

APR 2 1923



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America*

SUITE 1117 WORLD BUILDING, NEW YORK

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

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

Vol. 55. No. 44

NEW YORK, MARCH 31, 1923

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

# Buy Leadership!

**T**HE New York News has the largest morning circulation in America,—over 600,000! The Chicago Tribune has the next largest morning circulation in America,—over 550,000. The third largest morning circulation is 150,000 less than that of The Chicago Tribune.

In many ways the Tribune and its eastern

off-spring are unlike: in age, in shape, in dignity, in news display, in the target they shoot at,—but in one thing the News and The Tribune *are not merely alike, they are identical,—in Features.*

It is the features which make the News and The Tribune lead the field in circulation, to wit:

### LEASED WIRE SERVICE

Foreign—National—Local

Foreign offices in Paris, London, Dublin, Berlin, Moscow, Rome, Madrid, Rio de Janeiro, Buenos Aires, Tokio, Peking, Shanghai, Manila.

### PACIFIC & ATLANTIC PHOTOS

Organized by The Chicago Tribune and The New York Daily News. Charles L. Mathieu, General Manager. 25 Park Place, New York.

### COLORED SUNDAY COMICS

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

### BLACK & WHITE STRIPS

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

W. E. HILL Page of Comics  
in Gravure or Black & White

### FICTION

Blue Ribbon Serials for Sunday (one release a week)  
Blue Ribbon Serials, week day (6 days a week)  
Blue Ribbon Short Stories—from 8,000 words down.  
Filler Short Stories of 300-600 words.

CARTOONS—McCutcheon—Orr—Williams

### BURNS MANTLE

Weekly New York Theatre Letter

### THE POTTERS

by J. C. McEvoy

### DR. EVANS

The first and best of newspaper medical writers.

### DAILY and SUNDAY

MEN'S FASHIONS  
WOMEN'S FASHIONS  
WOODS & WATERS  
FARM & GARDEN  
LOVE & BEAUTY  
COOKERY  
ETIQUETTE  
SCIENCE & EMBROIDERY

*What kind of feature do you want? We probably have it. If not we'll get it for you on order!*

# The CHICAGO TRIBUNE Newspaper Syndicate

Tribune Plant, Chicago

25 Park Place, New York

# PROOF OF

An Excellent Home and Family Paper

# 8

—FOOD PAGES

THURSDAY, MARCH 29

IN

TRENTON

EVENING

TIMES

AMERICA'S GREAT FOOD MEDIUM

THE SHOPPING GUIDE OF TRENTON'S HOUSEWIVES

Times Food Department has for years been a Regular Thursday Feature Food Pages, Devoted Exclusively to Recipes—Food News—Food Advertising, has proved by a city survey as recognized by Trenton's Housewives as the best Feature the Times Carries.

**UPWARD FROM 155 to 160**

Retail Stores Make Their Food Announcement Every Thursday in The Trenton Times

Four Wire Services

**A. P.—U. P.—I. N.—CONSOLIDATED**

MEMBER A. B. C.—32,000 Net Paid.

FLAT RATE 8c PER LINE

New York  
KELLY-SMITH CO.  
Marbridge Bldg.

# TRENTON TIMES

Chicago  
KELLY-SMITH CO.  
Lytton Bldg.

# CLEVELAND'S QUALITY CIRCULATION

*How May We  
Know It?*

*Nine times out of ten the term "Quality Circulation," as used in Cleveland, is phoney newspaper talk. Like "forcing the consumer." Like "saturating the market." Like "the blanketing medium." Like "class vs. mass." Big smoke, little fire!*

If you want to sell or advertise in "The Cleveland market" just reason it out for yourself. Decide what "Quality Circulation" really means to you. Then try and locate it.

Appraising Cleveland newspaper-readers by natural taste and temperament isn't difficult. Most young people prefer an evening paper. Youth is naturally impatient and declines to wait until the next day for today's news. Youth has an open and malleable mind, receptive to change, to novelty, to advertising and "Youth Will Be Served!" The "set" minded reader naturally prefers a morning newspaper.

Cleveland has three good newspapers. About the same kind of people read all these good newspapers—sensible, level-headed, prosperous Cleveland people, "even as you and I." Wherever we find the greatest number of these people we find "The Cleveland Market's" GREATEST BUYING POWER. When we have determined that we

*Where May We  
Find It?*

have found the only "Quality Circulation" that interests the advertiser.

Cleveland's daily newspapers printed an average of 530,947 copies a day for the six months ending Sept. 30, 1922. As 27% of the evening papers and 44% of the (one) morning paper were sold *outside* "The Cleveland Market," they don't interest the merchants or advertisers therein and consequently are dismissed from further consideration.

All the "Quality Circulation" (Buying-Power) inherent in Cleveland daily newspaper-advertising lodges in the 357,131 daily newspapers sold *inside* "The Cleveland Market" and in this proportion:

THE PRESS ..... 143,041—or 40%  
The Plain Dealer.... 109,895—or 30%  
The News ..... 104,195—or 30%

*The greatest number of potential buyers of high-priced merchandise, medium-priced merchandise, low-priced merchandise or ANY-priced merchandise awaits the Cleveland advertiser in the paper with the largest "Quality Circulation." In "The Cleveland Market" this newspaper is THE CLEVELAND PRESS.*

---



---

## ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

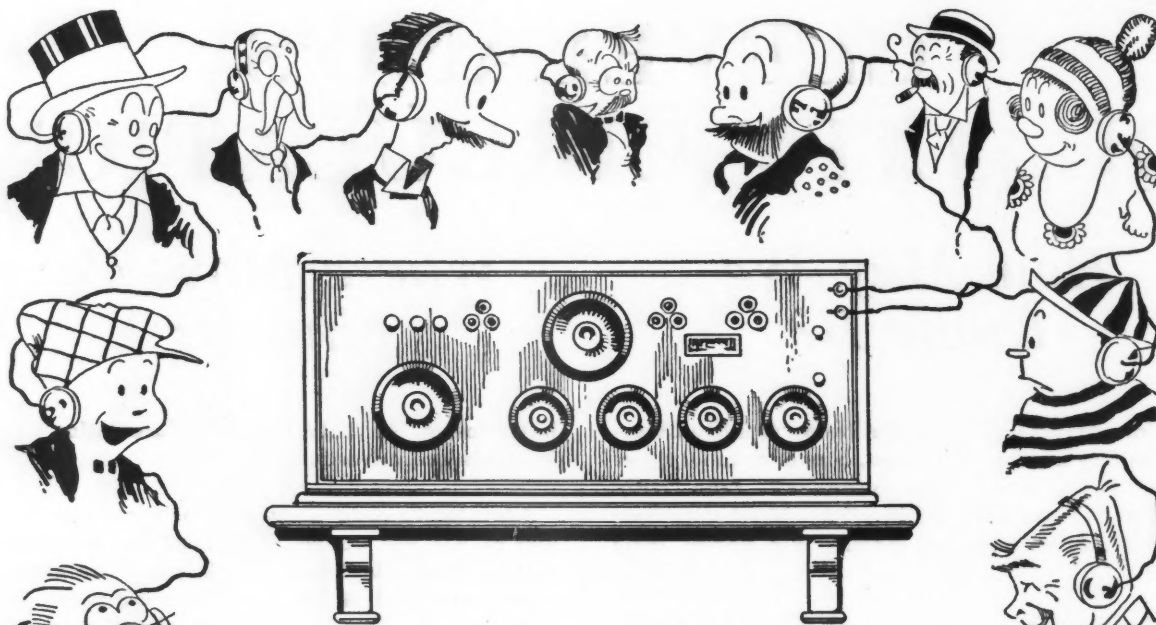
MEMBER AUDIT BUREAU OF CIRCULATIONS

---



---

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



Hook yourself up  
to new  
customers—

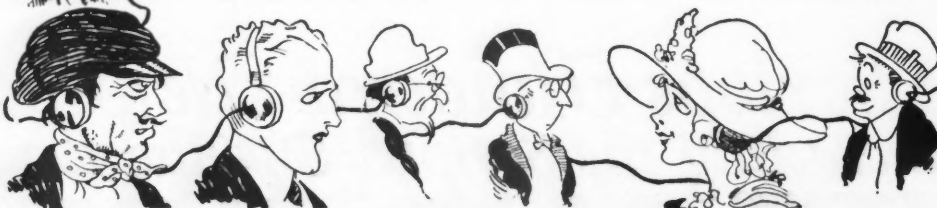
*Tune them in*

through

**The Evening Bulletin.**

PHILADELPHIA'S NEWSPAPER

The Bulletin's daily circulation of half a million copies is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.



Total Circulation of This Issue: 6,700



# EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, MARCH 31, 1923

No. 44

## CRISIS-CHASING WITH THE WAGONLIT KNIGHTS

It's Work for Strong Men Who Can Come Up Smiling After a Night's Jolting Over Europe's Rough Roadbeds and Toast Their Host's Health Over Uncertain Fare on Civilization's Frontiers.

By OTIS PEABODY SWIFT

LAST night in the lower berth of a Wagonlit sleeping car, rushing somewhere across the map of Europe, an American newspaper man bumped and tossed, cursing mid-Europe's roadbeds as the train rattled him onward toward some crisis that will be tomorrow's news.

He is one of a number of traveling correspondents who cover Europe for American syndicate services. His job is getting to, and then getting, the news that breaks off the beaten track.

While American news services keep staff men in all important capitals Europe's news refuses to break where it can be easily covered. Isolated places such as Memel, Fiume, Smyrna, Athens, Katowitz, or Malta suddenly develop page one material overnight. Local native correspondents cannot cope with the story. They are tied up with native political intrigue, do not get the American angle, either over-file or under-file. No matter how important the story may be, the London, Paris and Berlin bureau managers cannot leave their posts.

The larger American services therefore, in order to handle these emergencies, keep one or two traveling men in the field, having no fixed post, always enroute from crisis to crisis. Their beat is Europe. They travel thousands of miles in a six months' period.

Under their by-line is written "Staff Correspondent." They are the "swing men."

The dozen young American newspaper men who swing the circle in Europe today are the most dramatic figures in the newspaper game. They know every capital, frontier station, wagonlit (or sleeping car) route in Europe. They know every Premier, government press agent, hotel porter, and most of the spies extant. Their passports are bulky volumes; they speak a smattering of a half dozen languages. Their arrests, adventures, and methods of dogging censorship are an Arabian Night's tale.

Their job demands picked men. Once sent out on the story they work in some outpost of civilization, out of all touch with what is happening in the world, a telegraphic day or more from their editors. They are on their own; without supervision of their movements until the order comes to a new crisis. They must therefore be men who can judge and edit their own cables and who, working alone, will stick to the solitary job month in and out without any one to keep their noses to the grindstone. They must know when to send 2,000 words; when to send nothing.

A particular equipment is demanded. When the job takes him into North Europe, an interviewing knowledge of German is requisite. Similar French is needed south of Paris. Other languages, though not essential, are most valuable.

They must have the temperament and physique for continuous day and night travel under the worst conditions, life in dirty frontier hotels, and the absorption of poorly cooked foods for 20 nations in a year. It is not a fragile man's job.

They must be good travelers, knowing the quickest routes between all points. They are used to getting five visas, usually a week's job, in an after-

EDITORIAL NOTE.—Even among newspaper men the way in which news is gathered for the cables is little understood. Mr. Swift has served as a member of the foreign staffs of the Chicago Tribune and the New York Tribune. In the last year crisis-chasing has carried him into twenty countries. This is the second of a series of articles on covering Europe, the next of which will appear in an early issue.

noon. They are trained to arrive in a strange city, seething with a crisis of which they have only a vague knowledge and to file facts within ten hours after arrival.

The experience of one correspondent in the past year is typical of their work. On Jan. 1, 1922, this man was in London. He was ordered to Queenstown, Ireland. Two weeks later he was told to return to London. The night of his arrival he was ordered to Fiume for the Lieut. Cabrana coup. Stopped by wire at Trieste he was told to proceed to Belgrade when an Italian-Yougo-Slav war threatened. From Belgrade he was ordered to Riga, Latvia. Thence to Belfast on rioting there. Thence Berlin. He swung the circle in Germany through Hamburg, Munich, Mainz and Cologne. A side trip included Prague and Oberammagau. Returning to Berlin he was ordered to Vienna for rioting in September. Thence to Athens for the Greek revolution. At Salonika he was wired to rush to Naples for the Fascisti crisis. In Rome he was sent to Lausanne. From Lausanne he rushed to Malta when the Sultan of Turkey arrived there. Malta to Rome, thence Venice to Athens for the execution of the Greek ex-ministers. Thence to Constantinople. January 1, 1923, found him in London.

This 12 months' travel through 20 countries is typical of the work of the swing men.

A theoretic example of the nature of this work may be taken in the case of a correspondent who, covering the Berlin angle of the Ruhr receives a laconic telegram from his editor "Rush Athens."

The correspondent does not know why he is to rush to Athens. By reading the Berlin morning papers he discovers that hostilities again threaten along the Maritza. He will cover the Greek side if war is renewed.

His first act is to plan his route. He can go to Paris and get the Athens wagonlit of the Simplon Orient express there. But it is difficult to cross the Rhine now. He can go to Prague, get the Constantinople wagonlit of the Orient Express, and change at Belgrade. Either way, with best connections it is a five-day train trip.

He has his hotel porter buy the Prague-Athens ticket.

Now he must obtain Czecho-Slovak, Austrian, Hungarian, Yougo-Slav and Greek visas. He must report, as do all foreigners, to the Berlin police before leaving the city.

There is a waiting line of from 50 to 100 people at each consulate. Bribes of 40,000 marks, or \$0.50 to the doorman get him to the head of the line. He spends

the day in a taxi, getting visas. Ten hours after the receipt of his orders, he is underway. Two suitcases and a Corona comprise his baggage. Customs difficulties with a trunk might hold him up. If bridges are blown up or lines washed out he may have to finish the trip by auto. He must travel light to insure getting through.

Through Dresden, Prague, Vienna, Bratislav, and Budapest he speaks German. Through Belgrade, Nish, Skopje, Uskub and Salonika he speaks French. There are some difficulties with frontier guards who insist on talking Hungarian, Serbian or Greek, but he gets through.

Five days later, at 11 p. m. he arrives in Athens. He has never been there before. Hotels are full, and he rides about for two hours in a drosky, hearing porters answer "Oche, Oche, pas de chambres" until a room is obtained at last.

In the morning he is on the job.

His first visit is to the "Maison de Press" or bureau of propaganda of the foreign office. Every European country except England openly maintains a publicity staff to pump propaganda into the foreign newspapermen. The Director of Information at the foreign office welcomes him. The Director is a Greek ex-newspaperman, speaking English. He gives the correspondent a complete outline of the situation, talking things over for several hours.

The Director proves that Turkey is attacking Greece, that Greece is innocent, misunderstood, anxious only to defend herself. He gives a wad of mimeographed atrocities. He arranges interviews with the King, Premier and War Minister.

He is Service personified. When he has told the correspondent enough to make 20 stories he drags the newspaperman out to lunch. Yes, free lunch.

The difficulty is that the Director is being paid to see that the American gets only one side of the story—the side favorable to the Greek government. Which may include anywhere from 10 to 50 per cent of the facts.

This is not a reflection on Greek methods. The Maison de Presse in Paris and the Wilhelmsplatz in Berlin work exactly the same way.

If the correspondent is gullible he stops working right there. He can file 10,000 words of hot stuff immediately. That is exactly what the director of propaganda wants him to do.

But the correspondent knows he has not heard the full story. He has a background; he has several good interviews which his readers can take at face value. But he has not got the facts.

His next step is to look up prominent resident Americans in Athens. They know the situation, and are neutral. They are glad to see a man from home, and give him both sides of the story.

A part of the Greek native press is opposed to the government's policy. They, too, tell the other side of the case. But the American cannot read Greek.

Visiting these newspaper offices, however, he strikes up an acquaintance with some Greek newspaper man who speaks either English or French. Judging the

(Continued on page 32)

### THROUGH THE EYES OF A FRENCHMAN

WE are pretty close to American journalism—too close, perhaps, to feel its rough edges and find its true value. That is the reason that we have such faith in the helpfulness of the observations of a stranger.

François Crucey, eminent French journalist, recently made a tour of the United States. He studied our people, standards of living, politics and ideals, but being a journalist, he gave special attention to our newspapers.

What he learned from them is interesting and he has set it all down in a special article for EDITOR & PUBLISHER. True, it is critical, but it is kindly criticism that is helpful and is intermingled with praise and amazement that American newspapers are what they are and big enough to do the things that seem to be a part of their daily existence.

You may not like everything that Crucey says, but throughout this article you will find tribute to the strength of the American press that will give you new faith in it as the ultimate agency for world betterment. It is an exclusive article that you should not miss and will appear in

EDITOR & PUBLISHER

Next Week

# BELIEVE HIGH-POWER RADIO JAM ENDED BY NEW WAVE LENGTH ASSIGNMENTS

## New Band Given to Newspaper Stations, With Individual Lengths for Each—Reading of Letters and Telegrams by Broadcasters Allowed Under Commerce Dept. Rules

By SAM BELL

(Washington Correspondent of EDITOR & PUBLISHER)

NEWSPAPER interests were successful in all the proposals presented to the National Radio Conference, which completed a readjustment of wave lengths in Washington, Saturday, March 24, and formulated regulations designed to eliminate confusion from the air.

Broadcasting, heretofore concentrated on three wave lengths, 360, 400 and 485 meters, was given a new and extended field, from 222 meters to 545 meters. Within that field stations will be assigned individual wave lengths and divided into two classes. The higher power Class "A" stations, which include the newspaper stations, will use the wave bands between 288 and 545 meters, while the lower power stations, to be known in the future as Class "B" broadcasting stations, will use waves from 222 to 286 meters.

Another contention of the newspapers that the reading of telegrams and letters by broadcasting stations, so long as the signer is not addressed in person, and so long as the text matter is of general interest, should be permitted, was agreed to and will be allowed under the new regulations. This regulation is of particular importance to a score or more of big newspapers, active in the development of radio, which have built up clubs of listeners, whose members daily take part in the newspapers' entertainment program.

The regulations as approved will permit the high-powered stations, distributed in 50 localities in the United States, and including the newspaper stations, to be within reach of every listener. Suitable wave lengths are provided in the recommendations for more than 500 existing lower-powered stations.

The report of the radio committee also urged that the field of amateur activity be extended by allotting a band extending from 150 to 222 meters in place of wave lengths up to 200 meters as now used. The band from 200 to 222 meters can be reserved for high grade, continuous wave telegraph transmitting stations operating under special license. Technical and training school licenses can also occupy this band. Spark amateur radio stations are confined to band 175 meters to 200 meters. The regulation also provide that ships using 450 meter waves keep silent between 7 and 11 p. m., and, as soon as possible, readjust their equipment for transmission on wave lengths above 600 meters.

It was the unanimous opinion of the conference that the Secretary of Commerce in licensing stations has the authority under existing law to regulate hours and wave lengths of operation of stations when such action is necessary to prevent interference detrimental to the public welfare. All interests represented at the conference agreed to co-operate fully with the Department of Commerce in making the new regulations effective.

The recommended wave length allocations follow:

Wave Frequency Kilocycles per second	Wave Length, Meters	Service
Above 2,300	Below 130	Reserved.
2,300	130	Government, CW, exclusive.
2,300	130	Reserved.
2,100	143	Reserved.
2,100	143	Government, CW, exclusive.
2,100	143	Reserved.
2,000	150	Amateur, CW, ICW, Ph, exclusive.
2,000	150	Special Amateur, CW, ICW, Ph, Spk, exclusive.
1,700	176	Special amateur, and technical training schools, CW, exclusive.
1,500	200	Special amateur, and technical training schools, CW, exclusive.
1,350	222	Aircraft, CW, ICW, Ph, non-exclusive.

Wave Frequency Kilocycles per second	Wave Length, Meters	Service
1,350	222	Class B broadcasting, Ph, non-exclusive. (See Note 1.)
1,050	286	Reserved
1,050	286	Class A broadcasting, Ph, exclusive. (See Note 2.)
1,040	288	Marine, CW, ICW, Spk, non-exclusive. (See Note 3.)
1,000	300	Class A broadcasting, Ph, exclusive. (See Note 2.)
1,000	300	Marine, CW, ICW, Spk, non-exclusive. (See Note 3.)
667	450	Class A broadcasting, Ph, exclusive. (See Note 2.)
667	450	Marine, CW, ICW, Spk, exclusive. (See Note 4.)
667	450	Class A broadcasting, Ph, exclusive. (See Note 2.)
550	545	Marine and aircraft, CW, ICW, Spk, exclusive.
550	545	Marine and aircraft, CW, ICW, Spk, exclusive. (See Note 3.)
500	600	Marine and aircraft, CW, ICW, Spk, exclusive.
500	600	Government, CW, non-exclusive.
445	674	Marine and aircraft, CW, ICW, Spk, exclusive.
445	674	Radio compass, CW, ICW, Spk, exclusive.
375	800	Marine, Ph, exclusive
375	800	Government, CW, ICW, Spk, exclusive.
315	952	Reserved.
315	952	Government, CW, ICW, Spk, exclusive.
315	952	Reserved.
300	1,000	Radio beacons, CW, ICW, Spk, exclusive.
300	1,000	Reserved.
285	1,053	Reserved.
285	1,053	Marine, Ph, exclusive.
275	1,091	Government, CW, ICW, non-exclusive.
275	1,091	Marine, Ph, exclusive.
250	1,200	Government, CW, ICW, non-exclusive.
250	1,200	Marine, Ph, exclusive.
235	1,277	University, college and experimental, CW, ICW, exclusive.
235	1,277	Government, CW, ICW, Spk, exclusive.
230	1,304	Government, CW, ICW, Spk, exclusive.
190	1,579	Marine and point-to-point, non-government, CW, ICW, Spk, exclusive.
190	1,579	Government, CW, ICW, Spk, exclusive.
120	2,500	Government, CW, ICW, Spk, exclusive.
95	3,158	Government, CW, ICW, Spk, exclusive.

### NOTES

Note 1—Not more than six C.W. amateur stations to be licensed to use wave frequencies above 1,050 kc/s (wave lengths below 286 meters), for communication across natural barriers.

Note 2—A class A broadcasting station is a station of sufficient power to serve an extensive territory. Fifty territorial wave frequencies approximately 10 kc/s apart are to be assigned by Department of Commerce to local areas throughout the United States without duplication. The ten such areas within each of the five national zones are to have wave frequencies separated by approximately 50 kc/s.

Note 3—The 1,000 and 500 kc/s (300 and 600 meter) waves are for calling and distress purposes, with a minimum of traffic.

Note 4—Mobile service on the 667 kc/s (450 meter) wave is to be stopped between 7 and 11 p. m., local standard time, and to be transferred in so far and as soon as practicable, to wave frequencies between 500 and 375 kc/s (wave lengths between 600 and 800 meters).

### Associated Business Papers to Meet

The Associated Business Papers, Inc., will hold a luncheon meeting for its members at the Hotel Astor, New York, April 10, to which it has invited members of the American Association of Advertising Agencies. Among the speakers, will be Harry Tipper, chairman of the A. B. P. agency relations committee:

John Benson, president of the A. A. A. A. and M. L. Wilson, chairman of the latter association's committee on business papers. The executive committee and the agency relations committee of the Associated Business Papers, Inc., and the board of directors of the American Association of Advertising Agencies will hold meetings on April 10, and attend the luncheon.

## MERGING CANADIAN AD ORGANIZATIONS

### H. S. Van Scoyoc of Montreal Named President Pro-Tem of Canadian Advertising and Sales Association

Arrangements have been made for the organization of all the publicity and advertising associations of Canada into one association, to be called the Canadian Advertising & Sales Association.



H. S. VAN SCOYOC

H. S. Van Scoyoc, president of the Montreal Publicity Association and vice-president for Canada of the Associated Advertising Clubs of the World, has been chosen president, in a temporary slate of officers for the projected association. He was elected president of the Association of Canadian Advertisers in 1922.

A meeting was held in Toronto recently, at which the delegates were D. George Clark, president of the Advertising & Sales Club, London, Ont.; W. T. Gregory, president, E. G. Taylor, W. G. Rooke and F. W. Hunt of the Toronto Advertising Club; H. S. Van Scoyoc and C. N. Valiquet, of the Montreal Publicity Association. E. G. Taylor of Toronto was appointed provisional secretary.

### A. N. P. A. BOARD IN BALTIMORE

#### Only Routine Business Considered at Meeting in Sun Office

(By Telegraph to EDITOR & PUBLISHER)

BALTIMORE, Mar. 29.—The first session of the board of directors of the American Newspaper Publishers Association to meet in Baltimore was held in the board room of the A. S. Abell Company here today.

Paul Patterson, President of the association and President of the A. S. Abell Company, presided. Those in attendance included also S. E. Thomason, Chicago Tribune, C. H. Taylor, Boston Globe; T. R. Williams, Pittsburgh Press; E. H. Butler, Buffalo News; L. B. Palmer, manager of the association.

Following the meeting, Mr. Palmer said that the board discussed only routine matters. There was some discussion of the convention of the association in New York the last week in April, but it involved no details of the plans for the convention.

In the same general way the white paper situation was discussed. The condition of the paper mills and the prospect that the demand for white paper in the next year would probably be greater than it had been in the past year, were considered.

### Pennsylvanians to Meet

An early summer gathering of the Pennsylvania State Editorial Association will be held in Atlantic City in June if present plans can be carried through. The arrangements are in the hands of John G. Zook, editor of the Lititz Express, the president, and J. H. Zerbey, of the Pottsville Republican and Morning Paper, chairman of the executive committee, are in charge of arrangements.

## UNION'S SALE TO MEYER ENDS PRICE WAR

### Springfield Papers Return to Two-Cent Basis When Control of One Passes to Son of Late Diplomat and Cabinet Officer

SPRINGFIELD, Mass., Mar. 28.—The principal immediate effect of the purchase of a controlling interest in the Springfield Union by George von L. Meyer of Hamilton, Mass., will be an increase of 100 per cent in the price of all Springfield daily newspapers, effective Monday. This will put the city on a two-cent basis, and will end a price war which started last April when the Evening Union reduced its price from two cents to one to put itself on an even footing with the Daily News, the Republican dropped from three cents to one in retaliation, and the Morning Union cut from two cents to one in self-defense.

Mr. Meyer's acquisition of the paper was announced Monday morning. He bought most or all of the stock of the Union Publishing company held by J. D. Plummer, publisher, estimated at something more than 50 per cent of that outstanding, and all of the holdings of A. P. Langtry, president of the company, estimated at 30 per cent. The amount involved in the transaction could not be learned, but Mr. Langtry said tonight that it exceeds \$500,000.

Mr. Plummer will continue as publisher, and M. S. Sherman as editor. Mr. Plummer is now out of the city, having left early this week, to enter a sanitarium at Battle Creek, Mich.

Before he became secretary of state, Mr. Langtry had served both as editor and as publisher of the paper. He and Mr. Plummer between them owned a controlling interest in the company for a number of years. Then Mr. Plummer acquired enough stock to give him control without Mr. Langtry's assistance.

In politics the Union has been Republican since it was founded in 1864 by Edmund Anthony of New Bedford. The morning edition was first issued July 2, 1892, and it was at about that time that Mr. Langtry acquired considerable stock in the company.

The announcement which the Union carried on its editorial page under the masthead in all editions Monday reads:—

"Mr. George von L. Meyer of Hamilton has acquired a controlling interest in the Springfield Union Publishing company, and will take the place of Mr. A. P. Langtry as president of the company, besides serving as treasurer.

"Mr. J. D. Plummer will continue as publisher of the Union, Mr. M. S. Sherman as editor and Mr. H. N. Bowman as assistant treasurer. There will be no change in the policies of the paper.

"Mr. Meyer, who has extensive business interests in Boston, is the son of the late George von Lengerke Meyer, who rendered distinguished services as Ambassador to Italy for five years, Ambassador to Russia for two years, and was Postmaster-General in Roosevelt's cabinet and Secretary of the Navy under President Taft."

Whether Mr. Meyer will move to Springfield is not known.

### Paper Workers Demand Increase

Demands for increased wages have been formulated by the Paper Makers Union and the Pulp & Sulphite Workers Union and have been presented to the paper manufacturers, with whom their wage contract expires May 1. The skilled workers, most of whom are members of the Paper Makers' Union, ask an increase of 10 per cent. The semi-skilled and unskilled workers, members of the other organization named, demand an increase of 8 cents per hour in the basic scale, which is equivalent to 20 per cent. Granting of this demand would make the latter scale equal to that of 1921, after the first reduction from the war peak wage, while the skilled workers' demand would bring their scale up to the high 1920 level. The present basic scale is 32 cents per hour for common labor.

# HEARST BUYS MUNSEY'S BALTIMORE NEWS AND AMERICAN

**Four Million Dollars Said to Be Price Paid—Deal Long Rumored Closed in Record Time—John E. Cullen Named Publisher**

WILLIAM RANDOLPH HEARST has bought the Baltimore News and Baltimore American from Frank A. Munsey in a transaction believed to involve a money consideration of at least \$4,000,000.



WILLIAM R. HEARST

While neither Mr. Hearst nor Mr. Munsey would make any statement prior to the appearance of the formal announcement in the newspapers concerned, it is learned by EDITOR & PUBLISHER on the highest authority that the transaction was closed by Arthur Brisbane, representing Mr. Hearst, and Mr. Munsey in New York on March 23.

Up to the time EDITOR & PUBLISHER went to press the actual transfer of the properties had not taken place, but it was expected that this formality would be carried out at noon yesterday.

One hitch causing the delay in announcement has been the inability of the Hearst New York plant to furnish the American Weekly supplement for tomorrow's Baltimore Sunday American.

John E. Cullen, who started in the newspaper business as a cub reporter on the old Baltimore World, twenty years ago, who was subsequently connected with the Sun and the Evening Sun, and later was general manager of the New York Evening Mail, will be in charge of the organization. He left Baltimore several months ago, resigning a position as assistant to the president of the United Railways, of this city, to take charge of the Hearst papers in Milwaukee, where his work has been highly successful.

It is known that he has been in Baltimore recently, but he has nothing to say about the transfer of the properties.

The deal is a final consummation of negotiations which have blown hot and cold for over a year.

Mr. Munsey bought the American a little over two years ago. Reports that Mr. Hearst meant to enter Baltimore have been recurring during all of that time. It is said that a year ago there was a plan for consolidation of the two papers under Hearst ownership, the price then being named as \$4,000,000, which was to be paid for with \$250,000 in cash and the remainder to be paid over a period of 25 years and to bear interest at the rate of 4 per cent. It is believed this is the basis of the transaction as it went through.

A short time ago Stuart Oliver, retiring general manager, offered to buy both the American and the News as the representative of Baltimore capitalists, paying \$2,500,000 cash for the papers, and reserving the right to suspend the American, whose losses in the past year more than offset the profits made by the News. For reasons of sentiment, Mr. Munsey refused to agree that the American be suspended and the transaction never reached fruition.

Just what the final terms were is not known, but it is said that no such cash consideration was involved. The purchase includes only the newspaper properties and not the Munsey building, a 17-story office building at Calvert and Fayette streets; the American building, a second large office building at Baltimore and South streets; nor the site at Courtland and Center streets, where Mr. Munsey planned to erect a new, modern, two-story and basement newspaper building.

One of the problems which Mr. Hearst will face will be that of finding a permanent home for his plant. For a time

the use of the present quarters of the Baltimore News will be continued. The Munsey management has declared that the present site was handicapped by the fact that it was difficult to manage the trucks carrying the papers away from the delivery rooms because of the traffic on Fayette street, one of the main east and west streets of downtown Baltimore, traversed by a number of lines of cars going both east and west and crowded during the rush hours with automobile traffic. This situation was one of the chief reasons for the acquisition of the site at Courtland and Center streets.



FRANK A. MUNSEY

Just what changes will be made in the personnel of the two papers is not known at this time. The men in charge of both the editorial and the business departments are for the greater part men who were placed in their present position by Stuart Oliver, who retired some weeks ago, after having been associated with the News for 25 years. He began as a reporter during the management of Charles H. Grasty and became general manager after Mr. Munsey bought the Baltimore News, about 16 years ago.

Frank D. Webb is the present executive head of the advertising department of both papers. Charles M. Harwood, the editorial executive, has been with the News since the 90's. Arthur G. Turner, who was managing editor of the News under Mr. Oliver, is now news editor, J. A. Morrow is managing editor of the American. Richard D. Stuart is city editor of the News, and Andrew D. Brashears, city editor of the American.



JOHN E. CULLEN

There are few drifters among Baltimore newspaper men, the greater number of reporters and editors being natives of the city and men who for years have been associated with newspapers of their home town. For this reason there is considerable curiosity among the members of the American and the News organizations as to just what Mr. Hearst will do when he gets into full swing.

The Sun and the Evening Sun publish their average net paid circulation for the preceding month on their editorial page each day. The figures given for February are as follows: The Sun (morning edition), 117,357; the Evening Sun, 116,816; the Sunday Sun, 165,029. The News and the American do not publish the same figures, but recent press-run figures for March are as follows: The American (morning edition), 69,620; the News, 113,440; Sunday American, 107,220.

Baltimore was given a population of 733,826 in the 1920 census. It is the eighth city in population of the country and has been distinguished for years by heads of industrial enterprises for the reasonable attitude of labor.

The foreign population of the city, ac-

ording to the 1920 census, was 83,911. The total population of the state is 1,449,661, with 102,171 foreign born. The native population has a flavor of the south, without showing the characteristics of the extreme south, and is generally conservative.

Mr. Cullen's return to the city will be in the nature of a triumph. He began with the now defunct Baltimore World, a four-page paper of somewhat sensational type, about 1901 or 1902, as a reporter. In about 1906 he went with the Sun as a reporter, staying there until about 1914. He was successively reporter on the Sun, city editor and managing editor of the Evening Sun. He went to New York as managing editor of the Mail and became general manager. During the time that there was some question about the German tinge of that paper, he did much to keep it loyal to this country.

After the war he returned to Baltimore as assistant to the president of the United Railways. He remained in that position until a few months ago, when he went to Milwaukee to take charge of Hearst's papers there. He is between 35 and 40 years old, a big man physically and an extremely aggressive man mentally.

In the Baltimore American Mr. Hearst has acquired the second oldest newspaper in the United States, one whose history actually antedates the foundation of the republic. Its founder and first editor was William Goddard, then editor of the Pennsylvania Gazette, who visited Baltimore in 1773 and decided to make his home there. The first issue of the Maryland Journal and Baltimore Advertiser appeared August 20, 1773, and the paper was profitably conducted by Mr. Goddard throughout the Revolutionary War.

Goddard sold his interest in 1793 and the paper passed through various hands in the next few years, its name being changed to Baltimore American in 1799. It entered on what may be considered its modern career in 1853, when Charles C. Fulton purchased it from Dobbin, Murphy & Bose, who had owned it for forty years. The American continued to be published under the firm name of Charles C. Fulton & Co., until Mr. Munsey purchased it in November, 1920. For many years prior to that it had been ably edited and managed by Gen. Felix Agnus, whose association with it grew out of his service in the Civil War.

The Baltimore Evening News is also an old paper, though not so venerable as its morning contemporary. It was founded 57 years ago by Edward V. Hermange and was successfully conducted by him until 1892 and then sold to a Philadelphia syndicate headed by Charles H. Grasty, then a young man from the West. Mr. Grasty remained as publisher of the paper for the next sixteen years, when he and his associates sold it to Mr. Munsey.

Shortly afterward Gen. Agnus started the Star and Mr. Grasty returned to the Baltimore field and established the Evening Sun, but neither paper seriously injured the News. Mr. Munsey's interests in Baltimore were represented by Stuart Oliver from 1908 on, and in September, 1915, Mr. Munsey sold the News to Mr. Oliver for a reported price of \$4,000,000. The latter conducted it for two years, but found the combination of his debt to Mr. Munsey and the burden of war-time newspaper production too heavy and returned the News to Mr. Munsey in June, 1917.

Mr. Olivier continued as its general manager and when Mr. Munsey bought the American and the Evening Star and killed the latter in 1920, Mr. Olivier took command of both papers. He resigned from the management a month ago.

### Shanklin Succeeds Stuart

W. C. Shanklin has been appointed editorial manager of the Denver Rocky Mountain News and Times, succeeding James A. Stuart, who is now managing editor of the Star League of Indiana.

## TWENTY TWO DAILIES, FIFTEEN SUNDAY PAPERS UNDER HEARST OWNERSHIP

WITH the acquisition of the Baltimore American and Baltimore News, the newspaper properties of William R. Hearst were increased to nine morning papers, thirteen evening papers, and fifteen Sunday papers. Of these, four morning papers, seven evening papers, and eight Sunday papers were purchased or established by Mr. Hearst during the last year or late in 1921. Included in this latter are the San Francisco Call-Post and the Los Angeles Herald, in which control, though not complete ownership, was announced by Mr. Hearst last year. The Oakland Post-Enquirer was also announced as a Hearst property last summer. A complete list of the Hearst newspapers, with the circulations as of October 1, 1922, follows:

### MORNING PAPERS

Name	Circulation	Name	Circulation
Chicago Herald-Examiner	354,147	Baltimore American	60,888
New York American	329,839	Seattle Post-Intelligencer	55,318
San Francisco Examiner	150,140	Washington Herald	47,670
Los Angeles Examiner	131,869	Fort Worth Record	28,537
Boston Advertiser	82,433		
<b>Total, Morning</b>	<b>1,240,841</b>		

### AFTERNOON PAPERS

Name	Circulation	Name	Circulation
New York Journal	622,749	San Francisco Call-Post	90,210
Chicago American	387,573	Washington Times	66,737
Boston American	233,391	Milwaukee Wisconsin News	66,542
Los Angeles Herald	145,953	Atlanta Georgian	41,967
Detroit Times	112,248	Oakland Post-Enquirer	28,526
Baltimore News	111,675	Syracuse Telegram	*25,160
Rochester Journal	*25,000		
<b>Total, Evening</b>	<b>1,957,731</b>		
<b>Total, Daily</b>	<b>3,198,572</b>		

### SUNDAY PAPERS

Name	Circulation	Name	Circulation
New York American	1,028,278	Seattle Post-Intelligencer	118,118
Chicago Herald-Examiner	668,450	Milwaukee Telegram	104,424
Boston Advertiser	404,751	Atlanta Sunday American	100,492
San Francisco Examiner	293,286	Baltimore American	96,671
Los Angeles Examiner	265,658	Baltimore News	**83,439
Detroit Times	*200,000	Syracuse American	*61,882
Washington Times-Herald	*129,000	Rochester American	*51,000
Fort Worth Record	29,785		

**Total, Sunday** ..... 3,635,234

\*No October 1, 1922, statement; figures are estimated.

\*\*Sunday Evening Paper; all others Sunday Morning.

# NEWSPAPER COST ACCOUNTING BUREAU SUGGESTED BY INLAND PUBLISHER

Chairman of Committee Which Has Compiled Newspaper Expense Budgets for Three Years Points to Need for National and Territorial Action in Getting Standards

By CHARLES R. BUTLER

EDITORIAL NOTE.—Mr. Butler, who is secretary-treasurer and general manager of the Mankato (Minn.) Free Press, as chairman of the cost committee of the Inland Daily Press Association, presented at that body's recent meeting a budget that applied to the average country daily newspaper. His views on this subject, the result of several years' application to it, are detailed in the following article.

## "COMBIEN?"

It was a much-used word in every doughboy's French vocabulary. It had but one meaning with him—"How much does it cost?"

A primary question of trade, indeed, in any tongue, in any land, in any line of business! And so important has it become in American industry that a proper system of cost accounting is a necessary adjunct to any successful manufacturing institution.



CHARLES R. BUTLER

And in almost every line of industry uniform standards of cost accounting have been developed for that industry—the outstanding exception being the daily newspaper publishers. Emphasis is on the "daily," for a standard cost accounting system has been developed for country weeklies and can be bought, complete, by any weekly that wants it. Hundreds of them are using it.

Please understand this. The statement is not that there are not cost systems in the daily newspaper plants of the country. There are some—although the total is only a fraction of what it should be. But what the industry lacks is uniform standards of cost accounting—and uniform methods of applying them. Such standard and such methods can only be attained through years of experience and co-operative effort and it is to be regretted that the collective thought of the publishers of the country has not heretofore been more successfully directed to the problem and that greater progress has not been made toward collecting and reporting to the industry at large the methods used and the results obtained by those publishers who do operate practical cost systems.

Of the several organizations of daily newspaper publishers in the United States, probably the pioneer in tackling the cost accounting problem from the group standpoint was the Inland Daily Press Association. The late Elmer E. Johnston, of Iowa City, a member of that organization, evolved a plan of figuring department costs on a percentage basis, figuring each class of income and expenditure in its percentage relation to the total revenue of the newspaper. He presented this to the Inland at one of its meetings in 1919, and as a result, a number of the members prepared figures covering their business for the year 1919, using this percentage method, and submitted them to a committee of which Mr. Johnston was chairman. With minor modifications, this plan has been continued in the Inland up to the present time, and reports are made by the members semi-annually. These reports are compiled by the committee, and these compilations, so far as we know, are the only definite figures, gathered from a fairly wide experience, and over a term of several years, which afford the publisher a definite mean with which to compare the results obtained in his own plant.

Sad to say, only a portion of the Inland membership has furnished these reports, and as the Inland membership covers only a group of states in the Central West, the averages obtained are representative only of a fractional part of the

total of the newspaper plants in the country. Not that a greater number of newspapers participating would change the averages to any great extent, but the regrettable feature is that so few papers are actively engaged in compiling and comparing their department costs from year to year.

The figures, as compiled by the Inland committee, are grouped into three classes—Class A, including daily papers with circulations less than 5,000; Class B, with circulations from 5,000 to 10,000, and Class C, with circulations over 10,000.

The information to be gained from the compiled reports is of interest not only to the individual publisher, but to the industry at large.

We learn, for example, that during the past three years the relation between ad-

"Miscellaneous Revenue" above includes waste paper sales and other items not to be classed as either advertising or circulation revenue. It does not include revenue from the job printing department, if there is one. Revenue from that is not included in the publisher's report, and expenses in which the job department shares—such as mechanical and administrative expense—are pro-rated between the newspaper and job department on the basis of gross earnings.

Disbursements for the editorial department include pay-roll, press association fees, telegraph and telephone tolls, correspondents, syndicate and feature service, art, etc.

Advertising department expenditures include pay-roll, commissions, special representatives, promotion, carfare, supplies, art and mat services, etc.

Circulation department expenditures include pay-roll (including all carriers' compensation), agency maintenance, traveling expenses, premiums, gratis copies, supplies, advertising, rope and twine, wrappers, expressage, postage, auto upkeep, etc.

Under "Paper and Ink" is included also freight, cartage and storage.

"Other Mechanical Expense" includes pay-roll, gas, power, light, metal, matrices and supplies, stereotype materials, press blankets and tympan, rollers, rags, repairs, etc.

"Administration" includes all business office and administrative expense, such as

every-day departmental expenditures.

If the movement is to become national in its scope, there must, of course, be some central collecting bureau to receive this information, to edit and compile it, and then distribute the findings to those interested. It has been suggested that the department of commercial research in some one of the large universities might undertake the task, or that a nation-wide cost accounting bureau be established for the daily newspaper industry including in its membership only those really interested and thoroughly willing to co-operate, which would function through its own organization, choosing a set of officers and charging a membership fee sufficient to cover the cost of the work—not only the work incidental to securing and summarizing the figures desired, but the missionary work necessary to expand its field until the whole daily newspaper industry is educated and "sold" on the idea.

The factor immediately necessary is that a *desire* be developed in the hearts of the representative publishers of daily newspapers—in all classes, large and small—to take an active part in the work. There must be awakened in the average publisher an interest in cost accounting. From this will result the discussion, the combined thought and co-ordinated effort that will develop the methods and yield the results.

But if we are to have a set of standards for cost accounting in the newspaper industry, we must get at it. And there is no time like the present.

## HOW DO YOU DO IT ?

WHEN we mentioned budgets last week we struck a responsive chord among newspaper publishers.

On this page, Mr. Butler tells how the Inland Association dailies with whom his committee has been working for three years have allotted departmental expenditures, how the average budget of the country daily divides itself, and, from his experience, pleads for national and territorial action by newspaper executives to make their findings of widest possible use.

Next week, a specific budget plan with illustrations depicting the forms used in keeping track of expenditures as used by the Vancouver (B. C.) Daily Sun, will be presented by P. J. Salter, C. A., its comptroller.

Others will follow in the next few months and EDITOR & PUBLISHER will be pleased to receive from any publisher an outline of the system he has found effective, with the percentages of expenditure of various major departments. Address letters to the

BUDGET EDITOR

EDITOR & PUBLISHER

vertising and circulation revenue has remained practically unchanged, except among the larger dailies in Class C.

We learn that expenditure in the editorial department has steadily increased—from 13.4 per cent in 1920 to 16 per cent in 1922 among the Class A papers; from 11.4 per cent in 1920 to 13.9 per cent in 1922 among the Class C papers.

There has been an increase in circulation expenditure among Class C papers, but not in the other two classes.

The paper and ink item of the Class A papers dropped from 17 per cent in 1920 to 13.1 per cent in 1921, and to 9.7 per cent in 1922.

In Class B the paper and ink item is 20.2 per cent in 1920 and drops to 13.3 per cent in 1922. In Class C the drop is from 23.9 per cent to 17 per cent.

There is scarcely room in this article to go into further detail as to the results shown in the various classes, nor is it vital. A compilation of all classes shows us that the present-day budget of the average country daily should work out about as follows:

INCOME	
	Per cent
Advertising Revenue .....	70.
Circulation Revenue .....	29.
Miscellaneous Revenue .....	1.
-----	
DISBURSEMENTS	
Editorial .....	15.
Advertising .....	7.
Circulation .....	11.
Paper and Ink .....	12.5
Other Mechanical Expense....	23.5
Administration .....	18.5
Profit .....	12.5
-----	
	100.

executive salaries, plant depreciation, rent, stationery, postage, advertising, donations, office telephones, traveling, bad debts, insurance, taxes (not including Federal income tax), light and water, etc.

Fault may be found with these classifications. Strictly scientific accounting would allocate rent, depreciation and some other items more accurately to the various departments, but the idea has been to develop a plan that could be adopted readily by the average country daily. Remember, too, that we are pioneering and this is only a first step toward the much-to-be-desired goal of a uniform, scientific method of newspaper accounting and a nationwide annual or semi-annual compilation of costs. There undoubtedly is room for improvement in the accounting methods and in the expense classifications. Several different classes of papers should be established and possibly there should be several territorial groups.

The present Inland committee works in the dark to a certain extent because each publisher's figures are submitted by him in percentages and not in dollars and cents. If the individual reports could be submitted in dollars and cents and worked out into percentages by the compiling authority, much more accurate and interesting information could be written into the summaries, without in any way revealing the identity of the individual publisher's figures. Page costs, cost per advertising inch, cost of circulation maintenance, etc., could be worked out—in fact each year would develop new possibilities and in time we would have a set of standard figures for daily newspaper production that would aid every publisher in planning his budget and checking his

## KEEPS PACE WITH POPULATION

Newspaper-Reading Public Grows Daily, Says C. H. Congdon

The newspaper reading public is gaining constantly in proportion to the growth of population in the United States, and it bids fair to become a continually growing force in education and enlightenment in our country. This was the substance of remarks by Charles H. Congdon, publisher of the Watertown (N. Y.) Times, and secretary of the New York State Publishers' Association, at Syracuse University, March 27.

Mr. Congdon in his address on "Publishing a Daily Newspaper" traced the increasing influence of the press. He said that there were over 2,000 daily papers in the country and about two-thirds of them are evening papers. About 40,000,000 papers are read in this country every day, or one to every four persons, he said.

"Increased circulation has come about because we are making better papers," said Mr. Congdon. He went on to show that many papers in order to keep on doing better have to put much of their profit back into the business, the instance he mentioned in this case being a reference to the New York Times. Mr. Congdon said the cash-in-advance law adopted during the war was one of the best things that ever happened to newspapers financially, because it stimulated subscription payment in advance and enabled publishers to secure the use of funds which they could not plan in advance or before.

EDITOR & PUBLISHER was praised by Mr. Congdon for its efforts in advancing the profession of journalism generally. Specific reference was made to such stories as the budget explanation in last week's issue. Mr. Congdon maintained a budget is necessary to a successful operation of the modern newspaper.

Following the meeting the speaker, newspaper guests and the students in journalism visited the exhibit of the 125 designs for the new Chicago Tribune building on the top floor of the Journalism building, where the department of architecture is located.

## Erie Station Named "Gannett"

The Erie Railroad has changed the name of a suburban electric station near Rochester from "Lehigh" to "Gannett," in honor of Frank E. Gannett, editor of the Rochester Times-Union.



# THEY ARE ALL IN THE DAY'S NEWS

Looking Baltimoreward, now. Arthur Brisbane (right), whose editorials appear in so many newspapers that he has lost all count, recently ran down to Atlantic City to pay his respects to Nathan Straus, philanthropist. They went out for a walk by the sea when they were spied by Miss Ruth Osborne Ewan, editor of the Boardwalk Illustrated News, who asked for pointers on that easily (?) understood problem of creating reader interest.



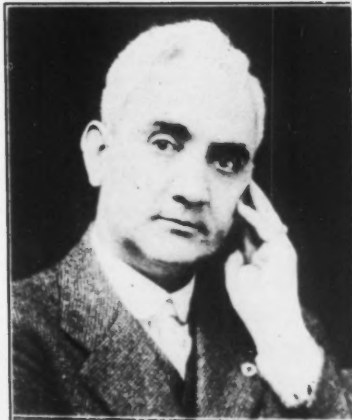
Off to Europe. Miss Constance Drexel (below), well known woman political writer and only woman member of the International Association of Journalists accredited to the Society of Nations, is going back to Europe. We say back advisedly. Think of the number of times this same news has been recorded. This time she will write for the McClure Newspaper Syndicate.



Home. Mrs. Ewan Justice, widow of the noted New York journalist, Ewan Justice, who was connected with the New York World for 30 years up until the time of his going to Berlin a few months ago, arrived here this week on the Majestic.



Youth's ambition realized. While in high school 45 years ago, James B. Boriand became publisher of the newspaper that is today the Franklin (Pa.) News-Herald. He is still publisher and going strong, and his 45 years' experience was recently properly celebrated with newspaper men from every part of western Pennsylvania taking part.



The women again. An advertising review showing the progress that women are making in that field was held under the auspices of the Women's Advertising Club of Chicago recently. Nearly 1,000 men and women attended the gathering. Presents, dinner, and everything were a part of the evening's program.



## PA TRACES SANITARY ENGINEER OF GUFF TO LAIR; FINDS CURE FOR BAD SMELL

**Ingomar Gets More Than Half of 1% Kick When His Dad Becomes Riled Over Press Agent Effort to Make Newspapers Safe for Plutocracy**

By JOHN WILBERFORCE PEABODY

"PAPA," asked Ingomar Montmorency, Jr., "what is a 'Counsellor of Public Relations'?"

"Whatever put that into your adolescent attic?" inquired Montmorency, Sr., who was feeling cheerfully frivolous after a hefty dinner.

"Well," said Ingomar, "I know a goof at school who says that's what they call his uncle. Is it a job, a joke or just a mean epithet?"

Papa blew smoke at the ceiling and considered the matter for a moment. Finally he evolved the following parental epigram:—

"A Counsellor of Public Relations is a guy whose hope in life is to make the newspapers safe for plutocracy."

Ingomar eyed his parent with well-advertised disgust.

"You may think you're a wise crack-er," said he, "but you are only full of beefsteak, which is well-known to be a breeder of post-prandial platitudes. For Pete's sake, make a landing and say it with words."

"Your come-back, though sassy, is right on the green in one," replied Papa, turning a trifle red, "but as I clear up this subject for you, you will see that my definition, while a trifle oracular, was none the less neat."

"You see, my boy, a Counsellor of Public Relations is a press agent, although you must never call him one if he packs a harder punch than you do. Such a break in the days of duelling would have called for two portions of coffee and a pair of pistols before breakfast."

"One of our best contemporary authors recently referred to a prosperous plumber as a sanitary engineer. Using this same analogy the Counsellor of Public Relations is the sanitary engineer who has graduated from the plumber press agent class."

"I am concentrating deeply," said Ingomar, "and with difficulty I am getting one-half of one per cent kick out of this ocean of verbiage. Can't you make it snappy?"

"Have patience, my son, and I will wise you up. To continue with my story, which you rudely suggest is windy:

"The rank and file of press agents—the plumbers, so to speak—don't care what the papers say about their clients so long as they say something. Most of them begin down the social plane somewhere with the back lot circus and work up through the various grades of amusement and industry to the cloud-capped towers of the financial district."

"Let us say a bird starts as the personal representative of Percy, the man-eating lion. He becomes pretty good at getting pieces into the papers about the keepers that Percy has devoured and the little children that he prefers for luncheon. He gets so good at this that the theatrical district hears about him and presently he is staging a phoney suicide in Central Park which lands him, or rather his client, Miss Hildegard Helsingfors of the Tazzmajazz Revue on the front page. Later on, as he becomes grayer and graver we find him producing literature on the verge of vitamins, the edibility of yeast, the power of the prune and the righteousness of overshoes. Presently he attracts the attention of a trade association whose members usually agree upon one fundamental principle—that the public has the right to know and the newspaper is the ideal vehicle for distributing free knowledge."

"These trade associations get all steamed up with virtuous determination to take the public into their confidence on the uses of corsets, suspenders, stucco, brass, bricks, ipecac, rags, bones

and hair mattresses. They figure they have too long kept secret the truth about these commodities and that the newspapers must no longer withhold from their readers the hope of salvation which each product offers them."

"At this point a group of magnate, sitting in secret conclave in Suite X, 102d floor of the Oligarcus Building, are plainly worried at having broken into print legitimately over some awkward transaction or situation which has arisen in the ordinary clash of Colossal Commerce."

"They are saying some positively frightful things about us," says J. Witheringhouse Wobblesby, the Chairman of the Board. "Can't we say something for ourselves?"

"The public has a right to know what we would like it to believe," rejoins one of his associates.

"What we need is a Counsellor of Public Relations," says another.

"What's that?" asks Mr. Wobblesby, with an apprehensive look.

"Oh," says the director, "that's a soft-stepping person who knows the back door and the fire escape routes to newspaper offices who will say for us through the columns of the press what the public would rather not believe, but who will make it so strong that they will be obliged to accept it."

"Do you mean a press agent?" asks Mr. Wobblesby.

### NEW ORDERS TO LOUISVILLE REPORTERS DEMAND SPEED, SNAP AND ACCURACY

THE Louisville Herald has adopted the following rules and instructions for its reporting staff, with the view not only of speeding up the handling of news but obtaining the maximum of accuracy and brevity:

Every reporter, on whatever beat he may be, should be constantly on the alert for good, exclusive news features.

Reporters should develop friendships and acquaintances wherever possible; his value is based largely upon the extent of the circle of people with whom he is acquainted.

Try to get scoops in pictures. They are the frequently almost as important as news.

Be brief. Every story can be made better by being condensed.

In a city as large as Louisville EVERY REPORTER should be able to turn in from one to three outstanding EXCLUSIVE stories each week. That kind of batting average counts—in your pay checks!

Be accurate! The misspelling of names is particularly reprehensible. Do not accept the other fellow's guesses to the spelling of a name. He's usually wrong. You can avoid his error by consulting the city directory. You MUST get your facts straight to merit the title "A Good Reporter." BE ACCURATE, first, last and all the time.

Make good every promise to return a photograph. Make it your personal business to follow up the picture from the time you deliver it to the city editor. After the photograph has been released by the city desk make it your personal business to see that it is returned to the owner either in person or by mail.

Have an idea occasionally. Pass it along to the city editor for possible development. IDEAS DO COUNT. Don't hide yours under a bushel; it may be the scream of 'em all!

Don't exaggerate. Exaggeration is a cheap and ineffective substitute for facts of real interest.

"Oh no, my dear chap! Nothing so crude as that! This will cost us an annual fee of \$25,000 and no one ever paid a mere press agent such a solemn amount of money. The wally I have in mind is a regular go-getter who looks as respectable as an undertaker and is twice as sure."

"So it happens that the bird of whom I spoke, who began with the circus and worked his way up through prunes, brass and vitamins is called to the front by the directors of the Artichoke Trust to set them right before the world. If he has not been known as a Counsellor of Public Relations before, he acquires that title the minute Mr. Wobblesby and his friends send for him."

"His first act is to have his secretary telephone to the owners of all the newspapers, saying that Mr. Wobblesby is departing that afternoon on his private yacht for Buenos Ayres, but if a reporter will call at No. 104,230 Oligarcus Building at 3:30, Mr. Wobblesby will have a statement to make concerning the attitude of his organization on the obligations of the United States toward the oil industry of Somaliland."

"Somewhere concealed in this statement is a quotation from the ex-President of China showing how the Wobblesby group was perfectly justified in the deal which it handed the minority stock holders of the Onion Trust."

"If the Counsellor of Public Relations is a slicker, he will bury this message so deep that only an editor who is half awake will discover it and the public will be tremendously impressed by it because they think it got in by mistake."

"Therefore you see, my son, a press agent is a job who is climbing the free publicity ladder, while a Counsellor of Public Relations is a bird who has reached the top rung."

"I begin to see your point," was Ingomar's comment, "but the thing that

knocks me for a row of goals is the manner in which these pirates calmly bank upon the willingness of newspapers to print their drool day in and day out. I don't believe any business or profession was ever so badly merchandised as the press agent business. Any day that the Medical Research Department of the University of Bagdad invents a serum which will give editors 100 per cent use of their brains, the whole press agent bund will find themselves flat and out of a job."

"Very true, my son," replied his father, "but it seems as if these scientists of whom you speak were too busy trying to find out what killed Tut-anh-Amen. We shall probably reach the Millennium before this serum which you mention is found."

"I think I know a better remedy than the serum," said Ingomar.

"What is that?" asked his father. "A rule in every newspaper office firing an editor who falls for any press agent dope," replied his son.

### NEWSPAPER MEN WIN AERO TICKET SUIT

**French Courts Render Verdict in Favor of American News Service Correspondents—First Aeroplane Ticket Validity Action**

Charles F. Bertelli, Paris correspondent of the Universal Service, and Newton C. Parke, former Paris correspondent of the International News Service, now with the Baltimore Sun, have won what is said to be the first suit ever brought to test the validity of a ticket contract for an aeroplane ride.

While Alexandre Millerand was prime minister of France, a meeting at Boulogne between the French premier and Mr. Lloyd George was suddenly arranged over Paris-London phone late one night. Few of the American correspondents, whose offices closed earlier in the evening, were advised of the conference to be held the following day until it was too late for them to catch the early morning train to Boulogne, the only express which would land them in Boulogne in time for the meeting.

Parke arranged through the American Express Company's Paris office for an aeroplane to reach Boulogne in time for the meeting and Bertelli agreed to accompany him. In exchange for a check for 1,400 francs the express company handed Parke a ticket signed by the director of the Farnham Aeroplane Company, which stated on its face that it was good for one aeroplane passage for Parke and Bertelli from Paris to Boulogne.

Upon reaching the Farnham flying field the two correspondents were called upon to make an additional payment of 700 francs, the Farnham management declaring that an error had been made in fixing the price. They declined to do. Payment was stopped on the check and Parke and Bertelli returned to Paris where they engaged Charles G. Loeb, an American attorney, who brought action against the aeroplane company for 150,000 francs on behalf of the International News Service and 100,000 francs on behalf of the Universal Service, alleging those amounts represented damages sustained by the two news agencies through the failure of their correspondents to reach Boulogne in time for the meeting.

The case dragged in the French courts for nearly two years. A verdict finally has been returned in favor of the Americans but only nominal damages, covering their inconvenience and loss of time on the day in question, were awarded.

### Aspirin Not Trade-Mark in Canada

After lengthy litigation, the highest court in Canada has ruled that the Bayer Company is not entitled to exclusive use of the term aspirin, on the ground that it has become part of the English language, and as such cannot be used by one firm to the exclusion of others, although it is trademarked.

# THIRTY CLUB HOLDS AN ENTHUSIASTIC ON-TO-LONDON MEETING

## Fund to Take Associated Advertising Clubs of the World to England in 1924 Is Growing—Editor & Publisher Representatives Are Guests of Honor

By HERBERT C. RIDOUT  
(London Editor, EDITOR & PUBLISHER)

IF there should be one man who doubts whether the Thirty Club of London mean business in the matter of the "On-to-London" movement, the convention rally of the Thirty Club held on Tuesday, March 13, and the reports there presented should knock the last vestige of doubt out of his system.

The atmosphere was electric, the speeches eloquent, and moving, the enthusiasm obvious and the financial results convincing. It was inspiring to hear President John Cheshire, who occupied the chair, in his quiet effective fashion, reminding the members of the immense possibilities of the movement and the vital need for the 1924 Convention in London. It was a revelation to hear Sir Charles Higham, in impassioned tones, calling for support from every individual worker to achieve this big thing; he produced a veritable tornado of applause by his eloquent powers. It was invigorating, too, to hear W. S. Crawford explain how success would set the seal of recognition upon their work and to note the results of his suggestion to the chairman that those present should be invited to offer subscriptions on the spot. It was an education in modesty to hear Secretary C. Harold Vernon, reporting progress, with never a confession as to his own huge share in what has been done.

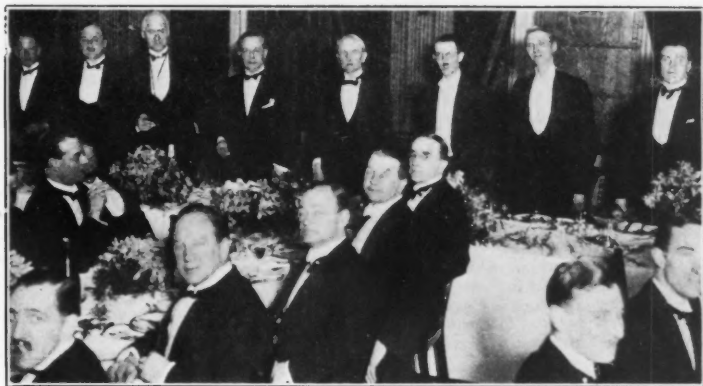
The company included John Cheshire, president; W. S. Crawford, vice-chairman of the Thirty Club and vice-president of the A. A. C. W.; C. Harold Vernon, secretary; Philip Emmanuel, treasurer; Sir Charles Higham, Sir Basil Clark, Col. E. F. Lawson, Capt. C. D. Smith, Capt. Desmond Flynn, Col. K. C. Folger, A. Wardle Robinson, S. Bernard Smith, H. Samson Clark, Horace S. Imber, J. C. Akerman, George Scott, U. B. Walmsley, T. B. Lawrence, Gerard Maynell, W. E. Booth, T. MacDougall, G. Sparkes, H. G. Seward, H. C. Woodyard, F. E. Bluff, E. Field, E. S. Baring-Gould, R. P. Gosop, Ivor Nicholson, L. Jackson, Walton Harvey, H. Rea Fitch, special representative for EDITOR & PUBLISHER, and your London editor.

The chairman said that returning after a month's absence he was impressed with the vast development of the movement. The more he studied it the more he became confident of its benefit. To the publisher and advertising agent those benefits would be positive and direct. To the advertiser not perhaps so direct but none-the-less positive. To a large section of the public in Great Britain advertising is still suspected; many still imagine that they pay for it in the price of the commodity. Among many manufacturers there still remains serious doubts even as to the utility of advertising; in a recent visit to the Publicity Club of Liverpool this had been borne home upon him. The 1924 convention in London will go far to educate public opinion here, to inspire real confidence in advertising. We want that. Mr. Wilson Lawrenson came here with no knowledge as to the difficult economic conditions, but when he left he realized that our difficulties were enormous. We know we need the 1924 Convention in London, and the response from every direction showed, he thought, our determination to get it.

Sir Charles Higham, who followed, gave an illuminating report of the impressions received during his recent visit to the States. He himself was convinced that the finest thing British advertising men could do would be to bring American advertising men to London. He was a little disappointed on the way out to find his companion, Mr. Wilson Lawrenson, so reticent during the voyage. But at the meeting of the Investigation Committee of the A. A. C. W. Mr. Lawrenson said he had looked over London from every

angle, as a centre, with the Thirty Club as hosts and as a serious proposition. And he was satisfied. Mr. Meredith, secretary of agriculture; Stanley Clagne, and others, backed Lawrenson's judgment.

No American publisher ever put up such a sum of money for a convention as the £5,000 each contributed by Lord Rothermere and Sir Edward Hulton. That was proof that we were serious about it. There were a few men who say why should we have American advertisers coming here to talk advertising. Well, Sir Charles went on, we have got



Copyrighted Daily Sketch, London

"On to London," is now the principal topic of conversation among advertising and business men of England. At a recent luncheon of the Thirty Club, which is promoting the movement to take the 1924 convention of the A. A. C. W. to that city, two representatives of EDITOR & PUBLISHER were guests of honor. The sixth man from the right at the speakers' table is Mr. H. Imber. Next to him, left to right, we have: Sir Charles Higham, John Cheshire, and H. Rea Fitch and H. C. Ridout of EDITOR & PUBLISHER.

to teach British manufacturers and educate them to become advertisers. This convention would help. Our press has got to know what advertising means. When the London Daily Mail gave Lawrenson a column six days in succession—more than had ever been given to a Prime Minister—it showed that publishers were waking up to the realization of what advertising means to business as well as to them.

Sir Charles warmed to his subject and wound up his peroration with a stirring appeal in magnificent phrases to all to put their hearts and souls into the movement and bring it to a triumphant success. His volleying words left his hearers breathless as he concluded and the company was instantaneously carried away in a thunder of applause which surprised even Sir Charles himself.

W. S. Crawford thanked the speaker for his splendid ambassadorship and also paid testimony to his energy and enthusiasm. He endorsed every word the president had uttered upon the need for educating public confidence in publicity. Are we going to get the convention in 1924, he asked. We must, for it would set the seal of recognition upon our work and put us years ahead in progress. He asked the chairman to put to the company an invitation to show evidence of their enthusiasm by contributing to the funds on the spot.

Mr. John Cheshire promptly acted upon the suggestion with the result that in rapid succession came the following subscriptions:

Marcus Heber Smith.....	50 Guineas
Sir Charles Higham.....	50 Guineas
W. S. Crawford.....	100 Guineas
Sir Charles Higham another	50 Guineas
T. B. Lawrence.....	50 Guineas
T. MacDougall.....	50 Guineas
Horace S. Imber.....	50 Guineas
Walton Harvey.....	25 Guineas
John Cheshire.....	25 Guineas
F. E. Bluff.....	50 Guineas

The round figure of 500 guineas was made up by T. B. Lawrence's spontaneous offer to provide the balance.

Mr. Vernon, the honorable secretary, who was warmly praised by the president for his great and inspiring work, said that he was glad to report splendid offers of help. Through the generosity of the London Times, at the suggestion of J. C. Akerman, they had received £1,000 for pioneer work. Messrs. J. Lyons & Co., Ltd., through Wardle Robinson, had offered hospitality and entertainment to the amount of £2,000. The Sun Engraving Company had offered art services valued at £250, and the traffic manager of one of the British railways had agreed to give travelling facilities and hotel accommodation for 500 delegates.

Other offers had been received from Messrs. Odhams for a free booklet production, while Messrs. Hill, Siffken had designed a poster stamp which they would print by the tens of thousands.

Mr. Vernon added that the A. A. C. W. membership was 60,000. The Thirty Club roll last year was 41; now the Association of British Advertising Agents were

# U. S. APPROVAL GROWS FOR LONDON IN 1924

## Regional Meetings Planned for Those Who Cannot Go Abroad—Wilson-Lawrenson Pledges Support to Holland's Re-election

Plans for holding the 1924 meeting of the Associated Advertising Clubs of the World in London were given added emphasis during the past week by visits of F. A. Wilson-Lawrenson, chairman of the London investigating committee, to advertising organizations through the Middle West and South, where he has presented a report in favor of the London convention and told how "London is taking us at our word and is making plans for 1924 in a very business-like way."

The results of his swing around the circuit may be summarized as follows:

The London meeting was endorsed by a joint meeting, held in Chicago by representatives of the Advertising Council of the Chicago Association of Commerce, the Association of National Advertisers, the Audit Bureau of Circulations, the American Association of Advertising Agencies, the Financial Advertisers' Association, the New York Advertising Club, and the Advertising Clubs of Joliet, Champaign, Rockford, Des Moines, Kansas City, Detroit and Montreal.

Mr. Wilson-Lawrenson also presented his report to the Advertising Clubs of Chattanooga, Tenn., and Birmingham, Ala., and was enthusiastically received.

Mr. Wilson-Lawrenson pledged his support to Lou E. Holland, of Kansas City, Mo., for re-election as president of the A. A. C. W. for 1924. The Chicago meeting, above referred to, likewise pledged itself to Mr. Holland.

It has been virtually decided that if the 1924 general convention goes to London, a program of district or regional meetings in the United States and Canada will be arranged to take care of what is usually the basis of the annual national convention.

President Holland stated he is in favor of the London convention, provided suitable plans can be made to properly take care of the meeting requirements during 1924 of the members of the A. A. C. W. who cannot go to London.

President Holland announced that the A. A. C. W. will go to its Atlantic City convention next June completely out of debt.

The Advertising Council of the Chicago Association of Commerce adopted a resolution guaranteeing to send 100 delegates to the 1924 meeting, if it is held in London.

The Chicago meeting, on the motion of Homer J. Buckley, unanimously adopted the following resolution: "The body present unanimously approves the Associated Advertising Clubs of the World convention being held in London in 1924 and that as wide publicity as possible be given to the action now taken."

The suggestion was made by William H. Rankin that if the 1924 meeting goes to London, regional meetings be held during the year on the Pacific Coast, in Houston, Tex., in the Middle West and one in the East. He said he believed such meetings would meet all requirements of those who cannot go to London, provided that the advertisers, the advertising agencies and the publishers of America and Canada will give their support to see that their representatives attend in large numbers. He recommended that the Association of National Advertisers and American Association of Advertising Agencies send at least ten of their very best men to attend each such regional convention to insure results for the good of all advertising.

It was suggested that the Association of National Advertisers might hold its 1924 semi-annual meeting a week before the A. A. C. W. delegates would leave for the London convention, so as to provide a sort of formal send-off to the delegation. President G. B. Sharpe of the A. N. A. expressed the opinion, how-

(Continued on page 28)

### Chicago Newspapers Settle Dispute

The dispute between the Chicago Tribune and the Chicago Journal of Commerce over delivery of the latter newspaper was amicably settled this week. Some time ago the Journal of Commerce sued the Tribune in an effort to restrain the later from barring Journals of Commerce from the Tribune's dealers and carriers. The court decided in favor of the Tribune. Through the out-of-court adjustment the Journals from now on are to be handled by the carriers and dealers in question within territory covering a range of from 700 to 1,000 miles from Chicago.

### Start Tacoma Auto Weekly

D. Y. Ovitt, former telegraph editor of the Tacoma (Wash.) Ledger; Mitchell Sutherland, former automobile editor, and Lou Williams, former assistant city editor of the Tacoma News-Tribune, have joined to publish an automobile weekly newspaper in Tacoma.

# GOOD TYPOGRAPHY IN NEWSPAPER MAKING

## Springtime is a Good Time for Publishers to Clean Up the Typographical Rubbish in Their Papers—How the Wall Street Journal Did It—Suggestions, Review and Comment.

"SPRING is here. The once cold, frozen, snow-covered world that seemed hopeless in the icy clasp of conditions, is awakening to new life and pulsing with mighty throbs of living energy." \* \* \* reads a circular letter which reached my desk this morning. Newspapers are like that. Most of them seem bound in the icy clasp of an age-old style of typography that is distracting to look at and very uncomfortable to read.

Springtime is clean-up time. With a little thought and less effort any live newspaper can re-vitalize its typography and awaken a new reader interest by doing these three simple things: (1) Tone down the brutal gothic types used so abundantly and recklessly; (2) eliminate entirely all the mourning borders; and (3) reset every worn-out standing item like date lines, folios, mastheads, standing heads, department heads, etc. Do these three elementary things and the attractiveness of your newspaper will be improved a hundred per cent, and incidentally it will begin to pulse with the mighty throbs of attractive typography.

### How the Wall Street Journal "Cleaned Up" Its Ads

THE WALL STREET JOURNAL may be different than most newspapers—it is a newspaper published under the same mechanical conditions as the average newspaper—so far as being overloaded with copy at closing time is concerned. The result was the same here, as it is in all newspapers: a style of typography developed that became worse with each new edition (Fig. 1) until not only were the ads very unattractive in themselves, but they made it quite impossible to get a decent-looking page no matter how much effort was put into the make-up. Then the clean-up came. See Fig. 2.

By H. FRANK SMITH  
ARTICLE VI

EDITORIAL NOTE—Mr. Smith is a special lecturer in the Department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items—such as headings, advertisements, editorial pages, features, etc.—will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made By Mail

Referring to Fig. 1 it will be noted that practically every line in every ad was set in bold face type. The faces used were poor ones, too. The result was inevitable—a decidedly uninviting page. In Fig. 2 we have a very marked improvement by merely toning down the display—using faces only half as bold as in Fig. 1—and by replacing the gothic type with more attractive faces. This change required very little thought and less effort, simply someone to decide to go ahead, and then going ahead! The type was all in the composing room, therefore no investment for new material was required. Any newspaper publisher can accomplish this same result merely by issuing a blanket order to the composing room to tone down all heavy display types by using lighter faces wherever possible. This is one easy way to "clean up" the pages of your newspaper, and to make your newspaper more attractive to readers and therefore more valuable to advertisers.

### Kill the Mourning Borders and Reset Worn-Out Type

ANOTHER way is to kill every mourning border in the paper—every one. There is no more reason for putting mourning bands around your live adver-

tisers' announcements than there is to dress their window or counter displays with crepe. Newspaper folks ought to know this, but apparently they do not—for these funeral borders originate in the newspaper composing room more often than they do in the advertisers' office.

Then, we can find in most every newspaper certain items which are printed and reprinted until they are no longer legible—and still no one pays any attention to these typographic abortions. Running heads, folios, standing heads, mast heads, department heads, filler ads, classified subheads, and numerous other items (Fig. 3) may be found in newspapers in such a badly-worn condition that it is very difficult, and frequently impossible to decipher the print.

It would seem that the composing room would correct this condition—but it doesn't. It would also seem that the publisher or his assistants, would take steps to provide a remedy—but they don't. The same carelessness or indifference goes on day after day until some outsider calls attention to the defect when in most cases it is promptly remedied. These conditions could be taken care of easily and economically between editions, because in most instances it merely means recasting a few slugs.

Springtime is a Good Time for Publishers to Practice What They Preach

ALL over the country the clean-up campaign is on. Publishers are devoting columns of space to preaching the gospel of well-kept streets, yards, lawns, gardens, parks—the city beautiful. It's an ideal time for the publisher to practice what he preaches by cleaning up the typographical rubbish in his newspaper.

So far as the composition is concerned, it can very readily be done by the night shift on the big dailies, and after the forms are closed each day on the smaller papers—until the "clean-up" is completed. Perhaps as simple a way as any other to start the work, and a way which would hardly interfere with the routine of the mechanical side would be to instruct the proofreaders to mark up the paper each and every day until all worn-out lines and battered heads or ads were replaced with new ones. Then make it a part of the proofreaders' job to bring these battered lines and heads to the attention of the foreman or superintendent so one of these chaps can keep this typographical trash out of the paper forever.

Just a touching up here and there on the pages of his paper will work a wonderful improvement. Start a little clean-up campaign all your own for—

- 1—Better copy.
- 2—Better typography.
- 3—Better presswork.

Get after the editorial department and the advertising department to formulate the plans—then pep up the composing room and the pressroom to put these plans into action. The effect will be more attractive pages, more interested readers, more satisfied advertisers—a trinity of results well worth striving for.



Fig. 1—BEFORE—How the Wall Street Journal looked with ads set in ugly Gothic and different kinds of other unattractive bold face types. Note the improvement in Fig. 2 opposite.

Fig. 2—AFTER—Here's how the Wall Street Journal looks today, after the cheap-looking Gothic and other distracting bold faces had been replaced with something more pleasant to look at.

Editorial Page of the Plumas National-Bulletin

Splendid style for panelled streamer for editorial page.

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

By H. FRANK SMITH

NOTE TO PUBLISHERS: Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you.

Address Letters and Papers to H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK CITY

Democrat, Lebanon, Tenn.—Neatly set up and made up. There is room for improvement in your style of heads, and the placing of the ads on the pages could be done better with a little more thought and care.

Herald, Mt. Vernon, Ill.—Very lively typography and make-up. You can group your ads much better if you give this important detail some attention.

Record-Herald, Miami, Okla.—Splendid make-up for first page. Good heads well placed on page. Fine idea to brighten up lower half of page with a panel or two, and an occasional double or triple-column head.

Standard, Westport, Conn.—Just as we were thinking it couldn't be done, along comes a fellow who has done it! Whoever is responsible

for the typography and make-up of the Standard surely knows just what should be done and precisely how to do it. Overlooking the abundance of live news, which is well written and attractively featured, the Standard has selected a splendid series of type faces and borders—

F. A. Adams, News and American, Baltimore, Md.—Your ad entitled "Variety is the spice of good reading" embodied some very good ideas, but most of which were poorly executed. The layout was fine; the typography had. Too many sizes and kinds of type, some of the text leaded and some solid—this kind of composition never looks good.

Journal Farm Weekly, Edmonton, Canada.—Enlarging panels alongside title first page and using little bolder type in a one-point border would improve this detail. First-page layout good. Ads could be grouped better, which would permit better make-up on some of your inside pages.

W. J. Sell, Mercury-Independent, Grayville, Ill.—Neat typography, careful make-up and very good presswork throughout entire paper. Nothing to scold about. Be careful not to let any more stud-horse type and borders creep into the paper than you have in the issues you sent us—and clean up this little bit as soon as you can.

Paul Dodge, News, Hardin, Mo.—Day by day in every way the News is getting better and better. Too bad you selected that skinny gothic for your first page heads. Why not "can" it, and use a real head letter like Bodoni, or Century Bold or Caslon Bold Condensed—and upper and lower case? Get some more heads in the lower half of your first page. You are not grouping your ads as carefully as you know they should be.

INDIAN VALLEY THE KILLARNEY OF THE SIERRA. Includes sections for ENGELMINE, MOHAWK VALLEY, GREENVILLE with local news snippets.

Exceptional treatment for department head. Note date lines at beginning of correspondence.

work excellent—and the editorial page is a hum-dinger, except (too bad) the initials are too bold. Use Caslon Old Style, or some similar light face type, instead of the bold initials you are now using.

J. C. Murphy, Journal, Akron, N. Y.—You are missing an opportunity to brighten up your first page. Why not plan a layout that includes some good looking heads, a couple of panels and an illustration? Your present make-up is old fashioned, and could be greatly improved without much trouble.

WANT ADS WANTED ADS. Auto Accessories, Furnished Houses for Rent, Autos for Sale, Wanted, Situation Wanted, Lost.

A 2-column head set larger would encourage the reader more than these two single-column heads—which do not provide enough contrast to attract attention.

M. P. Linn, The S. C. Beckwith Special Agency, New York.—You may tell Mr. Harris of the Columbus (Ga.) Inquirer-Sun that he has every reason for feeling very proud of the typography, and make-up of his paper. I examined every one of the forty-eight pages of the recent issue you sent us and could not find anything worth grumbling about.

copy of the Columbus Inquirer-Sun and see for themselves just how attractive a newspaper can be made when as much care and thought is put into the selection and use of type as is usually put into the editorial and news features.

G. E. Secour, Plumas National-Bulletin, Quincy, Cal.—Considered from every standpoint of newspaper making, the Bulletin is undoubtedly one of the most attractive and best printed papers in the country. In most papers one finds commendable spots here and there—a good-looking ad or something else—but seldom can you start at the top of the first column on the first page and go through to the bottom of the last column on the last page and find everything as it should be.

Bruce Cole, Echo, Prophetstown, Ill.—The only thing I see about the Echo that needs serious attention is the press work. Try to take a little more care with your make-ready and impression. Typography of ads very good. Use a uniform cut-off rule for business cards on page two—in fact, throughout paper.

J. M. Vestal, Journal, Burlington, N. C.—We like your editorial in the March 14th issue of the Journal, because it reflects the kind of determination that makes for better newspapers. More power to the elbow that pushes the pencil! If you don't have time to do anything else with next week's issue—kill that 12-point mourning border used on the Bell-Stevens ad and Tobacco ad issue of March 14.

Record, Hackensack, N. J.—If the typography of your advertisements was as good as the lay-out and make-up of the first page, the Record would be greatly improved. The disposition of the ads on the inside pages is not as careful as it might be.

CLASSIFIED DEPARTMENT. This 7-column Classified head could be improved by a more attractive border—and then made more effective by adding a little advertising and selling copy to it.

THE MESSENGER. Subscription rates, contract advertising, and contact information for The Messenger.

CLASSIFIED COLUMNS. Advertisements under this heading will cost one cent per word and will appear in both The Morning Herald and Evening Gazette.

THE MORNING HERALD AND EVENING GAZETTE. Advertisements under this heading will cost one cent per word and will appear in both The Morning Herald and Evening Gazette.

The Lorain Journal. Published by The Lorain Journal Company, G. A. DOYLE, President, C. E. GILLETTE, Manager.

Fig. 3—Specimens of the typographical rubbish that may be found in many newspapers. It should not be necessary to call attention to these ugly eyesores, but apparently publishers are blind to the possibilities of cleaning up this typographical trash and refuse in their papers.

## SELECTING OF THE SITE IS IMPORTANT DETAIL IN NEW PLANTS

### Surveys of Proposed Newspaper Buildings Develop Factors That Affect Operating Costs and Capital Requirements

By S. P. WESTON

THE selection of a newspaper building site today is a matter which is given much closer consideration than it was a few years ago. Publishers now carefully watch factors which were either deemed unimportant or ignored a decade back.

At the start of newspaper making, with meager news sources and lack of quick communication, the weekly paper and in turn the first dailies sought localities near the then best news centers—the court house, the City Hall, the seats of government. This was especially true in New York, where they clustered about the City Hall and where some of the New York dailies are still located. In New York their site was also preferential from the standpoint of distribution.

The advent of the telephone, electric street cars and other means of more rapid communication, along with the opening of the Pennsylvania and Grand Central Railroad terminals uptown have all worked to change the situation to a considerable degree.

About twenty-five years ago prominence of location, for benefits assumed to accrue to the newspaper from an advertising standpoint, became the determining factor in deciding where new plants would be erected. The best corners in the heart of the business districts were sought. As few, if any, of the newspapers at that time could afford to carry the ground rental or capital charge involved in such locations, the combined newspaper and office building came into existence. In many instances the office building proved to be "an old man of the sea" to the newspaper.

The operation of the paper from a mechanical and production standpoint was subordinate to the building requirements, thereby creating increased manufacturing costs and decreasing operating efficiency. The newspaper departments were scattered from the sub-basement to the roof and usually cramped in the press room and mailing and delivery rooms, where the demand for speed is most insistent and where the growth of a newspaper calls for the greatest expansion of floor space. That the combined office and newspaper building was far from being an unqualified success seems to be indicated by present tendencies of just the opposite.

It is entirely practical to have a combined newspaper and office building, providing the building is designed primarily for a newspaper operation and the office features are subordinated to the paper's requirements. This means a somewhat different type of building than those erected at the time when the office building type was in vogue.

A number of central business locations are available in several of the major cities where such buildings can and will undoubtedly be erected giving the newspapers most desirable manufacturing facilities and making satisfactory return on the extra capital involved in this type of a building. In each of the specific sites, however, they happen to be so located that delivery service for both mail and city can be handled without serious loss in time or increased cost. Ordinarily a location in or near a business center limits ground area and also makes deliveries slow, either through traffic congestion or the distance from railway and suburban stations.

The tendency today to recognize the importance of the manufacturing side of newspaper making has developed, especially in the past five years, a new type of newspaper building, for which locations are now being sought that would not have been considered twenty or ten years ago.

With modern methods news will flow to the newspaper plant wherever it is located with lightning rapidity. So today

the court house—city hall news center is of little, if any, importance in the question of location. Neither is it necessary for the contact with the individual subscriber and the public at large to be so close or intimate as in the past.

The present movement is towards semi-manufacturing districts, away from business centers. This does not necessarily mean business isolation. In most cities there are locations where ample ground space can be found which will meet the general requirements of the newspaper. These locations are especially attractive as they permit keeping down capital requirements and the extra overhead which must go against the costs of advertising lineage produced.

Deciding on a location is not exactly a simple matter but certainly a general basis seems to be fairly well established. These will vary in every city, according to the extent they are affected by local conditions and local topography. The same general factors considered by most manufacturers in choosing a site will broadly apply.

These include transportation for incoming materials and outgoing products, adequate street car service for employees, ample ground area, light exposure, essential utilities and general services, etc.

With the newspaper the first consideration is that of delivery. A site where mails, city subscribers and street deliveries can be made in the shortest time and at least expense obviously is the best. If a site can be found that will also take care of incoming newsprint and supplies from a railroad siding so much the better. A number of papers have found

such locations by careful investigations.

While it is not necessary for a newspaper to be in the business center neither is it desirable that it be located in the freight yards. There are invariably satisfactory sites within a few blocks of the business streets.

Having found the place from delivery standpoint there are other matters that need study. Notably, light and ventilation, fire risks, water, light and power service. (In nearly every new site examined during the past two years, light, power and water and gas service were inadequate.)

Even the direction of prevailing winds is worth considering: A site which a certain publisher had under consideration several years ago is located alongside the main tracks to a busy union station. The wind carries the smoke from the locomotives directly across it. The place was not taken, but was bought by a manufacturing company and a large factory building erected thereon. The side towards the railroad tracks is already darkened by smoke and the windows on the track side are kept down throughout the Summer, materially affecting the comfort and efficiency of employees and heavily increasing ventilating costs.

Making a survey for a newspaper building location involves careful consideration of many conditions which do not apply in the same degree in other manufacturing lines. Surveys frequently develop some interesting surprises and often demonstrate that local knowledge and belief is not always correct.

In one city a survey showed that a site two blocks distant from the one held under option by a publisher gave an average saving in delivery of five minutes and a property cost of 12½ per cent less than an optioned site. Also a more satisfactory ground area was obtainable.

When it is remembered that the main reason for erecting a new building should be to secure maximum efficiency at minimum cost it must be obvious that the selection of building location is of real importance.

## STEWART LEAVES LEXINGTON

### Resigns as Herald Manager, But Will Remain S. N. P. A. President

Charles I. Stewart will retire as general manager of the Lexington (Ky.) Herald April 1, he informed EDITOR & PUBLISHER



CHARLES I. STEWART

this week. He will remain president of the Southern Newspaper Publishers Association, to which he was elected in 1922, until the July meeting at White Sulphur Springs, W. Va.

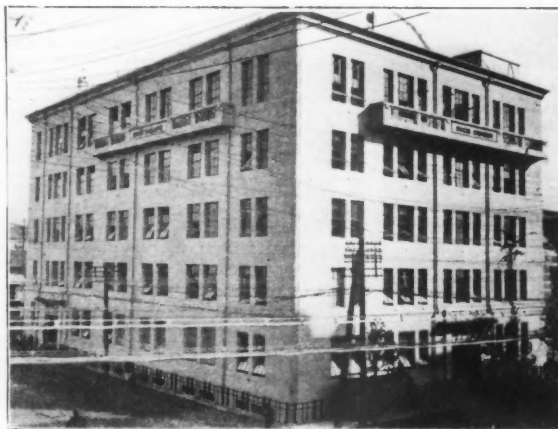
"I have made no definite plans for the future, except that for a short while I will do some consultation and advisory work for a few Southern newspapers," Mr. Stewart stated. "At the request of the directors of the S. N. P. A. I am retaining the presidency until the July meeting at White Sulphur Springs. I will devote a greater part of my time between now and then to the S. N. P. A. than would have been possible except for my withdrawal from the Herald."

Mr. Stewart was for many years an editorial executive on Louisville and other Kentucky daily newspapers before he assumed the general management of the Lexington Herald. As chairman of the white paper committee of the S. N. P. A. during the war and after it he rendered signal service to the association's members through timely information on market conditions and constructive suggestions for conservation of newsprint. In recognition of these services he was elected a vice-president several years ago and last year was advanced to the presidency.

## JAPANESE DAILIES ENTER NEW HOMES ON GOLDEN JUBILEES

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER



New Home of Hoshi Shimbun



Nichi Nichi's New Plant

TWO new newspaper plants and office buildings, both imposing structures combining beauty and modern newspaper efficiency in their planning, were recently occupied by the Tokyo Hoshi Shimbun and the Nichi-Nichi. Both papers were established in 1872 and the occasions of opening their new homes, which are situated directly across the street from each other, have assumed the character of 50th anniversary celebrations competitive in size and brilliance. The buildings for a week past have been decked gaily with flags and bunting, and enormous crowds of all classes have visited them for the opportunity of seeing the inside wheels of a newspaper going 'round.

As special attractions during the week, the Hoshi has held a series of special

lectures by popular speakers in its spacious auditorium which occupies one entire floor, and the Nichi-Nichi has given one floor to a general newspaper exhibit prepared by the proprietors of Shimbun Oyobi Shimbunkisha, the "Editor & Publisher" of Japan. Both papers have made the most complete arrangements for explaining to their many visitors the general outline of a newspaper's daily work and a clear idea of their respective news organizations has been presented graphically by skilfully arranged sketches.

The new Hoshi and Nichi-Nichi buildings offer pleasing contrasts alongside the average metropolitan newspaper office in Japan. Heretofore the marked tendency has been one of disregard for appearances and even for practical ac-

commodations which make for highest efficiency. Excepting only a few isolated cases, this has been the rule. The two newest buildings were modeled after American plants of proved practicability, and in both cases the results of investigations by special representatives of the papers were applied with only such alterations as were demanded by the circumstances surrounding newspaper production in the Orient.

Public reaction to the new order of newspaper architecture has been one of warm approval, and the keen interest displayed by the thousands who visited the new plants during the opening week may be taken as another evidence that Japan is a nation which reads and appreciates its newspapers.

# Always the best buy —Now better than ever!

*For six months, the circulation of The Indianapolis News has steadily increased.*

October, 1922, A. B. C. audit	- -	113,620
Auditor's report for year 1922	-	115,733
January and February 1923	- -	126,810
March 1923, (first two weeks)	-	128,917

*(Daily average net paid)*

In the past six months the average daily net paid circulation of The News has increased 15,297!

Always the *best* buy in Indianapolis, The News is now better than ever. Its coverage is more complete, its prestige and influence have widened, its sound value as an advertising medium has increased.

Every week-day in the year The News is delivered into more homes in Indianapolis than *both* other Indianapolis newspapers. Every year it carries a volume of advertising that practically equals the total of the other two papers—because it produces *results*. In Indianapolis *one* paper completely covers the field.

Always the *best* buy—The News is now better than ever. It has fifteen thousand more readers!

## 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.

## PLANT CLEANLINESS MOST EFFECTIVE PREVENTIVE OF FIRES

**Printing Industry Loss Probably Reached \$4,000,000 in 1922— Causes of Most Fires Traced to Dirt—An Almost Perfect Protective System**

FIRE losses in printing, lithographing and bookbinding establishments in the United States reached \$4,000,000 in the year 1922, if the ratio of increase that marked the years 1919 and 1920 in the industry continued.

The actual figures for last year are not yet obtainable, the latest available being those for the years mentioned above compiled by the committee on public relations of the National Board of Fire Underwriters and presented in the current issue of the Linotype Bulletin.

The insured losses for 1919 in plants of this character amounted to \$1,449,224. In 1920 this increased to \$2,221,141, a jump of \$771,917. Another proportionate increase marked the year 1921. At the same rate the \$4,000,000 mark was reached in 1922.

And to even these enormous figures, in the estimates of the Fire Underwriters, must be added at least 25 per cent to account for losses on uninsured property. The causes of fires in printing plants and comparative money losses on each in 1919 and 1920 are given in the following table presented by the Bulletin, based on the actual findings of the underwriters:

cleaning force works day and night. It is one of the few great plants—possibly the only one—whose machine shop floors are scrubbed daily. The elevator shafts and pits, so dangerously neglected in most buildings, are never permitted to become littered or to retain oily dust or fluff. No rubbish is allowed to remain anywhere. Every scrap of inflammable matter is placed into fire-proof metal cans with covers. The department of plant protection, charged with fire prevention and fire fighting, operates under a regime like that of a municipal fire department. There are twenty men on its force, most of them men of municipal police or fire experience, and none with less than two years of practical experience in the work. They are under a superintendent who has his residence in the buildings, and two lieutenants, both ex-members of the city force, who alternate on watch day and night in the signal headquarters alongside of the superintendent's quarters.

"The patrol of the factory group is so arranged and checked that every part of it is inspected every hour, day and night. Every patrol communicates with signal headquarters through signals from

Causes	Losses 1919	Losses 1920	Total
Defective chimneys and flues.....	\$11,419	\$1,062	\$12,481
Fireworks, firecrackers, etc.....	54	1,299	1,353
Gas—natural and artificial.....	7,898	6,470	14,368
Hot ashes, coals and open fires.....	4,261	11,217	15,478
Ignition of hot grease, oil, tar, wax, asphalt, etc...	1,431	6,898	8,329
Matches—smoking.....	55,932	222,078	278,010
Open lights.....	18,802	12,695	31,497
Petroleum and its products.....	12,197	33,008	45,205
Rubbish, litter.....	19,785	2,553	22,338
Sparks on roofs.....	1,139	753	1,892
Steam and hot water pipes.....	.....	2,327	2,327
Stoves, furnaces, boilers and their pipes.....	35,808	107,472	143,280
Electricity.....	210,388	77,505	287,893
Explosions.....	1,393	13	1,406
Exposure, including conflagration.....	247,160	527,781	774,941
Sparks from machinery.....	565	6,231	6,796
Incendiarism.....	2,112	834	2,946
Lightning.....	2,560	2,041	4,601
Miscellaneous known causes.....	3,321	27,593	30,914
Sparks from combustion.....	1,390	291	1,681
Spontaneous combustion.....	94,387	215,587	309,974
Unknown causes.....	717,222	955,433	1,672,655
	\$1,449,224	\$2,221,141	\$3,670,365

Too seldom, if ever before, has a fire hazard table such as the above been presented to the printing trades. It tells its own story and sounds a warning that, it would seem, must be heeded by every sane employer and employee.

In discussing protection, the Bulletin makes some practical suggestions for fire prevention, based on actual experience in the factory of the Mergenthaler Linotype Company, in Brooklyn, N. Y., which fire insurance companies, the New York Fire Department and government and state inspection departments accord a rating of almost 100 per cent perfect. On this point, the Bulletin says:

"Fire is a treacherous enemy and the Linotype factory group is large. Patrol to guard every part of its area involves an extraordinary mileage. No man can say of any plant that it is positively fire-immune. The buildings are fire-proof, of course. But there are fire-proof buildings and fire-proof buildings.

"The Linotype buildings, owned by the Mergenthaler Company and built by the Company, are fire-proof. Still, the most perfect fire-proof construction of a building does not make its contents fire-proof. Fire-proofing does not eliminate dirt, and dirt is the great source for fire—the dirt that occurs unavoidably everywhere through dust, oil and fluff; the dirt that occurs through manufacture; the dirt represented by litter distributed through individuals. A cigarette tossed to a steel floor in the average plant will find quite enough oily dirt to start a fire.

"In the Linotype plant, cleanliness is considered not only a factor in sanitation and in economic efficiency but also a fundamental part of fire prevention. A

stations throughout the buildings. For double safety, these signals go also to an independent outside watchmen's service agency. No man ever covers the same patrol route twice consecutively. Thus no man gets routine habits, and each man knows every part of the whole vast establishment, and can repair to any designated spot with maximum quickness.

"The system of signals enables the superintendent or the lieutenant on watch to reach any or all patrolmen at any moment, and all can be concentrated at any desired spot. In addition to the

### ABusySpring In Prospect

One of the barometers relied upon by business men to forecast basic conditions in any territory is the real estate market. The unusually good winter enjoyed by Baltimore realtors points to a splendid spring business in all lines.

When you are ready to tell your story to this busy, growing city and many thousand families in the nearby territory, remember that

Everything in Baltimore Revolves Around

THE  SUN  
Morning Evening Sunday

internal signals and fire alarms, there are 131 general fire alarms, each of which leads directly into the city's fire department headquarters. The men are drilled regularly, and also examined regularly for general health, condition of feet and heart, eyesight, hearing and sense of smell, the latter being one of the important factors in fire detection.

"The department is provided with all apparatus—hooks and ladders, fire extinguishers for the various kinds of chemical and electric fires, axes, picks, hose, helmets, and smoke and gas masks.

"Every man must know the location of every gas-meter and cutout. A vital part of the work is the automatic sprinkler watch. The men are examined frequently to make sure that they know all the details of the three great sprinkler systems that protect the plant. The day patrol sees to it that every bit of waste is deposited in the tightly covered fire-proof cans, and a special part of its work is to detect smoking, which is against the rules in every part of the factory buildings.

"Cigarette smoking is the leading source of fire in industrial plants. For this reason, lavatories and similar places are closely watched. All corners in the factories are round and painted in the white which is kept brilliant. While this is valuable for sanitary reasons alone, it is one of the effective ways to prevent fires, for dirty corners are imminent danger-spots in most factories.

"The Department of Plant Protection has in its possession for instant access a duplicate key for every lock of any kind in the whole factory group. It has a full system of code letters for all departments. Its 'Rules and Regulations'

for the routine work of patrol and watch make a booklet of 36 pages which each man must know by heart."

### MATING INK AND PAPER

**Chemists Will Discuss Color Troubles in New York April 13**

Printing inks and their relation to paper will be featured in addresses and discussions at the next monthly meeting of the Society of Chemical Industry at the Chemists' Club, 52 East 41st street, New York, April 13. After the reading of papers on the manufacture, composition and uses of printing inks by ink chemists and specialists, characteristics of printing papers will be described and discussed by paper men.

Papers to be presented include: "The Manufacture and Uses of Printing Inks," by E. H. McLeod, Ault & Wiborg Company, New York; "The Fading of Lithographic Inks," by A. C. Chesley, American Tobacco Company, Brooklyn, and "Ink and Its Relation to Paper and Printing," by Arthur S. Allen, of Philip Ruxton, Inc., New York.

The side of the paper manufacturers will be taken by several chemists and engineers, among them C. Frank Sammet, of Crane & Co.; William G. MacNaughton, secretary of the Technical Association, Pulp & Paper Industry, and Fred C. Clark, Pejepscot Paper Co.

### Bert Price Buys Paper

Bert Price, for many years foreman of the Fremont (Neb.) Daily Herald, has purchased the Alamosa (Colo.) Courier from Col. Clifton H. Wilder.

## Detroit Teems With Opportunity For Building Supply Advertisers



Number of Residences Erected From 1915 to 1922

**NO OTHER CITY in America shows such building activity as DETROIT! And at no time in its boom history has Detroit been engaged in such a vast program of construction as during the first quarter of 1923!**

So far this year the building permits issued by Detroit's Department of Building and Safety Engineering show a gain of 70% over the corresponding period of 1922, and it is estimated that new dwellings erected during 1923 will provide for more than 25,000 families!

DETROIT'S unprecedented demand for new homes is due to the fact that DETROIT was first among metropolitan cities to regain normal prosperity after the national depression of 1920 and 1921—a fact which should interest every manufacturer of builders' supplies in America.

It is also noteworthy that of a dozen metropolitan cities in America, DETROIT shows the greatest percentage of residents who own their own homes, due undoubtedly to the fact that DETROIT labor is the highest paid in America.

DETROIT is unquestionably the most responsive market for builders' supplies in the world today. YOU can advertise to its hundreds of busy contractors through the SUNDAY REAL ESTATE Pages of The Detroit Sunday News which covers Detroit thoroughly.

## The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"



# Buffalo the Wonder City of America

## THE BUFFALO EVENING NEWS LEADS IN CIRCULATION

(Figures taken from publishers' last statements to Audit Bureau of Circulations.)

### First in Daily City Circulation

EVENING NEWS .....	78,664
Times .....	51,699
Courier .....	47,956
Express .....	24,469
Enquirer .....	22,170

### First in Daily Suburban Circulation

EVENING NEWS .....	18,390
Times .....	16,863
Express .....	10,249
Courier .....	9,424
Enquirer .....	3,651

### First in Daily Country Circulation

EVENING NEWS .....	13,011
Times .....	9,837
Express .....	6,662
Courier .....	5,180
Enquirer .....	1,825

### First in Total Daily Circulation

EVENING NEWS .....	110,065
Times .....	78,399
Courier .....	62,560
Express .....	41,380
Enquirer .....	27,646

### CITY CIRCULATION OF SUNDAY ISSUES

Courier .....	60,883
Times .....	38,179
Express .....	25,298

### CIRCULATION OF PRE-DATED SUNDAY ISSUES

NOTE: On account of newspaper conditions in Canada Buffalo Sunday issues have large percentages of their circulation in Canada. The following figures are of the issues printed from Tuesday to Thursday with date line of following Sunday. These copies go to Canada and distant points outside Buffalo trading area.

Times .....	23,223
Courier .....	20,600
Express .....	8,327

### TOTAL CIRCULATION OF SUNDAY ISSUES

Courier .....	114,533
Times .....	93,972
Express .....	53,280

The BUFFALO EVENING NEWS covers 85% of the English reading families in Buffalo.

## BUFFALO EVENING NEWS

EDWARD H. BUTLER

Publisher

KELLY-SMITH COMPANY, National Representatives

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

*Dominate Buffalo by concentrating in the EVENING NEWS*

## ENGRAVERS' ETHICS PUT INTO CODE

**Will Be Rigidly Enforced, Too, Says Vigilance Committee of Employers' National Association, Making Document Public**

Strict enforcement of a code of ethics adopted at the last convention of the American Photo-Engravers' Association is promised by the association's vigilance committee, of which Charles W. Beck, Jr., is chairman. The standards of practice and code of ethics by which the association's members have agreed to conduct their business have just been made public, as follows:

### PREAMBLE

Believing that only through organization, co-operation, and the free interchange of ideas and experience can photo-engravers best attain that position in the industrial world which the importance of their calling warrants, the American Photo-Engravers Association makes known its Standard of Practice and Code of Ethics.

### STANDARDS OF PRACTICE

1. Firm in the belief that "in union there is strength," this Association strongly urges that every photo-engraver be an active member of local, State, sectional and national associations in his industry, as in no other way can he effectually aid in establishing uniform trade customs, fair competitive conditions, and the promotion of friendly relations with others in his chosen line of endeavor.
2. This association aims to advance the photo-engraving industry by impressing on its members the necessity of conducting their business along sound and approved lines, with due attention to the problems of manufacture, selling and accounting, to the end that they may thereby render service of an increasing value, and receive reward in keeping therewith.
3. In the belief that each member of this association should be accorded the widest liberty of individual action not inconsistent with the best interests of all, the association distinctly leaves to the determination of each member all questions of labor, hours, and wages, and avows its position in such matters to be that of the strictest neutrality. In the promotion of harmony it recommends conciliation, arbitration and mutual concession rather than force in the settlement of disagreements over these matters, and is ever ready to extend its friendly offices through conference with the interested parties.
4. Realizing that only through knowledge of the cost of his product can a photo-engraver sell it on a fair margin of profit, this association is desirous that every member install and maintain an approved cost system whereby he may know his cost of production and be in a position to deal fairly with the public and himself.
5. This association is ever desirous of maintaining the most friendly and cordial relations with other branches of the graphic arts and invites their co-operation in all matters affecting the industry as a whole.
6. This association re-affirms its belief in and the necessity for the universal use of a standard scale as a basis for pricing the products of the photo-engraver, this to be subject to such revision from time to time as changing conditions indicate.
7. While maintaining the right of each member to purchase his supplies and materials through any source he may elect, this association believes that a feeling of reciprocity should exist towards those whose efforts are clearly for the uplift and advancement of this industry and its organization.

### ETHICS

1. In the conduct of our business and in our relation with our competitors, our customers

and our employees, justice and fair dealing should characterize every transaction.

2. In the realization that higher business standards are to be attained through the education of our members, let each maintain an open mind toward all things which tend to better business practices.

3. Prove to our competitors that we are as sincere and honest in all matters as we could wish them to be.

4. Take no advantage of the ignorance of a customer, nor allow our employees or salesmen to do so.

5. Make no pretense of alleged "trade secrets" or the possession of other mysterious advantages over competitors.

6. To refrain from and discourage the practice of disparaging the equipment, output or personnel of a competitor.

7. To strive ever for quality and service in our own establishments and use these rather than lower prices as selling arguments.

8. Take no customer's word as to propositions made by competitors, for often there are details omitted (either intentionally or otherwise) which have an important bearing on the matter.

9. Rather, maintain a friendly attitude toward competitors as will enable you to meet them and discuss frankly the means whereby wily and unscrupulous buyers may be effectively discouraged.

10. To be very particular, when sketches or drawings are presented by a customer, in knowing that their use or reproduction does not in any manner infringe the property rights of others.

11. To see that employees, and particularly salesmen, do not misrepresent the policy of the engraver as regards the maintenance of fair prices and the rendition of full value for the money received.

12. To refuse to pay bribes or commissions to buyers, purchasing agents or others who may thus be induced to place orders with us. Business so acquired is sure to develop undesirable characteristics.

13. We strongly deprecate and see no need for the great majority of the so-called "middle men," or brokers, in the industry, believing that in the majority of instances the customer would be better served and at less expense by dealing direct with the photo-engraver.

14. When a new photo-engraving establishment enters the competitive field, it should be the duty and pleasure of those already in the field to establish, as early as possible, the most cordial and friendly relations with the management. Show clearly a desire to be of friendly service in avoiding possible pitfalls, and in other ways to evidence a sincere friendship.

15. To avoid the very grave evils of over-equipment, let no new machinery or apparatus be installed unless a permanent need for same has been clearly established.

16. Make no estimates without knowing clearly all details connected with the work to be done, that there may be avoided any misunderstandings or disagreements with customers incident to "extra charges."

17. Under no circumstances make estimate on work done by another engraver where there is a chance that his charges are thereby to be "checked up." No one except the engraver who produced the work can know fully all the details of its production.

18. In our dealings with our workmen, let us ever be mindful that there is resting on us as employers a grave responsibility. For we should be example and precept, endeavor to inculcate the highest ideals of manhood and character, and emphasize the responsibility of every thinking man as a citizen of the United States of America, for the rightful discharge of his duties thereunder.

19. Hiring employees away from a competitor, or inducing them by other means to leave his service, must be recognized as a sure way to invite reprisal and a general demoralization of the local labor conditions. It is unquestionably the right of the workman to use all reasonable efforts to better his condition, but employers can do one another, or the employee no greater wrong than virtually to become bidders for his services.

20. "A fair wage for a fair day's work" should be the thought in fixing the rates of pay of our employees, having also due regard to general living conditions. Securing a fair profit on all work we do is doubly necessary—for the protection of the employer, and the just remuneration of the workman, that he maintain himself under such proper living conditions as will conduce to good citizenship and good workmanship.

21. We should recognize that only by training all the apprentices which trade customs allow, can there be maintained a sufficient body of trained workmen in this growing industry, and that it is the duty of every employee to do his share in this most important work. Therefore the selection of apprentices should not be left to chance, but rather be given the careful study of the employer himself, to the end that the industry be not harmed by the introduction of unsuitable or undesirable men.

22. When an apprentice is taken into the shop, much care should be taken in seeing that he is properly trained and given the opportunity to become a thoroughly proficient workman.

23. And finally, let the photo-engraver be ever diligent in business; quick to perceive the good and alert to repel the evil; ever-mindful of the rights of others; as quick to take blame as to place it on others; courteous and considerate of others, particularly if they be less fortunate than himself; in every way a true American gentleman.

### New Engravers' Scale in Columbus

Publishers and photo-engravers in Columbus, Ohio, have agreed on a new contract and wage-scale, effective from January 1, 1923, for one year. It will continue in force thereafter until either party gives notice of desire to change it 60 days prior to December 31 of any year. The scale is \$50 day and \$53 night, 44 hours day or night. Overtime is paid at the rate of price and a half for the first three hours and double price after three hours.

### NEW ARBITRATION CONTRACT

#### A. N. P. A. Members Receive Copy of Pact With International Press Union

Copies of the new arbitration contract between the American Newspaper Publishers' Association and the International Printing Pressmen's & Assistants' Union of North America were sent this week to members of the A. N. P. A. This agreement is for five years, beginning January 1, 1923. It provides for arbitration of all differences which cannot be settled by conciliation, a point which other unions than the pressmen have refused to concede, claiming that the laws of their organization are not arbitrable. The clause in the old contract, which expired last April, stating that the arbitrators should have access to all books and records bearing on the dispute, does not appear in the new instrument.

#### Pressmen Want New Union

Cincinnati web pressmen are leaders in the latest move against the conduct of the International Printing Pressmen's and Assistants Union by President George L. Berry. At an executive meeting in that city called March 27 by the newspaper pressmen, organization of a new international union was favored. Dissatisfaction with Major Berry's administration has arisen several times in the past four years in New York, St. Louis, Chicago and other large cities, but his conduct has been approved by the union in international convention and the various insurrections have never been successful. Their source is said to be resentment against the assessment to defray the cost of the 44-hour week fight.

# THE SUNDAY STAR

Now!


MORE THAN

# 100,000

Net Paid CIRCULATION

Not scattered to the far ends of the earth, but CONCENTRATED in St. Louis and its immediate trading area ~ ~ ~ ~ ~

THE daily circulation of The St. Louis Star has been established well over the 100,000 mark for the past six years.



## CLARENCE

By CRAWFORD YOUNG

The Moundville Echo, Moundville, W. Va., is the new paper this week.

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

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

National Advertising Representatives  
**STORY, BROOKS & FINLEY**  
 New York Chicago Philadelphia St. Louis  
 Los Angeles San Francisco

# Richest Market in the World

The New York metropolitan district has a population of 9,000,000. Not half the principalities of the world contain so many persons or offer a market so vast.

More people live in the New York Metropolitan district than in Belgium, or Canada, or Argentina, or Australia, or Austria, or Ireland, or Scotland.

Of American cities, Chicago, Philadelphia, Detroit, St. Louis, Boston and Los Angeles, must combine their populations to equal that of metropolitan New York.

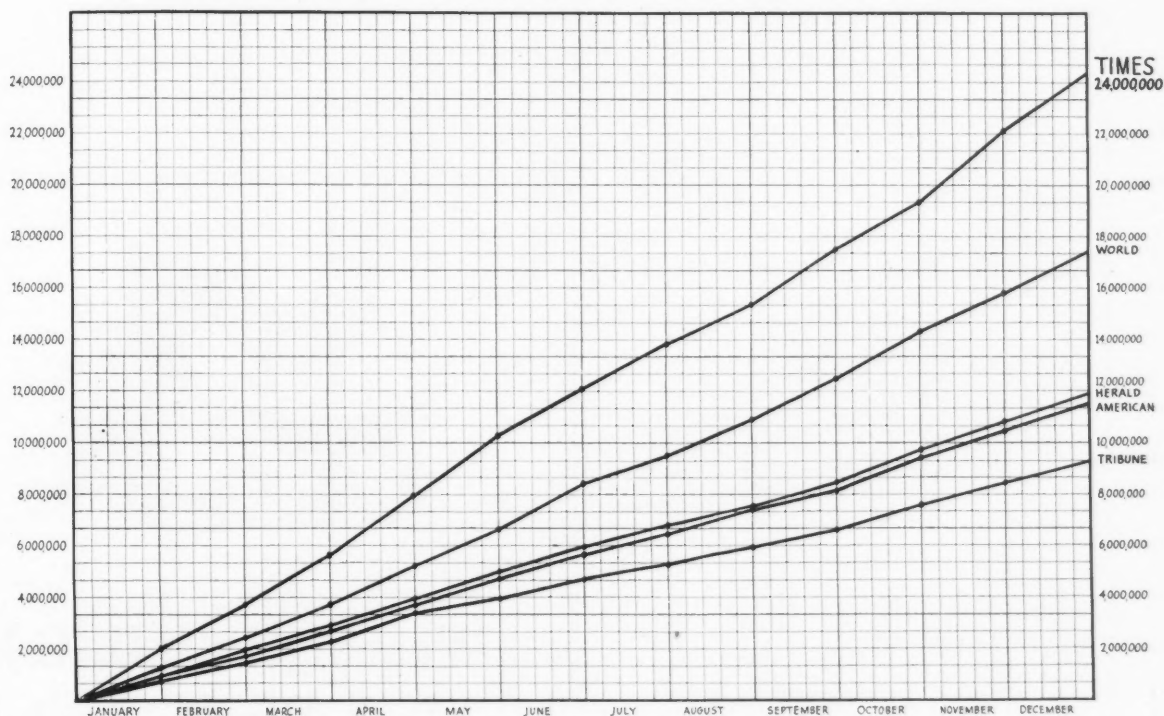
The annual income of the people in the New York metropolitan district is estimated at \$7,628,000,000. New York and vicinity consume food enough annually to supply New Orleans for 20 years, St. Louis for 10 years, or Philadelphia or Chicago for 3 years.

New York City, the core of the metropolitan district, is incomparably the greatest manufacturing center in the United States. It has more than three times as many manufacturing establishments as Chicago; three and one-half times as many as Philadelphia; more than ten times the number in St. Louis, or Boston, or Cleveland, or Detroit.

Value added by manufacture is \$2,402,013,000, a sum \$315,094,535 greater than the revenue of the United States Government from income and profits tax for the year ended June 30, 1922.

The transportation systems of New York pay out for wages and maintenance \$70,000,000 a year; \$150,000,000 a year is paid out for libraries and other direct educational features supported in whole or in part by the city.

ADVERTISING IN NEW YORK MORNING NEWSPAPERS BY AGATE LINES, 1922



## The New York Times the Advertisers' Choice

This chart compares the 1922 advertising of The New York Times and four other principal New York newspapers, month by month, cumulative.

In 1922 The New York Times published 24,142,222 agate lines of advertising, a gain over 1921 of 2,489,609 lines and an excess over the next New York's newspaper of 6,898,132 lines.

In January and February, 1923, The New York Times published 3,795,714 agate lines of advertising, a gain over the corresponding months of last year of 90,828 lines and an excess over the next New York newspaper of 957,562 lines.

In the greatest market of the world, the New York metropolitan district, The New York Times is the newspaper read by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper, many thousands of whom are able to satisfy most purchasing desires.

The paid circulation of The Times is 350,000 daily and 575,000 Sundays. Seventy-five per cent. of the circulation of The Times is delivered to homes.

### FIRST IN ADVERTISING

Classification	The New York Times in 1922 agate lines	Increase over 1921 agate lines	Excess over next New York newspaper agate lines
Automobile Display	837,004	28,524	248,170
Beverages	87,182	44,628	41,392
Books and Publications	1,001,420	311,146	670,866
Boots and Shoes	332,572	41,690	50,346
Building Materials	86,778	24,804	58,274
Dry Goods	3,585,924	55,992	866,966
Financial	2,727,066	403,072	1,365,190
Foreign Advertising	4,430,310	954,170	2,417,200
Hotels and Restaurants	176,810	2,478	70,374
Men's Furnishings	1,181,090	60,288	226,428
Miscellaneous Display	1,385,628	472,272	1,022,572
Office Appliances	135,462	15,210	71,134
Railroads	96,768	30,252	5,168
Real Estate	3,257,466	224,777	755,686
Schools and Colleges	215,128	7,748	81,456
Tobacco	194,814	35,759	51,672
Women's Specialty Shops	1,244,292	83,590	657,628

The Times published 15 percent of all the advertising printed in seventeen New York newspapers during 1922.

National advertisers numbering 188 used The Times during 1922 exclusively among New York morning newspapers.

Advertising agencies in response to a questionnaire awarded The Times first place in advertising productiveness.

The Times is read in every state of the Union, being bought by leaders in business and finance in 8,000 cities, towns and villages in the United States.

## BETTING NEWS BANNED BY OTTAWA BILL

U. S. as Well as Canadian Journal Prohibited from Circulating Odds Outside of Tracks by Government Measure

American and Canadian newspapers would be prohibited from circulating information in Canada as to horse-racing and other sports quoting tips, odds, or payments on pari-mutual machines, under a bill introduced in the House of Commons at Ottawa this week by Sir Lomer Guoin, Minister of Justice. The object of the bill, which is based on a suggestion of W. E. Raney, attorney general of Ontario, is to prevent illegal betting. It is in the form of an amendment to the Criminal Code and will become law if passed by the Commons and the Senate.

It provides that anyone is guilty of an indictable offense who "advertises, prints, publishes, exhibits, posts up, sells or supplies or offers to sell or supply (1) other than on the premises of an association lawfully conducting race meetings in Canada, and during the actual progress of a race meeting thereon, any tips, selections, odds, winning money prices, pari-mutuel payments, or any similar intelligence with respect to or applicable to any horse race, whether such race be held within or without the Dominion of Canada, and whether at the time of advertising, printing, publishing, exhibiting, posting up or supplying such news or information such race has or has not taken place; (2) any information intended to assist in or intended for use in connection with bookmaking, pool selling, betting or wagering upon any fight, game, sport or race, other than a horse race, whether at the time of advertising, printing, publishing, exhibiting, posting up or supplying such news or information, such fight, game, sport or race has or has not taken place."

The amendment will not prohibit a Canadian newspaper from publishing the entries and results of races held in Canada or elsewhere.

It will prohibit publication of tips or selections before a day's racing, the betting odds offered or the prices paid by pari-mutuels after a race has been run.

Its object is to suppress handbooks which pay according to published prices paid by the pari-mutuels and, at the same time, not to interfere with legal betting on a race course where a meeting is in progress. It is understood that the Government will take the position that American journals should be subject to the same law as newspapers published in Canada if they are to be circulated in the Dominion.

### Oliver and Wharton for A. P. Directors

A. K. Oliver, of the Pittsburgh (Pa.) Chronicle-Telegraph, and Richard M. H. Wharton, of the Harrisburg (Pa.) Patriot have been nominated to fill the unexpired term of C. A. Rook, of the

Pittsburgh Dispatch, resigned. The election will take place in New York at the annual meeting of the Associated Press April 24.

### CONNOLLY PROMOTED

#### C. M. Sheridan His Successor in Charge of King Features Promotion

Joseph V. Connolly, for a number of years promotion manager of the King Feature Syndicate, has been made a member of the general management of that and its affiliated organizations. C. M. Sheridan, formerly promotion manager of Hearst's International Magazine, succeeds Mr. Connolly in charge of promotion of King Features.

Mr. Connolly began his newspaper career as a newsboy in New Haven. Later he was a reporter on the New Haven Union. Five years ago he became a reporter on the New York Sun. Upon his discharge from the army, where he served as a second lieutenant, he was made advertising manager of the Hearst syndicates and wire enterprises.

Mr. Sheridan was formerly engaged for twelve years in the national advertising field.



JOSEPH V. CONNOLLY

### Garretson Again Heads A. P. Editors

Joseph T. Garretson, of the Cincinnati Times-Star, was re-elected president of the Ohio Associated Press Editors' Association at its regular meeting in Toledo, March 26, and F. B. Pauly, of the Middletown Journal, was elected vice-president. A dinner was given at the Secor Hotel, at which addresses were given by Kent Cooper, assistant general manager of the Associated Press; Grove Patterson, of the Toledo Blade, and Webb Huntington, of the Toledo Times. The Good Fellowship Club of the Ohio Associated Press met at Columbus, March 26, with forty-five operators from all over the state attending. Officers elected for the coming year were: President, Joseph A. Lumkuhl, of Lima; secretary, Ray A. Pfadt, Columbus; vice-president, Mrs. Claudia Walters, of Springfield.

### Hotaling Adds Another Job

Herbert C. Hotaling, executive secretary of the National Editorial Association, has also become executive secretary of the Ten Thousand Lakes of Minnesota Association, succeeding Ivan Coppe, now with the Des Moines Capital. The offices of both organizations will be consolidated and remain in St. Paul.

### TRIBUNE MOVES APRIL 15

#### Print Sunday Edition Downtown, Monday's from New Plant, Is Plan

Sunday, April 14, will mark the last edition of the New York Tribune to be issued from its old building on Park Row. Before 6 o'clock Sunday morning all furniture and equipment that is to be moved to the new plant on 7th avenue and 40th street will have been transported and erected in emplacements already prepared and the issue of April 16 will be turned out from the new home. Edition schedules for the Sunday issue will be advanced to permit early closing and the machinery will start its journey as soon as it is cool enough to be handled.

Twenty-five linotypes will be transferred uptown and placed beside the 24 new linotypes already set up. Three type-casters and all the stereotype machinery now in use will also be moved and set up in conjunction with new equipment. Hoe presses are now set up in the new plant and none of the old press-room equipment will be transferred. Ten 10-ton trucks will journey between the plants until all machinery is moved.

One of the most interesting and taxing jobs ahead of the moving men is the transport of the newspaper files and reference library. Howard Davis, business manager of the Tribune, informed EDITOR & PUBLISHER that over 5,000 bound volumes of the Tribune and other newspapers have been assembled during the Tribune's eighty odd years, and that men have been busy for several weeks classifying them for their places in the new library. New files have been provided for

the news reference department and also for the business offices.

Comparatively little of the old office furniture will be used in the new building. Only that which will be standard with the new home's equipment will be transported. A new specially designed metal copy desk is already in place awaiting the blue pencil crew for the issue of April 16.

### Curtis Stock on Market

A block of Curtis Publishing 8 per cent cumulative preferred stock, with a par value of \$100, is being offered by Hallgarten & Co. and J. A. Sisto & Co. at \$115 per share. This offer includes 14,500 shares of stock, all redeemable at 110 and dividend on any dividend date. A semi-annual sinking fund, amounting to \$500,000, is provided, to be applied to the purchase up to, or call at, the redemption price.

### Fain in Suffolk, Va.

J. T. Fain, who recently sold the Rock Hill (S. C.) Herald to A. W. Huckle, is preparing to start the News, a daily, at Suffolk, Va., where two previous attempts to establish a daily have failed. The chamber of commerce has agreed to guarantee at least \$10,000 yearly in advertising contracts and to make a house-to-house subscription canvass. The paper will be incorporated at \$50,000.

### Raise \$17,000 to Advertise Kansas City

Kansas City business men contributed \$17,000 towards a fund for promoting Kansas City as a trade center and to increase confidence in advertising.



## Washington, (D. C.) — Is A World Capital

Thus your advertising in Washington takes on the importance of not only local and national—but international—advertising.

Reduced to practical consideration—you can cover this "world city" thoroughly and influentially with just one medium. The Star.

# 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

### The Man with the Funny Troubles

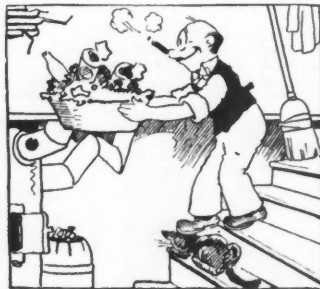
## "RUFUS MCGOOFUS"

BY CUNNINGHAM

In Sunday Color Page and Daily Strip

The Following Newspapers Subscribe:

Phila. Evening Public Ledger	St. Joseph, Mo., News-Press
Chicago, Ill., Daily News	Ogden, Utah, Standard-Examiner
Kansas City, Mo., Star	Hoboken, N. J., Hudson Observer
Buffalo, N. Y., Times	Anacosta, Mont., Standard
Fort Worth, Texas, Star-Telegram	Beaumont, Texas, News
Syracuse, N. Y., Journal	Newburgh, N. Y., Daily News
Worcester, Mass., Evening Post	Elkhart, Ind., Daily Truth
Oakland, Cal., Tribune	Bellingham, Wash., Herald
Bridgeport, Conn., Star	



**LEDGER SYNDICATE**  
INDEPENDENCE SQUARE  
PHILADELPHIA, PA.

On Sunday, March 25,  
the Circulation of the  
Sunday **POST-DISPATCH** *Exceeded*

**500,000**

*This is the largest circulation ever attained by any newspaper west of Chicago. In all America only three cities—New York, Chicago and Boston—have Sunday newspapers which equal the circulation of the Big Sunday St. Louis Post-Dispatch.*

*The Big Sunday Post-Dispatch has 50% more Total Circulation than the second St. Louis Sunday newspaper, more than **FOUR TIMES** as much as the third, and 60,000 more than **BOTH ADDED TOGETHER.***

Completely Covers St. Louis

# POST-DISPATCH

ST. LOUIS' ONE BIG Daily and Sunday Newspaper

*Eastern Advertising Office*  
NEW YORK, World Bldg.  
R. A. FLETCHER, Manager  
Beekman 4902

*Detroit Advertising Office,*  
Ford Building  
Nell D. McGinn

*Kansas City Advertising Office,*  
Bryant Building  
J. J. Farrell

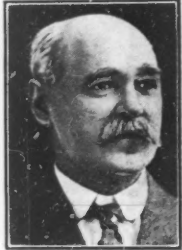
*Pacific Coast Advertising Office,*  
Hearst Building, San Francisco  
Sydney J. Wolf

*Western Advertising Office*  
CHICAGO, Mallery Bldg.  
P. L. HENRIQUEZ, Manager  
Dearborn 4636

## COL. C. S. ALBERT, DEAN OF SENATE CORPS, DEAD

Over Thirty Years on N. Y. World, Washington Staff, He Had A Notable Tally of National "Beats"

Charles Sumner Albert, aged 65, of the New York World's Washington staff and one of the foremost of American newspaper correspondents, died March 27 after a brief illness.



CHARLES S. ALBERT

For more than thirty years on the World, during most of which period he was Senate reporter, he numbered every President from Cleveland to Harding among his friends. He wrote the story of Blaine's career in Kentucky that probably cost that statesman the Presidential nomination.

He was with Grover Cleveland at Broadwater Island preceding his second inauguration, when no other reporter was allowed on the island, and for three weeks had a monopoly of the news from that source.

In the Spanish-American War the War Department withheld the news of the battle of Santiago, but Mr. Albert learned all about it and gave the World the story of that struggle.

He came into newspaper work out of the telegraph service and he was almost as famous a wire operator as he later was a newspaper writer.

He sent the story of the fight to nominate Grant for a third term at the Chicago convention in 1880; he was rushed in to telegraph the account of the Johnstown flood.

Before that he had been a printer and a school teacher in Indiana, his native state.

They called him "Col." Albert about the Senate, the title being bestowed originally by Senator Simmons when he read into the Congressional Record a summary of Woodrow Wilson's first year in the White House "By Col. Charles S. Albert, the great correspondent of a great newspaper."

Mr. Albert's last day on duty was March 21, and the last story he wrote was an interview with Senator Simmons, on legislation that would come before the next Senate. He complained of illness and the next morning was delirious. He soon became unconscious and so remained until the end came.

He leaves a widow, Susan Fletcher Albert, whom he married in 1895.

### Pratt Estate Settled

The estate of Samuel Pratt, advertising agent, who died at sea February 22,

1922, was left in the hands of three executors—Mrs. Marion Pratt Fouquet, Judge Julius M. Mayer and Leonard Dreyfuss. The estate comprised many outside stocks and bonds, including control of the United Advertising Corporation and its operating, affiliated, and subsidiary companies. The estate was settled March 26, stockholders of the United Advertising Company taking over the entire holdings of the Pratts. Leonard Dreyfuss, until Mr. Pratt's death, vice-President and active head of the United companies, was elected president, with executive offices in New York City.

## Obituary

WALTER GALBRAITH LANGDON, aged 62, general auditor of the Hearst publications, died at Morristown, N. J., March 27, after a short illness. He entered the Hearst service more than 20 years ago.

LUCIA GILBERT RUNKLE, many years ago a leading newspaper writer and widow of Cornelius Runkle, who long prior to his death in 1888 was counsel for the New York Tribune, died on the transport U. S. Grant a few days ago while on her way to California and was buried at sea. She was 81 years old and conducted the women's department of the Tribune during the Civil War and for several years thereafter.

CHARLES HENRY CRANDALL, aged 64, from 1880 to 1885 connected with the New York Tribune and later with the New York Globe, was found dead at his home near Stamford, Conn., March 23, with a bullet-wound in his head. He had been ill for several months.

LEWELLYN H. BROWN, aged 66, for many years publisher of the Hammondsport (N. Y.) Herald, died suddenly March 24 at Miami, Fla.

MARION L. J. LAMBERT, aged 43, vice-president and in charge of advertising of the Lambert Pharmaceutical Co., manufacturers of "Listerine," St. Louis, died on March 23 at Hot Springs, Ark., following a two days' illness of pneumonia.

CHARLES S. O. BOUDREAULT, veteran Ottawa newspaperman and printer, died last week. He had been a member of the Citizen staff for many years, and was one of the founders of Le Droit, a French daily.

JAMES B. WRIGLEY, aged 64, treasurer of the Wrigley Brothers Printing Company, Fremont, Ohio, died March 22. The company publishes the Fremont Daily News. He left a widow and four children, a brother and three sisters.

GEORGE C. COLLINS, aged 67, employed continuously as proofreader by the St. Paul Daily News since that paper was founded in 1900, died March 20. He was the last survivor of those who started with the paper and remained with it, L. V. Ashbaugh, the publisher, having died March 8th.

GEORGE HAZELETT, aged 51, employed in the Cleveland Plain Dealer press

rooms for several years, died March 22, after a four weeks' illness.

State Senator D. C. CHASE, Webster City (Iowa) newspaper man and lawyer, died recently.

CHANNELL PICKERING TOWNSLEY, nine months old son of Charles R. Townsley, associate editor of the Great Bend (Kan.) Tribune, died March 19.

MISS ELIZA J. WALKER, aged 84, for 22 years associate editor of the Hamburg (N. Y.) Independent, died recently.

ALEX SCHAAAP, aged 64, church editor of the St. Louis Times for the last five years, died there on March 22.

J. F. MOREHOUSE, aged 67, for many years employed as a printer in Springfield, Ohio, and widely known in Ohio typographical union circles, died at the Union Printers' Home, Colorado Springs, Colo., March 16.

JOSEPH H. BAY, aged 39, a former reporter of the Springfield Union and Boston Record, died suddenly at Roslindale, Mass.

MISS MAGGIE POWELL, sister of Hugh J. Powell, editor and owner of the Coffeyville (Kan.) Journal, died near Iola, Kan., on March 16.

CAPTAIN GEORGE L. NORTON, aged 86, editor and manager of the Marine Journal, New York, died March 24.

OTIS MASON POLLARD, aged 24, a representative of the New York office of N. W. Ayer & Son, died in New York, March 22.

WALTER E. LUSK, former St. Louis newspaper man connected with both the Republic and Globe-Democrat, died in Washington March 26 as the result of

an operation for mastoiditis. He was a member of the National Press Club.

HIRAM IRVING DILLENBACK, aged 64, at one time on the Boston Post, and later managing editor of the Providence Telegram and the News-Democrat, died March 28 at his home in Springfield, Mass.

Mrs. JULIA MARTINA BEECHER MERRILL, whose husband, William Henry Merrill, was city editor of the New York World, for some time and later city editor of the Boston Herald, died at her home in Brookline. Mr. Merrill died in 1907.

Mrs. JOHN CORDINGLY, mother of W. A. Cordingly, circulation manager of the Des Moines (Iowa) Register and Tribune, died recently at her home at Yellow Springs, Ohio.

ALFRED C. KINCAID, aged 79, widely known Missouri newspaper man, died recently at Rayville, Mo.

W. L. BOOTON, South Dakota newspaper man, died last week.

Mrs. CATHERINE MYERS, aged 38, wife of George H. Myers, an artist for the Ferry-Hanly Advertising Agency in Kansas City, committed suicide.

JOSEPH T. CAMP, an old-time Nebraska newspaper man and founder of the Scribner (Neb.) Rustler, died at Wadsworth, Neb., March 22.

CHRIS M. GRUENTHER, an old-time Nebraska newspaper man and founder of the Platte Center (Neb.) Signal, died at Omaha, March 22.

T. S. PARSONS, formerly editor of the Wyoming Stockman-Farmer, died recently.

# Washington Post

## Now on All-Slug Basis

THIS great daily is one more that has now changed from the sorts caster system for display to the Ludlow System. Two Ludlow Typographs are being used to handle, on slugs, work for which sorts casters and foundry types were formerly used. Now the compositors do the whole job, no other experts being required.

### Greater Expansion Now Possible

Mr. A. D. Marks, the manager, decided upon the all-slug system in November, and the Ludlow installation was completed in time to be of service for the holiday rush.

This installation included four series of Caslon, seven of Cheltenham, one of Century Bold and three of Gothic. The outfit of auxiliary characters for advertising effects was particularly complete, and included superior figures, fractions, percent marks, leaders, braces, brackets, fists, etc.

Mr. Marks was highly pleased with the excellent

results obtained during the Christmas rush. It was one of the heaviest they have ever experienced. Distribution of used forms has been eliminated.

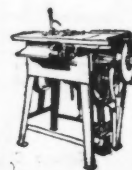
For big special editions or other rush periods, advertisements can be set far in advance and held without embarrassing the cases. The floor space required is greatly reduced. The quantity of composition in any one font is practically unlimited. Make-up is rapid with the all-slug system and work-ups and pull-outs are things of the past.

## THE LUDLOW

### Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City



LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 FT.

## The St. Regis Paper Company

and the

### Hanna Paper Corporation

# NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

Harrisburg Telegraph

Weekly Business

Advertisement for Harrisburg Company, featuring 'Advantages of Service' and 'New Style of Fog'.

Arkansas Gazette

Weekly Business

Advertisement for Arkansas Gazette, featuring 'Weekly Business Review' and 'The Cotton Trade'.

Peoria Transcript

Peoria Industrial Review

Advertisement for Peoria Industrial Review, featuring 'Business Survey Shows Peoria is Moving Ahead Steadily Now'.

Memphis Commercial Appeal

Advertisement for Memphis Commercial Appeal, featuring 'Weekly Business' and 'Building Operations'.

St. Louis Star

Weekly Business

Advertisement for St. Louis Star, featuring 'City Dairies Company' and 'De Luxe Ice Cream'.

Fort Worth Star-Telegram

Weekly Business Review

Advertisement for Fort Worth Star-Telegram, featuring 'Fort Worth Business Men View Trade Outlook with Optimistic Faith in Future'.

Kansas City Journal

Advertisement for Kansas City Journal, featuring 'Weekly Business' and 'Lumber'.

Akron Beacon Journal

Weekly Industrial

Advertisement for Akron Beacon Journal, featuring 'Weekly Industrial' and 'Careful Survey Shows Akron Business is on M'.

Daily Oklahoman

Industrial News of the Week

Advertisement for Daily Oklahoman, featuring 'Industrial News of the Week' and 'Building Permits Making New Totals'.

Gain more than 100,000 lines over your competitor with one of these pages Thomas W. Briggs Co. General Offices Memphis, Tennessee

# WEST VIRGINIA

## DAILY NEWSPAPERS

go into the homes of West Virginia, and are read from the first page to the last.

West Virginians understand what an advertiser is trying to tell them about his product, because they believe in their daily newspapers, and if you get the facts before them, it is pretty close to making sales.

Minerals, in which this state ranks second, timber reserves, natural gas, petroleum, water power, a rich soil and excellent transportation facilities reveal the fact that West Virginia compares favorably with any locality in the United States in wealth, purchasing power and resources.

Through the columns of these publications the manufacturer is able to create immediate demand for his merchandise.

	Rate for Circu- 5,000 .lation lines	Rate for Circu- 5,000 .lation lines
<b>Bluefield</b>		
††Telegraph .....(M)	10,112 .04	
<b>Charleston</b>		
**Gazette .....(M)	19,920 .06	
**Gazette .....(S)	23,580 .07	
<b>Clarksburg</b>		
**Exponent ... (M&S)	8,295 .035	
**Telegram .....(E)	7,807 .04	
**Telegram .....(S)	9,792 .045	
<b>Huntington</b>		
†††Advertiser .....(E)	12,250 .035	
**Herald-Dispatch (M)	13,464 .035	
**Herald-Dispatch (S)	12,753 .035	
<b>Martinsburg</b>		
**Journal .....(E)	3,992 .03	
<b>Parkersburg</b>		
†News .....(M)	5,566 .025	
†News .....(S)	6,366 .025	
**Sentinel .....(E)	6,654 .027	
<b>Wheeling</b>		
**Intelligencer ....(M)	12,797 .0325	
**News .....(E)	13,117 .06	
**News .....(S)	18,395 .07	
		† Government Statement, April 1, 1922.
		†† Publishers' Statement.
		††† Government Statement, Oct. 1, 1922.
		** A. B. C. Report, Oct. 1, 1922.

### NO DAMAGES AWARDED FOR ERRORS IN AD

#### Hotel Proprietor Loses Suit Against Brooklyn Eagle Through Inability To Trace Loss of Business to Blunders

The Brooklyn Daily Eagle was last week awarded a verdict by a Kingston (N. Y.) jury in a suit brought by an Eddyville (N. Y.) summer resort advertiser who claimed that his business had been injured by errors the Eagle had made in handling his advertising last summer. Judgment was rendered for the defendant chiefly because the element of damage was speculative and problematical. The suit attracted considerable newspaper attention in Kingston and nearby cities, as an adverse verdict would have opened the way for expensive litigation against every printed advertising medium, it was thought. No parallel case or similar decision was cited at the trial.

The advertiser was one of long standing in the Eagle and sent his copy plainly typewritten in May, 1922, requesting a "Catskills Mountain" classification and four insertions a week up to September 15. It was published during the summer and, it was testified, was incorrect in various ways on 15 occasions. Some of the errors were due to wrong classification, others were due to misspelling of the advertiser's name and on some occasions the advertisement was omitted.

Damages were claimed for breach of contract, based on the fact that in 1921 the advertiser, using exactly the same advertising, had received many guests from Brooklyn. In 1922, he said, due to all the errors, he received no guests from Brooklyn.

The defense, conducted by Harry St. L. O'Dougherty, of Brooklyn, attorney for the Eagle, consisted in proving that there had been a railroad strike in 1922,

that the weather had been marked by the greatest number of rainfalls since the establishment of the Weather Bureau, that there was a business depression during the entire year, that the proprietor had made certain misstatements as to the locality of his hotel, that the price paid for the hotel was all out of proportion to the expected profits, that the advertiser had received correct advertising from various other publications circulated in Brooklyn, and finally, that the defendant newspaper was neither a guarantor nor insurer of the plaintiff's business. The latter defense was considered most important. It was necessary to admit all the errors, Mr. O'Dougherty stated, because copies of the newspapers spoke for themselves.

Proof by the plaintiff was to the effect that during 1921 he was able to fill not only his own hotel as a result of the advertising, but also completely filled an adjacent hotel. He produced witnesses to prove that the boarding house and hotel business was better in 1922 than in 1921 and others as to better business conditions in his locality, greater bank deposits, increased taxi business, rise in real estate values and development of the ice cream and beverage business. The plaintiff proved a profit of \$8 per person.

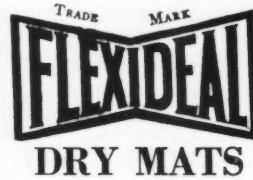
The jury's verdict was that there was no cause for action.

### OKLAHOMA BILL KILLED

#### Senate Cancels Calendar With End of Session March 29

(By Telegraph to Editor & Publisher)

OKLAHOMA CITY, March 27.—Senator Clark Nichols' Bill for licensing Oklahoma newspaper men and establishing a state journalism board met sudden death today along with 98 other Senate measures, when every bill on the Senate calendar was indefinitely postponed. With the legislature scheduled to adjourn March 29, it seemed improbable that the bill would come to a vote.



The Proof of the Pudding is in the eating!

We know that American publishers and stereotypers' will not be influenced or deceived by propaganda.

We realize that no amount of advertising on our part can talk quality into Flexideal and Maxitype Dry Mats if QUALITY is not INHERENTLY there!

All we ask is that you give our dry mats a trial; you will soon realize why newspapers throughout the country are now using Flexideal and Maxitype Dry Mats exclusively.

You may be paying more for your dry mats than Flexideals cost but you are not getting more for your money!

Convince yourself!

DRY MATS

THE FLEXIDEAL Co., INC.

Sole U. S. and Canadian Distributors  
15 William Street New York City, N. Y.





# More Than 200 Milwaukee Advertisers Used the Wisconsin News in February

MILWAUKEE merchants believe in the Wisconsin News. They believe that its exclusive circulation cross-sections a market rich in sales possibilities. And they back their belief with their advertising.

## 58,975 Gain

During February, 1923, the Wisconsin News gained 58,975 lines of local display advertising. This was an increase of 27½%, compared to February, 1922.

Following on the heels of a similar growth in January, this consistent use of the Wisconsin News establishes proof of productiveness. More than 200 Milwaukee concerns availed themselves of its space in February.

## 76,265

NET PAID Circulation

The circulation of the Wisconsin News has also jumped. The daily average NET PAID for February—76,265—was 20,000 in excess of that of a year ago. A total gain of over 35%! A gain of more than 100% in carrier-delivered home circulation!

### *Figures Are Facts*

Gains of 27½%, 35% and 100% are impressive. They indicate how the shrewd advertiser is "sizing up" the local field—where his business is coming from. They point out the path to profits for ALL Milwaukee merchants and manufacturers.

The Wisconsin News is proud of this achievement—in both a news and advertising way. It shows, beyond a doubt, progress and development. No publication can hope to be successful without these two elements.

## A Home Newspaper

Above all, the Wisconsin News is a home newspaper. It comes into the family circle as a matter of custom—as regularly consulted for the happenings of the day as water, gas and electricity are depended upon for conveniences. Home delivery means more careful reading by every member of the family. Only *one* newspaper interests them—the newspaper of their choice—*the Wisconsin News*.

To reach these same people — to influence their buying habits—to secure their trade—the Wisconsin News must be employed by the advertiser.

So it is particularly gratifying to report the man-sized increase in local display lineage. It is an eloquent tribute to the place of the Wisconsin News as a working unit in all Milwaukee's selling plans.

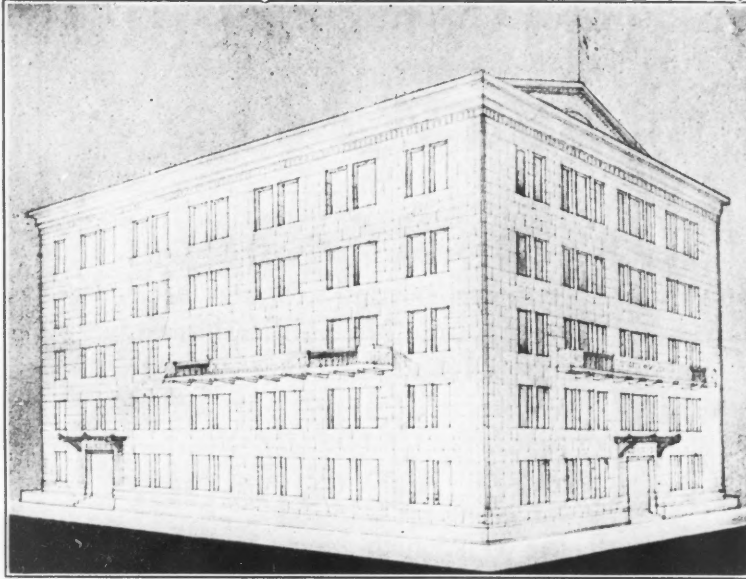
G. Logan Payne Co.,  
Chicago · Detroit  
St. Louis · Los Angeles

THE DAILY  
**WISCONSIN NEWS**  
MILWAUKEE

JOHN E. CULLEN, Publisher

Payne, Burns & Smith  
New York · Boston

# 新聞新報



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

## THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper  
With Large Morning Edition

**TOTAL PAID CIRCULATION LARGEST IN TOKYO**

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

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

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

*The Hochi Shimbun*  
**TOKYO, JAPAN**

### NEWS OF ASSOCIATIONS AND CLUBS

#### NEWSPAPER AND PUBLISHING

THE annual convention of the Western Iowa Editorial Association will be held at Council Bluffs April 6.

The Wetchester County (N. Y.) Publishers' Association will hold a meeting at the office of the Mount Vernon Daily Argus on April 6.

The Michael J. Dowling School for Crippled Children in St. Paul is a go. By the joint efforts of the Minnesota Editorial and Minnesota Bankers' Associations, \$50,000 of the \$100,000 required has been raised. A bill which seems certain of passage has been introduced in the legislature appropriating the other \$50,000 and \$10,000 for equipment.

A "Made-in-Manchuria" banquet will close the annual Journalism Week at the University of Missouri May 25. Foods for the banquet will come from the farthest distant country that has ever been depicted in Journalism Weeks at Columbia, Mo.

Several other journalistic meetings will be held at Columbia, Mo., during Journalism week. The Missouri Press Association will hold its semi-annual meeting May 23, 24 and 25. The annual meeting of the Missouri Writers' Guild will also be held during the week.

E. E. Swain of the Kirksville (Mo.) Express was chosen president of the Northeast Missouri Press Association at its annual meeting at Macon, March 24. The officers are: William Nolen, Monroe City News, secretary-treasurer; F. E. Scofield, Edina Sentinel, vice-president; and Edgar White, Macon Daily Chronicle-Herald, publicity director. The next meeting will be held on July 6 at Moberly.

The St. Louis Advertising Men's Golf Association will hold its first tournament of the season at Normandie Golf Club, May 18. This will be the first of five monthly tournaments to be held during the season.

#### AMEN CORNER NOT DISSOLVED

**H. MacD. Anderson Named President and Activities Committee Appointed**

Reports that the Amen Corner, association of New York veteran political writers, was to merge its identity with that of the Inner Circle, which held its first dinner early in March, are not accepted as true by the Corner. Its directors, in annual meeting at the Waldorf-Astoria, March 21, elected the following officers for 1923-1924: Harold MacD. Anderson, president; Thomas O. McGill, vice-president and secretary; William Leary, treasurer. James J. Montague was elected to the executive board to fill the vacancy caused by the death of former President P. T. Reilhan.

Activities for next winter have been placed in the hands of a committee of the following directors: Robert Adamson, William P. Beazell, William A. Brady, Louis A. Coolidge, Ernest K. Coulter, Robert G. Dill, Joseph A. Fitz-

gerald, James P. Gillroy, James V. Gwin, Job E. Hedges, William E. Lewis, Luther B. Little, Justin McGrath, J. Calvin McKnight, Edward G. Riggs, Louis Seibold, Frank H. Simonds, Thomas F. Smith, Charles Steckler, Frank A. Tierney, Harold A. Vivian, Charles T. White.

The committee was directed to report in October.

### CIRCULATION NEWS AND VIEWS

THE New York State Circulation Managers' Association will hold its Spring meeting at Albany April 19 and 20. President F. S. Levy, New York Evening Mail, has appointed as a program committee Charles H. Congdon, Watertown Times; James Sullivan, New York Daily News; C. E. Blewer, Binghamton Press; G. S. England, Johnstown Leader-Republican; and D. W. Tanner, Utica Herald-Dispatch.

The Ottawa (Ont.) Citizen has inaugurated a new weekly feature, the Boys' Own Citizen, which will be published every Friday. It is a full page in size, but made up "across the page" in such a way that it forms a four-page miniature, with news and appropriate features. It is pledged to helpful, constructive effort in building up the highest standards of citizenship among boys.

The Buffalo Times has begun a new contest, in which \$10,000 in cash is offered. The money will be distributed in lots ranging up to \$100 to persons whose automobiles, typewriters and talking machines bear serial numbers corresponding to those published in the daily and Sunday Times.

The Buffalo News is awarding roller skates as prizes to boys and girls who secure five new three-months' subscriptions from people who were not taking the News regularly prior to March 6. No money is collected by the youngsters, subscribers agreeing to pay the carrier the regular rate of 12 cents a week.

#### GUARDIAN FOR HANNA WIDOW

**Insanity Alleged by Petitioners in Pittsfield Probate Court**

James D. Carton, of Asbury Park, N. J., was appointed by Judge Edward T. Slocum in Probate Court, Pittsfield, Mass., temporary guardian of Molly Covington Hanna, widow of Dan R. Hanna, late owner of the Cleveland News and Leader. The petition for the appointment was filed by Mrs. Hanna's sister, Mrs. Effie L. Hamilton, of Deal Beach, N. J., and Charles E. Cook, of Asbury Park, who represent that Mrs. Hanna is an insane person.

Carton also has been appointed receiver *pendente lite* of Mrs. Hanna's \$500,000 stock farm at Stockbridge, which Mr. Hanna gave her in 1916 as a bridal gift.

Molly Covington Hanna was the fourth wife of Dan R. Hanna. She divorced him April 5, 1921, on the ground of intoxication. She is 47 years old.

## INTERTYPE

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

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

## International News Service Clients, Countrywide, Beat New York on New York's Biggest Story

**"Get it FIRST, but first get it RIGHT"**

**A** GAIN I. N. S. proves the deep significance underlying its famous slogan.

On Saturday, March 24th, at twelve noon, International News Service delivered a clean scoop over all other news agencies, when it flashed the name of John Kearsley Mitchell, son-in-law of E. T. Stotesbury, as the mysterious "Mr. Marshall" figuring in the Dorothy King murder case.

Two hours elapsed before the verified I. N. S. story could be confirmed by competing agencies. But I. N. S. clients had been enabled to play the story simultaneously with the New York Evening Journal—

—Thus, scoring clean beats over competitors in their own fields as well as over all other New York newspapers.

A weighty fact for editors—proving:  
1st The reliability and speed of the world's greatest news gathering organization.

2nd The complete faith of I. N. S. clients in I. N. S. by their prompt publication of this—one of the most hazardous stories of that character ever printed—without awaiting confirmation from any other source.

3rd The value of a service supported by the fullest co-operation of dependable "news connections" in the great news centers—New York, Washington, Chicago, San Francisco—

—At these points, as at others, I. N. S. stands unrivaled in its command of the established news resources of America's greatest newspapers.

---



---

# INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President

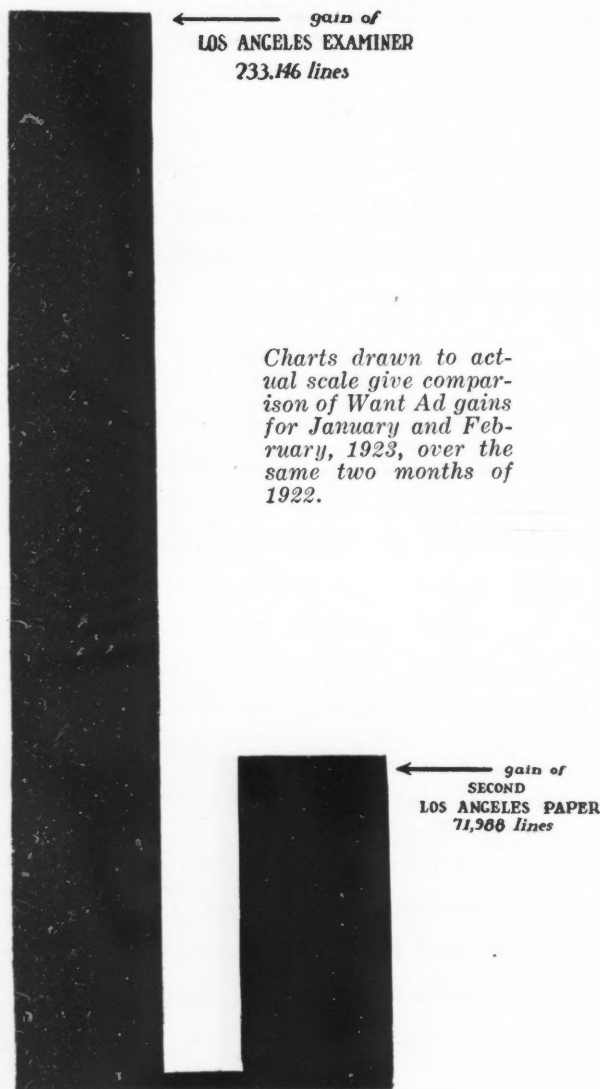
New York City

---

# Wonder Want Ad Record of the Age

Although the Los Angeles Examiner for the past three years gained a greater volume of Want Ads than any newspaper ever gained in a similar period, and—*although the Examiner's gain in Want Ads for the year 1922 was almost one million lines*

*the gain for January and February of this year alone is close to a quarter million lines.*



Charts drawn to actual scale give comparison of Want Ad gains for January and February, 1923, over the same two months of 1922.

The Los Angeles Examiner's Want Ad gain for January and February was greater than the total gain of all other Los Angeles newspapers combined.

**Los Angeles Examiner**

For three years—greatest Want Ad gains in America

REPRESENTATIVES

New York - 1819 Broadway Chicago - 915 Hearst Bldg.  
San Francisco - 571 Monadnock Bldg.

## SOUTH HEARS LONDON A. A. C. W. CHAIRMAN

F. A. Wilson-Lawrenson Presents 1924 Convention Plan to Birmingham and Chattanooga—Discusses Selling Problems

(Special to EDITOR & PUBLISHER)

BIRMINGHAM, Ala., March 27.—Members of the Birmingham Advertising Club regarded the plea for treatment of international situations in daily newspapers in words of one syllable, understandable to people of limited educations, as one of the strongest points made by F. A. Wilson-Lawrenson in his speech before them yesterday. The subject of his talk was "The Present Economic Situation in Great Britain and Its Relation to U. S. Commerce."

Mr. Wilson-Lawrenson believes that a closer understanding between the nations is in part up to the newspaper men of the world who must present the International problems in language which is easily understood by the common people. He made a plea for simpler presentation of the news of the day.

To further foster understanding between Great Britain and America, Mr. Wilson-Lawrenson expressed himself as being keenly in favor of having the 1924 meeting of the A. A. C. of W. in London. It is imperative, he believes, that the American people should understand the problems which are facing the English.

In closing Mr. Wilson-Lawrenson paid an earnest tribute to President Lou Holland of the A. A. C. W. and urged the Birmingham Club to send a strong delegation to Atlantic City to vote for his re-election. He expressed the hope and the belief that 1,000 delegates would go from the United States to Great Britain in 1924 and stay for three weeks attending the convention and studying the conditions of the country.

There was a very full attendance of club members to greet the A. A. C. W. London Convention Committee's Chairman

"The Strategy of Selling," was the subject discussed by Mr. Wilson-Lawrenson before the Kiwanis Club today.

(By Telegraph to EDITOR & PUBLISHER)

CHATTANOOGA, Tenn., Mar. 28.—F. A. Wilson-Lawrenson, chairman of the "On-to-London" committee of the A. A. C. W., spoke tonight to an overflowing banquet given by the Chattanooga Advertising Club at the Hotel Patten on "How Advertising Reduces the Cost of Living and the proposed 1924 London convention of the A. A. C. W." He said a reception unsurpassed by any advertising gatherings that have ever been held in this country is awaiting the A. A. C. W. in London.

Speaking on the newspapers' relation to advertising, Mr. Lawrenson said:

"We must explain to the public that it does not pay for advertisements. Newspapers are rendering service when they consent to carry your advertising. The American people every day in the year are confronted with the problem of how to spend money to buy necessities of life as well as luxuries. Newspapers guide them and cannot render greater service, even in an editorial no matter how brilliant, than in so doing. An ad shows where things may be bought as well as the brands of goods to buy. It is merely a necessity to charge for publishing the advertisement.

Mr. Wilson-Lawrenson said if the average person were asked: "Who paid for any full page advertisement," he would reply: "I did." This test has been tried in London.

Among other reasons he gave for a London convention in 1924 were that America agreed to go, if its committee reported conditions favorable; London is ready and will spend a large sum of money to bring the A. A. C. W. to London; and such a meeting will help solve our international problems, particularly those resulting from the war debt.

Mr. Wilson-Lawrenson was introduced by G. F. Milton, Jr., managing editor of

the Chattanooga News. L. J. Wilhoit, president of the Chattanooga Ad Club presided over the dinner. Mr. Wilson-Lawrenson was the guest of Mr. Milton while in this city.

## U. S. APPROVAL OF LONDON MEETING GROWS

(Continued from page 11)

ever, that such a plan of entertainment was not practical, as the work of the A. N. A. meetings is in the nature of a personal service to members. But he did endorse the favorable report on the proposed London meeting and expressed enthusiasm over such an opportunity of meeting British advertising men and of learning trade conditions in Europe. He, too, was strongly in favor of regional meetings, provided the convention goes to London.

Reuben Donnelly, of Chicago, former president and now a vice-president of the A. A. C. W., declared it is high time the Associated Advertising Clubs of the World did something to prove its right to its name. He expressed himself as entirely in accord with the London Committee's report.

E. T. Meredith, of Des Moines, past president of the A. A. C. W. and former Secretary of Agriculture of the United States, seconded Mr. Donnelly's views and stated that those who might not be able to go to London would be adequately served with a program of meetings, even if the annual convention is not held in this country in 1924. He was certain between 750 and 1,000 men and women would go to London and that the trip over would provide opportunities for valuable gatherings and round table discussions in addition to those at the convention itself.

Homer J. Buckley, of Chicago, who was chairman of the national program committee for the 1922 meeting in Milwaukee, likewise favored the building up of district meetings.

Representatives of the Joliet, Rockford and Champaign Advertising Clubs, in endorsing the London meeting, said there are any number of manufacturers in their communities who are interested in foreign trade and do foreign business and would naturally welcome a chance to get a more intimate knowledge of European trade conditions. They pledged at least three delegates to London.

Guy W. Cooke, representing the Financial Advertisers' Division of the A. A. C. W., said he could not see anything but good resulting from such a movement to better international good will and business and that his organization could be depended upon for support of a London meeting in 1924.

## N. Y. News Bureau Stock Sold

Melvin J. Woodworth, for over 20 years associated with the New York News Bureau, has bought part of its capital stock. He will become a director April 2, and has been elected chairman of the executive committee, and chief executive of the association. Edward Rascovar will continue as president, and William H. Hurst as treasurer.

## Makes O. Henry Find

A literary "find" is announced as a result of the discovery of a collection of newspaper writings by O. Henry (Sidney Porter) that appeared in the Houston (Texas) Post in the years of 1895-96 when the author was conducting the "Postscript" column in that newspaper. The practically forgotten material has been collected by the Wheeler Syndicate for newspaper publication.

## Capital Increase for Type Founders

The American Type Founders Company has called a special stockholders' meeting for April 25 to vote on an increase in the Authorized capital stock from \$7,000,000 to \$10,000,000, of which \$1,000,000 is to be preferred stock and \$2,000,000 common stock.

**THE NEWARK LEDGER**  
has recently written us, re-  
porting on the success of the  
Model 21 Text and Display  
Linotype that it installed a  
few months ago:

“Our standards of efficiency have been tre-  
mendously enhanced.”

“Our product is decidedly better.”

“Time is consistently saved.”

“The process is easier and less tedious and  
cumbersome.”

“The type is cleaner and clearer; it is ever  
new and attractive.”

“The make-up is more varied and more  
artistic.”

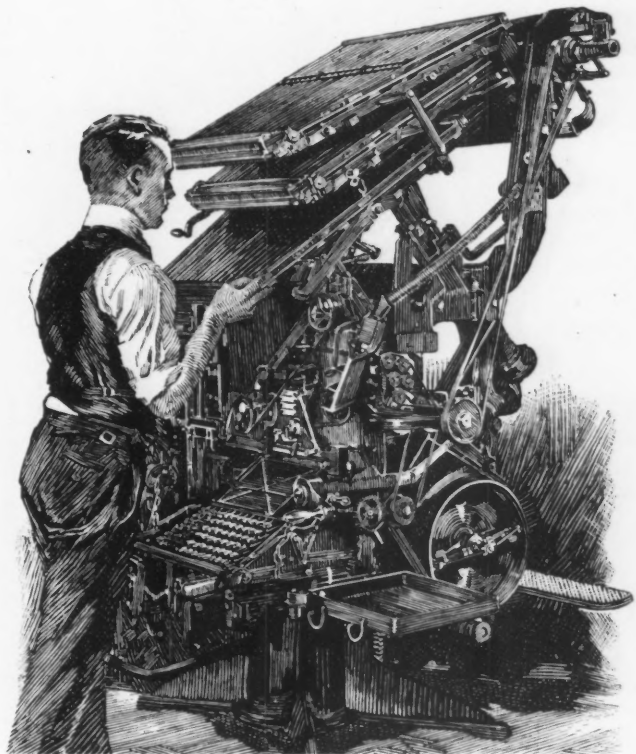
“It has given our Sunday Magazine Section  
a decidedly new tone.”

“I am enclosing samples that I am sure will  
bear out my statements.”

(Signed)

J. R. WATERS

*Business Manager  
Newark Ledger*



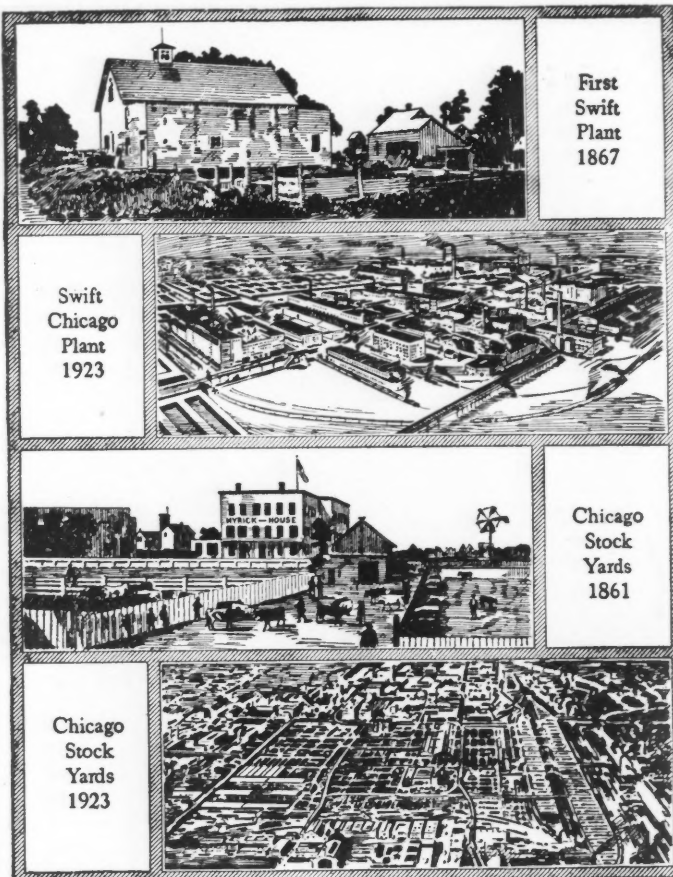
• TRADE **LINOTYPE** MARK •

**Mergenthaler Linotype Company**

*29 Ryerson Street, Brooklyn, N. Y.*

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO



These illustrations taken from Swift & Company's 1923 Year Book tell an interesting story of the growth of a great business.

The first shows the original plant of Gustavus F. Swift at Barnstable, Massachusetts, in 1867, barely more than half a century ago.

The second shows the Chicago plant of Swift & Company today — one of 23 located throughout the country at strategic points in producing territory.

Swift & Company has grown to its present size in response to the growing, changing needs of the country for more meat efficiently and economically supplied.

It has grown also because it has known how to give the people what they like in such famous foods as Premium Ham and Bacon, Brookfield Sausage, and many other branded specialties.

Send for a copy of the year book—an interesting story of an interesting business. *Free.*

**Swift & Company 1923 Year Book**  
 Address: Swift & Company,  
 Public Relations Dept.  
 U. S. Yards, - - - - - Chicago

**Swift & Company,**  
 U. S. A.

A nation-wide organization owned by more than  
 45,000 shareholders



**MUNSEY HOST TO LORD CECIL**

**Newspaper and Magazine Men Meet  
 Noted Visitor at Luncheon**

Lord Robert Cecil was the guest of honor Thursday afternoon at a luncheon given by Frank Munsey at the Ambassador Hotel. Representatives from newspapers, trade papers, magazines and news services were invited to meet the distinguished visitor. Lord Cecil and John W. Davis were the only speakers.

The following were guests at the luncheon:

- London Daily Telegraph—Percy S. Bullen.
- London Daily Mail—W. F. Bullock.
- London Times—Louis E. Heinrichs.
- Louisville Courier-Journal—W. R. Brinley.
- New York Times—Adolph S. Ochs, Rollo Ogden, Louis Wiley.
- New York Herald—Erman J. Ridgway, Frank M. O'Brien, Laurence Hills, E. S. Friendly.
- New York World—Frank I. Cobb, Herbert B. Swope, Walter Lippmann.
- New York Tribune—Ogden Reid, Julian Mason, Howard Davis.
- New York American and Evening Journal—William R. Hearst, Arthur Brisbane, Bradford Merrill, James C. Dayton, Joseph A. Moore.
- New York Sun—Keats Speed, Philip Coan.
- New York Evening World—Don C. Seitz, John H. Tennant, H. S. Pollard.
- New York Globe—H. J. Wright, Bruce Blivin.
- New York Evening Mail—Henry L. Stoddard.
- New York Journal of Commerce—William C. Reick.
- New York Evening Telegram—F. A. Walker.
- New York Evening Post—Edwin F. Gay, Simeon Strunsky.
- New York Morning Telegraph—W. E. Lewis.
- Associated Press—Melville E. Stone, Fredrick Roy Martin.
- United Press—Karl A. Bickel.
- Scripps-Howard Newspapers—Roy W. Howard, W. W. Hawkins.
- Brooklyn Eagle—Herbert F. Gunnison, William V. Hester.
- Brooklyn Standard-Union—R. F. B. Huntsman.
- Brooklyn Citizen—Solon Barbanell.
- Brooklyn Daily Times—John N. Harman.
- Munsey's Magazine—Richard H. Titherington, William T. Dewart, Robert H. Davis.
- New Republic—Herbert Croly.

Nation—Oswald G. Villard.  
 Literary Digest—R. J. Cuddihy.  
 American Magazine—John M. Siddall.  
 Cosmopolitan Magazine—Ray Long.  
 Outlook—Lawrence F. Abbott.  
 Editor & Publisher—James Wright Brown.  
 Fourth Estate—Ernest F. Birmingham.  
 Century Magazine—Glenn Frank.  
 McCall's Magazine—Harry J. Fisher.

Other guests were Albert J. Beveridge, Thomas W. Lamont, Gen. Cornelius Vanderbilt, Frank L. Polk, John W. Davis, James W. Gerard, Otto H. Kahn, Will H. Hays, Col. John B. Maclean, H. H. Kohlsaat, Philip Baker, James G. McDonald.

Lord Robert, who arrived in this country on March 27, will deliver a number of speeches on the League of Nations.

**RYAN MOVES UP AGAIN**

**Named General Manager of St. Louis Star, March 20**

Announcement has been made of the appointment of Tom A. Ryan as general manager of the St. Louis Star, effective March 20. Mr. Ryan has been with the Star for the last fourteen years, and his career has been marked by steady promotions. He began as a clerk and has been auditor, secretary, business manager, advertising manager and lately assistant general manager. Before going with the Star, he was for three years in the business office of the late St. Louis Republic.



TOM A. RYAN

**CIVIL WAR ARTIST DEAD**

**Father of Mrs. Roy W. Howard and Alice Rohe Dies at Kansas City**

Adam Rohe, aged 78, last surviving member of Harper's Weekly Civil War art staff, died March 24 at the Punton Sanitarium, Kansas City, after a month's illness.

Mr. Rohe represented Harper's Weekly, as a sketch artist and correspondent, throughout the Civil War. He spent the first three years in the Infantry and the last year in the Navy. He was well known among present-day newspaper and magazine men in consequence of acquaintances made during frequent visits to New York.

Mr. Rohe is survived by two daughters, Margaret Rohe Howard, wife of Roy W. Howard, of the Scripps-Howard Newspapers, and Miss Alice Rohe, newspaper and magazine writer, who at different times has represented NEA, Inc., and the United Press Associations in Mediterranean countries. Mrs. Howard is at sea, somewhere in the West Indies, and Miss Rohe is confined to her home in New York by illness and was not able to attend the funeral, which was held at Lawrence, Kan.

**New Court Term Publicity**

The New York State Assembly has unanimously passed the bill of Assemblyman Hickey to eliminate from the judiciary law the provision for publishing in designated newspapers notices concerning the terms of county courts. The law now provides for the publication of appointments of terms of county court or changes of terms for three weeks in the official state paper—the Albany Evening Journal—and a newspaper in the county in which the terms are to be conducted.

**Going Abroad for Hearst**

Edward A. Westfall, publisher of the Boston American, will leave for Scandinavia next week on newsprint business for William R. Hearst. C. C. Rosewater, formerly of the Omaha Bee and Kansas City Journal, has been placed in charge of the Seattle Post-Intelligencer.

**The Story of  
 WASHINGTON**

**Department Store  
 Advertising**

**Lineage Gains for  
 FEBRUARY**

Department store advertisers must have immediate returns on their advertising dollars. They cannot guess, they MUST KNOW. That the Washington Times gained almost twice as much department store advertising in February as any other paper, is a FACT worth weighing.

The figures:

- Times gained . . . . . 70,659**
- Post gained . . . . . 38,760**
- Star gained . . . . . 1,825**

**The Washington Times**

**G. Logan Payne**

**Publisher and General Manager**  
 National Advertising Representatives:  
**G. LOGAN PAYNE COMPANY**  
 Chicago, Detroit, St. Louis, Los Angeles  
**PAYNE, BURNS AND SMITH**  
 New York and Boston

## REPEAT ORDERS ARE THE BEST RECOMMENDATION

The Cleveland Plain Dealer after having used, for four years, Two Hoe Superspeed Octuples, equipped with the Hoe Patented Automatic Pump System of Ink Distribution, has given the best possible endorsement to Hoe Superiority by ordering Three Superspeed Decuple Presses, and two additional Superspeed Units to make the Octuples into Decuples, thus giving it a plant of *Five Superspeed Decuples*, all equipped with Hoe Patented Automatic Pump System of Ink Distribution. With this equipment the Plain Dealer will have the largest plant of up-to-date newspaper presses west of New York and Philadelphia.

The New York Times, after having used Hoe Superspeed Presses since 1915, has ordered *Four more Superspeed Double-Sextuples*, all of course equipped with the Hoe Patented Automatic Pump System of Ink Distribution.

The New York Times has also ordered Five more Hoe Double-Width Two-Roll Intaglio Presses to supplement the Five Hoe Intaglio Presses installed in 1917.

The San Francisco Chronicle, which recently ordered Ten more Hoe 16-page Superspeed Units, after having used a Hoe Superspeed Octuple for five years, has added to the order a Hoe Fifteen-Cylinder Universal-Unit Multi-Color Press.

The Columbus Dispatch, which has used a Hoe Straight-Line Octuple Press for four years, has just ordered a duplicate Hoe Machine.

The Oakland Tribune, for which we are building a Ten-Cylinder Universal-Unit Multi-Color Press and Two Decks for their present Hoe Presses, has added to their order a Hoe Five-Deck Decuple Press.

The Allentown Call, The Boston Globe, The Jewish Journal, The Newark Star-Eagle, The Montreal Gazette, The Ottawa Citizen, The Ottawa Journal, The Toronto Star, The Pittsfield Eagle, The Sydney Times, The Utica Press, The Wilkes-Barre News, The Wilkes-Barre Times-Leader, and many other papers, all of which have been users of Hoe Presses, have recently placed large *repeat* orders with us. All of these have been received in 1923 and are in addition to the tremendous volume of repeat orders taken in 1922.

For more than a Century R. Hoe & Co. have been the pioneers and leaders in the developing and perfecting of Printing Machinery, and practically every important invention and improvement that has made the modern Newspaper Press possible is the result of Hoe initiative and Hoe ingenuity. That this leadership is still maintained is evidenced by the fact that the volume of orders now in hand for Hoe Rotary Presses is larger than ever before in the history of the industry, and exceeds the total of all other manufacturers combined.

### R. HOE & CO.

504-520 Grand Street, New York City

7 So. Dearborn St.  
CHICAGO, ILLINOIS

109-112 Borough Rd.  
LONDON, S.E. 1, ENG.

7 Water Street  
BOSTON, MASS.

# COVER

CHICAGO  
 AURORA  
 BLOOMINGTON  
 MOLINE  
 PEORIA  
 ROCK ISLAND  
 STERLING

and the immediate territory surrounding each city and you cover

# ILLINOIS

the state of industry, agriculture and wealth. Put your product into the homes of Illinois and from this middle west commercial center will radiate the reputation which spells success.

In this list of Illinois newspapers National Advertisers get both quantity of circulation and quality of circulation—a winning combination.

Every successful advertising campaign in Illinois depends upon these newspapers.

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

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

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

## IS A "LEGAL" PAPER A NEWSPAPER?

Thousands of Titles Rest on Answer in Rochester, N. Y., Where Daily Record's Standing Is Under Fire

The question of whether or not the Daily Record of Rochester, N. Y., is a newspaper will determine the legality of thousands of titles to real estate judgments, decrees and divorces in Monroe county. The legal proposition arose on the submission of the controversy to the Court of Appeals between the Baptist Home of Monroe county and Chauncey Smead. In the action brought by the Baptist Home to compel specific performance of a contract to sell real estate in Rochester the publication of the summons was directed to be made in two newspapers and one publication was made in the Daily Record. The purchaser refused the deed on the ground that the Daily Record is not a newspaper under the law and the title was therefore defective.

The Daily Record has been published in Monroe county for 14 years and has been devoted exclusively to publication of legal notices, terms of court, and records of the county offices. It has a circulation of about 500 a year among persons interested in such matters.

Justice Sawyer in the Supreme Court upheld the legality of the publication and was affirmed by the Appellate Division, fourth department. Should the highest court hold the title defective because the publication was not in a "newspaper," divorce actions depending on publication of the summons, decrees settling estates, titles obtained in foreclosure actions and many other proceedings will be rendered void.

### CRISIS—CHASING WITH THE WAGONLIT KNIGHTS

(Continued from page 5)

man to be unbiased and reliable, the correspondent hires him for perhaps \$10 or \$15 weekly to give daily translations of the opposition Greek press.

Opposition leaders must also be interviewed. His Greek assistant gets him in touch with them.

Thus by listening to the government's propaganda, talking with neutral Americans and opposition leaders, and reading the native papers thoroughly he gets in touch with the situation.

The sooner he can make friends, on both sides of the fence, the more news he can gather. One way of this this is to find which hotel is the center of the city's social life, and reside there. For example, newspapermen in London congregate at the Savoy, in Rome at the Excelsior, at the Adlon in Berlin, the Pera Palace in Constantinople, the Old Bristol in Vienna and the Grande Bretagne in Athens. They are the most expensive hotels; but news flourishes there.

Meanwhile the government keeps close tabs on what the American newspaperman is doing. A net-work of spies surrounds him, reporting to the Foreign Office whenever he sees anyone of the opposition.

His baggage and hotel rooms are searched. Spies, men and women, inveigle him into conversation at the hotel or in some cabaret, trying to get him to express anti-government opinions.

It sounds melodramatic. But spies are dull, stupid people, and a routine occurrence. The newspaperman is not troubled with them in western Europe, but in the Balkans, the near East, the Baltic and Russia they are as much to be expected as insect life in the hotel rooms.

Little Balkanized governments have a terrific idea of the importance of the newspaperman from outside. They are, to a certain extent, justified in this. A number of wire service men, cabling to a huge syndicate public, can by a series

of unfavorable dispatches create an atmosphere in Washington and London that may prevent loans, stave off recognition or discourage trade. Newspaper dispatches of distress in Vienna, for example, scare away tourists on whom the delimitated republic hoped to live.

The governments, therefore, work desperately to win over the newspaperman. They deluge him with favors; drown him in propaganda, cloy him with proffered dinners—and spy on him at all turns.

Our newspaperman in Athens must work out transmission. "Eastern" cable, direct to London, gets him through in six hours to Fleet street. He visits the local office, and arranges an "R. T. P." (Receiver To Pay), whereby his London office pays all tolls. Tolls are tremendous from the Near East, and he could not possibly carry enough money to get him through a period of heavy filing.

His message is written in condensed cables. He now takes it to the censor's office. The censor is our old friend, the Director of Information. He reads the message carefully. If it contains news he does not want known, the censor merrily blue-pencils it, saying "I am sorry to have to cut this, but—it is not true." Then the censored message goes through.

Now the correspondent faces the problem of getting the real truth out. He will mail it, or send it in charge of a Wagonlit porter, to his Belgrade, Rome or Constantinople representative who will cable it on. The Athens man will also notify his London office, by letter, that censorship prevails and that all messages must be estimated with regard to this fact.

That is the first day. Thereafter, the going is easier. The correspondent will delay visit to the government offices, getting the official propaganda side. He will daily visit the opposition, getting the negative side. He will check up and average this information from contact with resident Americans and by careful reading of the translated Greek press.

The crisis may last a week, or a month. Then it simmers, dies. For a day or two he has nothing to file. He loafs on the Acropolis, swims at Phalaron, wires his office "Situation dead." Then comes the telegram "Rush Warsaw Cabinet Crisis." He starts packing again.

Maintenance and cable tolls of field men are an expensive feature of a foreign organization. High fares on steamships and trains, use of interpreters and translators, entertainment of new sources of all sorts, bribes to get visas, tickets and hotel rooms all mount up.

In a country with dropping depreciated currency a man may spend \$300 a month; in a month of heavy travel he may spend \$1,000. A fair year round expenditure for a man traveling steadily throughout Europe on big stories is about \$600 monthly. This is exclusive of salary.

The correspondents are financed through London or Paris, wiring in for money which is telegraphed back in dollars through a local bank. Exchange transactions are dazzling. One month's expense account may cover expenditures in Turkish piastres, Roumanian lei, Hungarian kronen, Serbian dinar, Italian lira and French francs. A correspondent who had spent three weeks in Vienna turned in an expense account of 18,000,000 kronen—or \$245.

It is an expensive game, but results justify the expenditure. For Europe's powder mine is apt to explode in isolated parts of the arsenal, and when Dede-gatch, Grosswarden, Stryj, Campol, Wolkowisk, Memel, Magnesia or Plozk put a new threat of world war on page one, the only way to get the news is to wire the swing man: "Rush."

### Minneapolis News Drops "Daily"

"Daily News," the familiar title of the Cloverleaf papers, no longer greets the eyes of Minneapolis. It is The Minneapolis News now.

### New Press in Tarrytown

The Tarrytown (N. Y.) Daily News has installed a new Hoe two-roll single-width straight-line press.



# WIN NEW YORK STATE

And You Are Half Through  
With a National Campaign

## CO-OPERATE WITH LOCAL DEALERS

By advertising in the following local home newspapers which will properly introduce your merchandise at the fire-side of "home folks" where the buying habit is usually created.

## THE BEST DEALER HELP

Is local daily newspaper advertising paid for in part or in full by the manufacturer making the goods for which he desires increased sales.

## THE BEST SORT OF DISTRIBUTION

Is produced through consumer demand compelling the dealer to take on the goods asked for by his customers.

## USE THIS LIST OF NEWSPAPERS

To take your message to people you want to reach. These people use the kind of goods you have to sell. Tell them all about your proposition in these New York State Daily Newspapers and they will sell your goods for you.

	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)	178,086	.49	.45
***Albany Knickerbocker Press .....(S)	47,496	.11	.11	†The New York Herald.....(S)	178,086	.49	.45
†Auburn Citizen .....(E)	6,433	.04	.035	The Sun, New York.....(E)	180,442	.50	.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)	120,554	.27	.22	*New York Tribune.....(S)	141,973	.40	.36
*Buffalo Evening News .....(E)	104,958	.21	.21	**New York World.....(M)	351,200	.595	.58
*Buffalo Evening Times .....(E)	85,006	.15	.15	**New York World.....(S)	576,778	.595	.58
*Buffalo Sunday Times .....(S)	102,809	.15	.15	**New York World.....(E)	272,479	.595	.58
Corning Evening Leader .....(E)	7,200	.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 .....(E)	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)	7,921	.04	.04
Gloversville Morning Herald .....(M)	5,717	.035	.035	**Staten Island Daily Advance.....(E)	10,168	.05	.05
*Ithaca Journal-News .....(E)	7,454	.04	.04	Syracuse Journal .....(E)	45,014	.12	.12
*Jamestown Morning Post .....(M)	9,525	.05	.03	***Troy Record .....(M&E)	23,921	.05	.05
**Middletown Times-Press .....(E)	6,335	.03	.03				
*Mount Vernon Daily Argus.....(E)	7,976	.04	.04				
***Newburgh Daily News .....(E)	10,283	.05	.05				
†New York Globe .....(E)	166,196	.36	.34				
†New York Evening Mail .....(E)	161,215	.41	.40				

Government Statements, April 1, 1922.  
\*A. B. C. Publishers' Statement, April 1, 1922.  
†Government Statement, October 1, 1922.  
\*\*A. B. C. Publishers' Statement, October 1, 1922.  
\*\*\*A. B. C. Annual Audit, Sept. 30, 1922.

# EDITORIAL

## AND THEY CALLED IT JOURNALISM

THERE have been times in the last few months when American journalism has daringly blazed a way to greater service that has won it the approval of thinking men and women; there have been other times when it has stooped to the contemptible and brought forth disgust.

Within the last few weeks a lady of the easy way was found murdered in her bed in New York. In life the white lights had blazed for her, so that made her murder news.

The District Attorney's office added mystery to the sordid by shielding the name of the rich man who had been her keeper and was known as the last person seen with her.

The newspapers rendered real service in the interest of justice by tearing aside the protecting mask from the rich Philadelphian, of family, who had lowered himself to the plane of the dead woman. Then, the newspapers, comparable only to a mob with the cry for blood on its lips, turned upon an innocent wife, a girl of fourteen and a boy of twelve, wrenched their hearts and brought them to their knees—innocents pinioned on the altar of sensationalism, offerings of the most despicable form of newspaper making.

The carefully carried out campaign of character-assassination directed against the innocent wife and children of J. Kearsley Mitchell is one of the most disgusting exhibits of the last few years. Its counterpart in America can be found only in the massacre at Herrin and the torture wheels of Bastrop.

The reporters who sneaked in the shadows and looked under drawn blinds to write only of a sorrow-torn woman's red swollen eyes, or a child's cry for its daddy are equally guilty with the newspapers that stooped to fill their columns with gloating accounts of the unjournalistic practices of themselves and their representatives. There are no excuses for anyone concerned in this story.

Is there nothing more to journalism than this? Are its ideals of real service nothing but an idle boast? We don't believe that.

It's now too late to make amends; the fangs of sensationalism have this time sunk too deep for that, but another time is coming.

Then, when a mother is trying to lead her children through fires of hell, let's stand by her, LIKE MEN.

## AMONG US DUPES

THE only thing new and worth recording either about or by the modern press agent is included in an article in the current issue of the *Writer's Digest* by Harry V. Martin, author of "The Ideal Course in Short Story Writing."

We regret that we have not had the pleasure of reading the book. The article, while entertaining, is not enlightening, although it might be a good thing if newspaper men generally would read it with an idea of refreshing their memories on the more common practices of press agent cheating.

Newspaper men should always bear in mind that everytime a faker cheats the business office out of ten dollars' worth of advertising, their own possibilities of increased salary are lowered twice that much. We don't know anything about Martin's work, but as a confessor he is brazenly frank in the advice that he gives to the youth of the land. In one place he says:

"Publicity of the personal sort should be put over indirectly. The best way is to give it to a reporter friend who needs news badly \* \* \* Or you might call up the city editor and say that you are the celebrity's secretary and, by sending over a reporter, the paper may obtain a good story. Don't bring in the story yourself if you want to get results. \* \* \* These 'highbrow' press agents succeed in having an enormous amount of publicity material published in the papers by resorting to the indirect method of attack."

Mr. Martin is careful to warn aspiring press agents never to offer a story gratis if they can get paid for it. He points out that pay from both ends is a thing that should at all times be encouraged because it gives a higher value to the product and is materially helpful.

Mr. Martin's article is worthy of close study, although many of the tricks he discloses are old; his name is also worth remembering, it deserves a place beside that of Harry Reichenbach, master faker.



## Easter

Compiled by CHARLES W. MILLER, Vicksburg, Miss.

IN the end of the sabbath, as it began to dawn toward the first day of the week, came Mary Magdalene and the other Mary to see the sepulchre. And, behold, there was a great earthquake: for the angel of the Lord descended from heaven, and came and rolled back the stone from the door, and sat upon it. His countenance was like lightning, and his raiment white as snow: And for fear of him the keepers did shake, and became as dead men. And the angel answered and said unto the women, Fear not ye: for I know that ye seek Jesus, which was crucified. He is not here: for He is risen, as He said. Come, see the place where the Lord lay. And go quickly, and tell His disciples that He is risen from the dead; and, behold, He goeth before into Galilee; there shall ye see Him: lo, I have told you. And they departed quickly from the sepulchre with fear and great joy; and did run to bring His disciples word. And as they went to tell His disciples, behold; Jesus met them, saying, All hail. And they came and held him by the feet, and worshipped Him. Then said Jesus unto them, Be not afraid: go tell My brethren that they go into Galilee, and there they shall see Me. And Jesus came and spake unto them, saying, All power is given unto Me in heaven and in earth. Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you always, even unto the end of the world. Amen.—(Matt xxviii:1-10, 18-20.) But in vain they do worship Me, teaching for doctrines the commandments of men.—(Matt. xv:9.)

Verily, verily, I say unto you, He that heareth My word, and believeth on Him that sent Me, hath everlasting life, and shall not come into condemnation: but is passed from death unto life. Verily, verily, I say unto you, The hours is coming, and now is, when the dead shall hear the voice of the Son of God; and they that hear shall live. Marvel not at this: for the hour is coming, in the which all that are in the graves shall hear His voice. And shall come forth; they that have done good, unto the resurrection of life; and they that have done evil, unto the resurrection of damnation.—(John v:21-25, 28, 29.)

Therefore whether it were I or they, so we preach, and so ye believed. Now if Christ be preached that He rose from the dead, how say some among you that there is no resurrection of the dead? But if there be no resurrection of the dead, then is Christ not risen: And if Christ be not risen, then is our preaching vain, and your faith is also vain. Yea, and we are found false witnesses of God; because we have testified of God that He raised up Christ; whom He raised not up, if so be that the dead rise not. But now is Christ risen from the dead, and become the first fruits of them that slept. For since by man came death, by man came also the resurrection of the dead.—(I. Cor. xv:11-15, 20.) And that He died for all, that they which live should not henceforth live unto themselves, but unto Him which died for them, and rose again. Wherefore henceforth know we no man after the flesh: yea, though we have known Christ after the flesh, yet now henceforth know we Him no more. Therefore if any man be in Christ, he is a new creature: old things are passed away: behold, all things are become new. And all things are of God, Who hath reconciled us to Himself by Jesus Christ, and hath given to us the ministry of reconciliation. To wit, that God was in Christ, reconciling the world unto Himself, not imputing their trespasses unto them: and hath committed unto us the word of reconciliation. Now then we are ambassadors for Christ, as though God did beseech you by us. (II. Cor. v:15-20.) Glory to God in the highest, and on earth peace, good will toward men.—(Luke ii:14.)

## A YEAR OF ACHIEVEMENT

A LITTLE over one year ago EDITOR & PUBLISHER made an effort to save the New York Press Club for newspaper men and with this in view submitted to the officers of that organization a list of twenty-four working newspaper men who were willing to pledge a year's labor to bring working factions together and give New York city a club of which all members of the profession could be proud.

Under the leadership of John A. Hennessy, a reactionary element defeated the efforts to make the New York Press Club a gathering-place of men with pride in their profession. The result was the organization of the Newspaper Club. It will be a year old tomorrow. It is a year of achievement of which every newspaper man has a right to be proud and it should inspire newspaper men in other cities to cut the strings that bind them to "we boy" and hanger-on elements that bring constant danger of disgrace to journalism.

The element which sneered and said it could not be done has its answer in New York in the going concern at 133 West 41 street today. It has an active membership, regularly employed newspaper men, of 779; it has an associate membership, men who have spent more than five years in regular newspaper employment, of 278; and a non-resident membership of 69. The control and management is entirely in the hands of working newspaper men.

The new club maintains a modern dining room and has built up a real library for newspaper men. It has held no benefits, sold no chances, and made no collections. The turn-over for the year was in excess of \$80,000. All obligations have been met promptly. On September 1, next, the club will be out of debt on its capital investment obligations.

There is credit enough in this for every member but special credit goes to Charles Hambidge, president, a reporter on the *Times*; Jack Binns, treasurer, a reporter on the *Tribune*, and Gene Fowler, editor of the *Club Reporter*, a reporter on the *American*.

## A REAL ECONOMY

COMMON sense is so rarely found in new legal regulations governing the newspaper relations to the Post Office that it deserves editorial notice on every appearance. Its latest is in the enactment by Congress of a law permitting publishers to send at the regular zone rates single sheets or parts of sheets, rather than full copies, to advertisers in proof of insertion. Publishers have long discussed this self-evident economy, but Congress has been just as long in making it a fact, and tons of paper have been lost and tons have been carried needlessly at the taxpayers' expense while the nation's lawmakers dallied.

The saving to individual newspapers under the law will be comparatively trivial, but the nation's publishers can, if they will, save a large total of print paper in the mass by watching press-runs closely and cutting down copies that have gone to national advertisers and agencies.

The latter will welcome the relief from baling masses of waste paper, of which less than ten per cent interested or served them.

And Uncle Sam, who is calling on his large Post Offices to save money by cutting down the service which it is their duty to render, can save more and save it to better purpose by the lightening of this dead load that unconsidered custom imposed.

## ADVERTISING'S LABOR LOST

THE small value that man puts on a good name until it is lost is remarkable. This is particularly true in advertising, where after millions are sometimes expended in protecting and exploiting it, sight is lost of the fact that good-name building was the most important of all capital investments.

This was the case of Day & Martin, of London. No story that has appeared in EDITOR & PUBLISHER in recent months holds a greater lesson for the modern builder of goodwill than the article by Herbert C. Ridout, in the last issue, on the downfall of the century-old firm because it failed to have faith in its own good name equal to that created with the public through advertising.

**PERSONALS**

**G**LOGAN PAYNE, publisher of the Washington Times and Herald, has been selected to head a committee to advertise Washington nationally. The committee, which is to act as a clearing house for suggestions from the members of the Advertising Club of Washington, was appointed at a recent meeting of the club.

W. B. Colver, of the Scripps-Howard Newspapers, has been elected to membership in the Overseas Writers, of Washington.

Wesley H. Schwartz, for the past 41 years editor of the Altoona (Pa.) Tribune, will retire from that position on March 31.

Charles A. Finnegan, publisher of the Buffalo Commercial, is planning a European tour this summer.

H. I. Silliman, editor of the Pottsville (Pa.) Journal, has been appointed a member of the city planning commission.

William J. Conners, Jr., editor of the Buffalo Courier and Enquirer, is spending a vacation at the Florida plantation of Mr. Conners, Sr.

Albert R. Carman, chief editor of the Montreal Star, has just returned from an extended tour of Europe.

Charles Betts, editor of the Lyons (N. Y.) Republican, is planning an extended tour of the West, in the hope of improving his health. He will be accompanied by Mrs. Betts.

Bayard Knapp, editor of the Dansville (N. Y.) Breeze, has accepted the nomination as Republican candidate for village president.

Frank A. Day, editor of the Fairmont (Minn.) Daily Sentinel, has gone to California for a rest.

A. D. Murlin, editor of the Parsons (Kan.) Republican, was recently elected president of the Rotary Club of Parsons.

**IN THE EDITORIAL ROOMS**

**A**LLEN EDDY has become managing news editor of the Albany Knickerbocker Press. He was formerly news editor of the Syracuse Herald. Mr. Eddy began metropolitan newspaper work 32 years ago on the old Chicago Herald. Mr. Eddy later joined the Chicago Chronicle and the New York Herald.

Victor B. Smith, for the past three years managing editor of the Omaha (Neb.) Bee, resigned this week. No successor has been named. Fred Hunter is temporarily in charge of the editorial department.

Hay Stead, formerly of Winnipeg and recently free lance in Montreal, has been appointed telegraph editor of the Montreal Star.

David J. Davies, formerly in charge of the Town Tattler Column of the Pittsburgh Dispatch, is now editor and publisher of a new weekly publication entitled Town Chatter.

J. A. Hollis, formerly telegraph editor of the Pittsburgh Dispatch, is reading copy on the Philadelphia Public Ledger.

Edward A. Maloy, who conducted the insurance page of the Pittsburgh Dispatch, has entered the life insurance field.

Miss Helen Driscoll, who conducts the School page of the Sunday edition of the St. Paul Daily News, has resumed work after several weeks' illness.

A. L. Evans of the St. Paul Dispatch-Pioneer Press is writing a series of daily articles describing in detail the policy and methods of Henry Ford, especially as an employer. The "stories" are a result of the location of a Ford plant in St. Paul.

Gabe Caffrey has joined the Sioux City (Iowa) Tribune staff.

Herbert Peters has returned to the copy desk of the Buffalo Evening News after having been with the publicity department of the Willys-Overland Company, at Toledo.

John L. F. King, formerly of the

Pittsburgh Gazette-Times, has joined the news staff of the Salamanca (N. Y.) Republican Press.

Ralph Thorn, news editor of the Buffalo Evening News, has been elected president of the village of Orchard Park.

Frank Wasson, news editor of the Cedar Rapids (Ia.) Gazette, suffered a fracture of his right leg recently when he tripped and fell. In December, 1921, he broke the same leg in an automobile accident.

Miss Ruth Stewart, formerly with the Des Moines Tribune, has been appointed associate editor of the People's Popular Monthly, Des Moines. She succeeds Miss Elizabeth Canady, who will go east June 1.

James Rennick of Bellefontaine, Ohio, has joined the Springfield (Ohio) Morning Sun staff.

John Henry Davey, formerly on the court beat of the Springfield (Ohio) Morning Sun, is now photographer for that publication. Howard Weber, former staff photographer, is now doing free lance work.

O. C. McLaughlin, of Dayton, Ohio, has joined the Springfield (Ohio) Daily News.

William J. Robertson has resigned as city editor of the Richmond (Va.) News-Leader, effective May 1, to become editor of the Wilmington (Del.) Every Evening. Earl Sowers, a member of the city staff of the News-Leader, will succeed him on the city desk. Mr. Robertson went to the News-Leader last summer from the Roanoke (Va.) Times. Before connecting with the Times, he was night editor of the Associated Press Bureau in New Orleans. He was in charge of the A. P. Bureau in Birmingham for two years before he went to New Orleans.

Frank E. Mullen, a graduate of the school of agricultural journalism at the Iowa State College at Ames, Iowa, and for more than a year farm editor of the Sioux City (Iowa) Journal, has resigned to join the editorial staff of the National Farmer and Stockman, Pittsburg.

John Herrigg has been made night police reporter on the Sioux City (Ia.) Journal.

Oscar Thompson, formerly on the staff of Musical America, has returned to Tacoma, Wash., and is now on the staff of the News-Tribune. The death of Mrs. Thompson in New York caused his change of location.

Earl B. Douglas is now day commercial reporter for the Sioux City (Iowa) Journal.

Bruce Witherspoon, night editor of the Ottawa (Ont.) Journal, and Mrs. Witherspoon, former society reporter on the same paper, are proud parents of a son, their second.

Lorne Stead, son of R. J. C. Stead, director of publicity for the Canadian government department of immigration and colonization, has joined the Ottawa press gallery staff of the Canadian Press, Ltd.

Kenneth R. Watson has resigned as assistant to Charles F. DeWoody, managing director of the Cleveland Association for Criminal Justice, and has joined the staff of the Youngstown (Ohio) Telegram. Mr. Watson was formerly a reporter on Cleveland newspapers.

John M. Gill has become managing editor and part owner of the Oswego (N. Y.) Palladium. Mr. Gill was formerly managing editor of the Oswego Times, and went to Syracuse last October as assistant city editor of the Syracuse Journal.

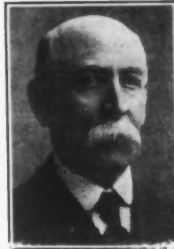
Mr. Gill is secretary of the Palladium Publishing Company; Clark Morrison, Sr., is president, and Clark Morrison, Jr., is vice-president.

Nelson Hong, former college correspondent for the Tacoma (Wash.) News Tribune, is now regularly employed on the editorial staff. J. H. Carr of Philadelphia is a new member of the copy desk staff. W. A. Averill has joined the staff of the Tacoma (Wash.) Ledger as a reporter.

A. Vaughn Weidell, Jr., has been

**FOLKS WORTH KNOWING**

**T**HOMAS F. McELLAGOTT, oldest newspaperman in Lancaster county, and one of the oldest in Pennsylvania,



THOMAS F. McELLAGOTT

after fifty years in the game, has decided to take a long rest from his job as court reporter for the Intelligencer. He followed the beat for 39 successive years and is 74 years old.

The veteran reporter took up newspaper work with the Intelligencer in March, 1868. In 1870 he was elected one of the city aldermen and for two years served as clerk to the mayor. After serving his five-year term as alderman he went to the Daily New Era for six years and then came back to the Intelligencer, in 1884. Since then he has been with that newspaper continuously as court reporter.

Such things as typewriters never phased him. He continued until his last moment in "harness" to write what those who knew it call the worst hand in four states, which was worked out on the city desk on the basis of so many hooks meant this and so many that. There was this satisfaction, however, that if the combination was worked out, one could feel sure that it was "all there and it was all true."

Mr. McElligott's memory shows all the keenness of bygone days and his knowledge of Lancaster county people and events is amazing. Besides newspaper work he has been active in business, civic and social affairs, including the position of member of the city school board for 25 years.

"I believe I need a rest," he told the man on the city desk, but added with old-time fervor, "I will be ready after that to jump in on busy court days."

transferred from the day side to the night commercial run on the Sioux City (Iowa) Tribune.

D. D. Beardsley of the Leadville (Colo.) Herald-Democrat has become city editor of the Fort Collins (Colo.) Express, succeeding Leonard M. Cowley, who has gone to the Phoenix (Ariz.) Republican.

Jesse M. Marks has joined the Kansas City Journal-Post editorial staff.

Albert O. Vorse, for several years in

charge of the Bureau of Information of the Pennsylvania Forestry Department, resigned to join the Altoona (Pa.) Tribune editorial staff.

Miss Anna Marie Tennant, of the Springfield (Ohio) Daily News staff, has been appointed state publicity chairman of the Ohio Federation of Business and Professional Women's Clubs.

George Bastian, day city editor of the Chicago Tribune for a time, is now on the copy desk.

William T. Corn of Lexington, Ky., and G. T. Davidson, Kansas City, are new members on the staff of the Chicago Daily News.

Fielding Lemmon of the Tacoma (Wash.) Times has transferred to the Seattle (Wash.) Star.

Miss Grace E. Polk, one time Sunday editor of the St. Paul Pioneer-Press, is in editorial charge of the Rural American, the Minneapolis News adjunct.

Richard Harburger, formerly city hall man for the Cleveland Plain Dealer, and subsequently publicity representative of Gov. Harry L. Davis in Columbus, has returned to Cleveland and is doing press and other work for the insurance firm of Farley & Davis.

Miles Greenleaf, for many years a police reporter on the Omaha (Neb.) World-Herald, has been placed in charge of a newly organized department to boost the paper.

Homer Thorne of the sports department of the Binghamton (N. Y.) Morning Sun, is now in the sports department of the Syracuse (N. Y.) Post-Standard.

Miss Helen Wallace of the art department of the St. Paul Daily News is recovering from an operation.

John G. O'Brien of Quincy and Chicago, has been awarded the Italian Order of the Crown. He served as vice-counsel at Rome after his discharge from the Army, and during the Paris conference was of special assistance to both the U. S. and the Italian government. At Washington he served as correspondent for the New York Tribune, recently resigning to become associated with Gen. Dawes in Missouri.

Herbert A. Kenny, formerly on the editorial staff of the Boston Post, has just been appointed editor-in-chief of Justice, a new monthly organ of the Justice Association, formed primarily by New England Catholics to combat the Ku Klux Klan.

Charles Magill of New York, who has been city editor of the Providence News, resigned last week.

Jack Lait, veteran newspaperman, author and creator of the book and lyrics of the "Spice of 1922," which opened recently at Boston, was host at a dinner given to the dramatic editors of the Bos-

The following papers have renewed their contracts for the Haskin Service:

**The Fresno Republican**

**The Bakersfield Californian**

**The Pueblo Chieftain**

**The Helena Independent**

**The Colorado Springs Telegraph**

ton newspapers. Mr. Lait gave a talk on his experiences in the newspaper business.

Albert Easingwood is now state editor of the Cleveland News, succeeding F. B. Miller, who has joined the publicity department of the Ohio Bell Telephone Company.

Harry L. Gandy, formerly of the Rapid City (S. D.) Journal, and one time Congressman from that state, has been made executive secretary of the National Coal Association, to succeed J. D. A. Morrow.

#### THE BUSINESS OFFICE

**CLINTON BROWN**, for several months in charge of publicity for the Kansas City Journal and Post, has been appointed manager of national advertising. He was formerly promotion manager for the St. Louis Post-Dispatch.

F. A. D. Seelye, until recently promotion manager of the Cleveland Press, has gone with the Cleveland Times. He is succeeded by Carlisle N. Greig, from the Plain Dealer.

John C. Dye, formerly auditor of the Philadelphia Press and more recently in the Public Ledger's accounting department, has been elected secretary-treasurer of the Norristown Herald Printing & Publishing Company, succeeding Gilbert S. Jones.

B. T. McCanna of the business survey department, Chicago Tribune, has announced his engagement to Miss Clare J. Foy. The wedding will take place this Spring.

Herbert W. Klink, classified advertising manager of the Lancaster (Pa.) Intelligencer and News Journal, has accepted a similar position with the Reading (Pa.) Times and Herald-Telegram.

W. H. Tolson has been placed in charge of the local advertising department of the Des Moines (Iowa) Register. Mr. Tolson has been connected with the Register and Tribune several years and was previously employed by the Detroit Journal and the Baltimore Sun. Forest R. Geneva, advertising manager of the Register and Tribune will continue to have charge of all local display advertising.

H. B. Lee, who has been advertising manager of the Fort Dodge (Ia.) Messenger & Chronicle for five years, will join the national advertising department of the Des Moines Register and Tribune April 1st. Mr. Lee will travel in Iowa and the middle west.

James R. Cove is now advertising manager of the Kirksville (Mo.) Daily Express.

J. H. Dickey, Jr. has been made business manager of the Butte (Mont.) Post.

Neil W. Kimball has been appointed manager of the Wyoming Stockman-Farmer, Cheyenne.

Walter R. Geiger has been appointed general manager of the Rome (Ga.) Tribune-Herald, succeeding Paul T. Harber, resigned.

John H. Clymer, recently in charge of foreign advertising of the Jacksonville (Fla.) Journal, has been appointed business manager of the Charleston (S. C.) American.

Edward Faust, formerly in charge of advertising promotion for the New York American, has been appointed promotion manager of the Washington Post.

H. C. Sturt, formerly foreign advertising manager of the Birmingham News has resigned to become vice-president of the George W. Ford Advertising Agency, of Atlanta.

Ward C. Mayborn, general business manager of the Texas group of Scripps-Howard Newspapers, has moved from 329 Cotton Exchange building, Fort Worth, to 1413 F. & M. Bank building, in the same city.

#### THE AD FOLKS

**KENNETH WARDEN** has been appointed advertising manager of the Lever Brothers Company, Cambridge, Mass., to succeed Ralph Foote. Mr. Warden joined the Lever Brothers Com-

pany in August, 1921, as associate advertising manager. Previously he had been with the George L. Dyer Company.

E. D. Gibbs has resigned as advertising director of the Goodrich Rubber Company, Akron, Ohio, and is succeeded by L. A. McQueen, heretofore advertising manager. Mr. Gibbs is moving to New York City to become connected with the Maynor Company, which handles the Underfoot Golf Chart, a golf instruction system invented by himself. His son, Harold, will be associated with him.

#### MARRIED

**HERMAN H. KOCH**, formerly city editor of the Sioux City (Iowa) Tribune, who recently purchased the Mapleton (Iowa) Press, and Miss Mabel Eichhorn of Sioux City were married last week.

Walter Morrow, advertising solicitor for the Springfield (Ohio) Daily News, and Miss Georgia Cleona Kyle, were married in Springfield March 15.

William Fern Brooks of the Kansas City Star and Miss Gertrude Kendig were recently married.

#### THE AGENCY FIELD

**E. C. HARTMANN** has joined Critchfield & Co., Chicago, as account executive. He has been advertising manager of the American School of Correspondence, and the American Technical Society, Chicago.

Richard Zeising, Jr., recently in the media and plan department of Fuller & Smith, Cleveland, with G. W. Belsey, vice-president, has been made manager of that department, relieving Mr. Belsey for other work.

Norman Craig has joined the Frank Seaman Company, Inc., New York, as account executive.

E. A. Marsh, who has been with the Dauchy Company, New York, for several years, will on April 1 become its art and production manager.

H. H. Cromwell, formerly advertising manager and director of the Canada Starch Company, of Montreal, has joined the staff of the R. Sykes Muller Company, Ltd., advertising and merchandising service, Montreal.

Charles W. Hoyt, president of Hoyt's Service, Inc., New York, has written a book entitled "Training for the Business of Advertising."

Milton M. Bitter has resigned as general advertising manager of the Hurley Company, chain furniture and clothing stores, with headquarters at Camden, N. J., to form the Camden Advertising Agency.

The D'Arcy Advertising Company, St. Louis, has appointed John M. Dreseher research manager.

Leo W. Kirby, recently with the Lincoln Advertising Service, Inc., New York, has opened an advertising business in New York under his own name.

John Clayton, for seven years with Buckley, Dement & Co., Chicago, has organized John Clayton, advertising, at Chicago.

#### WITH THE SPECIALS

**THE** John B. Woodward Company has moved from the New York Times Building to the new building of the Bowery Savings Bank at 110 East 42d street.

Robert Judson Kenworthy, secretary of the L. H. Crall Company, has become president and treasurer, succeeding the late Col. L. H. Crall. Frederick West MacDonald, who has been a member of the board of directors, has been appointed secretary, and Kellogg March Patterson, western representative of the Crall Company, has been elected to the board of directors.

Frank Pita, on April 1 joins the staff of Hammond & Wolcott, New York.

The Milwaukee Herald, daily, and the Milwaukee Sonntagspost, is now represented in the East by Powers & Stone, New York and Boston.

Sweeney & Price, Boston, have been appointed New England representatives for Photoplay Magazine.

The Lindsay (Ont.) Daily Post has appointed the C. L. Houser Company, New York, as its eastern advertising representative in the United States.

Effective April 1, the Brockton (Mass.) Times will be represented in the national field by Powers & Stone, Inc. The Times is now represented by the E. Katz Agency.

Henry Waddington, formerly of the Philadelphia Record and later on the Philadelphia Telephone Directory, will join Powers & Stone, Inc., on or about April 1.

#### NEWS SERVICE NOTES

**HERBERT BAYARD SWOPE**, executive editor of the New York Morning World, has been elected member of the Associated Press for the New York Morning World, succeeding Don C. Seitz, who is now in charge of the Evening World.

The Keokuk (Iowa) Daily Gate City, a morning newspaper, has been elected to membership in the Associated Press.

The executive committee of the Associated Press met March 28, with Herbert F. Gunnison, vice-president, presiding. Present were Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; Frederick Roy Martin, general manager; Jackson S. Elliott and Kent Cooper, assistant general managers; Melville E. Stone, counselor; J. R. Youatt, treasurer, and Milton Garges, head of the traffic department.

E. J. Parker, of the Public Ledger Syndicate, is about again, after an illness of seven weeks, four of which were spent in Santa Rosa Infirmary, San Antonio, Tex.

The Universal Service has opened a Bureau at San Antonio to facilitate transmission of its report to Mexico City clients. George W. Hinman, Jr., of the Washington staff is covering the Pan-American Conference at Santiago, Chile. Vincent Richards, national tennis doubles champion, has joined the sporting news staff. Isaac Don Levine is now in Russia. The Omaha Bee, Fort Worth Record, Wichita Falls Times, Bethlehem Sun, Indianapolis Star and Reading Tribune are new-leased wire clients.

## A Mark of Distinction

The papers which carry the largest volume of church advertising are not ashamed of the fact. On the contrary they point to it as indicative of the high place they hold in the esteem of the best people in town.

Church advertising is worth cultivating—for the good of the community as well as for the advantage of your paper.

But mere announcement of the topic of the sermon will seldom prove a profitable ad for the churches. You owe it to your paper to make the church copy pull.

Help the churches to appeal to the man outside of church. He's a large size gentleman and pointed words are needed to get under his skin.

The Church Advertising Department has copy which many papers have found helpful in stimulating use of larger space by the church.

A request for series 3 will bring proofs. Price for use is small. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

## CHURCH ADVERTISING DEPARTMENT A. A. C. W.

Editor and Publisher donates space for this suggestion.

## The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.

First in total; local; national lineages.

Special Representatives

**PRUDDEN, KING & PRUDDEN, Inc.**

226 Fifth Ave. Steger Bldg.  
N. Y. City Chicago, Ill.

Globe Bldg.  
Boston, Mass.

## The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1923, as follows:

Local Advertising ..... 1,639,986  
National Advertising ..... 25,006  
Classified Advertising ..... 68,514

Total Advertising ..... 1,728,458

Lineage Figures by  
De Lissor Brothers.

**DAILY NEWS**  
Passaic, New Jersey



THE easiest way to go slumming among the upper classes in England is to spend tuppence and read the Morning Post.

I saw it first in the hands of a British matron; I might say, the British matron. We were on a country railway platform on a Monday morning, returning to London. This lady's husband was torn between the desire to be polite to his wife and to have a smoke. She tapped him on the wrist with her parasol. "You have your smoke, Mitchell," she said in a deep voice, "and I shall go in this carriage and read the Morning Post."

She uttered the words as if she were saying, "the New Testament." Into our carriage she came, a pillar of freezing politeness, her head held with heroic stiffness to the back of her high, uncomfortable chair. Her nose was as thin as a paper-knife and her lips clasped in a set smile. She read her paper all the way to London, through a lorgnette. I watched her whenever it was safe. She was as perfect as a waxwork, and more real.

I next saw the Morning Post in Hammersmith.

The ladies who took the Morning Post took "paying guests" as well. They carried off both with the same immense dignity. It was there I opened the paper and contracted the habit.

There is no paper in America like it. America has papers not less conservative, but there is the same difference between the Morning Post and them as between a swordfish and a carp.

When the conservatives control a paper in America, it is always solemn. Knowing that America is or wants to be a democracy, the conservative in America cannot be glib and cynical. He has to be terrifyingly moral and terrifyingly dull. His stock in trade is fear. He may not be scared himself, but he does his best to keep the public scared. One year he sells his readers the fear of the cloven-hoofed immigrant. Another year he sells his panic about trade unions. His terror of the Reds is always on the shelf within hand reach, and at any moment he can dip under the counter and whip out his apprehensions concerning women.

The younger generation—that is always a good thing to be scared about. And the thriftlessness of the poor, the poor living riotously and buying injudicious pianos. The Bolsheviks, the intellectuals, the Negroes, the radical professors, the Godless clergymen, the people who are undermining the home—this is the American conservative's ammunition dump. Out of one fear he extracts higher tariffs, and out of another he dehornes the schools.

The English play it differently. There are solemn conservatives in England, the Spectator, for example, but the really thriving and glowing specimen is the Morning Post. Its principal tack is insolence, lively insolence, bright and greatly daring. In the family columns and on its country page it is cozy, chatty, agreeable. There are yards of piffle. But in the part that does the business the paper is as hard, as penetrating, as narrow, as a nail. The tone it uses is aggressive, partisan and nasty. It aims to be dangerous. It believes it can be clever enough to be indispensable.

For instance, the correspondent at Westminster takes up Mr. Johnston's questions as to the Asquith money interests in the Sudan. The Post does not mean to tolerate muckraking on the part of Labor members. Adjusting its eyeglass, it begins this way: "Some of the Labor members have yet to learn that the House of Commons is a school

of manners and not a school for scandal."

It own manners, of course, are marvellous. It is the Gentleman with a Knuckle Duster. Show it a renegade conservative, and you learn something about manners! In an editorial denouncing Lloyd George as a trickster, it describes how Lord Birkenhead came to the aid of Lloyd George. "The chivalrous Earl of Birkenhead was the first to gallop into the field. Be it a cause or a colleague, he is always at hand to betray." So much for a former Lord Chancellor. The honor of England, except in the days when conservatives are in power, does not exist. So the Morning Post believes and says. It kicks Lloyd George into the gutter. It kicks his system of government after him. "A bucket shop would break down under such a system."

Refined ladies seem curiously tolerant of this sort of abuse. And with this rough abuse of their opponents, the Morning Post men frequently serve violent mustard and burning cayenne in the news columns. There is a column of Irish hate every morning. They count that day lost when some one does not allude to rape in Ireland. They print letters from Protestant Bishops who say they could amply prove their charges, if it were not too painful. The Russians get the same sharp sauce. But with these whipping boys to satisfy their readers' passions, there is a great deal of well edited and excellently arranged foreign news. There will be a full account of lectures by men like Bernard Shaw or Balfour. This side of the paper is competent, serious and useful. And it counts with exacting readers and unfriendly readers.

For the sentimental conservatives, however, the Post keeps the whole apparatus of social prestige in the best of order. It has the royal family on a steam table, always ready. The Prince of Wales innocently observes at an Automobile Club banquet that "this is the age of petrol and automobility." His pun is an event. There are grave headlines: "The Age of Petrol and Automobility." A WITTY SPEECH. The Post takes pains to announce that the Prince is the next day to open the National Cage Bird Show. Lloyd George was a monster if he didn't loathe the Russians, the Prince is a national asset if he looks kindly on a hen.

The Post is full of fine feeling, about the right topics. You find an item, "Ladies' Sleeve Dogs, a Dainty Display," which might have been written by a Pekingese himself. The story begins on a spiritual level. "Among the most popular and plucky of the toy breeds of dogs is the Pekingese, for whose encouragement and welfare there are three associations in this country," undoubtedly conferring sick benefits, unemployment insurance and old age pensions. "Reclining on soft cushions of delicate hue," these fellow-aristocrats were admired by the Princess of Monaco, the Duchess of Sutherland, the Dowager Marchioness of Tweeddale, the Dowager Lady Ebury and Mrs. Philip Hunloke. In 1918 the lucky dogs were the Blighties, in 1922 the Pekingese.

Well, it's frank. The thing that makes American conservatives dull is that they do not indulge their own convictions. From a stern sense of duty you may read the American conservatives, but you do it as you go to funerals. There is nothing for your mind in it, nothing for your real enlivenment. You turn from the soggy conservatives in America as you turn from the armor-plated rhinoceros to a more brilliant species. The Morning Post has fangs, but it glistens.—FRANCIS HACKETT, in the New York World.

# GOSS PRESSES

Deliver the "Goods"  
Do beautiful Work  
Stand up under Service  
(Have many exclusive features.)  
Send for catalog  
**THE GOSS**  
**PRINTING PRESS CO.**  
1535 South Paulina Street  
Chicago, Illinois

OVER  
**64,000**

LARGEST EVENING  
CIRCULATION IN IOWA

The  
Des Moines  
Capital

## RADIO! RADIO! RADIO!

Arouse new interest in your field with Radio. The harvest of this interest is popularity and circulation increases. One of your staff can take care of the concerts in the evenings. Three hundred mile broadcasting and studio equipment for sale, \$900, practically new. 260 Tube wattage. Takes about \$5 a week to operate. Write "Commercial Operator," Box 485, Bowling Green, Ky.

## EVENING HERALD

Leads All daily newspapers in Western America in Circulation.  
Led All Newspapers in The World in Advertising Gains 1922 over 1921.  
January, 1923 over 1922 gained 199,206 lines of advertising.  
February, 1923 over 1922 gained 478,644 lines of advertising.

### REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York; G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago; A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

In  
New Orleans  
it's  
**THE**  
**ITEM**

From nothing—to

**200,000**

in seven months

**DETROIT**  
SUNDAY  
**TIMES**

## New Haven Register

is New Haven's  
Dominant Paper

Circulation over 35,000 Average  
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

## New Haven Register

The Julius Mathews Special Agency  
Boston — New York — Detroit — Chicago

## The Pittsburgh Press

Daily and Sunday

Has the Largest  
CIRCULATION  
IN PITTSBURGH  
MEMBER A. B. C.

Foreign Advertising Representatives:

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

"The African World"  
AND  
"Cape-to-Cairo Express"

Published every Saturday in  
London.





## MOODY REORGANIZING GALVESTON NEWS

**Cotton, Banking and Insurance His Work for 40 Years in City— He Will Be Chief Stockholder**

GALVESTON, Tex., March 27.—W. L. Moody, Jr., who purchased the Galveston Daily News from A. H. Belo & Co. last week, will be the principal stockholder in a company now being organized to assume publication of the paper. Mr. Moody is a well-known cotton man, banker and insurance man of Galveston, where he has lived for the last 40 years. (An unconfirmed report from Houston is that Mr. Moody is acting for the American National Insurance Company.)

Louis C. Elbert, who has been managing editor of the Galveston News for the last ten years, will become general manager under the new ownership. The present personnel will not be materially changed, and the paper will be continued on the same general principles.

John F. Lubben, secretary-treasurer of A. H. Belo & Co., who has been general manager of the paper since 1906, will remain with the Belo organization and will move to Dallas with the removal of the head offices to that city.

The Galveston Semi-Weekly Farm News was not included in the sale. On April 1 it will be consolidated with the Dallas Semi-Weekly Farm News owned by A. H. Belo & Co.

### DEMOCRATS TO RUN PAPER

**Will Take Over Hutchinson (Kan.) Gazette on April 10**

Seventh District Democrats are planning to take over the Hutchinson (Kan.) Gazette, morning newspaper, about April 10, according to Col. Sam. B. Amidon, of Wichita. The Gazette has been owned by former State Senator Emerson Carey for a number of years. Ross Burns, of the Joplin (Mo.) Globe, also has an option on the paper. For the past few months J. M. Taylor, of Springfield, Mass., has been business manager, and John M. Schwinn, editor. He succeeded Chester Leasure, who went to Washington as correspondent for Senator Capper's publications.

A board of directors has been appointed as follows: Sam B. Amidon, Wichita, president; Forest M. Luther, Dimaron, vice-president; Sam S. Graybill, Hutchinson, secretary; E. P. Bradley, Hutchinson, trustee; directors: E. C. Cron, El Dorado; J. E. Burgess, H. C. Humphreys, Frank McDermed and Floyd Hipple, Hutchinson; Charles Helstrom, McPherson, and Dan F. Callahan, Wichita.

### Ft. Wayne Saturday Night Quits

The Fort Wayne (Ind.) Saturday Night which started last fall, has suspended publication. Local advertisers failed to patronize the paper and suspension occurred after it had been decreased from 16 to 8 pages and after the price had been reduced from 10 cents a copy to five cents. Jerome J. Miller was the publisher and editor.

### Sioux City Tribune Buys Land

The Sioux City (Iowa) Tribune last week purchased property with a frontage of 125 feet on Jackson street and 85 feet on 6th street, together with a lot 65 by 50 feet deep on 6th street in anticipation of future needs. Immediate building is not planned, according to Eugene Kelly, business manager.

### Establishing Pensacola P. M. Edition

The Pensacola (Fla.) Journal, which started an evening edition March 19, as stated in EDITOR & PUBLISHER last week, is using the A. P. service, N. E. A. service, and a special Western Union wire report. The evening edition is being circulated direct into homes of non-readers of the morning paper. Advertisements,

both foreign and local, ride through both editions, with no extra charge for the afternoon edition at this time, but will shortly be sold on a combination rate. The Journal is one of the Perry-Lloyd Jones papers and was formerly issued morning and Sunday only.

### YIDDISH DAILY IN CLEVELAND

**Jewish Guardian Will Also Have a Section in English**

The Jewish Guardian, Cleveland, has made its appearance as a daily newspaper. Samuel Weingart is president; Abraham Sachs, vice-president; Max Sobul, treasurer; H. B. Raymond, secretary; Rabbi Samuel Benjamin, general manager, and Dr. Ch. Wortsman, editor of the paper. The publication office is 2182 East 9th street and the Guardian is the only daily Yiddish-English language paper in Cleveland.

Harold Berman, editor of the Menorah Journal, will edit the English edition. The Menorah Journal is the organ of the Intercollegiate Menorah Association, Mr. Berman also being editor of its paper as well as associate editor of the Jewish Forum, New York, and contributor to several American Jewish publications.

### Wichita Beacon's Home Growing

The Wichita (Kan.) Beacon will soon have a new \$125,000 addition to its present plant on South Main street. A contract was let recently to George H. Siedhoff Construction Co. of Wichita. It will be two stories high, 25x47 fire-proof construction, the exterior will be terra cotta, in harmony with the present building. Two Wichita architects, Glen H. Thomas and Scott Fullerton made the plans. A new Goss octuple press has been ordered.

### Paper for Indianapolis Star Boys

The Indianapolis Star has issued Vol. I, No. 1 of the Star Junior, a four-page, five-column paper for its carriers. K. Scott Rowley is editor.

### NEW INCORPORATIONS

**New York.**—Knickerbocker News Association, Inc., capital, \$50,000; directors, C. E. Prettyman, F. L. Carver, J. A. Springer, 49 Wall street, New York.

Link Publishing Company, Inc., capital, \$20,000; directors, W. E. Mathison and W. Reese, 1457 Broadway; T. J. Healy, 50 East 89th Street, New York.

Sair Publishing Company, Inc., capital, \$500; directors, Sol Law, 44 Avenue A; M. Gebelow, 746 East 5th street; I. B. Halpern, 50 Pine street, New York.

Clairon Company, Inc., capital, 1,000; directors, F. W. Meller, 50 Church street, New York; Joseph F. Orose, 34 Central avenue, Flushing, N. Y.; A. Monett, 400 East 161 street, New York.

Elsinger Press, Inc., capital, \$500; directors, S. Singer, 774 East 165th street; H. Singer and L. H. Singer, 2879 East 197th street, New York.

## HOTALING'S News Stand

IN NEW YORK

At the  
North End of the Times Building  
Broadway and Forty-third Street

*Sells more out-of-town newspapers than any other news stand in America*

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway...Here is a mammoth news stand which sells newspapers from every city in the world...Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."—Boston Transcript, Oct. 29, 1921.

### THE MECHANICAL SIDE

**T. BURR CATLIN**, of the day side proofreading force of the Chicago Tribune, with that newspaper more than fifty years, has been ill for a week with a bad cold.

L. B. Resler of Oklahoma City is the new foreman on the Chickasha (Okla.) Daily Express.

Abe Martin formerly with the Wichita Eagle composing room, has moved to the Springfield (Mo.) Republican.

Ray Bayliss, linotype operator of the

Chicago Tribune, and his bride have returned from a honeymoon made by motor through the south.

### Sturgis Journal Will Build

The Sturgis (Mich.) Daily Journal has purchased a site in the business section and will soon build a modern newspaper plant.

### New Staten Island Weekly

The South Shore Times, published at Great Kills, Staten Island, N. Y., made its first appearance March 30, with A. W. Clapp and Ritchie Quinn as publishers.

## SUPPLIES & EQUIPMENT

For Newspaper Making

### SCOTT USED NEWSPAPER PRESSES

replaced by larger Scott machines

Scott Three Tiered, Two Page Press, prints insets and folds 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages of 8 columns, 12 cms to page; speed up to 15,000 per hour.

Scott Four Deck, Two Page Wide Press, prints 4, 6, 8, 10, 12, 14, or 16 page papers at speed of 24,000 per hour. 20, 24, 28 or 32 pages collected at 12,000 per hour. Length of page, 23 in. Seven or eight columns to page.

Write quickly if interested.

WALTER SCOTT & CO.

Plainfield, New Jersey  
NEW YORK CHICAGO  
1457 Broadway 1441 Monadnock Block

## N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

## POWERS

NEW PROCESS

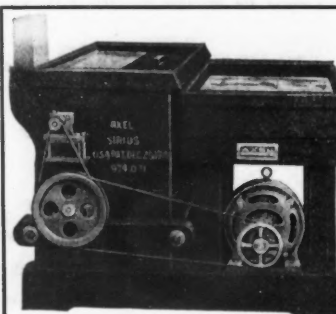
We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century



THE ETCHING MACHINE WITH A WORLD REPUTATION  
MOST SIMPLY CONSTRUCTED  
ABSOLUTELY ACID PROOF.

AXEL HOLMSTROM  
ETCHING MACHINE CO.  
328 Chestnut Street, Philadelphia, Pa.

## Must Have More Papers

Publishers of large papers will find that our persistent efforts will obtain results for them without publicity. We have a number of clients who want big papers. Financially able to handle papers worth up to \$500,000. Let us explain our confidential plan. It will appeal to those who want to sell without it being generally known. It places you under no obligation and we will treat your inquiry in strict confidence. You who have been considering selling, now is the time. The bigger your paper the better, for we can sell a dozen big papers right quick if we can get them. The publisher of a small paper and even the weekly paper publisher need not hesitate to take advantage of our result getting service. We have a separate department for the small papers and they are given the same attention as the large ones receive. One and all, large and small, we are here to serve you. Take the first step by sending today for blanks for listing your paper.

PUBLISHERS SERVICE BUREAU  
(Established 1916)

119 N. Bowman St. Mansfield, Ohio.  
Owned and Managed by Experienced  
NEWSPAPER MEN

## Newspaper Brokers

Our April issue of "LISTINGS" will be ready Monday. Those who received former issues will receive this number without request. All others who are considering the purchase of a newspaper anywhere in the United States should send their name and address for a copy. It's free. Details of nearly 100 newspapers will be found in April "LISTINGS." We have papers requiring investment as high as \$100,000 and down to \$200. Some that can be leased. Here are a few that are good and worth looking into.

N. Y. dly., good money maker, about \$50,000 cash required.  
Ohio semi-weekly, \$22,000 equipment, and three story brick building, \$27,000, with about \$18,000 down. Gross business last year about \$22,000 with nearly \$13,000 profit.

Ohio small city daily, \$50,000 equipment, \$30,000 building and other assets. Making good money. \$75,000 cash required.

Indiana dly., best proposition in small city daily to be found. Will need about \$75,000 cash. Is best money maker in state. Cleared nearly \$50,000 for owners in 1922.

Okla. dly., gross about \$75,000 yearly. Profits better than \$15,000 yearly. Exceptionally good plant. About \$80,000 reasonable terms.

"LISTINGS" contains scores of other good propositions.

Want a Newspaper?

Write for "LISTINGS" and permit us to explain our personal service that we render our clients. If you want a paper, tell us where you want to locate, about how much cash available and we will find it for you. If you want any particular paper, let us negotiate the deal. If it can be purchased we can get it and for less money than you can secure it.



# Introduction to Employer and Employee

## SITUATIONS WANTED

**3c** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

**Advertising Man**  
Age 30 years, knowledge merchandising, survey, etc., 14 years' experience large newspapers, open for position at once. Locate anywhere. Address B-509, Editor & Publisher.

**Advertising Solicitor**  
wishes connection with publication in or near New York where future is assured, if he can demonstrate his ability to make good. Ten years' experience. Has practical knowledge of advertising. B-512, Editor & Publisher.

**Advertising Solicitor**  
40, married, good habits, desires connection with daily west of Mississippi. Preferably Kansas or Missouri. If you can use live wire solicitor and seasoned salesman, write W. C. Jones, 812 North Locust St., Peabody, Kansas.

**Agricultural Writer**  
Well-known middle west agricultural writer would change to staff of an eastern farm paper, or would conduct a farm department for good daily or weekly newspaper. Long practical experience in both dirt farming and journalism. Credentials and photo upon request. Address B-518, Editor & Publisher.

### An Opportunity to Strengthen Your Business Organization.

Newspaper Business Executive, seeks connection on daily in Metropolitan city. A man who knows every phase of newspaper operating; how to build up the revenues; increase advertising lineage; experienced in handling large and complex circulation problems; together with a knowledge of accounting methods, machinery and equipment. Primarily an advertising man,—not a scheme or stunt promoter, but a man who can assume authority and responsibility and exercise jurisdiction over the business departments of a daily newspaper and produce results. An interview in New York at any time or during A. N. P. A. convention. Correspondence, confidential of course. Address A-975, care Editor & Publisher.

**Assistant Advertising Manager**  
Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desire change. Highest references, character and training. Address Box B-505, Editor & Publisher.

**Cartoonist**  
A young man with natural ability and art training, well educated, is right where "a feller needs a friend." Desires connection on newspaper or syndicate with opportunity to work hard on the "better and better" principle. Absolute confidence in ability to make good. Will go anywhere. Send for samples. A-988, Editor & Publisher.

**Circulation Manager,**  
record of 4,000 increase in the past 9 months. Sixteen years' experience. Available at once. The man you are looking for. References. Address Box A-986, care Editor & Publisher.

**Circulation Manager**  
Desires connection where initiative and capability is demanded. I am thoroughly experienced in all branches of circulation work. Box A-996, care Editor & Publisher.

**Circulation Manager**  
eight years' experience on both morning and evening newspapers, desires connection with newspaper of 12,000 to 18,000 circulation. Salary secondary to prospects for personal progress, but what is lacking in salary must be made up by those prospects. A-1 references as to character, experience and ability; 30 years old, married. Can come at once. Answers must be confidential. B-507, Editor & Publisher.

**Composing Room Foreman.**  
Capable and qualified to produce results. A thorough printer with varied experience and organizing ability. Address A-978, Editor & Publisher.

**Composing Room Foreman**  
wishes to locate in Middle West; fully experienced, efficient and capable; for a number of years in charge of composing room in large city; can give best of references. Box A-995 Editor & Publisher.

## HERALD STAFF SURPRISES O'HARA

### Prints His Book in Syracuse Paper While Publisher Tours Pacific Coast

Absence of Edward H. O'Hara, publisher of the Syracuse (N. Y.) Herald, 3,000 miles away on the Pacific coast, resulted in his staff taking the opportunity to print in last Sunday's Herald as the serial feature the "World War at Its Climax." The serial will run in suc-

## SITUATIONS WANTED

**Editorial Work**  
Newspaper man, forty-two, twenty years' experience, seeks work in or near New York. Has been copy reader, telegraph editor, Sunday editor, and is thorough at make-up. Willing to take job on trial. B-503, Editor & Publisher.

**Experienced Reporter**  
who is always on the spot when news breaks, and writes quickly and effectively, seeks position with newspaper in city over 200,000. Graduate of School of Journalism. Can furnish references. Address Box A-982, care Editor & Publisher.

**Foreman**  
of newspaper composing room seeks change. Man of executive ability. Competent in any size plant. References furnished. Union. Address B-502, Editor & Publisher.

### If You Are the Publisher

of a small city daily, just beginning to think about retiring from active newspaper work and wondering where the young man is, with training to step in as your assistant, shoulder the active responsibility and perhaps invest a little of his own capital in the business with the idea of remaining permanently, there is just such a man waiting for just such an opportunity. He is now with a New York daily, but comes from the Middle West, a college graduate, with several years' experience in all branches of news and editorial work. Your investment of a stamp may lead to mutual profit. Box B-521, Editor & Publisher.

**Managing Editor**  
on an out-of-town weekly, experienced on trade papers and metropolitan dailies, desires position. B-510, Editor & Publisher.

**Newspaper Man**  
26 years old desires newspaper connection or in advertising field. Experienced news and ad copy writer conversant in handling newspaper advertising campaigns. Holding responsible position, but desires change. B-501, Editor & Publisher.

**Newspaper Man**  
with 10 years' experience, now employed, desires position with future. Age 35 years. Married. Five years' general reporting, including County and Supreme Court sessions and special articles. Two years' general circulation work and advertising. Last three years manager branch office. Has executive ability and selling power. B-500, Editor & Publisher.

**Reporter**  
of ability and experience desires position with Metropolitan daily. Best references. Available on short notice. Also, graduate of School of Journalism. Address Box B-516, Editor & Publisher.

**Wanted**  
Position as newspaper advertising solicitor and copy writer. Ten years' experience on newspapers; also agency; 28 years old and married. Available immediately. Address B. T. Bowers, 211 Knapp St., Apt. B., Milwaukee, Wis.

**Wanted**  
Man of 23 years' merchandising experience, including 9 years advertising desires to locate with live Newspaper to oversee advertising and write copy for clients. Able writer. Know merchandise. Desirable references. B-520, Editor & Publisher.

**Wanted**  
Newspaper proprietor with liberal political views who attempts to help the public understand the fundamental changes in political and industrial organization which are taking place. To such a newspaper owner I have a proposition to make, if his average daily circulation exceeds 50,000. B-504, Editor & Publisher.

**Working Foreman**  
Good executive and systematizer, with experience on large and small newspapers. Expert on makeup, linotype, ads. Will get editions out promptly at minimum cost and relieve you of responsibility in his department. Locate anywhere. Union. B-515, Editor & Publisher.

cessive Sunday sections. It is from the private edition by that name, written and published by Mr. O'Hara, the book being issued from the Roycroft press. The book tells the story of the expedition of 12 American newspaper men to the western front in 1918.

In the editorial last Sunday this explanation is given: "The editorial management of the Herald has taken advantage of Mr. O'Hara's absence, and without his knowledge to print the contents in Sunday installments for the satisfaction of its readers. The author may not

## HELP WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

**Copy Reader Wanted**  
by Florida's leading dailies. We want to locate a young man who will work into executive position. He must have a good education, be a good writer and good editor. He must have imagination, must be capable of dealing with routine work, newspaper matters, as well as grasping the opportunities to exploit news in a state that is growing rapidly. State experience, salary to start and other information in letter addressed to Box B-513, Editor & Publisher.

**Editorial Writer**  
on evening daily, inland city, 100,000 population, Pennsylvania, who can furnish two to three columns per day, current events, political, local, follow policy, and special work. Give age, references, habits. Address A-992, Editor & Publisher.

**Wanted**  
Experienced desk man capable of supervising makeup. Address Box B-517, Editor & Publisher.

**Wanted**  
Advertising man. Must be hustler and capable of filling eight page daily with advertising. Salary \$45.00 and \$50.00 when you are worth it. Write and give your references. If you can't produce results or afraid of work don't apply. Blackwell Daily Tribune, Blackwell, Oklahoma.

**Wanted**  
energetic advertising manager in southern city of 75,000 population by newspaper second in circulation, but with ambition and prospects of developing into dominant leader in its field. Unusual opportunity to capable man seeking permanent connection where results secured will be fully recognized in remuneration. State fully your past experience and record in selling advertising, and give references. Address Box B-508, Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c** A WORD for advertisements under this classification. Cash with order.

**For Sale**  
controlling interest in old established Eastern daily with fully equipped job department in city of 25,000. Twenty thousand dollars will handle. Address A-999, Editor & Publisher.

**For Sale**  
Half control in old established New York State daily with finely-equipped job department. Will sacrifice on account of ill-health. \$12,000 cash will swing the deal. Address A-981, Editor & Publisher.

**Retiring Newspaper Publisher**  
will sell \$15,000 to \$25,000 interest and guarantee dividends; also adequate salary to right manager with necessary experience on business end. Great opportunity on highly successful daily near New York. Address B-506, Editor & Publisher.

**Want to Buy or Lease**  
Small daily or weekly paper in Middle West offering opportunity for development. Send details to Box A-993, care Editor & Publisher.

## FEATURE ARTICLES

**6c** A WORD for advertisements under this classification. Cash with order.

**Mr. Editor:**  
A column of brisk, pointed comment upon world happenings daily will be an asset to your paper. Try "Today in World News" for one month. If it is not worth the money, it will cost you nothing. Special provisions made for the small daily or weekly. Address A-973, Editor & Publisher.

at first forgive us for assuming this bold responsibility, but we expect him to relent when he learns of the pleasure it has given the constituency to which he is devoted."

### Farewell Luncheon to Lowenstein

M. J. Lowenstein was the guest of honor of St. Louis newspaper men at luncheon at the Missouri Athletic Association, prior to his departure to Chicago to become secretary of the Chicago Newspaper Publishers' Association. Mr. Lowenstein had been with the St. Louis Star for 21 years. Resolutions thanking him for square dealings and expressing regret at his departure were adopted by the St. Louis Web Pressmen's Union, St. Louis Mailers' Union, and other labor organizations with which as business manager for the Star he had negotiated contracts.

## SOUTHERN DAILY

(Morning and Evening Combined)

Only paper in city of 13,000 population. Wealthy trading territory; 1922 profits over \$28,000. Equipment ample; no replacement needed. Price \$105,000. Reasonable terms.

## PALMER, DE WITT & PALMER

Newspaper Properties,  
225 Fifth Avenue New York  
Pacific Coast Representative:  
M. C. Moore, 513 Canon Drive,  
Beverly Hills, Calif.

## Unusual Opportunities

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

## HARWELL & CANNON

Newspaper and Magazine  
Properties  
Times Building, New York  
Established 1910

## WE CONNECT THE WIRES

**EDITOR AND MANAGER** wants substantial interest by cash investment in small city afternoon daily. Has owned, developed and sold two newspapers, making handsome profit by each venture. Employer writes: "Saved us at rate of \$20,000 a year by his knowledge of the business." Our No. 5790.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

\*\*\*\*\*

## STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and cooperative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS  
Upbuilders of Newspapers  
42d St. & B'way New York City

\*\*\*\*\*

**NOTICE**  
INTERNATIONAL PAPER COMPANY.  
New York, March 28, 1923.  
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable April 16th, 1923, to preferred stockholders of record at the close of business April 9th, 1923.  
OWEN SHEPHERD, Treasurer.

**Des Moines Rats Again in Peril**  
The annual rat killing contest sponsored by the Des Moines (Iowa) Register and Tribune opened March 19 and will continue to March 31. Two hundred dollars in prizes are offered.

**"How to Read People"**by  
**KATHERINE M. H.  
BLACKFORD, M. D.**

An entertaining and instructive daily feature with Questions and Answers Service.

Dr. Blackford is the originator of Character Analysis and its application to business.

If you want a novel daily article of 400 words for editorial, woman's or feature pages, write for samples to

**UNITED FEATURE  
SYNDICATE**NORRIS A. HUSE, Gen. Mgr.  
World Building New YorkSome of the  
**Distinguished Contributors**  
to our  
**Daily and Weekly Services**H. G. WELLS  
FRANK SIMONDS  
SIR PHILIP GIBBS  
ANNE RITTENHOUSE  
T. R. YBARRA  
SIR GILBERT PARKER  
J. S. FLETCHER  
RUBY AYRES  
LAURA JEAN LIBBEY

Write for Particulars

**The McClure  
Newspaper Syndicate**  
173 Fourth Avenue, New York City**Million  
Dollar  
Hearst  
Features****The World's Greatest Circulation  
Builders****International  
Feature Service, Inc.**  
New York**Announcing**

THE AFFILIATION OF

**The Incomparable  
Publicist****Dr.  
Alexander Irvine**

WITH

**C-V Newspaper Service, Inc.**  
Borden Bldg. N. Y. C.**HUNCHES***Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.***EDITOR & PUBLISHER**

receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

A GOOD story could be gotten together and without a great amount of trouble about "lights." Give the history about the various lights which are used by the railroads and why the various colors were chosen; why was red adopted as the danger signal and green for a clear road? What is the meaning of the lights used by the U. S. Army? Here green is used to denote an infirmary or hospital, combinations of other colors represent different departments, etc. Lights on altars in churches have a meaning. The pastors will gladly give this information. Lights on ships and in fact wherever there is a light used it may be used in a different sense from what a similar light is used in another place. Such a story would be educational as well as interesting.—James W. Hesse, Topeka State Journal, Topeka, Kans.

School graduation time is creeping on fast, now. A good feature story might be worked up by finding out how many brothers and sisters are attending the same school, and particularly if there are members of the same family in the forthcoming graduating classes. We found many sisters and brothers on the threshold of graduation and in one school, twin sisters were looking forward to receiving their diplomas.—W. A. M., The News, Burlington, Vt.

I have never heard of a newspaper publishing a list of its subscribers, but wouldn't it be an interesting and helpful feature for the newspaper published in the smaller town or city to run a list of its out-of-county subscribers once a year? By printing these names and addresses you would aid many old friends to get in touch with each other. Every reader of your paper would be interested in knowing the whereabouts of at least a half dozen of the old residents who have moved away. The people listed would appreciate seeing their names printed in the old home-town paper again. And, by adding a little note asking to be notified of any incorrect addresses, the publisher could clean out the mistakes in the list. If any publisher of a weekly paper thinks this is not a worth-while suggestion, just answer this question: Haven't you had dozens of inquiries from people interested enough in old friends taking your paper to come around to have you look up the addresses

for them?—Paul J. Thompson, University of Texas, Austin, Tex.

Your postmaster and postal employees will be pleased; hundreds of persons who have trouble getting their mail will appreciate it, and all of your readers will peruse an article on "some mailing troubles." Check up with the postoffice on the number of misdirected letters handled daily; the number that have the right name of city but the wrong state; those that come through without street or box address, and photograph some of the illegible addresses he will show you. The odds are that even you will be surprised at the figures.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

A policeman is just a policeman, of course, but he is a somewhat important factor in the human affairs of a city, and pretty much everybody, more or less and for one reason or another, is interested in him. You might do worse in the way of human interest stuff than to give the names of the officers on certain beats, and tell folks something about them and about the wife and kids. The big chap who looks like the portraits of old John L. Sullivan, who is on the U. S. Bank corner every afternoon at about 3 o'clock, is Jerry Ryan—something like that, y'know. And then when Jerry gets into the big news, which he is quite sure to do sooner or later, folks will know which one he is and the big news will be bigger than it would be otherwise. Go down the line with the whole force of uniformed patrolmen, day by day or all at a swoop as it pleases you. The information has only to be asked for at headquarters.—D. H. Talmadge, 193 N. Commercial St., Salem, Ore.

The Des Moines News on the city's "birthday," the anniversary of its incorporation, dated its issue 100 years ahead and its editorials, features, regular departments, and fake news stories were all written from the viewpoint of a century in the future. The census of the city and nearby towns was given, a dispatch bearing a Washington date line told of how the executive committee of the Anglo-American republic had voted to proceed with the project of raising Chicago out of the bed of Lake Michigan, while a "thot transference" dispatch from Mars told of conditions there. The Questions and Answers column poked fun at present day politicians, the street railway system, and city hall graft. The city council was reported as passing a resolution of necessity for an aerial sewer, and as passing an ordinance requiring all women over 23 years of age to register at a matrimonial bureau. The idea admits unlimited possibilities for a clever city editor.—Bruce Cole, The Echo, Prophets-town, Ill.

The public library that is worth its name and maintenance can be made to serve as a mine of good news stories as well as of general information. In connection with the wire news of the expedition to the tomb of King Tut-ankh-Amen, the Buffalo Public library got up a ready reference list of books, and the librarian produced a story to the effect that Tut's queen was more important than he. The library staff is producing for publication lists of books on prayer and other appropriate Lenten topics, one per week. The librarian also furnishes to the press for use on Sunday a list of new books added to the shelves, the list, subdivided under the usual library headings.—R. E. Downer, Buffalo Express, Buffalo, N. Y.

Analyze and boil down.

What after all, chiefly makes people read papers? Isn't it Human Interest?

The cartoons of Salg and their captions have Human Interest, and Humor. They are certainly Decorative.

You may have it two column or three column if your territory is open.

**METROPOLITAN  
NEWSPAPER SERVICE**Maximilian Elser, Jr., Genl. Mgr.  
150 NASSAU ST., NEW YORK**?Do You Know?  
SCIENCE SERVICE**

Interesting shorts, making a daily feature, appear under the above heading in our general news report.

The Daily Science News Bulletin also contains:

NEWS stories telling what is happening on the frontiers of science.

Authoritative, vital and striking signed articles.

"News of the Stars," "Chats on Science" by Dr. Edwin E. Slosson.

Photographs and Drawings in mat form.

Some territory is still open.

Wire Allied Newspapers, Inc., 52 Vanderbilt Ave., New York City, selling agents.

**SCIENCE SERVICE**  
1115 Conn. Ave., Washington, D. C.**The Providence  
Sunday Journal***has taken on our  
RADIO*THE INTERNATIONAL SYNDICATE  
213 Guilford Ave., Baltimore, Md.**WIRE  
NEWS**

For Evening and Sunday Newspapers

International News Service  
21 Spruce St., New York**America's Best  
Magazine Pages  
Daily and Sunday****Newspaper Feature Service**241 WEST 58TH STREET  
New York City

# Southern Farm Crops

Constituted Two-Thirds of the Increase in Crop Values Last Year for the Entire United States

The purchasing power of the South in agriculture is now produced by varied crops. No longer is the South dependent upon cotton as its single money crop. At the same time she raises tobacco, sugar-cane, corn, wheat, oats, peanuts, rice, sweet potatoes, vegetables and fruits in great quantities.

Think of the South agriculturally in millions—many millions of dollars' worth of produce.

The live stock industry has grown by leaps and bounds until today it has over one-third of all live stock of the country.

The South is rich in merchandising possibilities and no broad visioned national advertiser or manufacturer who will investigate and study the facts can but know the ever increasing demand for all kinds of supplies.

The prospects are nowhere so promising for good returns on an advertising investment today, as in Southern newspapers, particularly those covering the states in this list.

Get your advertising going in these daily newspapers, read by all the home people from the Potomac to the delta of the Mississippi.

Right Now the Opportunities Encourage Newspaper Advertising. Use This List.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
<b>ALABAMA</b>				<b>NORTH CAROLINA* (Continued)</b>			
††Birmingham News.....(E)	78,292	.15	.15	**Greensboro Daily News.....(S)	27,250	.07	.07
†Birmingham News.....(S)	71,276	.15	.15	**Raleigh News and Observer.....(M)	24,593	.06	.06
**Mobile News-Item.....(E)	10,392	.05	.05	**Raleigh News and Observer.....(S)	29,338	.06	.06
**Mobile Register.....(M)	21,264	.07	.07	**Raleigh Times.....(S)	8,275	.04	.03
**Mobile Register.....(S)	32,715	.085	.086	<b>SOUTH CAROLINA</b>			
<b>FLORIDA</b>				*Columbia State.....(M)			
†Jacksonville Journal.....(E)	18,090	.07	.07	†Columbia State.....(S)	22,007	.06	.06
**Florida Times-Union, Jacksonville (M&S)	36,172	.06(9cS)	.06(9cS)	*Columbia State.....(S)	21,760	.06	.06
**Pensacola News.....(E)	4,795	.03	.03	**Greenville News.....(M)	13,938	.055	.05
*Pensacola News.....(S)	5,291	.03	.03	*Greenwood Index Journal.....(E&S)	4,185	.025	.025
†St. Petersburg Independent.....(E)	4,031	.03	.03	*Spartanburg Journal.....(E)	4,165	.04	.04
<b>GEORGIA</b>				*Spartanburg Herald.....(M&S)			
**Augusta Chronicle.....(M)	10,661	.045	.045	<b>TENNESSEE</b>			
**Augusta Chronicle.....(S)	11,075	.045	.045	**Chattanooga News.....(E)	22,514	.06	.06
**Augusta Herald.....(E)	12,277	.05	.05	**Chattanooga Times.....(M)	23,067	.07	.07
**Augusta Herald.....(S)	12,121	.05	.05	**Chattanooga Times.....(S)	23,596	.07	.07
*Columbus Ledger.....(E&S)	8,789	.04	.04	†Memphis Commercial Appeal.....(M)	94,862	.16	.15
**Macon Telegraph.....(M)	23,017	.06	.06	†Memphis Commercial Appeal.....(S)	111,176	.19	.18
**Macon Telegraph.....(S)	24,395	.06	.06	*Nashville Banner.....(E)	41,700	.07	.07
**Savannah Morning News.....(M&S)	20,875	.055	.05	*Nashville Banner.....(S)	42,931	.06	.06
<b>KENTUCKY</b>				<b>VIRGINIA</b>			
*Lexington Leader.....(E)	16,700	.05	.05	†Bristol Herald Courier.....(M&S)	5,582	.04	.04
*Lexington Leader.....(S)	16,083	.05	.05	†Danville Register and Bee.....(M&E)	12,032	.045	.048
†Louisville Herald.....(M)	44,303	.09	.09	Newport News Times-Herald.....(E)	9,041	.05	.05
†Louisville Herald.....(S)	54,150	.06	.06	Newport News Daily Press.....(S&M)	4,051	.05	.05
<b>NORTH CAROLINA</b>				*Roanoke Times & World-News.....(M&E)			
†Asheville Times.....(E)	7,785	.04	.04	*Roanoke Times.....(S)	14,500	.07	.06
**Asheville Citizen.....(M)	12,093	.045	.045	Government Statement, April 1, 1922.			
**Asheville Citizen.....(S)	11,605	.045	.045	*A. B. C. Publishers' Statement, April 1, 1922.			
*Durham Herald.....(M)	7,063	.04	.04	**A. B. C. Publishers' Statement, Oct. 1, 1922.			
**Greensboro Daily News.....(M)	19,287	.05	.05	†Includes Bristol, Tenn.			
				†Government Statement, October 1, 1922.			
				††Government Statement, February, 1923.			

# NEW YORK ADVERTISING SITUATION

Figures showing the use of space in the New York Daily  
Newspapers during February, 1923  
and February, 1922

## EVENING NEWSPAPERS

	1923	1922	Gain	Loss
Journal .....	878,548	843,536	35,012	
Mail .....	442,228	407,514	34,714	
Post .....	257,938	297,564		39,626
Sun .....	698,932	661,878	37,054	
Telegram .....	479,462	492,778		13,316
World .....	625,268	660,212		34,944
Globe .....	617,882	499,044	118,044	
	<u>4,000,258</u>	<u>3,862,526</u>	<u>224,824</u>	<u>87,886</u>

## MORNING NEWSPAPERS (Including Sunday)

American .....	846,634	858,512		11,878
Herald .....	846,234	839,434	6,800	
Times .....	1,706,832	1,681,244	27,588	
Tribune .....	711,708	673,622	38,086	
World .....	1,328,096	1,139,150	188,946	
	<u>5,439,504</u>	<u>5,191,962</u>	<u>261,420</u>	<u>11,878</u>

A Record Showing Progress Over the Largest Volume  
Ever Printed in the Same Month  
in Any Year

# THE NEW YORK GLOBE

JASON ROGERS, PUBLISHER

LORENZEN & THOMPSON, Special Representatives  
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO - LOS ANGELES

