408	32,940,781
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,512,721
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,554	7,475,958	7,618,590	81,428,112
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2,307,595	2,426,901	2,773,175	2,693,691	2,804,676	31,442,882
Minneapolis	2,251,560	2,325,720	2,715,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	3,398,097	3,171,640	3,167,640	34,577,121
New Orleans	2,624,440	2,357,114	2,866,400	3,063,948	2,814,952	2,087,439	1,705,585	2,545,928	2,396,399	2,711,307	3,310,310	3,114,299	34,577,121
New York	12,745,128	10,278,254	13,296,208	13,138,160	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,204,173
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,043	4,886,004	5,853,920	7,069,518	6,924,936	6,523,111	74,290,968
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,631,932	3,019,914	3,182,851	3,136,767	3,192,326	36,610,903
St. Louis	3,256,140	3,125,300	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,940	3,958,800	3,819,960	3,897,380	41,839,070
St. Paul	1,755,556	1,675,456	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,850,534
San Francisco	4,191,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,367,540	3,383,380	3,548,874	4,039,350	3,963,498	3,663,634	44,390,412
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,868,213
Totals	86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,030,687
Year's total	1,068,030,687												

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,392,598
Baltimore	4,412,973	5,358,155	5,711,769	5,285,165	5,166,910	4,232,639	4,232,639	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369	58,337,156
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,174,926	27,302,816
Boston	5,232,927	4,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,8					



NEWSPAPER ADVERTISING LINEAGE
 107 NEWSPAPERS—23 CITIES
 1914-1922

TOTAL LINEAGE FOR EACH YEAR—ALL CITIES

1914—626,686,542 1918—743,206,365
 1915—669,739,839 1919—1,028,047,134
 1916—750,629,333 1920—1,175,021,331
 1917—709,734,731 1921—1,068,030,687
 1922—1,113,020,675

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City	1918												City Totals
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	
Atlanta	773,544	811,258	1,182,622	1,028,412	1,219,612	1,045,562	991,074	925,412	1,134,368	1,199,306	1,232,200	1,329,288	12,872,658
Baltimore	2,735,670	2,350,946	3,463,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517	39,220,342
Birmingham	1,204,840	1,240,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056	17,574,542
Boston	2,773,345	2,770,837	3,530,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,359,021	3,641,817	3,680,000	38,403,470
Buffalo	2,123,089	1,809,933	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995	29,411,930
Chicago	3,932,640	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,909,700	3,263,925	3,217,725	3,736,544	46,830,000
Cincinnati	1,511,720	2,315,376	3,091,575	2,429,127	3,148,950	2,886,300	3,315,984	2,702,024	3,089,422	3,181,794	3,113,632	3,105,874	37,965,594
Cleveland	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	3,315,984	2,702,024	3,089,422	3,181,794	3,113,632	3,105,874	37,965,594
Detroit	2,913,876	2,315,376	3,091,575	2,429,127	3,148,950	2,886,300	3,315,984	2,702,024	3,089,422	3,181,794	3,113,632	3,105,874	37,965,594
Houston	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,780	1,376,578	1,180,010	1,420,874	1,492,222	1,656,340	1,805,374	17,102,073
Indianapolis	1,645,758	1,696,682	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303	24,190,523
Kansas City	1,436,882	1,658,300	1,855,499	1,810,156	1,837,591	1,741,943	1,499,984	1,433,109	1,711,290	1,688,258	1,838,293	1,851,752	20,363,017
Los Angeles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,053,092	3,171,714	3,100,380	3,272,816	3,905,734	37,222,612
Milwaukee	1,619,826	1,381,385	2,013,160	2,065,989	1,869,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,020,990	20,220,561
Minneapolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,297,990	25,519,712
New Orleans	1,317,702	1,252,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760	20,366,787
New York	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,884	7,115,970	6,399,835	8,745,834	10,708,705	9,534,044	9,712,559	106,055,622
Philadelphia	4,577,700	4,310,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198	62,445,628
Portland	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154	18,609,190
St. Louis	2,217,117	2,210,003	2,528,636	2,648,740	2,413,860	2,082,778	2,031,600	2,031,600	2,427,477	2,579,720	2,782,260	2,775,074	30,011,709
St. Paul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,757,074	18,609,190
San Francisco	1,999,674	1,997,772	2,389,380	2,344,252	2,397,060	2,283,632	2,092,748	2,035,334	2,344,342	2,344,342	2,344,342	2,547,062	26,674,990
Washington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,258,995	2,818,187	3,039,717	3,062,661	3,298,308	32,893,336
Totals, by months	55,488,434	50,459,650	67,396,885	63,622,410	67,742,070	60,578,946	52,450,884	52,457,186	63,522,269	66,736,536	68,772,696	73,978,399	743,206,365
Year's total—	743,206,365												

City	1917												City Totals
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	
Atlanta	1,254,540	1,474,648	1,600,270	1,861,326	1,703,954	1,441,902	1,490,160	1,324,344	1,583,918	1,782,088	1,679,692	1,625,109	18,821,951
Baltimore	2,974,690	2,605,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829	36,439,738
Birmingham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,626	1,507,002	1,542,114	16,508,100
Boston	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,116	2,637,574	2,455,338	3,300,693	3,781,898	3,534,742	4,441,963	40,889,015
Buffalo	1,796,000	1,514,060	1,971,060	1,983,488	2,384,282	2,422,111	1,722,469	1,818,375	2,314,205	2,818,618	2,579,551	2,567,336	25,891,495
Chicago	5,217,600	4,156,800	5,058,900	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	5,520,538	4,580,043	55,622,904
Cincinnati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,082,178	23,285,021
Cleveland	3,044,025	2,522,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,268	3,341,044	3,160,556	2,955,825	37,148,773
Detroit	3,505,700	3,051,900	4,035,658	4,035,658	3,482,684	3,482,684	3,482,684	2,972,462	3,368,734	3,732,076	3,652,432	3,700,900	43,037,936
Houston	1,065,092	1,088,108	1,315,832	1,408,064	1,267,532	1,267,532	1,267,532	1,267,532	1,267,532	1,267,532	1,267,532	1,267,532	15,262,955
Indianapolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,853,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044	23,866,373
Kansas City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316	17,123,212
Los Angeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,300	4,087,476	4,032,790	3,938,772	4,078,816	3,739,502	4,018,336	4,079,016	49,511,038
Milwaukee	1,736,340	1,424,706	1,922,455	2,198,212	1,947,974	1,771,840	1,440,082	1,446,800	1,882,561	2,116,443	2,060,192	2,028,570	21,976,183
Minneapolis	1,337,868	1,217,314	1,575,294	1,886,290	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,180,168	21,494,064
New Orleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,663	19,174,138
New York	9,757,683	8,029,398	9,665,239	10,188,706	9,767,515	9,167,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,675	9,245,511	109,225,386
Philadelphia	4,728,300	4,100,700	5,093,105	5,409,285	4,992,030	5,040,900	3,844,800	3,695,800	4,708,200	5,437,500	5,351,100	4,986,900	57,390,650
Portland	1,649,400	1,556,700	1,722,900	1,846,800	1,821,900	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,650,100	1,687,500	20,291,936
St. Louis	2,641,500	2,641,500	3,244,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702	35,968,011
St. Paul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	2,617,532	2,727,883	2,669,136	2,629,402	26,118,966
San Francisco	1,979,488	1,937,796	2,305,184	2,397,206	2,395,358	2,147,810	2,070,306	2,070,306	2,899,884	2,300,158	2,299,374	2,316,096	26,118,966
Washington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,351	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122	30,017,489
Totals, by months	61,852,037	55,980,881	68,568,180	72,266,246	69,866,721	63,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381	769,734,736
Year's total—	769,734,736												

City	1916												City Totals
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	
Atlanta	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970	18,303,136
Baltimore	2,634,466	2,438,341	3,051,194	3,221,672	3,241,146	3,240,867	2,569,795	2,340,040	2,972,360	3,747,577	3,483,407	3,255,572	36,196,617
Birmingham	1,225,112	1,230,334	1,285,060	1,436,064	1,455,314	1,322,706	1,129,936	1,129,128	1,271,200	1,547,280	1,367,886	1,432,256	16,033,276
Boston	3,161,929	2,787,083	3,680,669	4,168,826	4,089,261	3,675,110	2,900,985	2,750,529	3,407,333	4,009,413	3,765,210	3,707,916	42,153,276
Buffalo	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000	20,607,000
Chicago	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	5,119,200	57,035,142
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,156,700	1,881,600	1,715,100	1,538,500	2,334,000	2,341,200	2,175,300	2,220,600	26,229,402
Cleveland	2,705,400	2,289,000	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600		

	1915												City Totals
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	
Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968	16,986,596
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,693	2,088,208	1,904,568	2,449,808	3,012,157	3,013,989	2,887,401	30,059,415
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028	13,359,044
Boston	2,748,480	2,455,811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,320,863	2,515,194	3,659,852	3,413,521	3,256,038	36,721,528
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,733,000	1,733,000	2,095,000	1,810,000	1,785,000	19,590,000
Chicago	4,054,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100	50,042,700
Cincinnati	1,500,900	1,468,500	1,883,700	1,879,200	1,908,000	1,673,700	1,552,200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500	21,519,600
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200	29,655,800
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600	35,627,100
Houston	995,302	892,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	937,736	1,004,836	1,264,004	1,171,044	1,198,964	13,019,416
Indianapolis	1,401,552	1,297,013	1,670,354	1,790,194	1,760,393	1,502,041	1,444,480	1,304,676	1,484,777	1,820,024	1,732,225	1,817,293	19,025,222
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423	14,634,590
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300	44,998,700
Milwaukee	1,604,247	1,406,579	1,793,164	1,920,746	1,837,310	1,645,322	1,554,423	1,489,501	1,596,852	2,035,791	2,028,852	2,013,107	20,925,894
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,606	1,196,566	1,282,176	1,372,616	1,473,612	1,431,962	1,457,974	16,281,794
New Orleans	1,118,837	1,097,214	1,343,684	1,387,192	1,492,192	1,301,841	1,183,761	1,130,598	1,192,563	1,437,992	1,370,226	1,638,826	15,694,926
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,365	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776	99,983,112
Philadelphia	3,509,100	3,299,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500	45,641,800
Portland	1,703,100	1,335,900	1,638,000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,622,100	1,721,700	18,731,100
St. Louis	2,153,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,839,300	2,770,500	2,675,400	29,583,600
St. Paul	3,014,368	1,510,220	2,129,432	2,129,432	2,695,920	2,013,494	838,934	1,455,324	2,044,384	1,452,588	1,991,938	1,986,026	23,338,606
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,830	23,795,696
Washington	1,962,600	1,832,100	2,340,000	2,384,100	2,421,300	2,424,900	1,836,000	1,740,000	2,563,200	2,648,100	2,547,000	2,728,800	30,322,800
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956	668,738,839
Year's total—	668,738,839												

	1914												City Totals
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	
Atlanta	1,517,992	1,509,452	1,800,938	1,920,044	1,398,562	1,482,082	1,539,160	1,492,680	1,981,686	1,589,112	1,544,998	1,531,740	19,308,446
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,136,161	2,598,012	2,652,264	2,357,883	2,891,956	2,499,962	2,039,608	1,673,545	28,293,239
Birmingham	1,202,922	1,191,638	1,505,952	1,454,572	1,027,208	1,167,040	1,135,946	1,263,346	1,408,442	1,209,908	1,149,778	1,083,978	14,800,310
Boston	2,993,351	2,512,552	3,557,092	3,717,953	2,830,088	3,390,155	3,212,764	2,885,565	3,894,436	3,207,502	2,534,991	2,195,462	36,931,911
Buffalo	1,581,000	1,463,000	1,698,000	1,885,000	1,815,000	1,874,000	1,500,000	1,588,000	1,708,000	1,620,000	1,441,000	1,189,000	19,200,000
Chicago	4,038,000	3,551,700	4,593,600	4,784,400	3,815,700	4,211,400	4,261,500	4,368,300	4,775,100	4,299,000	3,747,900	3,390,300	49,836,900
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,386,600	1,710,000	1,718,100	1,279,800	1,908,900	1,544,400	1,489,000	1,245,300	18,803,700
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,134,500	2,439,600	2,341,200	2,307,000	2,642,400	2,183,100	2,052,900	1,958,100	27,294,600
Detroit	2,714,700	2,353,500	3,338,500	3,116,100	2,511,600	2,768,700	2,787,900	2,889,300	3,533,700	2,773,800	2,481,100	2,176,800	32,445,700
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,066,814	1,165,178	1,243,186	1,148,084	1,436,204	1,241,800	1,148,000	1,082,298	14,903,756
Indianapolis	1,497,263	1,380,200	1,642,073	1,760,537	1,418,423	1,578,201	1,497,399	1,528,927	1,821,270	1,523,242	1,231,905	1,171,226	18,050,686
Kansas City	1,113,381	1,020,169	1,221,455	1,305,758	1,117,811	1,297,990	1,221,533	1,190,947	1,358,226	1,133,501	1,065,199	999,309	14,039,269
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	3,653,700	3,954,600	3,870,000	3,790,500	4,420,200	3,994,800	3,808,500	3,968,700	49,002,600
Milwaukee	1,899,399	1,553,537	1,905,275	2,147,980	1,599,852	1,802,545	1,718,293	1,702,100	2,227,399	1,877,130	1,415,303	1,435,725	21,284,538
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,006,910	2,012,464	2,038,458	1,900,622	2,543,916	2,074,028	1,608,972	1,647,908	23,884,723
New Orleans	998,562	983,834	1,395,411	1,503,153	1,130,769	1,247,301	1,190,947	1,395,307	1,533,334	1,230,105	1,088,942	1,008,241	14,902,831
New York	8,542,104	7,249,939	8,890,937	9,154,123	7,674,870	8,609,975	8,201,623	8,228,181	9,919,379	8,778,442	6,780,137	6,167,121	98,196,831
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	3,422,700	3,837,600	4,163,400	3,719,400	4,618,500	3,970,800	3,193,500	2,943,000	45,542,100
Portland	1,731,000	1,536,900	1,889,400	1,768,400	1,698,300	1,938,900	1,815,900	1,646,400	1,926,300	1,700,700	1,527,600	1,431,900	20,611,700
St. Louis	2,338,000	2,155,200	2,852,700	2,825,700	2,268,000	2,676,000	2,709,000	2,567,000	3,026,700	2,333,700	2,016,600	2,002,500	29,660,800
St. Paul	1,347,346	1,141,434	1,462,020	1,601,386	1,261,890	1,419,236	1,377,642	1,399,678	1,644,384	1,437,772	1,192,128	1,156,792	16,441,908
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	2,068,916	2,068,916	1,946,256	1,831,634	2,466,408	2,155,314	1,904,070	1,890,630	24,231,630
Washington	2,047,200	1,827,900	2,467,000	2,323,200	1,988,400	2,368,200	2,393,400	1,555,600	2,456,700	2,095,500	1,823,700	2,025,900	24,562,542
Totals, by months	54,819,520	49,171,165	60,528,125	62,886,981	51,121,450	57,618,095	56,634,778	53,925,954	66,143,540	56,473,618	48,283,831	44,979,475	662,586,543
Year's total—	662,586,542												

SCHOOLS GIVING INSTRUCTION IN PRINTING AND MACHINE COMPOSITION

- Alabama**
 - Alabama Boys' Industrial School, Birmingham.
 - Alabama School for the Deaf, Talladega.
 - Tuskegee Normal and Industrial Institute, Tuskegee.
- Arizona**
 - Bisbee High School, Bisbee.
- Arkansas**
 - Arkansas Baptist College, Little Rock.
 - Shorter College of the A. M. E. Church, North Little Rock.
- California**
 - California School for the Deaf, Berkeley.
 - Long Beach Polytechnic High School, Long Beach.
 - Lincoln High School, Los Angeles.
 - Los Angeles High School, Los Angeles.
 - Manual Arts High School, Los Angeles.
 - Master Printers' Association Linotype School, Los Angeles.
 - Vocational High School, Oakland.
 - Oroville Union High School, Oroville.
 - Pomona High School, Pomona.
 - Richmond Union High School District, Richmond.
 - Mergenthaler Linotype Company, San Francisco.
 - California Polytechnic High School, San Luis Obispo.
 - San Mateo Union High School, San Mateo.
 - Preston School of Industry, Waterman.
 - Whittier State School, Whittier.
- Colorado**
 - Colorado School for the Deaf and Blind, Colorado Springs.
 - Fitzsimons General Hospital, Denver.
- Connecticut**
 - State Trade School of Bridgeport, Ct., Bridgeport.
 - State Reformatory, Cheshire.
 - Boardman Trade School, New Haven.
- District of Columbia**
 - Armstrong Manual Training School, Washington.
 - Columbia Institute for the Deaf, Kendall Green.
 - Government Printing Office Apprentice School, Washington.
- Florida**
 - Montverde Industrial School, Montverde.
 - Florida School for Deaf and Blind, St. Augustine.
- Georgia**
 - Foote and Davis Company, Apprentice Department, Atlanta.
 - Georgia School for the Deaf, Cave Spring.
 - Georgia Alabama Business College, Macon. (Conducted under auspices of Southern Newspaper Publishers Association and American Newspaper Publishers Association.)
- Illinois**
 - Harrison Technical High School, Chicago.
 - Lane Technical School, Chicago.
 - Lakeside Apprentice School, Chicago.
 - Mergenthaler Linotype Company, Chicago.
 - St. Mary's Training School, Desplaines.
 - Illinois School for the Deaf, Jacksonville.
 - Mooseheart Institute, Loyal Order of Moose—Printing Department, Mooseheart.
 - Rockford High School, Rockford.
- Indiana**
 - Anderson High School, Anderson.
 - Indiana University (Department of Journalism), Bloomington.
 - Indianapolis State School for the Deaf, Indianapolis.
 - United Typothetae of America School of Printing, Indianapolis.
- Iowa**
 - Industrial School for Boys, Eldora.
 - State Reformatory, Anamosa.
- Kansas**
 - Fort Hays Normal School, Hays.
 - Boys' Industrial School, Hutchinson.
 - University of Kansas, department of Journalism, Lawrence.
 - Federal Board for Vocational Training, Pittsburgh.
 - State Manual Training School, Pittsburg.
- Kentucky**
 - Berea College, Berea.
 - Kentucky School for the Deaf, Danville.
- Louisiana**
 - Louisiana State School for the Deaf, Baton Rouge.
 - Isaac Delgado Central Trades School, New Orleans.
 - Mergenthaler Linotype Company, New Orleans.
- Maine**
 - University of Maine, Orono.
- Maryland**
 - St. Mary's School, Baltimore.
 - Mergenthaler School of Printing, Baltimore.
- Massachusetts**
 - Blanchard Linotyping Company, Apprentice Department, Boston.
 - Boston Trade School, Boston.
 - Veterans' Bureau Linotype School, Boston.
 - Rindge Technical School, Cambridge.
 - Fitchburg State Normal School, Fitchburg.
 - New Bedford Vocational School, New Bedford.
 - Newton Vocational High School, Newtonville.
 - Worcester Boys' Trade School, Worcester.
- Michigan**
 - University of Michigan, Ann Arbor.
- Minnesota**
 - "News Tribune" Linotype School, Duluth.
 - Dunwoody Industrial Institute, Minneapolis.
 - State Training School, Red Wing.
- Mississippi**
 - Mississippi Institute for Deaf and Dumb, Jackson.
- Missouri**
 - State School for the Deaf, Fulton.
 - Father Dunne's Newsboys' Home, St. Louis.
 - Central High School, Kansas City.
- New Jersey**
 - Atlantic City Boys' Vocational School, Atlantic City.
 - New Jersey State Reformatory, Rahway.
 - New Jersey School for the Deaf, Trenton.
- New York**

ALWAYS FIRST

For the Year 1922 THE SYRACUSE HERALD was

FIRST in TOTAL Advertising in Syracuse.

First in LOCAL Advertising in Syracuse.

First in NATIONAL Advertising in Syracuse.

First in AUTOMOTIVE Advertising in Syracuse.

First in IMPORTANT classifications in Syracuse.

Concentration of circulation in the city and suburban territory of Syracuse, with a minimum waste of out of the territory circulation, confining itself to assisting in solving Syracuse selling problems, plus the highest buying power, the result of a better newspaper make for this record.

The Sunday Herald has a city circulation more than 100% greater than the other Syracuse Sunday paper and a total circulation 30,000 greater than the other Syracuse Sunday newspaper.

The Evening Herald has a greater circulation, in Syracuse and in the Syracuse A. B. C. Trading Zone than any other newspaper except The Sunday Herald.

The Herald service department offers real cooperation to advertisers, assisting them to link the created demand from advertising space with a distribution at a time when it is most profitable.

Following are the lineage figures for the three Syracuse newspapers for 1922.

LOCAL DISPLAY		
Herald (7 days) 6,787,876 lines	Post Standard (7 days) 4,292,848 lines	Journal (6 days) 5,181,242 lines
FOREIGN DISPLAY		
Herald (7 days) 1,418,148 lines	Post Standard (7 days) 1,258,131 lines	Journal (6 days) 1,222,039 lines
AUTOMOBILE		
Herald (7 days) 829,451 lines	Post Standard (7 days) 727,307 lines	Journal (6 days) 471,884 lines
TOTAL DISPLAY		
Herald (7 days) 9,035,471 lines	Post Standard (7 days) 6,278,286 lines	Journal (6 days) 6,876,155 lines
CLASSIFIED ADV.		
Herald (7 days) 816,158 lines	Post Standard (7 days) 678,632 lines	Journal (6 days) 467,341 lines
DEPARTMENT STORES		
Herald (7 days) 1,604,386 lines	Post Standard (7 days) 948,822 lines	Journal (6 days) 1,256,896 lines
FOOD ADVERTISING		
Herald (7 days) 699,090 lines	Post Standard (7 days) 403,389 lines	Journal (6 days) 503,160 lines
MEN'S WEAR		
Herald (7 days) 713,037 lines	Post Standard (7 days) 489,524 lines	Journal (6 days) 542,094 lines
WOMEN'S WEAR		
Herald (7 days) 831,742 lines	Post Standard (7 days) 282,597 lines	Journal (6 days) 612,633 lines

SPECIAL REPRESENTATIVES

PRUDDEN, KING & PRUDDEN, INC.

286 Fifth Avenue
New York City

Globe Building
Boston

Steger Building
Chicago

“—the greatest daily paper of Canada
and always has been!”

—HAROLD B. JOHNSON

SPEAKING at St. Lawrence University recently on the subject of “Personalities of American Newspapers,” Harold B. Johnson, editor of the Watertown (N. Y.) Times, paid the following tribute to “Canada’s Best Newspaper” :—

“Here is the Montreal Gazette. *It is the greatest daily paper of Canada and always has been.* It is British, yet it is American. It has been run continuously since 1778, and Benjamin Franklin was indirectly responsible for its appearance. Franklin and a group of colonists went to Montreal in '76, carrying with them a printing outfit from Philadelphia, their purpose being to win over Canadians to the Continental cause. They published several volumes in the old Chateau de Ramsey and when they gave up their mission to return to Philadelphia one of the printers remained and three years later he established this great newspaper with the printing outfit that came from Philadelphia.

“The Gazette had its beginning in the same way that so many of the older papers were established, in a propaganda movement in behalf of some cause. *To-day it impresses itself on the entire British possessions as a herald of empire solidarity.*”

This disinterested tribute, from a journalist of another country, is an unusual piece of evidence of the regard in which The Gazette is held—in Canada or elsewhere—wherever it is known.

The Gazette is the only five cent daily newspaper in Montreal and it is likewise the only English morning paper in Montreal. Established in 1778 it is also Canada’s oldest newspaper.

Is Canada’s “greatest daily newspaper” on your list?

The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branch Offices:

NEW YORK

Gilman, Nicoll & Ruthman
Canadian Pacific Building

BOSTON

Gilman, Nicoll & Ruthman
Tremont Building

CHICAGO

Gilman, Nicoll & Ruthman
Tribune Building

SAN FRANCISCO

Gilman, Nicoll & Ruthman
Monadnock Bldg.

OTTAWA

John Bassett,
28 Central Chambers

TORONTO

W. T. Martin,
123 Bay Street

LONDON, England

T. R. Clougher,
Royal Colonial Chambers
18, 19, 20 Craven St., W.C.



*Go Where the Money Is and Go Now!
Save Time, Thought and Effort—Make*

LA PRESSE

QUEBEC
PROVINCE,
1922. SURPLUS
OVER
\$5,000,000
RELATIVELY THE
WEALTHIEST
MARKET ON
EARTH

The National French Daily News-
paper of Canada, your passe-par-
tout to the VERY prosperous
MONTREAL-QUEBEC market—
WHICH IT DOMINATES!

Nothing Can Replace the Great Circulation of

LA PRESSE

which has the largest Daily Circulation in Canada,
without exception,—over

40,000 more than any other Mon-
treal daily newspaper! Nothing can
replace its proverbial pulling-power!
LA PRESSE has the lowest milline
rate of all American dailies. (Con-
sult Standard Rate & Data Service,
Chicago, please.) A. B. C. reports
furnished on request.

LA PRESSE SERVES the public
as very few newspapers in the world
do!

You are cordially invited to use the
LA PRESSE Promotion and Statis-
tical Service.

Rotogravure Service

Magazine Service

MOST RADIO FANS IN NORTH
AMERICA ENJOY CKAC
BROADCASTS.

Did you know that LA PRESSE
readers get a Daily, Exclusive, Radio
Direct News Service From Paris?

LA PRESSE SALARIED REPRESENTATIVES WILL GLADLY GIVE
YOU FURTHER INFORMATION—IN YOUR OWN INTEREST YOU
SHOULD GET IT NOW!

New York:
Wm. J. Morton Co.
280 5th Ave.
(Gram. 5940)

Chicago:
Wm. J. Morton Co.
Tribune Bldg.
(Central 1990)

Toronto:
S. L. REES
319 Bay Street
(Adelaide 1427)

Montreal:
H. A. Robert
Advertising Manager
(Main 5370)

LA PRESSE
CIRCULATION
EXCEEDS
150,000

**Attempt Less!
Accomplish More!**

In Canada, Concentrate In Your
Logical Market: The MON-
TREAL-QUEBEC MARKET.

and for
IMMEDIATE RESULTS

Use the Time-Tested Money-
Maker and Indispensable Medium

LA PRESSE

French-Canadians are quick to ap-
preciate a good article and will buy
freely, if asked to do so by adver-
tising in LA PRESSE.

It is futile to attempt to sell French-
Canadians in a language they do not
understand. The most English ad-
vertising can accomplish is to reach
15% of the total of the Province.

MONTREAL'S
POPULATION:
800,000
Over 70%
FRENCH
CANADIAN

N. B.—Action Counts!

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

QUEBEC—Continued

Table listing newspaper details for Quebec, including City, Population, Newspaper Name, Circulation, Minimum Adv. Rate, National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and names of key personnel.

SASKATCHEWAN

Table listing newspaper details for Saskatchewan, including City, Population, Newspaper Name, Circulation, Minimum Adv. Rate, National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and names of key personnel.

YUKON TERRITORY

Table listing newspaper details for Yukon Territory, including City, Population, Newspaper Name, Circulation, Minimum Adv. Rate, National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and names of key personnel.

DAWSON, 3,013. News (none) (d) .043 Dawson News Publishing Co. (I) politically independent; (E) indicates Sunday evening edition; (m) indicates morning edition; (o) indicates Saturday morning edition; (r) indicates rotary printing plant; (s) indicates semi-weekly publication; (t) indicates telephone exchange; (u) indicates union printing plant; (v) indicates variable rate; (w) indicates weekly publication; (x) indicates extra edition; (y) indicates year-round publication; (z) indicates zone publication.

1821 :: ONTARIO'S OLDEST NEWSPAPER :: 1923

The RECORDER and TIMES Brockville, Ontario, Canada

Now celebrating its Golden Jubilee—1873-1923, as a daily, and for over one hundred years in the weekly field. It is the survivor of many competitors, proving the confidence in which it is held by its readers.

Brockville is a good manufacturing city, a railway terminal surrounded by Eastern Ontario's rich Dairy section, a desirable residential city, at the foot of the 1000 Islands.

Ask for A. B. C. Auditor's Report

National Advertisers would do well to consider the R. and T. when arranging Canadian campaign.

Rates on application or at all Agencies.

RECORDER PRINTING COMPANY, LIMITED PUBLISHERS BROCKVILLE, ONT.

FEATURES

Proofs, prices and sample mats with pleasure on request

- CAMERA NEWS PAGE: Made up of 1, 2 and 3 col. news pictures.
EASY TRICKS: A daily one column feature.
FASHION PAGE: Feder photos, attractively grouped. Copy by Barbara Winthrop.
CHILDREN'S PAGE: Short stories, verses, puzzles, toy-making, etc.
FEATURE PAGE: Two miscellaneous half-page articles, illustrations in lay-out.
WEEKLY HOUSE PLANS: Two and 3 col. sizes. By W. W. Purdy.
HANDICRAFT IN THE HOME: Fillet, embroidery, fancy work, etc. By Alice Urquhart Fewell.
RADIO: Three articles each week. By Frank Chapman.
HINTS FOR THE MOTORIST: Three a week, with Q. and A. Department. By Albert L. Clough.
SMILES: One column illustrated comics, by various artists.
PERTINENT PORTRAITS: Ten single column portraits, and pen sketch by Evans.
NOOZIE, THE SUNSHINE KID: Half and one column sizes. By Hop.
DAILY PUZZLES: One and two column sizes. By Walter Wellman.
DAILY FASHION HINTS: One or two columns. By Mabel Whitney.
FORTY WINNING PLAYS IN FOOTBALL: By John J. McEwan and Major Graves.
TWENTY-FOUR LESSONS IN BOXING: By Spike Webb.
SEVENTY-TWO LESSONS IN BASEBALL: By J. B. Sheridan.
FORTY-EIGHT CLASSIFIED BUILDING ADS: Two and three column sizes. By T. R. Longcope.
THE AD-ROUTE: A syndicate newspaper house organ. By W. S. Bail.

THE INTERNATIONAL SYNDICATE

Established 1899

BALTIMORE MARYLAND

CANADIAN LEGISLATION IN 1922

Sales Tax on Engravings, Electrotypes, etc.—As some confusion existed as to the rate of sale tax applicable in the case of sales of engravings, electrotypes, etc., by the manufacturers thereof to publishers of newspapers, magazines and trade papers, as well as to job printers, the excise authorities at Ottawa in April issued a ruling, which made the 3 per cent rate effective in these cases. Ordinarily sales by manufacturers of goods to wholesalers are subject to a tax of 1 1/2 per cent, and to retailers or consumers of 3 per cent, and by wholesalers to retailers or consumers of 1 1/2 per cent. The point was as to whether the printer was to be regarded as a wholesaler or a consumer and the decision is to the effect that, for the purposes of the tax, he is a consumer. If he resells an electro or engraving to an advertiser, the sale is not subject to any tax, as the sale tax does not apply to sale by retailers or consumers.

plebiscite vote taken showed that Victoria was emphatic in its demand for newspapers on Sunday. Efforts are now being made to have the Lord's Day Act, which is a Federal statute, repealed or severely amended.

Imported Printed Matter Must State Country of Origin.—Publishers of newspapers, magazines, and books, printers and advertisers, were affected by new Canadian Customs regulations, put into force on November 1, so that they can no longer ship in or mail into Canada any printed matter for use by their dealers, for distribution over the counter or to be sent through the mails, unless it bears the imprint "Made in the United States" or other country of origin. The new regulations apply to newspapers as well as all other publications and printed matter generally. According to an interpretation given by the Department of Customs to Editor & Publisher, of the clauses defining ways in which origin can be indicated, the usual publisher's statement in newspapers will be regarded as sufficient, provided the address given includes state and country.

SUSPENSIONS OF DAILY NEWSPAPERS IN CANADA

Charlottetown (P. E. I.) Examiner. Kitchener (Ont.) Daily Telegraph.

Blue Law Enforcement in Canada, Too.—Victoria (B. C.) voters gave a seven-to-one majority against enforcement here of the Lord's Day Act, which had been ordered by the police commission. The order prohibited the operation of newstands on Sundays. The result of the

In Canada it boils down to—

Canada—The wealthiest country per capita in the world.

Ontario—The wealthiest Province of Canada.

Toronto—Comprises one-fifth the population of Ontario—127,000 homes—522,666 residents.

The Evening Telegram—Read in five out of each six Toronto homes—Toronto circulation 103,586 or 94.9% concentrated. Total circulation 109,077.

THE EVENING TELEGRAM

TORONTO — CANADA

CIRCULATION 109,077 (A. B. C. 1922)

U. S. Representatives—VERREE & CONKLIN, Inc.

New York—300 Madison Ave.
Chicago—Steger Building

Detroit—117 Lafayette Blvd.
San Francisco—Monadnock Bldg.

CANADIAN SPECIAL REPRESENTATIVES

Key	Firm Name	City	Street	Manager
1X	Abraham, Charles A.	Montreal, Que.	232 St. James st.	C. A. Abraham
2-X	Bowater, A. V. (See Number 4-X)			
3-X	Calder, Frank	Montreal, Que.	40 Hospital st.	Frank Calder
4-X	Consolidated Press, Ltd.	Toronto, Ont.	Graphic Arts Bldg.	Miller McKnight
		Montreal, Que.	171 St. James st.	
		Winnipeg, Man.	Boyd Bldg.	F. C. Pickwell
		New York City	507 5th ave.	
		Chicago, Ill.	8 S. Dearborn st.	
		London, Eng.	10 Norfolk st.	A. V. Bowater
			Strand, W. C. 2.	
5-X	Davis, J. Lester	Toronto, Ont.	313 Jane st.	J. L. Davis
7-X	Gagnier, Ltd., H. (See 4-X)			
8-X	Gowe, L. S. (See 28-X)			
9-X	Guy, Edgar J.	Toronto, Ont.	Royal Bank Bldg.	E. J. Guy
10-X	Guy, Henry	Toronto, Ont.	154 Mt. Joy ave.	Henry Guy
11-X	Harkins, John	Toronto, Ont.	70 York st.	John Harkins
12-X	Healy, Walter J.	Montreal, Que.	30 St. John st.	W. J. Healy
14-X	Long, W. F.	Montreal, Que.	11 St. Sacrement ave.	W. F. Long
15-X	McGillivray, W. W.	Toronto, Ont.	182 Bay st.	W. W. McGillivray
16-X	McKnight, Miller (See Number 4-X)			
17-X	Martin, W. T. (See Number 19-X)			
18-X	Mason, Frank H.	Toronto, Ont.	70 Lombard st.	F. H. Mason
19-X	Montreal Gazette	Toronto, Can.	123 Bay st.	W. T. Martin
20-X	Payson, Frank E.	Vancouver, B. C.	Winch Bldg.	Frank E. Payson
21-X	Pickwell, F. C. (See Number 4-X)			
22-X	Rathbone, J. B.	Montreal, Que.	Transportation Bldg.	J. B. Rathbone
		Toronto, Ont.	95 King st., E.	J. B. Rathbone
23-X	Rees, S. L.	Toronto, Ont.	319 Bay st.	S. L. Rees
24-X	Rose, H.	Toronto, Ont.	432 St. Clarens ave.	H. Rose
26-X	Smallpiece, H. E.	Toronto, Ont.	32 Church st.	H. E. Smallpiece
27-X	Thompson, F. W.	Toronto, Ont.	100 King st.	F. W. Thompson

NOTE—Numerals and letters in first column key with Canadian Newspaper Directory, just preceding this list. The advertising representative of every newspaper is thus shown.
*—Indicates head office.

THE DAILY BRITISH WHIG
Kingston's Best Newspaper

OUR OFFICE BOY SAYS—"Say, I'm the guy that's puttin' this here sheet on the map. When I come here about three years ago they thought they was doin' fine with five thousand or so circulation, and since I come their monthly battin' averages has been so high the business office has to get a step-ladder to keep track of them."

AVERAGE DAILY CIRCULATION for last six months of 1922—7,253.

BY MONTHS—

July	7045	
August	7113	Up 68
September	7182	Up 69
October	7474	Up 292
November	7617	Up 143
December	7687	Up 70

—AND STILL RISING.

THERE IS NO Better indication of the potentialities of the Kingston territory as a market than the growth of Kingston's leading newspaper. If you have goods to market it will pay you to get into this territory and the best introduction to its buyers is through the columns of the Daily British Whig.

Write for A. B. C. Audit Statement for 1922 to

British Whig - Kingston, Ontario

CANADIAN ADVERTISING AGENCIES AND THEIR SPACE BUYERS

ADVERTISING SERVICE CO., LTD. a-c-g-j	70 McGill College Av.	Montreal, Quebec*	H. R. Cockfield C. F. Goldthwaite C. T. Solomon
	220 Yonge St.	Toronto, Ont.	E. H. Smith T. L. Anderson Miss K. L. Hansler
AGENCE CANADIENNE DE PUBLICITE, LTD.		(See Canadian Advertising Agency, Ltd.)	
BAKER ADV. AGCY., LTD. a-c-g-j	184 Bay St.	Toronto, Ontario	R. A. Baker F. H. Hayhurst R. G. Thomas C. M. Musgrove
BLAIKIE, DUNCAN S. c-j	35 St. Nicholas St.	Montreal, Quebec	A. Pashlin
BOWMAN, LTD., SIDNEY S. c-j	Canadian Cement Bldg.	Montreal, Quebec	P. Wooll Combe R. R. De Long
CAMPBELL-EWALD CO. a-f-g	Hamilton Tr. Bldg.	Toronto, Ont.	George C. Fries
	Marquette Bldg.	Detroit, U.S.A.*	
	Mallers Bldg.	Chicago, Ill.	
	18 W. 34th St.		
CANADIAN ADVG. AGCY. LTD. a-c-g-j	Unity Bldg.	Montreal, Quebec	H. S. McCulloch
	13 Mariveaux St.	Paris, France	
CENTRAL PRESS AGENCY	110 York St.	Toronto, Ont.	
CLUXTON, L. G.	1215 Greene Av.	Montreal, Quebec	
CONSOLIDATED ADV. SERVICE c-g-j	73 Richm'd St.	W. Toronto, Ont.*	C. F. Craigie Mrs. E. M. MacDonald
	171 St. James St.	Montreal, Quebec	C. L. Hannon Joseph Burgess
CRAWFORD-HARRIS ADV. SERVICE c	Province Bldg.	Vancouver, B. C.*	
	40 Garipey Block.	Edmonton, Alberta	
CURRY ADV. SERV., THOS. H.	Ray Bldg.	Halifax, N. S.	
DEAN ADV. AGCY., E. STERLING a-c-g-j	8 Wellington St., E.	Toronto, Ont.	E. Nisbet S. A. Merriam
DENNE & CO., LTD., A. J. c-j	43 King St., W.	Toronto, Ont.	R. O. McKeown
DESBARATS ADV. AGCY., LTD. a-c-g-j	161 Beaver Hill Hall	Montreal, Que.*	E. W. Desbarats A. H. MacLauchlin
	45 Jarvis St.	Toronto, Ont.	
DOMINION ADVERTISERS, LTD. c-j	311 Beaver Hill Hall	Montreal, Quebec	R. O. Stevenson F. W. McLaughlin
EASTMAN ADV. CO.	Standard Bk. Bldg.	Vancouver, B. C.	Morgan Eastman Tom F. Moulton
EDWARDS ADVG. AGCY. d	Roy Bldg.	Halifax, N. S.	M. E. McKay
FEDERAL ADV. AGCY., LTD. c-j	Dom. Sav. Bldg.	London, Ont.*	T. H. Yull
	Landed Banking & Loan Bldg.	Hamilton, Ont.	
FINANCIAL ADV. CO. OF CANADA, LTD. c	Bd. of Trade Bldg.	Montreal, Quebec	Miss G. D. Heath
	34 King St. W.	Toronto, Ont.	
FISHER CO., LTD., JAS. c-j	386 Yonge St.	Toronto, Ont.	Frank Wright
GENERAL NEWS & ADVERTISING AGCY., LTD. c-j	Can. Cement Bldg.	Montreal, P. Q.	Ed. Montet
GIBBONS, LTD., J. J. c-g-j	119 Wellington St., W.	Toronto, Ont.	
	Coronation Bldg.	Montreal, Quebec	Miss M. Pernel
	Tribune Bldg.	Winnipeg, Man.	
GORDON & GOTCH, LTD.	136 Bay St.	Toronto, Ont.	
HAMILTON ADVERTISERS AGCY., Ltd. c-j	17 Main St., E.	Hamilton, Ont.	S. I. La Barre F. W. Hunt E. R. Humphreys
HUNT ADVG. SERV., F. W.	33 Richmond St. W.	Toronto, Ont.	
IMPERIAL PUBLISHING CO., LTD. c-j	140 Barrington St.	Halifax, N. S.	
McCANN CO., LTD., H. K. a-c-f-j	14 King St., E.	Toronto, Ont.	M. Falis
	61 Broadway	New York City	
	Nat. City Bldg.	Cleveland, Ohio	
	McCann Bldg.	San Francisco, Cal.	
	Continental Oil Bldg.	Denver, Colo.	
McCONNELL & FERGUSON, LTD. c-j	7 Market Lane	London, Ont.*	C. S. Bowie
	Temple Bldg.	Toronto, Ont.	
	Furness Bldg.	Montreal, Que.	
	Confederation Life Bldg.	Winnipeg, Man.	
	Dom. Bk. Bldg.	Vancouver, B. C.	
McKIM, LTD., A. a-c-g-j	475 Phillips Sq.	Montreal, Que.*	C. T. Pearce H. E. Stephenson Wm. Findlay B. A. Bennett
	Jarvis Bldg.	Toronto, Ont.	
	Home Bk. Bldg.	Hamilton, Ont.	
	Union Bk. Bldg.	Winnipeg, Man.	
	6 Norfolk St., Strand, W. C. 2.	London, England	R. F. Griffiths
MACKAY-VAN BUREN ADV., LTD.	231 8th Av., W.	Calgary, Alberta	
MACPHERSON & McCURDY, LTD. a-c-g-j	Bell Block	Winnipeg, Man.	R. J. Macpherson H. Lavender
MASON ADV. AGCY.	70 Lombard St.	Toronto, Ont.	F. H. Mason
MASSIE, LTD., A. J. c	Chamber of Com.	Winnipeg, Man.	A. J. Massie V. C. Irons
	Province Bldg.	Vancouver, B. C.	
MITFORD ADV. AGCY., c-j	Temple Bldg.	Toronto, Ont.	Geo. H. K. Mitford R. Bedell
MONTY, ALBERT		Montreal, Que.	
MULLER CO., LTD., R. SYKES c	Can. Cement Bldg.	Montreal, Que.	R. S. Muller Fred A. Black F. E. Scott
NATIONAL ADVG. AGCY. NATIONAL PUBLICITY, LTD. a-c-j	286 St. Jas. St., W.	Montreal, Quebec	H. Bartholomew Geo. W. Newton
NEWTON ADV. AGCY. J.	Fert Street	Victoria, B. C.	
NORRIS-PATTERSON, LTD. a-c-g-j	10 Adelaide St., E.	Toronto, Ont.	
	232 St. James St.	Montreal, Quebec	
PEABODY, CHARLES E.	178 Napean St.	Ottawa, Ont.	J. B. O'Higgins A. H. MacLauchlin Miss J. Pence
PRESS AGENCY BUREAU, LTD. c-j	Cor. Yonge & Temperance Sts.	Toronto, Ont.	

(Continued on page 204)

Explanation of Key Letters

A—Recognized by American Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local Publishers' recognition (agent's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Pspers, Inc. G—Recommended by Periodical Publishers' Association. H—Member American Association of Advertising Agencies. I—Head Office. J—Member Canadian Association of Advertising Agencies. Where agency has American Newspaper Publishers' Association or Canadian Daily Newspapers' recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing in such cases.

Sprague Electric Motor Drive and Control Systems for Newspaper Presses

Conceded First Place in the Press equipment field for Superior Construction and Unequalled performance.

Over 400 installations in this country and abroad bear testimony to the

Reliability and Safety of the Sprague System

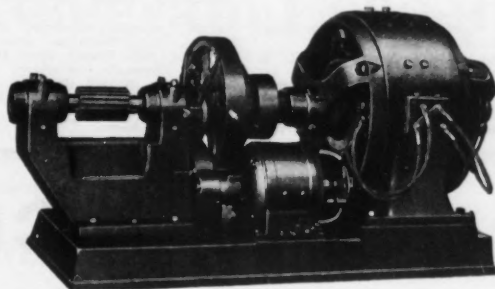
The largest contract for Controls and Drives for one plant was placed this year by the Philadelphia Public Ledger for Sprague Equipments, after a careful examination of all other systems.

So many publishers are recognizing the freedom from worry which comes from doing business with Sprague Electric, that this year has been one of the largest in their history in this specialized field.

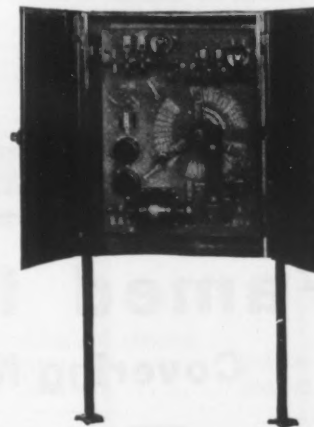
Extensive Stocks Make Possible Prompt Deliveries Where Presses are Sold for Early Shipment



The Sprague enclosed Controller for Octuple Press—Dirt Proof, Fool Proof, Fire Proof—Meets all Safety Requirements.



The Sprague Double-Motor Drive, using the famous Sprague Type C Motors. There are more Sprague Type C Motors driving Newspaper Presses in the U. S. than any other one make of D. C. motors.



The Sprague enclosed Alternating Current Controller—designed for Newspaper Offices in the smaller cities.



The Bloomfield, N. J., factory of The Sprague Works where all parts of The Sprague System—Controls, Motors and Slow-Motions are made in coordination.


SPRAGUE ELECTRIC WORKS

 Of General Electric Company
 Main Offices 527 W. 34th St. New York PIONEERS OF THE INDUSTRY Branch Offices in Principal Cities

CANADIAN ADVERTISING AGENCIES—(Continued from Page 202)

Name	Address	City	Space Buyers
PRICE CO., C. B.	18 Victoria Bldg.	Windsor, Ont.	K. Pedwell
PURKIS, THORNTON a-c-g-j.	Union Trust Bldg.	Toronto, Ont.	
	248 St. James St.	Montreal, Quebec.	
R			
ROBERTSON CO., LTD., J. S.	Queen & Victoria Sts	Toronto, Ont.	R. C. Ronald E. D. Ring
RONALD'S PRESS & ADVER.	71 William St.	Montreal, P. Q.	
TISING AGCY., LTD.	McGill Bldg.	Montreal, P. Q.	
ROWLATT, F. ALBANY a-c-g-j.	110 Church St.	Toronto, Ont.	
S			
ST. JOHN ADVG. AGCY.		St. John, N. B.	Miss M. A. Stokley S. K. Smith
SMITH ADVG. SERV.		St. John, N. B.	
SMITH & SON, LTD., R. C. c-j.	32 Front St.	Toronto, Ont.	
SMITH ADV. AGCY., S. K.	73 Dock St.	St. John, N. B.	
SMITH, DENNE & MOORE, LTD. a-c-g-j.	Lumsden Bldg.	Toronto, Ont.	H. M. Tandy J. P. Hamilton H. M. Reid
	275 Craig St.	W. Montreal, Quebec.	
	1463 Broadway	New York City	
	Caxton House, S. W.	London, England	
SMITH, STURGIS & MOORE, INC. a-c-g-h.	Lumsden Bldg.	Toronto, Ont.	H. C. Daych E. F. Fettinger E. W. Bateman
	1463 Broadway	New York City	
	Premier House, Southampton Row, W.C.	London, England	
	31 bis Faubourg, Montmartre	Paris, France	
U			
UNITED ADVG. AGCY., LTD. a-c-g	C. P. R. Bldg.	Toronto, Ont.	H. C. Daych E. F. Fettinger E. W. Bateman
	1 W. 34th St.	New York City	
	21 Smith St.	Paterson, N. J.	
	Kinney Bldg.	Newark, N. J.	
	2112 Cabell St.	Dallas, Tex.	
	1 William St.	Bridgeport, Conn.	
W			
WALLACE ADV. SERVICE.	McCurdy Bldg.	Halifax, N. S.	F. R. Wallace
WORLD WIDE ADVG. CORP.	Coronation Bldg.	Montreal, Que.	

Explanation of Key Letters

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Where agency has American Newspaper Publishers' Association or Canadian Daily Newspapers' recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing in such cases.

CANADIAN DAILY PAPERS SOLD IN 1922

London (Ont.) Advertiser—to H. B. Muir and associates.
Moncton (N. B.) Transcript—estate of J. W. T. Hawke to C. W. Robinson, Matthew Lodge and Ivan C. Rand.
North Bay (Ont.) Daily Nugget—to H. S. Browning and associates.
Oshawa (Ont.) Reformer—to J. C. Ross and J. Ewart McKay.
North Bay (Ont.) Daily Nugget—to W. E. Mason (receiver's sale).

Quebec Chronicle—estate of Sir David Watson to Sir William Price and associates.
Quebec (Canada) L'Evenement—to L'Evenement Co., Ltd.
St. John (N. B.) Journal—P. W. Thompson, H. P. Robinson and associates.
Simcoe (Ont.) Reformer—from Hal B. Donly to P. George Pearce.
Windsor (Ont.) Border Cities Star—to W. S. Herman.

CANADIAN NECROLOGY

Burgoyne, W. E.—publisher St. Catharines (Ont.) Daily Standard; Jan. 1.
Dunham, O. S.—publisher Bridgetown (N. S.) Monitor; Feb. 3.
Gagnier, H. T.—president H. Gagnier, Ltd.; at Toronto, Oct. 29.
Galbraith, Thomas—former financial editor Toronto Mail & Empire; at Weston, Ont., April 20.
Hawke, John T.—publisher and editor Moncton (N. B.) Transcript.
McNulty, Joseph V.—general manager Pacific Coast Lumberman; at Vancouver, B. C.
Morrison, Charles—many years city editor Toronto Mail; Feb. 26.
Ranton, Samuel—former editor Stratford (Ont.) Beacon; Feb. 11.
Watson, Maj. Gen. Sir David Watson, K. C. B.—managing director Quebec Chronicle; at Quebec, Feb. 23.

CANADIAN ASSOCIATIONS

JOURNALISTIC

British Columbia Press Assn.—President, J. L. Hall, Vernon News; secretary, H. M. Walker, Enderby Commoner.
British Columbia Institute of Journalists.—President, Major Lukin Johnston, Vancouver Daily Province; secretary, Sydney Watt, Vancouver World.
Canadian Daily Newspapers Assn.—President, F. J. Bard, Vancouver (B. C.) Province; manager and secretary, Arthur Partridge, Toronto.
Canadian National Newspapers & Periodicals Assn.—President, C. H. Hunter, Maclean Publishing Company, Toronto.
Canadian Press, Ltd.—President, E. Norman Smith, Ottawa Journal; secretary and general manager, J. P. B. Livesay, Toronto, Ont.
Canadian Weekly Newspapers Assn.—President, A. R. Brennan, Summerside (P. E. I.) Journal; secretary-manager, E. Roy Sayles, Toronto, Ont.; Maritime Provinces Division—President, Don Fraser, New Glasgow (N. S.) Eastern Chronicle; secretary, H. B. Onslow, Campbellton (N. B.) Graphic.
Montreal Press Gallery.—President, George Lawrence, Montreal Herald; secretary, H. Major, Le Canada.

Montreal Women's Press Club.—President, Miss Clergue; secretary, Miss Marguerite DeLysie.
Ottawa Parliamentary Press Gallery.—President, T. H. Blacklock; secretary, Claude Melancon.
Quebec Legislative Press Gallery.—President, R. Holmes Parson, Montreal Star; secretary, Alonzo Cinq Mars, La Presse, Montreal.
Toronto Press Club.—President, Sir John Willison; secretary, Edward D. McCormack.
Western Ontario Newspaper Publishers' Assn.—President, H. J. Foster, Galt Reporter; secretary, T. H. Kay, Kitchener Record.
Winnipeg (Man.) Press Club.—President, V. M. Klipp, Canadian Press, Ltd.; secretary, Frank H. Williams, Winnipeg Free Press.

ADVERTISING

Association Canadian Advertisers.—Pres., H. C. Van Scoyoc, Canada Cement Co., Ltd., Montreal; secy., Florence Clotworthy, Toronto, Ont.
Canadian Assn. of Advertising Agencies.—Pres., W. B. Somerset; secy., George W. Martin, 17 Main st., E., Hamilton, Ont.
Edmonton (Alta.) Advertising Section Board of Trade.—Pres., George B. Cooper; secy., L. A. Wildman.
Montreal Publioty Assn.—Pres., H. S. Von Scoyoc; secy., Charles N. Valliquet.
St. John (N. B.) Ad Club.—Pres., B. A. Macanley; secy., P. F. Drummie.
Toronto (Ont.) Ad Club.—Pres., W. T. Gregory; secy., E. G. Taylor.

*Member Associated Advertising Clubs of the World.

CANADIAN PRINTING AND MACHINE COMPOSITION SCHOOLS

Alberta
Institute of Technology and Art, East Calgary.
Victoria Prevocational School, Calgary.
Ontario
Guelph Technical School, Guelph.
Technical School, Hamilton.
Canadian Linotype Limited, Toronto.
Technical School, Toronto.
Manitoba
Kelvin Technical School, Winnipeg.
Typesetting Instructors, Ltd., Winnipeg.
Driscoll and Herald Trade Plant, Winnipeg.
Quebec
Institution des Deaf and Dumb, Montreal.
British-American Publishing Company, Montreal.
Gardien City Press, Gardenvale, Quebec.

Other Canadian Year Book data will be found on page 240.

Famed for Its City Circulation,

Covering Ninety Per Cent of the Homes of London

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

—IS—

Equally Famous for Its Country Circulation

The Net Paid Country Circulation of "The London Free Press" is greater than the combined city and country circulation of any competitor in its field.

We are Members of the Audit Bureau of Circulations and our records are open at all times for the investigation of our advertisers.

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

LONDON, CANADA

BRANCH OFFICES—

CHICAGO—C. W. Wallis, 1243 First National Bank Building

NEW YORK—D. J. Randall, 341 Fifth Avenue.

PORTLAND, MAINE

EVENING EXPRESS

AND

SUNDAY TELEGRAM

Largest Circulation of any Maine Daily or Sunday

Publisher's Statement for 6 Months Ending Sept. 30, 1922

	Daily		Sunday
Express	26,294	Telegram	28,658
Other paper	21,663	Other paper.....	Unknown

"COVERAGE!"	
Comparison of census figures indicates that in the city of Portland more than 15 out of every 16 homes take the Evening Express.	
Number of Portland families.....	16,801
City Circulation of Express.....	16,585

Express and Telegram Lead in Advertising

LINEAGE for the first eleven months of 1922, as compiled by De Lisser Bros. These represent totals seven days a week against seven of the other Portland Daily and Sunday paper. These figures represent the voice of advertisers, both local and national; buyers who know the Portland market as well as buyers who *know* the comparative value of all Portland newspapers.

LOCAL DISPLAY ADVERTISING

EVENING EXPRESS & SUNDAY TELEGRAM	6,210,242
Other Portland Daily and Sunday	4,531,716

DEPARTMENT STORE ADVERTISING

EXPRESS & TELEGRAM	1,940,941
Other Daily & Sunday	1,554,298

NATIONAL ADVERTISING

EXPRESS & TELEGRAM	2,055,959
Other Daily & Sunday	660,752

CLASSIFIED ADVERTISING

EXPRESS & TELEGRAM	884,011
Other Daily & Sunday	420,845

TOTAL ADVERTISING

EXPRESS & TELEGRAM	9,149,942
Other Daily & Sunday	5,543,863

"First in Circulation"

"First in Advertising"

Foreign Representatives

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON

NEW YORK

DETROIT

CHICAGO

Express Leads in

Men's Clothing Furnishing Advertising	
Express and Telegram.....	593,589
Other Daily and Sunday.....	444,178

Express Leads in

Women's Wear Advertising	
Express and Telegram.....	379,420
Other paper	239,351

Express Leads in

Automobiles and Accessories	
Express and Telegram.....	697,372
Other paper	369,730
Sunday Telegram is the leading automobile medium of Maine.	

Express Leads in

Financial and Banks Advertising	
Express and Telegram.....	382,702
Other paper	368,350

Express Leads in

Foods and Groceries Advertising	
Express and Telegram.....	670,044
Other Daily and Sunday.....	180,422

Express Leads in

Hotels and Resorts Advertising	
Express and Telegram.....	78,959
Other Daily and Sunday.....	36,172

Express Leads in

Tobacco and Cigars Advertising	
Express and Telegram.....	134,729
Other paper	57,895

Express also Leads in

All other classifications (legal notices excepted) as shown by De Lisser Bros. checking.

NEWSPRINT STATISTICS FOR 1922

Records of the News Print Service Bureau show the production of newspaper paper in North America hung up a new record in 1922, the total for the United States and Canada surpassing by some 140,000 tons the previous high mark of nearly 2,400,000 tons in 1920.

In addition to these totals for the United States and Canada, 60,000 tons of newsprint was produced in Newfoundland and probably about 10,000 tons in the one mill in Mexico which makes newsprint, thus giving a production of 2,600,000 tons for the North American continent.

The development of newsprint manufacture in Canada is shown by the fact that the output last year was 1,062,000 tons or over 200,000 tons more than the 1920 record of 876,000 tons and

34 per cent more than in 1921. The compilation of import figures has been so greatly delayed since the new tariff law went into effect on September 22 that it will be some time before the total imports of newsprint from Europe into the United States during 1922 will be known.

26 per cent from the 135,000 tons brought in from overseas during 1921. The heaviest importation of European newsprint was from August, 1921, to February, 1922, when the average was 14,500 tons per month.

As the production figures suggest, the consumption of newsprint paper in the United States reached a new high record in 1922. In round numbers it was 16 per cent more than in 1921 and 12 per cent more than during the previous record-breaking year of 1920.

There are between 60 and 70 newspapers in the United States, having circulations in excess of 100,000 copies. During 1920 and 1921 these dailies averaged 23 pages each, and during 1922 they rose to 25 pages.

There are more than 22,000 newspapers in the United States and Canada of which some 18,000 are monthlies and country weeklies, while the circulation of the English language dailies is approximately 80,000,000 for the week-day issues and 20,000,000 for the Sunday issues of the newspapers.

Paper making in North America is a billion dollar industry, with the production of newsprint making up a large proportion of the total investment and further notable developments are under way.

The new machines to come into newsprint production during the six or eight months of 1923 will have a capacity of 600 tons of paper daily, carrying the total capacity of the industry beyond 8,000 tons daily, of which some 5,000 tons is in the United States and more than 4,000 tons in Canada.

NEWSPRINT MILLS IN NORTH AMERICA

Table with columns: Company, Head Office, Daily Capacity (tons). Lists various paper companies across the United States and Canada with their respective locations and production capacities.

DAILY NEWSPAPER CHANGES OF OWNERSHIP

Table with columns: United States, listing newspaper titles, current owners, and new owners. Includes titles like Anahelm (Cal.) Daily Herald, Anderson (S. C.) Tribune, etc.

THE MIAMI OKLAHOMA DISTRICT DAILY NEWS

carries more advertising than any other paper in Ottawa County. From June 1st to September 12th the News carried 246,489 more lines of advertising than the next highest newspaper.

This is an acknowledgment of its power that the advertiser should heed when outlining his next advertising campaign, as Miami and Ottawa County is a field that should be thoroughly covered by advertisers, from the fact that it is the leading agricultural county of the state...

It will be to your advantage to include the News in your 1923 advertising campaign. Our service department is ready at all times to furnish any information you may desire.

The Miami District Daily News
'Northeastern Oklahoma's Leading Newspaper'
MIAMI, OKLAHOMA
BUY IT MADE OF ZINC

For Directory of Features

See Page 243

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK



UP! UP! UP!

January, 1923
Cityover 30,000
Totalover 63,000

December, 1922
City 30,181
Total 62,586

November 1920
City 17,615
Total 47,596

Local
1922 Advertising **GAIN**
205,700
Agate Lines

Local
Advertising Lineage
19225,305,186 lines
19215,099,486 lines

Department Store Advertising
CAPITAL (EVENING ONLY) . 1,960,384 LINES
Tribune (Evening only)....1,617,971 lines
Register (Morning & Sun.) . 357,889 lines
News (Evening only)..... 578,344 lines

Reader interest—All the News
and the best Features.
Co-operation with Advertisers.

Goes CAPITAL Circulation

and

Lineage Records

These National Advertisers Used
The Des Moines Capital Exclusively in the Year 1922:

Simmons Beds,
Shredded Wheat,
Interwoven Socks,
Phoenix Hosiery,
Hickory Garters,
Dinner Bell Margarine,
Fairy Flakes,
Geo. Washington Coffee,
Sealdsweet Oranges,
Oh Henry Bars,

Cosmopolitan Magazine
Djer Kiss Powder,
American Writing Paper,
Edison Electric Appliance,
Good Housekeeping,
Hearst's Magazine,
Kirk's Cocoa Soap,
Eat Wenatchee Apples,
Ko-Ko Nut Margarine.

← For more than twenty-five years
The Capital has carried more de-
partment store advertising than any
other newspaper in Des Moines.
Here is the 1922 record.

← The First Step

Magic Names and Features

- Arthur Brisbane's "To-day."
- Well's "Outline of History."
- Dr. Frank Crane's Editorial.
- Dr. Brody's Health Talks.
- A Page of Incomparable Comics.
- A Page of News Pictures.
- A Page for Women.
- Herndon's "Life of Lincoln."
- Bryan's Bible Talks.

The Des Moines Capital

Largest Evening Circulation in Iowa

DAILY NEWSPAPER SALES—(Continued from page 206)

Milton Bunnell, James E. Rockwell and R. D. Handy.

Eagle Pass (Tex.) Guide—T. L. Baxter to Dr. J. M. McLeese; J. M. McLeese to W. F. Hays.

El Centro (Cal.) Imperial Valley Press and Progress—to Ross Hammond, Harry Hammond and M. J. Westerfield (consolidated as Imperial Valley Press).

El Paso (Tex.) Herald—interest of J. C. Wilmarth to H. D. Slater.

Elwood (Ind.) Call-Leader—to Robert H. Carpenter.

Ennis (Tex.) Daily News—to U. S. Publishing Company.

Erie (Pa.) Times—control to John J. Mead.

Everett (Wash.) Herald—to Gertrude D. Best and associates.

Fort Wayne (Ind.) News-Sentinel—interests of Clarence F. Bicknell heirs to Oscar G. Foeltinger.

Fort Worth (Tex.) Record—James H. Allison and Leonard Withington to Edmund Walker.

Frankfort (Ky.) Crescent-News—interests of George H. Healy and Louis Hamilton to John F. Shuman and Will G. Ross.

Fresno (Cal.) Evening Herald—from C. S. Osborne, Jr., and George A. Osborne to William P. St. Snure, Frank E. Rhode and T. R. LaSenay.

Franklin (Pa.) News-Herald—to E. T. Stevenson.

Fullerton (Cal.) Daily News—J. R. Gallemore to Mark L. Haas and Albert Launer.

Gardner (Mass.) News—Levi H. Greenwood to Walter E. Hubbard.

Grand Rapids (Mich.) Daily News—circulation lists and good will to Grand Rapids Press (paper suspended).

Greensboro (N. C.) Daily Record—interest of C. M. Waynick to Julian Price.

Hagerstown (Md.) Herald and Mail—estate of Lewis T. Byron to Lewis T. Byron, Jr., J. Frank Ridenour, J. Vincent Jamison and others.

Harvard (Is.) Courier—stock of Lee A. Richmond to Ole Buck.

Holyoke (Mass.) Telegram—to Dillon Printing & Publishing Co.

Hope (Ark.) Evening Herald—to C. C. Williams.

Hudson (Mass.) Daily Sun—to Dustin Lucier.

Huntington (Pa.) Evening Journal—to Joseph F. Biddle and consolidated with Daily News.

Hutchinson (Kan.) Gazette—leased by Emerson Carey to Ross Burns and associates.

Independence (Kan.) Daily Reporter—Clyde H. Knox to Emmette D. George.

Indianapolis Times—W. D. Boyce to Scripps-Howard newspapers.

Jacksonville (Fla.) Metropolis—S. A. Lynch. Finance Corporation to John H. Perry and Richard Lloyd Jones, who changed name to Journal.

Joplin (Mo.) News-Herald—to Joplin Globe.

Kalamazoo (Mich.) Gazette—F. F. Rowe and E. E. Kettle to Booth Publishing Co.

Kansas City (Mo.) Post—to Walter S. Dickey, owner of Journal.

Keokuk (Ia.) Gate City—interest of C. E. Warwick to S. E. Carroll.

Kirksville (Mo.) Daily News—to E. E. Swain.

Klamath Falls (Ore.) Record—to E. J. Murray.

Lansing (Mich.) Capital News—to Bert N. Garstin.

La Salle (Ill.) Daily Post—to I. H. Marshall.

Leavenworth (Kan.) Post—estate of Wallace F. Hovey to Clyde H. Knox.

Lexington (Mo.) Daily Advertiser—to R. E. Johnson and Harry Dunford.

Livingston (Mont.) Daily Enterprise—Robert Phillips to G. L. Seese.

Long Beach (Cal.) Daily Telegram—interests of J. K. Penny to S. S. Conkila.

Lorain (O.) Journal—control to Gerald A. Doyle.

Los Angeles Express—Edwin T. Earl estate to F. W. Kellogg and Edward A. Dickson.

Los Angeles (Cal.) Herald—W. R. Hearst announced ownership.

Manchester (N. H.) Mirror—to John H. Fahey (receiver's sale).

Mansfield (O.) News—R. T. Dobson to E. C. Jenkins and F. A. and R. C. Holles.

Marion (O.) Tribune—from S. S. Burgess and J. W. Jacoby to W. J. Glenn and Carl W. Smith.

Marlboro (Mass.) Daily Enterprise—William A. Allen, A. C. Lamson and Frank S. Rock to Dustin S. Lucier.

Mechanicville (N. Y.) Times—from C. L. Humphrey to Henry B. Helsby.

Meridian (Miss.) Star—R. R. and K. S. Buvinger to James H. Skewe.

Middleborough (Ky.) Daily News—stock to F. D. Hart, Jr.

Minneapolis Daily News—L. V. Ashbaugh to John H. Perry and Richard Lloyd Jones.

Minneapolis Minnesota Daily Star—to Thomas Van Lear.

Montclair (N. J.) Herald—Harry N. Reeves to Will C. Kegel.

Morristown (Tenn.) Evening Mail—to John K. E. Helms and C. O. Helms (merged with Daily Gazette).

New York Evening Post—Thomas W. Lamont to syndicate of 34, headed by Edwin F. Gay.

Norristown (Pa.) Times—J. J. McGinley and associates to Ralph B. Strassburger.

Oakland (Cal.) Post-Enquirer—William R. Hearst announced ownership.

Ocean Park (Cal.) Bulletin—to F. W. Kellogg and E. A. Dickson.

Orange (Tex.) Leader—to J. B. Smith and R. D. Richmond.

Oswego (N. Y.) Times—control from J. B. Alexander to C. L. Snowden; half interest to E. M. Waterbury.

Paducah (Ky.) News-Democrat—J. J. Alvin and Noel Berry to George H. Goodman.

Panhandle (Tex.) Herald—E. B. Manney to J. Sid O'Keefe.

Passaic (N. J.) Daily News—Charles Rust to George M. Harritt and Rudolph E. Lent.

Pensacola (Fla.) Journal—Mrs. Lois K. Mayes to John H. Perry and Richard Lloyd Jones.

Pern (Ind.) Daily Chronicle—Charles Winter to Arthur Petty and George Diehl.

Ponca City (Okla.) Daily News and Weekly Sun—to Col. A. L. Belatti; combined with Tribune.

Portland (Ind.) Daily Commercial—B. F. Sprunger and G. C. Gonty to Franklin Hildebrand.

Pottstown (Pa.) Ledger—to Earl R. Roth, P. Quinn Roth and H. E. Roth.

Prescott (Ariz.) Courier—to W. P. Stnart.

Providence (R. I.) Tribune—estate of Samuel P. Colt to David J. Barry, Timothy F. Dwyer, Matthew S. Dwyer, F. N. Luther and other members of staff.

Rapid City (S. D.) Daily Journal—to Francis H. Case and Harold W. Card.

Ranger (Tex.) Daily Times—R. B. Waggonman and Bessie E. May to Walter Murray and associates. (Murray succeeds Waggonman as pres. and pub.)

Reading (Pa.) News-Times—Reading Printing Company to John H. Perry and Richard Lloyd Jones.

Reading (Pa.) Telegram—Reading Printing Company to John H. Perry and Richard Lloyd Jones; to William McCormick.

Redondo Beach (Cal.) Breeze—to F. W. Kellogg.

Reno (Nev.) State Journal—to Emmet D. Boyle.

Rock Hill (S. C.) Evening Herald—to A. W. Huckle.

Roseville (Cal.) Register—to W. L. Davis and W. F. Due.

St. Louis Star—half interest to Frank P. Glass.

Sallina (Kan.) Daily Union—interest to Earl C. Woodward.

Salt Lake City Deseret News—taken over by \$2,000,000 holding company, promoted by Mormon Church authorities.

San Francisco Call—W. R. Hearst announced ownership.

Santa Monica (Cal.) Outlook—to F. W. Kellogg and E. A. Dickson.

Sawtelle (Cal.) Call—to F. W. Kellogg and E. A. Dickson.

Seattle Post-Intelligencer—John H. Perry to William R. Hearst.

Sherman (Tex.) Democrat—to corporation ownership.

Springfield (O.) Sun—Warren A. Myers and George A. Sheridan to C. L. Knight, John H. Barry and John T. Watters.

Staten Island (N. Y.) Daily Advance—interest of W. G. Willcox, E. H. Heath and E. B. Moody to Hyman Lazarus and Samuel I. Newhouse.

Sweetwater (Tex.) Reporter—Houston Hart, Minor Shutt and others.

Tacoma (Wash.) Daily Wireless—interest of Eddie Hill to D. E. Miller.

Titusville (Pa.) Herald—Joseph Bloss to E. T. Stevenson.

Trenton (Mo.) Evening Times—to T. J. White and sons.

Troy (Ala.) Messenger—S. H. Blain to Hugh T. McKinnon, Charles McKinnon and Cody Hall.

Tulare (Cal.) Advance—from John A. Rollins to O. R. Nation, W. R. Snow, W. E. Totten and others.

Tuscaloosa (Ala.) News—Edward Doty to Aaron Miller.

Utica (N. Y.) Herald Dispatch and Sunday Tribune—from John C. Fullmer to Frank Gannett, E. R. Davenport and Woodford R. Copeland.

Vedra (Cal.) Herald—to F. W. Kellogg and E. A. Dickson.

Vernon (Tex.) Record—interest of B. O. Brown to E. C. Christian.

Waltham (Mass.) Free Press-Tribune—Robert B. Somers and Alexander Starbuck to John McCarthy.

Waterbury (Conn.) American—to Russell R. Whitman.

Waterloo (Ia.) Times-Tribune—from Wilbur W. Marsh to Henry N. Kellogg; name changed to Tribune.

Waterloo (Ia.) Tribune—H. N. Kellogg to W. A. Reed and W. H. Shaw.

White Plains (N. Y.) Eastern State Journal—to Louis Eugene Tepp.

Wichita Falls (Tex.) Record—to E. S. Fentress, C. H. Fentress and Charles E. Marsh.

Wilmington (N. C.) Dispatch—to James Cruikshank, F. W. Wells, E. W. Smith and others (receiver's sale).

York (Pa.) Dispatch—William L. Young to Ithram W. Young.

Youngstown (O.) Telegram—Samuel G. McClure to Scripps-Howard newspapers.

Zanesville (O.) Evening Dispatch—to Signal.

FOREIGN

London, England—The Times passed again into the control of the Walter family on the death of Lord Northcliffe, in consideration of what is understood to have been a payment of £1,390,000 by John Walter, a direct descendant of the man who founded the paper in 1775. John Jacob Astor is associated with Mr. Walter in acquiring the Northcliffe and Sir John Ellerman holdings.

London—Operation of London Daily Mail and other Northcliffe publications was assumed, after the death of Lord Northcliffe, by his brother, Lord Rothermere. The Times was excluded from the arrangement, being sold shortly afterwards to John Walter and John Jacob Astor.

London—Lord Dalziel retired from English journalism after 30 years' active work, selling his stock in London Daily Chronicle, Pall Mall Gazette, and associated publications to Sir John Leigh. C. A. McCurdy succeeded Lord Dalziel as head of publications.

Canadian Sales Are Listed in Special Canadian Section See index on pages 242 and 244

SCHOOLS OF JOURNALISM IN U. S.

The following American institutions are offering four or more courses in journalism:

Boston University.
University of Colorado.
Columbia University.
De Paul University.
De Pauw University.
Drake University.
University of Georgia.
University of Illinois.
University of Indiana.
University of Iowa.
Iowa State College.
University of Kansas.
Kansas State Agricultural College.
University of Kentucky.
Louisiana State University.
Marquette University.
Mercer University.
University of Missouri.
University of Michigan.
University of Montana.
University of Nebraska.
New York University.
University of Notre Dame.
Northwestern University.
Ohio State University.
University of Oklahoma.
University of Oregon.
Oregon State College.
University of Southern California.
Stanford University.
Syracuse University.
Toledo University.
University of Texas.
University of Washington.
University of Wisconsin.
Austin College.
University of Arkansas.
Baylor University.
Beloit College.
Cornell University.
Howard University.
University of Minnesota.
Nebraska Wesleyan University.
University of North Carolina.
University of North Dakota.
University of South Dakota.
Southern Methodist University.
University of Utah.
Washington College.
Washington State College.
University of West Virginia.
Baylor College.
Dartmouth College.
Goucher College.
Hamilton University.
Lawrence College.
South Dakota State College.
Vassar College.
William and Mary College.

University of Arkansas, Course in Journalism (Est. 1914), Fayetteville, Ark. Faculty, Associate Professor Murray Sheehan. Enrollment, 45. Courses, three. Equipment: office, class rooms, laboratory. Publications: Arkansas Traveler, Razorback. Organizations: Pi Kappa, Pi Delta Epsilon.

Boston University, College of Business Administration, Department of Journalism (Est. 1914), Boston, Mass. Faculty: Harry B. Center, A. B., Professor and head of department; John D. Swain, LL.B., instructor; Clifton B. Carberry, Charles E. Young, lecturers. Enrollment, 286. Courses, 10; all other subjects in College of Liberal Arts as electives. Equipment, necessary editorial equipment for publication of weekly, with access to mechanical department of printer. Publications: Boston University News. Organizations: University Press Club; no journalistic fraternity, but many general fraternities and usual student organizations.

Columbia University, Pulitzer School of Journalism (Est. 1912) New York City. Dr. John W. Cunliffe, Director. Courses, 17, 2 professional years, following on two college years. Publications, Clean Copy, published twice a year by the Alumni. Fraternities: Theta Sigma Phi. Donors, the late Joseph Pulitzer, special awards, 2 faculty scholarships, entitling recipients to free tuition during second professional year; limited number of grants to deserving students; 3 traveling scholarships of \$1,500 each. Enrollment, 140.

University of Colorado, Department of Journalism (Est. 1922) Boulder, Colo. Faculty, Ralph L. Crossman, Assistant Professor of Journalism; A. Gayle Waldrop, instructor in Journalism. Enrollment, 36. Courses, 6. Equipment, City Room for course in Newspaper Production. Publications, none. Organizations: Sigma Delta Chi, national professional journalistic.

DePaul University, Course in Journalism (Est. 1907), Greencastle, Ind. Faculty, L. E. Mitchell, Director. Enrollment, 125. Courses: Newspaper Reporting, Newspaper Editing, Editorial Writing, Special Feature Articles, Psychological Principles of Advertising. Equipment: typewriters, newspaper files, morgue, a printing laboratory equipped with type and a press. Publications: The De Pauw, The DePaul Journalist, News Bulletins. Organizations: University Press Club, Sigma Delta Chi and Theta Sigma Phi.

Iowa State College (of Agriculture and Mechanical Arts), Department of Agricultural Journalism (Est. 1905), Ames, Ia. Faculty: F. W. Beckman, Prof.; Blair Converse, Asst. Prof.; H. E. Pride, Asst. Prof.; W. E. Drips, (Continued on page 210)

In ALLENTOWN, Pa., They Tell You to

"Advertise in the CALL"

COVERAGE

In the Rich Lehigh Valley, is best obtained by using

The Allentown Morning Call

A circulation three times as great as that of any other daily published in this city—

A record of a quarter century of domination of our field.

A reader interest that has attracted and holds practically 75% of all potential circulation in this territory.

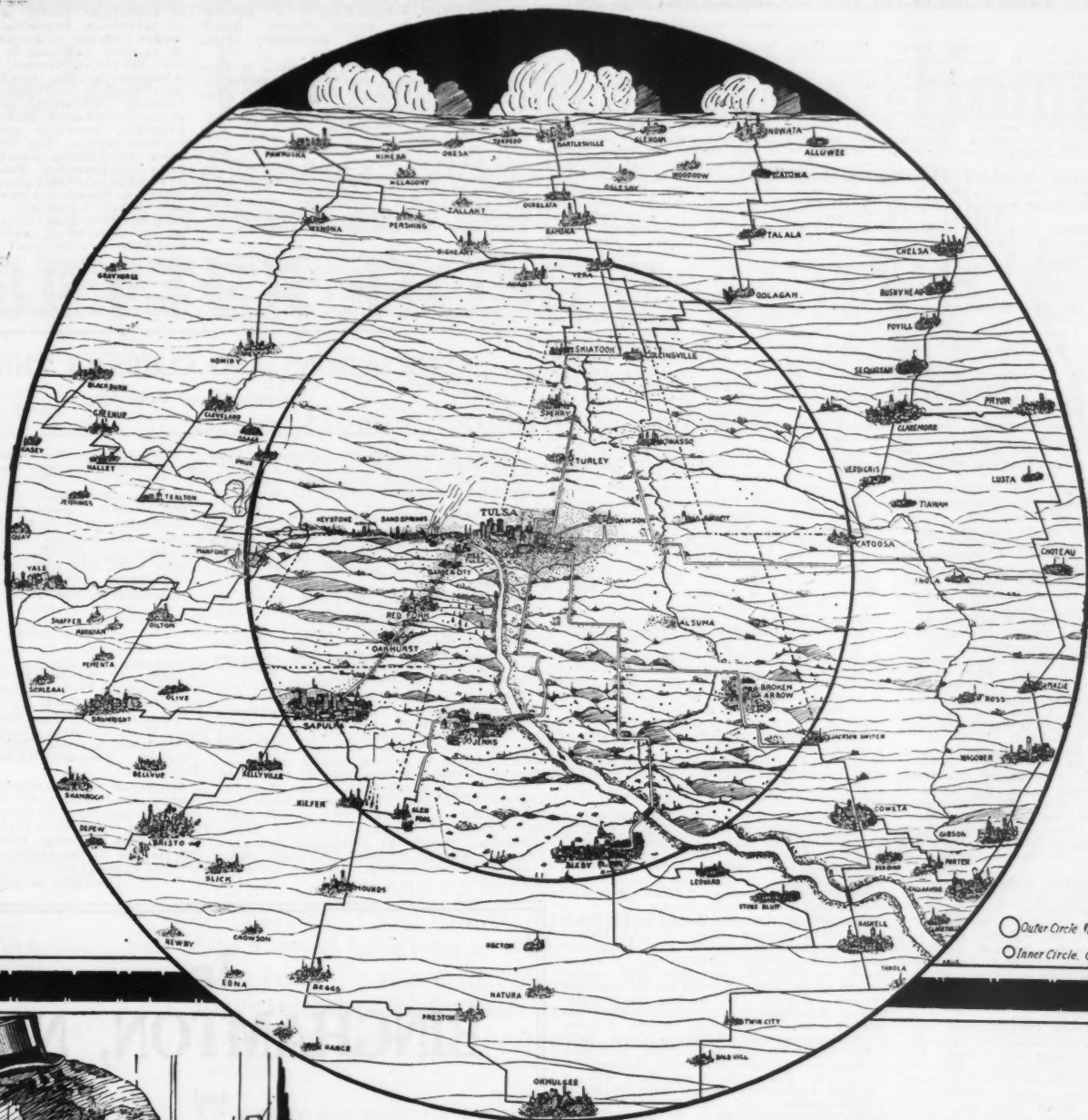
Allentown Call Publishing Co., Inc.

Publishers

ALLENTOWN, PENNA.

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles Representatives



○ Outer Circle, Tulsa Trade Territory
 ○ Inner Circle, Greater Tulsa



If you were to employ a salesman to make personal calls on all of the homes in the Tulsa Trade Territory reached by the Tulsa World; working eight hours per day, it would take him over a YEAR to make the rounds, if he spent only five minutes per call, found everybody at home and no traveling time was taken out. Think of it!

Your Super-Salesman

Covers Entire Tulsa Trade Territory Daily

This energetic salesman starts out on his route before dawn, and covers the entire Tulsa Trade Territory in a few hours. Sunshine or rain, holidays and Sundays, he is always on the job.

He goes from house to house—missing very, very few homes. He interviews your prospects during their leisure hours, when they have plenty of time to listen to his sales talk.

He is an all round salesman, selling everything from shoes to automobiles. He repre-

sents the live merchants of Tulsa, as well as national manufacturers.

His territory—eastern Oklahoma—is the richest and most densely populated section of the state.

Is this Super-Salesman—The Tulsa World—working for you? You can hire him by the day, by the week, by the month or by the year. He's most profitable when hired by the year.

The Tulsa World has more Circulation in Greater Tulsa and Tulsa's Immediate Trade Territory alone, than any other Newspaper in Eastern Oklahoma has Total Circulation

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

SCHOOLS OF JOURNALISM IN THE U. S.—(Continued from page 208)

Instructor. Enrollment, 210. Courses: 13 subjects (courses), total of 44 hours four year course with agr. Journalism, major; engineering and home ec. course (just established last year). Equipment: class rooms and reading rooms, and small student publications office. Publications: three monthly publications and one tri-weekly, for practical training of students. Organizations: Sigma Delta Chi, Theta Sigma Phi, Press Club.

University of Florida, Elementary course in Journalism, by mail, Gainesville, Fla. B. C. Riley, Director. Newspaper writing, short story, etc.

University of Illinois, Courses in Journalism (Est. 1903), Urbana, Ills. Faculty: (6) Associate Professor Frank W. Scott; Instructors: J. F. Wright, E. S. Watson; Assistants: S. D. Harwood, H. M. Hodgson. Enrollment, 270. Courses, 10. Equipment: full city office outfit and closely connected with the student printing plant which issues the 8-page daily. Publications: 12 page 7 column daily paper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Iowa, Department of English (Est. 1914), Iowa City, Ia. Faculty: William S. Maunshy, Assistant Professor. Enrollment, 73. Courses, two year (one in two sections), four half year courses. Equipment: typewriters, desks, newspaper files, etc. none for printing. Publications: The Daily Iowan (d). Organizations: Sigma Delta Chi, Theta Sigma Phi.

Iowa State College, Department of Agricultural Journalism (Est. 1905), Ames, Iowa. Faculty: F. W. Beckman, Blair Converse, H. E. Priede, H. G. Bysser. Enrollment, 240. Courses, 12. Equipment: class rooms and small laboratory. Publications: Iowa Agriculturist, Iowa Homemaker, Iowa Engineer. Organizations: Press Club, Sigma Delta Chi, Theta Sigma Phi.

Kansas State Agricultural College, Department of Industrial Journalism and Printing (Est. 1874), Manhattan, Kansas. Faculty: Nelson Antrim Crawford, Charles E. Rogers, E. T. Keith, Izil I. Polson, E. M. Amos. Enrollment, 421. Courses: four years curriculum leading to the degree of Bachelor of Science in Industrial Journalism. Equipment: news room, morgue, print shop. Separate building beginning school year 1922-23. Publications: Kansas Industrialist, Kansas State Collegian, Brown Bull. Organizations: Sigma Delta Chi, Theta Sigma Phi, Quill Club, Argie Press Club.

University of Kansas, Department of Journalism (Est. 1911), Lawrence, Kansas. Faculty: L. N. Flint, W. A. Dill, Frank W. Dillon, Helen O. Mahlin, Mary Smith, Guy Pennock. Enrollment, 621. Courses, 22. Equipment: \$35,000 printing press, entire building. Organizations: Associated Journalism Students, Sigma Delta Chi, Theta Sigma Phi and Advertising Club. Publications: "Newspaper Writing in High Schools."

University of Kentucky, Matters on School (Est. 1914), Lexington, Ky. Faculty: Enoch Grehan, Margerite McLaughlin (and professors in other departments, teachers and collateral subjects). Enrollment, 220. Courses: reporting, corresponding, proofreading, make-up, editorial, criticism study of words, history of Journalism. Equipment: full class room equipment, no mechanical equipment. Publications: Kentucky Kernel, Bulletins. Organizations: Alpha Delta Sigma and Theta Sigma Phi.

University of Minnesota, Department of Journalism (Est. 1916), Minneapolis, Minn. Faculty: R. R. Barlow. Enrollment, 84. Courses: Reporting, Editing, Magazine Articles, Editorial Writing, Newspaper Problems, Practical Newspaper Work. Equipment, none. Publications, none. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Missouri, School of Journalism (Est. 1908), Columbia, Missouri. Faculty: Dean Walter Williams, LL.D.; Herman Benjamin Alstedt, B.L., Ph.D.; John States Aukney, A. B.; Jay William Hudson, A. B., A. M., Ph.D.; Isidor Loeb, B. S., M. S., LL. D., Ph.D.; Frank Lee Martin, A. B.; Norman Maclaren Trenholme, A. B., A. M., Ph.D.; Frederick Monroe Tisdell, A. B., A. M., Ph.D.; Elihu Read Childers, B. J.; Robert Stanley Mann, B. J.; Herbert Warren Smith, Horatio Boot Moore, Lockwood, Asst. Prof. of Journalism. Enrollment, 392. Courses, four year course all branches newspaper work. Equipment: full class room, laboratory, library and newspaper office and publishing plant complete. Publications: Columbia Evening Missourian, daily general newspaper and Journalism Series of bulletins. Organizations: Dana Press Club, Theta Sigma Phi (Gamma Chapter), Kappa Tau Alpha, Alpha Delta Sigma, Women's Journalism Club, Gamma Alpha Chi, Mallett Press Club, Sigma Delta Chi, State University of Montana, School of Journalism (Est. 1914), Missoula, Mont. Faculty: A. S. Stone (Dean), A. H. Applegate, C. H. Clapp, President. Enrollment, 135. Courses: Journalism, Reporting, Editing, Editorial Writing, etc. Equipment: type, stones, small presses. Publications: Kaimin, Sentinel. Organizations: Press Club, Sigma Delta Chi and Theta Sigma Phi.

New York University, Department of Journalism (Est. 1909), New York City. Faculty: James Melvin Lee, Director, Albert Frederick Wilson, Leon R. Whipple, George M. A. Cain, Paul A. Tierney, part time members include Stewart T. Beach, Alexander Wollcott, John Farrar, Harry Godfrey and Edward L. Bernays. Special Lecturer, H. Frank Smith. Courses: News Writing, News Reporting, Current Topics, Newspaper Practice, Newspaper, Editing and Making, Editorial Writing, Book Reviewing, Dramatic Criticism, Special Feature Work, Magazine Writing, Short Stories, Magazine Making and Editing, Seminar and Magazine Fiction, History of American Journalism, Mechanics of Verse, The American Newspaper, House Organ and Employees' Magazines. Publications, Attention Value of Advertisements, Newspaper Reading Habit of Business and Professional men, Leadership of Advertised Brands. Organizations: The Triad League, The Scoop

Club, Theta Sigma Phi. University of North Carolina, Course in Journalism (Est. 1915), Chapel Hill, N. C. Louis Graves, Director. Publications: The Tar Heel Baby (semi-weekly), The Yackety-Yack (college annual). Fraternities: Sigma Delta Chi. Special awards; Burdick prize, cash award for best repertorial work on The Tar Heel; Preston Cup, silver loving cup for student submitting best entries in several fields of journalism. University of Notre Dame, Department of Journalism (Est. 1912), Notre Dame, Ind. Faculty: John M. Cooney, Ph. D. Professor; Rev. Thomas Lahey, A. M., Associate Professor. Enrollment, 105. Courses: History of Journalism, News Writing and Editing, Editorial Policy and Writing, Feature Writing, Ethics, Advertising and Circulation. Equipment: Office, lecture room, editorial room, printing office. Publications: Notre Dame Scholastic. Organizations: Notre Dame Press Club, Journalists' Writers' Club.

Northwestern University, Joseph Medill School of Journalism (Est. 1921), Evanston, Ill. Faculty: Director, H. F. Harrington, Professor Baker Brownell; Professor Frank Thayer; Professor Walter K. Smart; Professor Alfred W. Bays; George C. Bastian, day city editor, Chicago Tribune; Walter A. Washburne, city editor, Chicago Evening Post; Michael W. Strans, assistant editor, Chicago Evening Post; Lewis W. Hunt, assistant city editor, Chicago Evening Post; George P. Stone, rewrite desk, Chicago Daily News; J. Earle Miller, special writer, Associated Press; Donald M. Ewing, rewrite desk, Chicago Tribune; O. M. Hall, Chicago Journal; Vincent Starrett, Editor the Wave; Genevieve Forbes, special writer, Chicago Tribune; S. A. Bartels, Fred Klein Co. printers. Enrollment: 263. Courses: Reporting, Advance Reporting, Editing, Advanced Editing, Survey of Journalism, Art of Typography, Advanced Composition for Journalism, Students' Problems in Newspaper Policy, Tendencies in American Journalism, Editorial Writing, Newspaper Management, Writing for Business, Law of the Press, Problems in Industrial Publishing, Community Newspaper, Feature and Magazine Writing, Short Story Writing, Dramatic Criticism. Equipment: Of five and class rooms in N. W. University Building, two offices, Journalism library and journalism laboratory fitted like city room for a newspaper office. Publications: Co-operation with the Daily Northwestern and Evanston News-Index. Organizations: Sigma Delta Chi, Medill Press Club, Medill Journalists, Cub Club, Pen and Ink Club.

Ohio State University, Department of Journalism (Est. 1914), Columbus, Ohio. Faculty: Joseph F. Myers, Osman C. Hooper, Lester C. Getzler. Enrollment: 200. Courses: 12. Equipment: Editorial and Business Offices, printshop bindery. Publications: Lantern, Ohio Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Oklahoma, School of Journalism (Est. 1913), Norman, Okla. H. B. Herbert, Director, Arthur Hallam, B. A. Instructor (in charge of advertising), Grace E. Ray, B.A., assistant in Journalism; Hutton Bellah, publicity director. Courses: 23, totaling 63 semester hours. Enrollment: 130. Equipment: Laboratory, classrooms, offices, \$25,000 printing plant. Publications: Oklahoma Daily, Oklahoma Weekly, Sooner State Press, University of Oklahoma Magazine, Whirlwind, Sooner. Organizations: Cubs Club, Theta Sigma Phi.

Oregon Agricultural College, Dept. of Industrial Journalism (Est. 1898), Corvallis, Ore. Faculty: Frank L. Snow, C. J. McIntosh, John Marvin Richards. Enrollment: 360. Courses: Elementary Industrial Journalism, Industrial Journalism, Technical Journalism, Editing, Editorial Writing, Journalism Practice (3 terms). Equipment: Laboratory rooms, typewriters, complete file of trade and technical publications, morgue and information file, library. Publications: The Barometer, The Orange Owl, The Oregon Countryman, Student Engineer, Beaver, O. A. C. Director, Annual Cruise. Organizations: Sigma Delta Chi, The Scribe.

University of Oregon, School of Journalism (Est. 1912), Eugene, Ore. Faculty: Eric W. Allen, Dean; C. V. Dymont, George S. Turnbull, Robert C. Hall, W. F. G. Thacher, Ralph Casey, Emma Zimmerman. Enrollment: 214. Courses: 17, Major Professional. Equipment: \$30,000 cylinder press, 2 jobbers, 2 linotypes, men's, Oregon Publication, Handshake, Old changes, Oregon Publication, Handshake. Old changes, Oregon Publication, Handshake. Organizations: Sigma Delta Chi, Theta Sigma Phi, Sigma Upsilon, Ad Club, Pot and Quill.

University of S. Dakota, Department of Journalism (Est. 1918), Vermillion, S. D. Joseph A. Wright, Director. Courses: 2 years. Enrollment: 57. Publications: News Letters. Organizations: Press Club, Sigma Delta Chi. South Dakota State College, Department on Agricultural Journalism (Est. 1918), Brookings, South Dakota. Faculty: Paul W. Keiser, Agricultural Editor and Professor of Journalism; Mildred E. Yule, Assistant Editor. Enrollment: 35. Courses: Three agricultural. Equipment: None. Publications: South Dakota Rural Press. Organizations: None.

Syracuse University, Department of Journalism (Est. 1918), Syracuse, N. Y. Faculty: George C. Wilson, Paul M. Paine, John O. Simmons, Arthur T. Brewster, Howard T. Viets. Enrollment: 62. Courses: Four years with degree B.S.J.; two-year certificate. Equipment: City room, class rooms. Organizations: Press Club, Pi Delta Epsilon, Theta Sigma Phi.

University of Texas, Department of Journalism (Est. 1914), Austin, Tex. Faculty: Will H. Mayes, Chairman; W. D. Horuaday, Paul J. Thompson, Lloyd J. Gregory. Enrollment: 259. Courses: 11 on full year basis. Equipment: \$25,000 printing plant. Publications: S. Organizations: Students' Press Association, Journalism Students' Association, Sigma Delta Chi, Theta Sigma Phi.

Vassar College, Course in Journalistic Writing (Est. 1916), Poughkeepsie, N. Y. Faculty: Associate Professor Burges Johnson. Enrollment: 40. Courses: 2. Equipment: None. Publications: 3 undergraduate.

State College of Washington, Course in Journalism (Est. 1911), Pullman, Washington. Frank Thayer, Director. Journalism is given as part of English course.

University of Washington, School of Journalism (Est. 1907), Seattle, Washington. Faculty: M. L. Spencer, Director; Fred W. Kennedy, Robert W. Jones, Leo A. Borah, J. M. O'Connor. Enrollment: 161. Courses: 29 branches of Journalism. Equipment: Full equipment of typewriters. Publications: Washington Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Hammer and Coffin, Psi Upsilon.

University of Wisconsin, Department of Journalism (Est. 1905), Madison, Wis. Faculty: Willard Grosvener Bleyer, director of the Course in Journalism; Grant M. Hyde, Associate Professor in Journalism; Mrs. Ruby A. Little,

Instructor in Journalism; John G. Baker, Asst. in Journalism; Andrew W. Hopkins, Professor of Agricultural Journalism; W. A. Sumner, Assistant Professor of Agricultural Journalism; Miss Grace E. Langdon, Instructor in Agricultural Journalism; Edward H. Gardner, Professor of Business Administration; E. M. Fisher, Instructor in Advertising; A. G. Hinman, Instructor in Advertising. Enrollment: 390. Courses: General Survey of the Field of Journalism; Newspaper Reporting, Newspaper and Magazine Editing, Editorial Writing, The Writing of Special Articles, The Country Weekly Newspaper, Newspaper Administration, Women's Departments in Newspapers and Magazines, The Law of the Press, The History and Principles of Journalism; Agricultural Journalism; Retail Advertising; National Advertising Campaigns, The Psychology of Advertising, Agricultural Advertising. Equipment: Journalism laboratory, printing laboratory, Journalism reading room. Publications: None. Organizations: University Press Club, Sigma Delta Chi, Theta Sigma Phi, Journalism House, Delta Pi Delta, Central Inter-scholastic Press Association.

ASSOCIATIONS AND CLUBS IN THE U. S.

Journalistic and Publishing

*Affiliated with Associated Advertising Clubs of the World.
**Member National Advertising Commission Associated Advertising Clubs of the World.

Agricultural Publishers' Assn.—President, R. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.; secretary, T. W. LeQuatte, Successful Farming, Des Moines, Ia.; executive secretary, William G. Campbell, 76 W. Monroe St., Chicago, Ill.

Alabama Press Assn.—President, William T. Sheehan; secretary, Webb Stanley, Greenville Advocate.

American Association Teachers of Journalism.—President, F. W. Beckman, Iowa State College, Iowa City, Ia.; secretary, R. R. Barlow, University of Minnesota, Minneapolis.

American Newspaper Publishers Assn.—President, Paul Patterson, Baltimore Sun; secretary, John Stewart Bryan, Richmond (Va.) News-Leader; manager, Lincoln B. Palmer, 63 Park Row, New York; Bureau of Advertising, chairman, William F. Rogers, Boston Transcript; director, William A. Thomson, 63 Park Row, New York; associate director, Thomas H. Moore, 63 Park Row, New York; Chairman Labor Committee, Henry N. Kellogg, New York Life Bldg., Indianapolis.

American Society of Newspaper Editors.—President, Caspar S. Yost, St. Louis Globe-Democrat; secretary, E. C. Hopwood, Cleveland Plain Dealer.

Arizona Daily Newspaper Assn.—President, Judge Westover, Yuma Sun; secretary, Oliver B. Jynnes, Tucson Citizen.

Arkansas Press Assn.—President, R. O. Schaefer, Southern Construction News; secretary, Clio Harper, Little Rock.

Associated Business Directory Publishers.—President, Col. E. H. Burdick, S. E. Hendricks & Co., New York; secretary, J. H. Bragdon, Bragdon, Lord & Nagle, New York.

Associated Business Papers, Inc.—President, A. O. Backert, Fenton Publishing Co., Cleveland; executive secretary, Jesse H. Neal, 120 W. 42d street, New York City.

Associated Press.—President, Frank B. Noyes, Washington (D. C.) Star; secretary, Melville E. Stone, 51 Chambers street, New York; general manager, Frederick Roy Martin, 51 Chambers street, New York.

Association of College News Bureaus.—President, W. P. Kirkwood, University of Minnesota, Minneapolis; secretary, Miss Alice C. Hunter, Nebraska Wesleyan University, University Place, Neb.

Association of Departments and Schools of Journalism.—President, Eric W. Allen, University of Oregon, Eugene; secretary, J. S. Meyers, Ohio State University, Columbus.

Association of Foreign Newspaper Correspondents in the United States.—President, W. F. Bullock, London Daily Mail, New York City.

(Continued on page 212)

In BINGHAMTON, N. Y.

and SOUTHERN TIER

(Southern New York and Northern Pennsylvania)

The Morning Sun

is the

Leading Morning Newspaper

Growth as shown by A. B. C. Report:

1st	"	1920	12513
2nd	"	1920	13669
3rd	"	1920	14444
4th	"	1920	14623
1st	"	1921	*13838
2nd	"	1921	*12283
3rd	"	1921	*12755
4th	"	1921	13357
1st	"	1922	15661
2nd	"	1922	18535
3rd	"	1922	**19577

*Decrease in 1921 due to labor troubles.

**Publisher's statement.

This section, which is one of the most productive and prosperous in the East, cannot be covered without the use of The Morning Sun.

Reader Interest in Better Homes

is demonstrated not only by the rapidly growing number of daily newspapers which are using our regular

BETTER HOMES SERVICE

but by the large attendance upon the Better Homes Expositions and Institutes conducted under our auspices.

Are You Responding to This Public Demand?

Better Homes Service is now issued in both daily and weekly forms. Proofs and prices will be sent on application.

This service is written by experts; the illustrations are unique. They are made from photographs prepared exclusively for us, selected and grouped by expert interior decorators, *without any reference to the origin of the articles shown*, but solely from the point of view of their beauty and appropriateness. No manufacturer or dealer, nor any group of manufacturers or dealers, has a word to say as to what shall be shown in these pictures. In the selection of subjects the effort is made to show *articles that can be purchased anywhere, articles that are within the means of the average reader.*

Our cuts are now being made by a new process which insures the best printing results it is possible to obtain from a halftone mat. They are 55-line screen, deep etched (five "bites") on copper and with the high lights tooled out.

This Service Also Pleases Advertisers

Many papers are finding its use of great value in building up their furniture, house furnishing and similar classifications. A list of newspapers to which we have sold one or another of our Better Homes Services since September 1, 1922, is printed on this page.

When Shall We Start Service to You?

AMERICAN HOMES BUREAU

53 WEST JACKSON BOULEVARD, CHICAGO

Specimens and prices on application. Let us tell you also how to promote and put on a Better Homes Exposition or Institute in your town.

Alabama

Birmingham News

California

Fresno Herald
Los Angeles Express
Pasadena Star-News
Pasadena Post
Petaluma Argus
San Francisco Chronicle
San Jose Mercury-Herald
Santa Ana Register
Santa Rosa Press-Democrat
Visalia Times

Connecticut

New Haven Register

Colorado

Lamar News

District of Columbia

Washington Times

Florida

Jacksonville Journal
Jacksonville Times-Union

Illinois

Chicago American
Chicago Herald and Examiner
Chicago Journal
Chicago Post
Danville Press
Decatur Herald
Peoria Journal-Transcript
Rockford Morning Star
Quincy Herald
Quincy Whig-Journal

Indiana

Evansville Press
Evansville Courier
Muncie Press

Iowa

Davenport Democrat and Leader
Davenport Times
Des Moines Register-Tribune
Mason City Globe-Gazette
Waterloo Tribune

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Lexington Herald
Paducah Evening Sun
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Louisville Herald
Louisville Post

Kansas

Wichita Beacon

Louisiana

New Orleans Item

Maryland

Baltimore American

Michigan

Battle Creek Moon-Journal
Detroit Free Press
Grand Rapids News
Grand Rapids Press
Grand Rapids Herald
Ann Arbor Times-News
Jackson Citizen-Patriot
Kalamazoo Gazette
Saginaw News-Courier
Jackson News
Lansing State Journal
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Minnesota

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St. Paul Pioneer-Press
Minneapolis Tribune

Missouri

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St. Louis Star
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Cleveland Plain Dealer
Dayton Journal
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Lorain Times-Herald
Marion Star
Middletown Journal
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Pennsylvania

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Johnstown Tribune
Oil City Derrick
Sharon Herald
Harrisburg Patriot & Evening Press

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Beaumont News
Dallas News
Dallas Dispatch
Dallas Times-Herald
San Antonio Light
Sherman Democrat

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Nashville Tennessean

Vermont

Burlington Free Press

Virginia

Newport News Press

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Spokane Spokesman
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Charleston Gazette

Wisconsin

Madison State Journal
Milwaukee Leader
Milwaukee Telegram
Milwaukee Wisconsin News
Racine Journal News

JOURNALISTIC AND PRESS ASSOCIATIONS AND CLUBS OF U. S.

(Continued from page 210)

Association of Newspaper Classified Advertising Managers.—President, Harry Gwaltney, Milwaukee Journal; secretary, C. L. Perkins, Chicago Herald & Examiner.

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(Continued on page 214)

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Daily Average Circulation of 12,000
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ARTHUR A. PARKS, Publisher

Revolutionizing the Newspaper Field

Upsetting the Records of All Omaha Papers of All Times

THE OMAHA BEE

For the Year 1922

Net Daily Gain, 14,153

Daily Average Circulation, 71,878

Net Sunday Gain, 18,932

Sunday Average Circulation, 77,521

Exceeding the gains (eleven months' figures) of the second paper by 6,927 copies Daily, and 7,190 Sunday; exceeding the gains (eleven months' figures) of the third paper by 6,117 copies Daily, and 9,734 Sunday.

By these unprecedented gains, based on the superior merit of The Omaha Bee as a newspaper, and not on any freak of feature or trick of fortune.

The Omaha Bee Cuts in Half

the former claimed lead of other papers, and proves how rapidly a real newspaper can acquire quantity and quality of circulation at the same time.

Hear Ye! Hear Ye! All Advertisers!!

There is a real buy today in the Omaha field. 71,878 Daily and 77,521 Sunday circulation-with PLUS BUYING POWER and —an advertising rate per 1,000 readers that is less (buying power considered) than that of any other paper

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Its 1923—
Let's Go!*

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(Continued on page 216)

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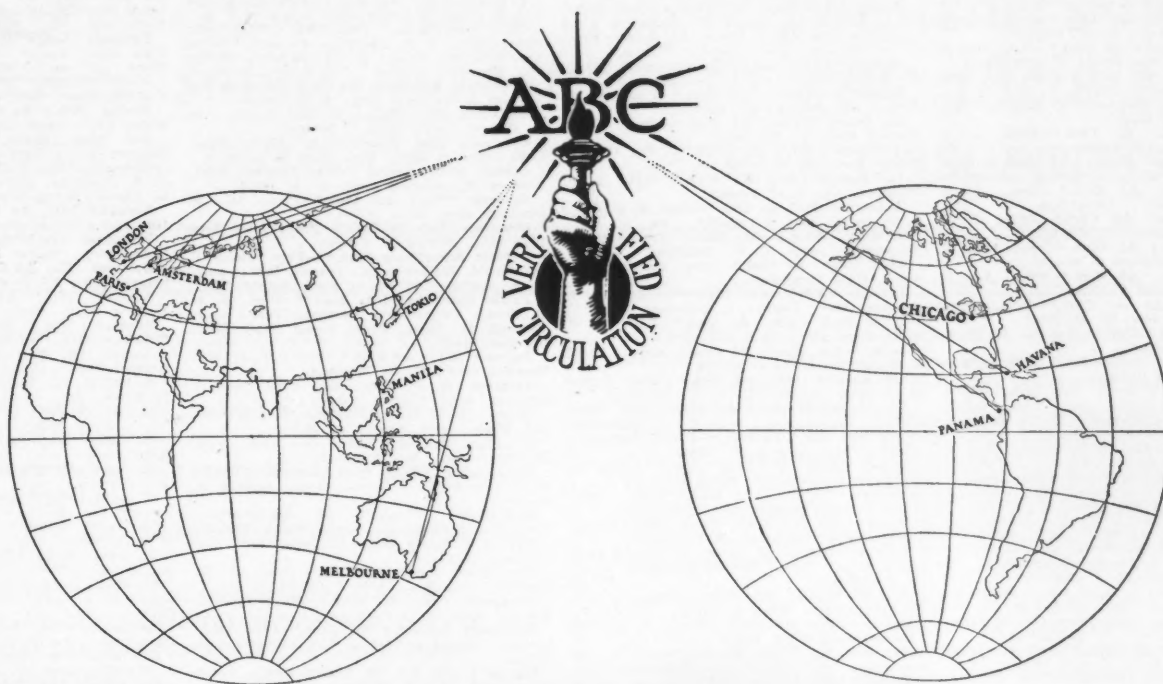
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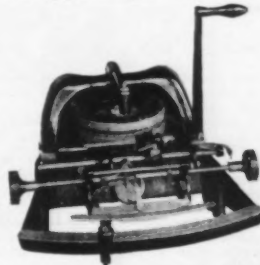
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THEY are embossed and altered by a Circulation Department employee on a Speedembosser which is kept in the Circulation Department. Card proofs for the Expiration File are made on a Speedaustamp of all Speedaumat made or changed. The Speedaumat are then filed in a cabinet kept in the Circulation Department, so that the mail list is always accessible for additions and changes.



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Seattle (Wash.) Ad Club.*—Pres., W. H. Mohor; secy., Lloyd Owen.
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IRELAND—Advertising Club of Ulster.*—Pres., Sam G. Haughton, 11 Bedford st., Belfast; secy., Victor Salter, Belfast Telegraph.
NEW ZEALAND—Advertising Club of New Zealand.*—Pres., G. M. Foulds, 101 Victoria Arcade, Queen's st., Auckland; secy., Herbert J. Bentley, 26 Strand Arcade, Auckland.
Further information on British and Canadian Clubs and Associations will be found in Special British and Canadian sections. See index on last two pages.

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Baltimore (Md.) Better Business Bureau.—Managing director, Walter B. R. Wright, 1204 Munsey Bldg.
Boston (Mass.) Better Business Commission.—Manager, Edward L. Greene, 201 Devonshire st.
Cleveland (O.) Better Business Commission.—Manager, Howard M. Cool, Hotel Statler.
Columba (O.) Better Business Commission.—Manager, Bruce T. Work, 427 Citizens Bank Bldg.
Dallas (Tex.) Better Business Bureau.—Manager-Counsel, Hugo Swan, 1413 Elm st.
Davenport (Ia.) Consumers' Bureau.—Secy., F. C. Harrison, 213 Masonic Temple.
Detroit Better Business Bureau.—Executive secy., Alfred J. Pitts, Board of Commerce Bldg.
Fort Wayne (Ind.) Better Business Bureau.—Executive secy.-manager, Robert M. Snyder, 206 Carroll st.
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Indianapolis (Ind.) Better Business Bureau.—Secy.-manager, G. F. Otwin, 203 Chamber of Commerce Bldg.
Iowa Better Business Bureau.—Secy., Ray W. Lockard, 408 Good Block, Des Moines.
Kansas City (Mo.) Better Business Bureau.—Secy., George M. Muser, 128 Hotel Baltimore.
Lima (O.) Better Business Bureau.—Pres.-manager, J. E. Norton, 305 Business College Bldg.
Los Angeles (Cal.) Better Business Bureau.—Manager, Ferris R. Miller, 515 Lissner Bldg.
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Milwaukee (Wis.) Better Business Bureau.—Manager, Oscar H. Morris, 108 Mason st.
Minneapolis (Minn.) Better Business Bureau.—Manager, George S. Langland, 910 Andrus Bldg.
New York City Better Business Bureau.—Managing secy., H. J. Kenner, Room 614, 61 Broadway.
Oakland (Cal.) Better Bureau.—Manager, Elmer J. Hertel, 1121 Washington st.
Peoria (Ill.) Better Business Bureau.—Manager-counsel, Roscoe Herget, Jefferson Bldg.
Portland (Ora.) Better Business Bureau.—Manager, F. P. Tebbetts, 308 Oregon Bldg.
Providence (R. I.) Better Business Bureau.—Director, S. T. Leaming, 204 Westminster st.
Richmond (Va.) Better Business Bureau.—

Secy., R. Allen Gibbons, 218 N. 2nd St.
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San Antonio (Tex.) Better Business Bureau.—Secy.-manager, E. J. Tompkins, 215 W. Commerce st.
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Tacoma (Wash.) Better Business Bureau.—Manager, Kenneth Hood, 1501 Puget Sound Bank Bldg.
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*All organizations under this heading are affiliated with the Associated Advertising Clubs of the World.

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(Continued on page 220)

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chinery Co., New York; sec'y, R. H. Roesen, the John Muller Co., New York.

California Fruit Growers' Exchange—General Manager, E. G. Dezel, Los Angeles, Cal.

Graphic Arts Assn.—Pres., John R. Demarest, Wilson H. Lee Co., New Haven, Conn.; sec'y, Noble T. Praigg, 639 Diversey Parkway, Chicago, Ill.

International Assn. of Printing House Craftsmen.—Pres., John J. Diviny, Government Printing Office, Washington, D. C.

International Photo-Engravers Union.—Pres., Matthew Wolf, Chicago; sec'y, H. F. Schmall, St. Louis, Mo.

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International Stereotypers & Electrotypers Union.—Pres., James J. Freed, 56 Gould Ave., Caldwell, N. J.; sec'y, Charles A. Sumner, 3110

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Missouri Valley Typographical Conference.—Pres., Edward G. Waters, Des Moines; sec'y, Charles Rhode, St. Joseph, Mo.

Motion Picture Producers & Distributors of America.—Pres., Will H. Hays, New York; sec'y, Courtland Smith, New York.

National Assn. of Employing Lithographers.—Pres., Earl H. Macoy, Tribune Building, Chicago; sec'y, Maurice Saunders, 104 Fifth Ave., New York City.

Newspaper Service Bureau.—Sec'y, R. S. Kellogg, Canadian Pacific Building, New York City.

United Typothetae of America.—Pres., J. Linton Engle, 1316 Cherry St., Philadelphia; sec'y, Edward T. Miller, 608 S. Dearborn St., Chicago, Ill.

PULITZER PRIZE AWARDS

Revelations of the organization and operations of the Ku Klux Klan won for the New York World the 1922 \$500 gold medal award, established under the will of Joseph Pulitzer, for the most disinterested meritorious public service performed by any newspaper during the last year.

The \$1,000 prize for the best reportorial work of the year was awarded to Kirke L. Simpson, of the Associated Press, for his account of the burial of the Unknown Soldier at Arlington.

The \$500 prize for the best editorial article embracing clearness of style and moral purpose, sound reasoning power influencing public opinion in the right direction was awarded to Frank M. O'Brien, of the New York Herald, for "The Unknown Soldier."

The \$500 prize for the best cartoon was awarded to Rollin Kirby, New York World, for "On the Road to Moscow."

The Ku Klux Klan revelations for which the World was awarded the gold medal for meritorious service were published in a series starting September 6, 1921. Twenty-six newspapers scattered throughout the United States joined in the publication of the series.

Pulitzer prizes and letters for 1921 were awarded as follows:

\$1,000 American novel prize was awarded to Booth Tarkington for his "Alice Adams."

\$1,000 American play prize was awarded to Eugene O'Neil, for his "Anna Christy."

\$2,000 prize for the best history book on the United States was awarded to James Truslow Adams, for his "Founding of New England."

\$1,000 prize for the best patriotic biography was awarded to Hamlin Garland for his "A Daughter of the Middle Border."

\$1,000 for the best volume of verse was awarded to Edwin Arlington Robinson for his "Selected Poems."

\$1,500 scholarship prize for the founder of music for European instruction was awarded to Sandor Harmati, of Hollis, N. Y.

\$1,500 scholarship for art was awarded to Edith Bell, of Des Moines, Iowa.

\$1,500 traveling scholarship for graduates in the Pulitzer School of Journalism who pass examinations with highest honors to enable them to spend a year in Europe, were awarded to Robert Arthur Curry, Nassau, Bahama Islands; Ziepha Mary Carruthers, Denver, Col.; and Robert Henry Best, Spartanburg, S. C.; alternates, Joseph West Jones, West Plains, Mo.; Arthur Gayle Waldrop, Dallas, Texas, and Clare Maude Hemlawny Lyles, Wellington, Surrey, England.

No competitors appeared for the \$1,000 prize for the best history of the services rendered to the public by the American press during the year.

Award of the Pulitzer prizes and scholarships are made publicly at the Commencement exercises of Columbia University, in New York, in June each year. Nominations of candidates must be made on or before February 1.

The following awards are made as prizes in journalism, after nomination by a jury or juries chosen from the members of the administrative boards of the School of Journalism and from the teaching staff of the school:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing \$500.

For the best history of the services rendered to the public by the American press during the preceding year, \$1,000.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, \$500.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, \$1,000.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, \$500.

The following awards will be made as prizes in letters, after nomination by a jury or juries chosen by the American Academy of Arts and Letters from its own membership and from that of the National Institute of Arts and Letters:

For the American novel published during the year which shall best present the wholesome atmosphere of American life, and the

highest standard of American manners and manhood, \$1,000.

For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standards of good morals, good taste and good manners, \$1,000.

For the best book of the year upon the history of the United States, \$2,000.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, \$1,000.

For the best volume of verse published during the year by an American author, \$1,000.

These traveling scholarships, having a value of \$1,500 each, will be awarded:

On the nomination of the teaching staff of the School of Journalism three traveling scholarships to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise the most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people and the character and principles of the European press.

Competition for these scholarships is not necessarily restricted to those who are graduated from the School of Journalism in the year when the award is made.

An annual scholarship to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction, on the nomination of a jury composed of members of the teaching staff of the Department of Music in Columbia University and of the teaching staff of the Institute of Musical Art.

An annual scholarship to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been merged.

The awards will be made by the trustees of Columbia University on the recommendation of the advisory board of the School of Journalism. Nominations of candidates, it is provided, must be made in writing addressed to the Secretary of Columbia University on forms that may be obtained by application to him.

WIRE NEWS SERVICES

UNITED STATES AND CANADA

Associated Press, 51 Chambers street, New York; Frederick Roy Martin, general manager.

British United Press, Ltd., 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.

Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

Central News of London, 26 Stone street, New York; Edward Rascovar, manager.

Chicago Tribune Service, Tribune Building, Chicago; Arthur W. Crawford, manager.

Cosmopolitan Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Consolidated Press Association, Evening Star Building, Washington, D. C.; Robert McClean, business manager.

International News Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Ledger Service, Independence Square, Philadelphia, Pa.; J. E. Watkins, general manager.

New York World News Service, 63 Park Row, New York; C. N. Snyder, Jr., manager.

United Financial, 63 Park Row, New York City; Karl A. Bickel, general manager.

United News, 63 Park Row, New York; Karl A. Bickel, general manager.

Index to Contents will be found on pages 242 and 244.

LEGISLATION IN 1922

UNITED STATES

Fan-Pacific Radio News Communications, Via U. S. Navy Stations, Extended.—Use of the navy's radio facilities for press and commercial purposes for a period of another three years was authorized April 14, when President Harding signed the Congressional joint resolution authorizing the extension, for which the newspapers of the country had been fighting for nearly a year. By the provisions of the resolution private messages will be transmitted by Naval radio from June 5, 1922, when the present permission expires, to June 30, 1925. The full period of the extension, however, does not apply to China. The service to Chinese stations will be terminated on January 1, 1924, because of international wireless agreement for China made at the Washington Conference on the Limitation of Armaments and Far Eastern Questions. The three-year extension amounted to a compromise of the views of the House and Senate conferees on the resolution, and was considered by the newspapers as the best arrangement which could be made in the face of strong Congressional opposition to any form of extension. The sentiment of several members of the House against continuance of what they regarded as "government in business," was overcome only with the greatest difficulty through intervention by President Harding, who heartily concurred with the newspaper view that use of the navy radio was essential if adequate and reasonably-priced communication was to be had with Hawaii, the Philippines and other outlying sections of the Far East.

No Relief from High Second-Class Postage Rates.—Efforts to obtain relief through Congress from war-time second-class postal rates, through the passage of the Kelly Bill, providing for reductions to the basis of 1919-20 until the Congressional Joint Committee investigating post office operating costs would report its findings, failed December 12, when House Committee on Post Offices and Post Roads again postponed consideration of the measure. Although all publishing interests were united in their advocacy of the Kelly Bill, the committee's vote was 10 to 5 upon a motion to again delay action on the bill until the Joint Postal Commission should report. Six members of the committee failed in their pledges to take favorable action on the measure, made when a report on the bill was postponed in June on the understanding that the Joint Postal Commission would report on mail costs by December 1. The report has not been made and no date has been designated for its final submission.

Blue Law Enforcement.—On the morning of July 1, a committee, appointed by a mass meeting of 235 men and women of the Christian

Protestant Laymen's Federation of Vicksburg, Miss., and Warren County, presented a petition to the mayor to suppress Sunday baseball, Sunday moving pictures, opening of pool and billiard rooms on the Sabbath, bootlegging and gambling. That evening the mayor, J. J. Hynes, issued instructions to the police to enforce all the Blue Laws to the letter. E. A. Fitzgerald, Sr., business manager and, up to Saturday afternoon, part owner of the Herald, was notified that if the men worked after Saturday midnight, every one would be arrested. The men worked until 11:30 Saturday night, left the building, and returned at 12:01 Monday morning, completed the work and the paper, Sunday's edition, went to press Monday morning. Thus, it took two days to get out one edition of the Sunday Herald. It was the first Blue Law Sunday in Vicksburg, and very few people were satisfied, as some got more than they wanted, and others were vexed and annoyed because the thing went too far. The Sunday moving pictures began operation in the days of the open saloon and the church people (Continued on page 222)

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We maintain a merchandise service with real dealer influence

PHILADELPHIA

PITTSBURGH

HARTFORD

FOREIGN LANGUAGE DEPARTMENT
ANDREW LE MASSENA
VICE-PRESIDENT

Frank Presbrey Co.
Advertising
Fourth Avenue at 31st Street
New York

Il Progresso Italo-Americano,
42 Elm Street,
New York, N. Y.

Gentlemen:

Attention: Mr. Wm. Hirsch, Business Mgr.

January 20, 1923.

We take pleasure in confirming the fact that for the past several years we have been placing advertising in your paper with great advantage to our clients who are desirous of reaching the Italian People.

- The names of some of these accounts follow:—
- The American Express Company
- Cunard-Anchor S. S. Line
- Savings Bank Ass'n. of the State of N. Y.
- Coca-Cola Bottling Co. of N. Y., Inc.
- The White Company (Mfrs. of White Motor Trucks)
- Federal States Government Savings System
- Aluminum Reserve Bank
- Aluminum Cooking Utensil Co. (Mfrs. of "Wear-Ever")

The ready and complete co-operation of your advertising and editorial departments has helped to accomplish the good results which our clients have invariably obtained from Il Progresso. During our campaign in behalf of the United States Treasury Department your paper aided us considerably in Americanization work by placing your editorial facilities at the disposal of the government.

We have always found Il Progresso a high grade, responsive advertising medium and a first class American paper printed in Italian.

Very truly yours,

A. Le Massena

A. Le Massena, Vice-President
FRANK PRESBREY CO.

LEM:MM

The only foreign language newspaper having a rotogravure service—8 pages Sunday

CIRCULATION

<u>Member</u>	}	Daily - - - -	<u>88,252</u>
<u>A. B. C.</u>		Sunday - -	<u>90,561</u>

MEMBER A. N. P. A.

PUBLISHERS' ASSOCIATION OF NEW YORK

IL PROGRESSO ITALO-AMERICANO

42 Elm Street, New York City

LEGISLATION IN 1922—(Continued from page 220)

requested that they open as a counter attraction to the saloons.

It cost J. B. Rees, reporter for the Dayton (Ohio) Daily News, \$33.70 to have violated the Sunday Blue Laws in Piqua, Ohio. Rees was sent to Piqua August 13 by the Dayton News to get a story on the operations of the Blue Laws on the first day of their observance under the proclamation issued by the mayor. He was arrested, pleaded guilty, and was fined \$25, and costs, amounting to a total of \$33.70, which he paid. Mayor DeWeese issued his proclamation calling for strict enforcement of the Blue Laws after the ministerial association of the city had taken steps to close the theatres on Sunday by arresting the proprietors under the state law. The mayor was not in sympathy with the move, but believes in "fighting fire with fire." The Blue Law proclamation was the result. The newspaper co-operated with the mayor and not an outside Sunday newspaper went into the city. To get a paper, it was necessary to go to Troy eight miles away.

Congress Fails to Bar "Gambling" News from Newspapers.—Attempt to pass Congressional legislation preventing newspapers from printing racing odds and other information which might promote gambling, in the form of the Walsh rider to the Sterling-Sims Bill, was not successful. The law would have barred all publications carrying such matter from the mails.

"Newspaper" Expenses Must Be Accounted For by Those Seeking Congressional Seats.—Senator Walter E. Edge's amendment providing for newspaper exemption from the campaign expense limitations provided in the Pomerene bill, failed to be adopted when the bill was passed by the U. S. Senate, September 2. The amendment undertook to strike out the words "other than in newspapers" from that part of the measure which excepted certain items, including printing, other than in newspapers, from the amount permitted in the legitimate expenses, \$5,000 for election to the House and \$10,000 for election to the Senate.

A bill was introduced, early in 1922, in the Minnesota Senate, making it a misdemeanor for any person to furnish false information to any reporter or publisher of any newspaper for publication. It had not been finally acted upon at the time THE INTERNATIONAL YEAR BOOK went to press.

Would Allow Lien Action Against Newspapers in Libel Suits.—The Massachusetts Legislature Joint Judiciary Committee in March considered a bill providing drastic lien action against newspapers sued for libel which fail to furnish bonds to the amount of the damage claimed. It was introduced by Edward J. Gallagher of Boston. The bill read:

Section 1.—When the tangible property held by the publisher or publisher of any newspaper or periodical is insufficient to meet the amount of a damage claim made in suit for libel brought against said newspaper or periodical, and when the defendant or defendants fail to furnish a bond for the amount of said claim within three days after notice of suit, the plaintiff shall be given a lien on the newspaper or periodical and on any property of said publisher or publishers to satisfy any judgment that may be obtained by the plaintiff on trial of said suit.

"If the editor-in-chief of said newspaper or periodical and the owner or owners of the printing plant from which it is issued are not also the publisher or publishers thereof, they may also be made defendants in any suit for libel brought upon the provisions and scope of this act.

"Should the sums accruing from the lien as aforesaid be sufficient to meet the amount of the judgment, and should no settlement be made in any other way, then said newspaper or periodical shall be denied the right of publication, pending full settlement of the judgment, and during the interim it shall not be reissued under the same or any other parties."

Section 2.—The act shall take effect upon its passage.

Plan to Punish Newsdealer Profiteers Fails.—Assemblyman Yacenda of Brooklyn introduced a bill in the New York Assembly in February to prevent profiteering in newspapers, and making it a misdemeanor for any person, firm or corporation as news dealer, agent or newsboy to sell any newspaper at a price greater than the purchase price per copy as printed on the face of the paper. The penalty provided was a fine of \$25 or thirty days in jail, or both. It was not passed.

New Basis of Payment for Legal Ads.—Senator Caleb H. Baumes of Newburgh, N. Y., introduced a bill in the New York State Legislature which reduces the present rate charged for publication of session laws, summons and legal orders and notices by basing the rates to be paid on the circulation of the newspaper in which they are printed. The bill was in the hands of the Judiciary Committee when THE INTERNATIONAL YEAR BOOK went to press.

Virginia Punishes News Fakers.—The Virginia General Assembly passed a law making it a misdemeanor for any person to give false news to a newspaper, magazine or other publication. A law was also passed prohibiting any one from printing any design, figure, emblem or advertisement and the like upon a newspaper which may cause the public to believe that it was the work of the publisher of the paper. These two laws are as follows:

Be it enacted, that any person who knowingly and wilfully states, delivers or transmits by any means whatever to any publisher, or employee of a publisher, of any newspaper, magazine, or other publication, any false and untrue statement concerning any person or corporation, with intent that the same shall be published, shall be guilty of a misdemeanor.

It shall be unlawful for any person, without first obtaining the consent of the publisher so to do, to print, stamp or impress upon any newspaper or any part thereof, after the same shall have been issued for

circulation by the publisher thereof, any word, figure, design, picture, emblem or advertisement with intent to cause, or which when so printed, stamped or impressed may cause, the public to believe that such word, figure, design, picture, emblem or advertisement was printed, stamped or impressed in and upon such newspaper by the publisher of the same as a part thereof.

Town Law Makers Bar Reporters.—The board of borough burgesses of Torrington, Conn., voted to bar all newspaper representatives from its meetings. The former board took similar action and was not re-elected.

EFFECTING ADVERTISING

St. Louis Bans Fake Bargain Sale Advertising.—A new ordinance with respect to advertising now in effect in St. Louis made it unlawful for dealers to use private residences as a blind in offering merchandise. The practice among certain dealers in St. Louis in the sale of pianos, phonographs, and automobiles especially had been to advertise by giving the address of a residence and declaring that the article is on forced sale. Many people imagined that such sales provided bargains. The ordinance follows:

ORDINANCE 32093.

"Be it ordained by the City of St. Louis, as follows:

"Section One. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employe thereof, engaged in the business of selling goods, wares, merchandise, securities, service or real estate to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities, or real estate is a dealer in the same; provided, however, that the advertisement of the sale of any goods, wares, merchandise, securities, service or real estate in such form as to make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty dollars nor more than five hundred dollars for each offense.

"Approved December 4, 1922."

Missouri Enforces Billboard Laws.—Missouri State Highway Commission decided to enforce the provisions of the new State highway law prohibiting the posting of advertising matter on the right-of-way of state highways. Highway and trail associations and automobile clubs were authorized to remove advertising displayed on trees, fence posts and bill boards, and put up instead finger boards showing directions and distances to various cities.

New York State Session Law Advertising Completely Abolished.—Governor Miller of New York signed the bill of Assemblyman Charles H. Betts abolishing the publication of the session laws in the official state paper, the Albany Evening Journal. In 1921 a law was passed doing away with the publication of the laws and concurrent resolutions of the legislature in newspapers throughout the state, except the state paper. The existing law still provides for the publication in the state paper: "All appointment of terms of the Supreme Court; the rules of practice adopted from time to time by the Judges of the Court of Appeals and a convention constituted pursuant to the judiciary law and notices and advertisements required to be published in a newspaper by state officers, or by a department, board, bureau or commission of the state, or in actions against foreign corporations. The publication of such notices and advertisements shall be additional to their publication in other newspapers."

Utah's Anti-Cigarette Advertising Law.—The Utah anti-cigarette law is hurting advertising receipts within the state to the extent of \$150,000 a year, according to A. L. Fish, general manager of the Salt Lake City Telegram. The law has 3 sections. One prohibits the sale of cigarettes, another forbids their use in certain public places, and the third makes it illegal to advertise them. This last section has been obeyed to the letter and is the only one which has been observed. Mr. Fish is leading an effort to have the next session of the legislature repeal the law.

False Advertising Law in Wilmington, Del.—The City Council of Wilmington, Del., at the instance of the Chamber of Commerce and with support of the newspapers, in March passed an ordinance forbidding questionable advertising. The law provides a \$10 fine for violations.

No More Faking in Walla Walla.—Thirty days in jail or a \$100 fine, or a combination of both, is the maximum penalty provided by the new pure advertising ordinance passed by the city commissioners of Walla Walla, Wash., in September, upon the request of the local advertising club. Under this ordinance goods cannot be advertised by comparing prices unless the lowest former price is given, and advertisements reading "values up to" must contain the number of articles with the various prices.

FOREIGN.

Japan.—The defeat in April of the "dangerous thoughts" bill in the Japanese Parliament was considered a great political victory for Japanese newspapers. The bill would have sent to jail for seven years any one who had thought, was thinking, or might in the future think "dangerous thoughts"—in other words, propaganda against the Government. It applied to the past and the future just as much as to the present. It was said to have been the first time a concerted press demand has shown direct and positive effect in Parliament.

Also see Canadian Section. Refer to Index on last two pages.

ALEXANDRIA DAILY TOWN TALK

ALEXANDRIA, LA.

Published Every Evening Except Sunday. Net Paid Circulation of 4820. 85% of Circulation Delivered by Carrier in Alexandria and other Towns in Rapides Parish.

Alexandria and Rapides Parish have had Fifteen Papers, Six Dailies and Nine Weeklies, Established during the Forty Years The Town Talk has served this territory. Today the daily and weekly Town Talk are the only papers published in Alexandria or Rapides Parish, with a Population of 60,000.

McCORMICK AND COMPANY PROPRIETORS

H. M. HUIE Publisher

STAMFORD, CONN.

Population 40,000

The purchasing power of this excellent territory is shown by the fact that the Saving Bank Deposits for 1922 were \$21,009,791, and the bank clearances for the same period were \$132,385,000.

The total of taxable property is listed at \$65,778,715.

This high grade field is thoroughly covered by the

Stamford Daily Advocate

Over 6,000,000 lines for 1922.

The Julius Mathews Special Agency Boston New York Detroit Chicago

WANT A Special Edition?

More Than 100 Publishers

North, South, East and West Will Tell You

MEYERS Is the MAN—

The Greater Norfolk and Hampton Roads Edition of the Ledger-Dispatch, published December 30, 1922—88 pages.

The most recent endorsement—WIRE.

GEORGE SELWYN MEYERS

Room 201

Ledger-Dispatch Bldg.

Norfolk, Va.

Established 10 years

Is It Worth While

To Have Your Message

In the only single newspaper covering a territory where the people are growing rich from oil, gas, manufacturing, agriculture and stock raising?

Then sell your goods through

THE ADA EVENING NEWS

Ada, Oklahoma

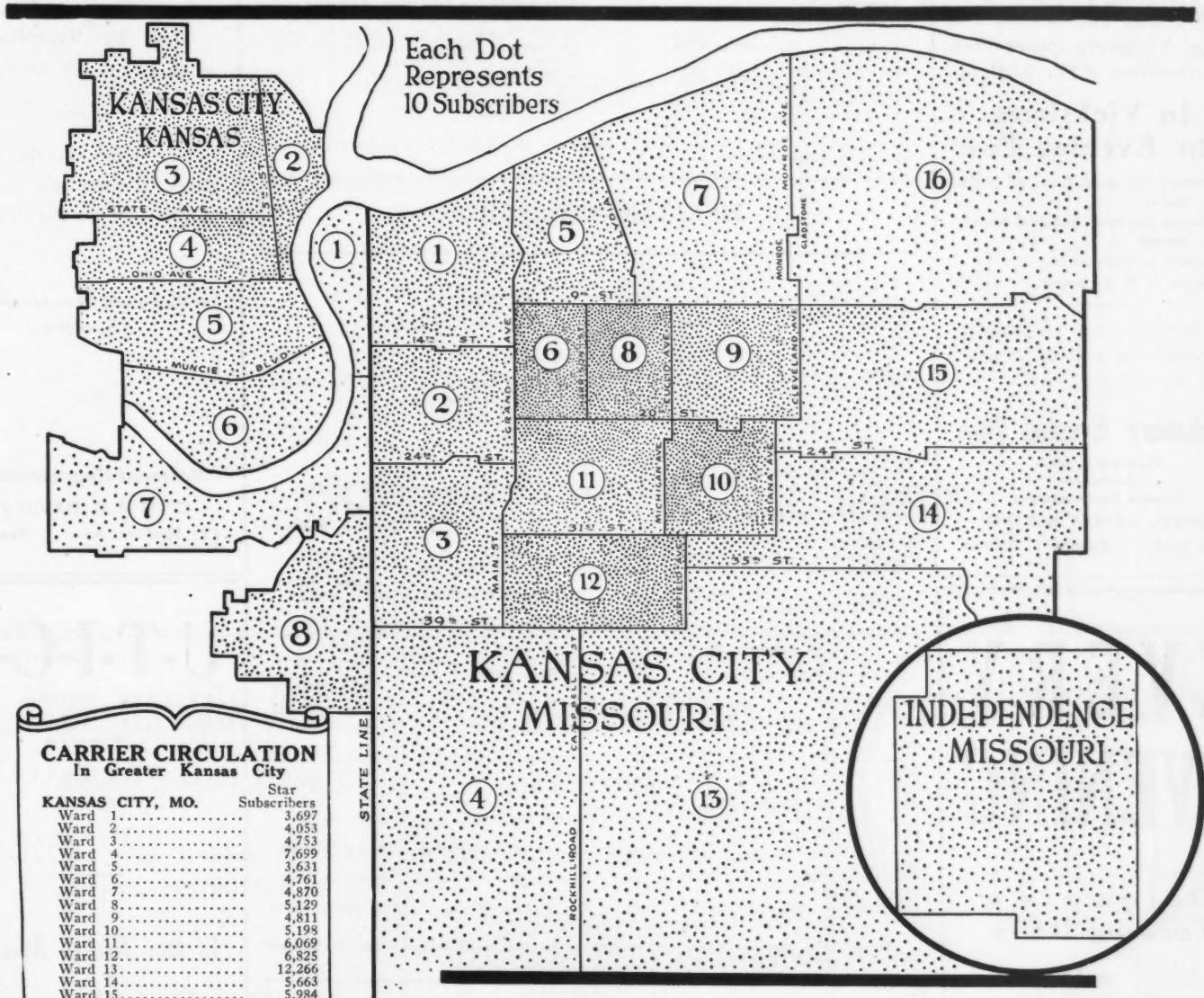
Compared with other newspapers in cities under 15,000 inhabitants, it carries more news, more comics, more features. Its readers believe what it says.

A metropolitan newspaper in a small city

No Foreign representatives.

The Most Remarkable Map Ever Published

This graphic presentation of The Kansas City Star's carrier circulation depicts a thoroughness of coverage not duplicated or approached by any other newspaper in any other city in the world.



CARRIER CIRCULATION
In Greater Kansas City

KANSAS CITY, MO.	Star Subscribers
Ward 1.....	3,697
Ward 2.....	4,053
Ward 3.....	4,753
Ward 4.....	7,699
Ward 5.....	3,631
Ward 6.....	4,761
Ward 7.....	4,870
Ward 8.....	5,129
Ward 9.....	4,811
Ward 10.....	5,198
Ward 11.....	6,069
Ward 12.....	6,825
Ward 13.....	12,266
Ward 14.....	5,663
Ward 15.....	5,984
Ward 16.....	5,990
Total	92,399

KANSAS CITY, KAS.	Star Subscribers
Ward 1.....	460
Ward 2.....	2,035
Ward 3.....	7,973
Ward 4.....	3,235
Ward 5.....	4,058
Ward 6.....	2,520
Ward 7.....	2,235
Ward 8.....	3,755
Total	26,271

INDEPENDENCE, MO.....	5,551
GREATER KANSAS CITY	124,221

EACH dot in this map represents 10 subscribers to The Kansas City Star, served by The Star's own carriers. Street sales, counter sales, drug store distribution and the like have not been included. There are more Star subscribers in Greater Kansas City than there are families.

Families in Greater Kansas City (U. S. Census).....	112,007
City Carrier Circulation of The Kansas City Star.....	124,221
City Circulation—Including Newsboy Sales.....	138,008
TOTAL Circulation, City, Suburban and Country.....	231,304
Gain over One Year Ago.....	9,349

Note: Since the count by wards was made, December 18, 1922, the city carrier circulation has increased from 122,202 copies to 125,722 copies.

THE KANSAS CITY STAR

NEW YORK OFFICE
15 E. 40th Street

CHICAGO OFFICE
1418 Century Bldg.

In Vicksburg, Miss.

THE EVENING POST

Accepts all advertising on a guarantee of

Three Times More Circulation

in Vicksburg than any other paper, and The Post is the only Vicksburg paper that is a member of the A. B. C.

In Vicksburg The Evening Post

- Prints the most local advertising;
- Prints the most national advertising;
- Leads in circulation;
- Is an A. B. C. paper.

In placing your advertising it would be well to remember these facts.

Vicksburg Evening Post
Vicksburg, Miss.

Foreign Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

EVERY EVENING

Delaware's Leading Daily

A Newspaper with a mission, appealing to the intelligent element of a community which it has faithfully served for over fifty years

THE FIRST Newspaper in Wilmington, Del.

NEWSPAPERS OF CUBA

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
BANES, 5,000				
El Pueblo (E).....	1,000	...	Fernando Rodriguez	
BAYAMO, 3,022				
Heraldo de Bayamo.....		.25	Palacio & Co.....	Dr. Feo Soto
CIENFUEGOS, 80,000				
El Comercio (M).....	7,500	.30	Pedro Antonio Aragones..	
HAVANA, 500,000				
El Mundo		1.10*	Antonio G. Mora.....	
Heraldo de Cuba (A) (D-S)80	Dr. Orestes Ferrara.....	Augustin Lazo
El Triunfo (M).....		.50	Modesto Morales Diaz....	
Avisador Comercial (E).....	5,000	.60*	Soland Garcia, S. en C....	
La Prensa (E).....		...	Compania Mundial.....	Dr. Juan O'Naghten
Mercurio (D).....	8,500	...	Jose M. Capmany.....	E. Taboada
Post (D).....		.80	Havana Post Corporation..	J. T. Wilford
Telegram (D).....		.80	Havana Telegram Co.....	A. E. Hodgson
MATANZAS, 60,000				
El Regional	2,000	.10	Carmelo Saavedra Mato...	Aurora de Yumbri
El Correo de Matanzas... ..	1,300	.10	La Pluma de Bros.....	Manuel Albuérne
La Nueva Aurora.....	6,000	.18	Corpus H. Iraeta Leucuna.	
El Republicano	3,500	.10	Seles & Hnos.....	
SANTIAGO, 100,000				
El Cubano Libre.....	2,000	.20	Daniel Fajardo.....	
La Independencia (E)....	3,000	...	Juan E. Ravelo.....	

Note—Rates quoted are per inch column width. (E) indicates evening newspapers. (M) indicates morning newspapers.

MEXICAN NEWSPAPERS

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
AGUASCALIENTES				
El Triunfo (D).....	5,000	.35	Rafael Carrera	Rafael Carrera
CHIHUAHUA CITY				
La Voz de Chihuahua (D)30	Jose Reyes Estrada.....	Jose Reyes Estrada
GUADALAJARA				
El Informador (D).....	12,000	.75	J. A. Del Castillo.....	J. A. del Castillo
Restauracion (D).....		.25	Compania Editora Jali-science, S. A.....	
HERMOSILLO				
El Sol (D).....	6,000	.25	D. J. S. Healy.....	D. J. S. Healy
MAZATLAN				
El Democrita Sinoalense (D)	5,000	.25	Enrique Lopez	Enrique Lopez
MERIDA				
Revista de Yucatan (D). ..	17,000	.75	Compania Editora Yucateca, S. A.	Carlos R. Menendez
MEXICO CITY				
El Automovil en Mexico. ..	8,000	.60	Gustavo Alana	Gustavo Alana
El Democrita	38,000	1.40	Cia. Editora Latino Americano	V. Alessio Robles
Excelsior	100,000	1.75	Cia. Editorial Excelsior, S.A.	Jose E. Campos
Excelsior Rotogravure (S) ..		3.50 (\$490 per page)	Cia. Editorial Excelsior, S.A.	Jose E. Campos
Excelsior Jueves (Thurs.) ..		2.75	Cia. Editorial Excelsior, S.A.	Gonzalo Espinoza
El Heraldo de Mexico.....	40,000	1.40	Cia. Editorial El Heraldo..	G. Herrerias
El Universal	100,000	2.03	Cia. Periodistica National..	G. Gomez Ugarte
Revista de Revistas (W) ..	30,000	1.05 (\$50 per page)	Compania Editorial Excelsior, S. A.	J. Nunez Dominguez
MONTERREY				
El Noticiero25	Jesus M. Rios.....	Jesus M. Rios
El Pervenir (D).....	12,000	.40	J. Cantu Leal.....	Federico Gomez
OAXACA				
Mercurio (D)38	Mercelino E. Mucino....	Marcelino E. Mucino
PUEBLA				
La Cronica (D).....		.35	D. J. Veana.....	D. J. Veana
SAN LUIS DE POTOSI				
La Accion (D).....	6,500	.40	Gabriel Macias	Gabriel Macias
TAMPICO				
El Mundo	7,000	.40	Cia. Editorial El Mundo...	Vicente Villasana
TORREON				
La Opinion (D).....	10,000	.50	Rosendo Guerrero	Rosendo Guerrero
VERA CRUZ				
El Dictamen (D).....	10,000	.50	Geo. Malpica Silva.....	Fco. Malpica Silva

Note—Unless otherwise stated rates quoted are per inch, single column width. (D) indicates daily; (W) weekly; (S) Sunday.

DAILY NEWSPAPER SUSPENSIONS

UNITED STATES	weekly and changed name to Johnson County News.
Arkadelphia (Ark.) Daily News (reverted to weekly).	Imperial (Cal.) Enterprise.
Aroostook (Me.) Daily News.	Johnstown (Pa.) Freie Presse.
Bend (Ore.) Daily Press.	Johnstown (Pa.) Sunday Ledger.
Bntler (Pa.) Citizen.	Joliet (Ill.) Times.
Cambridge (Mass.) Home News.	Joplin (Mo.) News-Herald Sunday edition discontinued.
Cape Girardeau (Mo.) Morning Sun.	Klamath Falls (Ore.) Evening Record (reverted to weekly).
Chisholm (Minn.) Tribune-Herald—reverted to weekly.	Laredo (Tex.) News.
Clearwater (Fla.) Morning News.	Malden (Mass.) Daily Telegram.
Crowley (La.) Daily Progress.	Mt. Clemens (Mich.) Daily News.
Cumberland (Md.) Leader.	Mt. Vernon (N. Y.) Daily Examiner.
Currie (Tex.) World.	Newark, N. J.—La Tribune.
Eldorado (Kan.) Free Press.	Newburg (N. Y.) Daily Star.
Eustis (Fla.) Daily Lake Region.	New York American discontinued tabloid pictorial section of Jan. 15, 1923.
Flagstaff (Ariz.) Leader.	Norfolk (Neb.) Westliche Rnnschan.
Fort Collins (Colo.) Daily News.	Ottawa (Kan.) Daily World (reverted to weekly).
Fort Pierce (Fla.) News-Tribune—reverted to twice a week.	Passaic (N. J.) Sunday Leader.
Fort Wayne (Ind.) Evening Press.	Port Huron (Mich.) Daily Press.
Fort Wayne (Ind.) Sunday News-Sentinel.	Red Wing (Minn.) Daily Republican discontinued Sunday edition.
Grand Rapids (Mich.) Daily News.	Utica (N. Y.) Morning Telegram.
Greenville (N. C.) News.	Wausau (Wis.) Daily Tribune.
Hackensack (N. J.) Bergen Evening News (suspended).	Winona (Minn.) Morning Leader.
Illion (N. Y.) Citizen.	Winter Park (Fla.) Post.
Iowa City (Ia.) Daily Republican reverted to	Worcester (Mass.) Sunday Times.

The NORWALK HOUR

Population 30,000

Read by Everybody in town and in the suburbs.

The Hour is the newspaper that won the five-cent trolley fare for the city.

Liveliest small town newspaper in Connecticut

National Representative

GEORGE B. DAVID CO.

171 Madison Ave. New York

U-T-I-C-A

THE HEART OF THE EMPIRE STATE

Is an Ideal Market

The Utica Daily Press

Covers the trading territory of Utica and Central New York more thoroughly, more intensively and more consistently than any other newspaper. It carried much more local and national advertising during 1922 than any other newspaper in its field.

Foreign Advertising Representatives

VERREE & CONKLIN

300 Madison Avenue, New York
Free Press Building, Detroit, Mich.
Steger Building, Chicago, Illinois
Monadnock Bldg., San Francisco

“EL MUNDO”

HAVANA - - - CUBA

Member Associated Press

Cuba's most popular morning newspaper—Daily and Sunday—
Printed in the Spanish language.

Leads all competitors in circulation and volume of advertising
reaching every section of the Island

Recognized by the Cuban people and Spanish speaking foreign residents
as the leading Latin-American newspaper

ADVERTISE IN “EL MUNDO”

“THE HAVANA POST”

Member Associated Press

Is the only Havana morning newspaper published in English

Serving over 150,000 English speaking residents
Reaching the length and breadth of the Island

Best medium for American advertisers to reach English speaking residents

THE HAVANA POST

Zulueta 28

HAVANA CUBA

“LA PRENSA”

(Evening)

The Picture Paper of Cuba

Full Associated Press,
International and Universal
News Services

—European Cables—
Special features—sports—
comic and fiction pages

*Its own leased wire
New York to Havana*

LA PRENSA

Blanco 42

HAVANA CUBA

“HAVANA TELEGRAM”

(Evening)

Published in English for
English Speaking Residents

Full Associated Press Service

For information regarding
business prospects in Cuba
write the management of the

HAVANA TELEGRAM

Aguila 65

HAVANA CUBA

For advertising rates apply direct to each newspaper

RATES AND PERSONNEL OF LEADING JAPANESE DAILY NEWSPAPERS

City	Newspaper	Total lines Advertising, 1921	Publisher	Editor	Managing Directors	Number Pages per Issue	Columns per page	Lines per col.	Advertising rate per line per insertion		Subscription rate per month	
									Front page	Ordinary page		
Tokyo	Asahi Shimbun (1)	2,649,719	R. Murayama	M. Ando	R. Murayama	8-a. m. ed.	12	132	Y 1.20	Y 1.10	Y 1.10	
	Jiji Shimpō (1)	2,618,406	S. Fukuzawa	M. Ishikawa	M. Yamamoto	8-a. m. ed.	12	134	1.45	1.25	1.20	
	Nichi Nichi (2)	2,488,474	H. Motoyama	K. Tsuchida	T. Takagi	10-a. m. ed.	12	137	1.20	1.10	0.85	
	Hochi Shimbun (1)	2,440,289	C. Machida	C. Takata	M. Ota	8-a. m. ed.	12	138	1.50	1.25	1.00	
	Kokumin Shimbun (1)	2,129,857	I. Tokutomi	T. Baba	Z. Yamakawa	4-p. m. ed.	12	138	1.35	1.15	1.00	
	Yorodzu Choho (1)	2,081,681	T. Yamada	T. Shiba	H. Yamamoto	4-p. m. ed.	12	140	1.20	1.10	1.00	
	Chuo Shimbun (1)	1,751,766	M. Kimura	T. Nakajima	M. Kimura	4-a. m. ed.	12	133	1.10	1.10	0.75	
	Chugai Shogyo (2)	1,587,048	K. Yanada	K. Yanada	S. Sato, K. Murakami	8-a. m. ed.	12	135	1.30	1.10	0.95	
	Miyako Shimbun (2)	1,529,296	E. Fukada	N. Yamamoto	S. Yoshikawa	12-a. m. ed.	12	120	1.30	1.10	1.20	
	Yamato Shimbun (1)	1,510,253	Y. Matsushita	Z. Tamura	U. Zoga	4-a. m. ed.	12	120	1.40	1.25	0.95	
Osaka	Yomiuri Shimbun (2)	1,408,519	C. Matsuyama	T. Miyabe	K. Nishizawa	4-p. m. ed.	12	135	1.25	1.25	0.90	
	Maiyu Shimbun (3)	780,649	M. Kimura	I. Tokumitsu	I. Sekiguchi	6-p. m. ed.	12	132	1.25	1.25	0.60	
	Mainichi Shimbun (3)	764,352	I. Fujita	I. Fujita	S. Yamaguchi	4-p. m. ed.	12	132	1.35	1.25	0.55	
	Niroku Shimpō (3)	747,478	K. Akita	C. Nozawa	S. Yano	4-p. m. ed.	12	128	1.00	0.90	0.47	
	Osaka Asahi (1)	4,366,133	R. Murayama	M. Takahara	S. Uyeno	8-a. m. ed.	12	142	1.90	1.60	1.20	
	Osaka Mainichi (1)	4,250,058	H. Motoyama	S. Takaishi	T. Takagi	8-a. m. ed.	12	137	1.70	1.40	1.20	
	Osaka Jiji Shimpō (1)	1,943,007	S. Fukuzawa	Y. Uyesugi	K. Tsushima	8-a. m. ed.	12	130	1.05	0.95	1.20	
	Osaka Shimpō (1)	947,935	T. Murano	R. Shibukawa	S. Boshi	4-a. m. ed.	12	120	1.30	1.10	0.80	
	Kyoto	Hinode Shimbun (2)	1,402,353	B. Kogawa	K. Miyano	Z. Osawa	8-a. m. ed.	12	131	0.85	0.85	0.90
	Yokohama	Yokohama Maicho Shimbun (2)	1,548,048	M. Makiuchi	G. Modeki	S. Katayama	8-a. m. ed.	12	130	1.05	0.90	0.90
Yokohama Boeki Shimpō (2)		1,128,616	I. Miyake	T. Miyaki	S. Iwata	6-a. m. ed.	12	132	0.90	0.75	0.80	
Nagoya	Shin Aichi Shimbun (2)	2,285,971	U. Oshima	M. Kiryu	K. Oshima	8-a. m. ed.	12	135	1.00	0.90	0.85	
	Nagoya Shimbun (2)	2,163,144	S. Koyama	S. Yoromatsu	S. Koyama	10-a. m. ed.	12	130	1.00	0.90	0.80	
Kobe	Aichi Shimbun (3)	762,181	J. Tsuzuki	K. Monta	S. Tsuzuki	4-p. m. ed.	12	130	1.40	0.80	0.50	
	Nagoya Mainichi Shimbun (2)	729,049	S. Yoshihiro	O. Takeichi	S. Yoshihiro	6-a. m. ed.	12	130	1.50	0.90	0.60	
Hiroshima	Kobe Shimbun (2)	1,943,007	Y. Hamada	N. Shindo	N. Shindo	8-a. m. ed.	12	136	1.10	1.10	0.80	
	Yushin Nippo (2)	1,755,902	H. Watanabe	K. Sato	H. Watanabe	8-a. m. ed.	12	135	1.30	1.20	0.80	
Fukuoka	Hiroshima Chugoku Shimbun (2)	1,936,362	S. Yamamoto	K. Nakamachi	S. Yamamoto	8-a. m. ed.	12	135	1.70	0.85	0.80	
	Keibi Nichi Nichi Shimbun (2)	1,751,819	S. Hayami	H. Nishikawa	S. Mayami	8-a. m. ed.	12	133	1.50	0.80	0.90	
Sendai	Fukuoka Nichi Nichi Shimbun (1)	2,532,062	K. Shono	T. Inomata	K. Shono	8-a. m. ed.	12	132	0.70	1.05	
	Kyushu Nippo (1)	1,956,924	Y. Ohara	S. Shinozaki	Y. Ohara	4-p. m. ed.	12	135	1.70	0.70	0.95	
Otaru	Kawakita Shimpō (2)	1,554,764	K. Ichiriki	A. Fujiwara	K. Ichiriki	6-a. m. ed.	12	132	0.80	0.70	0.90	
	Otaru Shimbun (2)	2,777,180	K. Uyeda	F. Hirano	K. Uyeda	8-a. m. ed.	12	135	1.20	1.00	1.00	
Nagasaki	Hokumon Nippo (3)	869,260	Y. Norimoto	K. Okada	N. Yamauchi	4-p. m. ed.	12	127	0.75	0.60	
	Nagasaki Nichi Nichi Shimbun (2)	1,430,461	Y. Norimoto	H. Mori	Y. Norimoto	8-a. m. ed.	12	135	0.70	0.90	

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Elizabeth City's
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The circulation of The Reporter in Dover and its immediate territory is larger than that of all other papers—big city and neighboring town—combined.

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POPULATION 60,000. 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

IN THE COURTS

CONTEMPT CASES

Case of Right of Newspaper Worker to Withdraw Sources of Information from Court, before U. S. Supreme Court.—The progress toward a decision by the United States Supreme Court on whether or not a newspaper reporter or editor has the right to refuse to abide by a court order to divulge the source of published information—in the appeal of Hector Elwell, managing editor of the Milwaukee Wisconsin News, from a decision rendered against him almost three years ago by the Federal Court in Chicago—was watched with much interest in the newspaper world. The case was not reached, however, but it probably will be in 1923. Briefly, the facts of the case are these:

As city editor of the Chicago American, Elwell caused to be published an expose of a certain drug matter, which constituted a good beat. He was called before the grand jury, which happened to sit the day the story was published. Upon questioning Elwell refused to divulge the source of his information. He took the ground that he was honor bound to protect the source of such information in the newspaper world. The case was referred to Judge Carpenter. He ordered Elwell to answer. Elwell refused. He was then adjudged in contempt of court, fined \$500 and ordered held in the "common county jail" until he answered. This might be taken by some to mean a life sentence, particularly if a man forgot the source of his information.

On the first appeal Elwell's attorneys attacked the jurisdiction of the grand jury. The court of appeals held against him and the Supreme Court refused to review the decision. A warrant was issued but this move was circumvented by securing a writ of habeas corpus. Judge Fitzhenry, of Bloomington, heard the contention that Elwell was ready to answer but the grand jury had since died and that therefore Elwell was placed in the position of being physically unable to perform what the court ordered. Judge Fitzhenry held against Elwell. The Supreme Court will decide this question. Elwell has not yet answered of his sentence, though the fine has been paid.

Fined for Refusing to Give Idaho Court Information.—K. E. Torrance, editor of the American Falls (Ida.) Press, was fined \$10 for contempt of court when he refused to divulge the name of his informant in a "bootlegging" story. The paper had stated that an interview regarding Prohibition had been obtained with the most prominent bootlegger of the city and gave an intimate description of where and how the liquor was being manufactured.

Sentence of Jail and Fines for Criticism of Court.—Because he openly declared his "disgust over decisions rendered by District Judge James C. Hume, of Des Moines, which he charged were "filled with puerile personalities" and "presented a strained effort at humor and sensationalism wholly unbecoming a judge," Austin Haines, then editor of the Des Moines (Ia.) News, Scripps-McRae League newspaper, was sentenced, September 30, to serve one day in jail and pay a fine of one dollar. The sentence was imposed by Judge Hume, whose decisions Haines attacked. The case grew out of some comments Haines is said to have made in the News on June 27. It is said that Haines "accused the judge of conduct unworthy of a judicial officer through the nature of his decrees, which, the editor charged, were attempts at sensationalism." Haines was then summoned by Judge Hume to appear before him on a charge of contempt of court. In making the decision at the time of the sentence of Haines, Judge Hume quoted the statutes on contempt as follows: "Contemptuous or insolent behavior toward such court when engaged in the discharge of a judicial duty which may tend to impair the respect due to its authority." Judge Hume said, during the contempt proceedings, that "the defendant chatters glibly about freedom of speech and the liberty of the press, guaranteed by the Constitution. He is unable, apparently, or unwilling, to distinguish between liberty and license. There are limits, even in America, beyond which newspaper editors cannot go. As the court regards it, the defendant in the article complained of has exceeded these limits. . . . In the court's judgment, the defendant is guilty of contempt." The Contempt of Court case against Haines is still pending in the Supreme Court, following the conviction in District Court. The case was immediately appealed, and is now before the Supreme Court. It will probably be several months before a decision with regard to it is made.

Divulging Secret Grand Jury Proceedings.—Judge J. Jerome Hahn, in the Superior Court at Providence, R. I., December 18, stated that in the future any newspaper reporter who wrote and turned over for immediate publication to his paper a story of a secret grand jury indictment before the defendant had been brought into court to plead to the indictment would be subjected to contempt proceedings and penalty would not be a fine. This came up when Jean Sabate, a reporter on the staff of the Providence News, was brought before Judge Hahn for a reprimand for allowing stories to be published in the News before, according to Judge Hahn, they should have been released for publication. Judge Hahn's ruling in effect is: "On a secret indictment there should be no publicity until the defendant appears to answer and even then only such publicity as may be properly given it. For instance, if there were three defendants and only one of them appeared to plead, it would not be proper to mention the other two. It is essential that the work of the grand jury be kept secret at all times until the authorities are ready to make it public."

Forecasting Court Proceedings Forbidden.—Right of a Federal judge to censor reports of proceedings in his court as prepared by reporters for the daily newspapers, was invoked by Judge J. C. Hutcheson of Houston, in July, in the

trial of S. E. J. Cox on charges of using the mails in a scheme to defraud. Unexpectedly excusing the jury but holding every other person in the courtroom, Judge Hutcheson addressed the newspaper men from the bench. He severely arraigned the reporters and newspapers of the city for the reports that had been published covering the progress of the trial, and threatened the reporters and editors with grand jury action if they did not desist in the writing and publishing of such reports. "This is no mock trial," Judge Hutcheson declared. "I shall take grand jury action against reporters and publishers for writing and publishing stories predicting who is going to appear as witnesses and what is going to be done in this trial. Such thing is absolutely prohibited from this time forward."

LIBEL CASES

Mistaken Identity Is Libelous.—Per se a decision containing elements of unusual interest and importance on newspapers' liability libel laws was handed down in April by the Supreme Court of the State of Colorado. The defendant in the case was the Denver Express Publishing Company. The ruling reversed in part and affirmed in part the judgment of Judge Julian H. Moore of the District Court in Denver. The Supreme Court opinion was given by Justice Denison, Chief Justice Scott not participating. The plaintiff, Ellen Switzer, in error brought suit for libel against Caroline M. Anthony and the Denver Express. The complaint alleged that the defendants conspired to publish the following:

"INSULT THE FLAG, WOMAN SAYS, SO SHE'LL AVENGE IT."

"Mrs. Ellen Switzer, 2036 W. 3rd avenue (meaning the plaintiff herein), called the American flag a dirty rag, according to Mrs. Caroline M. Anthony, a neighbor. Mrs. Anthony's forebears were pioneer American settlers and she immediately protested against the insult to the flag. Then she claims Duncan McPhail, an attorney, got into the argument and sided with Mrs. Switzer (meaning the plaintiff herein). So Mrs. Anthony, Wednesday, asked the district attorney's office to have the two deported as undesirable aliens. She referred to the commissioner of immigration. 'If he doesn't deport them I'll take the matter into my own hands and avenge the flag,' said Mrs. Anthony."

On trial after the evidence on both sides the court directed verdicts for the defendants. The material facts, as follows, were undisputed:

Mrs. Anthony complained to the deputy district attorney of some misconduct of the plaintiff, Mrs. Switzer, and at the same time said that another woman had referred to the American flag as a "dirty rag." A reporter, in writing the story for the Express, by mistake put Mrs. Switzer in the other woman's place. Neither he nor anybody in connection with the newspaper knew the plaintiff or anything about her, or had any wish to defame her. Mrs. Anthony was shown to have had nothing to do with the libel and was properly discharged. The Supreme Court's overruling opinion, and reasons therefor, follows:

"We are forced to the conclusion that the direction of the verdict for the defendant, the Express Publishing Company, was erroneous. The court stated the following reasons for its action:

- "1, that no conspiracy had been shown as alleged in the complaint";
- "2, that the article referred to one Ellen Switzer and was in no way connected with Ellen Switzer";
- "3, that no malice or want of good faith had been shown";
- "4, that the plaintiff was not the person libeled";
- "5, that the complaint did not state facts sufficient to constitute a cause for action";
- "6, that the statute defined libel as malicious defamation";
- "7, that the matter is one of qualified privilege.

"Counsel for the defendant in error adds to this that no damage was shown.

"As to the first ground: The allegations are that the defendant, Anthony, 'did not convey and deliver' to the defendant corporation the libelous matter and that said defendants did contrive and conspire together and did print, publish and circulate of and concerning plaintiff the matter above set forth.

"The gravamen of this charge is, of course, the publication and the allegation that the defendants did or did not conspire to affect the sufficiency of the complaint and the failure to prove it does not constitute a variance, therefore, the first reason given by the court was unsound. Under the old practice the rule might have been otherwise but under our new code one can see no reason for declaring a variance when the real gravamen has been proved. Code 1908, section 84.

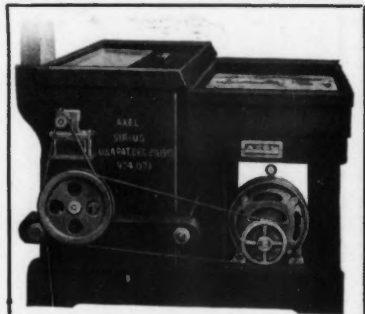
"As to the second point—that the article referred to Ellen Switzer and not Ellen Switzer—the court might have added that it described as residing at 2936 W. 3rd avenue, when in fact she resided at 2905 W. 2nd avenue. What the evidence was that there was no such person known as Ellen Switzer, and one witness testified that while she knew the plaintiff and that the proper spelling of her name was Ellen Switzer, she (the witness) pronounced it 'Switzer.' The plaintiff, herself, testified that because of the odium of the charge she was subjected to insult. These things tended to show and would justify the jury in finding that there was an accurate enough description

(Continued on page 230)

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IN THE COURTS—(Continued from page 228)

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in the alleged libel to identify the plaintiff and that it did identify her and therefore it was for the jury to say whether the defamatory matter was spoken of and concerning the plaintiff, because it was for them to determine what the article meant. Republican Publishing Company vs. Miner 12 Colo., 77, 86.

"In this connection it should be remembered that the fact that neither the reporter nor anybody else connected with the newspaper knew the plaintiff, is immaterial to the right to recover. It is not necessary that they should have known her and have intended to defame her. Upon this point we cannot agree with the case of Hanson vs. the Globe Newspaper Company, 159 Mass., 293, 20 I. r. a, 856 or with the counsel's interpretation of Butler vs. the News-Leader Company, 104 Virginia, P. 513, E. 213. The dissenting opinion in Hanson vs. the Globe in our judgment, states the correct law. Intent is immaterial except as a part of express malice.

"The third point—that the plaintiff had shown no malice or want of good faith—is annulled by Meeker vs. the Post, 55 Colorado, 335, 359. Lack of malice alone does not constitute a defense. The true rule, as we understand it, is that express malice may be proved under our statute concerning actionable per se malice sufficient to sustain a judgment as presumed. R. M. News vs. Fridhorn, 46 Colorado, 440, 446, 2, 7. In this connection see Republican Publishing Company vs. Mosman, 15 Colo., 339. Same vs. Miner, supra.

"The fourth reason—that the plaintiff was not the person libelled—is, in substance, the same as the second.

"In the fifth ground, that the complaint does not state facts sufficient to constitute a cause of action, we cannot agree with the court below. The complaint alleges with proper innuendoes, that the article was published of and concerning the plaintiff, code 1908, section 74, and if the article be considered as a statement that the plaintiff called the American flag a dirty rag, it is, we think, libelous per se, because if believed, it was certain to bring upon the plaintiff the contempt and hatred of the community in which she lives, especially in times of patriotic excitement such as prevailed in the fall of 1916, when this publication was made. It is true that the article does not say that Mrs. Switzer did so refer to the flag, but only that Mrs. Anthony had accused her thereof; but it is the same as if the charge had been directly made. Meeker vs. the Post Publishing Company, 55 Colorado, 355, 7, 8; The Republican Publishing Company vs. Miner, 3 Colorado, APP. 568; Morse vs. Times-Republican Publishing Company, 124 Iowa, 707, 100 N. W., 867; Bishop vs. Journal Newspaper Company, 488, Mass., 327, 47, M. E. 119. See also the authorities cited in 55 Colorado, 358.

"The sixth point, in substance, is the same as the third.

"The seventh reason—that the matter is one of qualified privilege—cannot be sustained. The publication of a legal proceeding is qualifiedly privileged, but not until it has gone into court and thereby become public. Meeker vs. Post Supra. See also Parsons vs. Age-Herald Publishing Company, 181 Alabama, 439, 61, 90, 346. Moreover, the qualified privilege permits only the publication of a truthful statement of the matter as it took place in the court. The defendant cannot claim a qualified privilege to say that one has been accused in a legal proceeding when he has not, so even if statements to the district attorney were qualifiedly privileged the publication of the accusation made of another as having been made of the plaintiff would not be drawn within the privileges.

"The fact that no damage was proved, the case being one of libel per se, is immaterial. Republican Publishing Company vs. Miner 12 Colo., 86

"The judgment is affirmed as to the defendants, Anthony. As to the defendant, the Denver Express Publishing Company, it is reversed and remanded."

Business Manager Not Responsible.—That a business or circulation manager with no editorial duties is not criminally liable for articles printed in the newspaper in violation of the Minnesota criminal syndication act of 1917, unless he circulates the paper knowing its contents, was the opinion of the Supreme Court in the criminal action against the managing editor and business manager of a newspaper published by the Workers Socialist Publishing Company, of Duluth, Minn. The court held that the verdict of guilty returned against the managing editor of the paper, Tobias Kekkonen, but held that the business manager, A. A. Tolonen, was not guilty and so reversed the jury and the court in that respect. The Supreme Court held further that the managing editor of a newspaper is "criminally liable and responsible for an unlawful publication made in its paper unless the unlawful publication is made under such circumstances as to negative any presumption of privity or connivance or want of ordinary caution on his part to prevent. It is not a defense to merely show that the editor was not aware of the publication. Under this rule the editor was liable criminally in this case."

Candidates for Public Office Make Character and Fitness an Issue.—Decision of not guilty of criminal libel was handed down, October 12, by Judge John H. Burke of Boston Municipal Court in suit brought by John Jackson Walsh against Frederick W. Enwright, publisher of the Boston Telegram. The suit grew out of statements made by the Telegram during the political campaign in which the plaintiff sought the Democratic nomination. Judge Burke said: "Every candidate for public office puts his character and fitness as an issue, and a candidate who invites an attack in a particular direction can hardly complain if his opponents accept the challenge. Counsel for complainant argues that decent men will be driven from

politics. It may be hard to find impeccable men—may, it will be hard—but that cannot change the status of the law as it is. The voters are entitled to know the character of men seeking their votes and it is for them to say how far a proven past offense will be condoned. Defendant discharged."

Liability for Slacker List Errors.—The right of a person whose name has been wrongfully included in a slacker list to sue the newspaper publishing the list for damages was upheld by the Appellate Division of the New York Supreme Court on January 13 in a case brought against the New York World by one Charles J. Hyman. The decision reversed the lower court. The new ruling holds that:

"Whatever may be the immunity of the War Department for the publication of the list, and as to this we express no opinion, certainly that immunity did not extend to a newspaper that published it, even though actuated by a sense of duty and for the general good of the State. The privilege, if any, is a qualified and not an absolute one. If any justification exists for the publication, it must be found in facts, which do not appear from the complaint, and which must be asserted as a defense in an answer."

The Hyman suit was the first to be heard of many cases filed in New York and in other states against newspapers which published the War Department slacker lists, and was regarded as a test. Many other claims had been held awaiting its outcome.

Beyond Border of Fairness.—B. F. Looney, former attorney general of Texas, won a long-standing libel suit in Texas Supreme Court in December against A. H. Belo & Co., publishers of the Dallas-Galveston News, when the court upheld a trial court verdict, rendered in 1916, in his favor on account of two editorials and two news articles published in these papers in the early part of 1913. The case, famous in Texas libel proceedings, reached the Supreme Court on the dissenting, minority opinion of the Texas Court of Civil Appeals, and the minority decision was upheld, along with the trial verdict. The judgment will be made later by the civil appeals court. The editorials and news articles went beyond the border of "fair comment and criticism of the acts of a public official" and reached the bounds of defamation, under the Texas law, it was held. The opinion was handed down by a special court, two justices disqualifying themselves. It was written by C. L. McCartney, of Brownwood, Tex.

Gets Verdict on Belief That Information Published Was True.—In accordance with instructions from the trial judge, a jury hearing a suit brought against the Fresno (Cal.) Morning Republican in May, brought in a verdict in favor of the defendant. The suit was filed over a year ago by Herbert F. Briggs, police court judge, who was charged in an editorial with being lax in his imposition of fines against liquor law violators. A suit for \$150,000 damages was filed charging that the official had been libeled. The court held that a verdict against the defendant was returnable if the jury felt that the editor believed the information given him by his investigators was true.

Attorney Would Stop Defendant Paper from Publishing News of Trial of Libel Action Against It.—When the first day of the trial of Mayor Thompson's suit for \$500,000 against the Chicago Daily Tribune opened in Chicago, counsel for the mayor questioned the right of the newspaper to print daily the news of the proceedings and then permit the jurors to read the Tribune. The trial judge gave no ruling on the matter.

Plaintiff Loses War-Time Case.—The libel case of Dr. K. Von Schoech against the El Paso (Tex.) Herald was disposed of by the Texas Supreme Court April 29, following appeals from district court and court of civil appeals by the plaintiff. In each of these he was denied recourse. It was held that Dr. Von Schoech had not been libeled by statements published in the El Paso Herald purporting to quote statements that Dr. Von Schoech had registered as a German subject.

Couldn't Prove Published Charge Was False; Loses Case.—By a voluntary non-suit, entered in April in the District Court of Shreveport in the action of Huey P. Long vs. Journal Publishing Company the suit against the Shreveport Journal was dismissed at the instance of the complainant, a member of the Louisiana State Public Service Commission, who had asked for \$25,000 damages, claiming that an editorial published on October 5, 1921, was libelous and caused him humiliation. Prior to the motion for non-suit, District Judge J. H. Stephens, of Caddo parish, had held that only in the event the plaintiff could prove that he had not been prosecuted in an action referred to by the editorial, he would have a case.

Fails in Attempt to Collect Damages on Extracts from Article.—A \$25,000 libel suit filed by Robert W. Findley, lumberman, against the Knoxville News was ordered stricken from the docket by Judge Huffnaker of the Circuit Court at Knoxville, Tenn., in May, upon demurrer filed by the defense. The News in its demurrer set forth that Mr. Findley's suit falsely alleged that the newspaper had accused him of committing a felony, in an article published January 27 relating to Mr. Findley's speeding in his automobile. The News pointed out that speeding was not a felony, but a misdemeanor. It stated that reference to "fixing up the case in a squire's court" did not refer to Findley, but to another person and that the words did not imply bribery or official. The News further set forth that the plaintiff expected only such words from its article as seemed prejudicial to Findley, but did not quote the full article, which would have given its true purport. (Continued on page 232)

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising 1,639,936
National Advertising 25,003
Classified Advertising 63,514

Total Advertising 1,728,453

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You have thought of press clippings
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Established a Quarter of a Century

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Evening Newspapers**

DURING the past year local merchants placed a total of 20,321,400 lines of display advertising in the four St. Louis daily newspapers. Over 95% more was placed in the two important evening papers than in the morning and other evening paper. Daily figures follow:

	<small>(Agate Lines)</small>
THE ST. LOUIS STAR	5,421,444
Post-Dispatch	8,024,625
<small>(EVENING PAPER)</small>	
Globe-Democrat	3,909,666
<small>(MORNING PAPER)</small>	
The Times	2,966,385
<small>(EVENING PAPER)</small>	

These figures should interest the National Advertiser. His objective and that of the local advertiser basically are identical. Complete coverage in the zone of distribution at minimum cost, elimination of duplicated circulation and a high return per dollar invested in space are "must" requisites in each case.

The local advertiser has found that the solution to his problem lies in concentrating the bulk of his appropriation in the two principal evening papers—the most conclusive reason why National Advertisers should include,

Necessarily on the List—

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles San Francisco

*A Slogan Growing
Steadily in Favor
Daily and Sunday—*

don't say "Paper"
—say "STAR"

Trade Mark Registered

IN THE COURTS—(Continued from page 230)

Used Newspaper Presses For Sale

- GOSS** Straight-line Sextuple with double folder. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.
- GOSS** High-Speed Sextuple Press with Color Cylinder and double folder. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.
- GOSS** Straight-line sextuple with double folder. Page length 22 3/4 inches. Now printing the Manchester, N. H., Union-Leader.
- GOSS** Four-Deck Single-width Straight-line Quadruple, with single folder. Page length 22 3/4 inches. Now printing the Lincoln, Neb., Star.
- GOSS** Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21.60 inches. Now printing the Kansas City, Mo., Post.
- GOSS** 16-page Press. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.
- GOSS** Three-Deck Sextuple. Page length 21 1/2 inches. Formerly printed the Boston, Mass., Journal.
- GOSS** Comet 8-page Flat Bed Press. Now Printing the Alton, Ill., Daily Times.
- Four **SCOTT** 32-page Presses. Now printing the Kansas City, Mo., Journal-Post.
- Two **DUPLEX** sextuple Presses. Now printing the New York Tribune.
- DUPLEX** 8-page Double Drive Bar Flat Bed Press now printing the Carbondale, Pa., Leader.
- Also several excellent presses of our own make.
- For particulars apply to
- R. HOE & CO.,**
504-520 Grand Street
New York, N. Y.
7 Water St., Boston, Mass. 27 Tribune Bldg., Chicago, Ill.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK

It Pays to Huberize



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROOKLYN BLDG.-42nd and BROADWAY
NEW YORK

Knew Statements Untrue, But Intended to Retract Them—"Guilty."—Edwin R. Cornish, editor of the Bay City (Mich.) Workers' Voice, was found guilty, in Federal Court at Bay City, October 19, of contempt of court in having published slanderous and inflammatory articles in his paper regarding Judge Tuttle's issuance of an injunction against the striking shopmen of the Pere Marquette Railway. Mr. Cornish admitted that he knew the statements made in his paper were untrue, but he had not retracted them because he thought the "time was not ripe."

A 24-Cent Verdict Against Newspaper.—Former Mayor Glen Toole of Macon, Ga., was awarded a verdict for 24 cents in July in his suit for \$50,000 against the Macon Telegraph. The action was based on publication of an account of an automobile accident in which it was stated the former mayor figured. It was shown that Mr. Toole was in no way connected with the accident. The verdict carried with it liability to the Telegraph of 24 cents, the code providing that in libel suits the costs adjudged against the defendant shall not exceed the amount of damages awarded.

Truth of Publication Plea Upheld.—A verdict for the Pulitzer Publishing Company, publisher of the Post-Dispatch in a suit for \$100,000 damages for libel brought against it by Aroy S. Phillips, former State Senator of Missouri, was unanimously affirmed in February by the State Supreme Court at Jefferson City. The basis of the suit brought July, 1919, was a letter addressed to the editor of the Post-Dispatch in a controversy then in progress over an effort to refer a workmen's compensation act adopted by the 1919 act of the Legislature. The Post-Dispatch pleaded the truth of its publication as a defense, which was upheld.

AFFECTING ADVERTISING

U. S. Supreme Court Decides Twice Against Price-Fixing.—Another attempt to legalize the fixing of resale prices by manufacturers failed January 3, when the U. S. Supreme Court upheld by a vote of five to four the Federal Trade Commission's authority to order the Beechnut Packing Company to cease and desist from carrying into effect its so-called Beechnut policy by co-operative methods in which the company and its distributors, customers and agents undertake to prevent others from obtaining its products at less than the price designated:

"1. By the practice of reporting the names of dealers who do not observe such resale prices.

"2. By causing dealers to be enrolled upon the list of undesirable purchasers who are not to be supplied with the products of the company unless and until they have given an antecedent assurance of their purpose to maintain such designated prices in the future.

"3. By employing salesmen or agents to assist in such plan by reporting dealers who do not observe such resale prices, and giving orders of purchase only to such jobbers and wholesalers as sell at the suggested prices and refusing to give such orders to dealers who sell at less than such prices, or who sell to others who sell at less than such prices.

"4. By utilizing numbers and symbols marked upon cases containing their products, with a view to ascertaining the names of the dealers who sell the company's products at less than the suggested prices, or who sell to others who sell at less than such prices, in order to prevent such dealers from obtaining the products of the company.

"5. By utilizing any other equivalent co-operative means of accomplishing the maintenance of prices fixed by the company."

Another hope that the U. S. Supreme Court might sanction the fixing of resale prices by manufacturers proved without avail when, on January 8, 1923, the court upheld the Federal Trade Commission's order to the Mishawaka Woolen Manufacturing Company to desist from the practice. The Trade Commission order, however, was modified to the limitations placed on the Beechnut Packing Company, which are stated above.

Injunction Protects "Fruit of the Loom" Trademark.—Judge Westenhaver of the U. S. District Court for the Northern District of Ohio, at Cleveland, in October granted an injunction to B. B. & R. Knight, Inc., owners of the "Fruit of the Loom" trademark, and to the Ernest Simon Manufacturing Company, its licensee, restraining W. L. Milner & Co., Toledo, from offering for sale shirts other than those made by the licensee and representing them as genuine "Fruit of the Loom" shirts. For 30 years B. B. & R. Knight, Inc., has permitted manufacturers of men's shirts and other garments to use this trade mark on condition that the manufacturer join with the owner of the trademark in guaranteeing quality of the goods the workmanship, design and reliability of the finished article. To this was added an advertised guarantee to refund the purchase price should the consumer be dissatisfied. The defendant contended that the plaintiffs were not entitled to relief because these methods of doing business tended to create a monopoly in restraint of trade and, therefore, they did not come into court with clean hands.

The defendant, unable to obtain "Fruit of the Loom" shirts from the licensee, obtained "Fruit of the Loom" in the bolt, and had shirts made from it by an independent shirt company and others not authorized by the Knight Company to use its trademark. These shirts did not contain the authorized ticket, but were stamped on the neckband, "Fruit of the Loom." The defendant advertised these shirts in local newspapers as "Men's \$2.00 Genuine Fruit of the Loom Shirts." Judge Westenhaver said:

"Upon the foregoing facts the law is well settled that the defendant's conduct is

unlawful and the plaintiffs are entitled to an injunction. The defendant must be found to have intended to produce confusion by the labeling and marking of its shirts, and particularly by its methods of advertising. It must be found to have done so with the wrongful object and purpose of appropriating some part of the plaintiff's trade and good-will and of passing out to the purchasing public its shirts under favor of plaintiff's reputation and good-will built up by many years of labor and advertising."

The court also stated that the defendant had the right to buy "Fruit of the Loom" cloth in bolts and make it up into shirts and sell the shirts made from that cloth, and in doing so it may inform the purchasing public that its product is made of "Fruit of the Loom" cloth provided it does not adopt trademarks or labeling as applied to such shirts or make representations orally or by advertising which may or will confuse the purchasing public as to the origin of its product.

This decision carries the doctrine of the case of Cheney Bros. vs. Gimbel Bros., recently decided in the Southern District of New York, and cited by Judge Westenhaver, one step further in that it protects the owner of a trademark or an unmanufactured cloth and its authorized licensee, even after the cloth has been manufactured into a finished article.

Rights of Taxicabs to Color and Design Trademarks Upheld in Two Cases.—That the adoption of a sentence of painting a taxicab like that used by a rival taxi company is unfair competition is the decision handed down here by Judge Franklin T. Hammond in the equity session of the Massachusetts Superior Court in Boston in May. This decree, which was considered a test decision of far-reaching importance to the advertising world, indicated that where color scheme has been used in such a way as to become associated with a definite service in the mind of the public, such a color scheme will be protected by the courts, even though it is not part of a trademark and even though it is not recorded at Washington. The fact that the plaintiff, the Taxi Service Company, had spent money over a considerable period to identify its Black and White taxicabs and build good will with the public was one of the outstanding factors which enabled it to win its decision over the defendant, William N. Gottman, an individual taxicab driver of Boston. The case was under the jurisdiction of the Suffolk County courts.

The Checker Cab Manufacturing Corporation has the sole right to sell, operate and use for public hire taxicabs done with the checker design used by the Checker Company, according to Judge Robert McC. Marsh in the decision handed down in December in which he also granted the corporation a preliminary injunction against unauthorized imitation of its taxicab color and design. The Checker company had brought suit against Hugh Sweeney in New York Supreme Court. In his decision Judge Marsh said: "The taxicabs manufactured by the plaintiff are known as Mogul and as Checker cabs and are marked by the plaintiff with a distinctive symbol in the form of a design or pattern of checkers of contrasting colors arranged both in circles and also in hand running from end to end around the tonneau. This design has been used by the plaintiff for more than a year, and has recently been registered by it as a trademark under Section 397 of the General Business Law. It is not difficult to perceive, however, that if imitations of the plaintiff's cabs may be used without restraint, the plaintiff's market is bound to suffer. Actual loss need not be proved to have already occurred if it is clearly threatened, and when the wrong is clear, the defendant's motive and intent are immaterial. The papers submitted leave no room for doubt that the defendant intentionally copied plaintiff's marking, and * * * he undeniably had in mind the advantage of using that design in competition with the operators who had purchased plaintiff's cabs. Motion for injunction granted."

No Protection for "Thermos" Trademark.—The United States District Court in August was sustained in the United States Court of Appeals in a decision by Judge Anderson against the American Thermos Bottle Company, which had brought suit against the W. T. Grant Company, of Lynn, Mass., New York and elsewhere, for infringement of trademark. The infringement charged was in connection with the use of the word "Thermos" on bottles. When the case was brought up some time ago, Judge Anderson decided that the suing company did not come into court with "clean hands," in that it had advertised its goods as "American made for American people to keep American workmen busy," whereas the court found some of the bottles were procured from Japan, Germany and other sources.

Previously, on February 25, the injunction restraining the W. T. Grant Company from selling at cut price vacuum bottles marked Thermos was dissolved on February 25 by Judge Anderson, in an equity session of the United States District Court at Boston. The Grant company purchased 80,000 bottles which were made in Germany for the American Thermos Bottle Company, of Norwich, Conn., under contract, and which the latter refused to accept. In handing down his decision Judge Anderson scored the American Thermos Bottle Company for its advertising policy of representing its products as American made, while it was buying the glass part of them abroad. He required the bottle company to pay the court costs.

Restraint from Using Name of "Cheney."—Gimbel Brothers, New York department store, were in April restrained, in an order obtained from Federal Judge Augustus N. Hand, from continuing an advertised sale of shirts claimed to consist of "22,000 yards of Cheney's Twill and Shower-proof Foulards," and were directed to cease advertising the merchandise in that manner. In the complaint it was alleged that

(Continued on page 234)

The Atlanta Journal

ATLANTA, GA.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal Sells the Goods

YOU USUALLY FIND THAT THE PROGRESSIVE NEWSPAPER IN A CITY IS AN—

NEA CLIENT

EVERY FEATURE NECESSARY FOR THE UP-TO-THE-MINUTE PAPER IS INCLUDED IN THE DAILY NEA FULL SERVICE.

Ask for Samples and Rates

NEA SERVICE, INC.
1200 W. Third St., Cleveland, Ohio

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

“OHIO FIRST”

Ohio is the ideal market for the launching of national advertising campaigns.

It has five per cent of the population of the United States, or 5,759,394 persons, 141.4 inhabitants per square mile.

Ohio ranks among the leaders in every line of agriculture standing fourth in total value of farm crops. There are over 256,000 farms valued at \$3,095,666,336.

As an industrial state she has 218 branches of manufacture. In ten different industries she outranks all other states, is second in eighteen others and fourth in another.

More than 63% of Ohio's population resides in cities and towns connected by railway and trolley systems.

NO OTHER TERRITORY CAN OFFER SUCH A MARKET

Ohio must be considered in any National Advertising Campaign whether of minor or major importance.

And Ohio Newspapers for securing Ohio Trade are the easiest, surest and most productive and least expensive mediums available.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal..... (E)	35,785	.10	.10	*Lima News and Times-Democ't (E&S)	16,083	.07	.05
**Akron Times..... (E)	21,416	.06	.06	*Lima Republican-Gazette.... (M&S)	10,270	.035	.035
**Akron Sunday Times..... (S)	21,439	.07	.07	†Middleton Journal..... (E)	5,117	.025	.025
†Bellefontaine Examiner..... (E)	4,536	.0179	.0179	†Newark American-Tribune.... (E)	6,890	.025	.025
†Cincinnati Enquirer..... (M&S)	72,270	.17-.35	.17-.35	†Portsmouth Sun and Times.. (M&E)	16,481	.06	.06
†Columbus Dispatch..... (E)	75,116	.15	.14	†Portsmouth Sun-Times..... (S)	11,140	.04	.04
Columbus Dispatch..... (S)	74,654	.15	.14	Steubenville Gazette..... (E)	8,437	.04	.04
Columbus, Ohio State Journal... (M)	50,124	.12	.13	**Toledo Blade..... (E)	100,317	.27	.25
Columbus, Ohio State Journal... (S)	29,206	.12	.13	†Toronto Tribune..... (E)	1,096	.011	.011
Conneaut News Herald..... (E)	3,094	.017	.0179	**Youngstown Vindicator..... (E)	24,787	.07	.07
†Dover Daily Reporter..... (E)	4,537	.02	.02	**Youngstown Vindicator..... (S)	24,351	.07	.07
†Ironton Irononian..... (M)	3,170	.0179	.0179				
†Kenton Democrat..... (E)	2,400	.014	.014				

Government Statement, April 1, 1922.
 *A. B. C. Publisher's Statement, April 1, 1922.
 **A. B. C. Publisher's Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

MAKE YOUR ADVERTISING REACH THE PEOPLE OF NEW YORK STATE AND THE MARKETS OF THE NATION ARE YOURS

Eighty-two and seven tenths per cent of the population or 8,589,844 people in New York State are "city people."

In total urban population New York State leads the country, urban population including only those cities and towns exceeding 2,500.

Of the total urban population 5,809,720 is native white and 2,487,080 is of native parentage. It is in rural New York that native American stock shows the strongest. Of the total rural population of 1,795,383 there is a white population of 1,776,957; of this number 1,556,195 is native white and 1,100,186 is of native parentage.

In 22 of the leading cities are found 7,564,000 people or 72 per cent of the urban population.

The U. S. Census Statistics of Occupation show that 4,003,844 persons are engaged in gainful occupations. Of these 362,665 or 9.3 per cent are employed in various agricultural pursuits, while 3,630,959 or 90.7 per cent are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

New York State is an ideal market for any product that bears a trade mark. These daily newspapers reach two out of every three people in the state. Use them to merchandise your product.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press(M)	33,394	.09	.09	†The New York Herald(M)	178,066	.49	.45
***Albany Knickerbocker Press(S)	47,496	.11	.11	†The New York Herald(S)	178,066	.49	.45
†Auburn Citizen(E)	6,433	.04	.035	The Sun, New York(E)	180,442	.48	.45
*Brooklyn Daily Eagle(E)	61,561	.20	.20	New York Times(M)	356,671	.65	.6305
*Brooklyn Daily Eagle(S)	75,566	.20	.20	New York Times(S)	356,671	.75	.7275
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18	*New York Tribune(M)	137,011	.40	.36
*Buffalo Courier(S)	128,554	.27	.22	*New York Tribune(S)	141,973	.40	.36
*Buffalo Evening News(E)	104,958	.21	.15	**New York World(M)	351,260	.505	.58
*Buffalo Evening Times(E)	85,006	.15	.15	**New York World(S)	576,778	.505	.58
*Buffalo Sunday Times(E)	102,809	.15	.15	**New York World(F)	272,479	.505	.58
Corning Evening Leader(E)	7,260	.04	.04	***Niagara Falls Gazette(E)	14,614	.06	.05
***Elmira Star-Gazette(E)	23,754	.09	.07	***Olean Times(E)	6,423	.03	.03
Geneva Daily Times(F)	6,415	.04	.04	***Poughkeepsie Star and Enterprise.....(E)	11,553	.05	.05
**Glens Falls Post-Star(M)	7,419	.03	.03	†Rochester Times-Union(E)	65,240	.20	.18
***Gloversville Leader Republican.....(E)	6,247	.03	.03	Saratoga Springs Saratogian.....(E)	8,224	.04	.04
Gloversville Morning Herald.....(M)	5,717	.035	.035	***Staten Island Daily Advance.....(E)	10,168	.15	.05
*Ithaca Journal-News(E)	7,454	.04	.04	Syracuse Journal(E)	45,014	.10	.10
*Jamestown Morning Post(M)	9,525	.05	.03	Syracuse Journal(M&E)	22,408	.05	.05
***Middletown Times-Press(E)	6,335	.03	.03	†Troy Record(M&E)	22,408	.05	.10
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04	Government Statements, April 1, 1922.			
***Newburgh Daily News(E)	10,283	.05	.05	*A. B. C. Publishers' Statement, April 1, 1922.			
†New York Globe(E)	166,196	.36	.34	†Government Statement, October 1, 1922.			
†New York Evening Mail.....(E)	161,215	.41	.40	***A. B. C. Publishers' Statement, October 1, 1922.			
				**A. B. C. Annual Audit, Sept. 30, 1922.			

IN THE COURTS—(Continued from page 234)

Illinois newspapers, like Illinois farms, are productive and advertisers who cultivate them consistently and intelligently will find them profitable producers of wealth.

Let a daily message reach over 6,000,000 people, telling them about your business proposition, and what you have to offer and the special advantages of your offer.

Land value of Illinois is \$115.00 per acre, second highest of all states. Eighty-nine per cent of all land is in farms and 85 per cent is improved farm lands.

Illinois manufacturing ranks near the top, having 18,594 factories employing over 805,000 people and producing over \$5,400,000,000 worth of manufactured goods annually.

No other state has as many banks as Illinois with 1,339 organized as National Banks and 869 as State Banks. National Banks have 1,206,442 deposit accounts.

Over six million successful people in the state have four times six million wants every week from mowing machines to motor cars and from furs to fireless cookers.

It is an extremely attractive state for advertisers. The tremendous circulations of the many newspapers in this state present a total number of prospective buyers that should appeal to all national advertisers.

Study the newspapers and cities listed below separately, then cover them together, and you practically blanket the State of Illinois.

the lower court being that the Times had not infringed the copyright of the Ledger by printing in this country a letter by Sir Edward Grey originally printed in the London Times of January 31, 1920. The Times was thereby cleared of the allegation. No comment on its action was made by the Supreme Court other than the formal legal phrase "petition for writ of certiorari denied." The suit in question was brought in the Federal Court for the Southern District of New York after the New York Times printed the Grey letter February 1, 1920. The Ledger contended that it had exclusive rights to publish articles from the London Times in the United States and that the Times acted unlawfully when it printed the Grey statement, which the London correspondent of the New York Times obtained permission from the office of the London Times to cable to the New York Times after it had appeared in the London Times. Two allegations were made by the Ledger, first that the Times had infringed the copyright and second that there had been unfair trade competition. The District Court dismissed the first complaint, but the second was left to stand and is yet undecided. The United States Circuit Court of Appeals sustained the lower court in a formal opinion, and the Ledger appealed to the Supreme Court, taking the first complaint to this tribunal and setting forth that it could not press its case with regard to the second count until the first was decided.

Fine for Stealing Newspaper from Doorstep.—Ed. Munsey, an Ogden (Utah) newspaper and magazine dealer, was fined \$50 in the City Court in June for the theft of a newspaper from an apartment house doorstep. He was convicted upon testimony of a carrier for the Ogden Standard-Examiner, who testified that he saw Munsey take the paper. Munsey had been fined \$25 once before for a similar offense.

Public Printing Must Be Done Within State.—Attorney General Robertson of Mississippi rendered decision that no money can be legally paid out of the state or county treasury for printing of any kind done outside the state for any state or county officer, institution, college, school or department.

Monotype Wins Two Points in Case Against Patent Typewriter.—The United States Circuit Court of Appeals for the Eastern District of Pennsylvania, Third Circuit, in a decision rendered June 17, upheld the Lanston Monotype Machine Company of Philadelphia in two of its claims of infringement of patents made against the Pittsburgh Type Founders Company of Pittsburgh arising from the marketing by the latter of the Elrod Casting Machine. The case had been in the courts for several years and came before the Court of Appeals on appeal by the Lanston company from a decision rendered some time ago by the U. S. District Court in Delaware to the effect that the Elrod machine was not an infringement in any way on the Monotype. The decision of the Court of Appeals declared the mould of the Elrod machine an infringement on the Monotype but dismissed the claim of the plaintiff with regard to the Elrod device, which cuts into suitable lengths the strips produced by the machine, was the ground that the court is unable to find that it involves invention and that the patents for it lack validity. The costs in the court were assessed two-thirds for the defendant and one-third for the plaintiff. The Delaware court's decision was ordered amended. The U. S. Court of Appeals for the 3d District, sitting in Washington, subsequently awarded the Lanston Company an injunction against the Pittsburgh Type Founders Co., for infringements of patents.

Injunction Stops Newspaper Presses After Eleven P. M.—The Amerikal Magyar Nepszava, a Hungarian morning newspaper of New York, was restrained from operating its pressroom after eleven o'clock at night as soon as a temporary injunction granted to Jonah Goldstein by Justice Marsh in special term of the Supreme Court was made permanent. Goldstein, whose home abuts on the extension housing the newspaper's pressroom, complained that the noise and vibration of the machinery made comfort impossible in his home.

Advertiser Has Exclusive Right to Picture.—The Fitzgerald Manufacturing Company, New York, won its case against Mollie King, motion picture star, in action against her to enforce its contract for the exclusive use of her photograph and facsimile signature in connection with its advertisement of the Star Electric Vibrator manufactured by the company. The Court of Appeals, sitting in Albany, N. Y., dismissed her appeal from a judgment of \$2,883.83 obtained against her by default as damages for breach of the contract. The Fitzgerald company paid Miss King \$1,000 for the exclusive use of her photograph for a year and it was used in many advertisements illustrating the use of the vibrator. The company alleged she had broken her contract by giving the Wells and Richardson Company, of Burlington, Vt., permission to use her photograph on the "Diamond Dye Girl Calendar" for 1920. Also that her publicity agent used her photographs in many publications in connection with her activities. Miss King recently obtained an order to open her default and permit her to defend the action, which the Appellate Division, third department, reversed and its decision is now affirmed. Her defense was that the use of her photograph in other publications and in connection with other advertising made her more widely known and increased her value as an advertising feature.

Dollar "Package Sale" Ads Held to Violate U. S. Lottery Laws.—The Federal Court in Lincoln, Neb., ruled that so-called "Dollar Package Sale" advertisements, which many newspapers throughout the country have been printing for reputable jewelry firms (carrying statements that some of the packages contain articles valued

as high as \$50), are violations of the U. S. Lottery Laws and that publishers circulating them are liable to prosecution and punishment. The Lincoln State Journal Company and the Star Publishing Company, which published a few of these advertisements in Lincoln, were indicted, on complaint of a post office inspector, and fined \$50 by the Federal Court.

Published Picture of U. S. Currency.—A test of a newspaper's liability to prosecution for transgressing the Federal Law prohibiting the printing of copies of U. S. currency and stamps was begun in November before the Federal Grand Jury in Providence, R. I., with the publishers of the Providence Evening News as the defendants. The Evening News on October 20 published photographs of three \$500 bills, which it charged figured in an alleged attempt at political bribery. Secret service agents immediately seized the engraving plates and investigated the circumstances under which the pictures were published. The law covering the case is that of "Crimes Against Currency, Using Plates to Print Notes Without Authority," which provides:

"Whoever shall print, photograph, or in any other manner make or execute or cause to be printed, photographed, made or executed, or shall aid in printing, photographing, making, or executing any engraving, photograph, print or impression in the likeness of any obligation or other security, or any part thereof . . . except under the authority of the Secretary of the Treasury or some other proper officer of the United States, shall be fined not more than \$5,000 or imprisoned not more than 15 years or both."

The case has not yet come to trial.

Right to Establish Rival Publication Upheld.—The right to establish a rival publication that is intended to be destructive to another publication is absolute, according to a decision of the Appellate Division, Third Department of New York, handed down March 17 in affirming the decision of former Justice Albert H. Sewell in dismissing the complaint of Gny W. Beardsley to recover \$500,000 damages from Willis Sharpe Kilmer and Jerome B. Hadsell, owners and publishers of the Binghamton (N. Y.) Press. The decision of the Court lays down a new rule of law, that the right of competition is self-justification always, even though a rival publication is started for the sole purpose of destroying another and with no thoughts of business profits to be derived. The decision was made by a divided Court with Justice Harold J. Hinman dissenting, and it is expected a further appeal will be taken to the Court of Appeals. Mr. Beardsley was the publisher of the Binghamton Herald and Mr. Kilmer one of the manufacturers of "Swamp Root," a proprietary medicine, made in Binghamton. The Kilmer Company withdrew its advertising from the Herald and Beardsley began a series of editorial attacks on Swamp Root. Mr. Kilmer and Mr. Hadsell then started the Binghamton Press with the avowed purpose of putting the Herald out of business. A conspiracy was alleged for this purpose in 1903 and after attempting to meet the competition Beardsley was forced to suspend publication in 1910. He solicited his advertisers and subscribers were solicited and lower rates offered, his employees induced to leave his service for more pay on the rival paper and that unfair methods were used to destroy his business. Action was not brought until 1914 and came to trial in 1916 when his complaint was dismissed on the ground that it did not state a cause of action. The appeal from this decision did not come up for argument until the 1922 January term of the Appellate Division.

Attempt to Suppress News by Injunction.—An attempt to suppress news by court injunction, before the news was printed, was tried in New York February 20. It failed. At four o'clock Monday morning a member of the composing-room "lobster shift" of the New York Globe was served with papers in a preliminary injunction restraining the Globe from printing certain news stories about the firm of Randolph Rose & Son, cotton brokers, written by Harry F. Guest, of the Globe staff. Then, at 9:30 the same morning another set of papers of the same injunction was served on Jason Rogers, publisher of the Globe. At ten o'clock the same morning, the hour set for the hearing of the application for the injunction, Hays & Wadhams, attorneys for Randolph Rose & Son, failed to file with the court the proper return of service and the matter was thrown out. After this, Englehard, Poliak, Pitcher & Sterns, attorneys for the Globe, in writing, agreed to waive this as a technical error and asked that the hearing be restored to the court calendar and set for the same time the next day. Again counsel for Randolph Rose & Son failed to file the affidavit of service and the action was dismissed.

Court Settles Ownership of Newspaper.—Controversy over the ownership of the Klamath Falls (Ore.) Record was settled in May by the circuit court, which found that the 60-day option of E. J. Murray is valid. The court ordered delivery of all the common stock of the paper to him upon payment of \$1,000. Both the Record and Klamath Falls Herald claimed ownership of the paper and a dispute has been going on since last October. Don Belding and W. A. West, who have had possession of the Record plant, have held that the option held by E. J. Murray was invalid.

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

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

Index to entire advertising and text contents of this edition will be found on last two pages.

NEW ENGLAND

Is Recognized as the Thriftiest Section of the Entire United States

With seven and a half per cent of America's population within her boundaries, New England furnishes 40 per cent of the Nation's savings deposits.

This means that a large percentage of the population of each state in this group represents savings bank depositors, as is shown by the following table:

Massachusetts	67%
New Hampshire	58%
Connecticut	54%
Vermont	33%
Maine	31%
Rhode Island	27%

Moreover nearly forty per cent of the people own their own homes. This New England territory offers the greatest market for intensive advertising by daily newspapers. The accompanying list will furnish an unparalleled choice of result producing newspapers.

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	4,895	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe(M&E)	274,607	.45	.45
†Boston Globe(S)	321,871	.55	.55
Boston Telegram(E)	145,113	.20	.20
†Boston Transcript(E)	36,423	.20	.20
**Fall River Herald(E)	13,405	.035	.035
*Fitchburg Sentinel(E)	10,739	.05	.035
Groenfield Recorder(E)	3,025	.0175	.0175
**Haverhill Gazette(E)	15,216	.055	.04
**Lynn Item(E)	16,132	.06	.04
**Lynn Telegram News.....(E&S)	16,686	.05	.05
†Lowell Courier-Citizen and Evening Leader (M&E)	20,635	.06	.06
**New Bedford Standard-Mercury(M&E)	31,489	.06	.06
**New Bedford Sunday Standard (S)	25,006	.06	.06
†North Adams Transcript.(E)	9,334	.0375	.03
†Salem News(E)	20,879	.06	.07
†Taunton Gazette(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
**Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,614			
†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,204	.07	.06
**Portland Express(E)	20,294	.10	.07
**Portland Telegram(S)	28,658	.16	.07
†Waterville Sentinel(M)	5,886	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel(E)	3,316	.03	.02
RHODE ISLAND—Population, 604,397			
Newport Daily News.....(E)	6,171	.035	.03
Pawtucket Times(E)	24,401	.07	.06
**Providence Bulletin(E)	58,738	.135	.135
†Providence Journal(M)	32,837	.08	.08
**Providence Journal(S)	54,568	.12	.12
**Providence Tribune(E)	21,364	.10	.09
Westerley Sun(E&S)	4,561	.025	.025
†Woonsocket Call(E)	12,959	.04	.04
VERMONT—Population, 352,428			
*Barre Times(E)	6,532	.03	.02
Bennington Banner(E)	3,621	.0125	.0125
†Brattleboro Daily Reformer (E)	3,021	.025	.015
Burlington Daily News.....(E)	7,183	.04	.04
**Burlington Free Press.....(M)	11,441	.05	.05
Rutland Herald(M)	9,637	.04	.04
†St. Johnsbury Caledonian Record(E)	3,366	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post(S)	18,395	.085	.08
*Hartford Courant(D)	29,780	.08	.07
*Hartford Courant(S)	48,600	.10	.03
**Hartford Times(E)	43,672	.12	.12
**Meriden Record(M)	6,699	.045	.025
†Middletown Press(E)	7,561	.03	.025
†New Haven Register.....(E&S)	34,427	.16	.09
**New London Day(E)	10,687	.06	.045
†Norwich Bulletin(M)	11,663	.07	.05
†Norwalk Hour(E)	4,953	.03	.03
**Stamford Advocate(E)	8,351	.0375	.03

Government Statement, April 1, 1922.
 *A. B. C. Statement, April 1, 1922.
 **A. B. C. Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

WEST VIRGINIA

"AN EMPIRE OF WEALTH"

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90 per cent of the state's mineral output.

West Virginia contains over 30 per cent of all natural gas land acreage and stands first with a production exceeding \$50,000,000.

The coal wealth of West Virginia has hardly been scratched. It is now producing over 87,000,000 tons annually and it can be truthfully said that the mining industry is still in its infancy.

The lumber industry of West Virginia adds in excess of \$15,000,000 to the buying power of the state annually.

Climatic conditions combined with high fertility of the soil make possible the widely diversified and abundant farm crops of West Virginia. The annual value of the farm crops is in excess of \$112,845,000.

West Virginia is the richest area of its size in natural resources and its per capita buying mounts near to the top.

Be a big advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

		Rate for Circu- 5,000 lation lines		Rate for Circu- 5,000 lation lines
Bluefield			Martinsburg	
††Telegraph(M)	10,112	.04	**Journal(E)	3,992 .03
Charleston			Parkersburg	
**Gazette(M)	19,920	.06	†News(M)	5,568 .025
**Gazette(S)	23,580	.07	†News(S)	6,366 .025
Clarksburg			**Sentinel(E)	6,654 .027
**Exponent ... (M&S)	8,205	.035	Wheeling	
**Telegram(E)	7,907	.035	**Intelligencer(M)	12,797 .0325
**Telegram(S)	9,792	.035	**News(E)	13,117 .05
Huntington			**News(S)	18,395 .07
†††Advertiser(E)	12,250	.035	†Government Statement, April 1, 1922.	
**Herald-Dispatch			††Publishers' Statement.	
(M)	13,484	.035	†††Government Statement, Oct. 1, 1922.	
**Herald-Dispatch			**A. B. C. Report, Oct. 1, 1922.	
(S)	12,753	.035		

IOWA

The manufactures of Iowa are largely based upon the products of the farm—that is, crops and livestock.

Remember that ninety per cent of the people live on hard surface highways that connect all the market towns of 1,000 or more.

In addition to the wealth and prosperity of a community, it is necessary that the advertiser also consider the distribution and communication facilities of the territory he wishes to cover.

A glance at the map of Iowa will show the gigantic network of railroads, and the extent of possible telegraphic communication. It does not, however, reveal the fact that on the farms of Iowa there are 183,852 telephones—or one for every two farms in the state.

In addition to having the largest percentage of total automobiles Iowa leads in the number of automobiles owned on farms.

Aside from being an indication of the prosperity and buying power of the state; this also serves as an indication of the tremendous market possibilities.

To the National advertiser Iowa offers the greatest prize for good advertising—good business.

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye(M)	10,387	.04
**Burlington Hawk-Eye(S)	13,163	.04
†Cedar Rapids Gazette(E)	21,131	.06
**Council Bluffs Nonpareil.....(E&S)	15,521	.05
**Davenport Democrat & Leader....(E)	14,361	.06
**Davenport Democrat & Leader....(S)	17,401	.06
†Davenport Times(E)	23,896	.07
**Des Moines Capital.....(E)	60,696	.14
**Des Moines Sunday Capital.....(S)	28,858	.14
*Iowa City Press-Citizen(E)	6,320	.035
†Mason City Globe Gazette(E)	11,096	.035
**Muscatine Journal(E)	7,863	.035
**Ottumwa Courier(E)	13,186	.05
**Waterloo Evening Courier(E)	15,080	.05
*A. B. C. Statement, April 1, 1922.		
**A. B. C. Statement, October 1, 1922.		
†Government Statement, October 1, 1922.		

BUYING POWER IN THE SOUTH

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
†Birmingham News(E)	65,658	.15	.15
†Birmingham News(S)	71,806	.15	.15
*Mobile News-Item(E)	10,392	.05	.05
*Mobile Register(M)	21,264	.07	.07
*Mobile Register(S)	32,715	.085	.086
FLORIDA.			
†Jacksonville Journal(E)	14,000	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,172	.08(9cS)	.08(9cS)
*Pensacola News(E)	4,795	.03	.03
*Pensacola News(S)	5,291	.03	.03
†St. Petersburg Independent.....(E)	4,031	.025	.0228
GEORGIA.			
**Augusta Chronicle(M)	10,061	.045	.045
**Augusta Chronicle(S)	11,075	.045	.045
**Augusta Herald(E)	12,277	.05	.05
**Augusta Herald(S)	12,121	.05	.05
*Columbus Ledger(E&S)	8,700	.04	.04
*Macon Telegraph(M)	23,017	.06	.06
*Macon Telegraph(S)	24,305	.06	.06
*Savannah Morning News(M&S)	20,875	.055	.05
KENTUCKY.			
*Lexington Leader(E)	14,700	.05	.05
*Lexington Leader(S)	10,683	.05	.05
†Louisville Herald(M)	44,303	.09	.09
†Louisville Herald(S)	54,150	.09	.09
NORTH CAROLINA			
*Asheville Times(E)	6,483	.04	.04
**Asheville Citizen(M)	12,003	.045	.045
**Asheville Citizen(S)	11,605	.045	.045
*Durham Herald(M)	7,083	.04	.04
**Greensboro Daily News.....(M)	10,267	.05	.05
**Greensboro Daily News.....(S)	27,250	.06	.06
*Raleigh News and Observer.....(M)	24,503	.06	.06
*Raleigh News and Observer.....(S)	29,338	.06	.06
*Raleigh Times(E)	8,275	.04	.03
SOUTH CAROLINA.			
*Columbia State(M)	22,007	.06	.06
*Columbia State(S)	21,700	.06	.06
**Greenville News(M)	13,938	.055	.05
Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Spartanburg Journal(E)	4,165	.04	.04
*Spartanburg Herald(M&S)	5,511	.04	.04
TENNESSEE.			
**Chattanooga News(E)	22,514	.06	.06
**Chattanooga Times(M)	23,067	.07	.07
**Chattanooga Times(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	84,062	.16	.15
†Memphis Commercial Appeal.....(S)	111,178	.19	.18
*Nashville Banner(E)	41,700	.07	.07
*Nashville Banner(S)	42,931	.08	.08
VIRGINIA.			
‡Bristol Herald Courier.....(M&S)	6,582	.04	.04
†Danville Register and Bee(M&E)	12,032	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,951	.05	.05
*Roanoke Times & World-News.(M&E)	21,420	.07	.06
*Roanoke Times(S)	14,500	.07	.06

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

There is buying power in the South's great agricultural resources. It is no longer "The Land of Cotton" but a land of wealth and prosperity brought about by a greater variety of crops and adapting production to its climatic and soil conditions.

There is buying power in the increasing industrial activity of the South. The last census shows an increase of 138 per cent in capital invested and 210 per cent in value of products manufactured. The value of her manufactured products totaled in excess of 9 billion dollars last year.

The livestock industry grew along with the rapid advance made in agricultural pursuits. This industry alone adds wonderfully to the South's great buying power and will continue to do so because of the fact that the South possesses the advantage of all around grazing.

The South has also turned to the manufacturing of her metals, the refining of her petroleum, making of coke, utilizing her own lumber, and the development of her water power.

All of this is bound to increase to a greater degree, the purchasing power of not only the South, but of the entire nation.

Right Now the Opportunities Encourage the Advertising of All Merchandise of Merit in This List of Southern Dailies.

THE INDUSTRIAL DEVELOPMENT OF INDIANA

First among the forces that have combined to make possible industrial development in Indiana must be put the geographical location.

Included within her borders is the center of population and the center of manufacturing for the United States as a whole.

Moreover the state touches the Great Lakes and lies across the path of the great trunk lines of railroads with branches to every corner of the State. Railroad mileage exceeds 7,500 miles. Besides steam roads, electric inter-urban traffic is the heaviest in the country.

Its manufactures include automobiles, machinery, furniture, steel, pianos, phonographs, tinsplate, oil refining and meat packing. All this means that the people of Indiana are assured of steady work, high wages and profitable business for every one.

Indiana ranks sixth in coal production and twelfth in petroleum production.

The following Indiana dailies intensively cover merchandising areas that will profit you.

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,165	.025
**Evansville Courier (M)	24,668	.06
**Evansville Courier (S)	22,571	.06
†Fort Wayne Journal-Gazette (M)	23,490	.07
†Fort Wayne Journal-Gazette (S)	26,080	.07
†Fort Wayne News-Sentinel (E)	32,492	.08
†Gary Evening Post and Tribune (E)	9,125	.05
*Indianapolis News (E)	115,634	.20
†La Porte Herald (E)	3,768	.025
***South Bend News-Times (M)	9,702	.06
..... (E)	10,669	
***South Bend News-Times (S)	18,464	.06
***South Bend Tribune (S) 19,500 (E)	17,603	.055
**Terre Haute Tribune (E&S)	22,818	.06
**Vincennes Commercial (M&S)	5,453	.03

†Government Statements, October 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

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

***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

IN THE COURTS—(Continued from page 236)

Newsboy Regulations.—That newsboys are not employees of newspapers and therefore the paper is not liable under the Minnesota compensation act for injuries sustained was the testimony of the circulation manager of the Duluth News-Tribune in the trial of Daniel St. Armour as father of Louis St. Armour, aged 15, against the Duluth Street Railway Company, in March, in a Duluth district court. He explained that newsboys, practically speaking, were their own employers in that they purchased and sold papers of their own free will. This newsboy who had a "badge" permitting him to sell papers on the street cars injured his hand when the doors of the car closed on it, and he sought to recover \$6,250. A verdict was returned for the car company. Testimony in this case showed that the newspaper was permitted to have newsboys on the street car without paying for the privilege. So the newspaper was interested in the case because of possibility of a claim against it had the verdict been against the street car company.

Newsboys under the age of 16 are prohibited from selling papers on the streets on days when school is in session, under the provisions of the new Virginia child labor law, which became effective June 15. Boys under the age of 12 are debarred from selling papers on the street at any time. All newsboys will be required to procure a badge from the school authorities. Boys under 16 will not be permitted to sell papers before 6 a. m. or after 7 p. m. on any day. The law does not apply to boys delivering papers or magazines on regular routes.

Racing News Publication Upheld.—Press associations and newspapers are entitled to circulate reports of race results, Judge William Hurley of the Cook County (Ill.) Criminal Court ruled on March 29. The decision was made in the trial of officials of the General News Bureau, charged with conspiracy to commit a crime against public morals by selling race results to its clients. M. J. Tennes, H. S. Argo and John Morelock, officials of the company, were arrested a year before on the charges. After the prosecution had presented its evidence, intended to show conspiracy to violate the law, Judge Hurley announced that it was unnecessary for the defense to present any evidence. "I will instruct the jury to bring in a verdict of not guilty," he said, "if the case is carried to a conclusion. No law

has been violated. There is no statute which prevents a press association from carrying the race results, any more than it prevents the presentation of any other sport." The state's attorney agreed to dismissal of the charges. Entanglements about whether daily newspapers of Michigan can or cannot print racing results, which has been in several courts for months, were temporarily solved in September by the granting of an injunction restraining the police from interfering with Daily Racing Form, a Detroit race track publication, issued by Louis Grosscup. The injunction will hold until the supreme court of this state rules on the constitutionality of a law prohibiting publication of race results. Meantime newspapers are printing results and odds in full.

FOREIGN

French Law of Right of Reply.—An action in the French courts by a weekly journal, Les Echos de l'Exportation, against another weekly, L'Exportateur Français, in May, brought once more before the public the interesting French law of the right of reply. This law says that where a person is specifically named or indicated in an article, the newspaper or periodical publishing such article must, if called upon to do so, print in the identical position in which the first article appeared a reply thereto by the person named or indicated. The person replying has the right to twice the space of the article to which he replies, and should his reply go beyond that, he can be called upon to pay for such excess only the rates the paper charges for insertion of legal notices. Overzealous patriotism caused the Exportateur Français in one of its articles to treat a member of the staff of Les Echos de l'Exportation a little too violently. The latter immediately claimed the right of reply afforded by the law. At first, the Exportateur Français refused to insert his reply. When eventually it did insert it comment was added which only aggravated matters. The affair then went before the court, which fined the Exportateur Français Fr. 20,000 for libel and ordered that paper to print the judgment in its columns. Should the offending journal hesitate to insert the finding of the court, its proprietors are liable to an additional fine of Fr. 1,000 (about \$100) for every issue published not containing the judgment.

IN THE CANADIAN COURTS

Newspaper Responsible for Advertising, as Well as Reading Matter in Its Columns.—That a newspaper must assume full responsibility for all matter published in its columns, whether reading matter or advertising, was the finding of the Superior Court in Montreal, in March, in the action of "Elie Napoleon Turner against La Patrie for defamatory libel: Turner sued on the ground that the newspaper had published statements of a libelous nature. The paper denied responsibility, declaring that the statements had appeared in a paid advertisement inserted on the authority of the Minister of Agriculture of Quebec. The court held that the newspaper could not be excused for publishing the name of Turner in an injurious and defamatory article, even under the authorization of the Minister of Agriculture, and granted plaintiff \$100 damages.

Publishers Win Newspaper Excess Price Case.—Appeal of the Fort Frances/Pulp & Paper Company from the judgment of Justice Riddell in the case of the Winnipeg (Man.) Free Press and other western Canada newspapers against the company, was dismissed with costs. The newspapers sought to recover \$125,000 alleged to have been paid the paper company in excess of prices fixed by the Paper Controller or Paper Control Board during the war. The Fort Frances Company counter-claimed, on the ground that the statutes and orders-in-council under which the paper controller and paper control board acted were "ultra vires," and demanded \$2,430,000, the alleged difference between the market price and the price at which it had been compelled to furnish paper. Judge Riddell dismissed the counter-claim and gave judgment in favor of the newspapers. The appeal court found that paper was supplied to the plaintiffs on the terms that the price was provisional, "to be adjusted according to prices fixed by the tribunal." No matter what the means were by which the appellants were forced to take those terms, they entered into contracts for the supply of paper at those prices. Having entered into the contracts, there was no escape. They were bound to adhere to them whether the tribunal was legitimate or not.

Guessing Contests Banned.—Baseball guessing contests conducted by several newspapers in Western Canada were pronounced illegal by the Manitoba Court of Appeals.

Montreal Star Wins Long Standing Libel Case.—A legal victory for the Montreal Star Publishing Company, Ltd., was recorded in a judgment handed out on April 25 by the Court of Appeals, finally settling litigation which had been in progress since 1912 between The Star, Lyons Cut Rate Drug Stores, Ltd., and Lea Jubinville, formerly head of the firm, then known as Lyons Cut Rate Drug Stores. Mrs. Jubinville took action against The Star in 1912 for damages, and judgment was given against her with costs. The case was taken to the Court of Review, and the judgment confirmed. The Star then claimed payment of costs from Mrs. Jubinville, and she replied that she had nothing with which to pay the claim. She stated that she had sold her business, run under the name of Lyons Cut Rate Drug Store, to the firm of Lyons Cut Rate Drug Stores, Ltd. The

Star seized 45 shares in the latter company owned by Mrs. Jubinville, and had them sold, raising \$202.50 thereby. This was not sufficient to meet the bill of costs. The Star further claimed that Lyons Cut Rate Drug Stores, Ltd., owed Mrs. Jubinville \$45,000 worth of stock in the company, and took action to force the company to issue these stocks, so that she might be able to pay the full bill of costs. Dame Jubinville and the company contested this action, saying that she had abandoned her right to any further interest in the company, some time before the judgment was rendered. The Star maintained that this abandoning of her rights and interests in the company was fraudulent, and claimed that it should be set aside. The Superior Court, however, held that the abandoning of interest in the company was regular, and turned down the Star's petition. Against this decision the Star appealed, and the Appeal Court, in rendering final judgment, upheld the Star's contention, declaring that there was "apparent fraud" in the ceding by Dame Jubinville of her interest in the Cut Rate Drug Store business.

GENERAL CANADIAN DATA

NEWS SERVICES

British United Press, Limited, 171 St. James street, Montreal; Charles F. Crandall, general manager.
Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesey, general manager.

NEW DAILY PAPERS

Owen Sound (Ont.) Sun-Times—daily edition.
Toronto, Ont.—Shing Wah (Chinese daily)—T. W. Wang.

NEW HOMES ERECTED

Montreal Gazette.
Montreal—La Patrie.
Toronto Telegram.
Windsor (Ont.) Border Cities Star.

DAILY NEWSPAPER CONSOLIDATIONS

Kitchiner (Ont.) Daily Telegraph—absorbed by Daily News-Record.

BUSINESS TROUBLES

North Bay (Ont.) Daily Nugget.

CELEBRATIONS

Toronto (Ont.) Mail & Empire—10 years old.

CHANGES IN PRICES

St. John (N. B.) Telegraph—7 to 8-column page.
St. Thomas (Ont.) Times-Journal—7 to 8-column page (12½ ems).

MISCELLANEOUS ASSOCIATIONS

Canadian Pulp and Paper Assn.—Sec'y, Edward Beck, Drummond Building, Montreal.

For other Canadian data see Index on Pages 242 and 244.

AN EXTRAORDINARY RECORD

During the eight months ending January 1, 1923, this service accomplished one of the most remarkable achievements in the newspaper syndicate field. Although only in business a short time we have to offer fifty features by some of the best writers and artists available, and are doing business with almost every newspaper using live, up-to-the-minute material.

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WIRE OR WRITE

C-V NEWSPAPER SERVICE

BORDEN BUILDING

NEW YORK CITY



The Metropolitan Newspaper Service

150 NASSAU STREET, NEW YORK

MAXIMILIAN ELSER, JR.
GENERAL MANAGER

EARL J. HADLEY
ASSOCIATE

*"WE SELL NEWSPAPERS FEATURES --
OUR FEATURES SELL NEWSPAPERS"*

FICTION

(Certified)

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***Allentown Call(S)	15,118	.09	.09	†Pottstown Ledger(E)	1,654	.014	.014
†Bethlehem Globe(E)	8,528	.04	.04	Pottsville Republican and Morning Paper(E&M)	14,500	.055	.05
†Bloomsburg Press(M)	6,507	.029	.029	Scranton Republican(M)	32,180	.12	.10
***Chester Times & Republican (M&E)	14,331	.065	.05	†Scranton Times(E)	37,148	.12	.10
†Coatesville Record(E)	5,369	.0214	.0214	***Sharon Herald(E)	5,002	.021	.021
†Connellsville Courier(E)	6,103	.0179	.0179	†Sunbury Daily Item(E)	4,109	.021	.018
***Easton Express(E)	17,241	.05	.05	***Warren Times-Mirror(E&M)	8,058	.036	.036
***Easton Free Press(E)	12,147	.05	.05	***Washington Observer and Reporter(M&E)	15,553	.06	.05
***Erie Times(E)	27,648	.08	.08	†West Chester Local News(E)	10,768	.03	.03
***Harrisburg Telegraph(E)	39,478	.095	.095	**Wilkes-Barre Times-Leader(E)	22,061	.08	.05
***Lancaster Intelligencer and News-Journal(M&E)	21,689	.08	.08	†York Dispatch(E)	16,726	.045	.045
***Oil City Derrick(M)	6,686	.04	.035	†York Gazette and Daily(M)	16,452	.045	.045
Pittsburgh Dispatch(M)	54,541	.17	.15				

* A. B. C. Publishers' Statement, April 1, 1922.

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

† Government Statement, October 1, 1922.

** A. B. C. Statement, 3 mos. to Sept. 30, 1922.

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EDITOR & PUBLISHER

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

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Second Section

NEW YORK, SATURDAY, JANUARY 27, 1923

Pages I to VIII

BURNHAM HOPES FOR ANGLO-AMERICAN PRESS CONFERENCE SOON**Sees It as Greatest Hope of World Understanding—American Newspaper Men Pay Distinguished British Colleague Unprecedented Honors During Brief Visit**

HE came, he conquered and he went. This is the only adequate description of the whirlwind six-day visit to the United States which Lord Burnham, proprietor of the London Daily Telegraph, president of the British Institute of Journalists, the British Newspaper Proprietors' Association, the Empire Press Union and the Imperial Press Conference, ended on January 24, when he sailed from New York on the steamship Orca for Jamaica, whither he goes to attend and address a sectional meeting of the Imperial Press Conference. H. E. Turner, secretary of the Empire Press Union, accompanies Lord Burnham. They will return to New York February 24 on their way home.

As he sailed Lord Burnham gave the following message to EDITOR & PUBLISHER for members of the Press Congress of the World, whose executive committee tendered a luncheon in his honor at the Hardware Club, New York, Monday, the list of guests comprising one of the most representative gatherings of newspaper men ever assembled in the United States:

"Before leaving New York I would like to take this opportunity of expressing to my good friends with whom I dined at the Hardware Club my warm thanks for the hospitable welcome given me. The occasion will remain a pleasant recollection, affording me, as it did, with an opportunity of meeting so many distinguished newspaper men of New York."

No other visiting foreign journalist has ever been accorded such a welcome as Lord Burnham received during his brief stay in New York. The arrival of his sailing time gave him the first and only moment's rest he had in America. Lord Burnham left behind him a favorable impression, such has fallen to the lot of few, if any, foreign visitors who have come to the United States and discussed international affairs since the Great War.

Those who came personally into contact with Lord Burnham, those who heard him speak and those who read his expressed opinions on international affairs in the public press were highly impressed by his cordiality, his careful handling of all subjects he discussed in public and his self-evident sincerity and friendliness.

To American newspaper men, who had the good fortune to meet him, Lord Burnham was just a fellow journalist. There were no frills or formalities about him. His friendliness and good humor won him admirers wherever he went. Lord Burnham was at his best when talking to representatives of the press about professional problems, and in his public utterances he never failed to include a compliment to the American newspapers.

Lord Burnham said time and again that he hoped America would join Great Britain soon in an effort to bring order out of the chaos that now exists in Europe, and he did not hesitate to say that until America does take a hand in European affairs there can be no peace. But in everything Lord Burnham said he made friends, even among those who believe and are teaching radically different doctrines.

Lord Burnham has the happy faculty of thinking twice of what he is saying in public. He is quick-witted and his

smile is a popularity winner. He talks in simple words that, however, do not lack for force or effect. His method of delivery is precise and slow, so that it is almost possible to record his verbatim by long hand.

During his six days in New York Lord Burnham spoke publicly on three occasions—on Saturday, January 20, before the English Speaking Union at the Hotel Astor, with Paul Cravath, one of New York's leading lawyers, presiding; on Friday, before Columbia University, as the guest of President Nicholas Murray Butler; and on Tuesday afternoon before the Society of Pilgrims at the Bankers' Club, with Chauncey M. Depew presiding. On each occasion he pleaded for a firm "league of friendship" among English speaking nations as the only remedy

for the ills of all the world. The tenor and thought of all his public remarks were probably best summed up in his Pilgrim Society address, the day before he left.

"We must arrive at one agreed and creditable settlement of this question of the British war debt to the United States," Lord Burnham said. "It is not to the interests of America in the long run, and taking the long view, to impoverish and weaken Great Britain. On the other hand Great Britain requires American good-will and common action."

"The fact of an accepted and acceptable settlement is of far more importance than the figures involved. We are both fair-minded communities and we stand for a fair deal."

"Even recently I should have been glad to see for myself—I do not touch American politics—an agreed policy as to the evacuation of the occupied territories in Germany between our two Governments."

Lord Burnham said the power of the press was constantly growing because it was the only means to reach the millions of a democratic state in a big way. It was a power with which statesmen had to reckon, he added.

"I believe an Anglo-American press

conference would be an excellent thing," he said. "We had an imperial conference in Ottawa three years ago. Happy though we were I felt something helplessly wanting as long as the United States was not in it."

"As the world is becoming more unified by the cable, the telephone, the wireless and the radio, the present difficulties which are threatening it with chaos and anarchy will be settled and must be settled by an overwhelming public opinion. The newspapers, which create and guide this majestic force and power, occupy one great editorial room with adjoining desks by means of these marvelous methods of communication. They must create public opinion, acting and reacting without regard to national boundaries, and to that there must be added in some form an interlocking method for promoting world peace, civilization and liberty."

Among newspaper men, Lord Burnham was at his best. Leading newspaper men of the United States officially welcomed him Monday at the luncheon tendered him by the Press Congress of the World, at the Hardware Club, New York, at the dinner given by Frederick Roy Martin, general manager of the Associated Press, Monday evening at the University Club, and at the dinner of the Association of Foreign Newspaper Correspondents Friday evening at the Hotel Brevoort.

The Press Congress luncheon was presided over by James Wright Brown, secretary-treasurer, in the absence of President Walter Williams, who was unable to be present because of pressing legislative engagements in connection with the University of Missouri School of Journalism, of which he is dean. Frank P. Glass, editor of the St. Louis Star and vice-president of the Press Congress for the United States, welcomed Lord Burnham to America on behalf of the Congress and Melville E. Stone, secretary and counsellor of the Associated Press, an old friend of the Burnham family, bade him welcome on behalf of the whole newspaper fraternity of America. The attendance was representative of the entire daily and weekly newspaper press of America. Those present were:

President Paul Patterson of the American Newspaper Publishers Association; John C. Brimblecom and Wallace Odell, president and vice-president, respectively, of the National Editorial Association; Herbert L. Bridgman, chairman of the Publishers Association of New York; W. F. Bullock, president of the Association of Foreign Newspaper Correspondents; Dr. Willard G. Bleyer, past president of the American Association of Teachers of Journalism; Karl A. Bickel, president and general manager of the United Press Association; John F. Bresnahan, business manager the New York World; Percy S. Bullon, American correspondent of the London Daily Telegraph; W. T. Dewart of the Munsey Publications; Roy W. Howard of the Scripps-Howard Newspapers; Frederick Roy Martin, general manager the Associated Press; Bradford Merrill, general manager the Hearst newspapers; Thomas H. Moore, associate director A. N. P. A. Bureau of Advertising; Lincoln B. Palmer, manager the A. N. P. A.; John F. Redmond, managing editor Editor & PUBLISHER; Erman J. Ridgway, New York Herald; Henry L. Stoddard, proprietor and editor New York Evening Mail; Ralph B. Strassburger, proprietor the Norristown (Pa.) Times and Herald; H. E. Turner, secretary Empire Press



Photo by Keystone

Lord Burnham's smile is a winner. The countless friends he made in America during his week's visit are best proof of it. The camera caught him still smiling when the Steamship Orca sailed from New York for the West Indies, Wednesday, in the midst of a raging snowstorm.

Union; Louis Wiley, business manager of the New York Times.

After toasts were drunk to the President of the United States, Warren G. Harding, editor of the *Marion (O.) Star* and a fellow member of the Press Congress, and to the guest of honor, Lord Burnham gave an informal talk on European conditions, which he said were adequately described by the provincial mayor who declared: "The future of the world is very dark and obscene."

What impressed Lord Burnham most about the American newspapers was the large amount of European news they carry daily and the intimacy they enjoy with American public men, especially the government officials.

He said it made him proud to be informed that in spite of the close relations of the press and the government a confidence had never been violated. Lord Burnham said European newspapers were not as able financially to carry the same volume of American news as is published in America on Europe, much as they would like to, but the amount is constantly being increased. He said, too, that he had been striving for, and hopes to see effected some day, a relationship on the part of the British government and the British press such as exists in America.

As evidence of his belief it could be done as well in Britain as in America, Lord Burnham told how he had been instrumental in having Lord Riddell appointed press representative of the British government during the war, with most satisfactory results. He described how the Government issued information to the press in the form of white and pink bulletins. The white information was for publication, while the pink was strictly confidential and solely for the guidance of the editor.

In this experiment, which involved dealing with all classes of the entire press of the British Empire, Lord Burnham said a confidence was broken only once, that slip being an excusable one on the part of a sub-editor in the absence of the editor. However, with the end of the war, the intimate relationship on the part of the government with the press ceased. Lord Burnham said he is doing his utmost to have it revived and made a permanent British policy.

"Even if our governments can't agree, a working agreement between the press of Great Britain and the United States would have more effect in bringing about peace in Europe than any government has today," said Lord Burnham.

In the course of a round table discussion, which the luncheon developed into, with the consent of the guest of honor, Melville E. Stone told Lord Burnham that he had been working for years, but without success, to obtain the admission of an accredited American press correspondent to the Press Box at the British Parliament. He asked if it ever will be possible to have such American representation. Lord Burnham said that, while there were many peculiar difficulties in the way of success at present, such as precedent and custom, he would be glad on his return, to give any aid he could to the project.

President Walter Williams sent the following telegraphic message to the gathering:

"Please present to Lord Burnham and our other guests cordial and fraternal felicitations and express to them my regret at my enforced absence. Will you give our distinguished visitor a special welcome for the executive committee of the Press Congress of the World. He adds distinction to the name of Burnham, a great and honorable name in journalism. He upholds in the *Telegraph* the finest traditions of our profession and his unselfish interest in the welfare of journalists and his leadership in every enterprise that promotes their comradeship and advancement makes him a colleague whom we all delight to greet and honor."

Frank A. Munsey and Adolph S. Ochs were unable to be present because of illness.

Of the out-of-town guests, President Paul Patterson of the A. N. P. A., came from Baltimore, Frank Glass came from St. Louis and President Brimblecom of the National Editorial Association came from Newton, Mass., especially for the luncheon.

"Though of many diversified and highly competitive interests we are all here today at the same board as emblematic of the new spirit of brotherhood and good will, which seems to me to be surely, though slowly, leading America into world affairs," said Mr. Brown, introducing Lord Burnham.

At Frederick Roy Martin's dinner Monday evening, the board of directors of the Associated Press greeted Lord Burnham, who there gave his most intimate journalistic talk. He said:

"Since I arrived in New York I have received much hospitality. The other night as I sat in my father's chair at the office of the *Daily Telegraph*, in Fleet street, they brought me an editorial proof on which I read that 'above all we must be careful not to incur American hospitality.' I found that 'hostility' was the word intended. Not the printer's devil but the printer's demon led him astray. American hospitality requires a lot of digestion, but American friendliness is one of the best digestives in the world.

"Disraeli once said: 'I am a gentleman of the press; I bear no other "scutcheon," I, too, am a gentleman of the press, and I bear Clio, the muse of history, and Mercury, the winged messenger of the Gods, as what we call the "supporters" of my armorial shield. There is a real brotherhood among newspaper men all the world over, and I am very glad to meet here tonight the editors of the Associated Press.

"How many the papers of the world may be I don't know, but I do know that in Great Britain the number of papers and periodicals sold in one year is about seven thousand millions. We are responsible among us for most of the influences which form the opinion and determine the conduct of the world.

"Two friends of mine went not long ago into a revivalist meeting and a well-meaning member of the congregation came up to them and asked 'Are you saved?' 'No,' they answered, 'we are journalists.'

"Whether we like it or not, we are responsible for a large part of the life of the world. If by any coincidence you could assemble in one room the directors and editors of the world's newspapers, and they were to agree—which I grant you is almost inconceivable—to proclaim peace, there would be peace, but if they were to declare for war, war there assuredly would be.

"Some five years ago in London I had the great pleasure of taking the chair at a dinner to Mr. Melville Stone, the grand old man of the news men of the world. He has stood all ways for veracity and accuracy in the collection of news, and what counts in journalism is the handling of news. Not long ago Mr. Robert Donald, one of our able editors who may be known to you, said: 'Give me the news columns to manipulate, and I will give you all the editorials that you want.' Therefore, to my mind the living principle which we ought always to follow is to keep the hand of the politician and the financial off our news columns. Let news speak for itself. Great is Truth, and in the long run it will get home.

"We all believe in publishing the news and letting the public judge. It has its dangers and disadvantages no doubt, but everything in this life is a balance of evils, and I believe emphatically that the suppression of truth is the suggestion of falsehood. You may recollect a story of Delane, the famous editor, for forty years, of the *London Times*. He heard, at one of the fashionable houses at which he was always a welcome guest, some piece of news which was believed to be a profound secret. 'What are you going to do with it?' said a fellow guest. 'Publish it, of course,' replied Delane. 'What else should I do with it?' One contrasts that with the memorable rebuke of Washington at the Philadelphia Convention to a delegate who had dropped a paper on the floor and left it there: 'I must entreat gentlemen to be more careful lest our transactions get into the newspapers and disturb the public repose by premature speculation.'

"It is a curious thing that in America the greatest example that the world has ever known of making a constitution should have been completed and consummated in a silence that was not violated for forty years, while in Europe when newspaper correspondents have been kicked about the corridors of palaces, wherever conferences have been held, no secret has ever been kept that it was anybody's interest to reveal. The indiscretions of the newspaper press are nothing to the indiscretions of diplomacy, and the latter are always calculated indiscretions, generally intended to do as much harm as possible. It is to be remembered also that the newspaper people understand more or less the value of publicity, whereas the statesman is often enough dealing with a half known medium.

"We are all proud to think that the President of the United States was a professional journalist and editor, and that your Ambassador at the Court of St. James was one of the prominent figures of your newspaper life, and brings to his diplomatic duties the knowledge of men and things and the genial humor that are learned in a newspaper office better,

perhaps, than in any other centre of human interest.

"My late friend and teacher, Lord Bryce, whose name, I believe, receives an equal meed of reverence and affection from our twin nations, has said that there is no country so completely ruled by public opinion as is the United States, and every day it is becoming clearer and more apparent that public opinion in all its phases and, above all, in all its minorities—which may be the righteous remnants of good causes—can only be expressed and explained in the newspaper press.

"That grand old man of applied science, who we gladly know is still able to survey the triumphant development of his genius, Mr. Edison, struck the right note years ago. He has not always been treated well by the newspapers, but he has a great opinion of the press as a whole. 'Looking over the country,' he said, 'I have come to the conclusion that the greatest factor in our progress has been the newspaper press. When one wants to do a thing the newspapers take it up. Everybody reads the newspapers; everybody knows the situation, and we all act together.' It is those last words that I wish to stress and amplify.

"The best friendships spring, says one of our writers, 'from the comradeship of different individualities, not from the surrender of one to the other.' The American press will not take the British point of view, nor the British the American, and it would show decadence and deterioration if they did. What we want is to have no differences except in opinion. To use a modern word, the differences that mean discord are temperamental differences, I don't believe that there are temperamental differences, and I am sure that there are no moral differences in the outlook of the British and American press.

"That being so, I have always thought it would be of the highest import and the fairest promise if the able editors and the powerful directors of our newspapers could meet together in common council, not to lay down the law one to another, for newspapers care more for the moralities than for the legalities of the world's affairs, but to discuss the great questions of common interest and mutual benefit.

"We have had, greatly to our advantage, two Imperial Press Conferences, the first presided over by father in 1909 in London, and the second under my chairmanship at Ottawa in 1920, but such conferences are but partial and incomplete if they do not include America and American publications. Every year, with what a Canadian financier terms a 'voracity that will not be satisfied,' the United States is devouring more news and more newsprint. As in other things, your issues from the offices of newspapers are far greater in the aggregate than ours, and your publishers are infinitely greater in number. In coming together, either on this side of the Atlantic or the other, we might be of considerable use and value on the sharing out principle, not only to ourselves but I believe, by our harmonious co-operation, for the good of the world at large.

"More than a year ago I ventured to suggest a British-American Press Conference, and I am glad to know that the proposal was well received. Last summer an invitation reached me in London from the American publishers to send a representative delegation to New York next April. Unfortunately, this was found to be impossible because of the season of the year and the exigencies of the time, but time and season may, I hope, be arranged when it would be possible. The spirit is right and is ripe for a friendly and fraternal conference of the newspaper men of the whole of the English speaking world, and I hope that it may not be far removed from us."

Those at Mr. Martin's dinner were:

Melville E. Stone; W. L. McLean, publisher the *Philadelphia Bulletin*; D. D. Moore, of the *New Orleans Times-Picayune*; C. C. Van Anda, managing editor *New York Times*; H. E. Turner, secretary *British Institute of Journalists*; Herbert Bayard Swope, executive editor *New York World*; Jackson Elliott and Kent Cooper, of the *Associated Press*; Percy S. Bullen, American correspondent *London Daily Telegraph*; James Wright Brown, president and editor of **EDITOR & PUBLISHER**; Charles A. Rook, publisher *Pittsburgh Dispatch*; W. H. Cowles, publisher *Spokane Spokesman-Review*; Charles Hopkins Clark, editor *Hartford Courant*; Ogden Mills Reid, editor *New York Tribune*; Stewart H. Perry, publisher *Adrian (Mich.) Telegram*; E. Lansing Ray, publisher *St. Louis Globe-Democrat*; Henry L. Stoddard, editor *New York Evening Mail*.

Besides Lord Burnham, the speakers were Frederick Roy Martin, general manager of the *Associated Press*, and Melville E. Stone.

Speaking at the dinner of the Association of Foreign Press Correspondents, Lord Burnham expressed the hope that

the United States would soon take part in the deliberations of the International Labor Organization of the League of Nations. During the last two sessions of the organization at Geneva, Lord Burnham presided. He said the organization, by common consent, had come to stay.

"We hope," he added, "that the day is not far distant when the United States, which is the greatest industrial State in the world, will not deny to us the inestimable benefit of its countenance and co-operation. I say this because, although at present there may be a formal bar to those who are not members of the League, this can easily be removed, and there are no lurking dangers in the International Labor Organization of being dragged into the turbid waters of European hostilities."

Melville E. Stone, who introduced the speaker, said he had assurances that the United States was now ready to join in a world court of peace. He said he had been informed that the Administration at Washington was now ready to take this step.

Warren T. Bullock, American correspondent to the *London Daily Mail*, president of the Association, presided.

WASHINGTON APPROVES AGENCY SYSTEM

State Press Association Says 1922 Resolution Was Directed Against Those Who Intervene Between Advertising Agency and Publisher

(By Telegraph to Editor & Publisher)

SEATTLE, Jan. 23.—Standing firm on its action of last year, opposing the middleman in advertising, the Washington State Press Association took steps to clear up the misapprehension that the organization's attitude is directed against the existing agency system, at its semi-annual business session held in connection with Journalism week at the University of Washington, January 18, 19 and 20.

The question was brought up through a telegram from James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who stated that the Washington Press Association last year adopted a resolution hostile to the present established agency commission system, which he said "has been paraded all over the country in rate breaking propaganda."

The facts are that the association's resolution a year ago was directed against the middleman and not against the agency commission system. The association executive committee instructed its secretary to clear up the erroneous impression by letter. The Washington publishers take the position that the elimination of the middleman will protect the agency system, rather than discredit it.

By middleman the association means any agency doing business between a legitimate advertising agency and the publisher. The Washington publishers consider as legitimate agencies those of the type which are approved by the American Association of Advertising Agencies of which Mr. O'Shaughnessy is executive secretary.

The association decided to continue the field manager plan for another year, and authorized the purchase of an automobile for his use in traveling about the state. It also decided to procure as nearly 100 per cent as possible a uniform casting box service so that every publisher in the state will be able to handle mats for news and advertising.

Trade journal men in session of the Washington State Trade Journal Association elected officers for the year. T. Johnson Stewart, editor *Northwest Merchant* was elected president; Dale Strong, editor, *New West Trade*, Spokane, vice-president, and William Albade, Pacific Builder & Engineer, secretary-treasurer. An executive committee composed of Paul Jensen, Pacific Caterer; Joe Tepley, Pacific Northwest Retailer, and Edwin Selvin, editor the *Business Chronicle*, was elected.

LAW WOULD LEGALIZE APPRENTICESHIPS

New York State Publishers Association Approves Legislative Bill Providing for Agreement Between Parents and Employers for Trades Training

ALBANY, N. Y., Jan. 24.—Governor Alfred E. Smith was the guest of honor at the luncheon of the New York State Publishers' Association today at the Ten Eyck Hotel, which was attended by 60 members attending the annual meeting of the association, the largest in recent years. Gov. Smith disclaimed familiarity with the business of publishing newspapers and did not enter into a discussion of their



FRANK GANNETT

problems. He confined his brief talk to his plan for the reorganization of the present offices, departments, bureaus and commissions whose activities are often duplicated into a small number of consolidated and responsible heads and urged support of the newspapers in the interest of more efficient government.

Owing to the failure of as many editors of the newspapers represented to attend as was expected in response to the general invitation the question of the organization of an editorial section of the association was referred to a committee, comprising N. F. Maddiver, Niagara Falls Gazette, chairman; Burrows Matthews, Buffalo Express; and T. E. Brundage, Lockport Union-Sun. The committee had a meeting and reported that it would be advisable to prepare a plan for organization and call an organization meeting at a later date which will be before the summer meeting.

The circulation managers have their own organization and the advertising managers organized last November at the Syracuse meeting with Frank Wood, Rochester Times-Union as president. There has been no meeting of the advertising managers since the organization meeting and Mr. Wood announced that the meeting scheduled for today would be postponed to February 27 at the Onondaga Hotel, Syracuse.

Frederick H. Keefe, of the Newburgh News, the new president of the Associated Dailies, made a report of the bills now introduced in the legislature and the proposed bill to regulate the fees of printers based on circulation, as chairman of the joint legislative committee of the three associations of New York newspapers outside of New York City. The bills were discussed and no objections made to them.

The association went on record as opposed to the bill of Senator Lowman and Assemblyman O'Connor, which, in effect, aims at the nullification of the Donnelly anti-trust law, and recites that the labor of human beings is not a commodity and that there shall be no restrictions on the right of labor organizations to combine to promote their welfare. The sponsors of the bills assert that they are against syndicalism, but are said to be in practically the same form as the Meyer-Martin bills passed by the legislature last year and was vetoed by Governor Miller. These bills would have permitted the photo-engravers' unions to dictate the price of the product of their labor. The association as well as the A. N. P. A. opposed the bills at a hearing before



CHARLES H. CONGDON

Governor Miller and the legislative committee will oppose the present bills. Another bill to be sponsored by L. A. Wilson of the state vocational bureau of the state education department relating to apprenticeship, was favored. The bill will make possible the making of agreements between parents and employers whereby the apprentice will be assured of the proper training and the employer of the benefit of his labor. The bill also is said to have the support of organized labor.

H. N. Kellogg of the A. N. P. A. discussed labor problems at an executive session of the association and declared there is no basis in fact for any increased wage scale, i. e. said the earning power of the dollar had appreciated from 22 to 23 per cent above the peak of the highest cost of living reached during the war and yet increases are demanded because of the present living costs. Of the wage adjustments in the past six months, Mr. Kellogg said there had been 25 increases, 24 continued the same and but six reductions.

L. B. Palmer, manager of the A. N. P. A. discussed the print paper situation and warned the publishers that the outlook for 1923 is unfavorable as it is estimated that there is but a 100,000 ton leeway. He said the reading matter in newspapers had increased from 10 to 15 per cent and that it was not justified by the advertising carried. He predicted that the market is bound to tighten unless something is done to reduce consumption and thus far the efforts of the A. N. P. A. in this direction have been fruitless.

The association adopted the report of John W. Baker, chairman of the committee on education with its recommendations for continued support of the Empire State School of Printing at Ithaca, which will enable the student capacity to be doubled. The report states that continuation of the assessments of \$5 per journeyman employed by the members every three months would permit increasing the enrollment to 96 a year and reduce the cost to the association of placing a graduate in the printing industry from \$194 to \$82. Ross W. Kellogg, director of the school, said it was opened May 1 and now has a full capacity of 25 students, taking a six months' course. He said there is a waiting list sufficient to double the list of students as soon as the additional equipment can be provided. There is also a demand for graduates and 50 could be placed in shops at once. "The school aims at turning out a well balanced workman as well equipped as a two years' apprenticeship in a shop will give," declared Mr. Kellogg.

The school was the principal topic of discussion at a dinner of the Albany District Typothete at the Hampton Hotel last night, which was attended by many members of the publishers' association. Mr. Kellogg and Frank E. Gannett of Rochester, president of the association, were the speakers. James T. Whitehurst of Troy, president of the Typothete presided.

President Gannett was authorized to appoint a committee to prepare a memorial on the death of William Masterman, vice-president and general manager of the Hornell Tribune-Times, following the meeting of the Associated Dailies at the Ten Eyck Hotel.

The election of officers resulted in the re-election of the present officers as follows: president, Frank Gannett, Rochester Times-Union; first vice-president, Edward H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Albany Knickerbocker Press and Evening News; treasurer, Gardiner Kline, Amsterdam Recorder; and secretary, Charles H. Congdon, Watertown Times.

Hartman Insisted on Being Fined

J. C. Hartman, editor of the Waterloo (Iowa) Evening Courier, January 4, insisted in having himself found guilty and fined for shooting squirrels out of season. While out rabbit hunting he shot and killed two squirrels 34 hours after the open season for these animals had closed and Mr. Hartman filed his own complaint when he learned the closing date of the squirrel season.

PLAN N. E. A. WELCOME IN N. Y. STATE

Associated Dailies Will Hold Summer Meeting in Buffalo in Conjunction with Visit of National Organization —F. H. Keefe Chosen President

ALBANY, N. Y., Jan. 23.—Dr. James A. Hamilton, secretary of state, discussed the ethics of the newspaper profession today at the 24th annual meeting of the New York Associated Dailies at the Ten Eyck Hotel. He branded the writer who willfully distorts facts as a traitor to the profession and declared that a publication which allows its news columns to be controlled, or its editorial policy to be dictated by advertising patronage to be worthy of supreme contempt. He paid a tribute to the newspaper men as loyal hard workers who never violate a confidence.



F. H. KEEFE

"A newspaper should carefully and jealously guard its readers because they are its best friends," he said in the course of his speech. "It loss sustained through false and misleading advertisements cause your readers to desert you, your business reputation is gone; and, as surely as the night follows the day, your fraudulent and deceitful advertisers will immediately lose interest in your publication and withdraw their support."

"There is no more potent agency today for promoting human progress than the press. The press can do much in promoting domestic tranquility by supporting law and order, and by inspiring the youth with a proper appreciation of American citizenship. With our literate population growing larger, there has grown with it a greater degree of interest in public affairs. Reading, whether from newspapers, magazines or books has become an essential feature of American life. Knowledge is power more surely today than ever before in the history of the country. As the electorate increases in intelligence, better government results. With universal suffrage, a more progressive spirit is in the air, and human rights as well as vested rights, are given public consideration."

F. H. Keefe, publisher of the Newburgh News, was elected president to succeed A. R. Kessinger of the Rome Sentinel; C. D. Osborne of the Auburn Citizen, vice-president to succeed Mr. Keefe, and Henri Hall, Jamestown Journal, re-elected secretary-treasurer. Mr. Keefe appointed the following committees: legislative, C. D. Osborne, Auburn Citizen, chairman; Wallace Odell, Tarrytown News, and Gardner Kline, Amsterdam Recorder; membership, E. D. Corson, Lockport Union-Sun and Journal, chairman; John W. Baker, Ithaca Journal-News, and Thomas J. Blain, Port Chester Item; co-operation, John F. Rolfe, Corning Leader, chairman; T. D. Woods, Dunkirk Observer, and A. C. Duell, Niagara Falls Gazette. The latter is a new committee to consider some of the questions that are discussed at the annual meetings.

The question box discussion relating to advertising, circulation, labor, costs, accounting and features occupied the greater part of the program, the answers of each member having been submitted in advance in the form of questionnaires. An interesting subject was the publica-

tion of radio programs. Several publishers in the vicinity of broadcasting stations said they were compelled to use the programs by the insistent demands of readers, while others more remote had not adopted the practice. All agreed that the programs are unproductive of advertising. Features are being used by practically all the publishers and were said to be good circulation builders and holders that are worth while, except publishers in territory covered by the New York city papers where it was said the competition could not be successfully met. A rotogravure section was considered unprofitable by all, and but one publisher was found to be using it.

Opinion was divided on the question of employing an executive secretary, under the plan of the New York State Press Association and the proposition of combining the various state associations, but no action was taken.

Wallace Odell announced that at a meeting of the executive committee of the New York State Press Association, J. W. Shaw, of Elmira, had been chosen field secretary and that an intensive campaign would be launched to increase the membership to 300. He said a meeting of the association would take place at Buffalo, July 6 and 7, in advance of the meeting of the National Editorial Association on July 9, and it was decided to have the summer meeting of the Associated Dailies at Buffalo at this time so that the members could attend the meetings of the other associations, and also join the trip of the N. E. A. The date will be fixed later by the president and secretary, after communicating with the other associations.

F. H. Keefe, chairman of the legislative committee, explained the bills introduced by Senator Baumes and Assemblyman C. C. Smith relating to fees of printers, and the proposed bill the committee is drafting for early introduction supplementing the pending bills, which changes the existing rates and makes them adjustable to the circulation of the publication. The proposed bill will include the publication of notices of primary elections of a half-page advertisement, twice in weeklies and three times in dailies having a circulation in towns, cities and villages, official nominations, election notices, registration notices, instruction in use of voting machines, notice of tax assessments, reports of county, city and village treasurers, reports of town, city and village audits, tax propositions and notices of collection of taxes and sale of property for taxes. The provisions for the publication of all these forms will be in display type on the basis of twenty-five words to the column inch and more frequently than under existing laws. The rates are to be determined in accordance with the circulation.

Tageblatt Building Collapses

Fifteen persons were killed and a score more seriously injured when a section of the building occupied by the Berlin Tageblatt collapsed January 24. The disaster occurred just as the members of the editorial staff and clerical forces had reported for duty in the morning. The newspaper which occupies a portion of the so-called Mosse House, was undergoing a thorough overhauling. A 7th floor was being added to one side of the building, and it was piled with heaps of gravel and earth to be used later. The concrete slabs on which they rested suddenly gave way and the entire mass crashed through to the lower floors.

Jones' Library Brings \$137,865

The later library of Hershel V. Jones, editor of the Minneapolis Journal, was sold at auction at the Anderson Galleries, New York, January 23, bringing a total of \$137,865. His earlier library was sold in 1918 for \$391,854.

\$25,000 to Advertise Iowa

The Des Moines Register and Tribune has announced that it will spend \$25,000 during 1923 advertising Iowa in New York and Chicago newspapers and other publications. These papers have also offered \$1,000 as prize money for winning slogans to be used in the advertising campaign.



HENRI M. HALL

KILL LICENSING PLAN FOR NAVY RADIO MEN

Newspapers and Naval Heads Opposed Legislation Which Would Have Placed Operators Under Commerce Department Control

WASHINGTON, D. C., Jan. 25.—Joint opposition of the Navy Department and publishing interests to proposals that navy radio operators be licensed by the Department of Commerce, through provisions of the White Radio Control bill recently reported to the House, has been responsible for elimination of the plan. Under the terms of the measure as presented by the House Merchant Marine Committee, it is provided expressly that government operators need not be subjected to licensing feature of the proposed legislation, whether engaged in sending governmental or other business.

As the result of the elimination of the original plan to require government operators, mainly navy operators, to be licensed when sending or receiving other than governmental messages, there will be no change in the navy's method of handling press and other commercial dispatches, particularly on the Pacific stations, where navy radio constitutes an important means of transmitting press dispatches to and from certain sections of the Far East.

Navy officials, including Secretary Denby and Admiral Zeigemeier, chief of Naval Communications, objected strenuously to the idea of putting navy men under any supervision outside the Navy Department. They held the proposal to be a blow at navy discipline and indicated that the navy might be forced to abandon the transmission of other than navy business if the original plan was approved. Publishers' representatives opposed the plan because abandonment of use of navy radio for press dispatches on the Pacific meant cutting off the only method of handling news exchanges with Hawaii and the Philippines.

"The effect of the provisions," said the report of the House Committee as finally presented with the governmental licensing feature eliminated, "is to free government operators from the necessity of obtaining licenses from the Secretary of Commerce. The committee believes this section of the bill removes opportunity for controversy between the several government departments using radio and fits government stations into the general scheme of regulated communication service, when such stations are being employed for the transmission of messages other than governmental messages."

The bill, as it was reported by the committee, and doubtless will be approved by the House at the present session of Congress, also provides means by which monopoly, either through control of the manufacture and sale of radio instruments, through contractual arrangements giving exclusive privileges in the transmission and exchange of messages or through other means, can be prevented.

It is specifically provided in Section 2 of the bill that the Secretary of Commerce may refuse a license to any person or corporation which, in his judgment, is monopolizing radio communication. He is authorized with respect to licenses for stations transmitting to foreign countries to impose any terms, conditions or restrictions which may be imposed with respect to cable landing licenses under the act of May 27, 1921. The act of May 27, 1921, provides that the Secretary of State, at the direction of the President, may prevent the landing of a cable from a foreign country when it is shown that cable company has monopolistic contracts or seeks to preempt a cable field against the interests of the United States or American interests.

The White bill also authorizes the Secretary of Commerce to revoke the license of any person or company which the Interstate Commerce Commission finds has made unjust and unreasonable charges or has made or prescribed any unjust and unreasonable regulation or practice with respect to the transmission of messages.

Permit for construction of radio stations or the completion of stations now under construction is required by the legislation, the issuance of such permits being lodged in the Department of Commerce.

The need of the legislation, which is designed "to give the Secretary of Commerce such powers of regulation and control as are needed to relieve the present congestion in and to bring about a more orderly and efficient use of the ether," is summarized in the House committee report as follows:

"On December 27, 1922, there were in operation in the country 21,065 transmitting radio stations. Of these 16,898 were amateur stations, 2,762 were ship stations, 569 were broadcasting stations, 39 were coast stations, 12 were transoceanic stations, and there were a few others not necessary to be enumerated. The bill before the House deals directly with these transmitting stations only. There are, however, in addition to them, receiving stations to the estimated number of 2,000,000. These receiving or "listening in" stations have a vital, though indirect, concern in this legislation. Their interest and that of the larger general public centers chiefly in the 569 broadcasting stations now in operation, and from which there is disseminated press matter (news to the papers of the country and news from the papers of the country) weather, market, and health reports, concerts, sermons, and other matter having a religious, educational and entertainment value. The rapid growth in the use of the art is seen in the fact that in July, 1922, there were but 17,421 transmitting stations. It is important to note that these 17,421 stations were using only 191 different wave lengths; that of this total number of stations, 279 were Government stations; and that this small number of Government stations were utilizing 122 of the total available wave lengths, leaving but 69 wave lengths for more than 17,000 private stations of all classes. These figures forcibly present the problem which confronts the art. There must be an ordered system of communication in the air into which all users of the ether must be fitted or there can be no intelligible transmission by this means."

A. P. BOARD GREETS RATHOM

Also Receives Message from Frank B. Noyes, Now in Calcutta

The board of directors of the Associated Press met January 24 and 25 in New York. A number of routine business matters were transacted. F. W. Kellogg, Los Angeles Express; S. S. Conklin, Long Beach (Cal.) Telegram; Richard Knott, Louisville Courier-Journal and Times; Col. R. H. Henry, Jackson (Miss.) Clarion-Ledger; John B. Gold, Wilson (N. C.) Times; and A. F. Beasley, Goldsboro (N. C.) News were present and discussed with the board, matters relating to their respective newspapers. Greetings were sent to John R. Rathom of the Providence Journal, expressing pleasure at his recovery after a long illness. A cable was received from the president of the Associated Press, Frank B. Noyes, who at the present is in Calcutta, India, enroute on a tour around the world. Attending the meeting were Stuart H. Perry, Adrian (Mich.) Telegram, Melville E. Stone; Fredrick Roy Martin; J. R. Youatt; Clark Howell, Atlanta Constitution; Charles Hopkins Clark, Hartford Courant; W. L. McLean, Philadelphia Bulletin; H. V. Jones, Minneapolis Journal; W. H. Cowles, Spokane Spokesman-Review; Frank P. MacLennan, Topeka State Journal; D. D. Moore, New Orleans Times-Picayune; E. Lansing Ray, St. Louis Globe-Democrat; H. C. Adler, Chattanooga Times; Kent Cooper, Jackson S. Elliott and Milton Garges.

A. N. P. A. Directors Meet

Paul Patterson, president of the American Newspaper Publishers' Association, presided at the meeting of the board of directors held January 25 in New York. A number of matters was considered but no announcement was made of the business transacted by the meeting. Those directors who attended in addition to Mr. Patterson, were Hilton U. Brown, F. G. Bell, E. H. Butler, Howard Davis, H. M. Kellogg, and L. B. Palmer, manager of the A. N. P. A.

Eagle Almanac Out

The 38th volume of the Brooklyn Eagle Almanac was issued this week. It consists of late state, municipal and national appointments, and is enlarged in size and in subjects covered, containing much new material, in addition to the old features.

LOCAL FEATURES BEST FOR SMALL PAPERS

Northern New Yorkers Hear D. C. Seitz, Re-elect F. D. Corse President and Endorse Field Secretary Plan

WATERTOWN, Jan. 22.—The Northern New York Press Association went on record at its annual session held here last Saturday endorsing

the proposition to secure a field secretary for the New York State Press Association, whose chief duty would be to watch legislation at Albany for the protection of newspaper interests of the state. Action was taken after P. A. Blossom, president of the State Press Association, had spoken, emphasizing the need of such a secretary.

F. D. Corse, of the Sandy Creek News, was re-elected president of the association. Other officers were re-elected as follows: first vice-president, W. J. Allen, Adams, Jefferson County Journal; second vice-president, Gary A. Willard, Boonville Herald; third-vice-president, Charles H. Congdon, Watertown Times; secretary-treasurer, Floyd J. Rich, Carthage Republican-Tribune. Directors elected were: D. W. Fuller, Antwerp Gazette; F. T. Swan, Potsdam Herald-Recorder; G. A. Willard, Boonville Herald; B. G. Seamans, Pulaski Democrat; F. L. Turner, Malone Farmer; Mrs. P. F. Mannix, Plattsburgh Press.

One of the features of the convention was the address at the banquet Friday evening by Don C. Seitz of the New York Evening World. In his address Mr. Seitz discussed three trends in journalism which he considers dangerous; the growing ownership of leading newspapers by men "who have special interests far away from journalism"; the tendency toward chain newspapers and the growing influence of the syndicated material.

"During the past few years the policy of syndicating newspaper material has grown to huge proportions, and to my mind it has had a curious effect," said Mr. Seitz. "I am convinced that it is destroying talent. I don't believe an artist has come into my office looking for a job in three years. Prior to that time there used to be at least one a month.

"If I were editing a small newspaper I would not use any of the syndicated material. If I wanted to run a series on etiquette I would find some one in my town who knew how to behave and have her write. If I wanted cartoons I would find somebody in town who could draw. They might not be as good as the syndicate cartoons, but they would be fresh. There is too much of a sameness about syndicate material. It is like a table d'hote dinner, prepared and kept warm waiting the time of serving."

"Only through a broad-gauged plan of education can the printers and publishers of the country hope for a solution of their labor problems," said Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, addressing this meeting. "Men who have made a thorough study of trade education have come to the conclusion that the responsibility for training must be placed on the industry to be served and not on the state or city. As long as the printers and publishers of the country are content with poorly trained, irresponsible workmen, matters will stand as they are at present. The New York State Publishers Association is not satisfied to let matters stand as they are. The Empire State School of Printing at Ithaca is the result."

Mr. Kellogg was kept busy for nearly half an hour answering questions regarding the organization of the school, the

training furnished and the availability of graduates.

The school of printing was started in May by the New York State Publishers Association and he explained that publishers of the state had contributed \$20,000 to the school fund last year. Of this \$12,000 was spent on equipment and the remainder used for operating expenses. Students at the school pay tuition of \$30 monthly and the balance of the cost of instruction is made up from the fund contributed by the publishers.

Mr. Kellogg explained that the school gives six months' of intensive training in hand composition, stone work, platen press work and linotype operation and mechanism. Asked how well qualified a boy is for a position after six months he replied "All we claim is that he is as good as after six months' apprenticeship training in a newspaper composing room or commercial printing plant. It is my personal opinion that our graduates are as good as many men who are drawing the wages of journeymen printers."

The demand for instruction is so great, Mr. Kellogg stated, that the New York State Publishers Association at a recent meeting in Syracuse authorized the committee on education to make plans immediately to double the school's capacity. When this is done the Empire State School of Printing will place 100 young men a year in the industry. As evidence of what is being accomplished at the school Mr. Kellogg showed many samples of work done by students.

At the Saturday morning session Prof. J. O. Simmons, of the department of journalism of Syracuse university, spoke on Good News. He deplored what appears to be a growing readiness on the part of newspapers to rely for the news upon the publicity bureaus of large organizations and business firms.

FIND RURAL COSTS HIGH

One of Big Problems of Agents in Placing Advertising

The quarterly meeting of the Western New York Press Association, held in Rochester, January 19 and 20, was attended by thirty publishers. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, was the principal speaker. He declared advertising rates in newspapers are, on the whole, correct and the business man can use his money to no better advantage than in their advertising space. "It is a better investment than wheat, cotton, steel or rubber," said Mr. O'Shaughnessy. One of the biggest difficulties the advertising agents finds in placing advertising with the weekly newspapers is the high cost of having to furnish electros in comparison to the use of mats by the larger papers, Mr. O'Shaughnessy said in suggesting a means of building up natural advertising volume.

The project of engaging a paid field secretary by the New York State Press Association was endorsed, and every member pledged his financial support to the proposition, based upon the circulation of his paper, figured at \$1.00 per hundred per annum with a minimum payment of \$10.00 and a maximum of \$25.00. A resolution was adopted endorsing the A. A. A. for its fair treatment of the publishers and decriing the effort that is being made to bring about the placing of advertising direct.

Resolutions expressing appreciation of the sterling manhood of the late C. M. Alvord, for many years editor of the Livonia Gazette, and of his contribution to the dignity of the weekly press were adopted. The next meeting of the association will be held in Rochester in April at which time officers will be elected.

New California Daily Planned

The Redwood City (Cal.) Tribune will soon be launched as an afternoon daily. George Morell, at present manager of the Palo Alto (Cal.) Times, will be the publisher, but the Tribune will be an entirely separate enterprise. The names of the editor and manager, who will be part owners of the Tribune, will be announced later.



F. D. CORSE

REPORTER'S IMMUNITY QUESTIONED AGAIN

District of Columbia Supreme Court Orders Whitney to Disclose Source of Information for Boston Transcript Articles—He Declines

Citation of R. M. Whitney, of the American Defense Society, for contempt of court may again bring up the question of immunity of newspaper men of forced disclosure of sources of information. Mr. Whitney, formerly a Washington correspondent, has been ordered by the Supreme Court of the District of Columbia to reveal the sources of information of series of articles written for the Boston Transcript on the red menace in the United States. The order of the court was issued on Mr. Whitney's refusal to make a deposition for Frank P. Walsh, counsel for William Z. Foster and twenty others, alleged to be connected with the extreme radical movement in the United States, who were arrested in a raid in Bridgman, Mich., on August 21, last.

Mr. Walsh came to Washington to obtain the testimony in the case, and the District Supreme Court issued subpoenas for the persons named to appear. Mr. Whitney appeared before Mr. Walsh at the latter's office and explained that the information required had been given him in the capacity of a newspaper man and in confidence and declined to disclose the source of his information. The District Court ruling, in the presence of Mr. Whitney's attorneys indicated that Mr. Whitney has no right to withhold the sources of his information, and Mr. Whitney faces a jail sentence for contempt if he persists in his denial.

"If my informants release me from the confidence," said Mr. Whitney, Wednesday, "I am willing to answer Mr. Walsh's questions. Of course, the question has no bearing on the question of guilt or innocence of the men on trial. Mr. Walsh has stated in court that he expected to prove that I was at Bridgman, Mich., and took part in the convention of reds; and in other words, obtained the incriminating documents myself. I never was in Bridgman in my life and his contentions on that score are absurd. I am forced to refuse to answer the question until released by those who gave the information used in the newspaper articles."

TO FOUND PARKS MEMORIAL

Virginia Newspapers to Honor State's First Editor and Printer

(By Telegraph to Editor & Publisher)

RICHMOND, Va., Jan. 24.—Fifty of the 112 members of the Virginia Press Association attended the fifth mid-winter meeting held in the auditorium of the Virginia Hotel, Lynchburg, on Tuesday and Wednesday. Trade talk featured the program. Walter C. Johnson, secretary-treasurer of the Southern Newspaper Publishers' Association, urged the Virginia publishers to standardize their rate cards, make their publications more attractive typographically and to affiliate with the state association. He was also a speaker at the dinner tendered Monday night by the Lynchburg News and Advance.

F. X. Wholley, of the Associated Advertising Clubs of the World, was the feature speaker on Tuesday, he outlined the work being done by the Associated Advertising Clubs in reference to recognition of patent medicines having merit, and of the legislative work the A. A. C. W. is doing in Washington.

Stilson H. Hall, editor of the Leesburg Times, spoke Monday on the reasons why weekly newspapers should conduct editorial columns or pages. He said the weeklies should be forces in the moral development of communities, in promoting the public school system, and in educating the newcomer into the ideals of citizenship. John Gwathmey, editor of the Ashland Herald-Progress, spoke on how to conduct a weekly in the face of city competition; he stressed the point that people who read daily papers sub-

scribe for weekly papers in their own communities, hence the dailies are in no sense a detriment to the weeklies, but educate people to read the weeklies.

Approval was given the plan to offer a silver loving cup to be awarded to the high school or prep school publishing the best and most attractive school paper, these papers are to be judged by a committee yet to be named by President M. T. Harrison.

The convention also approved the plan for a bronze tablet to be erected at Williamsburg to the memory of William Parks, the first public printer and editor in Virginia, and the establishment of the William Parks memorial scholarship in the College of William and Mary at Williamsburg, to be awarded to the sons and daughters of editors, publishers or printers, under a plan yet to be announced, a fund of \$3,000 will be raised among the editors and master printers of the state.

The delegates were the guests of the Lynchburg Rotary Club at luncheon on Tuesday. Prevalence of flu in a mild form kept many members from attending the meeting. Officers will be elected at the meeting to be held this summer.

NATIONAL PRESS CLUB MAY BUILD

Special Committee Considers New Home—Has Until March, 1924

The new administration of the National Press Club, recently installed, with Carter Field, of the New York Tribune, as president of the organization, will wrestle with the question of providing new quarters. The club's lease on the present quarters expires March 1, 1924, and decision must be reached on renewing the lease or moving to a new location.

One proposal which will be investigated by a newly-appointed committee on quarters, is to erect a building, the top floor of which will be used by the club and office space in the building rented to newspaper bureaus in Washington. Not a few newspapers have outgrown or are dissatisfied with their present quarters in Washington. The quarters' committee is composed of Mr. Field, Robert B. Armstrong, Los Angeles Times; Stephen T. Early, of the Associated Press; Frederic J. Haskin, Haskin Information Service; Gus J. Karger, Cincinnati Times-Star, and Jay G. Hayden, Detroit News.

HOLD FIRST DIVISION MEETING

14 Ohio Classified Men Hold Round Table Discussion

Under the direction of the Association of Newspaper Classified Advertising Managers a meeting was held in Columbus, Ohio, January 10, to discuss classified advertising problems. W. S. Campbell, classified advertising manager, Toledo Blade, presided. He was assisted by H. C. MacDonald, the Cleveland Plain Dealer, and Charles Hardin, Columbus Dispatch. The meeting was attended by twenty people representing the following 11 Ohio newspapers in addition to those named above: Youngstown Vindicator, Columbus Citizen, Akron Beacon Journal, Sandusky Register, Cincinnati Times-Star, Dayton Evening Herald, Dayton News, Hamilton Daily News, Canton Repository and Akron Evening Times.

The meeting, which was held in the office of the Columbus Dispatch, was devoted to a round-table discussion of classified problems, and was so successful that it was unanimously decided to hold another meeting in Cleveland on April 5.

This is the first of a series of division meetings which the association plans to conduct during the year. If the publishers of any state desire a meeting they can arrange to have one conducted by the association, if they will write to the Executive Secretary, 326 W. Madison St., Chicago.

Will Hold Newspaper Short Course

A short course in Journalism will be conducted at the University of Wisconsin, Feb. 1, 2 and 3.

RECEIVER FOR TIMES OF BALTIMORE

Started as One-Cent Tabloid in October—Court Orders Paper Run for Thirty Days in Hope Somebody Will Buy It

(By Telegraph to Editor & Publisher)

BALTIMORE, Md., Jan. 24.—The Baltimore Times which started as a penny tabloid October 30 was placed in receiver's hands yesterday by Judge Duffy in the Circuit Court, a state court, who appointed George D. Iverson, attorney representing a creditor, with a claim of \$1,000, and Arthur C. Montell, secretary-treasurer of the Times, receivers, and said he would sign papers allowing the paper to be continued for 30 days.

Today Edwin T. Dickerson, Charles E. Cockey and T. Calvin Carney, filed a petition in the United States Court asking that the Times, Inc., publishers of the tabloid paper, be declared bankrupt. They represented the Eureka Electric Company which claims that the Times owes it \$21,500. George A. Barnhart filed a claim for \$4,500 and William Hollingsworth a claim of \$400.

Judge Duffy of the state court stated that a director of the company told him that the Times' debts amounted to about \$90,000 and that the plant, including presses, was valued at \$80,000. He gave as one of his reasons for allowing the receivers appointed by him to continue publication for 30 the possible sale of the Times to an interested person.

A. C. THOMAS DIES

Widely Known Chicago Newspaper Man Was 71 Years Old

CHICAGO, Jan. 23.—Addison C. Thomas who a quarter of a century ago was one of the mostly widely known newspaper men in the United States, died early today after a brief illness. He was 71 years old.

Mr. Thomas was for a long time superintendent of the central division of the Associated Press with headquarters in Chicago. In developing the present extensive leased wire system of the Associated Press, he played an important rôle. He first demonstrated the possibility of the use of the typewriter by operators in receiving telegraph news. The introduction of the typewriter was brought about only after endless experimenting by Mr. Thomas and long after others had declared the idea impracticable.

The device known as the cyclograph, a duplicating machine used by the Associated Press, also was one of his inventions. It was the first machine to feed ink from the inside of a cylinder, a principle now used in mimeographing. As an executive Mr. Thomas immediately directed the arrangements for handling the news of many stirring events. He was voted a medal of honor by the Board of Directors of the Associated Press.

Obituary

SAMUEL CUSHMAN-CALDWELL, aged 87, on the staff of the New York Tribune since 1872, and a former night editor and Sunday editor of the paper, died January 23. He was editor of the Tribune Farmer, a weekly, from 1902 to 1912.

WILLIAM G. MASTERMAN, aged 63, vice-president and general manager, Hornell (N. Y.) Tribune-Times, dropped dead in the dining room of the Hotel Ten Eyck, Albany, January 23. He was in Albany attending the conventions of the New York State Publishers' Association and the New York Associated Dailies.

EDWIN H. CLOUGH, aged 69, since 1912 on the editorial staffs of the San Diego (Cal.) Union and Evening Tribune, and for 40 years in newspaper work on the Pacific Coast, died January 14.

BENJAMIN G. SKEYHAN, circulation manager of the Rockford (Ill.) Register-

Gazette for the past two years and a member of the business office staff of the paper since 1907, died January 16.

MRS. ROSE DERINDA STALEY HENDERSON, aged 38, formerly society editor of the St. Louis Globe-Democrat, died recently in San Diego, Cal.

GEORGE W. DORSETT, aged 67, for many years a New York newspaper man, died in Port Jervis, N. Y., January 23.

GEORGE BEACHEL, aged 51, former Chicago newspaper man, who has lived at Waukegan for the past three years, was found dead in his bungalow January 22. Death was due to heart failure.

MARIUS PATEAU, editor of L'Action Francaise, Paris, France, a Royalist newspaper, was assassinated January 20 by Mlle. Germaine Berton, an avowed anarchist.

THOMAS H. SIMPSON, a former New York newspaper man, died at Belchertown, Mass., January 22.

JOHN HENRY BROWN, aged 60, who as Jack Brown was a widely-known New York newspaper man 15 to 20 years ago, committed suicide in a rooming house this past week. It is stated that he did not have a penny when he died. His body was sent to the city morgue.

CHARLES NESENSOHN, aged 56, a pioneer in newspaper snapshot photography and for 25 years a member of the staff of the New York American and Journal, died January 22.

GEORGE WHITCOMB COTRELL, aged 69, a reporter for the Standard News Association, New York, for 25 years, died this past week.

PRYOR T. JONES, aged 87, father of Lester L. Jones, executive representative of the Publishers' Association of New York City, died January 23 at Canfield, Ohio.

MORRIS DANIEL WILKINS, aged 70, superintendent of the pressroom of the Syracuse (N. Y.) Herald for the past five years, died January 22.

MONCURE WOODSON CAMPER, founder and president of the Florence (Ala.) Times, died January 14.

ARTHUR WALLACE QUINN, aged 57, owner of the Keene (N. H.) Poster Advertising Company, died January 15.

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

EDWARD M. TAYLOR, aged 55, publisher of the St. Joseph (Mo.) Journal of Commerce for many years, died January 16.

JAMES A. CAREY, aged 69, for 30 years editor and publisher of the San Francisco Advertiser, an insurance paper, died January 13.

MISS AGNES DAVIS, aged 18, daughter of J. A. Davis, general manager of the Albany (Ga.) Herald, died January 4.

MRS. J. N. FULFORD, a well-known South Dakota newspaper woman, died at Long Beach, Cal., recently, just two weeks after retiring from active business.

G. W. HERVEY, farm journalist and former editor of several such journals in Omaha, died January 21.

JOSEPH T. CRAFT, aged 50, for 21 years city circulation collector on the Washington (Pa.) Observer and Reporter, died January 8.

ALFRED ELY, aged 31, for some years a reporter on the staff of the San Diego (Cal.) Union and Tribune, died January 14.

STEPHEN PAUL WILLETT, aged 63, printing instructor of the Rock Island (Ill.) high school, died January 15.

EDWARD M. TAYLOR, a former publisher of the St. Joseph (Mo.) Daily News, died January 16.

E. L. WALTZ, founder of the Delta (Ohio) Avalanche in 1876, died at his home there January 18. After selling the Avalanche, he founded the Delta Atlas, which is now owned by his son, C. R. P. Waltz.

JOHN YOUNG, who was assistant manager of the New York World when Henry Hurlburt was manager, died at Geneseo, N. Y., January 25. He was seventy-eight and the son of ex-Governor John Young, of New York.

PERSONAL

JAMES T. WILLIAMS, JR., editor of the Boston Transcript, sailed recently for Europe on the America.

Erman J. Ridgway, of the New York Herald and Mrs. Ridgway, have announced the engagement of their daughter, Eleanor, to Edwin Pulver Cook, of Providence, R. I.

W. F. Mixon, publisher of the Woodland (Cal.) Mail for the past 25 years, has been named by Governor Friend W. Richardson, of California, as secretary of the State Highway Commission. He was a member of the Newspaper's Committee during the recent California campaign.

J. L. Sturtevant, editor and publisher of the Wausau (Wis.) Daily Record-Herald, left this past week on a trip South.

Nelson B. Updike, publisher of the Omaha (Neb.) Bee, left Omaha January 18 for quail shooting in Florida; later Mrs. Updike will join him and they will go to Cuba for a month.

Frank E. Howe, owner and editor of the Bennington (Vt.) Banner, has been appointed postmaster of Bennington and has appointed Clayton J. Kinsley, formerly city editor of the Banner, general manager.

J. G. Elliott, president of the Kingston (Ont.) Whig, has been appointed president of the Kingston branch of the League of Nations' Association.

Frank A. Day, editor of the Fairmont (Minn.) Daily Sentinel, is taking treatment at the Mudbaden Sulphur Springs.

Lawrence B. Hert, for the last six years editor and business manager of the California (Mo.) Democrat, is now editor of the Sedalia (Mo.) Morning Capital.

Howard W. Connally, superintendent of second class mail at the City Hall Postoffice, New York, is recovering from a severe illness.

IN THE EDITORIAL ROOMS

JOSEPH J. EARLY, managing editor, Brooklyn Standard Union, will be the guest of honor of the New York State Legislative Correspondents' Association at a dinner February 8 at the Hotel Ten Eyck, Albany. He was formerly the Standard Union's Albany correspondent and a former president of the association.

Edwin D. Lanbright, formerly editorial writer and managing editor of the Tampa Morning Tribune, is now postmaster at Tampa.

M. S. Rukeyer, financial editor of the New York Journal and formerly business and financial editor of the New York Tribune, started column of financial comment for the investor on January 22.

Mrs. Jessie L. Leonard, president of the New England Women's Press Association and managing editor of the Winthrop (Mass.) Sun, is candidate for a selectman of Winthrop.

Daniel J. Duval, sports editor of the Schenectady (N. Y.) Union-Star has obtained a leave of absence on account of ill health and will spend some time in Florida.

John Long, formerly assistant city editor of the Des Moines Tribune, has been promoted from the rewrite desk to city editor of the Omaha Bee. He succeeds Fred S. Hunter, city editor the past three years, who assumes general charge of sports and features. Ralph Wagner and James Baugh continue on sports assignments. Paul Greer is now in charge of editorial pages.

Pete Dixon has quit the San Antonio Express staff to become editor of the Southwest Magazine.

Bruce Laver is now sports writer on the San Antonio Express.

Ben Baines, reporter on the San Antonio Light, who suffered a broken arm

in the wreck of the C-2 airship, is back on his beat.

John P. Irish, former San Francisco newspaper man, recently returned from a trip to the Orient.

Arch W. Jarrell, for the past two years politics editor of the Norfolk (Va.) Virginian Pilot, is now associated with the editorial staff of the Wichita (Kan.) Beacon.

Gonzalve Desaulniers, K. C., for many years a Montreal newspaper man, has just been appointed judge of the Superior Court of Quebec Province.

John J. Carson, formerly Washington correspondent of the Baltimore Evening Sun, has joined the Scripps Newspaper Alliance to serve the Scripps newspapers in Baltimore and Indianapolis. Before coming to Washington, Carson was assistant managing editor of the old Indianapolis Sun and Indiana Daily Times.

Harry W. Frantz, of the United Press, and C. C. Lyon, Sidney B. Whipple, W. H. Porterfield and H. N. Rickey, all of the Scripps Newspaper Alliance, have been elected to membership in the Overseas Writers.

R. Warren MacAllen, formerly House man for the Philadelphia Public Ledger is now on the copy desk of the Washington Herald.

Hugo Riley, former labor editor on the Newark (N. J.) Ledger is now labor editor of the Paterson (N. J.) Morning Times.

L. A. Wertman, has joined the news staff of the Springfield (Ohio) Daily News.

James Beegan, sports writer on the Lynn, Mass., Telegram-News, is now recovering from a serious attack of pneumonia.

Fred McIsaac has resigned as dramatic critic on the Boston American, Nicholas Young succeeds him.

Frank C. Ferguson, formerly of the New York Sun and for the past year sports editor of the Long Island City (N. Y.) Daily Star, has been made city editor of that paper, succeeding Frank S. Kelley, who has joined the staff of the Brooklyn Times.

Miss Martha Foley, late of the Newark Ledger, is now on the copy desk of the Long Island City (N. Y.) Daily Star.

Paul A. Tierney, formerly of the Brooklyn Eagle and more recently managing editor of the Jamaica (N. Y.) Daily Press, is another now on the Long Island (N. Y.) Star copy desk.

Miss Margaret Medbury, who used to do women's features on the San Francisco Chronicle, is now school editor of the Long Island City (N. Y.) Daily Star.

David Mosessohn, president of the New York Jewish Tribune and Hebrew Standard and formerly a reporter on the Portland Oregon Journal, was recently official arbiter of the Associated Dress Industries of America.

Fred H. Spaulding, formerly managing editor of the Lynn (Mass.) Telegram-News, has joined the copy desk of the Chicago Herald-Examiner.

Miss Genevieve Mildred Forbes, special writer for the Chicago Tribune, and Mr. John Origen Herrick, have announced their engagement.

Miss Margaret Wilson, who formerly wrote the Tea Table Topics column on the Harrisburg (Pa.) Evening News, has resigned and will make a tour of Europe.

Sid Olin, formerly sports writer for the Pueblo (Col.) Chieftain, is leaving that paper to take over the San Bernardino (Cal.) Sun sports page.

Miss Margaret Russell, for the past two years society editor of the San Diego (Cal.) Evening Tribune, and Lieut. James Charles Lough, medical corps, U. S. N., were married January 14.

Bernice E. Newell, for several years head of the society department of the Tacoma (Wash.) News Tribune, is now doing feature work. Mrs. Mary Stacy Thomson is taking her place.

Charles E. Ogden, formerly editorial writer on the Rochester (N. Y.) Eve-

FOLKS WORTH KNOWING

JOHN F. TIMS, JR., formerly advertising manager of the New Orleans Times-Picayune, was appointed business manager of the paper January 11.



JOHN F. TIMS, JR.

Mr. Tims, who succeeds J. A. Van Buren, resigned to join the Cleveland Plain Dealer, has been with the Times-Picayune for 14 years. He is a native of New Orleans and started newspaper work on the Times-Picayune after graduation from college under Thomas G. Rapier as a clerk in the business office. In 1914 Mr. Tims transferred to the advertising department of the paper and in 1919 he was made advertising manager. Mr. Tims is a director of the New Orleans Advertising Club. C. L. Blackburn, a newspaper advertising man for the past twelve years and a member of the Times-Picayune staff, has been appointed to succeed Mr. Tims as advertising manager.

ing Times, now the Times-Union, recently resigned as director of publicity for the New York State Department of Public Works.

Edward A. Sullivan has joined the staff of the Bridgeport (Conn.) Sunday Post as feature writer.

Arthur J. Kelly has joined the staff of the Trenton (N. J.) State Gazette.

Frank T. Taylor is now telegraph editor of the Trenton (N. J.) State Gazette.

Miss M. Dorothy Roehrig, formerly social reporter for the Trenton (N. J.) Evening Times, is now on the Trenton State Gazette.

William Waldron, reporter on the Trenton (N. J.) Evening Times, has been promoted to assistant sports editor of the paper.

Norman W. Baxter, until recently of the London bureau of the Philadelphia Public Ledger has been assigned to the Washington bureau. He was in Washington for the Public Ledger for several years before his transfer to London in October, 1921.

Louis J. Reilly, of the Bridgeport (Conn.) Post editorial staff, and Miss Genevieve E. Heaphy, have announced their engagement.

Richard W. Clarke, of the New York News staff, and Mrs. Clarke, are the parents of a daughter, born recently in Chicago. Mrs. Clarke was formerly a member of the Chicago Tribune Sunday staff.

IN THE BUSINESS OFFICE

G. W. PRESTON, formerly advertising manager of the Cincinnati Enquirer, has been appointed advertising director of the Buffalo Express and will commence his new work January 29.

Louis Neikrug, formerly business manager of the Paterson (N. J.) Morning Times, has been assigned to the advertising department as an executive.

Henry Hill, business manager of the Kingston (Ont.) Standard, has resigned.

Kenneth Kerr has resigned as advertising manager of the Wilmington (Ohio) News Journal and has bought the Wilmington Clinton County Democrat from Howard L. Burba, Sunday editor of the Dayton News, and James F. Burba.

H. B. Wiener, formerly on the Okmulgee (Okla.) Times, has joined the advertising staff of the St. Louis Star.

Arthur J. Flynn has joined the advertising force of the Lynn (Mass.) Telegram-News, in charge of classified advertising.

C. Newell Felton, of the advertising staff of the Clinton (Mass.) Item, was recently appointed secretary of the Clinton Chamber of Commerce, and also chairman of the Chamber's mercantile committee.

Will H. McConnell, business manager of the Springfield (Ill.) State Journal, is spending his winter vacation in San Antonio.

V. A. Bridge has become circulation manager of the Omaha Bee, succeeding Emer S. Rood. Mr. Bridge was formerly assistant circulation manager and before joining the Bee was in charge of country circulation for the Cincinnati Post and circulation manager of the Fort Worth Press. E. H. Long has been appointed city circulation manager, with Herbert Shannon in charge of the country.

James Austin, formerly with the Omaha World-Herald, is now with the Bee, establishing a merchandising service department. Tom Devaney, also a former World-Herald man, has joined the Bee advertising staff.

Edwin A. Sutphin has been appointed advertising manager of the New York Herald and of the Sun. For the past three years Mr. Sutphin has been national advertising manager of these morning and evening newspapers.

Before joining the Herald-Sun organization, Mr. Sutphin was national advertising manager of the New York Tribune. Mr. Sutphin's successor as national advertising manager will be Winfred Army.

T. Norman Williams, for two years a member of the Chicago staff of Critchfield & Co. and more recently executive secretary for the joint 1922 convention board of the Associated Advertising Clubs of the World and the Milwaukee Advertising Council, has been made manager of national advertising for the Minneapolis Journal.

MARRIED

HERBERT F. GUNNISON, publisher of the Brooklyn Eagle, and Mrs. George S. Baldwin were married January 20 and sailed the same day on the Volendam for Europe. They will return March 9.

Arthur F. Stiles, of the Boston Post city staff, and Miss Hazel Eva Flood were married on January 20.

James M. Kirshner, of the New York Times auditing department, and Miss May I. Downey, who was formerly in the filing department of the Times, were married January 20.

THE MECHANICAL SIDE

WILLIAM P. HAYES, copy cutter of the St. Paul Dispatch-Pioneer Press composing room, has retired from active newspaper work. He has been in the harness 55 years, all but six of them in the service of this paper.

Herbert Betzenderfer, resigned last week as mechanical superintendent of the Paterson (N. J.) Times and has joined the mechanical staff of the New York American.

VISITORS TO NEW YORK

Charles S. Stanton, publisher, San Francisco Examiner.

H. V. Jones, publisher Minneapolis Journal.

Walter C. Johnson, Chattanooga News. Victor H. Polachek, Chicago Herald & Examiner.

Mrs. Zell Hart Deming, Warren (Ohio) Tribune.

E. Brown, Nashville Tennessean.

R. L. McCormick, Dayton (Ohio) News.



EDWARD A. SUTPHIN

Introduction to Employer and Employee

SITUATIONS WANTED

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

Advertising Manager
Extensive experience. Salary start \$85.00 week. Box A-758, Editor & Publisher.

Advertising Salesman
Six years' practical experience in magazine and metropolitan trade publication work. Connected for the last four years with the largest trade paper in field. Thorough knowledge of all phases of advertising. Salary to start \$50, until ability is proven. Address Box A-810, Editor & Publisher.

Advertising Office Man
Age 33, experienced on local and foreign copy desks. Can take charge service bureau. Steady, thorough and reliable. A-1 references. Address A-782, Editor & Publisher.

Advertising Writer-Salesman
managing small daily, seeks attractive proposition, city over 15,000. Address Box A-812, Editor & Publisher.

All-Round Reporter
thoroughly experienced, desires position with prospect of advancement, preferably in middle west. Specialized in court house, police and political work. Young and ambitious. Address A-801, Editor & Publisher.

Business Manager
Five years' experience as business manager of daily. Can fill this position with credit, or would make valuable assistant to publisher. Age 30 and married. Available on reasonable notice. Address A-808, care Editor & Publisher.

Circulation Manager
In the Central West, cities under 100,000, an experienced man, age 34, having a successful record behind him with other publishers, is needed. I solicit your correspondence for further particulars. Manager or circulator, moderate salary requested. Write A-809, Editor & Publisher.

Circulation Manager
now in active charge of a metropolitan paper, wants position demanding real ability. Analytical mind, persistent and thoroughly reliable. Excellent references from present employer and others. Address Box A-755, Editor & Publisher.

Circulation Manager
Have had twelve years' experience in all branches circulation work. Am now connected with one of the largest papers in the East. Past five years in present city with two papers. Do not care to connect with paper that uses premiums or expects to double its circulation with office conferences. If you are looking for a world beater, you can find plenty of wind jammers, but, if you want a man that knows he knows circulation, I am sure it would be to our mutual benefit to address Box A-806, Editor & Publisher.

Classified Advertising Manager
10 years' experience newspaper work, 2 years classified manager. Organizing my specialty, understand every detail pertaining to the accounting end. Looking for permanency that offers a future. Salary secondary. 30 years of age. Married. A go-getter. Box A-786, Editor & Publisher.

Copy Writer-Reporter
2 years' newspaper experience, 1 year associate editor of weekly magazine. Qualified for reporter, copy writer, or house organ work. 24, college graduate. At present employed. Address A-802, Editor & Publisher.

Do You Need
an aggressive Business Manager or General Manager? Have made advertising and circulation records in more than one field. Experience embraces work on dailies in cities of 150,000 to 600,000. Would consider buying interest. A-768, Editor & Publisher.

Editor
with New York, Chicago, New England and Southern experience, is ready to take hold of any interesting proposition. Competent to take charge or assist. Strong in co-operation with business publication in advertising and circulation departments. Writer, speaker, executive, practical master of details, can show by doing, trained from street to desk and form. Organizer, agreeable personality, capable in handling force and promoting loyalty. Collegiate and legal education. Terms to suit. Worth investigating. Address Box A-807, Editor & Publisher.

Editor
Man thoroughly experienced in editorial writing, special writing and executive work, one year on leading suburban daily and six years on metropolitan newspaper, open for engagement. Also strong class journal man. Address Box A-814, Editor & Publisher.

SITUATIONS WANTED

Experienced Columnist
feature writer and reporter with international experience seeks post in Middle West. Full particulars on demand. Will forward clippings. Address A-811, Editor & Publisher.

Experienced Reporter
copy reader and re-write man seeks position in New York or vicinity. Address A-805, Editor & Publisher.

Newspaper Business Executive
Seeks connection in New York City, but would consider opening in other fields. Wide experience of over twenty years in all departments, including one of the largest dailies. Best of references. Inquiries confidential. Immediately available. Box A-777 Editor & Publisher.

A Newspaper Man
who is 51 years old, wants a job as managing editor and editor, combined, or either job separately, on a daily newspaper in town from 15,000 to 40,000 population. Could take full charge of small town daily, including business end, if an attractive proposition were made. Not broke nor out of a job, but circumstances make a change desirable. Good health, good spirits, esteemed best editorial writer in state where I now reside. Have built a daily paper now two years old from small beginning to second paper in the state. Hard worker and know and love the newspaper game. Can take some stock later on, if mutually agreeable. Prefer location east of Mississippi or in South. Address A-815, care Editor & Publisher.

New York Advertising Woman Wants
advertising or newspaper job. Experienced in reportorial work. Proficient in department store advertising. Address A-798, Editor & Publisher.

Reporter or Secretary
University man, with two years' experience on English dailies, wants position on newspaper or periodical. Speaks French; has done secretarial work. References from George Bernard Shaw and other noted men. For further particulars, write Ernest A. Davies, care Wagner, 432 W. 240th St., New York City.

Superintendent or Foreman
Thoroughly trained composing room executive desires position. Wide range of experience. References. Box A-789, Editor & Publisher.

Wanted
Situation as city circulation manager on evening paper of 25,000 or more. Thoroughly experienced and competent, 25 years of age, married, sober and not afraid of work. Excellent references and can report at once. Address A-800, Editor & Publisher.

BUSINESS OPPORTUNITIES

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

Be Wise
If you were ill, you would naturally consult a physician that you believed could properly diagnose your case. If you were in need of legal advice, you would consult the lawyer that you considered familiar with the law. If you were to buy stocks or bonds, you would consult your banker. Then why not consult some reliable and well qualified Broker, if you contemplate the purchase of a newspaper or magazine.
There are available through this agency some very desirable daily, weekly and monthly publications. Some real bargains. Please call upon, wire or write, J. B. Shale, Times Building, New York City.

NOTES OF THE NEWS SERVICE AND SYNDICATES

WILLIAM HARD has resigned from the Cosmopolitan News Service to become Washington correspondent of the Nation.

H. Bruce Boreham, formerly telegraph editor of the Winnipeg Tribune, is now Ottawa bureau night editor of the Canadian Press.

Ernest T. Jenkins has resigned as special writer on the Boston American to join the Cosmopolitan Service in New York.

Clayton Whitehill, of the Washington bureau of the United News, has resigned to go into business with his father in Philadelphia.

Fraser Edwards, formerly of the Washington staff of the Philadelphia Public Ledger, has joined the United Press and has the House assignment.

The Wausau (Wis.) Daily Record-

HELP WANTED

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

City Editor
Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Contest Manager Wanted
also assistant. Must have best of references. The Bird Syndicate, Pioneer Block, Madison, Wis.

Editor Wanted
Leading financial publication desires to secure services of good editor. News man preferred, rather than editorial, but combination preferred. State qualifications and salary. L. Nymeyer, 1009 Beverly Ave., Chicago.

Editor
By reason of retirement of present editor, who has served the paper for many years, a daily evening newspaper in city of 100,000, within four hours of New York, finds itself obliged to choose his successor. For good reasons prefer bringing outside man into organization. This man must have broad views on public affairs, be capable of taking entire charge of editorial page, assume responsibility therefor, and bring first class references as to ability, etc. The newspaper is independent, Democratic and not only a power in its community but recognized as one of the leading newspapers of the East. If interested and can meet requirements, write, giving information as to experience, references, etc. This is a real opportunity for a real man—and is permanent provided he can meet requirements. Address Box A-793, Editor & Publisher.

FOR SALE

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

For Sale
Hoe 16 page press with complete stereotyping equipment. Four linotypes, Model 18, 2 linotypes, Model 8, 1 linotype, Model 20, 1 linotype, Model 5. This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923. Will be sold for cash only. Norristown Daily Herald, Norristown Pa.

Herald this past week has taken full leased wire Associated Press service.

The Salt Lake City Deseret recently contracted for full service from the Consolidated Press Association.

WITH THE SPECIALS

LYNN H. GAMBLE, formerly St. Louis manager for the G. Logan Payne Company, has been appointed

manager of the new St. Louis office of the Allied Newspapers, Inc., direct newspaper representatives, located at 604 Olive street. Mr. Gamble has in the past been connected with newspapers in St. Louis and other cities. Prior to the war he was with the Red Cross in Texas, and during the war he served as a lieutenant in the army in France. The Allied Newspapers, Inc., now have seven offices and others will be opened in the near future.



LYNN H. GAMBLE

Carl A. Schulerberg has been placed in charge of the new St. Louis office of Frost, Landis & Kohn, publishers' representatives, located in the Security building.

C. E. T. Huntley has joined the advertising staff of Hearst's International, New York. He was formerly with the John Budd Company, publishers' representative.

Clarence W. Cramer, formerly with Verree & Conklin, New York, has been appointed field and advertising manager of Natural Gas, the official organ of the Natural Gas Association of America, with headquarters at Cincinnati.

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

THE Northwest Missouri Press Association held its annual convention January 13 at St. Joseph, Mo., and elected the following officers: President, Asa W. Butler, Albany Capital; first vice-president, C. B. DeWitt, Cameron News-Tribune; second vice-president, B. J. Bless, Jr., Weston Chronicle; secretary, Miss Beatrice Winn, Marysville State Teachers College, and treasurer, J. P. Tucker, Parville Gazette.

The Kansas Press Association annual convention closed in Topeka today.

The Rochester Typotheta and Rochester Club of Printing House Craftsmen, held a Benjamin Franklin dinner January 20 at the Hotel Rochester.

Asa W. Butler, editor of the Albany (Mo.) Capital, was elected president of the Northwest Missouri Press Association at St. Joseph on January 13.

The Arkansas Press Association will hold its annual meeting at Lake Village June 7 and 8.

ADVERTISING

W. Frank McClure, vice-president of Albert Frank & Co., was elected chairman of the advertising council of the Chicago Association of Commerce at the annual meeting held in Chicago recently. Homer J. Buckley and John H. Logeman were elected vice-chairmen.

The Kansas Association of Display Men recently held their annual meeting in Topeka and elected the following officers: president, Fred M. Murray; first vice-president, Harvey Rhode; second vice-president, Howard Watson, and secretary-treasurer, B. F. Fennimore.

The New York City Advertising Managers Association held a luncheon yesterday at the Advertising Club.

A luncheon conference on church advertising was held January 25 at the White Rose Restaurant, New York, under the joint auspices of the New York City Federation of Churches, the New York Advertising Club, the Eastern Region of the Y. M. C. A., the Y. M. C. A. International Committee, and the New York Y. M. C. A. The speakers were the Rev. Clinton Wunder, the Baptist Temple, Rochester, N. Y., who spoke on "Making Religious Advertising Pay," and Dr. Christian F. Reiser, the Chelsea M. E. Church, New York, who led the discussion. Ivy L. Lee was the chairman of the meeting.

The Hutchinson (Kan.) Ad Club has voted to begin a definite system of advertising for Hutchinson churches and has appointed a special committee for this work, at the same time the head of the ministerial alliance was made a member of the club.

The Town Criers' Club of St. Paul has unanimously indorsed a program of advertising for that city which calls for the expenditure of \$85,000 this year. Practically all the daily papers in the trade territory of the city will be utilized.

The Galveston Advertising Club recently elected the following officers for the ensuing year: G. B. Clark, president; L. W. Reed, vice-president; O. A. Walker, Jr., treasurer; H. C. Hague, secretary; A. P. Vaughan, V. H. Ungar, G. L. Stevens, Harry I. Cohen, Gus Gonsoulin, I. D. McMaster and Harry Davidson, directors. The club starts its study class the latter part of this month.

The Advertising Club of New York will entertain at a beefsteak dinner and dance January 29. Ex-Governor Haskell of Oklahoma, will be the speaker at weekly luncheon of club January 31. Miss Anne Morgan was the speaker at the club's luncheon January 24. Her subject was Reconstruction in the Red Zone in France.

A charter has been granted by the American Legion for the formation of an Advertising Men's Post at Boston. Among the advertising men on the organization committee are Carroll J. Swann, Claude Pendill, Alden H. Kenyong, Allen H. Wood, Jr., Carl Tomer, Alex Marshall, Louis Glaser, Ben Fitzgerald, Jack Sweeney, A. O. Price and Fred J. Bonnet.

TIPS FOR AD MANAGERS

J. D. Bates Advertising Agency, 257 Main street, Springfield, Mass. Placing account for Robinson Manufacturing Company, Westfield, Mass.

George Batten Company, 381 4th avenue, New York. Placing orders with some Western newspapers for the Associated Service Corporation. Placing orders with newspapers in selected sections for Baush Machine Tool Company, Springfield, Mass. Renewing contracts with some Mid-West newspaper for S. D. Warren Company, Warren standard paper, Boston.

Blackman Company, 120 West 42nd street New York. Making 3,000 line contracts for Alfred H. Smith Company.

W. L. Brann, 11 East 43rd street, New York. Using 1 page, one time in farm papers for Montgomery, Ward & Co. Chicago mail order house.

Brooke, Smith & French, 206 Eliot street, Detroit, Mich. Placing account for Detroit Show Case Company.

Calkins & Holden, 250 5th avenue, New York. Making 10,000 line contracts for Southern Cotton Oil Trading Company.

Campbell & Campbell, 21 East 40th street, New York. Using 28 lines, twice for Earl Products Company.

Cecil, Baretto & Cecil, 12th & Bank street, Richmond, Va. Making 5,000 line contracts for Check Neal Coffee Company.

Collins-Kirk, Inc., Wrigley Bldg., Chicago. Preparing a list for John F. Jelke Company.

Conover-Mooney Company, Harris Trust Bldg., Chicago. Making 2,800 line contracts for the Chicago Herald-Examiner.

Cotter Advertising Agency, 97 Oliver street, Boston. Using metropolitan newspapers for the Alden Spere's Sons Company, Cambridge, Mass.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account for Wirt Company, Philadelphia, manufacturers of Dim-A-Lite electrical fixtures. Placing account for U. S. Industrial Alcohol Company, Alcorub and Pyro, New York.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Renewing newspaper contracts for Coca-Cola.

Doremus & Company, 44 Broad street, New York. Placing account for New England Steamship Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000 line contracts for the Booth Fisheries Company. Making 5,000 line contracts for Western Grocer Company. Making 10,000 line contracts for Good-year Tire & Rubber Company.

Federal Advertising Agency, 6 East 39th street, New York. Making 2,800 line contracts for I. Blyn & Son.

Albert Frank & Co., 14 Stone street, New York. Making 3,000 line contracts for Sanderson & Son.

Friend-Wiener Advertising Company, Woolworth Bldg., New York. Placing account for Hudson Navigation Company, New York.

Charles H. Fuller Company, 629 South Wash- ington avenue, Chicago. Placing copy on J. W. Brandt Company.

Grandin, Dorrance, Sullivan, Inc., 130 West 42nd street, New York. Preparing schedules for a large list of newspapers for Harrisburg Shoe Manufacturing Company, Harrisburg, Pa., Mary Lee shoes. Placing account for Kellogg Manufacturing Company, Rochester, N. Y., engine drive pumps. Placing account for the Brand Brewing Company, Chicago. Newspapers will be used, starting in the Middle West in February.

Green, Fulton, Cunningham Company, 28 East Jackson boulevard, Chicago. Preparing a list for Nash Motors.

Guenther-Bradford Company, Tribune Bldg., Chicago. Sending out one time orders on the International Research Laboratories. Making 2,000 line contracts for George H. Mayr.

Pepsin Syrup Company, Monticello, Ill. Making 5,000 line contracts direct.

J. R. Hamilton Advertising Agency, 326 West Madison street, Chicago. Using copy in Illinois and Wisconsin papers on Thomas Webb, coffee.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Are placing some advertising in selected papers for Pierce-Arrow Motor Car Company, both passenger and trucks.

Wm. A. Ingoldsby Advertising Agency, 120 1/2 South Broadway, Los Angeles. Reported will use newspapers west of the Mississippi for Morris & Snow Seed Company, Los Angeles, Cal.

Martin V. Kelley Company, Second Nat. Bank Bldg., Toledo. Making 7,000 line contracts for Cole Motor Car Company.

Lambert & Feasley, 17 East 49th street, New York. Sending out schedules for Lambert Pharmaceutical Company.

Lord & Thomas, Wrigley Bldg., Chicago. Sending out copy for general distribution on Pepsodent Company.

McLain-Simpers Organization, 210 West Washington square, Philadelphia. Placing account for Individual Drinking Cup Company, Easton, Pa.

Mitchell-Faust Advertising Company, Tribune Bldg., Chicago. Are using more space on Armour Grain Company.

Nichols-Moore Company, 2063 East 4th street, Cleveland. Placing account for Bessemer

Motor Truck Company, Grove City and Philadelphia, Pa.

C. H. Norwood, Inc., 1182 Broadway, New York. Placing orders with newspapers in various sections for H. & G. Klotz and Ed Pinard, Perfumery, 84 5th avenue, New York.

Owl Advertising Agency, Terre Haute, Ind. Making 3,000 line contracts for P. D. Q.

Wm. H. Rankin Company, 15 West 37th street, New York. Reported to be using full pages in rotogravure newspapers for Mineralava. Placing account for J. E. Eason & Sons, Camden, N. J., soap. Making 1,000-line contracts for National Carbon Company.

H. E. Remington Company, 225 East Erie street, Chicago. Making 3,811 line contracts for Remington Typewriter Company.

Roberts & McAvinche, Boyce Bldg., Chicago. Sending out copy for general distribution on Cluett-Peabody Company.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing account for Vitamin Food Company, 1819 Broadway, New York.

Frank Seaman, Inc., 470 4th avenue, New York. Placing account for Munn & Co. Placing account for the Burroughs Adding Machine Company. Reported to be placing account for Gillett Safety Razor Company.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Making 2,800 line contracts for Calumet Baking Powder.

Spafford Company, 10 Arlington street, Boston. Placing account for William Leavens & Co.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 3,000-line contracts for Swift & Co., Chicago.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Renewing some newspaper contracts for William Wrigley, Jr., Company, Chicago, chewing gum.

J. Walter Thompson Company, Lytton Bldg., Chicago. Renewing some newspaper contracts for American Appraisal Company, Milwaukee. Are adding new towns to the list for Scholl Manufacturing Company.

J. Walter Thompson, 242 Madison avenue, New York. Making 1,000-line contracts for Franklin Baker Company. Making 2,800-line contracts for Andrew Jergens.

Tracy-Parry Company, LaFayette Bldg., Philadelphia. Placing account for Regal Shoe Company.

Vanderhoof & Co., 167 East Ontario street, Chicago. Placing account for Nachman, Springfielder Company, Chicago, auto and furniture springs.

Williams & Cunyngnam, 6 North Michigan avenue, Chicago. Making 3,000-line contracts for J. L. Kraft & Brothers Company. Placing copy for Morris & Co., for general distribution.

C. C. Winningham, Book Bldg., Detroit. Making 10,000-line contracts for Hudson Essex Motors. Placing account for Continental Rubber Works, Erie, Pa.

Wortman, Corey & Potter, Utica, N. Y. Reported to be preparing newspaper campaign for National Paper Products Company, Carthage, N. Y., No Waste toilet paper.

Van Patten, Inc., 50 East 42nd street, New York. Making 2,800-line contracts for G. L. Miller Company.

NOTES OF THE AD AGENCIES

N. W. AYER & SON, Philadelphia advertising agency, has admitted George H. Thornley as a co-partner. He will continue to be in charge of new business as he has been for the past four years. The other members of the firm are F. Wayland Ayer, Jarvis A. Wood, Wilfred W. Fry, William M. Armistead, James M. Mathes and Adam Kessler, Jr.

William T. Mullally, president of William T. Mullally, Inc., New York advertising agency, has been appointed by President Lou E. Holland, of the Associated Advertising Clubs of the World, to serve on the auxiliary board of governors of the Arbitration Society of America.

John H. Stumberg has joined the printing production department of the Chambers Advertising Agency, New Orleans. Joseph H. Neebe, western vice-president of Grandin-Dorrance-Sullivan, Inc., advertising agency, in charge of the Chicago and South Bend offices, on February 1 will transfer to New York headquarters.

James D. Gabler, direct advertising, sales counsel and service specialist, New York, will conduct course in typography as part of the university extension work of Columbia University commencing February 7. These courses are similar to those which Mr. Gabler conducted during the fall term which has just closed.

The Rowland Advertising Company, Inc., New York, recently opened a branch

office at 25 Rue Taitbout, Paris, France, with George R. Hull, formerly of the New York office, in charge. Either Worth Colwell, president of the agency, or Edward F. Korbell, vice-president, will visit the Paris office next summer.

J. S. Getchell is now a member of the staff of Brooke, Smith & French, Inc., Detroit advertising agency, coming from the United States Advertising Corporation, Toledo.

Lawrence V. Gumbinner, recently with the Alfred Austin Advertising Agency, New York has opened an advertising agency under his own name in New York.

Jackson Evans Moore, recently associated with the advertising and sales management of the Naceskid Service Chain Company, Trenton, N. J., has started an advertising business in that city. He was formerly with Barron G. Collier in several Southern cities.

Lloyd Back, formerly president of the Jenkins, Back & Killian and later with the Hoops Advertising Company, has established an advertising service at Chicago under his own name.

Florence Odell, formerly in charge of advertising for the Austin Machinery Company, Chicago, has joined the staff of Estey & Co., Chicago advertising agency.

P. S. McCormick and John Kane have joined the staff of J. T. H. Mitchell, Inc., New York advertising agency as account executives.

William H. Horesley, secretary of the Izzard Company, Inc., advertising agency, Seattle, has been elected secretary-treasurer of that agency, succeeding Maree Chandler Rotch, treasurer, resigned.

Brooke, Smith & French, Inc., Detroit advertising agents, have appointed Cliff Knoble, for five years advertising manager and assistant to the sales manager of the Liberty Motor Car Company, a member of their production department staff.

Sidney C. Haskell, formerly with Doremus & Co., Chicago, has joined the staff of the Chicago office of Albert Frank & Co.

W. N. Bayles of the Powers-House Company, Cleveland advertising agency, has been elected a vice-president of the Associated Advertising Clubs of the World, representing the Fifth District. Mr. Bayles succeeds Lynn W. Ellis, resigned, of the Cleveland office of the H. K. McCann Company.

Thomas A. Baggs, vice-president of the Arthur M. Crumrine Company, Columbus, Ohio, is now in charge of the New York office of that advertising agency.

James T. Aubrey and John C. Moore have organized a general advertising agency in Chicago, under the name of Aubrey & Moore. Mr. Aubrey was formerly advertising manager of Hearst's International. Mr. Moore was formerly associate director of the Allied Publicity Bureau, and a member of the Nichols-Moore Agency of Cleveland.

Don Watts, recently with Watts, Scott & Beutell, Inc., Atlanta advertising agency, is now with the New Orleans office of the Ferry Hanly Advertising Company as account executive.

W. J. Baxter, recently advertising manager of the Ford Motor Company, of Canada, Ltd., has joined McConnell & Fergusson, Ltd., London (Ont.) advertising agency.

G. H. Hawkins, with the Ethridge Company, Chicago, for the last eight years, has joined G. H. E. Hawkins, Chicago advertising agency as a special copy writer.

H. G. Telford, formerly with the National Bank of Commerce, New York, has joined the production department of Calkins & Holden, New York advertising agency.

Irvin F. Paschall, until recently vice-president of the Roland Kay Company, Chicago, has established his own advertising business in Chicago.

At the recent annual meeting of the stockholders of William T. Mullally, Inc., New York advertising agency, the following officers were appointed for the

BRITISH GOVERNMENT OFFICIALLY INVITES A. A. C. W.

[By Cable to EDITOR & PUBLISHER.]

London, Jan. 26.—Premier Bonar Law yesterday received F. A. Wilson-Lawrenson, representative of the Associated Advertising Clubs of the World and authorized him to say that the British invitation to hold the 1924 A. A. C. W. convention in London will have his personal support and that of the British Government.

ensuing year: William T. Mullally, president; Edward T. Harris, first vice-president; Noah G. Stiles, second vice-president; H. J. Riker, third vice-president; Miss F. A. Seidell, treasurer; Miss A. E. Tighe, assistant treasurer; B. H. Pillard, secretary, and J. V. Fallon, assistant secretary.

F. N. Merriam, Jr., has started an advertising business at Newburyport, Mass., under the name of the Merriam Company.

H. L. Harris, recently with Frank Seaman, Inc., has joined the Greenleaf Company, Boston advertising agency, as vice-president in charge of production.

The John Service, Inc., direct-mail service, New York, has appointed Louis Victor Eytting chief of its copy staff. He founded and was for two years editor of Postage.

Charles Addison Parker, vice-president of the Victory Account Banking Corporation, Los Angeles, and formerly vice-president and secretary of the Curtis Company, Detroit, has formed an advertising idea and copy service in New York under the name Charles Addison Parker & Associates. August Ganthier, until recently manager of the Issues of Today, and Phyllis Bender, formerly Detroit manager, the Biow Company, are members of the new company.

Walter H. Collins, recently assistant editor of Walden's Stationer & Printer, has joined the Hicks Advertising Agency, New York, as account executive.

Leslie J. Hannah has withdrawn from the Hannah-Crawford, Inc., Milwaukee advertising agency. He is organizing a research and creative department for the J. L. Fulton Company, typographers, Chicago.

WITH THE AD FOLKS

SIR CHARLES HIGHAM, chairman of the British committee for the 1924 London convention of the Associated Advertising Clubs of the World, and F. A. Wilson-Lawrenson, chairman of the American committee, who has been in England consulting with British publishers and advertising men for some time, sailed for New York today on the Mauretania. They will arrive February 3.

H. L. Armes, formerly of the staff of Wood, Putnam & Wood, Boston advertising agency, has been placed in charge of creation and direction of advertising for Wilson Process, Inc., Wilson sewed shoes and will make his headquarters with the Boston office, 183 Essex street.

Arthur S. Goodall, who recently resigned as advertising manager of the Dorris Motor Car Company, has been appointed sales and advertising manager of the Buck's Stove & Range Company, St. Louis.

A. A. C. W. Vigilance Head Missing

William P. Green, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, has been missing since last Monday, when he left his home in East Orange, N. J., to take a train for Columbus, Ohio. Mr. Green did not reach the train and at the time EDITOR & PUBLISHER was going to press he had not been found. New York headquarters of the A. A. C. W. has instituted a search for Mr. Green covering all hospitals and hotels but as yet no traces of him have been found. Mr. Green had been in ill health for some time and complained of pains in his head the morning he left to take a train for Columbus.

