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THIS ISSUE: UP TO PRESS TO DEFINE AND ENFORCE ITS FREEDOM



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, MARCH 10, 1923

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

10c Per Copy

Selling the Investor, too

LEADING financial and investment houses in the United States now realize that to maintain the market for investment securities and provide for the success of future issues, it is essential to promote the absorption of securities by "ultimate consumers"—individual investors.

This is most efficiently and economically done by advertising in those mediums that most influentially reach the greatest consumer markets. In Chicago the medium is The Chicago Daily News,* which by reason of its large home circulation and influence in the "family councils" of financially competent Chicagoans most completely and effectively reaches the great outstanding consumer market in its territory.

Realizing this, the following representative financial houses have each placed in The Chicago Daily News, since January 1, 1923, more than 1,000 lines of financial display advertising.

Investment Bankers, Bond Houses and Brokers

A. C. Allyn & Co.
American Bond & Mortgage Co.
Ames, Emerich & Co.
A. G. Becker & Co.
Blair & Co.
Blythe, Witter & Co.
Bonbright & Co.
John Burnham & Co.
George H. Burr & Co.
H. M. Byllesby & Co.
Cochran & McCluer Co.
Federal Securities Corp.
Guaranty Co. of New York

Greenebaum Sons Investment Co.
Halsey, Stuart & Co.
Hayden, Stone & Co.
Jones & Baker
Jacob Kulp & Co.
Lee, Higginson & Co.
J. P. Morgan & Co.
National City Co.
S. W. Straus & Co.
The Straus Bros. Co.
R. E. Wilsey & Co.
Utility Securities Co.

Banks and Trust Companies

Central Trust Co. of Illinois
Chicago Title & Trust Co.
Continental & Commercial Nat'l Bank
Corn Exchange National Bank
First National Bank of Chicago
First Trust & Savings Bank
Foreman Bros. Banking Co.
Harris Trust & Savings Bank
Illinois Trust & Savings Bank
Merchants Loan & Trust Co.
Northern Trust Co.
Peoples Trust & Savings Bank
Union Trust Co.

To reach most effectively the greatest market of primary and ultimate consumers of legitimate securities in Chicago, and provide for the steady absorption of future issues, place your advertising in

THE CHICAGO DAILY NEWS

First in Chicago

*The FINAL EDITION of The Chicago Daily News gives its readers the COMPLETE story of the financial day TWELVE HOURS EARLIER than the same reports are supplied by any morning newspaper.



Setting Display —
the Expensive Way



Setting Display —
the Intertype Way

Larger Profits in Display Composition

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

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

The time-savings start with the actual setting of the line—keyboard operation and automatic justification in place of picking up and justifying separate pieces of type. Then come the advantages of Intertype slugs in handling, make-up, lock-up, and even on the press, the latter because there are no loose spaces to work up during the run. Finally, the Intertype way simplifies breaking up the form and eliminates distribution.

Display Intertypes are very flexible—easy to change from one size or face to another. And the Intertype is the only composing machine which sets 42-em (7-inch) slugs.

Send for our Matrix Specimen Book, typical magazine layouts for display composition, and other detailed information.

Intertype Corporation

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

INTERTYPE

This advertisement was set throughout on an Intertype, in the Intertype Cheltonian Series

The Best Advertising Buy
In Cleveland Today—

THE CLEVELAND PRESS

(1) With a local Net Paid Greater Cleveland circulation of 143,041, 36,440 more than The News and 30,904 more than the Daily Plain Dealer.

(2) Regularly publishes more local advertising than either The News or Daily Plain Dealer.

(3) Last year THE PRESS carried a larger volume of advertising, including all classifications, than either The News or Daily Plain Dealer.

Local merchants prefer THE PRESS, because it thoroughly blankets and dominates the Greater Cleveland market.

Year in and year out, advertisers indicate their abiding faith in THE PRESS by using more space in this great selling medium than in any other Cleveland daily newspaper—conclusive proof of the responsiveness of THE PRESS' circulation.

ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York

Chicago

Cleveland

Cincinnati

St. Louis

Atlanta

San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

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

Selling Sporting Goods and Outing Garments in Philadelphia

—leading sports centre in America

"Philadelphia leads all other American cities in the number of individuals who take part in outdoor and indoor sports."—Dr. E. J. Cattell, former City Statistician.

There is plenty of playing room in Philadelphia.

From one to five or even more teams represent most of Philadelphia's 16,000 industrial plants in various forms of athletics.

Thousands of mercantile and business establishments, clubs, associations, public and private schools, colleges and other educational institutions; public playgrounds, Sunday Schools, etc., are represented in sporting events of all kinds throughout the year.

You can teach this great army of sports enthusiasts to ask for your goods by name or trademark through The Bulletin—the recognized sporting authority and the favorite newspaper of Philadelphians.

DOMINATE PHILADELPHIA

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

Philadelphia's Newspaper

The Evening Bulletin.



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

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

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

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

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

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

PARIS
Ray A. Washburn
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

UP TO PRESS TO DEFINE AND ENFORCE FREEDOM

An Effectively Administered Professional Code Would Prevent Vicious Editors' Come-Back After Punishment By Denying Them the Right to Publish

By LAWRENCE W. MURPHY

THE editor of a small daily in a Middle Western state had violated the code of ethics adopted by the state press association of which he was a member. He had repeatedly allowed stories to be printed in his publication that were wilful misrepresentations of fact.

The other members of the association wanted to do something about it. The machinery of the organization, however, provided no way of penalizing an offender.

In this case there was only one method of making known to the offender his standing among his fellow workers. They sought to show displeasure by their personal treatment of the offender. They avoided him or treated him with marked coolness.

What was the result? The editor immediately withdrew from the association and launched a newspaper attack upon both the organization and its members, pointing out that he had broken with the organization and thus maintained his independence while the members under the guise of combining for the welfare of journalism had in reality become subject to special interests and a clique that dominated the association.

Thus, what was intended as a punishment of an offender against public welfare became a punishment of the protectors of public welfare and the friends of better journalism.

This is the situation in the various press groups today as far as enforcement of ethical codes is concerned. True, the chairman or president may deliver lectures or criticisms from the chair, but what is to prevent the offender from absenting himself from the meetings? True, the organization may pass a resolution of condemnation, but what is to prevent the editor from counter attacking and discrediting the motives of the members?

The group that passes judgment upon a journalist who offends against decency or accuracy has little chance of being acclaimed a benefactor of society, but it has every chance in the world of being maligned and ridiculed.

This situation is the result of the inability of the press to enforce codes of honor among journalists. The reasons for this inability are two: lack of one generally recognized code that applies to the whole profession, and lack of machinery for successfully enforcing such a code.

Enforcement of a professional standard followed to its logical conclusion means the right of denying the privilege of publication to incorrigible members.

Mere mention of such a thing, however, brings forth a mighty wail that freedom of the press is being assailed. But is it?

Ministers and public-spirited citizens are continually at pains to explain to the world the difference between liberty and license as it applies to personal conduct.

Personal liberty of action, it is pointed out, does not mean a right to kill a neighbor or to poison his children; why then, should freedom of the press mean

Editorial Note—Mr. Murphy, the author of this article, is the head of the course in journalism at the University of North Dakota, and has taken a prominent part in the advocacy of ethical journalistic reforms in that state.

a right to misguide a neighbor, or to poison his children's minds?

Freedom of the press, like personal liberty, should be understood to mean liberty of choice WITHIN THE BOUNDS OF PROPRIETY and journalists themselves should define the bounds of propriety in their code of ethics.

When propriety is overstepped, the action is no longer that of freedom of the press but of license, "the reckless doing of all that caprice or passion may choose, the ignoring and defiance of all that should restrain."

Establishment of a journalistic code defines the bounds of propriety and if members disregard the code or defy the rulings of the professional body they have no defense in freedom of the press because their acts fall under another heading.

The code transgressors, at the present time, are the greatest danger and drawback to the profession, and journalists must prepare to cope with them if freedom of the press is to be extended and become a universally acknowledged right.

This means that journalism itself must define freedom as it applies to the press and that it must establish machinery that

will protect that freedom. The American Bar Association has established a procedure that is significant as an illustration of administration of professional standards. When a member of the association is charged with an offense that reacts against the profession he is tried, and if found guilty, he is debarred from the profession. This makes it practically impossible for him to practice as a reputable lawyer.

What would be the effect on journalism if it took charge of its own black sheep in the same way? It is possible that an editor expelled from the profession might continue to practice but if the limits of propriety were accepted as the bounds of freedom of the press the various states would soon have laws to protect the people from outcast journalists.

There would be no infringement of freedom of the press in such laws for they would apply only to those who overstepped that freedom, based on the journalist's own definition. With such a law the whole profession would be benefited, for those in good standing would no longer have the sins of the black sheep held against them and they could claim even greater privileges than they now possess.

It is possible for the present associations to define ethical practice and establish from 50 to 100 different definitions for the reputable practice of journalism. This seems hardly desirable on account of the confusion in administration and on account of the polyglot character of the various organizations. More than 150 of the present associations are devoted to the welfare of journalism. The chaotic condition which would follow promulgation of a score of creeds varying in detail does not endorse such procedure.

It is not practical to have a number of codes and expect to administer them effectively. Even now the number is approaching the century mark. There is a code for every mind and mood, a code to satisfy the most exacting, a creed to soothe the most sensational; there are canons on free publicity, on advertising, on news and editorial, on personal conduct, maxims for individual newspapers, and commandments for all not otherwise directed.

A journalist who offends against one set of instructions can shift his allegiance, just as he can shift from one paper to another, and can operate under a less exacting interpretation of the proprieties.

Plainly, this leads nowhere in the case of the wilful offender. There must be one code generally recognized. The legal and medical associations are national in character and by enforcing a national code they have been able to exert remarkable influence in improving their members and the conditions under which they practice. It is possible that journalism may learn its most valuable lesson from these two well organized professions.

The experience of the legal and medical associations suggests a program of enforcement of professional standards that is immediately available. Simply stated it is this: By consent of the journalists and through their efforts establish a national association representing the whole profession which shall have power to adopt and enforce professional standards; make membership in this organization a mark of journalistic achievement, and expulsion a mark of disgrace; establish machinery for preparation and dissemination of a national code; authorize and empower a national enforcement board and provide for the creation of local enforcement boards to hear charges against members; secure legislation to prohibit right of publication to those convicted of having overstepped freedom of the press.

The achievement of a program of this kind would have a profound effect upon the profession. It would add to its dignity, insure the entry of better-trained men and women into journalism, and protect the public from ignorant and malicious editors whose publications exert an anti-social influence.

An American Press Congress, or an American Society of Journalists might be a proper association to undertake this program. Others already in the field might prove as desirable if they were open to the whole profession. In any event the officers and members of

PUTTING TEETH INTO ETHICS

OKLAHOMA CITY, Okla., March 8—The first state move to put teeth into journalistic ethics is made in a new bill now pending in the upper house of the Oklahoma Legislature.

The bill provides for a State Board of Examiners that would work along the same lines as the boards that now exist to pass upon the qualifications of applicants for the right to practice law or medicine.

Supporters of the measure contend that its adoption will open the way for the newspaper men of Oklahoma to set up a code of ethics and force their acceptance by every working journalist.

Under the proposed law, which was introduced yesterday, it is provided that newspaper editors, reporters and all persons engaged in handling "copy" for publication would be required to pass an examination before a state board of newspaper examiners and pay \$10 for a license.

The measure, according to its author, seeks to lower the libel average by raising the standard of personnel of Oklahoma newspapers.

Provision is made in the proposal for "cubs" who are defined as students. They would not be licensed and their editors would be responsible for their acts.

kindred organizations scattered over the country should express their gratitude toward a movement of this kind. They might propose the general acceptance of their own codes or make other suggestions with their own experiences in kind. If they would write to EDITOR & PUBLISHER and offer their co-operation it would be easy to get a cross section of the attitude of the press toward national influence in the improvement of the profession and the work of organization might be speedily effected.

With all active publishers, editors, reporters, editorial writers, feature writers, and others in one association, beginners could be forced to meet certain requirements before being admitted to full membership. Junior journalists, or junior reporters, could be made to serve a certain number of years before being eligible for professional rating, or they could be made to pass a special examination, or to present certain educational requirements. The adjustment of this and other matters would be fully as easy to solve in the case of journalism as they were in the other professions. Experience of the law association teaches us that not more than one or two editors would be expelled over a period of several years in some states and that there would be a decided tendency to meet the requirements rather than face the disgrace of being turned away by the profession.

More than 10,000 college-trained journalists are practicing in the United States at the present time. These, and others with the insight that comes from experience in journalism should see the immediate need of such an association and lend their influence to unite the journalists of America into a professional body that will give the nation real freedom of the press.

MID-WEST CIRCULATORS MEET

Urge Subscription Solicitation by Rural Mail Route Carriers

(By Telegraph to EDITOR & PUBLISHER)

HUTCHINSON, Kan., March 8.—With forty members present, the Mid-West Circulation Managers at their two-day meeting, which closed tonight, adopted a resolution asking that rural delivery carriers be allowed to take newspaper subscriptions. The resolution was championed by Ralph Seeman, of the St. Louis Globe-Democrat.

Closer co-operation between the news and circulation departments was advocated by Fred Henney, city editor of the Hutchinson (Kan.) News. Ross Burns, publisher of the Joplin Globe, made an appeal that present prices of newspapers be maintained. Following a long discussion, a majority of those present were placed on record to the effect that newspapers were today being sold as cheap as they should be. Will A. Butler, of the Colorado Springs (Col.) Telegraph, discussed the methods used by larger papers in securing circulation. Office control of collections and the independent carrier system were taken up by Lloyd Smith, of the Kansas City (Kan.) Kansan.

Other speakers included G. V. Allen, Hutchinson (Kan.) News; J. J. Liggett, Joplin (Mo.) Globe; H. O. Sondergard, Hutchinson (Kan.) Gazette; M. W. Halmbacher, Oklahoma Oklahoman and Times; H. S. Blake, Capper Publications; Claude B. McCauley, Wichita (Kan.) Beacon; Sidney D. Long, Wichita (Kan.) Eagle; Harold Hough, Fort Worth (Texas) Star-Telegram; E. E. Scott, Tulsa (Okla.) World, and Walt B. Reynolds, Freemont (Neb.) Tribune.

The address of welcome was made by Mayor George Gano and the response was by Sidney D. Long. A banquet was tendered the visiting delegates by the Chamber of Commerce. The next meeting will be held in Pueblo, Col., in September.

Coutlee With Ruthrauff & Ryan

Douglas Wakefield Coutlee, who for the last three years has conducted an advertising agency in New York under his own name, has joined the copy staff of Ruthrauff & Ryan agency of New York.

URGES COMMUNICATION WORLD FREEDOM

Press Congress Executive Committee Appoints Commissioner to Europe and Other Americas for Informative Journalism

St. Louis, Mo., March 6.—Freedom of the press in the transmission of news and opinion and the selection of a commissioner to visit Europe, Central and Latin America in the interest of the Press Congress of the World was the principal business to come before the Executive Committee, meeting here today.

Those present in person or by proxy were Walter Williams, president of the Congress and dean of the School of Journalism of the University of Missouri; Frank P. Glass, editorial director of the St. Louis Star, and vice-president for the United States; Oswald Mayrand, La Press; Gardiner Kline, Amsterdam (N. Y.), recorder; K. Sugimara, Japan; Dr. V. R. Beteta, Guatemala, and James Wright Brown, secretary-treasurer of the Congress and editor of EDITOR & PUBLISHER.

The following statement of principles on the transmission of news and opinion, drafted by Elmer Davis, of the New York Times and presented by James Wright Brown, of EDITOR & PUBLISHER, was adopted:

"The issues of a free press and of unrestricted transmission of news vitally concern nations, governments and peoples, and not chiefly journalists.

"Before the next war comes, if it comes, governments and nations must be convinced that in the long run lying does not pay. It does not pay even in peace time, and realization of that fact may prevent or postpone the next war. So long as in virtually every nation there is more or less popular influence on foreign policy freedom of communication and publication is an absolute necessity to intelligent direction of international affairs.

"Nobody believes that this freedom will bring about the millennium. That can be produced only by an improvement in the human heart and the human brain; but unrestricted communication will improve the public intelligence. It may not make the people think, but it will relieve the easy alibi for not thinking, which is offered by the suspicion that the news is not coming through, and that you cannot believe what you see in the daily newspapers.

"Free communication means that the wires are open to everything; that deliberate inventions and partisan opinions circulate as readily as the reports of correspondents disinterestedly trying to find out what's what. Nobody has a monop-

oly of truth or enlightenment; everybody writes under the influence of some bias, but if the wires may carry everything and the press may print everything, the public will learn to discriminate, it not between the true and the false, at least between the more and the less plausible. Without some such education of the people every foreign policy must be a stumbling in the dark, and a dark full of pitfalls.

"That is the longer argument for freedom of the press. A more immediately useful argument is that it does not pay. Every journalist soon knows where dispatches are being censored, and the suspicion persists long after the censorship is removed. Most people who love darkness do so because their deeds are of darkness; there is no easier way for a nation or a government to get a bad name the world over than that by censoring news, whether for home or foreign consumption."

Mr. Brown was appointed special commissioner of the Congress to visit Europe as a representative of the Congress to attend meetings of European journalists and to arrange plans for the triennial session of the Congress in Europe, in 1924. He will act on behalf of the Executive Committee in all arrangements. The decision to meet in Europe was made today.

W. W. Davies, president of the Association of Foreign Press Correspondents in the United States, was appointed to represent the Congress at the meeting of Central and Latin American journalists at Santiago, Chile, this month.

COLLEGE EDITORS ORGANIZE

Will Promote Better Papers in Michigan at Meetings to Be Held Yearly

(By Telegraph to EDITOR & PUBLISHER)

YPSILANTI, Mich., March 8.—Thirty-five delegates representing Kalamazoo College, Kalamazoo Normal, Detroit Teachers' College, Hillsdale, Albion and Central State Normal and Ypsilanti Normal, have formed the Michigan College Press Association, to promote better college papers. Editorial policies, advertising and management were discussed at the first meeting, held here yesterday.

A banquet was served delegates in the evening by the Domestic Science Department of Ypsilanti Normal College. Addresses by John L. Brumm, head of the University of Michigan Department of Journalism; Olin C. Eckley, former editor of the Depauw University paper, and Charles McKenny, president Ypsilanti Normal. No individual officers elected, but Ypsilanti Normal was placed at the head of the association, and will hold annual meetings here.

PRESS DEFEATED HIM SAYS TOWNSEND

His Opposition to Postal Rate Reduction Antagonized Publishers, Declares Ex-Senator from Michigan

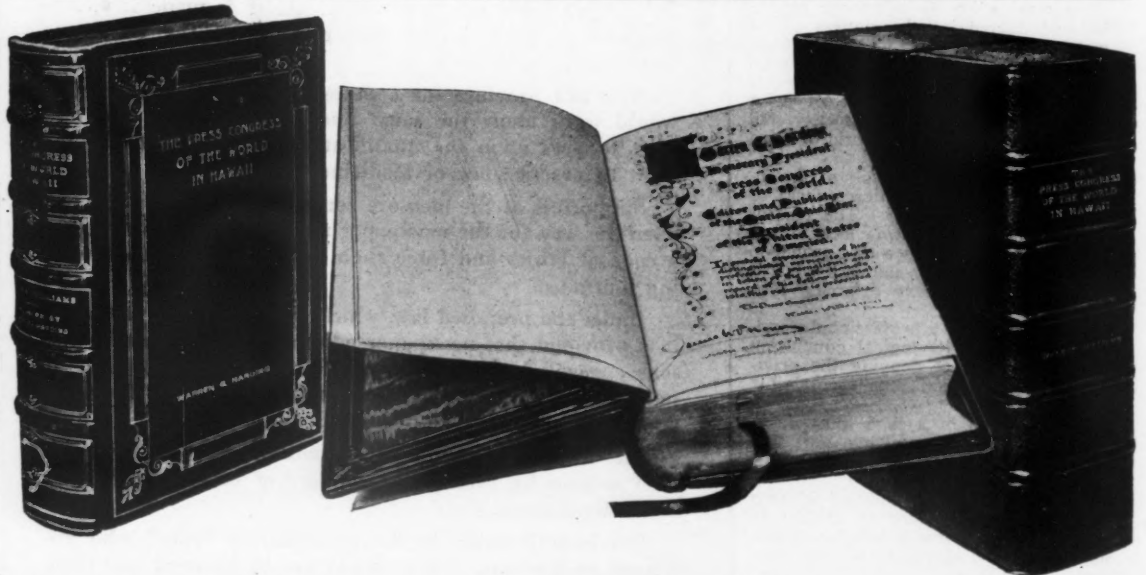
WASHINGTON, D. C., March 7.—The direct charge that publishers used their influence against him in his campaign for re-election was made in Congress by Senator Townsend of Michigan shortly before adjournment March 4. Senator Townsend, who was chairman of the Joint Postal Commission of Congress, asserted that publishers' opposition was inspired by his attitude toward the proposed reduction of second-class postal rates and also the attitude of the Joint Postal Commission with respect to the cost of transporting second-class matter.

The accusations of the Michigan Senator was made in the course of a debate on the wheat stabilization bill. Senator Gooding of Idaho, an advocate of the proposal to stabilize the price of wheat, had declared the Treasury of the United States subsidized second-class mail to the tune of \$72,000,000 a year.

"Of course," said Senator Gooding, "that is not socialistic, but any Senator or Congressman who undertakes to change our postal laws will be threatened with political destruction by these guardians of selfish interests of America."

"I desire to state they not only will be, but they have been," interposed Senator Townsend. "A short time ago some of these publications issued a statement attacking the Joint Postal Commission, because of its efforts to determine the cost to the Government of carrying different classes of mail. We had proceeded with that quite successfully to the extent of determining upon a plan, and it would require an appropriation for additional help for a few months to compile the facts after they had been disclosed.

"These articles came out with an attack on the commission, saying that the commission had asked for \$800,000, when it had not asked for a dollar, not a cent, and had done only what Congress had directed it to do, namely, to take steps for the purpose of finding out the facts concerning the Post Office Department. So the Senator is absolutely correct in his prophecy, because during the last campaign questions came to the candidates—they did to me—asking if I would vote to reduce, not to increase but to reduce, the rate already in existence on second-class mail matter, and that it was important that I give my decision in the matter before election day."



Dainty morsel for book-lovers. Last week a committee representing the Press Congress of the World journeyed to Washington to present President Warren G. Harding with a hand-tooled special edition containing the proceedings of that organization in Hawaii. President Harding is Honorary President of the Press Congress of the World. The presentation followed the regular conference with newspaper men at the end of a hard day that marked the closing sessions of Congress. The members of the presentation committee were L. C. Earnist, of the United Press; George T. Hargreaves, of Universal Service, and James Wright Brown, of EDITOR & PUBLISHER.

BALTIMORE NEWSPAPER MEN STUDY NEWS AND EDITORIAL VALUES

Announced Program Touches Every Phase of Newspaper Making as Well as Relationship to Public—Results of Exhaustive Survey and Investigation Will Be Put into Book

A LITTLE group of men in the editorial department of The Baltimore Sun has started a study on newspaper values, which is expected to be of considerable value as it develops. Stanley M. Reynolds, the managing editor of the paper, has given it his approval and is aiding it to find itself.

The group consists of three copy-readers, three reporters, three editorial writers, the assistant managing editor of The Sun and the city editor. They discuss such questions as "What is the social function of a newspaper?" "What is news?" and other topics outlined in a program published elsewhere in this paper. Two meetings in the conference room of The Sun have been held so far. Others are planned to be held at lunch time in a restaurant near the office.

One member of the editorial staff is responsible for the idea, and he says that it was suggested to him when he attempted to find some literature on such topics as "How do we gauge the public interest in news?" This man is a very modest person and he refuses to permit his own name to be dragged out in public in connection with the matter, but he says that he found the answer to this question was something like this: "We don't, we just believe we gauge it." So he thought it would be interesting to hold meetings and to have some of those who do the gauging express their opinions, so that said opinions might be written down on the stones, even as Tut-Ankh-Amen's thoughts and deeds were written down back there in Egypt.

This suggestion was made to get data on how the public reacts to certain things in the newspapers: Send a copy or copies of the paper of a given date to a class at the Johns Hopkins University, ask each member of the class to mark the story in that paper which interested him or her most and which he or she read through to the end, ask that stories which interested them less be marked in such a way to identify them, ask that stories (or editorials) which were not read at all be marked likewise. It was suggested that the same procedure be tried with Goucher College (a woman's college) with the Rotary Club, the Federation of Labor and other bodies.

The man who started the thing hopes to apply such methods to a large number of subjects, such as "What is public opinion and how do newspapers gauge it?" "To what extent do newspapers influence public opinion?" "To what extent does public opinion influence newspapers?"

By means of such discussions, it is thought that an accumulation of opinion and fact on these various questions may be set down in print in more tangible form than they have had in the past, when they have been expressed only in talk, that eventually a book or books may be written on the subject and that in the end the thing may result in a literature of the science of newspaper making, which will have the same relation to the newspaper business that the literature of medicine or any science bears to that science.

The purpose of the movement is fully covered in the following invitation to staff members and the program that follows:

"Few groups of practical newspaper men have attempted scientifically to study and analyze the problems of their profession. At least, if they have done so, there is no available record of the result of such investigation.

"A number of men on our staff have expressed interest in doing this. The enclosed outline, while not attempting to cover the business angle, suggests a field for research from the editorial point of view.

"The advantages from such work seem

to some of us worth considerable effort. They may be summarized as follows:

- "1. Increasing our own value as newspaper men by obtaining a more thorough understanding of the principles of the profession.
- "2. Improvement of our own paper through such suggestions as may be worked out through group study and through increased efficiency individually.
- "3. Contributing a book which will stimulate further thought and inquiry on the part of others.
- "4. The pleasure of mutual better acquaintance.

"The topic discussed at the meeting last Friday illustrates the method to be employed. The subject considered was: "How do we gauge the public interest in news?" Brief statements of the opinions of members of the group were submitted. These were discussed. In the light of the discussion, one member volunteered to make an extensive investigation to determine more accurately to what extent the public is interested in the various types of news. He will prepare a paper, which will be discussed at a future meeting, and eventually, we hope published with papers by other members in book form.

"If you feel that you will get enough out of the proposition to put in the necessary work your co-operation is wanted.

"The next meeting will be at 11.30 o'clock Saturday in the editorial conference room. The meeting will begin promptly, so it may not interfere with other engagements members of the group may have. The next subject for discussion will be:

"What is the Social Function of a Newspaper?"

A complete program of the subjects to be taken up follows:

Editorial Policy—

1. What is the social function of a newspaper?
2. What is public opinion and how do newspapers gauge it?
3. To what extent do newspapers influence public opinion?
4. To what extent does public opinion influence newspapers?
5. To what extent should newspapers attempt to mould public opinion and what methods should they employ?

Problems of Fabricating a Newspaper—

- A. What is news?
6. How do we gauge the public interest in news?
7. What basis is used for gauging the importance of news?
8. To what extent do newspapers influence public interest and to what extent does public interest influence the presentation of news?
9. Do we have means for reporting fundamental changes in the structure of society?
10. Analyze the news as presented in various classes of newspapers.
11. What is news as applied to economic problems?
12. What is news as applied to politics?
13. How should crime, accident and scandal be handled?
- B. Influences shaping the presentation of news.
14. The problem of propaganda from without.
15. To what extent is it advisable to educate the public's taste for news?
16. To what extent do our emotional responses cause us to emphasize or suppress news? What are the effects of this upon the various classes of news?
17. To what extent does ownership influence the presentation of news?
18. To what extent should business and editorial offices co-operate?

19. News policies adopted to increase circulation.
- C. Problems of getting the news.
20. What are the ideal standards for reporters of various types? What are the minimum standards that should be permitted?
21. What methods are employed to obtain and hold the best possible men upon newspaper staffs? Suggested improvements.
22. What is the organization of some of the most efficient editorial offices? Suggested improvements.
23. What methods are employed to train reporters?
24. What methods are employed to open new sources of news?
25. The adequacy and reliability of news services and other problems.
26. The use of "features" and photographs.
27. Newspaper supplements and their value.
28. Additional publications which newspapers such as the New York Times issue. Is there a field for extending this?
29. Mechanical difficulties in presenting news fairly and suggestions for overcoming them.

Ownership and Management—

30. What interests in the community do the present papers represent?
31. Experiments in co-operative and community newspapers.
32. To what extent should a newspaper be managed as a public service? How would this be possible?

A. P. MOORE A DIPLOMAT

Former Pittsburgh Publisher Named U. S. Ambassador to Spain

Alexander P. Moore, who was appointed American Ambassador to Spain March 3, ended a long career as a Pittsburgh newspaper man February 14, when his Leader was purchased by the other Pittsburgh newspapers and immediately suspended. He was born November 10, 1867, and had been in the newspaper business since 1889, as reporter, city editor, managing editor and publisher. For several years prior to that he had the usual youngster's newspaper jobs, and his interviews following announcement of his appointment indicate that he considers all of his newspaper work excellent training.

"It seems to me," he told one reporter, "that anyone who has been in the newspaper business 42 years should be qualified to represent his country as ambassador. Journalism certainly develops one's powers of diplomacy and prepares also by keeping one in constant touch with domestic and international affairs. I happen to have been everything in the business, from office boy to publisher."

Another New York reporter who found Mr. Moore at the Inner Circle dinner quoted him as follows:

"I have been a small-town diplomat 34 years, and I guess I won't have much trouble holding down an ambassadorship. Publishing a newspaper in a comparatively small city like Pittsburgh requires real diplomacy."

Boston American Loses Newsprint

The Boston American lost 780 rolls of newsprint paper in a fire which swept through a large warehouse in Charlestown, Mass., March 2. Eleven freight cars were also burned and others damaged.

Kentucky Merger

The Mayfield (Ky.) Times has been merged with the Daily Messenger of which Scott Lemon is editor and publisher. This leaves the Messenger as the only daily paper in Graves County.

LATIN PRESS CONGRESS AT LYONS, FRANCE

Romance Nations of Europe and South America Represented at Meeting of Newspaper Men March 5-10

By G. LANGELAAN
Paris Editor, EDITOR & PUBLISHER

A congress of the Latin Press is being held at Lyons from March 5 to 10 to which representatives of the press of France, Italy, Spain, Belgium, Switzerland and Rumania, and of all the Latin countries of Central and South America, were invited.

The object of the congress is to discuss means for bringing about, through the press, a closer cooperation and understanding among Latin peoples in all parts of the world. Under the program the first day, March 5, was devoted to the hearing of the Italian press representatives; Tuesday, the Spanish and Portuguese representatives; Wednesday, the Swiss, Belgian and Rumanian; Thursday, the South American press; Friday, the French press; while Saturday, March 10, the closing day, will be given up to voting on resolutions.

During the congress, the delegates will be the guests of the town of Lyons.

NEW FOREIGN PRESS OFFICERS

Davies Elected President of New York Association

Completion of the mail ballot of the Association of Foreign Press Correspondents in the United States resulted in the election of W. W. Davies, La Nacion, Buenos Aires, as president, as noted in EDITOR & PUBLISHER last week. S. J. Clarke, London Daily Telegraph, was re-elected secretary-treasurer. Other officers elected are: Vice-presidents, Leonce Levy, L'Ouest Eclair, Rennes, France; A. Arbib-Costa, La Tribuna, Rome; assistant secretary, A. Mayer, La Nacion, Buenos Aires; executive committee, W. F. Bullock, London Daily Mail; Percy S. Bullen, London Daily Telegraph; Jos. Bourgeois, La Press, Montreal; J. H. Furay, United Press, New York; S. Mizutani, Japanese Telegraphic News Agency; auditors, T. A. Dixon, Reuters, Ltd., London, and L. Hinrichs, London Times.

Paris Was Healthier

PARIS, Feb. 19.—Special correspondents are generally supposed to have a fine time of it anywhere, but the post of special correspondent in Berlin to a French newspaper is one not to be envied. M. A. de Guilleville, Le Temps Berlin correspondent, after a series of altercations with Germans, was invited to appear before the local police, but on the advice of friends he packed up and returned to Paris.

Leeds Mercury a Picture Paper

The Leeds (England) Mercury, established in 1718, has been taken over by the Leeds Yorkshire Post, and is now a picture paper.

British Printers Meet in London

The London Master Printers' Association is arranging for a six-day cost congress at the annual meeting of the Federation of Master Printers in London, beginning May 26.

Paris Edition Is Twins Now

PARIS, Feb. 18.—The European edition of the Chicago Tribune today appeared with a new title heading, "The Chicago Tribune and The Daily News, New York." The back page has been devoted to pictures.

A. O. Goodwin Joins Judge

A. O. Goodwin has joined the Leslie-Judge Company of New York, as assistant to Douglas H. Cooke, vice-president and general manager. He has been president of A. O. Goodwin, Inc., advertising agency of Richmond, Va., and New York.



A. P. MOORE

F. WAYLAND AYER, PIONEER AD AGENT, DEAD IN 75th YEAR

**Fifty-four Years Head of N. W. Ayer & Son, Which He Founded,
He Was Early a Force in Securing High Standards
for Advertising Which Are Commonplace Today**

F. WAYLAND AYER, who died at his country home, Ayrmont, Meridale Farms, Meredith, N. Y., March 5, at the age of 75 years, was one of the earliest pioneers in the American advertising that stands as a model for the world today. He was the partner and associate of his father, Nathan Wheeler Ayer, in the establishment 54 years ago of the N. W. Ayer & Son advertising agency in Philadelphia and the standards of integrity which characterized the firm's operations in its early days are now commonplace in the business of merchandising through advertising space.

Mr. Ayer left his Camden (N. J.) home for the country on advice of his physician two weeks ago. Last week he developed a severe cold, which grew into influenza and finally into pneumonia and his family was called to his bedside. Services were held at Meredith Wednesday and the body was brought to Philadelphia that evening. Funeral services were held in Camden Saturday and burial at South Laurel Hill Cemetery.

News of the event was received with sorrow by hundreds of friends and acquaintances, not only in the firm of N. W. Ayer & Son, but many others to whom he was endeared by a life of great activity, distinguished for its idealism and ethical integrity.

Not only as an innovator and builder-up of advertising principles was Mr. Ayer known. He was a leader in the State and national affairs of the Baptist Church, and held important State and national offices for the Young Men's Christian Association.

Meridale Farms, the place of his death, have made history in the dairy business since he founded them several years ago.

In recent years, particularly, he spent much of his time there. Last fall he bought the Meredith Cash Store in order to give a better retail service to his employees and neighbors in Delaware County. On three recent occasions he, himself, wrote "country newspaper advertisements" for his store.

As a financier he was largely responsible for the building up the Merchants National Bank until it was merged with the First National Bank of Philadelphia, which he served as chairman of the board of directors.

In recent years Mr. Ayer's activities had been devoted largely to philanthropic purposes. He continued as senior partner of the advertising firm, but entrusted its conduct to the foundations on which the business had been built and to the tried ability of his partners. One reason for this was his impulse to confront and to master new fields of effort.

Mr. Ayer was born of pioneer New England stock on February 4, 1848, at Lee, Mass. His father, Nathan Wheeler Ayer, was a native of Preston, Conn. The elder Ayer was a scholar and teacher, and directed the early education of his son.

Later Mr. Ayer was himself a teacher in New York State district schools, and spent one year as a student at Rochester University. In 1869 he joined his father in Philadelphia, where the latter then was conducting a school. The same year the son found an opportunity to solicit advertising for a religious publication and a few months later, with his father, founded the firm of N. W. Ayer & Son as an advertising agency. N. W. Ayer died in 1873, but the business has always borne the name with which it was begun.

After N. W. Ayer died, the burden of building up the business fell to his son and the partners, who joined him from time to time. These were Henry Nelson McKinney, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Fry and William M. Armistead, and more recently others.

Mr. Ayer built for his business a foundation of absolute integrity. He refused

lottery advertising and other forms which he considered questionable. His injection of new standards and methods led to the evolution of the advertising business to the high principles on which it is conducted today. He lived to see the firm which he founded in 1869 with one employee grow to an organization numbering about 500.

The thoroughness with which information was gathered by the firm of N. W. Ayer & Son, led to the early creation of the American Newspaper Annual and Directory, now a standard book of reference among newspaper proprietors and advertisers, for whom it was created primarily when such directories were not usually bothered greatly by ethical principles.

On the occasion of the celebration of the fiftieth anniversary of the beginning of his business ex-President Tatt paid this tribute to Mr. Ayer:

"We are honoring a man who has made advertising a science, and who has robbed it of its many evil tendencies, and who has the right to be proud of the record he has made."

On this occasion the 400 employees of the organization presented the senior member of the firm with an elaborate autograph book, which bore this inscription: "To F. Wayland Ayer, who has made a motto and has lived it, who evolved a principle and has practiced it, who set an ideal and has attained it."

Mr. Ayer's connection with religious and philanthropic institutions was of equally long history as his connection with business. He joined the North Baptist Church when he moved to Camden in 1869 and soon after became superintendent of the Sunday school, a position he held to the time of his death. He was elected and continued to be for many

years president of the New Jersey State Convention of the Baptist Church, which under his leadership first employed a paid executive. Later Mr. Ayer was elected president of the Northern Baptist Convention, and remained until his death active in its national plans and activities.

His interest in the Y. M. C. A. was stimulated through his church connections, and in the nineties he led a campaign which resulted in the erection of a fine building for that organization in Camden. He was made president in 1899, and continued to hold that post till recently. Mr. Ayer was made chairman of the state executive committee for the association, and for many years was a member of the International Committee.

Mr. Ayer on May 5, 1875, married Miss Rhandena Gilman. There were two daughters of this marriage, Miss Alice Biddle Ayer, who was married to Hardin H. Wheat, and who died in 1904, and Miss Anna Gilman Ayer, now Mrs. Wilfred W. Fry, who survives. Mrs. Ayer died on October 3, 1914. On April 21, 1919, Mr. Ayer married Miss Martha K. Lawson.

Northcliffe's Library

The admiration which the late Lord Northcliffe had for Napoleon is revealed in the large number of books on the Emperor which are contained in the journalist's library soon to be offered for sale. The collection, which includes practically every book on Napoleon published in English or French, has been sold to a dealer and will in turn be sold by him separately or in sets.

Rotarian Special

At a recent district conference of the Rotarians of Indiana held at Michigan City, the Elkhart Truth issued an extra abbreviated edition which was distributed among the 1,500 members as they entered the dining hall of the state prison where a banquet was served. "Prison doors close on 50 leading Elkhartans," was the streamer head on the first page. The edition was the work of Tom H. Keene, general manager of Truth and president of the Elkhart Club.

L.V.M. ASHBAUGH DEAD IN ST. PAUL

**Head of Clover Leaf Publications Long
Bedridden—Crippled Children
of His Cities Lose
a Benefactor**

(By Telegraph to Editor & Publisher)

ST. PAUL, Minn., March 8.—Lawrence V. M. Ashbaugh, publisher of the St. Paul Daily News, Omaha Daily News,

Omaha Rural Weekly, and Minneapolis Rural American, died this morning in St. Paul, aged 57 years. Heart disease was assigned as the cause of death, although Mr. Ashbaugh had been bedridden for many months. His passing will cause no change in the business or editorial management staff or policies of the Clover Leaf publications.

Lawrence V. M. Ashbaugh was born at Freeport, Pa. At the age of 9 he moved to Youngstown, Ohio, where he received his early education in the public schools and in Rayen School. He entered the newspaper business as a reporter on the Youngstown Telegram, advanced rapidly in both the editorial and business departments and in 1894 moved to Kansas City, where he established the Kansas City World.

In 1899 he founded the Omaha Daily News, of which he was the principal stockholder at the time of his death. He moved to St. Paul in 1900 and started the St. Paul Daily News that year. Later he founded the Minneapolis Daily News, the St. Paul Rural Weekly and the Minneapolis Rural American. Until his death he participated actively in association with N. W. Reay, St. Paul, and Charles D. Bertolet, Chicago, in the direction of the Clover Leaf Publications.

Mr. Ashbaugh became vice-president of the United Press Associations in 1911 and served in that capacity until he retired in 1920.

Mr. Ashbaugh was a fine example of the self-made American. He started his newspaper career without funds, gradually building his publications up until he became a power for good in the community. He was charitable almost to a fault, his philanthropies being particularly for children and children's organizations.

Until his illness became serious he was known personally to hundreds of youngsters, crippled children, hospital inmates and the "newsies" on his various publications.

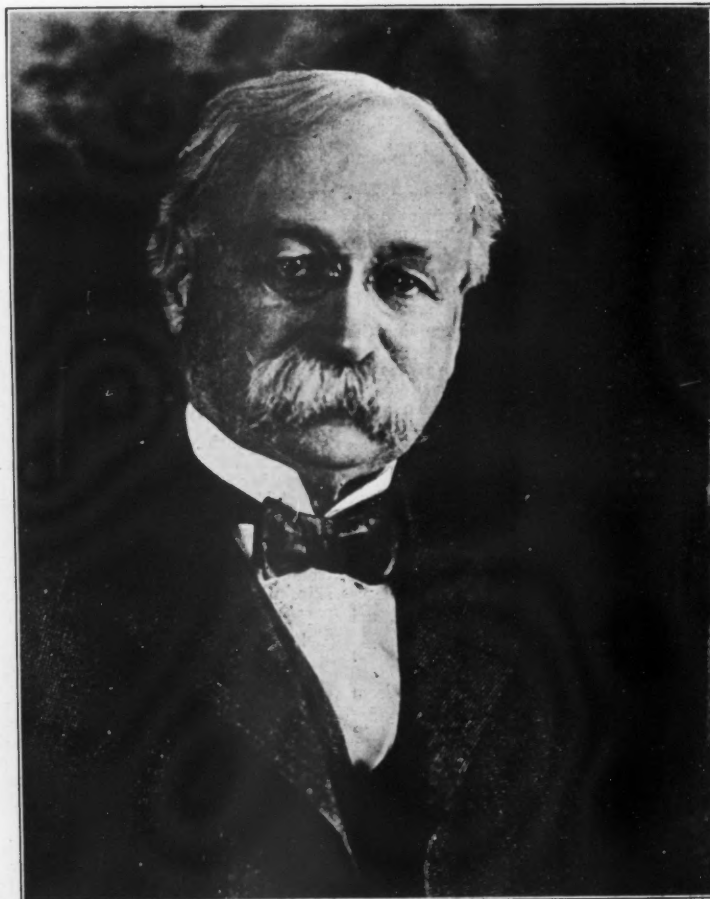
His employees were always more than workers to him. He regarded them and called them members of his "family." Mr. Ashbaugh was familiar with every angle of the newspaper business knowing the intricacies of a big press as well as the editorial and business departments. He realized his ambition to build a new and modern home for his St. Paul Daily News, but never saw the fruit of his labor. He became bedridden shortly after the Daily News building started and never grew strong enough to visit his plant.

Two House Reporters Dead

Two members of the House staff of reporters, Samuel H. Gray and Fred Ireland, died in Washington shortly after the adjournment of Congress. Mr. Gray, an official reporter for 20 years and one time on the Rochester Democrat and Chronicle, succumbed to grippe last Sunday, while Mr. Ireland, dean of the House reporters, passed away on Wednesday. Mr. Ireland was president of the National Shorthand Reporters Association.

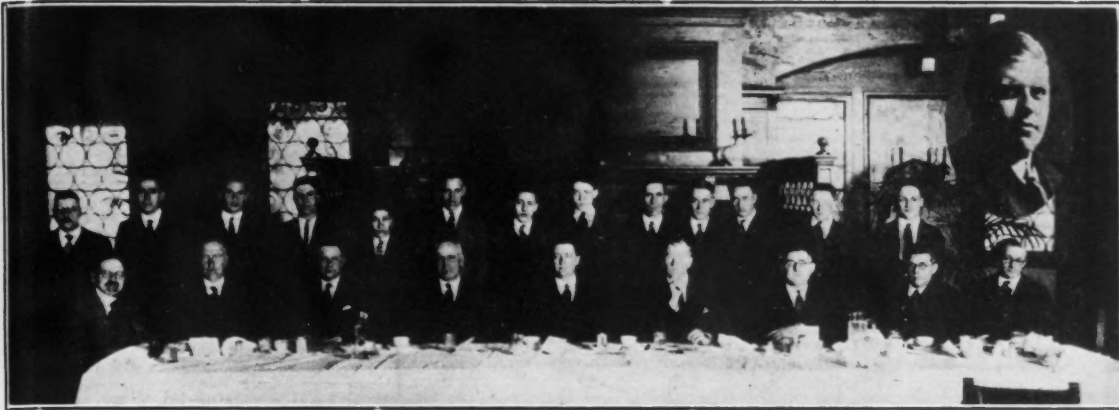


L. V. M. ASHBAUGH



F. WAYLAND AYER

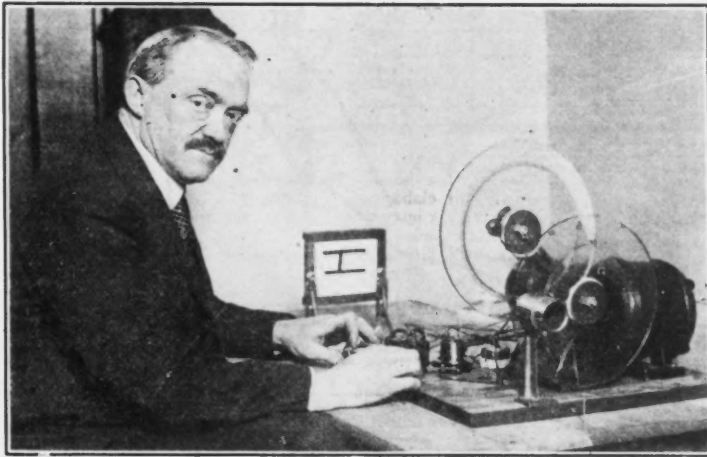
THEY ARE ALL IN THE DAY'S NEWS



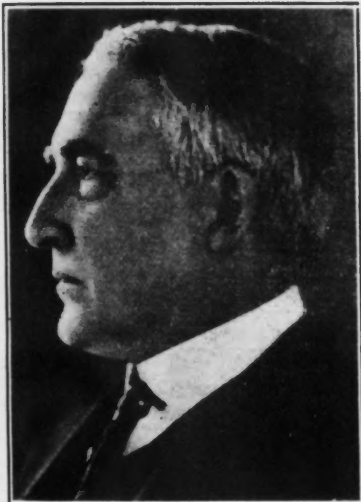
Empire State School of Printing holds its first semi-annual commencement. Among those in the banquet picture, above, are, John W. Baker, general manager of the Ithaca Journal-News, Frank E. Gannett, president of New York State Publishers' Association, Frank E. Tripp of the Elmira Star-Gazette, and W. O. Dapping of the Auburn Citizen. They are to the right of the table in the order named. Ross W. Kellogg, director of the school, is shown in the insert.



Handicapped—but a winner. Dwight H. Brown, president of the Missouri Press Association, edits the Poplar Bluffs (Mo.) American, chiefly with his ears and memory. His eyesight failed when he was 8 years of age. He occupies an unique place in his profession, having written thousands of columns of copy and never having read a line of it. He operates a typewriter by touch and a secretary reads what he has written to him. He is one of the live wires of Missouri journalism.



Sending pictures by radio. Above we have C. Francis Jenkins, inventor, with his sending machine, in an experiment conducted under the auspices of the North American Newspaper Alliance, between Washington and Philadelphia. The results show in the pictures of President Harding (lower left).



Texas journalism was well represented when Gov. Neff signed the legal publication rate measure which compels the publication of all legal notices and fixes the rate. Grouped around Gov. Neff in the picture below, we have, Rep. E. L. Covey, S. D. Chestnutt, president of the Texas Press Association and publisher of the Kennedy Advance, Rep. W. C. Edwards, publisher of the Denton Record-Chronicle, Senator Tom L. Pollard of the University of Texas student publications, Rep. L. T. Carpenter of Dallas, Rep. Lee Roundtree, publisher of the Bryan Eagle, and Sam P. Harben, secretary of the Texas Press Association and publisher of the Richardson News.

Three photographs were sent from the naval radio station to the receiving station of the Philadelphia Evening Bulletin including President Harding, Vice-President Coolidge and Governor Pinchot of Pennsylvania. All were easily recognizable. Above we have the picture of President Harding used at the sending station and below, the photograph received in Philadelphia just as it appeared before retouching.



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FOOD PRICES SET TOO SWIFT A PACE FOR WANT AD RATES TO FOLLOW

Classified Advertising Rate Average on 46 Newspapers Has Increased from 6 Cents to 14.6 Cents in 17 Years, 129 Per Cent, While Food Cost Climbed 146 Per Cent

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers.

CLASSIFIED advertising salesmen frequently hear advertisers say that rates are too high, or that they have been increased more rapidly than the prices of other commodities or services.

The fact is that, generally speaking, classified rates are not high enough, and the statistics herewith prove that they have not increased over a period of years as rapidly as food costs—the basic figures for living costs.

Table 1 herewith shows the want-ad rate—one time per daily line—of 46 newspapers for 11 of the last 17 years. These papers are in all parts of the country and range from small papers to large ones; publications with a limited volume of want-ads to those printing several pages per day; papers with meager classified departments to those with large, highly organized sales forces. The result is that they represent a fair cross-section view of the classified rate increases by American newspapers.

In 1907 the highest rate shown in this table is 16 cents and the lowest 3 cents. The average was 6½ cents. This almost proves the statement of an agency man that a few years ago all newspapers with the exception of a dozen sold classified space at the rate of 1 cent per word.

On January 1 of this year the highest rate on the list is 40 cents per line and the lowest 5 cents. The average is 14½ cents. Considering the 1907 average as 100 per cent, the 1923 rates are 229 per cent.

Table 2 gives the same rates of the same papers expressed in percentages with all the 1907 rates figured as 100 per cent.

These tables tell some interesting stories. They show some papers raising

their rates consistently almost yearly, while others have made very few changes during this period of time. The greatest percentage increase is to 466 per cent, while one paper is still at its 1907 rate.

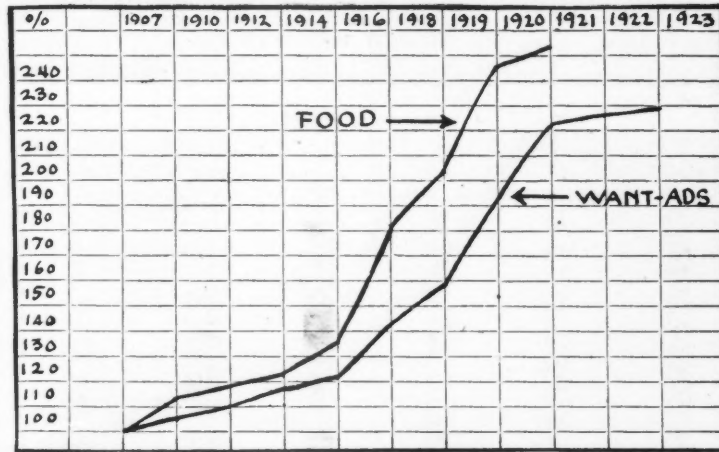
The chart herewith portrays the increase of classified advertising rates represented by the 46 papers listed here, together with a line showing the increase

as 100 per cent, food jumped 13 points between 1907 and 1910, while want-ad costs went up only 4 points. In the 13 years, 1907-1920, food went to 246 while want-ads in the 16 years only went to 229.

These tables and chart prove conclusively that American publishers have not profited in classified rates. The cost of paper and other supplies and that of labor have increased even to a greater degree than food, yet want-ad rates have increased less than food costs.

They do not prove, however, that want-ad rates in 1907 were too low. Nevertheless, it is a fact. And, therefore, they are still too low today.

THE editor who called the classified columns the "human nature" page will get that comfortable feeling that comes



Food prices early proved better mountain-climbers than the charges for want ads. Their course continues upward, while classified rates, as shown by the above curve, seem tired of steep uphill work.

in the selling prices of 22 standard foods as compiled by the federal government. These last figures are not available after 1921. They have not, however, decreased greatly since then. Counting 1907 prices

from corroborative evidence when he reads what a writer in the Omaha Bee found in recent issues of that paper's want ad sections. It is good reading and at the same time excellent promotion

copy. Here's what examination of the Bee disclosed:

There's a home in Omaha where they have a small victrola.

But now they want a baby buggy and have decided they can get along without the victrola. Gurgles from the little one are enough music for them, it seems, so they have offered to swap the canned music maker for suitable transportation for one healthy youngster.

And then, too, there's a one-legged man in Omaha who bought a pair of shoes.

He has an eye for economy. He can't use the left shoe because he has no left foot. But he'd like to trade the left shoe for a right shoe of the same size, then he'd have the same as two pairs of shoes.

His eye fell on the want ad page of the Omaha Bee and he read "No swap, no pay." So he inserted in the swap column:

"One legged man, left lace shoe, size 7½ to swap for right shoe same size."

And the parents of the little baby who needs a perambulator but care not so much for the victrola, reading the Omaha Bee, saw where "no swap, no pay" was the rule, so they inserted:

"Swap small victrola for a baby buggy or what have you?"

There are many things offered for trade in the swap column.

Among them are ranches, houses, bungalows, grocery stocks, meat stocks, typewriters, Ford and equities in properties.

Here's a couple that wants to trade a white enamel baby bed and library table for a trunk and traveling bag.

Here's a radio phone set and one complete Alexander Hamilton Institute modern business course offered for first payment on a Ford touring car.

Here's a three-burner oil cook stove offered to swap for a camera or a buggy.

And here's a stamp collector who is willing to part with a collection of 2,500 postage stamps, all different. "What have you?" he says in a little want ad in the swap column.

THE St. Louis Globe Democrat, C. W. Nax, classified advertising manager, issued a new rate card effective February 11, 1923. The new card shows an increase of 5 cents per line for the Sunday paper, the daily rates remaining unchanged.

THE Lancaster (Pa.) Intelligencer, Herbert W. Klink, classified manager, reports the first classified advertisement in which the radio call number as well as the advertiser's phone number and address appeared.

Steps in Cents and Per Cents by Which Want Ad Rates Have Increased Since 1907

TABLE 1
Want Ad Rates, expressed in cents, for 46 representative American and Canadian daily papers, showing rates in force for eleven of the years between 1907 and 1923

	1907	1910	1912	1914	1916	1918	1919	1920	1921	1922	1923
Atlanta Georgian.....	6	6	6	10	6	10	10	15	18	18	18
Binghamton Press.....	4	4	4	4	4	4	9	9	9	10½	13
Minneapolis Tribune.....	8	10	10	12	12	15	16	22	22	22	22
Atlantic City Press.....	6	6	6	6	6	6	16	10	10	10	10
Grand Rapids Press.....	7	10	10	10	10	12	12	12	15	15	15
Oakland Tribune.....	6	6	7	7	7½	10	10	15	15	20	20
Minneapolis Journal.....	8	8	8	12	12	12	15	18	22	22	22
Brooklyn Eagle.....	16	16	16	16	16	16	18	18	20	20	22
Rockford Star.....	6	6	6	6	6	6	6	10	11	11	11
Portland Express.....	6	6	6	6	6	6	6	10	11	11	11
Milwaukee Sentinel.....	6	6	6	6	6	6	6	14	17	17	17
Chattanooga News.....	6	6	6	6	6	6	6	9	10	12	12
Jacksonville Journal.....	5	5	6	6	6	6	6	7	7	7	7
Dallas Times-Herald.....	3	3½	3½	6	6	6	9	10½	10½	14	14
Kokomo Dispatch.....	6	6	6	6	6	6	6	6	6	6	6
Pittsburgh Gazette-Times.....	10	10	10	10	10	12	15	15	15	15	14
Cleveland Press.....	10	10	12	12½	15	20	22	27	30	30	30
St. Louis Globe Democrat.....	10	10	10	10	10	15	15	20	25	25	25
Des Moines Register & Tribune.....	6	6	6	6	6	6	6	12	12	12	12
Atlantic City Gazette.....	3	3	3	3	3	6	6	10	10	12	12
Davenport Times.....	6	6	6	6	6	6	6	10	10	12	12
Bloomington Pantagraph.....	6	6	6	6	6	6	6	14	14	14	14
Eau Claire Leader & Telegram.....	6	6	6	6	6	6	6	6	6	6	10
Peoria Journal Transcript.....	3	3	3	4	4	5	6	7	8	8	8
Springfield Republican.....	5	5	5	5	5	6	8	8	8	10	10
Spokane Daily Chronicle.....	6	6	6	10	10	10	10	10	12	12	12
Rockford Register-Gazette.....	6	6	6	6	6	6	7½	7½	9	11	11
Jacksonville Times-Union.....	6	6	6	6	6	6	6	7	7	9	9
Springfield (Ill.) State Journal.....	6	6	6	6	6	6	6	10	10	12	12
Dubuque Telegraph.....	6	6	6	6	6	6	6	12	12	12	12
Lexington Leader.....	6	6	6	6	6	6	6	12	12	12	12
Baltimore News.....	10	10	10	10	10	10	11	15	22	22	22
Eric Times.....	6	6	6	6	6	6	6	8	8	8	8
South Bend Tribune.....	4	4	4	4	4	4	4	6	9	12	13
Springfield State Register.....	6	6	6	6	6	6	6	9	10	12	12
Paducah Sun.....	5	5	5	5	5	5	5	7½	7½	7½	7½
Little Rock Gazette.....	6	6	6	6	6	6	6	12	12	15	15
Allentown Call.....	6	6	6	6	6	6	6	10	10	15	15
St. Paul Pioneer Press.....	7	7	13	13	12	14	16	18	22	25	30
New York Telegram.....	7	14	14	14	21	21	21	40	40	40	40
Ottawa Citizen.....	6	6	6	6	6	8	8	10	10	10	10
Oklahoma City Oklahoman.....	6	6	6	6	6	6	9	15	18	18	18
Los Angeles Express.....	6	6	6	6	6	10	12	10	13	15	17
Pueblo Star-Journal.....	4	4	4	4	4	4½	4½	5	5	5	5
Cleveland Plain Dealer.....	10	11	13	15	16	20	22	25	27	30	30
Portland Oregonian.....	12	12	12	12	12	12	12	12	12	12	15
Average.....	.065	.068	.07	.075	.08	.09	.10	.122	.137	.143	.146

TABLE 2
Increases in American and Canadian newspaper want ad rates, expressed in percentages, with the 1907 rate taken as the 100 per cent basis

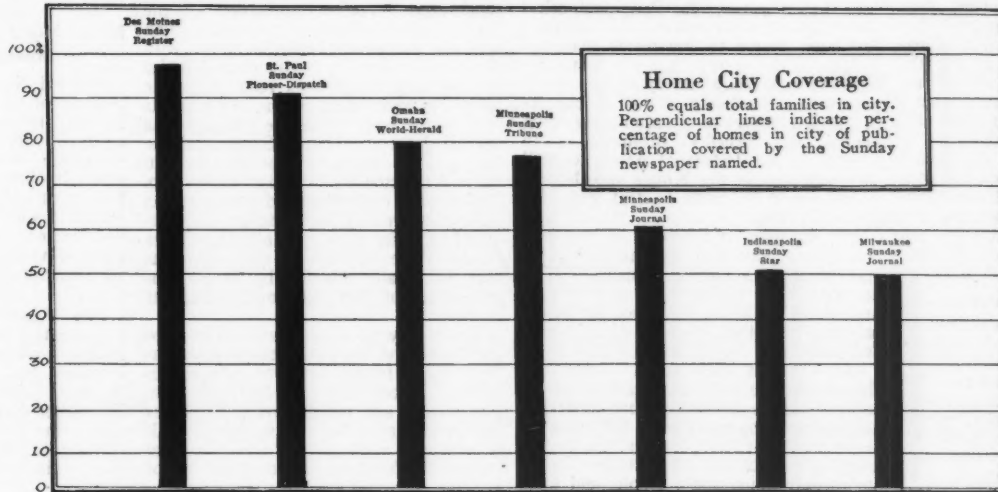
	1907	1910	1912	1914	1916	1918	1919	1920	1921	1922	1923
100	100	100	100	167	100	167	167	250	300	300	300
100	100	100	100	100	100	100	225	225	225	263	325
100	125	125	150	150	187	200	275	275	275	275	275
100	100	100	100	100	100	167	167	167	167	167	167
100	143	143	143	143	171	171	171	214	214	214	214
100	100	117	117	126	167	167	250	250	333	333	333
100	100	100	100	100	100	112	112	125	125	138	138
100	100	100	100	100	100	100	150	150	150	150	150
100	100	100	100	100	100	100	100	167	188	188	188
100	100	100	100	100	100	114	114	200	243	243	243
100	100	100	100	100	100	100	100	150	167	200	200
100	100	120	120	140	140	140	140	140	140	140	140
100	117	117	200	200	300	350	350	466	466	466	466
100	100	100	100	100	100	100	100	100	100	100	100
100	100	100	100	100	100	120	150	150	150	150	140
100	100	120	125	150	200	220	270	300	300	300	300
100	100	100	100	100	150	150	200	250	250	250	250
100	100	100	117	167	267	317	333	367	367	367	367
100	100	100	100	100	200	200	400	400	400	400	400
100	100	100	100	100	100	100	167	200	200	200	200
100	100	100	100	100	100	100	233	233	233	233	233
100	100	100	100	100	100	100	100	100	100	100	100
100	100	100	133	133	167	200	233	267	267	267	267
100	100	100	100	100	120	160	160	160	160	160	160
100	100	167	167	167	167	167	167	167	200	200	200
100	100	100	100	100	126	126	150	188	188	188	188
100	100	100	100	100	100	100	117	117	150	150	150
100	100	100	100	100	100	100	100	100	200	200	200
100	100	100	100	100	100	100	100	100	200	200	200
100	100	100	100	100	100	110	110	150	200	200	200
100	100	100	100	100	100	133	133	133	133	133	133
100	100	100	100	100	100	150	150	194	222	222	222
100	100	100	100	100	100	100	100	100	150	150	150
100	100	100	100	100	100	100	100	100	100	100	100
100	200	200	300	300	300	300	572	572	572	572	572
100	100	100	100	100	133	133	167	167	167	167	167
100	100	100	100	100	150	150	250	250	300	300	300
100	100	100	100	167	200	167	217	250	288	288	288
100	100	100	100	112	112	112	125	125	125	125	125
100	110	130	150	160	200	220	250	270	300	300	300
100	100	100	100	100	100	100	100	100	100	100	125
100	104	110	116	121	143	158	194	222	226	229	Average

How Big Is The Des Moines Sunday Register?

Minneapolis, St. Paul, Indianapolis, Omaha, Milwaukee—every one of these middle western cities has a larger population than Des Moines. Yet not one of these centers can boast of a Sunday newspaper that so completely dominates in a circulation way both its home city and the surrounding trade territory.

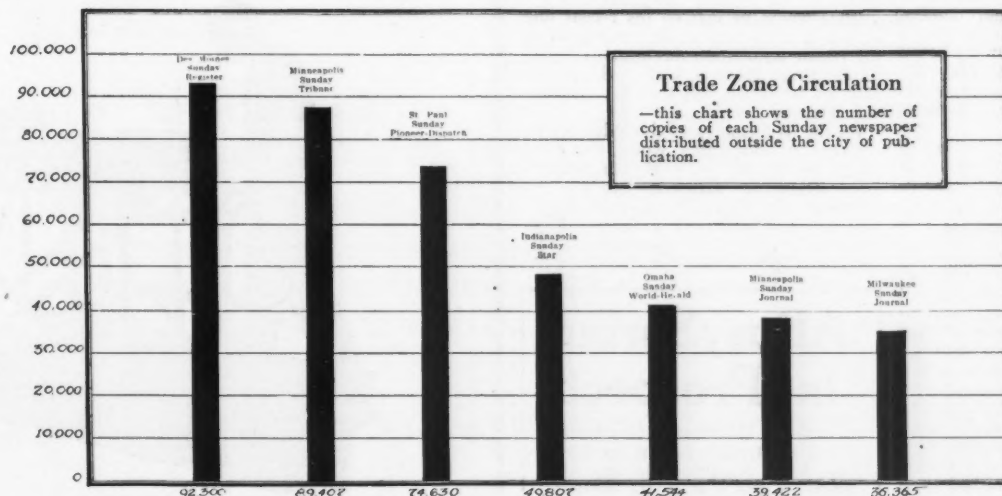
The Sunday Register is Read in 97% of Des Moines Homes

Compare the thoroughness of The Sunday Register's coverage of Des Moines with the relative home city coverage of these important Sunday newspapers.



The Sunday Register leads in trade territory influence as well

This chart shows the number of copies of each Sunday newspaper distributed outside the city of publication. It proves conclusively that The Sunday Register, with practically its entire circulation in one state, wields a greater influence upon its trade territory than do these other important Sunday newspapers in their market zones. The Iowa trade territory is the richest per capita in the United States.



Circulation figures are 6 months average ending Sept. 30, 1922, and were taken from Standard Rate and Data Service.

Des Moines Sunday Register Jan. Circ. 127,105 Net Pd. Average

REPRESENTATIVES

I. A. Klein
50 E. 42nd St.
New York

Guy S. Osborn
1302 Tribune Bldg.
Chicago

Jos. R. Scolaro
Ford Bldg.
Detroit

C. A. Cour
401 Globe Democrat Bldg.
St. Louis

R. J. Bidwell Co.
San Francisco
Los Angeles

BRITISH NEWSPAPER SOCIETY BLOCKS NEWS BROADCASTING

Publishers' Agreement Printing Radio Programs Without Charge Is Broken—"On to London" Movement Gains Strength

By HERBERT C. RIDOUT

London Editor EDITOR & PUBLISHER

ENERGY is being put behind the British movement to provide a strong force of delegates for the A. A. C. W. June convention. In a chat with the Secretary of the Thirty Club of London, Harold C. Vernon, I learned that there are already substantial promises from leading houses associated with advertising announcing their intention to participate in this effort to convince the A. A. C. W. of our serious purpose. The work of Mr. Wilson-Lawrenson is certainly bearing fruit. Beside representative members (if not actually all) of the Thirty Club, from its president, John Cheshire, onwards, it is understood that there will be a heavy proportion of national advertisers themselves among the delegates. C. Harold Vernon showed me a batch of correspondence and a glance through this revealed an enthusiasm for the project that I do not recall seeing in connection with any other advertising movement. Sir Edward Hulton has contributed £25,000 to the 1924 Convention-in-London fund. All these facts are creating the right atmosphere and augur not only success for June, but for the culminating affair in London next year.

Broadcasting and the Press

The breakaway of one of the London evening papers by giving the broadcasting program of the day, after the newspaper organizations had decreed that this should only be done as paid advertising, has brought about the reversion to the conditions before that fiat went forth. All the dailies are giving the programs again as before, just a week from the time of the negative decision.

It was reported to the Newspaper Society that a news bulletin had been broadcasted from one of the British Broadcasting Company's stations at 5 P. M. On receipt of information confirming this, action had been taken, resulting in the closing down of the news service.

To the same society was submitted an advertisement of wireless receiving equipment, the wording of which implied that news would be broadcasted at all hours, and of a more extensive and detailed character than the service for which the company had contracted under the terms of its licenses. The attention of the Broadcasting Company has been drawn to the advertisement issued by its member company.

It will thus be seen that the British publishers are watching closely any indication of the encroachment by broadcasting upon their interests.

Women's Place in Journalism

Lord Riddell, speaking as the guest of honor at the Forum Club on Monday, February 19, when the journalist section entertained a number of leading journalists and writers, said that in no profession had women made greater progress during the past twenty years than in that of journalism. The public was unaware that at present a number of distinguished lady journalists were receiving the same rate of remuneration and occupying posts of similar importance as those occupied by many of the most distinguished male journalists. One significant thing was that they had achieved this position without pushing out the men. They had not displaced men, but had made a place in journalism for themselves. He regarded the position of lady journalists with much satisfaction, and he thought their knowledge, their ability, and their acquaintance with the technique of their business had improved in a remarkable manner.

M. Robert Cru ("Le Temps") said that the reason why more French women had not gone into journalism was that French women, having had the same chance of education, would rather be barristers, doctors, professors, or any-

thing other than journalists. Another reason was that French papers were dedicated to very solemn subjects, mostly of an international order, and were lacking in the human interest. But women in French journalism, like the women's franchise, the speaker predicted, were bound to come.

Parliament on Newspaper Insurance

The topic of newspaper insurance has come before the House of Commons during the past few days in the form of question and answer. Mr. Thomas Griffiths, Labor member for Pontypool, asked the Prime Minister whether his attention had been drawn to statements made by judges in the courts that the insurance business now being run by certain newspapers was fraudulent in that purchasers of the newspapers in question were being denied the benefits promised; and whether in the Industrial Assurance Bill foreshadowed in the King's speech provision would be made to deal with this state of affairs.

Mr. Baldwin (Chancellor of the Exchequer) replied that he was not aware such statements had been made. "I do not think," he added, "that it would be practicable to bring insurance by newspapers within the definition of industrial assurance."

Mr. Griffiths then asked: "Has the right honorable gentleman read the newspapers? Is he not aware that there are hundreds of poor people in this country being robbed of their benefits, not by the newspapers, but by the insurance companies defrauding these people, and they are too poor to fight the matter in court?" To this no answer was returned and the matter dropped.

IRISH PRESS MASONS DINE

Stereotype Mats Cover Dinner Menu at Installation in Belfast

Sir Robert H. H. Baird, managing director of the Belfast Telegram, has sent friends whom he met on his recent tour of the United States the menu card of the recent installation meeting and dinner of the Press Masonic Lodge 432 of Belfast, of which he was the first worshipful master.

As the 80 members of the lodge are all engaged in newspaper work, the cover of the menu card is fittingly composed of two stereotype matrices, bearing the newspaper heading "The Masonic Press" and an impression of a story of Sir Robert's meeting with Richmond (Va.) Masons. The medallion on the cover and

A Busy Spring 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

the letter press were the word of W. & G. Baird, Ltd., publishers of the Telegraph, and the portrait of John Sayers, a veteran Irish newspaper man who is the new worshipful master of the lodge, was done by the Telegraph's art department. Major W. Baird, also associated with the Telegraph and a past master of the lodge, designed the menu and supervised its production

DIRECT HOLLAND RADIO ROUTE POSSIBLE

Netherland Government to Build 7,500 Mile Radius Station at Kootwyk—Negotiation Would Make It Available for American Traffic

Direct radio communication between the United States and the Netherlands is promised by a powerful radio station to be built by the Netherlands Government at Kootwyk, in the Province of Gelderland. The determination of the Netherlands to construct a station which will enable them to keep in touch with the outside world and with their colonies in the East Indies, was reached as the result of experience of the Netherlands in the late war, when the country was cut off from the United States and the Dutch East Indies except for foreign cables subjected to a foreign censorship. Netherlands commerce and news reports were hampered by the situation and continued to be for some time after hostilities ceased. The erection of the radio station was made possible by recent improvement of the economic conditions in Holland.

The Kootwyk station will be situated some distance from the seat of Government at the Hague, but was selected because of its comparatively high elevation. The station site which covers 750 acres will be the largest in the world. It will be equipped with special duplex system to provide for transmission and receipt

of messages from Java, a distance of 7,500 miles.

Diplomatic negotiations now are underway between the American and Netherlands governments to make the station available for American traffic after sunset, as the station will be unable to communicate with Java during part of the twenty-four hour period, particularly in the season when interference from static is at its worst.

The station will be equipped with an aerial energy of 400 kilowatts and will use a wave length of 8,000 to 12,000 meters. The shorter wave length will be used the greater part of the time with the longer length retained for use when it is found necessary to prevent "jamming." The feeling among Dutch radio experts is strongly in favor of an international convention on the subject of wave length fixation, as present agreements are regarded as little more than makeshifts.

RADICAL EDITORS IN TROUBLE

Milan Paper's Staff Freed as Censor Muzzles Vienna Zeitung

Menotti Serrati, Socialist Deputy and director of the Rome Socialist newspaper Avanti, and his editorial staff, who were arrested March 1, have been released, with the exception of Signor Nenni, editor-in-chief, who remains in jail. Serrati recently visited Russia, became converted to Communism, and dismissed the old staff of Avanti when they disavowed his new views. The staff arrested were all Communists.

The Vienna Arbeiter Zeitung, Social Democratic newspaper, was confiscated March 3, after it had criticized the government for suppressing the Wiener-Neustadt Socialist journal Gleichheit. The latter had urged its readers to disregard the questions on the census sheet relating to race and country of origin of Austrian residents.

A Full Page Proof Instantly

The Scott Proof Press Saves Hours of Time and Labor



THE Scott Quick Action Full Page Proof Press eliminates the sliding of forms, rehandling of type from form to galley, and provides a full page proof instantly without wetting paper and locking up of form. In use by most of the larger newspaper offices.

Write Now for Circular

SCOTT MFG. CO., Detroit News Bldg., Detroit, Mich.

NO ADVERTISER CAN OVERLOOK THIS FACT!

160 Local Food Stores Advertised their
Food Supplies in

Trenton, N.J. Times

On Thursday, March Eighth

21 Local Advertisements

13 National Advertisements

TOTAL 34 Food Advertisements

The Times Carried the Food Announcements of these 160 Stores

- | | |
|-------------------------------------|-----------------------------------|
| 12 Single Food Stores | 4 Almar Food Stores |
| 2 Wagner Food Stores | 27 Independent Food Stores |
| 2 White Market Food Stores | 40 American Food Stores |
| 3 Griscom Food Stores | 40 Atlantic & Pacific Food Stores |
| 30 National Corporation Food Stores | |

IT'S ALMOST A HABIT! 6 FOOD PAGES

FOOD—is a Regular Thursday Feature

Pages devoted exclusively to Food News—Food Recipes
—Food Advertising

**4 PAGES REGULARLY — 5 PAGES FREQUENTLY
6 PAGES OCCASIONALLY**

The Point is that Housewives are the home buyers of all else that goes into the home—as well as buyers of food. Men may earn the money but the women spend the money for the home. **Consequently A Great Food Medium** is also a **Strong Medium for any Product.**

Four Private Wire Services. A. B. C., Also A. P. & U. P.—I. N.—Consolidated.

TRENTON TIMES

KELLY-SMITH CO.

Marbridge Building
New York

Lytton Building
Chicago

SEEKING SALES BY MAGAZINE COPY KILLED HOST OF TEXTILE ACCOUNTS

Millions of Dollars Spent to Establish Trade-Names Since 1900 by Campaigns in Magazines Has Been Largely Wasted, Declares President of American Trade-Mark Association

AMMUNITION that fits the newspaper solicitor's rifle abounds in an article on textile advertising under the name of Francis A. Adams, president of the American Trademark Association, in the New York Commercial of March 3. His argument, supported by a dozen or more instances, is that women's magazines and other general media have time and again failed to "ring the bell" for textile products, many of which have dropped completely from public memory after millions of dollars had been spent to establish them.

"Where consumer advertising is done in the women's magazines with their hundreds of thousands, and some with their million and more circulation, the result is the same as if one were to hunt elephants with bird shot," Mr. Adams writes. "Direct hits" might be made on the hide of the elephant, but he will not fall dead to the ground. The consuming public, if compared to the elephant, may be "hit" with scattered shots in the periodicals without "bringing them down"; in other words, the publicity gained in the so-called consumer advertising does not complete the circle and result in definite sales on many lines of textiles.

"Distribution is the necessary factor. For example, a toilet preparation that can be sold in the drug stores or through the department stores of the country may have a total retail distribution of as high as 60,000 stores in which, when a customer comes in and asks for the article by name, it can be taken from the shelf and sold.

"This completes the circle of winning sales interest and closing the transaction. With the nationally advertised lines to the consumer on textiles, there may be a total of 100,000 stores in which 'over-the-counter' sales of piece goods can be made theoretically, the advanced fabrics have not achieved such wide sales distribution and because of their quality and price cannot get even initial orders into such a large sales total. Not half the retail stores can stock high-class goods even in the large cities. Thus, consumer demand cannot be carried into sales as in the case of the other advertised articles which are always cited as being big advertising successes—tobacco, cigarettes, chewing gum and medicines."

His conclusion is that the trade papers and commercial newspapers are the direct road to the wholesaler and the retailer, which are factors which must be reached. No newspaper solicitor will quarrel with that and, since he wrote for a commercial "audience," they will not ask him to be more specific when he states that "on some lines of textiles there is a sensible method of reaching a portion of the people who can be educated to ask for and insist upon getting trade-marked goods." His last remark—"But that's another story"—can be translated as the newspaper advertising story—putting the right

goods, rightly priced, and ready for sale wherever and whenever called for, before the eyes of the people who will buy them. The newspaper men can cap Mr. Adams' conclusion with a super conclusion, but they are indebted to him for the casualty list of magazine accounts during the past twenty-three years which appears below.

Those who have a knowledge of the textile industry that dates back to 1900, we recall that at that time there was no intensive development in what is now the great cutting-up division. Some shirt waist manufacturers, a few manufacturers of ladies' and children's cotton dresses, and a few manufacturers of men's shirts, were in the business. But this business had not developed to a point where, as in New York, at the present time, 880,000 people are engaged in what is known as the "cutting-up trade."

In those days when buyers of cotton goods entered the New York market, they went around from one commission house to another, with the leisurely spirit which had always characterized dry goods buying. Then the effort to sell was not as strenuous as it has since become.

Textile men can recall distinctly the advertising campaigns that were conducted by Burton Brothers Company for nubian fast black fabrics and their other advertising campaign on "sun bleached" fabrics. This advertising was part of the pioneer group that went into magazines and other media to acquaint the public with the idea of calling for certain trade-marked or ticketed textiles. By 1910, the advertising had waxed to its full, had waned and disappeared. Whatever cumulative benefit there was it was lost through the abandonment of these textures by the company or their withdrawal from public notice as leaders.

Another example is A. G. Hyde & Co., who had the distinction at one time of being the most liberal textile advertising exponents, spending over a million dollars in introducing and continuing to advertise the word "Hyde-grade" fabrics and particularly "Heatherbloom" taffeta skirts. Lavish magazine advertising, surface car cards, and subways; poster and outdoor display animated electric advertising spread the names "Heatherbloom" and "Hyde-grade" throughout the country.

Then, as in the other instances, the campaign stopped. The name became a memory and is now in oblivion. So little value is placed upon past performances in advertising that Fred Butterfield & Co., who took over A. G. Hyde & Co., have discontinued the efforts to keep the word "Hyde-grade" alive. The day of the petticoat came to an abrupt end by a change of fashion.

Another advertising campaign on textiles which ran its course was that of Soisette, a fabric which was advertised

by Clarence Whitman & Sons. When the popularity of Soisette was at its height, imitators entered the field and then competitive advertising and selling began to undermine the sale of the pioneer article. Soisette has joined the list of fabrics which were widely advertised and have gone into eclipse. The company is no longer a lavish magazine advertiser.

So great a concern as the American Woolen Company undertook a national advertising campaign using certain women's magazines and other periodicals to supplement its trade paper and its commercial newspaper advertising.

The advertising was interesting in its illustrations, its text, its typography. It had a special position in many of the mediums that carried it. After one or two seasons this consumer advertising was discontinued for the sales impulse could not be translated to purchases by the readers, for the reason that the American Woolen Company's products were not sold nationally over the counter under a distinguishing ticket.

The only beneficial result that would accrue was to build up a general good will for this industrial organization. This it accomplished, but at an expense that was prohibitive, and the consumer advertising of the American Woolen Company has been curtailed, if not completely eliminated.

Another giant textile organization, the Arlington Mills, exemplifies a case where a well devised advertising campaign to the consumers in magazines, periodicals and through direct publicity features, was carried on over a period of years, and then discontinued. To make the word "Arlington" a household phrase was the

objective. This it has undoubtedly become, but the sale of the goods as Arlington fabrics, over the counter or to the garment trade with the understanding that the name of the fabric must be carried on to the consumer, has not been accomplished to a degree that permits of the continued extensive consumer advertising. This could not have been accomplished for Arlington or any other fabric because of the changing conditions in the textile trade.

Where the bulk of goods in dress fabrics whether of cotton, wool or silk, is now being disposed of through the cutting-up trade the identity of the fabric is lost in nearly every instance and consumer advertising is ineffective. Even the biggest cloth producers have found this out after taking an expensive "flyer" in the magazines.

Another advertising campaign centred on Eddystone prints. This class of goods was handled extensively through the jobbing trade when jobbers were the great distributors of dry goods. Along through the first 10 years of the present century, Eddystone prints were as widely known as any cotton fabric. Then the trade entered into the field of smaller factors who specialize on certain designs and constructions, to meet requirements of the cutting-up trade. These competitors began to take their tithes and the Eddystone along with all other established print works began to feel this new competition. Consumer advertising was tried without avail by nearly all the leading printers from 1913 to 1919.

Another buoy lying in the channel of trade was changed and it was seen that fiercer competition had to be met by
(Continued on page 34)

Detroit News Offers Still Greater Opportunities

Sunday News Now
Has More Than
270,000
Circulation

America's most prosperous city covered by one newspaper! That is the condition in Detroit week day or Sunday. The Sunday News, until the consolidation of the Journal's circulation by the week day News, had the greatest circulation in Michigan and offered advertisers an opportunity unique in metropolitan fields. Today, The Sunday News, with 30,000 more circulation than was shown by the A. B. C. statement of September, offers a greater opportunity than ever. With more than 270,000 circulation, it covers all Detroit and reaches a great circulation in the rest of Michigan.

Week day or Sunday, The News shows a thoroughness of coverage unattainable elsewhere in a field so prosperous, so great and so progressive.

The Detroit News

Greatest Week Day and Sunday Circulation in Michigan

"Always in the Lead"



CLARENCE

By CRAWFORD YOUNG

The South Norwalk Sentinel 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

LOS ANGELES TIMES.....	26,795,244
Chicago Tribune	26,213,757
Detroit News	25,701,255
New York Times.....	24,141,116
Baltimore Sun	22,985,326
Pittsburg Press	21,995,638
Washington Star	21,659,650
St. Louis Post-Dispatch.....	19,881,120
Columbus Dispatch	19,582,553
Philadelphia Inquirer	18,211,200
San Francisco Examiner.....	16,906,694
Indianapolis News	16,400,198
Milwaukee Journal	16,266,970
New Orleans Times-Picayune.....	15,454,043
Oakland Tribune	14,650,650
Minneapolis Tribune	14,278,579
Portland Oregonian	14,505,260
Birmingham News	12,943,826
Cincinnati Times-Star	12,650,508
Seattle Times	12,488,728
Dallas Times-Herald	12,466,355
Buffalo News	12,406,521
St. Paul Pioneer Press-Dispatch.....	12,327,364
Houston Chronicle	12,073,782
Omaha World-Herald	11,261,257
Louisville Courier-Journal	9,079,771

The newspapers which carried the most advertising in their respective cities during 1922, with total year's volume of each in agate lines. Papers publishing both morning and evening editions are credited with whichever edition is largest.



An example of the fraudulent claims made by Hearst's Los Angeles newspapers:

The Los Angeles Examiner's Headlines: *"Help-Wanted Swings to The Examiner; one more big want-ad group changes hands."*

The Facts: During 1922 THE TIMES exceeded The Examiner by 20,857 "Help-Wanted" advertisements, and by 28,969 "Situations Wanted," a lead probably not equaled in any American city having but two morning newspapers.

FORT WORTH RECORD IS W. R. HEARST'S

D. D. Moore Is Secretary and Publisher—Option Has Not Been Executed and Now Extends to April 1, It Is Reported

The Fort Worth Record is now under the direction of William R. Hearst. This culmination of recent developments on that paper noted by EDITOR & PUBLISHER was announced in the Fort Worth Star-Telegram last week and has not been denied by officials of the Record, who will make no statement for publication. It is understood that the option given to Edmund Walker several months ago by James H. Allison, former president and publisher of the Record, and his associates, has been transferred to Mr. Hearst, but has not yet been executed and that it has been extended to April 1.



D. D. MOORE

Mr. Allison has resigned his membership in the Associated Press in order to allow D. D. Moore, the new secretary and publisher of the Record, to continue as an A. P. member on account of his official connection with that body. It is understood that Mr. Allison has made no plans for the future.

Mr. Moore and W. A. Wilson, a Hearst mechanical expert, are representing Mr. Hearst's interests and it is said that no other changes have been made in the Record's staff. Mr. Moore was for 27 years connected with New Orleans newspapers and until recently was editor and general manager of the Times-Picayune. He is a native of Texas and worked on the Record as a printer more than 30 years ago. He has been a director of the Associated Press for several years and is widely known among newspaper executives of all ranks in the United States.

Acquisition of the Record by Mr. Hearst and appointment of Mr. Moore as its publisher were applauded in a front-page editorial of the Star-Telegram of February 26, which welcomed Mr. Hearst as a newcomer in Texas journalism. The Record is the only paper under his management between Atlanta and Los Angeles and it is the third morning enterprise he has taken on since early in 1922. Since then he has added the following papers to his list: Seattle Post-Intelligencer, Washington Herald, Oakland Post-Enquirer, San Francisco Call, Los Angeles Herald, Syracuse Telegram and American, and Rochester Journal and American. He now controls 8 morning, 12 evening and 13 Sunday papers.

as its publisher were applauded in a front-page editorial of the Star-Telegram of February 26, which welcomed Mr. Hearst as a newcomer in Texas journalism. The Record is the only paper under his management between Atlanta and Los Angeles and it is the third morning enterprise he has taken on since early in 1922. Since then he has added the following papers to his list: Seattle Post-Intelligencer, Washington Herald, Oakland Post-Enquirer, San Francisco Call, Los Angeles Herald, Syracuse Telegram and American, and Rochester Journal and American. He now controls 8 morning, 12 evening and 13 Sunday papers.

CONSIDER RADIO RULES AGAIN

Congress Didn't Enact Winslow Bill and New Regulations Are Due

WASHINGTON, March 7.—The radio conference, called more than a year ago by Herbert Hoover, Secretary of Commerce, to formulate legislation for radio control, will be reconvened in Washington, March 20, to consider administrative measures which may be taken to lessen the amount of confusion in broadcasting. The legislation recommended by the conference and embodied in the so-called Winslow bill failed to pass at the last session of Congress, and government experts are of the opinion that action must be taken at once to curb air interference.

Officials estimate that the number of broadcasting stations have increased from 60 to 581 since the conference was held a year ago and that between 1,500,000 to 2,500,000 receiving stations are in use.

Joseph Gray Kitchell Honored

Joseph Gray Kitchell, formerly president of the George Ethridge Company, advertising artists, New York, was elected a member of the Royal Society of Arts, at the February meeting in London.

Mrs. Morgan Dead

Mrs. J. L. Morgan, mother of Wiley L. Morgan, managing editor of the Knoxville (Tenn.) Sentinel, and Cole E. Morgan of the Washington staff of the Universal Service, died March 2 at Knoxville.

SELECT LIST PLANNED BY OHIO WEEKLIES

Columbus Meeting Decides Buckeye Press to Go After Foreign Advertising—Griswold of McComb Elected President

The Buckeye Press Association elected new officers at Columbus March 2 as follows: C. W. Griswold, McComb Herald, president; E. Benj. Yale, Yale Syndicate, Waynesfield, executive secretary; Miss Eloise Thrall, Carey Times, recording secretary; W. R. Conaway, Cardington Independent, treasurer; Granville Barrere, Hillsboro News-Herald; W. T. Ireland, Fort Recovery Journal; James W. Dunlap, Lodi Review; H. D. Ramsdell, Sycamore Leader, and L. L. Leach, McArthur Democrat-Enquirer, vice-presidents.

Tentative plans for the organization of a similar association to the Select List of Ohio dailies to look after foreign advertising needs of weekly publishers of Ohio were among the subjects discussed at the meeting. A. D. Robinson, Ravenna; J. A. Alexander, Ada; Kahrl Bull, Cedarville, and Mr. Barrere were appointed a committee to perfect plans for the proposed organization.

The association will hold a summer session at Cedar Point July 13, 14 and 15. Representatives of the various newspaper associations in Ohio will meet later to discuss plans for Newspaper Week in Columbus for next winter. This is an attempt to follow out the plans of the journalism department of Ohio State University which were partially successful in having a joint meeting of most of these associations January 29, 30 and 31.

University which were partially successful in having a joint meeting of most of these associations January 29, 30 and 31.

New York Drivers' Contract Renewed

Wage scale and working conditions have been renewed in a new two-year contract signed March 8 and dating from March 1 between the Publishers Association of New York City and the Newspaper & Mail Deliverers' Union. Minor grievances are to be settled by a joint committee of the publishers and the union. The scale is as follows: Route men, Canada men, window men, chauffeurs, men in charge of railroad distribution gangs: day, \$40 per week, overtime \$1.25 per hour; night, \$40 per week, overtime \$1.36 per hour; Saturday night, \$7.50; drivers, carriers, relay drivers, mail deliverers and all others: day, \$36 per week, overtime \$1.13 per hour; night, \$39 per week; overtime \$1.32 per hour; Saturday night, \$7.

Cresson's Appeal Refused

SAN ANTONIO, Texas, March 8.—The Fourth Court of Civil Appeals here has denied Major Charles C. Cresson's motion for rehearing in his \$75,000 libel suit against the Wortham-Carter Publishing Company, publisher of the Fort Worth Star-Telegram. This and other suits against various newspapers over the country grew out of publication of a telegraphic dispatch concerning the Grover Bergdoll escape case. Courts of original and appellate jurisdiction have held the Star-Telegram guiltless of damaging libel.

Lincoln was Right

TAKE ADVERTISING VALUES for example. A newspaper might make a big showing in the circulation columns of the directories without indicating how the circulation was secured, or where it is, or what buying power it represents. Another might have voluminous Sunday editions, and practically no home circulation during the six business days of the week. Skillful presentation of the figures in both cases could make them more impressive than their true significance would justify. But

"You Can't Fool all the People all the Time"

The CINCINNATI TIMES-STAR daily, without Sunday editions, for fifteen consecutive years has gone into four of every five of the 141,000 homes in the city (40,000 of them owned by the families that occupy them) with an average of 6,273,153 lines of display advertising per year, being an excess of 1,362,626 lines per year over the second paper.

IN 1922 THE TIMES-STAR PUBLISHED

10,459,407

LINES OF DISPLAY ADVERTISING

Almost two million lines more than the second paper. The TIMES-STAR not only dominates in high-class local advertising, but also in national advertising. It is the exclusive medium for one hundred and fifty national advertisers.

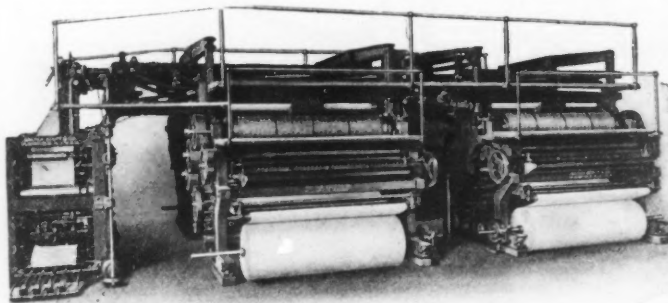


CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



The SCOTT MULTI-UNIT DOUBLE-QUADRUPLE Press

with the

NEW SCOTT HEAVY DUTY FOLDER

is really the only Multi-Unit Press that lends itself to expansion. All you need is the room and additional Units and Folders can be attached to meet new requirements.

YOUR NEW PRESSROOM EQUIPMENT

should be built to handle any size paper that you may want to run five or ten years from now. The Scott "Multi-Unit" or "Straight-Unit" Press with the New Scott Heavy-Duty Folder is the best solution of this production problem.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

Monadnock Block

1457 Broadway, at 42d Street

“OHIO

Must be considered in any National Advertising Campaign whether of minor or major importance.

Ohio is *First* choice of many national advertisers who appreciate the value of intense cultivation of First grade territory.

Ohio leads all other states in the number of large centers, having five cities with a population of 200,000 or over. There are also 21 cities in Ohio with over 25,000 population and each city has its own daily newspaper.

There are nearly six million people in all—five per cent of the population of the United States—more than 80 per cent of the population is native born white.

National Advertisers who start a campaign in Ohio are in Ohio to stay. There is a very evident understanding between the newspapers and their readers which is appreciated by the national advertiser. The newspapers are careful in barring objectionable advertising and the readers, therefore, have a sales creating faith in the advertisements that are published.

You are “in good company” when in an Ohio newspaper of this list. Try them

FIRST”

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	35,785	.10	.10
**Akron Times.....(E)	21,416	.06	.06
**Akron Sunday Times.....(S)	21,439	.07	.07
†Bellefontaine Examiner.....(E)	4,536	.0179	.0179
†Cincinnati Enquirer.....(M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch.....(E)	75,116	.15	.14
Columbus Dispatch.....(S)	74,654	.15	.14
Columbus, Ohio, State Journal... (M)	50,124	.12	.13
Columbus, Ohio, State Journal... (S)	29,206	.12	.13
Conneaut News Herald.....(E)	3,094	.017	.0179
†Dover Daily Reporter.....(E)	4,537	.02	.02
†Ironton Irononian.....(M)	3,170	.0179	.0179
†Kenton Democrat.....(E)	2,400	.014	.014

	Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democr't (E&S)	16,083	.07	.05
*Lima Republican-Gazette.....(M&S)	10,270	.035	.035
†Middletown Journal.....(E)	5,117	.025	.025
†Newark American-Tribune.....(E)	6,890	.025	.025
†Portsmouth Sun and Times....(M&E)	16,481	.06	.06
†Portsmouth Sun-Times.....(S)	11,140	.04	.04
Steubenville Gazette.....(E)	8,437	.04	.04
**Toledo Blade.....(E)	100,317	.27	.25
†Toronto Tribune.....(E)	1,096	.011	.011
**Youngstown Vindicator.....(E)	24,787	.07	.07
**Youngstown Vindicator.....(S)	24,351	.07	.07

Government Statement, April 1, 1922.

*A. B. C. Publisher's Statement, April 1, 1922.

**A. B. C. Publisher's Statement, October 1, 1922.

†Government Statement, October 1, 1922.

NEWSPAPERS USED BY SALADA TEA SUBJECT TO RIGID TESTS

House-to-House Canvass of Their Territories Sometimes Necessary to Determine Character of Journal as Advertising Medium, Declares Wm. H. Walsh, Advertising Mgr.

By ROSALIE ARMISTEAD HIGGINS

ONE of the greatest believers in newspaper advertising today is William Henry Walsh, advertising manager of the Salada Tea Company, Boston, which spends thousands of dollars monthly for advertising. That his views are shared by P. C. Larkin, president of the corporation, is evidenced by various newspaper interviews wherein the "Tea King of America" says "a glance at the facts shows the superiority of newspapers over every other form of advertising."



WILLIAM H. WALSH

"The magazines oftentimes go to places where your article is not for sale," Mr. Walsh explains, "such advertising is waste—that waste can be totally avoided in newspaper advertising, for, of course, a merchant does not spend money in a place where his goods are not for sale. What newspaper advertising does and does effectively is to get the consumer to try the advertised article once, but if it is not of prime quality all the advertising in the world will not get them to try it a second time. My advice to anyone introducing any good article to the public is to make sure of its quality, let it be of the highest, for people will pay a fair price for a good article; then, use the daily press as extensively as possible."

Mr. Walsh is most optimistic over advertising for the coming year. "At no time in the history of advertising in this country was there a better prospect than just now," said Mr. Walsh. "In fact it was never so good. The people of the United States are pre-eminently newspaper readers, and advertisers everywhere are recognizing this fact more and more. Without attempting to say that other forms of advertising are not good, I venture to say—and you may put it as emphatically as you please—that I consider the daily newspapers the best of all. Next to the newspapers, I would put certain of our magazines, but I have little faith in the efficacy and influence of electric light signs or bill-posters generally."

"In selecting newspapers, we have to be governed largely by our sales, acting somewhat upon the judgment and advice of our salesmen in the various localities, but also governed by the A. B. C. as to circulation, and local opinion of the paper, its influence, whether it has a large home circulation, and whether it is read and liked by the women of the household."

"Of course, this is a rather difficult thing to do, for it is a truism that you cannot accurately measure the precious influence of a newspaper on the individual reader. This influence is too subtle, too elusive for analysis, but you can get a pretty accurate opinion by a careful study of the opinions of the people in the city or town that you are considering. Newspapers, as a general rule, will claim a large home circulation, and their salesmen, when looking for advertising of a product such as ours, will say that their paper appeals particularly to the women of the household. Now, that is just where we cannot take the opinions of the newspaper men, but have to gather opinions from outside sources."

"The first thing we do when we intend to advertise in a certain field is to notify our salesmen to make a painstaking study of the situation, even, if necessary, a house-to-house canvass of certain dis-

tricts to see whether the newspaper has a home circulation, and whether it is read by the women of the household as well as the men.

"Of course, we investigate and check up the advertising too, and the departments that would naturally appeal to a woman, for example food pages, fashion pages, music pages, and the like, and we give particular attention to the question of whether it is a sensational paper or not, and to the character of the people among whom it circulates.

"If it meets the essential requirements in respect to character and standing in a community and class of advertisements it carries, we would not hesitate to go into it, even though its circulation be somewhat smaller than a rival newspaper in that particular field which catered rather to a sporting, sensational element.

"It is a comparatively simple matter for the people of a town, living there day in and day out for years to judge of the character and influence and standing of a particular newspaper.

"Another thing that we always make it a point to study is the character of its local advertising. Do the large local department stores and prominent merchants generally use its columns? Is it well thought of from a national advertising viewpoint? Once this analysis is complete, and the facts are before us, it is an easy matter then to arrive at a conclusion.

"Salada Tea being a woman's or rather a domestic product, we always make it a rule to investigate the subject of home-reading.

"Coming to the question of our demands upon the newspapers in which we advertise—I would rather say requests—in order to make it perfectly clear that we never try to invade the ethical domain of journalism. Of course, as we spend money lavishly we naturally expect co-operation.

"The newspapers of the large cities in which we advertise are aware of this and make every effort in their power to boom our product, confining their exertions, however, largely to a canvass or survey of the dealers, and to sales letters, and window displays, for which they sometimes offer prizes. This, of course, has a wonderful stimulus on the dealer, and goes far towards selling the product.

"In my travels the past year, I have noticed with pleasure more and more of the human equation evidenced in business intercourse. Particularly did I find this true with newspaper men, who seemed intuitively to sense the fast-moving trend of public opinion toward a more human element in business relations. Let me relate an instance to illustrate my point. There is a certain New England publisher who, while always personally courteous to me, and whose newspaper has carried the advertising of my house exclusively for a number of years, has steadfastly and stubbornly refused to discuss the value of business generally of any item in his newspaper columns which might reflect as propaganda for any manufactured article. It has long been my view that the more we can impress upon the readers of the newspapers the psychology of business success, and the more we can appeal to the heart side of any community, the quicker will be the response.

"I made it a point to study the different types of business people in this New England community for the sole purpose of carrying my message of the outcome to this particular publisher. I had no thought, however, of having him accept my opinion from a sordid advertising lineage standpoint, but of showing where an item in the columns of his paper, played upon in human interest style, and

dwelling upon the success of a certain business concern, primarily because of the human side of its officers and personnel, would have its helpful reaction with his own readers, and from a business standpoint alone would be a highly profitable policy.

"In studying the different types of this particular business community, and of the people in general in that locality, I had an almost intuitive sense of their likes and dislikes. They were in no way dissimilar from types which I had met with in other communities except, perhaps, you might say, that they were inclined to be a bit narrow, as is universally characteristic of people in small towns.

"Applying my newspaper experience and training in this particular instance, and showing the publisher what other newspapers in other large cities had done in the way of publicity, giving their views on the subject and how they differentiated between mere business propaganda and pure news of a human interest quality, I convinced him by my arguments. Of course, it was necessary that I produce the goods to back up my statements.

"In remarking that advertising managers and publishers are coming around to the human equation in business, I simply meant to tell you that they are getting more enlightened as to the psychology of the thing. They realize that it is necessary to have a more human element in business relations. Consequently, anything in the line of news which has a message of heart interest—(or, as my friend Joe Mitchell Chapple, the publisher of the National Magazine puts it—"heart throbs") is grist for the mill. At least,

this is as I find it in my lanes of travel and I have no difficulty in impressing my message upon the majority of publishers."

Mr. Walsh's belief in and love of human nature is due partly to the fact that he was for years a newspaper reporter, of which he is very proud. He was born in Ottawa, Canada, and, at the age of fourteen, found his first story, when he saw two cabs collide during an after-theater crowd. After finishing his education at Ottawa University, he became a reporter on the Ottawa Free Press. From that city he went to Worcester, where he was a reporter first on the Telegram and then on the Gazette. His next job was on the Boston Advertiser and Record. In speaking of his newspaper days, Mr. Walsh grew reminiscent and told me of several of his "scoops" in the early days.

"One of my most brilliant adventures," he said, "when I was working for the Advertiser and Record, was an assignment to board the Haytien Republic, a war-vessel which had just arrived in Boston harbor. It was about midnight, as I remember it, when Underwood, the managing editor, rushed into the editorial room and said, 'Walsh, go down and get a story of the rebellion in Hayti—the Haytien Republic is in the harbor.' The assignment looked almost hopeless to me. However, I went out in a blinding snow-storm, crossed over in the ferry to East Boston, routed out the owner of a tug, and had him get up steam to go on a hunt for the Republic. To make a long story short, we found the vessel, and the Ad-

(Continued on page 33)

CIRCULATION Goes UP and Stays UP

When You Use
WORLD COLOR

Action-art Tabloid Mats

REFRESHINGLY DIFFERENT

Colored Poster Cover Pages
Russell True-To-Life Sketches
Action Toy Cut-outs
Annabelle Doll Cut-outs
Famous Bingville Puzzle Pages
"To-be-Colored" Crayon Pictures

and Other Fascinating
Tabloid Pages Teeming with
Strong Home Folk Appeal.

IDEAL FOR YOUR MAGAZINE OR COMIC SECTION

in Colors
4 - 3 or 2
or Black Only

AT "YOU'D BE SURPRISED" PRICES

Write or Wire for Proofs Today

THE WORLD COLOR PRINTING CO.

Est. 1900

R. S. Grable, Pres.

St. Louis, Mo.

PROPOSE GREAT MILLS FOR NEWFOUNDLAND

British Government Will Furnish Half Development Capital, and Island Will Vote on Bond Issue in April

WASHINGTON, D. C., March 7.—Officials interested in the development of sources of wood pulp supply are watching the political and economic contest between Canada and Newfoundland over the proposal of the latter dependency of the British Crown to open up vast forest resources by developing the water power on the Humber River. The government of Newfoundland has maintained a commission in Washington for some time to educate the publishers of the United States to the possibilities of cheaper paper offered by Newfoundland.

That government, according to information received in Washington, has obtained the backing of the British Government and the proposal of the Newfoundland Premier, Richard A. Squires, to develop the Humber power and build pulp and paper mills of large capacity will be placed before the people of the island at general election in April.

Premier Squires recently returned from Europe, where the preliminaries to the financial phases of the project were arranged. The British Government, it is understood, will advance one-half the money required for the power dams under the British post-war industries act, and the other half will be raised by a bond issue. The general assembly of Newfoundland has been dissolved pending the outcome of the election.

If the project is carried out, those acquainted with conditions in Newfoundland say that paper will be produced there for consumption in the United States much cheaper than it is now produced in Norway and Sweden, a situation which should result in a reduction in prices to American and British publishers.

LEAN YEARS FOR PAPER MEN

So Dr. Baker Testifies at Senate Hearing on Reforestation

WASHINGTON, March 7.—The special Senate committee appointed to investigate wood and pulp problems and to devise a reforestation plan held its first hearing today. The witnesses, both of whom emphasized the seriousness of the American forest situation, were Secretary of Agriculture Wallace and Hugh P. Baker, executive secretary of the American Paper & Pulp Association.

Secretary Wallace said that of the original American timber supply, which was estimated at 5,200,000,000,000 board feet, there remained not more than 1,600,000,000,000 board feet of second growth timber and stubble. The acreage cut per year is now estimated at about 10,000,000. The annual loss by fire is millions of feet. There are 81,000,000 acres of barren lands where once stood great forests.

Secretary Wallace said that the shortage was making itself felt, and that the Government and the States must work out some plan for reforestation. Under a proper conservation policy, he estimated that from 25,000,000 to 30,000,000 cubic feet of timber could be added annually. The Secretary suggested an extension of the forest protection service so as to take in privately-owned land as well as State-owned forests, the encouragement of replanting by farmers and forest owners generally, a tax system that would encourage the growing of trees and co-operation along other lines between the Federal and State Governments.

Mr. Baker gave it as his opinion that many lean years, due to the depletion of raw materials, were ahead of the paper industry in this country. The problem of the forests, he added, was entering the economic stage, and in the future the spruces and other pulp woods would bring such increased prices as to make

forest conservation a paying business.

In the opinion of Mr. Baker, one of the reasons for the ruthless destruction of forests has been the fact that lands have been taxed in about the same proportion as have tillable and other lands from which annual returns are possible. He suggested that the European plan of taxing the timber when it was cut and leaving the land itself tax free, so long as it was used for forest purposes, would go a long way in the direction of solving the American tree problem. The timber loss due to faulty tax systems, he estimated to be about as great as the losses due to fire.

Mr. Baker said the pulp industry was now at work to find a way to use Southern pine in the manufacture of pulp. This problem, he said, would be solved, and the South was destined to be the home of a great paper industry. The problem, he explained, is to find a way to remove the resinous matter from the pine timber.

REMINGTON PAPER CO. APPEALS

Claims Contract With N. Y. Sun Void as No Definite Price Was Stated

The old suit of the New York Sun (Sun Printing & Publishing Association) against the Remington Paper & Power Company, Inc., of Watertown, N. Y., for alleged breach of contract in failing to deliver newsprint paper in 1919, came before the Court of Appeals in Albany, N. Y., last week. The paper company asked reversal of the Appellate Division's order reversing the lower court's denial of the Sun's motion for judgment on the pleadings. The action was originally brought to recover \$1,510,000 damages for alleged breach of a contract by which the Sun was to purchase 16,000 tons of newsprint during 1919. Under the contract, 1,000 tons were to be delivered each month at the price charged by the Canadian Export Paper Company and, it is charged, after 4,000 tons were de-

livered, the Watertown company repudiated the contract and refused to deliver the balance.


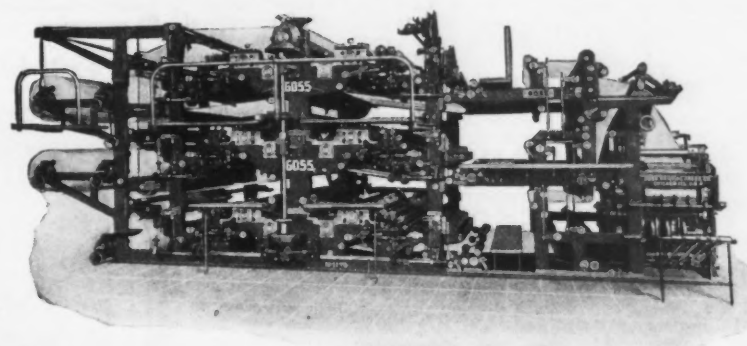

Former Gov. Nathan L. Miller, appearing for the Remington Company, argued that the agreement was void for lack of mutuality in that the price was left to be fixed by future agreement. Archibald R. Watson, for the Sun Association, contended that the price to be charged by the Canadian Export Company was a definite and ascertainable amount and made a binding contract.

Adds Farm Section

The Wausau (Wis.) Record-Herald has inaugurated a farm section for each Tuesday, consisting of four pages devoted to farming and dairy news.

New Sunday Color Section

The Grand Rapids (Mich.) Herald has added a 8-page color section to its Sunday section.

The GOSS Way of Building High-Speed Rotary Presses Takes a Lot of Time

THERE is no such thing as "rushing an order thru" the Goss plant. Goss reputation for faultless workmanship and finish is so precious a thing with us that we refuse to "hurry" any job just because some customer waited too long before placing his order.

"Dispatch always: haste never" is the watchword of our entire organization.

We have no ambition to build all the presses the newspapers of the world require; but we do insist that every GOSS press shall be as nearly perfect as anything man-made can be.

On this platform our business has grown in thirty years to a volume surpassing that of houses that have been in business more than a century.

Anticipate your needs, if you want Goss dependability in your enlarged pressroom within the next year or two.

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago

JAPAN'S PRESS ONCE IGNORED WOMEN, BUT NEW POLICY HAS MADE PROFITS

Change in Attitude of Newspapers in Last 20 Years Has Greatly Helped Raise Feminine Status in Nippon—Advertisers of Women's Goods Among Largest Newspaper Users

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, Feb. 2.—Recent history of newspapers in Japan tells of no development more interesting and only a few of greater importance than their changed attitude towards women readers. The necessary complement to this—a more lively interest in newspapers by the women—has been quite as interesting and has had its effect not only in hastening a far-reaching transformation in the country's social organization but more directly in shaping the policies of advertisers in the Japanese market.

Essential changes in character took place in these newspapers. For one thing, they are no longer printed for the head of the family alone, but concern themselves with all that is of interest to the home. With exceptions corresponding to those found in the class journals of America, the daily press consists today of family newspapers. An appeal is made to men, women and children.

This period of evolution which concerns women is easily confined within the last two decades. Twenty years ago a few Japanese women may have read newspapers regularly, but no effort was made by the editors to cultivate even general interest and the policy of indifference reaped in circulation exactly the insignificant results which might have been expected.

It was during this period of indifference to women that Miss Toyoko Ozawa, fresh from a Tokyo girls' school, came on the scene. She believed the newspapers of Japan were not only neglecting duty

when they ignored women readers but were overlooking a large revenue. On both propositions she was refuted by "facts" intended to show that women weren't supposed to read and newspapers had no time for women's interests. Finally the Jiji Shimpō, then under the direction of its founder, the elder Fukuzawa, gave this young woman her chance.

Miss Ozawa's application for a reporters' job had been made without her family's knowledge for Japanese girls of her class were expected to content themselves with the duties of the home. Her education had been planned with this in view and—well, Toyko-san probably would have been kept at home behind barred doors if her intention of becoming a common newspaper reporter had been guessed.

Since the arrangements were made and her word given to the Jiji before her parents were told, their storm of disapproval finally ended in grudging consent.

Of course, Miss Ozawa did not succeed in revolutionizing the character of even one newspaper overnight. At first she was given work inside the office, receiving telephone news from outlying districts, with no real opportunity to put her ideas into practice. Later she accomplished the feat—unprecedented in Japan—of going out on a story just like a man!

Be it said to the credit of the old heads they gradually waked up to a realization of the real facts. They learned that women can write of things that interest women so that other women will want to read them, and that doing this was not a

harmful thing for the paper. Regular women's features were inaugurated and now Miss Ozawa has had the satisfaction of seeing her ideas adopted by practically all the important metropolitan dailies.

Younger in the service than Miss Ozawa, but quite as well known and respected for what she has accomplished is Miss Shigeo Takenaka, the Asahi Shimbun's leading woman writer. Miss Takenaka is not exactly a cub; she has spent ten years in the city room of the Asahi, and has seen that paper's women's department grow from almost nothing.

It is difficult to tell, according to Miss Takenaka, whether the newspaper has had more influence on the modern Japanese woman than the modern Japanese woman has had upon the newspaper. She agrees, however, that each has helped the other.

Twenty years ago, Miss Takenaka says, the women were ahead of the newspapers—that is, they were paying more attention to things than the newspapers had any idea they were. When the newspapers saw the light they hurried to catch up and since have done a great deal to direct and co-ordinate the efforts of Japanese women to participate in community affairs in a larger way than formerly was possible.

The fact that, excluding matters of

general household interest, most of the women's news in Tokyo newspapers is concerned some way or other with the movement to elevate the sex in Japan may be partially explained by the fact that the only women's press club here has as its honorary president Madame K. Yajima, founder of the Japanese W. C. T. U. Since her visit to the United States a year ago, Madame Yajima's work is known almost as well on that side of the Pacific as in this country. She attributes much of her success to the support which the newspapers have given.

But there is more than one moral in this story of how women became newspaper readers in Japan. Its effect on the business office may be told in cold figures. The second largest class of advertising carried in the Japanese newspapers now is toilet goods, and the total lineage in 1921 (the last year for which complete statistics are available) was 24,947,787.

The local merchant and the American manufacturer of every article which appeals to women may join the Japanese newspaper business manager in giving thanks to Miss Ozawa, Miss Takenaka and their sisters of the press. In the face of all the difficulties that obsolete traditions and outgrown customs presented, they succeeded at last in introducing the ladies to the editors of Japan.



DRY MATS

Experience
vs.
Experiment

If your experience with other mats has not been satisfactory, do not for that reason decide that dry mats are not for you.

There are dry mats and there are Flexideal Dry Mats.

Ours are easily handled; do not require any kid glove treatment.

Flexideal and Maxitype Dry Mats are made to meet the hustle and bustle in the newspaper plant and will stand a little abuse when the occasion arises.

If you want a dry mat which will fit right in with your equipment and save you time and money, try the Flexideal way of stereotyping.

We guarantee constant supply and prompt shipment from our stock at Bush Terminal, Brooklyn, N. Y.

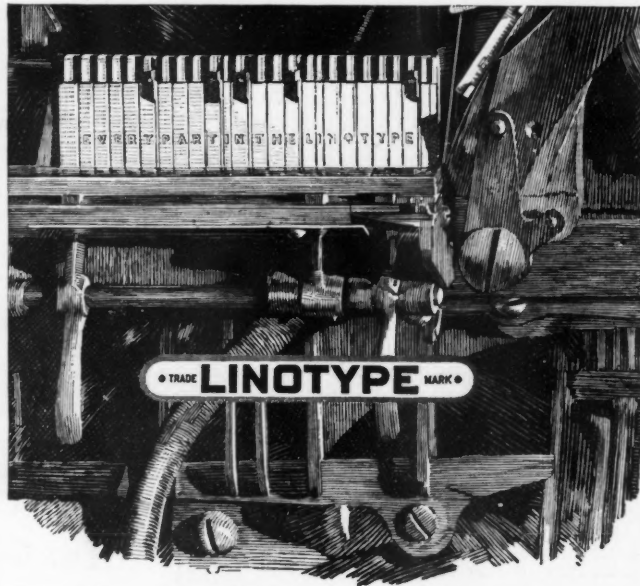
DRY MATS

THE FLEXIDEAL CO., INC.

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



THE BIG SCHEME OF SIMPLE OPERATION



THE LINTYPE ASSEMBLY

The Quality of Hand Composition with the Economy of the Machine

THE individual matrices which are to compose a line are assembled in a "stick" and held in plain view in front of the operator. Until he is ready to release it for casting, it remains perfectly flexible, subject to any revision of spacing or arrangement.

That is the reason why Linotype composition never looks stiff or mechanical. It has all the quality and character of the best hand composition, but costs much less.

MERGENTHALER LINTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINTYPE in Benedictine

PENNSYLVANIA

continues its century-old leadership in production of individual wealth and is more fertile as an advertising field than ever before.

Pennsylvania's manufacturing and mining interests are permanent institutions. They cannot be moved.

Pennsylvania is a ready-made, permanently prosperous market, presenting every conceivable trade advantage to be found anywhere on earth.

It offers trade advantages, sufficiently attractive and sufficiently diversified, to warrant the most intensive cultivation National Advertisers can concentrate in any field.

Pennsylvania newspapers are selling merchandise daily for Pennsylvania storekeepers; the men you want to put out your goods.

The newspapers listed below present an admirable try out list.

CULTIVATE THIS MARKET THROUGH THESE DAILIES

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
***Allentown Call(M)	28,009	.09	.09	Pottsville Republican and Morning Paper(E&M)	14,500	.055	.05
***Allentown Call(S)	15,118	.09	.09	Scranton Republican.....(M)	32,180	.12	.10
†Bloomsburg Press(M)	6,507	.029	.029	†Scranton Times(E)	37,148	.12	.10
***Chester Times & Republican.(M&E)	14,331	.065	.05	***Sharon Herald(E)	5,002	.021	.021
†Coatesville Record(E)	5,369	.0214	.0214	†Sunbury Daily Item(E)	4,109	.021	.018
†Connellsville Courier(E)	6,103	.0179	.0179	***Warren Times-Mirror(E&M)	8,056	.036	.036
***Easton Express(E)	17,241	.05	.05	***Washington Observer and Reporter(M&E)	15,553	.06	.05
*Easton Free Press(E)	12,147	.05	.05	†West Chester Local News.....(E)	10,768	.03	.03
***Erie Times(E)	27,648	.08	.08	**Wilkes-Barre Times-Leader(E)	22,061	.08	.05
***Harrisburg Telegraph(E)	39,478	.095	.095	†York Dispatch(E)	16,726	.045	.045
†Johnstown Ledger(M)	12,096	.05	.05	†York Gazette and Daily.....(M)	16,452	.045	.045
***Oil City Derrick.....(M)	6,686	.04	.035				

*A. B. C. Publishers' Statement, April 1, 1922.
 ***A. B. C. Publishers' Statement, October 1, 1922.
 †Government Statement, October 1, 1922.
 **A. B. C. Statement, 3 mos. to Sept. 30, 1922.

A Special Combination Rate

for space in The Providence Journal and The Evening Bulletin is now offered to national advertisers who desire to cover Rhode Island at the least possible cost. Space may be bought separately in each paper, but there is a decided saving offered in the combination. (The Sunday Journal is not sold in combination.)

The Providence Journal

(Morning and Sunday)

AND

The Evening Bulletin

Rhode Island's Great and Influential Newspapers

cover the State thoroughly. There are few worthwhile homes in which one or the other is not read. They are home newspapers, independent politically, and do not cater to any class or sect. The news columns are clean and free from sensationalism. The circulation is largely home delivered—the most effective kind for advertisers.

Duplication

is the title of a booklet recently published which shows the small amount of duplication (less than 7%) between the two papers. A copy will be mailed to any advertiser, together with rates and complete information regarding this productive territory, upon request.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

NEW YORK

Boston

Chicago

R. J. BIDWELL

San Francisco

Los Angeles

WOMEN WRITERS GIVE BRILLIANT BALL

Over 1,000 Guests Present at Ritz
and \$6,000 Cleared—Gov-
ernor and Mrs. Smith
Honor Guests

The New York Newspaper Women's Club gave its first ball March 2 at the Ritz-Carlton Hotel, attended by more than 1,000 people. Gov. and Mrs. Alfred Smith, guests of honor, arrived early and viewed the evening's festivities from a decorated box.

Members of the club acted as hostesses and were assisted by a reception committee composed of Murray Hulbert, acting Mayor; Charles Hambidge, president of the New York Newspaper Club; Charles D. Hilles, chairman of the National Republican Committee; Will H. Hayes, Motion Picture Industries; John Emerson, Actors' Equity; Victor Watson, New York American, and Andrew Ford, New York Evening Telegram.

Newspaper publishers and their wives acted as patrons and patronesses. Among those invited were: Mr. and Mrs. Ogden Mills Reid, Frank Munsey, Mr. and Mrs. W. E. Lewis, Mr. and Mrs. William Randolph Hearst, Mr. and Mrs. Alolph S. Ochs, Mr. and Mrs. Ralph Pulitzer, Mr. and Mrs. Jason Rogers, Mr. and Mrs. Bradford Merrill, Mr. and Mrs. William Shillaber, Jr., Mr. and Mrs.

James Wright Brown, Mr. and Mrs. Henry L. Stoddard and Mr. and Mrs. Edwin L. Gay.

A beauty contest was a feature of the evening, and Marie Dressler was crowned Queen of Beauty, with the following newspaper cartoonists acting as judges: Rube Goldberg, Lambert Guenther, George McManus, Fontaine Fox, Gene Carr, Al. Frueh, Sid Greene, Grant Powers, Jefferson Machamer and Edward Marcus.

Will Rogers, acting as chairman of the program committee, introduced the following stage stars, each of whom gave a number: Eddie Dowling, Helen Shipman, John Steele, Savor and Brennan, Trina, Gilda Gray, Charles King, Cortez and Peggy, Ula Sharon, Myrtle Schaif, Leon Rothier, Orville Harrold, Fokine and Fokina Armand Pokatman, Harry Delf, and Johnny Dooley.

About 1 o'clock, a score of newsboys burst into the ball room crying "Extra." The papers which they sold, entitled The Last Word, contained amusing stories written by the members of the club. Two orchestras played continuously and dancing was enjoyed until five o'clock in the morning. The ball was also a success financially, as about \$6,000 was cleared. Jane Dixon, of the Evening Telegram, was chairman of the ball committee, which included Anne Dunlap, American; Ishmel Ross, Tribune; Jane Grant, Times; Ruth Dayton, American; and Louella Parsons, of the Morning Telegraph.



Among those directing the now most famous newspaper women's jazz party in the history of New York were (seated), Miss Louella Parsons and Jane Dixon. Standing, Martha Coman. The mere man in the picture is Senator J. J. Walker.

THE INNER CIRCLE CELEBRATES



"What does the over-worked newspaper man do to have a good time?" Here's the answer. A whole gang of star reporters, and every one of them happy because they are kidding a serious news subject. Dinners of the Inner Circle are going to be an annual event in the New York newspaper world.

The Inner Circle, a new organization, which is the outgrowth of the Association of City Hall Reporters of New York and the Amen Corner, gave a stunt dinner at the Hotel Astor on the evening of March 3, when the supposed Presidential aspirations of Governor Smith were the subject of three hours' fun, which the Governor, himself, appeared to enjoy.

A six-act musical comedy, "The Super-smith," was presented, and politicians, regardless of party, were under fire from the prologue to the epilogue. The performance began with a pseudo "Al Smith" being inaugurated for the second time as Governor of the state. Many of his

friends cheered him, and in response to insistent demands for a speech the new Governor made many promises, including a job for every Democrat. The Presidential aspirant was then lulled to sleep by a dream song, and the other acts were devoted to his ambitions and the fulfillment of them, all treated in very humorous vein.

The book of the play was written by Charles G. Hambidge, president of the New York Newspaper Club, and Philip D. Hoyt, and the lyrics by James A. Hagerty and Frank A. Tierney. Harry D. Kingsbury and Edward Staats Luther both made brief talks.

SCHOOL FOR PRINTERS

New Era Printing Company Has Graduated 15 Students

The Lancaster (Pa.) New Era Printing Company, is running a training school for printers, taught by C. J. Rhen, formerly assistant manager of its job plant.

The purpose is to teach boys who have had at least one year of high school work essentials of printing, including press work, composition, and a knowledge of linotype and monotype machines. Classes in English, grammar, spelling, civics, physical education and hygiene, arithmetic and allied subjects are held, in addition to the practical work. The course enables the boys to go into whatever department for which they are best adapted, with a foundation knowledge, at the end of nine months. The boys are paid a small weekly sum while at the school. Fifteen students have been graduated.

Arbitrating London Wage Dispute

Three thousand London bookbinders have ended their strike as the result of an agreement of their union and the Master Bookbinders' Association to submit the dispute to arbitration. The question at issue is whether the employers should be a party to the wage reduction agreement made between the London Master Printers' Association and the Paperworkers' Union. The agreement averted a strike of 10,000 employees of general printing and periodical houses, who had threatened to join the bookbinders' walk-out.

J. H. PERRY SOLE OWNER A. P. A.

Buys Interests of Courtland Smith and Arthur Brisbane

John H. Perry, president of the American Press Association and head of the

Perry-Lloyd Jones syndicate of newspapers, is now sole owner of the American Press Association, having purchased the interests of Courtland Smith and Arthur Brisbane.

Officers of the company under the new ownership are: John H. Perry, president and chairman of the board; William Griffin, vice-president; Emmett Finley, secretary; and George A. Riley, treasurer. W. S. Brogan, who has been vice-president, retires. Mr. Griffin will act as advertising manager and Mr. Finley continues as business manager, in addition to his office as secretary. Mr. Riley resumes the position of treasurer, after an absence of several months in connection with the Perry-Lloyd-Jones newspapers.

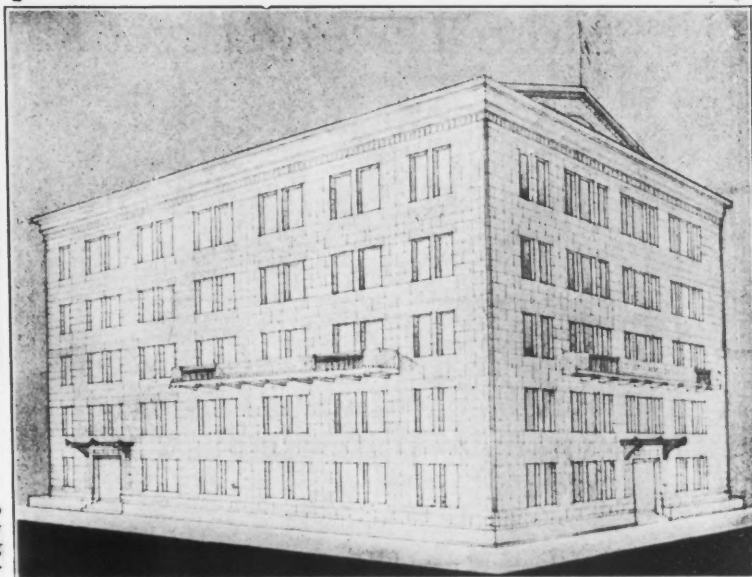
BLOCK NEW LEGAL BILL

N. Y. Legislature Speaker Reported Hostile to Law Abstract Idea

ALBANY, N. Y., March 6.—Speaker Machold is reported to be against the passage of the bill of Assemblyman Eberly Hutchinson, of the Fulton-Hamilton district, providing for the publication of the session laws of a general nature in abstract form in two newspapers in each county of the state. The plan was described in **EDITOR & PUBLISHER** of February 24. While it is not expected to be made a party measure his influence is likely to line up the Republican majority against the passage of the bill.

The Knickerbocker Press in its Sunday issue attacked the bill as a "printing graft," and the following day published a telegram from Charles H. Congdon of Watertown, secretary of the New York State Publishers' Association, as follows: "New York State Publishers' Association has not endorsed publication of session laws in abstract." The bill had not been introduced when the annual meeting of the association was held in Albany.

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

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

The Hochi Shimbun
TOKYO, JAPAN

If You Can Use More Local Corset Copy, Jane Hill Will Help You

Jane Hill has written a series of eight articles telling women how to improve their looks and how to be as comfortable with corsets as without them.

Such articles are bound to interest every woman. And they are also bound to insure your corset advertisers getting better results.

Jane Hill is, I may add, the best-known corset-and-dress authority in America today. Her mail is over 325 letters a day—which merely shows how keen women are to know more about corsets, style and comfort.

Write for samples of the Jane Hill articles, which average a little over half a column each. The whole series will be furnished to newspapers which agree to solicit energetically for more local corset copy. Of course, only one newspaper in a city can get the articles.

Irvin F. Paschall, Inc.

McCORMICK BUILDING

Chicago

SAYS N. Y. BILL MENACES PRESS ASSOCIATIONS

**Proposed Measure to Curb Housing
Abuses so Sweeping as to Include
News Services and Publishers'
Organizations**

Newspaper and press associations in New York were in doubt as EDITOR & PUBLISHER went to press whether the proposed Trade Commission Act of New York State applied to them and to their regular business functions, as a statement put out March 6 by the Merchants' Association of New York City declared might be the case. The act creating the Trade Commission is one proposed by the Lockwood Committee which for two years has been investigating abuses in the building trades and its intention is said to be the end of the employers' and employes' combinations to which much of the high rentals and high cost of construction are attributed. Its provisions and definitions, however, are so sweeping that publishers and press association executives decline to guess whether their activities are covered or not.

The bill, which is entitled Chapter 75 of the Consolidated Laws, this week reached its third reading in the Senate and should come up for action there next week. The Assembly has not yet acted upon it.

It defines articles or commodities in common use and also associations and their activities which would be licensed by the Trade Commission and subject to its constant scrutiny. The commission is empowered to investigate all trade associations, file and examine complaints, take any records or books and give any publicity it desires to its investigations. No secrecy is provided for its proceedings or the sources of its information, as with the Federal Trade Commission.

If the bill becomes law, the Merchants' Association argues, the news-gathering associations would have to apply to the State Trade Commission for a license before they could transact business, the bill providing also that the commission could withhold such license if "it has reason to believe that the activities of the association" will "divide or apportion territory between actual or potential competitors or encourage such competitors to keep out of or fail to enter any territory with one another in any part of the state" or will be "discriminatory between persons or localities" or will be "in any other manner calculated to interfere with unrestricted competition."

"Many of these news-gathering associations, particularly the Associated Press, depend for their vitality and existence upon the 'franchises' [memberships] which they grant to their members with strict limitations as to locality and territory," the statement continues. "Without such limitations, indeed, it would probably be impossible for the Associated Press or any other news-gathering organization of national magnitude to exist."

"These limitations, however, seem to come squarely within the provisions of the bill, so that the proposed State Trade Commission, if it chose, could at any time exclude any such news-gathering organization from the State of New York by simply withholding or terminating its 'license,' which it must obtain from the commission. Nowhere in the bill is there any provision for a review by or an appeal to the courts in respect of any refusal by the commission to issue a license to any association."

The bill defines an article or commodity in common use as meaning and including "everything of value that may be made the subject of purchase, sale, barter, delivery, hiring, use or contract, other than where labor is the sole constituent, whether or not labor be the major or minor factor in the cost or value of such article or commodity."

The term "association" is defined as "every form of organization, arrangement, understanding, or agreement of or between corporations organized or existing under the laws of this state or transacting business therein, of which actual

or potential competitors engaged in the same or similar classes of business are members, either directly or through one or more officers, directors, or agents of such corporations, whether or not the same be formally or regularly organized, and whether incorporated or unincorporated, and every club, society, institute, exchange, bureau, or other body, in whatever form or under whatever name of which actual or potential competitors are members or in which they are interested."

The organizations mentioned as threatened in the bulletin of the Merchants' Association include the Associated Press, United Press, International News Service, and the New York City News Association. Others mentioned in publishers' conversations included the Publishers Association of New York City, the Newsprint Service Bureau, the Associated Business Papers, and other bodies in which publications are directly or indirectly concerned.

S. N. P. A. TO ESTABLISH SCHOOL

**Course in Journalism for Washington
and Lee University**

V. E. Kemp, field secretary of Washington and Lee university, has been in Chattanooga recently consulting with Walter C. Johnson, secretary of the S. N. P. A. and other publishers concerning the All-Southern School of Journalism to be placed at Washington and Lee University.

"The fund thus raised will be sufficient to establish a complete Journalism School for the S. N. P. A., which in conjunction with the academic and commerce departments of Washington and Lee, will offer two or four-year courses in advertising, circulation, business administration and cost accounting as well as in editorial and repertorial writing. They plan to operate a daily paper as a laboratory for this school when it is completed, according to Mr. Kemp.

As he explained the S. N. P. A. has undertaken to establish at Washington and Lee University as a memorial to Gen. Robert E. Lee an all-southern school of journalism. He said the Southern publishers were starting the fund with at least \$50,000 to be contributed by their individual membership, and that \$23,000 of that amount had already been pledged in answer to the first appeal.

Utica Press Staff Dines

The editorial staff of the Utica (N. Y.) Press held its third annual banquet March 3, the occasion being also a farewell to Fred J. Doxtater, reporter, who has gone to Denver, Col. Hugh Hughes, managing editor, was toastmaster. Former employes present were W. Spencer Williams, of the Rochester Democrat and Chronicle; A. J. Snell, of the Albany Knickerbocker Press, and Elmer G. Blackford, of the Syracuse Journal. Arthur E. Pfanz was welcomed back to the Press, after several months in Albany. A silent toast to the memory of George E. Dunham, former managing editor, who died last fall, was given at the suggestion of Assistant Managing Editor Harry Fox. A small edition of the Press was at each plate and later in the evening a special miniature edition of the Sunday Observer Dispatch was brought in.

Mark Time in Lancaster

LANCASTER, Pa., March 6.—No announcement has been made in the Examiner-New Era sale. Oliver J. Keller, editor-in-chief, says papers have not yet been signed, although he admits the sale has practically been closed and minor details are being adjusted. Announcement of the sale is expected soon. It is said that the New Era Corporation, a recently organized company with capital stock of \$5,000, gave to M. F. Hanson and Paul Block four mortgages each for \$63,750 and they assume the mortgages of \$50,000 and \$75,000 previously held on the property, a total mortgage debt of \$380,000. The new owners informally took possession March 1. Keller stated these men plan to keep the same personnel.

**EDITOR & PUBLISHER INTERNATIONAL
YEAR BOOK CORRECTIONS**

PASTE ON PAGE 102, UNDER C

CHANDLER & CO., CLEAVE-
LAND, A. a.....35 Congress St....Boston, Mass.....C. A. Chandler

PASTE ON PAGE 106, UNDER D

DORRANCE, SULLIVAN & CO.
130 W. 42d St....New York City....H. E. Pengl
332 S. Mich. Ave.Chicago, Ill.....
Main St. & Colfax
AveSouth Bend, Ind....G. C. Jefferson

PASTE ON PAGE 106, UNDER D

DOMBROWER, RALPH L. b-d..Mutual Bldg.....Richmond, Va.*....R. L. Dombrower
1334 G St., N. W.Washington, D. C..

PASTE ON PAGE 111, UNDER F

FROWERT CO., INC., PERCI-
VAL K.....151 W. 42d St....New York City*...
43 Great Portland st.,London, Eng.....
Omit Philadelphia
Office

FROWERT ADVG. CO.....250 S. Broad St..Philadelphia, Pa...

PASTE ON PAGE 66, UNDER A

4 American Press Assn.New York City*.225 W. 39th st.... John H. Perry
W. G. Brogan
Chicago, Ill.....122 S. Michigan ave.H. L. Gartsley
San Fran., Cal..58 Sutter st.....E. J. Miller

PASTE ON PAGE 76, UNDER N

98-E New York American.... Chicago, Ill.....Hearst Bldg.....Wm. H. Wilson
San Francisco, Cal..Monadnock Bldg.....E. A. Wilson
98EE New York Commercial.. Boston, Mass....127 Federal st....Sweeney & Price
Chicago, Ill.....Hartford Bldg.....Don Campbell
100 Nortbrup, Frank R..... New York City*.350 Madison ave....F. R. Northrup
Chicago, Ill.....Advertising Bldg... E. J. Powers
98U New York Commercial.. Chicago.

PASTE ON PAGE 186, BOOKS, Editorial Writing

Neal, Robert W.....Editorials and Editorial Writing.....Home Correspondence
School

PASTE ON PAGE 142, UNDER N. Y. CORRESPONDENTS

Detroit News—L. L. Stevenson, 21 Park Row.

PASTE ON PAGE 176, UNDER FOREIGN CORRESPONDENTS IN U. S.

London Times—L. E. Henrichs, 280 Broad-
way, New York City; Willmot Lewis, Wilkins
Bldg., Washington, D. C.

PASTE ON PAGE 210, UNDER SCHOOLS OF JOURNALISM

University of Indiana, Department of Journal-
ism (Established 1907), Bloomington, Indi-
ana. Faculty: J. W. Piercy, Professor, and
head of the department; Norman J. Radder,
associate professor; Claude M. Bolser, assistant
professor; J. W. French, instructor; Frank
Elliott, instructor. Courses: Reporting, Prac-
tical Newspaper Work, the Study of Printing
Types, Linotype Operation, Special Feature
Stories, Editing, History of Journalism, the
Small City Daily, Editorial Writing, Newspaper

Problems, Cost Finding, Advertising courses:
Publicity and Advertising, Layouts and Copy
Writing, Direct Advertising, Advertising Prac-
tice, House Organs, Commercial Correspond-
ence. Enrollment: 255. Equipment, classroom,
offices, library and complete publishing plant
with editorial and mechanical departments for
the publication of the Indiana Daily Student,
with pony A. P. service. Organizations: Sigma
Delta Chi and Theta Sigma Phi.

WHAT OUR READERS SAY

Killing the Publicity Pest

CLINTON, Ia., March 5, 1923.

TO EDITOR & PUBLISHER: Your Feb. 24th
issue is received. I have just been able to
reach it and hurriedly look over the splendid
report of the Inland's annual meeting you made,
and I thank you for it.

I was down at Springfield March 2, meeting
with the Illinois Press Association of 300 mem-
bers, addressing them on the evils of free pub-
licity, and they passed very strong resolutions,
teaming with the Inland in an effort to kill
it. Also, the New England Association is
doing the same thing, and an effort is being
made to secure the co-operation of all press
associations of the United States and Canada
in this movement, as it is believed it is un-
dermining the system of national advertising.

I am informed of one large appropriation for
paid advertising being held up until the agency
makes an effort to carry it forward as free
matter.

The stamp system that the Inland has
adopted, returning all free matter direct, means
that it will be sent back to the advertiser so
stamped, not to the agency sending it out. So
it will go direct to the one benefited.

The Inland members expect to have a bead-
quarters at the hotel in New York during the
A. N. P. A. meeting, with the secretary in
charge for the purpose of securing and tabu-
lating such information as may be desired.

WIL V. TUTTFORD,

Secretary, Inland Daily Press Association.

**"The Bat" Advance Notices Good
Waste Basket Fodder**

MARIETTA, Ohio, January 28, 1923.

TO EDITOR & PUBLISHER: During the past
week I ran across some press copy for "The
Bat," which, I think, is almost a shame to spend
the money for mailing.

The show itself may be of high class, but the
press matter is fit for the waste basket. There's
a saying "It is to laugh," and it certainly ap-
plies to such trash passed out in "The Bat"
advance notices.

For instance, one paragraph in some copy I
had edited contained the following:

"The Bat has been variously described by
critics. Some have referred to it as a 'dramatic
smash.' It is. Others have called it 'The play
of a century.' That is not exaggeration. Its
record speaks for it."

That's the kind of comment contained in
"The Bat" notices. One piece of copy "raves"
that the plot, etc., has not been given out in
press notices, and six to eight paragraphs go on
to tell about some one not connected with the
show.

It certainly must be sweet to draw pay to
write such matter for newspapers. No doubt
other editors have the same thing to contend
with.

ABE SMITH,

Telegraph Editor, Marietta Times.

A Wealth of Information

WATERLOO, Iowa, Feb. 5, 1923.

TO EDITOR & PUBLISHER: Accept our sincere
commendation on your International Year Book.
It contains a wealth of information and you
are indeed to be congratulated on your work.

THE WATERLOO TRIBUNE,

By Harry Shaw.

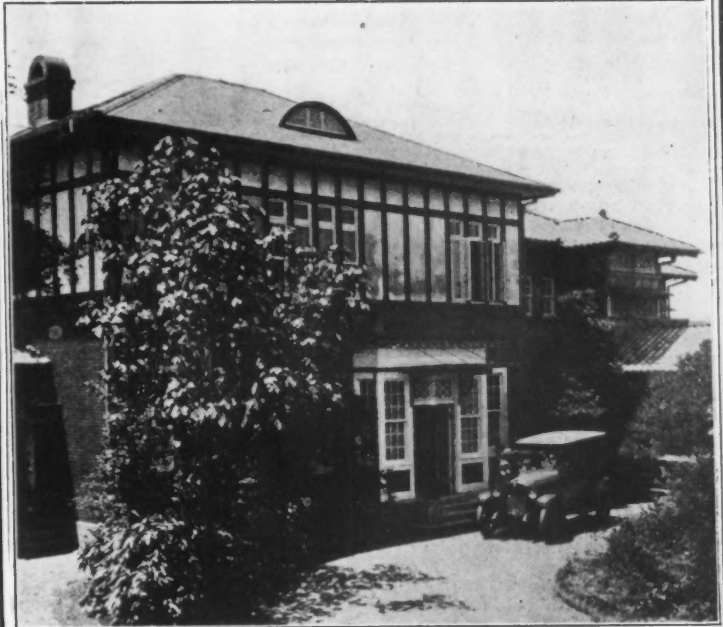
An Appeal from Germany

WEILBURG-LAHN, Germany, Dec. 16, 1922.

TO EDITOR & PUBLISHER: You, no doubt,
know in what a bad way the newspaper business
here is. During the entire war I was at the
western front. It was impossible to save much
out of the meagre pay, in order to send some-
thing home to my wife and four small children.
At home the women, assisted by unskilled labor,
continued the business, since most of my em-
ployees also had taken the field. This un-
methodical working wore out the machines and
types considerably. The day before yesterday
I had some trouble with the large machine and
matrices of the composing machine must be re-
paired. Everything is extremely expensive. A
car-load of paper, for instance, cost about 5
million marks. Whence shall one take the
money?

Perhaps some of my colleagues over there
will assist me in my great distress, if you will
be good enough to publish a free Christmas
appeal on my behalf in your paper. What do
a few dollars mean to you, and they will help
me. I beg of you that you will comply with
my wish. God's blessing will be your reward.
HUGO ZIPPER.

In Homes Like This



Where Japanese culture is blended with the customs
and habits of America.

THE JIJI SHIMPO
時事新報

is the favorite newspaper. The Jiji commands the re-
spect and holds the confidence of the Nation's men of
affairs. It fills an important place in their lives which
only a great newspaper can take.

The JIJI'S Circulation
248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial
and political life. They are the men, and their wives
are the women, who have learned what the West has to
give the East.

That is why the Jiji's readers are the best customers of
imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables:
"Jiji Tokyo," Tokyo, Japan
Bentley Code

Morning
and Evening
Editions

AMERICAN HEADQUARTERS
Equitable Building, 120 Broadway, New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

PEN MARKET WAS SICK, BUT NEWSPAPER MADE IT HEALTHY FOR ONE FIRM

Agency Analysis of Product Determined The Leader to Be Advertised and Newspaper Campaign Was Linked Tightly to Sales Drive Among Retailers Who Were Previously Neglected

By JOHN BENSON

EDITORIAL NOTE.—Mr. Benson, head of Benson, Gamble & Slaten, Chicago, and president of the American Association of Advertising Agencies, outlines in terse, simple language the steps his advertising agency took to expand a market for a long-established article. The method of employing newspapers and the results secured from the newspaper campaign will be of special interest to EDITOR & PUBLISHER readers.

TO give a concrete example of the service an advertising agency renders, or should render, its client, I might mention a recent campaign conceived and carried out by our Chicago office. It is no exception—typical of hundreds of other cases handled by scores of advertising agencies.

The advertiser is a pen manufacturer, one of the best known, who has advertised substantially over a period of years. At the time he approached us, his business had been slumping, in keeping with the general pen market.

He had no complaint against his advertising agency; it had rendered good service over a period of years; but he was dissatisfied with his business generally and looking around for help.

The first thing we did was to analyze carefully the business, where it came from, through what channels and by what methods. We discovered, for instance, that for years the company has been selling 80 per cent of its output to retail dealers who, as a class, did only 20 per cent of the fountain pen business. Here was a channel which needed widening. To increase the output substantially, retail outlets would have to be secured which handle the bulk of the pen business.

It was decided to select a leader in the line, some piece of merchandise about which an advertising appeal could be built, strong enough to support the entire line.

For this purpose a Chinese lacquer red pen of beautiful shape and balance, with a point of exceptional smoothness and endurance, was selected. This had been given but little promotion up to date, but had shown good sales potential where introduced.

The question arose whether to feature an over-size model at \$7 or a smaller one at \$5.

We checked our own judgment by making a survey of popular preference in this matter. Our investigators showed trays of fountain pens of various kinds

and colors to numbers of people who picked out the pen each preferred; 60 odd per cent picked out the red pen, so we felt safe in featuring it. And there was such a large number who made no objection to the \$7 price, that we recommended that this model be made the leader. Accordingly we built a copy campaign about that pen.

The next question we had to decide was *where* to advertise. We felt that it would not pay to use a nationwide circulation, like the Saturday Evening Post and arouse broadcast interest in the pen without having the retail channels in the larger cities to take care of demand. Before any such advertising would pay, we felt that the small town channel would have to be supplemented by a large city channel and the medium size dealer by leading stationers and department and drug stores.

The advertising, therefore, was localized at first, confined to a few large cities where an extensive selling effort could be made to dealers by a special crew of salesmen. In other words, before the advertising was released, and after, the salesmen would stock the dealers and restock them as the advertising made room for new goods.

The campaign panned out to perfection. Picked salesmen worked daily under the supervision of a sales manager and one of our staff. In a few months quite a number of large city markets were thus conquered. The pen took hold of the popular imagination; created a demand for itself. The best dealers were therefore glad to handle it; it not only sold freely, it attracted other business to the store.

Effective window displays were secured in leading stores, which co-operated with the newspaper advertising and attracted street traffic. Billboards were also used to show the color of the pen and to act as a reminder.

This local work had gone far enough in six or eight months to justify start-

ing the Post campaign of color pages. Retail channels had then been established which could take care of a large demand.

What did this all accomplish for that advertiser?

In the first place, it added to his 20 per cent retail distribution an 80 per cent channel—larger and better grade dealers. This afforded him not only present volume but a *future*; through the improved retail channel a very large expanded business can and will pass as time goes along.

In the second place, it built up a popular good will for that pen of incalculable value. Any good dealer wants the dealer franchise; because there is a demand for the pen, solidly built and solidly supported by advertising.

In the third place, sales were increased 77 per cent in 9 months.

In the handling of this campaign there were many merchandising questions to decide *rightly*. The question, for instance, of dealer margins and jobber margins which would move volume at a fair profit. How to relate the leader to the general line of black pens, so that the latter could benefit from the former, was an important problem. What channels to select, whether stationers, drug stores or department stores, had to be looked into and decided; also whether to advertise the large \$7 size or a smaller \$5 size. These questions were not decided by the agency alone; it contributed its judgment to that of the advertiser, who was of course the deciding factor.

From this short sketch of a campaign it can be readily seen how much service an advertising agency has to give its

client and how important that service is. It goes far deeper than the advertising you see printed in newspapers and magazines. The policies behind that advertising, merchandising policies, require for their solution a knowledge of trade channels and an experienced business judgment second to none in importance. It is akin to the sense for profit which makes a merchant or a manufacturer successful; the kind of ability and vision which would succeed in any line of business.

ONLY FOOLS FAKE

Reporter Can't Improve on Truth, Bell Tells Chicago Student

"Tell the truth; only fools fake," said Edward Price Bell, London correspondent for the Chicago Daily News, in an address at the Medill School of Journalism, Chicago. "There is nothing from which this world is suffering so much as from a paucity of truth. Our feasts are feasts of ignorance; our famines are famines of truth."

"There is a thing in the newspaper profession called a fake. It was invented by a fool. It is used by fools and by fools only. Did you ever think of the magnitude of the presumption of the reporter who thinks there is something in his poor wit that is an improvement on the truth? If you wish to be dramatic, fascinating, powerful, tell the truth. Do you hate tinsel, cant, humbug—tell the truth. If you seek dishonor and obscurity—dedicate your time, talent and energy to the fake."

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.

Over **200,000** net paid
Circulation

~ only seven months old ~ ~ ~

Sunday Times

A Detroit Institution ~ ~ ~ A National Wonder

GATHERED AT RANDOM

Adverse Criticism

A WRITER in a recent issue of EDITOR & PUBLISHER gives his experience as an editorial writer. He wrote, he says, 700 editorials before he succeeded in getting one in the paper as he wrote it. This was due to a desire of the business office to offend no one, that this policy was hurtful to a newspaper. On this question he differed with the business office, and in the end he claims to have been vindicated.

What would appear to confirm this viewpoint appears in one of the Journal's exchanges. It appears that the Detroit Journal has been for years fighting municipal ownership of street railways, and this paper was recently bought by the Detroit News, which had taken a different view of municipal ownership, that is favored it, and defended the city administration from attacks of its local contemporary.

When Ross Schram, assistant general manager of the city of Detroit was being congratulated by a friend on the passing of an unfriendly newspaper into friendly hands, and he would hereafter be free from hostile attack, he took occasion to make some very timely and pertinent remarks on newspaper criticism.

"No," he said, "I don't think, so far as we are concerned, it's any cause for congratulation.

"For years, the Journal has called us everything almost, personally and professionally; damned us from heck to breakfast; but the panning frequently did us good.

"They might say some things we thought, or knew, to be unjust. But, nevertheless, down under the surface, their attacks gave us food for thought and frequently we got busy and corrected the fault.

"In my opinion, adverse or hostile newspaper criticism is nearly always a good thing for the official or individual

or corporation which gets the panning. Frankly I'd hate to live in a community where the newspapers were afraid to criticize or attack or didn't care to criticize or attack anybody."

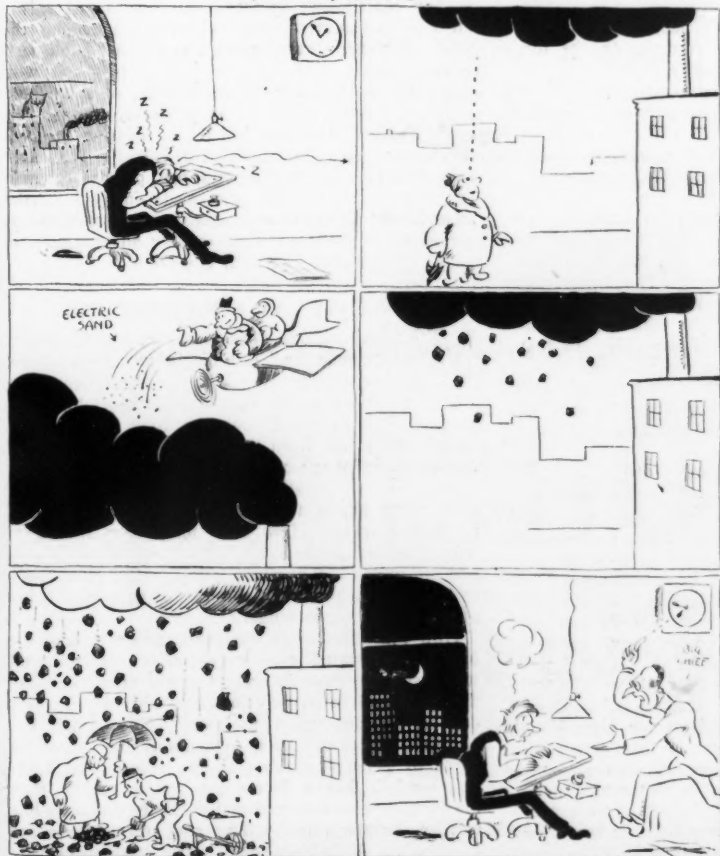
The Journal wishes to commend and call special attention to the closing words in the interview given out by Assistant General Manager Ross Schram. "Frankly," said he, "I'd hate to live in a community where the newspapers were afraid to criticize or attack or didn't care to criticize or attack anybody." He admits that criticism was helpful. "They might say some things we thought or knew to be unjust; but, nevertheless, down under the surface, their attacks gave us food for thought and frequently we got busy and corrected the fault." That is the proper spirit to criticize and to accept criticism. An honest official is a servant of the public and recognizes his obligations to the public. An honest and courageous newspaper seeks the greatest public good to the greatest number. It may err occasionally, just as the official. Neither is infallible. But there is a field of usefulness for both. One can be helpful to the other, not alone by praise but by criticism. Assistant Manager Schram happily expressed it when he said: "For years the Journal has called us everything almost, personally and professionally. Damned us from heck to breakfast; but the panning frequently did us good."

And it is but justice to newspapers that indulge in criticism of public men and measures, to recognize not only their right to do so, but appreciate their motive, which is for the public weal.—Montgomery (Ala.) Journal.

* * *

Mayor Hylan will not have to worry when his time is up. He is an expert in proof reading and is getting plenty of practice. Little mistakes worry him. Only last week he wrote a two-page letter to the New York Herald because one was dropped out of 31.

A DARK-DAYMARE



Kidding the boss is not always a popular or profitable sport. Alfred Nee Frueh (pronounced free) gets away with it on the New York World, however, if we were to judge by the appearance of Herbert Bayard Swope, managing editor, on the scene as shown in the above cartoon.

INDIANA

National Advertisers, after all is said and done, are local advertisers—for they have local dealers in communities representing them.

Many national advertisers are relying more and more upon daily newspapers to tell their story, tell about their goods, how good they are and where they may be had.

Indiana as a state presents many attractive points worthy of consideration on the part of National Advertisers.

—Although Indiana ranks 11th in population with over three million people

—The state is divided in half between rural and urban population.

—Has over 92 per cent native born, the highest in the United States.

—Ranks ninth in point of value of manufactured products.

It will be an excellent idea if the National Advertiser will insist upon learning more about Indiana. The following newspapers are good ones to consult for more facts.

START IN INDIANA

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,165	.025
**Evansville Courier (M)	24,668	.06
**Evansville Courier (S)	22,571	.06
†Fort Wayne Journal-Gazette (M)	23,490	.07
†Fort Wayne Journal-Gazette (S)	26,080	.07
†Fort Wayne News-Sentinel (E)	32,492	.09
††Gary Evening Post and Tribune (E)	10,013	.05
*Indianapolis News (E)	115,634	.20
†La Porte Herald (E)	4,019	.025
***South Bend News-Times (M)	9,702	20,371 .06
***South Bend News-Times (E)	10,669	
***South Bend News-Times (S)	18,464	.06
††South Bend Tribune (S)	19,472	20,200 .055
**Terre Haute Tribune (E&S)	22,818	.06
**Vincennes Commercial (M&S)	5,453	.03

†Government Statements, October 1, 1922.
 *A. B. C. Publishers' Statement, April 1, 1922.
 **A. B. C. Publishers' Statements, October 1, 1922.
 ***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.
 ††Publishers' Statement.
 †††A. B. C. Publishers' Statements, 3 mos. ending Dec. 31, 1922.

EDITORIAL

GIVE US THEIR NAMES

IN a signed story appearing under his own name in the Pittsburgh Gazette-Times, Charles J. Doyle makes the flat statement that Harry Greb, prize fighter, informed him that he paid New York newspaper men \$3,000 to boom a bout for him with Jack Dempsey; Assistant District Attorney Pecora says that William H. Anderson, director of the Anti-Saloon League, told him that a part of the \$24,700 now under Grand Jury investigation in New York went to men on "wet" newspapers to pay them for doing what they could for prohibition in those papers. Journalism's nest has now been dirtied and it is entirely up to the newspaper men and their employers in New York to clean it.

So long as these charges are permitted to stand as made, the entire profession of journalism as represented in New York City is under a cloud. The charges said to have emanated from Anderson sound preposterous and are the least important of the two; mainly because neither public officials of New York nor the news columns of the newspapers are reliable sources of information where prohibition is in any way involved. This charge seems ridiculous in the light of the treatment that all news relating to prohibition has received in the news columns of the metropolitan press. While they have exercised their right to editorial criticism and opposition to the amendment to the Constitution and the Volstead Act, they have at the same time permitted officers of the law and representatives of the government to be held up to ridicule and burlesque in their news columns in a manner that has been a disgrace to every principle of true journalism.

In other words, they have not kept faith with their public by printing prohibition news facts, but have attempted to wreck confidence in law enforcement under a veneer of coarse bar-room humor. That is why **EDITOR & PUBLISHER** does not consider the charges quoted by Assistant District Attorney Pecora as serious as the charges of Charles J. Doyle, a reputable newspaper man.

It seems remarkable that George Daley, of the World, should be the only sport writer in New York to give publicity to the Doyle charges and demand an investigation by the State Athletic Commission.

This is not a matter between a sporting writer and a prize fighter. It is a matter that involves newspaper ownership as well as the newspaper profession of New York, as it is represented in sport departments not of one paper, but of all papers. It is the duty of the newspaper owners and managing editors of New York to find a means of having this sifted to the bottom, either through the District Attorney's office or the State Athletic Commission. If William Muldoon, chairman of the Athletic Commission, persists in his refusal to investigate the matter, which involves clean sport just as any other frame-up, then the way is still open for appeal to Gov. Smith.

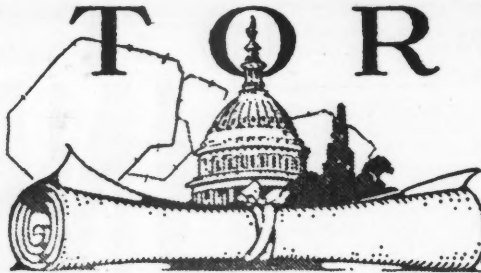
There is some good reason why prize fighters and others who depend on professional sport for their livelihood struggle along without press agents or paid advertising, and at the same time receive more attention than that other part of the amusement world, the theatre, which foots the highest of all advertising bills. Greb is not the first prize fighter to complain about the high cost of publicity in New York. The newspaper owners of New York know that money doesn't find its way into their coffers.

The only defense **EDITOR & PUBLISHER** has ever heard for sport writers taking money for promoting the interests of the man about whom they are hired to write, has been miserable salaries. That is probably as good as any that could be produced.

Even so, it is spring and time for a house cleaning, and **EDITOR & PUBLISHER** looks for the newspaper owners, managing editors and honest sport writers, who are in the overwhelming majority, to see that it is done, and done right.

WHAT DOES THE PUBLIC READ?

"WHAT do the readers want?" is the most complicated problem that the newspaper executive has to answer from day to day, and for that reason anything that bears on the subject is interesting. The only guide posts for today are the reader demands of yesterday. A recent survey of the book market of Great Britain for 1922 gives a fair in-



AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER,
Vicksburg (Miss.) Post

HEAR the word of the Lord, ye rulers of Sodom; give ear unto the law of our God, ye people of Gomorrah. Bring no more vain oblations; incense is an abomination unto Me; the new moon and Sabbaths, the calling of assemblies, I cannot away with; it is iniquity, even the solemn meeting. And when ye spread forth your hands, I will hide Mine eyes from you: yea, when ye make many prayers, I will not hear; your hands are full of blood. Wash you, make you clean; put away the evil of your doings from before Mine eyes: cease to do evil; Learn to do well; seek judgment, relieve the oppressed, judge the fatherless, plead for the widow.—(Isa. i:10, 13, 15-17).

sight into the demands of the readers of that country. The outstanding feature of this survey is the increase in the number of books on politics, political economy and questions of the day. A total of 330 new books coming under these headings were published and 30 old books were reprinted. This was an increase of over 15 per cent from the previous year. The reader demand for books on psychology were even more than remarkable, 111 new and 14 old editions were brought out. This shows an increase amounting to nearly 20 per cent over 1921. Of the actual number of books published, religion and theology came first.

Political activity, the economic condition of the individual and the general unsettled state of civilization were undoubtedly the dominant factors in bringing religion, politics, and political economy to the fore as subjects for the serious students of life.

This same condition of public mind is reflected in the United States. It must be evident to every student of trends in group thought.

A recent survey of New York newspapers, made by Prof. Bristow Adams, of Cornell University, shows that in New York City more than 25 per cent of the text contents of morning newspapers is given over to business and finance, and more than 8 per cent to government and politics. Crime occupied less than 5 per cent, and courts less than 4. The Adams figures are for the month of January, this year. They hold a double interest in comparison with figures compiled by the same authority in June, 1922. In that period in cities of the second class, business and finance jumped from 7.75 per cent of the text contents to 16 per cent. Sports decreased from 27 per cent to 19 per cent, and government and politics increased from 6.25 to 9 per cent.

During his recent address before the Associated Ohio Dailies, Prof. Adams took the newspaper men of the country to task for being over-modest and self-depreciatory. He expressed the belief that newspapers should print more about their own business, as the common belief that the public is not interested in newspaper processes is without warrant, and from his study of newspapers, that they were fully meeting the public needs each in its own community. He said the phrase "give the readers what they want," was used most frequently as a defense by editors who had printed something they were themselves ashamed of.

Figures compiled by Prof. Adams for New York State for June and January show, in the interval between those months, a marked increase in the supply of information on matters dealing with the more serious problems of life. This is a reflection of the reader demand for that span of six months. As we draw near the national political campaign of 1924, and the acute, economic situation in Europe comes to touch more directly on the life of the individual American, the interest of the American reading public in economic and political subjects, both international and

domestic, will grow. Wise managing editors will prepare now to meet that demand for authoritative information on those bigger problems which are now holding the world in torment.

F. WAYLAND AYER

YEARS ago, one of the partners in a famous Philadelphia advertising agency stopped work long after dark. He was tired. His long day's labor ended with a pile of copy still high on his desk and he capped it with a note that has circled the world. "Keeping Everlastingly at It" was his whimsical comment. It greeted the agency's chief the next morning. He smiled and added two words that made the phrase immortal—"Keeping Everlastingly at It Brings Success." Both men lived to prove their idea true. The first—Henry Nelson McKinney—achieved distinction with the National Biscuit Company campaigns. The second was F. Wayland Ayer.

N. W. Ayer & Son has been a name that has meant much to advertising. That this has been so is due in great measure to the man who was the son when the agency was founded in 1869. Four years later, on the death of his father, he became its chief and he remained so for the ensuing half century. Sagacious choice of executives helped keep bright the name of the firm and prosperous the long list of clients it has served, and in later years enabled Mr. Ayer to devote his time to his many philanthropies and to his farm in New York State, which is one of the foremost of its kind.

To the firm of N. W. Ayer & Son, and especially to F. Wayland Ayer, is credited much of the advertising of educational institutions in recent years. This class of publicity, today among the finest appearing in American publications, was practically non-existent until Mr. Ayer had convinced the heads of educational institutions of the benefits it held for them, often financing the original investment himself. He believed in his product.

For this the publishers owe him and his fellows the deepest gratitude. To them also is due credit for the end of the newspaper directory evils which were current a score of years ago. N. W. Ayer & Son placed that aspect of service to advertisers on a purely service basis, without brandishing the club of their clients' money over the publishers' heads. Their relations with their clients and with the publications in the buying and use of space hold much that other agencies can profitably imitate.

F. Wayland Ayer has left the advertising business forever, but he builded his part of it well. He leaves behind an agency that knows few peers. He will be remembered as one who made integral in the advertising business the ideals and practices of gentlemen in the days when modern advertising was young and needed just such education.

"PUBLICITY" AT A HORRIBLE COST

MONDAY of this week Harry F. Young, youthful "human fly," lost his balance high on the facade of a New York hotel and went tumbling to his death before the thousands of spectators who jammed Broadway. It was a motion picture press agent's stunt, and from the motion picture and press agent standpoint it was a success—it got on the front pages of all metropolitan newspapers.

A human life is a horrible price to pay for stolen newspaper space. How much longer are the newspapers and the public going to tolerate official sanction and aid of the law-breakers who promote stunts such as this, in which not only the lives of participants, but of the public, are in danger?

How much longer is the public going to foot the bills as represented in the very careful protection that was given this stunt in order that the great noon-day throng should in no way interfere with the carrying out of the announced program? New York has ordinances providing for precautions that must be taken by persons working on the exterior of buildings, and it has a better job for its police than handling crowds for an illegal public exhibition while murder, burglary, rum-selling and other crimes are as prevalent as they are today. The newspapers, who are the stalked victims of a cheaper form of press agent stunts, can break this practice up, not only in New York, but in every city at any time. Why don't they?

PERSONAL

FORMER Gov. Henry J. Allen, publisher and editor-in-chief of the Wichita (Kan.) Beacon, will sail March 20 from New York to Cherbourg, France, and from there he will go directly to the Caucasus. He will conduct a survey for the Near East relief organization, to determine the advisability of extending or restricting or modifying the work.

Edmund W. Booth, editor and manager of the Grand Rapids Press, is reported improving in a Grand Rapids hospital where he was taken several days, following a sudden illness.

Ralph H. Booth, president of the Booth Publishing Company, is in California for a short vacation.

Herbert F. Gunnison, publisher of the Brooklyn Eagle, and Mrs. Gunnison, left Naples, Italy, for home February 27, after a honeymoon in France and Italy.

Edward H. Butler, publisher of the Buffalo Evening News, has been elected a director of the Better Business Bureau recently organized in that city.

Col. Thomas G. Pownall and W. W. Brown of the Cumberland (Md.) Daily News; William P. Lane, Jr., president of the Hagerstown (Md.) Herald Publishing Company, and C. E. Whipple, general manager of the Hagerstown (Md.) Herald-Mail, attended the 86th anniversary dinner of the First National Bank of Hagerstown last week. Cyrus F. Flock, vice-president of the bank, and a former director of the old Frederick Post, was presented with a silver pitcher by the stockholders.

William Allen White, editor of the Emporia (Kan.) Gazette, has been elected a trustee of the Rockefeller Foundation of New York City for a term of three years.

E. H. Denu, editor and general manager of the Bemidji (Minn.) Pioneer for 13 years, has sold his interest in that paper, and will resign all connection with it March 20. G. E. Carson, president of the company, will assume its management. Mr. Denu has made no plans, but expects to remain in Bemidji. He is president of the Northern Minnesota Editorial Association.

Joseph M. Stephenson, publisher of the South Bend (Ind.) News-Times, sailed today on the S. S. Araquaya for a two weeks' vacation in Bermuda.

Harvey D. Burrill, president and publisher of the Syracuse (N. Y.) Journal, is on his way to Havana for a two weeks' rest and some golfing. During his absence his popular front page column of new comment entitled "Flashes" is being conducted by some of the prominent men of the city.

IN THE EDITORIAL ROOMS

CHARLES E. SHULL, managing editor of the Philadelphia Bulletin, sailed March 7 on the Paris for a trip abroad.

Edward Price Bell, London correspondent for the Chicago Daily News, has been spending several days in Chicago on a visit.

David L. MacKaye, teacher of Americanization in the city schools of Tulare, Cal., has resigned to become editor and manager of the Tulare Advance. W. R. Snow, who has been editor and manager, will remain with the paper for a time.

Charles E. Gratke, city editor of the Oregon City Enterprise, has joined the Portland Oregonian local staff. His place on the Enterprise is taken by L. J. Raridan, formerly of the Oregonian.

Joe Ford, political writer for the Buffalo Courier, has been recommended for appointment as director of the public parks of Buffalo.

George F. Milton, Jr., managing editor of the Chattanooga (Tenn.) News, entertained members of the editorial and news staff at his home March 3, celebrating an increase in the circulation of the News.

Taylor Kennerly, who has been on staffs of newspapers in Omaha and Den-

ver for a number of years, returned last week to the staff of the Chicago Journal. D. Thomas Curtin, of Roslindale, Mass., formerly a war correspondent, accompanied by Mrs. Curtin, sailed March 3 for Liverpool. He will go to the Ruhr Valley to gather materials for special articles.

E. B. Lockhart, who resigned as managing editor of the Salem (Ore.) Statesman to become a Methodist minister, is now located at Dufur, Ore.

Mrs. Frances H. Whitehead, for four years Woman's Club editor of the Portland (Ore.) Telegram, was married February 27 to Ralph Waldo Blakely. She was succeeded on the Telegram by Mrs. Gertrude P. Corbett.

Winfield L. Shrigley, Springfield (Ohio) Daily News staff photographer, has resumed his duties following an illness of influenza.

John W. Swallow, automobile editor of the San Diego (Cal.) Union, has been passing the cigars, incident to the arrival of a son on February 24.

Maxwell Victor, reporter on the Portland (Ore.) Telegram, was seriously hurt last week in an automobile accident.

Marshall N. Dana, associate editor of the Portland Oregon Journal, has been commissioned by the Portland Chamber of Commerce to visit Washington, D. C., to present Portland's claims for the permanent establishment of a veterans' hospital in that city.

Miss Margaret Defiel, assistant society editor of the St. Paul Dispatch-Pioneer Press, is in St. Louis on a month's leave of absence. Her work meanwhile is in the hands of Miss Elizabeth Catlin.

John H. A. Kelly has resigned the re-write job on the Rochester (N. Y.) Evening Journal and Sunday American and joined the copy desk of the Philadelphia Inquirer.

Herman H. Koch, veteran Iowa newspaper man and day city editor of the Sioux City Tribune, has resigned his position with the Tribune and purchased the Mapleton (Ia.) Press from Frank M. O'Furey. Mr. Koch took possession March 1. Succeeding Mr. Koch as city editor on the Tribune will be Horace F. Wulf, who has been day telegraph editor. Frank Weiler, Jr., will become day telegraph editor and Irwin F. Harrison night editor.

Joseph D. Hale, a reporter for the Sioux City (Ia.) Tribune, has joined the United States Bureau of Agricultural Economics at Omaha. He will begin his new duties March 16.

Ross K. Gilbert, editor of the Chambersburg (Pa.) Public Opinion, has announced his engagement to Miss Ethel L. Bedient, of New York. Miss Bedient is director of the Harmon Foundation of New York. The wedding will take place in the spring.

Miss Julia P. Derrough, of the Chicago Evening Post, returned recently from a trip to Florida.

Charles Poe, former reporter on the Chattanooga (Tenn.) Times, is now telegraph editor of the Chattanooga News.

A. V. Goodpasture, former telegraph editor on the Chattanooga (Tenn.) News, is now with the Nashville Tennessean.

Dorothy Duniway, formerly connected with the Portland Oregonian, and now secretary to President Scholz of Reed College, has resumed work after six weeks of absence due to a fractured leg.

J. G. Rice is the new state editor of the Chattanooga (Tenn.) News.

Verne Haynes, of Tiffin, Ohio, has joined the Jackson (Mich.) Citizen-Patriot staff.

Miss Marjorie Avery, formerly society editor of the Jackson (Mich.) Citizen-Patriot, has joined the Detroit News.

Miss Alleene Sumner, column and special writer who conducted the "Lauretta Joy" feature of the Cleveland Plain Dealer, has resigned to enter the advertising and publicity department of the Halle Brothers Company department store, Cleveland.

"Larry" Kirkpatrick, well known Cleveland newspaper man, is now with the Cleveland Press. He served the Plain Dealer 10 years and recently returned to work after an illness of several weeks.

FOLKS WORTH KNOWING

JAY W. SHAW, just designated as field secretary of the New York State Press Association, started his newspaper work nearly 25 years ago with the Syracuse Herald. He next became editor of the Geneva (N. Y.) Daily Times and later worked on the Elmira Advertiser and the Binghamton Republican. Then Mr. Shaw began specializing in circulation work. He built up an extensive organization to carry on this work and operated in many states. He bought and reorganized and sold two weekly newspaper properties.



JAY W. SHAW

In the early part of 1918 Mr. Shaw went to Bloomsburg, Pa., to reorganize the Daily Sentinel. It was while with that paper that some capitalists in Geneva, N. Y., persuaded him to take the management of a new daily there—the Daily News. This he did, building up one of the best small city dailies in the state in a few months. He remained with the Geneva property until the merger of the Times and News. For a while Mr. Shaw found it necessary to take a complete rest but in 1920 he again took up newspaper work, adding advertising features to his circulation activities, and has been at it since.

C. E. Asher has left the telegraph desk of the Jackson (Mich.) Citizen-Patriot and has gone to Santa Barbara, Cal.

C. G. Medicus, Associated Press operator for the Jackson (Mich.) Citizen-Patriot, has returned to his duties after an operation for appendicitis. He is one of the old-timers in A. P. service.

W. H. Rhodes has succeeded the late Lafayette W. Wingate as manager of the Western Union telegraph office of the New York World. Mr. Rhodes was Mr. Wingate's assistant for 15 years and is popular among members of the World staff.

Lester Rice has resigned as city editor of the Brooklyn Times to join the New York American sports staff.

Charles H. Henderson, for many years city, dramatic and Sunday editor of the Cleveland Plain Dealer, but who has been editor of the Cleveland Topics, a weekly

social, art and critical journal, is again at work after a long illness.

Julian Hall, formerly with the Atlanta Georgian, has joined the staff of the Fellowship Forum, national weekly Masonic newspaper published in Washington, D. C. Mr. Hall will cover the Masonic activities in the government at the capital.

Max Bentley, formerly managing editor of the Houston Chronicle, has moved with his family to his old home town of Abilene, Texas. He will devote his time to free lance writing in the future.

Frank P. S. Glassey, formerly connected with the staff of the Boston Traveler, is now a member of the American consulate at Helsingfors, Finland, and expects in the spring to be transferred to Florence, Italy. Mr. Glassey recently became engaged to Miss Grace Ramsey, of Somerville, Mass.

J. J. Moroney, former editor of the Okmulgee (Okla.) Democrat, is now in the oil business at Oklahoma City.

John G. Faxon, of Fitchburg, Mass., for 25 years correspondent for the Boston Herald, has been appointed postmaster of Fitchburg.

George O'Hara, Sunday editor of the Syracuse (N. Y.) Herald, is on a trip to Atlantic City. He is accompanied by Mrs. O'Hara.

James Coddington, police reporter for the Syracuse (N. Y.) Journal, formerly with the Binghamton Press, Cincinnati, Chicago and western coast papers, is now conducting a special sports column for the Syracuse (N. Y.) Telegram and Sunday American.

William Wayne, of the Syracuse (N. Y.) Journal copy desk, has joined the editorial staff of the Syracuse (N. Y.) Telegram.

H. J. Reuse, of the Albany Knickerbocker Press, has joined the editorial staff of the Syracuse (N. Y.) Telegram.

Charles Woods, formerly with the Oil and Gas Journal of Tulsa (Okla.), has taken charge of the oil news department of Wichita Eagle. This place was held for a number of years by Kent Eubanks, who will devote his time to special articles for the promotion department.

Lowell Woodside, of Council Grove (Kan.), has joined the advertising forces of the Wichita Eagle.

THE BUSINESS OFFICE

LOUIS HORNING has been appointed manager of financial advertising for the New York Evening

(Continued on page 30)

VISITORS TO NEW YORK

Carl W. Miller, Detroit News.
L. C. Probert, Washington office, Associated Press.

One single free offering advertised by the newspapers represented by Frederic J. Haskin brought in over 400,000 letters in twelve weeks.

Journal. For the past four years he has been connected with the financial advertising department of the New York Herald & Sun.

Gilbert N. Gundersen, for the past year classified advertising manager of the Baltimore News & Baltimore American, has been made classified advertising manager of the New York Evening Telegram. Prior to coming to Baltimore, Mr. Gundersen was classified advertising manager of the St. Paul (Minn.) Dispatch & Pioneer Press.

William S. Cady, for three-and-a-half years advertising director for the Hutchinson (Kan.) News, is to join the development department of the Oklahoma Publishing Company, Oklahoma City, Okla.

J. R. Brooks has succeeded C. E. Kirk in the advertising department of the Marshfield (Ore.) Daily News. Mr. Kirk is returning to Sioux City, Iowa.

Robert W. McAuliffe on March 1 became assistant publisher, national advertising manager and managing editor of the South Bend (Ind.) News-Times. He was formerly business manager. McAuliffe is also associate director of advertising at Notre Dame University.

Miss Sarah Young, after 34 years' service for the St. Paul Dispatch & Pioneer Press, has resigned as secretary, assistant treasurer and cashier. Miss Florence Graham, assistant cashier, becomes cashier. Other duties have been turned over to the auditing department, in charge of S. J. Robertson.

Miss Jessye Smith, of the Springfield (Ohio) Daily News business office, has just announced that she was married July 20, 1922, to Olen G. Coffman.

Miss Nellie Kyle has joined the business office of the Springfield (Ohio) Daily News.

Ivan Coppe, for a number of years head of the Ten Thousand Lakes of Minnesota Association, with offices in St. Paul, has joined the advertising department of the Des Moines Capital, and will devote his attention chiefly to national advertising and copy work. Miss Phyllis Randall, for a number of years with the St. Paul Dispatch, is also a new member of the Capital's advertising staff.

Chester B. Fox, formerly local advertising manager of the New York Herald, signed. A. F. Glover, formerly on financial advertising, has assumed Mr. Fox has become local advertising manager of the New York Sunday American, succeeding Mortimer Berkowitz, who has re-Fox's duties on the Herald. Mr. Berkowitz has not yet announced his plans.

Jack Glazebrook has become circulation manager of the Ogden (Utah) Standard-Examiner, succeeding M. M. Brandon.

I. J. Hornstein has been appointed business manager; J. H. Reilly, advertising manager, and Howard Hill, classified advertising manager of the Indianapolis News. Mr. Reilly was formerly advertising manager of the Seattle Post-Intelligencer, and more recently business manager of the Anaconda (Mont.) Standard. Mr. Hill was recently with the Portland Oregonian and at one time classified advertising manager of the Seattle Post Intelligencer.

W. L. Halstead has been appointed advertising manager of the Louisville (Ky.) Post.

H. N. Miller, formerly with the Baker-Vawter Company, Benton Harbor, Mich., has joined the merchandising service department of the St. Louis Post-Dispatch.

NOTES OF THE AD AGENCIES

MYERS-BEESON-GOLDEN, INC., is the title of a new advertising agency with offices in the Nasby building, Toledo, and in the Pershing Square building, New York. Principals include Willard G. Myers, formerly general manager of the United States Advertising Corporation of Toledo and previous to that for ten years advertising service bureau manager of the Class Journal Company; Sterling Beeson, formerly with the United States Advertising Corporation and previous to that operating the Ster-

ling Beeson Company, also of Toledo, and Nora H. Golden, formerly secretary and advertising director of the Staten Island Daily Advance and previous to that advertising manager of Lane Bryant, Inc., New York.

Edward I. Wallerstein has joined the Ralph L. Dommorow agency in Richmond, Va. C. Meyer has been placed in charge of the art department.

The O'Connell-Ingalls Advertising Agency of Boston has moved from the Ames building to the Colonial building, 100 Boylston street.

William Reginald Baker, Jr., of the Boston office of Barton, Durstine & Osborn, has announced his engagement to Miss Ruth Kinnicutt, of Cleveland.

Robert A. Wallace and Douglas Ewen have been added to the copy department and Frank Brodbeck to the retail department of the Campbell-Ewald Company, Detroit.

Scott & Scott, Inc., have discontinued business. It is being liquidated by George R. Simpson, World building, New York. Its accounts have been taken over by several others. The premises at 222 West 42d street have been taken over by the new establishment headed by Cornelius Vanderbilt, Jr.

Whipple & Grant, Inc., and the J. Scott Black Company have combined their interests under the name of Whipple & Black, Inc., at 420 Free Press building, Detroit, Mich.

The DeForest Porter Advertising Service, Buffalo, has been incorporated and reorganized. DeForest Porter has been elected president and treasurer and H. E. Bredemeier, formerly advertising manager of the J. W. Clement Company, Buffalo, joins the agency as secretary. The directors are these two officers and Laura Porter. The agency is incorporated for \$25,000.

AMONG THE AD FOLKS

W. S. CAMPBELL, formerly advertising manager of the Miller Rubber Company, Akron, Ohio, and Dillon Stevens, formerly with the Adamars Company, have gone with the Danda Coleman Company, St. Louis.

Seventy-five business women will carry the good will of American business to the people of France in a trip to the devastated area this summer. The New York League of Advertising Women has unanimously nominated its president, Miss Helen Hill, of the Gravure Service Corporation staff.

W. A. P. John has been elected a vice-president of the Dunlap-Ward Advertising Company, Inc., Cleveland. Mr. John was recently with Brooke, Smith & French, Inc., Detroit advertising agency, and at one time was with the sales promotion department of Dodge Brothers, Detroit.

J. H. O'Neil, recently assistant advertising manager of Dobbs & Co., hats, New York, and the O'roft & Knapp Company, hats, South Norwalk, Conn., and F. R. Doulberrry, who has been engaged in art work for a number of years, have formed the O'Neil-Douberrry Company, Inc., New York.

Carl Miller of the Adamars Company, St. Louis, has become secretary of the company and a member of the Board of Directors.

WITH THE SPECIALS

THE Winnipeg Tribune has appointed Verree & Conklin, Inc., newspaper representatives to represent it in the United States.

The Buffalo Commercial has appointed the S. C. Beckwith Special Agency as its advertising representative, following the resignation of Howland & Howland.

Quimby Melton has resigned as Southern manager of Allied Newspapers, Inc., to become head of the advertising department of International Proprietaries, Inc. Mr. Melton for two years was publisher of the Jacksonville (Fla.) Metropolis and has also been with the Atlanta Constitution, Baltimore American and other newspapers. John Othen, former advertising manager of the Jackson-

ville metropolis has succeeded Mr. Melton.

MARRIED

JOSEPH CONROY, treasurer and general manager of the Worcester (Mass.) Evening Post and Miss Mary W. Walsh were married recently in Brookline.

Miss Rachel L. Carberry, of the Worcester (Mass.) Telegram-Gazette advertising department, stole a march on her friends when she slipped away with Edward Blanchard of Uxbridge, Mass., and was married.

Miss Marjorie Mullane, assistant society editor of the Des Moines (Ia.) Capital, and Robert W. Darling were recently married.

Raymond R. Beaudry, formerly a reporter on the Worcester (Mass.) Evening Post, and Miss Selma D. Parrott were married recently in Worcester.

H. L. Belle, circulation manager of the Anaconda (Mont.) Standard, and Miss Irene Farrell of the Butte Miner reportorial staff were married in Spokane, Wash., February 21.

IN NEWS SERVICE CIRCLES

JOHN ARCHER CARTER, formerly of the Baltimore American, and Mark F. Etheridge, formerly of the Macon Telegraph, have joined the Washington bureau of the Consolidated Press. Both have been assigned to the Consolidated's Sunday feature service, under the direction of Robert T. Small.

Thomas Stokes, White House man for the United Press, has been transferred to the United News.

L. K. Nicholson, general manager of the New Orleans Times-Picayune, is the new member representing that newspaper in the Associated Press. Mr. Nicholson fills the place left vacant by D. D. Moore, who is now with the Fort Worth Record.

The Herrin (Ill.) Journal has been elected to membership in the Associated Press.

NEWS OF ASSOCIATIONS AND CLUBS

NEWSPAPER AND PUBLISHING

NEWSPAPER publishers of Clarke, Skamania and Klickitat counties, Wash., will form an organization of their own as a unit of the Washington State Press Association. The present unit includes Lewis, Cowlitz and Wahkiakum counties in addition to those named.

The Central New York Press Association will hold its annual meeting in the editorial rooms of the department of journalism at Syracuse University April 14. Lee W. McHenry, of the Oneida Democratic-Union, conferred with Prof. John O. Simmons, of the journalism faculty at the university, this week relative to the program, which is soon to be submitted to President M. V. Atwood.

ADVERTISING

THE Sphinx Club will hold its next dinner March 13 at the Waldorf-Astoria, it has been announced by R. F. R. Huntsman who, with Preston P. Lynn, has been commissioned by President Corbett McCarthy to make the event crowd King "Tut," late of Luxor, off the front page for a day. "Boost New York" is said to be the evening's main idea.

The New York League of Advertising Women will hold their annual dinner and dance at the Pennsylvania Hotel March 20.

An advertising club, which will affiliate with the Associated Advertising Clubs of the World, has been organized at Sheboygan, Wis., with the following officials: President, Walter Distelhorst; vice president, P. E. Kircher; secretary, Harold S. Allman; treasurer, Abraham Van de Repe; directors, M. G. Kaumheimer, Ray Bodenstein and A. A. Keppeler. Meetings will be held on the fourth Monday of the month. The first regular meeting will be held March 26.

What Takes Them to Church?

Copy for most church advertisements is written by the pastor who follows the example of other pastors who put down the topic of the sermon as the most important thing. Such a pastor is the first to say, however, that the topic of his sermon will draw to his church very few individuals who otherwise would have gone to no church. He, in the main, is advertising to the "customers" of another pastor.

An advertising manager cannot well tell the pastor that his advertising is rotten, but the manager owes it to his paper to make that advertising pay.

Many papers have found that if they print general material urging people to go to some church, the individual ads by local pastors become more profitable.

Proofs of Series No. 3—fifty-two short ads—can be obtained on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price for use averages three dimes a week.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

"Editor and Publisher" donates this space for this announcement. Why can't you donate space and use Series 3 to help your community?

SUNDAY SUPPLEMENT APPEARS IN PARIS

Excelsior, Daily Picture Paper, Adopts American Model for 16-Page Section Which Started on March 4

By G. LANGELAAN

Paris Editor, Editor & Publisher

Excelsior, the popular Paris illustrated daily newspaper, inaugurated March 4 the first Sunday supplement à l'américaine. Results are awaited with great interest in French newspaper circles, but M. Ducray, managing editor of Excelsior, has no misgivings as to its success.

The supplement consisted of 16 pages. While this may not appear large compared with American newspapers, it must not be forgotten that French newspapers seldom contain more than six pages. This Sunday edition is sold at 25 centimes instead of 15 centimes (nominally 5 cents instead of 3 cents) the price of the week-day issue.

While this Sunday supplement of Excelsior owes much to American inspiration, it shows many points of originality of its own and is entirely suited to French tastes. An interesting and useful feature is a summary of the events of the week, by order of date and by order of importance, with comments. A section is devoted to "Romances of Real Life." Maître Henri Robert, one of France's leading lawyers, is contributing to this a series of stories of famous trials.

"Men of Mind and Energy" will each week present an inspiring biographical

sketch of leading men of France and other countries whose work is benefiting the human race.

In lighter vein will be one or two short stories of 800 to 1,000 lines, representative works of the best French writers of the day, as well as short, sparkling stories of a few hundred words in which French story tellers excel.

The children will not be forgotten, receiving two whole pages in color. In addition, there will be humorous drawings by French artists, with reproductions of foreign work in this line, for the general reader.

"I Should Like to Know" will be the heading of a section under which answers to correspondents will be inserted. The desire to learn and the interest shown in scientific subjects, whose development has been so noticeable in the French press recently, will be satisfied by a page headed "Take Advantage of Sunday's Rest to Gain a Little Knowledge."

Gift of Deer Gets Editor Jailed

Walter Taylor, editor of the Molalla (Ore.) Pioneer, received a gift of deer meat from an admiring subscriber recently. He is now under arrest for having the meat in his possession. It is the closed season for deer in Oregon.

Dolbey With Fairchild Publications

Edward D. Dolbey, formerly with the advertising staff of the Camden, N. J. Courier and more recently with the advertising staff of the Philadelphia Inquirer, has been appointed Philadelphia representative of the Fairchild publications, New York.

FEBRUARY LINEAGE SETS NEW LEVEL IN NEW YORK WITH 5 P. C. GAIN

ANOTHER monthly lineage record was set by New York newspapers in February, when the 17 newspapers carried 11,951,634 agate lines, a gain of 614,192 lines, or 5.1 per cent, over February, 1922, and a gain of 2,870 lines, or slightly more than one eight-column page, over February, 1920, the previous high month. Gains were made by 12 newspapers. Total pages printed to accommodate the 5.1 per cent gain were 12,644, a gain of

732 pages, or 6.1 per cent, over the 1922 total for the month. The fact that 11 department stores suspended their advertising in the Times for the last half of the month probably reduced that paper's total and the grand total by almost 100,000 lines. Comparative totals for each paper for the month in 1923 and 1922 and 1923-1917, as compiled by the New York Evening Post Statistical Department, follow:

Pages			Percentage of Total Space		1923	1922	Gain	Loss
1923	1922		1923	1922				
1,034	1,064	American	7.1	846,634	858,512	11,878	
940	936	Brooklyn Eagle	9.1	1,097,118	1,018,942	78,176	
560	464	Brooklyn Times	2.4	292,534	243,812	48,722	
346	340	*Commercial	1.7	198,132	203,316	5,184	
946	806	*Evening Journal	7.4	878,548	843,536	35,012	
458	422	*Evening Mail	3.7	442,228	407,514	34,714	
424	456	*Evening Post	2.2	257,938	297,564	39,626	
570	564	*Sun	5.8	698,932	661,878	37,054	
490	520	Evening Telegram	4.0	479,462	492,778	13,316	
656	570	*Evening World	5.2	625,268	660,212	34,944	
522	446	*Globe	5.2	617,882	499,044	118,838	
894	912	Herald	7.1	846,234	839,434	6,800	
860	780	News (Tabloid)	2.6	315,086	237,392	77,694	
634	592	Standard Union	5.1	607,002	579,492	27,510	
1,338	1,254	Times	14.3	1,708,832	1,681,244	27,588	
862	792	Tribune	6.0	711,708	673,622	38,086	
1,110	994	World	11.1	1,328,096	1,139,150	188,946	
12,644	11,912	Totals	11,951,634	11,337,442	614,192	

*No Sunday edition.

	1923	1922	1921	1920	1919	1918	1917
American	846,634	858,512	739,050	948,760	672,536	612,015	692,000
Brooklyn Eagle	1,097,118	1,018,942	849,000	1,027,212	700,924	599,996	658,104
Brooklyn Times	292,534	243,812	223,636
Commercial	198,132	203,316	219,142	247,024	142,888	128,420	136,017
Eve. Journal	878,548	843,536	708,444	684,126	640,032	472,469	493,770
Eve. Mail	442,228	407,514	446,822	425,162	301,236	335,534	323,142
Eve. Post	257,938	297,564	474,447	359,164	299,354	264,650	286,469
Eve. Sun	698,932	661,878	580,848	637,608	538,396	292,205	388,708
Eve. Telegram	479,462	492,778	457,984	522,082	625,818	478,660	562,273
Eve. World	625,268	660,212	645,194	637,736	456,648	312,732	376,969
Globe	617,882	499,044	506,364	623,402	519,260	347,256	405,575
Herald	846,234	839,434	859,950	931,296	571,108	433,449	560,966
News (Tabloid)	315,086	237,392	130,658
Standard Union	607,002	579,492	459,898	683,180	434,374	291,380	430,526
Sun	372,524	237,006	304,214
Times	1,708,832	1,681,244	1,493,692	1,889,444	1,202,332	854,249	834,662
Tribune	711,708	673,622	663,821	794,900	405,508	258,980	375,152
World	1,328,096	1,139,150	1,042,940	1,536,688	1,134,494	896,413	1,021,830
Totals	11,951,634	11,337,442	10,501,890	11,948,764	9,017,432	6,915,414	7,850,377

†Figures not recorded.

‡Sun and Herald combined into Sun-Herald, Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

IOWA

Corn is Iowa's chief crop. This state is situated in the very heart of the corn belt and is FIRST in total production with a tremendous yield of over 440,000,000 bushels.

Lying between the two great rivers, the Mississippi and the Missouri, Iowa is 95% farm lands, and leads her sister states with BILLION dollar crops.

Every farm is on a road to market and the "big city" that brings the daily paper, the news of the world, and the things to buy.

Of all the states in the Union, Iowa enjoys the highest per capita of wealth and the lowest percentage of illiteracy.

Iowa people have money to spend. They are live, active progressive people. Their home life is of the highest type and they are exceptional prospects for advertised goods.

These newspapers can give you quick contact with this huge market.

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye	10,387	.04
**Burlington Hawk-Eye	13,163	.04
†Cedar Rapids Gazette	21,131	.06
**Council Bluffs Nonpareil	15,521	.05
**Davenport Democrat & Leader	14,361	.06
**Davenport Democrat & Leader	17,401	.06
†Davenport Times	23,896	.07
**Des Moines Capital	60,696	.14
**Des Moines Sunday Capital	28,858	.14
*Iowa City Press-Citizen	6,320	.035
†Mason City Globe Gazette	11,096	.035
**Muscatine Journal	7,863	.035
*Ottumwa Courier	13,186	.05
**Waterloo Evening Courier	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

The Atlanta Journal

ATLANTA, GA.

Over a Million
Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The
Journal Sells the Goods

Recent Listing of INTERTYPE CORPORATION

On N. Y. Stock Exchange

OFFERS better opportunity to Publishers to become shareholders.

Initial trading at \$40 per share.

We recommend the purchase of this stock as an investment.

Financial statement sent upon request.

DUFF, FREIDAY & CO.
INVESTMENTS
66 B'way New York

AVAILABLE

for newspaper use

Published books by

Arnold BENNETT
Charles Neville BUCK
E. Phillips OPPENHEIM
Isabel OSTRANDER
Frank L. PACKARD
Mary Roberts RINEHART
Louis Joseph VANCE

and many others.

Also published short stories, serials, and novelettes by these and other prominent authors.

SERVICE FOR AUTHORS, Inc.
Aeolian Bldg., New York

Are you covered in New York, Mr. Editor?

AN EXPERIENCED NEWSPAPER MAN WOULD SERVE A LIMITED NUMBER OF DAILY NEWSPAPERS AS NEW YORK CORRESPONDENT, COVERING ALL BRANCHES OF NEWS IN THE METROPOLIS, THAT WOULD BE OF LOCAL INTEREST TO YOUR READERS. WRITE OR WIRE FOR RATES.

REPORTER—Room 415
624 Madison Ave. NEW YORK CITY

MARSDEN G. SCOTT

Former I. T. U. President Stood for Arbitration, Not Strikes

Marsden G. Scott, aged 58, former president of the International Typographical Union, and one of the leading labor union representatives of the country, died at Colorado Springs March 4, after an illness of ten days' duration.

Mr. Scott had been a writer and printer on newspapers throughout New York, and 30 years ago became foreman of the Syracuse (N. Y.) Standard, and was telegraph editor of the New York Press. He was also with the Anaconda (Mont.) Standard.

He was president of "Big Six" Typographical Union in New York from 1901 to 1903 and 1913 to 1914, when he became president of the International Typographical Union, holding that office until November, 1920.

He was conservative as a labor leader and favored arbitration, approving strikes only as a last resort. Under his last year's management the union is said to have disbursed only \$1,200 in strike benefits.

Obituary

EDWARD BANGASSER, financial and market editor of the Buffalo Commercial, died March 3, following an operation. For more than 54 years Mr. Bangasser had been an employee of the Commercial's editorial department. At the age of 12 he took a job as copy boy in the Commercial offices and from that time until the day of his death he did not miss a day except when seriously ill or when he took one of his very rare vacations. The oldest employee of the Commercial cannot recall a day when "Dad," as he was familiarly known, was late.

ROSWELL ERWIN, aged 29, son of Charles R. Erwin, of the Erwin, Wasey & Co., Chicago advertising agency, died last week in Winter Haven, Fla.

GEORGE CLARKE HOLLAND, aged 77, pioneer Canadian journalist, died February 26 at Jacksonville, Fla. He entered newspaper work when a youth and worked on the staffs of the Ottawa (Ont.) Free Press, the Toronto (Ont.) Globe, the New York Press, and the Ottawa (Ont.) Citizen, of which he became joint owner and editor in 1876. With his brother, Andrew, he inaugurated the present system of making verbatim reports of debates in the Senate and House of Commons, and for 40 years had a contract for reporting debates.

EUGENE U. KIMBARK, former president of the Chicago Association of Commerce, general treasurer of the Paper Mills Company, Chicago, died last week at his home in Evanston, Ill. He was formerly president of the National Paper Trade Association and of the Western Paper Trade Association.

ROSCOE P. HAM, former Maine newspaperman for 30 years, died at his desk in the Census Bureau in Washington.

HARRY COURTNEY PORTER, aged 58, who for twenty years was associated with the late Richard T. Clarkson in the publication of the old Des Moines Daily Register, died recently in Chicago.

H. P. MOODY, for twenty years a proof-reader for the Chicago Daily News, and at one time foreman of the composing room of the New York Daily Mail, died suddenly last week at the Englewood hospital.

WALTER BLAKESLEY CONKEY, aged 65, head of the W. B. Conkey Company, Hammond, Ind., one of the largest manufacturing publishing concerns in the world, died suddenly March 5 in St. Petersburg, Fla. He was a member of the Chicago Press Club.

CAPT. WILLIAM L. D. O'GRADY, aged 82, many years ago managing editor of the old New York Mail and also on the Times and the Herald staffs, died in New York March 3. He was a native of India and a Civil War veteran.

FRANCIS RYAN, aged 78, for more than

35 years a compositor on the New York Times, died in Brooklyn March 3.

MRS. MARTIN O'FUREY, mother of J. P. O'Furey, editor and publisher of the Cedar County (Neb.) News, and Frank M. O'Furey, editor and publisher of the Mapleton (Ia.) Press, died in her 71st year at the home of her daughter, Mrs. J. J. Dorrington, Youngstown, Ohio.

A. RICHARD HASSELL, aged 86, who for many years was employed by James Gordon Bennett, founder of the New York Herald, died March 5.

W. O. WEAR, dean of West Kentucky newspaper men, died recently at his home in Murray. He had been ill for some time. He was editor of the Calloway Times for the past 36 years, and was ex-president of the First District Press Association.

Cevasco's Estate \$100,000

Giovanni Cevasco, for many years editor and publisher of Italian newspapers in San Francisco, left an estate of \$100,000. He was a widower and childless, and the estate goes to his kin.

"KLAN" STUNT IN BOSTON

Story Club Lights Fiery Cross at Third Annual Banquet

A mock initiation into the Ku Klux Klan under the blazing rays of a fiery cross was the outstanding feature of the third annual frolic February 24 of the Story Club of Boston, made up of newspaper men and women. President Charles M. Drury, day city editor of the Herald, introduced Anthony J. Philpot of the Globe as toastmaster. Before the dinner, the guests were welcomed by a committee headed by Roy Atkinson of the Post.

After a speech by Attorney Arthur K. Reading of Cambridge, lights were dimmed. With the fiery cross gleaming, a quartet of recruiting officers in white robes descended on the group and gave the third degree to Judge Nelson P. Brown, John P. Feeney, Harold F. Wheeler of the Traveler, Roy Atkinson of the Post, Detective James R. Wood and a number of sheriffs. James Dempsey, Henry Gillen, "Jack" Harding and John Stewart of the Post were the four impersonators of klansmen.

A "tin-can" cup was presented to the Herald for "having elected Mayor Curley through its publication of a kissing photo of Charley Baxter," a candidate for the office. Norman Ritchie, Post cartoonist, entertained with a conversation with former Mayor Fitzgerald over a mysterious telephone to Palm Beach and there were numbers by entertainers from Boston theaters.

Tampa Tribune Buys Real Estate

The Tampa (Fla.) Tribune has purchased a lot 105 feet square, now partly occupied by a four-story dry goods store. The Tribune will occupy the store building as soon as its present tenants find new quarters and is also considering the erection of a 15-story addition on the vacant lot, to be used for mercantile and office purposes. The real estate is said to have cost \$225,000.

Flint Journal Will Build

In celebration of its 40th birthday, March 3, the Flint (Mich.) Daily Journal announced plans for a new building at the corner of Harrison and First streets. The new structure will be fire-proof, exclusively for newspaper use, 65 feet on Harrison street and 165 feet on First street, with outside walls of Bedford cut stone.

S. F. Chronicle Buys Land

M. H. De Young, publisher of the San Francisco Chronicle, has bought a lot at 5th and Mission streets, 160 by 300 feet, and is having plans drawn for a new building.

New Paper in Hollister, Cal.

With A. Burt Bynon as editor, the Hollister (Cal.) Evening Observer made its first appearance February 22.

In Washington
**ONE
COMBINATION**
Two Newspapers
Morning **HERALD**
Evening **TIMES**
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

EVENING HERALD

LED THE WORLD IN
ADVERTISING GAINS,
1922 OVER 1921

GAIN **3,493,854** LINES

REPRESENTATIVES

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

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in
London.

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising 1,639,936
National Advertising 25,008
Classified Advertising 63,514

Total Advertising 1,728,458

Lineage Figures by
De Lissor Brothers.

DAILY NEWS
Passaic, New Jersey

THE NEW ORLEANS STATES

In two years has increased

Daily over 17,000
Sunday over 41,000

Present averages are

Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South

Represented by

**THE S. C. BECKWITH
SPECIAL AGENCY
NEW YORK**

**JOHN M. BRANHAM CO.
CHICAGO**

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 NEW YORK EVENING JOURNAL

has the largest
circulation of
any daily news-
paper in Amer-
ica.

PREMIUMS ON GRIDIRON AT BALTIMORE

Inter-State Circulation Men Urged to
Sell Papers on Merit Alone—C. O.
Reville, of Baltimore, Sun's
New President

BALTIMORE, March 6.—The semi-annual meeting of the Inter-State Circulation Managers' Association closed here today after one of the most successful meetings in its history. C. O. Reville, circulation manager of the Sun and the Evening Sun, was elected president; A. C. Finley, of the Atlantic City Gazette-Review, vice-president; Henry Carpenter, Lancaster (Pa.) Intelligencer and News Journal, secretary-treasurer.

The next meeting will be held in Atlantic City in September. The date is to be arranged to suit the convenience of the publishers of Atlantic City.

The next day was devoted to the reading of papers and discussions of circulation problems. Resolutions were adopted placing the association in agreement with the American Newspaper Publishers' Association in opposition to the increased rates which the New York State railroads have put into effect for the carrying of newspapers.

Some of the papers read were:

Charles T. Buck, Lancaster (Pa.) Examiner-New Era, "Best method of paying route boys for delivering papers on publisher-owned routes."

D. A. Wiley, Washington Post, "How to increase and improve home delivery in growing apartment house territory (especially where the newsdealer owns the routes)."

W. P. Wilson, Washington (Pa.) Observer and Reporter, "Effect of strikes in industrial centers on newspaper circulation."

A. V. Ambrose, Trenton (N. J.) Times, "How it feels to be between competition of two big cities."

C. D. Bayless, Camden (N. J.) Courier, "What are the best methods of advertising new features?"

Harry W. Cullis, Chester (Pa.) Republican and Times, "Does the daylight saving law affect circulation and how?"

Lloyd Lippincott, Atlantic City Daily News and Union, "Do excess premiums pay?"

Robert C. Gordon, Waynesboro (Pa.) Record-Herald, "Good ways of soliciting subscriptions without the aid of premiums."

The last two papers started a discussion in which "Henry Edward," as Mr. Warner is called in Baltimore, took a prominent part. He was for years connected with the reporting and editorial departments of the Baltimore News and the Evening Sun. He said that speaking as an editorial man, he was against premiums. The paper must be made so good by the editorial end that people would buy it without hoping to get an aluminum dish pan or a set of crockery with it. If that were not done the reader would quit buying as soon as the paper quit giving premiums. Royal W. Weiler, retiring president of the association, agreed with Mr. Warner.

The meeting ended with a luncheon at the hotel, at which Gov. Albert C. Ritchie made an address. The Governor was introduced by Paul Patterson, president of the A. S. Abell Company. He, while not taking part in the premium question, talked to the text that the newspaper must be made worth while and that after that the men to whom he was speaking were the men who had the fate of the organization in their hands. On them depended, he said, the question of whether any body knew the merits of the paper or not.

MICHIGAN BODY EXPANDS

Takes in Upper Peninsula—Musselwhite
Named President

The Michigan League of Home Dailies, which includes practically all the papers up to 10,000 circulation in the

Lower Peninsula, at its quarterly meeting in Grand Rapids ratified an expansion policy by voting to membership two Upper Peninsula members—the Marquette Mining Journal and the Sault Ste. Marie News. Harry W. Musselwhite, of the Manistee News-Advocate, was elected president; Walter S. Kennedy, of the Albion Recorder, vice-president, and Felix M. Church, of the Cadillac Evening News, secretary-treasurer.

A new space buyers' guide will be issued at once by the organization.

Arthur W. Vandenberg, of the Grand Rapids Herald, tendered the visiting publishers of the state a banquet

STUART BACK IN INDIANAPOLIS

Transferred from Denver as Star's
Managing Editor

INDIANAPOLIS, March 7.—James A. Stuart was today appointed managing editor of the Indianapolis Star by B. F. Lawrence, general manager of the Star League. Mr. Stuart comes to the Star from the position of editorial director of the Rocky Mountain News and Denver Times, but he is no stranger to either the Star or Indiana. Hoosier by birth, he has spent all of his life in Indiana except the two years he was in Denver. Mr. Stuart graduated from Indiana University and has been connected with the Shaffer publications ever since. He has filled practically every position in the editorial department of the Star League and was its assistant managing editor when he went to Denver.

Cleveland Paper Year Old

The Cleveland Times and Commercial, founded as the Commercial, celebrated its first anniversary March 2 by issuing a large review number.

SALADA TEA TESTS NEWS- PAPERS RIGIDLY

(Continued from page 18)

vertiser came out the next morning with a column interview and description anent the rebellion and revolution. Never was a reporter prouder of an accomplishment.

"And, then again, I recall a story which I got while on the Boston Globe. This story concerned the Massachusetts governorship, when I was writing politics for that newspaper. It was just prior to the convention and Albert E. Pillsbury, one of the prospective candidates, was having a secret conference which lasted from early in the evening until after midnight. Reporters were, of course, excluded, but as usual they were on the door mat outside of the conference room. At 12.30 it was evident that the conference was over, for the door opened and several gentlemen walked away. They refused, absolutely, to say anything—except that Mr. Pillsbury was not present. The reporters swallowed the bait, and all went away, except your humble servant, who doubted the truth of the statement and lingered around for fully an hour. Finally, Mr. Pillsbury appeared and I said to him, 'So you have decided not to be a candidate and have retired in favor of Mr. —' Despite the hesitant denial of the erstwhile candidate, it was apparent from his manner that I had struck the truth. The next morning the Globe presented a story of his withdrawal under a 'scarehead' and we 'scooped' the town. 'I could go on and on, recalling my newspaper experiences, for they were happy days,' said Mr. Walsh. 'However, I can tell you one thing, while I am now an advertising man, I shall always think of my newspaper days with affection, and count newspaper men among my warmest friends. It's a privilege to have been a newspaper reporter.'

During the war, Mr. Walsh published a book of poems, "The Message of the Flag," containing some choice bits of verse.

Copeland Will Continue Writing

Royal S. Copeland, Senator-elect from New York, will not abandon his newspaper activities when he takes up his duties in Congress. Mr. Copeland, who recently visited Washington to get the lay of the land, said he saw no reason for discontinuing his syndicated articles on health subjects and pointed to Senator Capper of Kansas and Senator Hitchcock of Nebraska, as examples of men who had maintained active connections with the newspaper industry while members of the Senate.

Introducing "PUTNAM OHVER"

by

Charles Gordon Saxton

Formerly Cartoonist of

N. Y. WORLD

DAILY & SUNDAY
COMICS

C-V Newspaper Service

Borden Bldg. New York City

THE KNICKERBOCKER PRESS

(Morning and Sunday)

and

ALBANY EVENING NEWS

COVERS

ONE BIG MARKET

Albany, Troy, Schenectady

AND

The Capitol District

NATIONAL REPRESENTATIVE

John M. Branham Co.

In
New Orleans
it's
**THE
ITEM**

IF You Want to

Buy or Sell
Newspaper Properties

EDITOR & PUBLISHER

Will Broadcast Your
Message Through Its
CLASSIFIED COLUMNS

Features by

Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill

and others

The McNaught Syndicate, Inc.
Times Building, New York

Over 64,000

LARGEST
EVENING
CIRCULATION
IN
IOWA

The Des Moines Capital

KANSAS IS A RICH, RESPONSIVE
FIELD—TOPEKA, ITS CAPITAL
A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital TOPEKA, KANSAS

Only Kansas Daily with a General
Kansas Circulation

Dominates its field in circulation, all
classes of advertising, news, prestige
and reader confidence.

Supplies market data—does survey
work—gives real co-operation.



PUBLISHER

MEMBER A. B. C.—A. N. P. A.

PAID

Circulation Spells Supremacy

Let our organization put you in
first place in your field. A perma-
nent organization—sixteen years old—
conservative service—positive results.
No wild claims or questionable meth-
ods, but real service—service you
will like. 60% of our present business
is return contracts. Ask anyone.

THE PULTZ COMPANY
LIMITED
32 2nd Nat. Bank Bldg., Reading, Pa.
Long Distance 2418-R

MAGAZINE CAMPAIGNS FAILED FOR TEXTILES

(Continued from page 14)

new methods of merchandising. The ad-
vertising campaign to the consumer on
Eddystone declined and vanished.

From the examples which have been
cited, it might be thought that advertis-
ing campaigns do not produce sales re-
sults. That is not the case. They cre-
ate direct sales impulse and the call for
goods in places where the goods can-
not always be procured. This is what
is known in advertising parlance as get-
ting publicity ahead of distribution and
is as serious an error as putting the cart
before the horse, and quite as ineffective.

When the hue and cry was loudest
against germs, microbes, bacteria and
all other infectious micro-organisms it
became stylish for people to buy handker-
chiefs in sanitary packages. The "seal-
packerchief," the leader, accomplished
rapid success in building sales for a hand-
kerchief, neatly wrapped in waxed paper,
in an attractive carton and made avail-
able in all dry goods and haberdasher
shops at 10, 15 and 25 cents, according
to quality and size. As soon as it was
seen that a sale could be created, an al-
most endless pack of imitators turned
loose, and the sealed package handker-
chief was overdone.

To jump from handkerchiefs, it might
be well to refresh the memory on the
floor covering trade. Here we pass from
the ten-cent article to a carpet that may
sell for \$8 a square yard. If consumer
advertising could control consumer pur-
chasing, here would be a rich field. The
fishing looked good. The carpet trade
has bought hooks, line and sinker and
baited its hook with "consumer advertis-
ing," and has sat on the banks and fished
for several years. Results?

The same results that have followed
the effort to make other lines of tex-
tiles move under the impulse of an appeal
to the general public through magazine
advertising. Pretty advertising of cozy
rooms, in color; attractive descriptions of
the particular carpet that is shown in
the picture; its special name printed or
woven on the back, and all this has not
led to great increase in sales. There was
an increase in the selling, while the great
consumer advertising campaigns were on,
but it was not commensurate with the
money expended, so this advertising in
the women's magazines is subsiding.

If lavish advertising to the consumer
was productive of sufficient results to
make it a fixed policy in the carpet
trade, the Bigelow Hartford Carpet
Company would not blow hot and cold
on advertising, nor would the Whitall
Company advertise to the consumer by
fits and starts; but there would be an
advertising policy as fixed and regulated
in its volume and in its purposes as that
done by Wanamaker to making effective
direct retail sales in Philadelphia and
New York.

The Alex. Smith & Sons Carpet Com-
pany has never conducted a consumer
advertising campaign; neither has the S.
Sanford & Sons Carpet Company. These
two, with the Bigelow Hartford Carpet
Company and the Whitall, constituted
four pillars of the carpet trade, and two
have tried consumer advertising, and are
dubious of results, and two have not lis-
tened to the whisperings of the sirens
calling "use the women's magazines."

Another instance of sporadic textile
advertising is that of the Crex Carpet
Company, grass floor coverings. This
company has spent more than a million
dollars in advertising, has achieved a re-
markable degree of success, and has been
a light to attract many others into the
grass and fiber rug business. Every en-
trant saw the great light of sales possi-
bility in consumer advertising and has-
tened to address an expectant public. The
result in the past ten years has been a
plethora of advertising in the magazines
and a division of the possible sales total
in this class of merchandise among too
many manufacturers. Overhead in manu-
facturing and overhead in distribution,

added to a heavy percentage of the gross
receipts allotted to consumer advertising,
have made the grass and fiber rug indus-
try's path hard to travel. To meet
changed conditions and a fickle public
demand, selling factors in this division of
the trade have added wool mats, rugs and
carpets to their lines, and there has been
a decided decrease in the consumer ad-
vertising in this class of goods.

Other lines that are successfully ad-
vertised included cottons, silks, woolens
and lines of hosiery made from some
one of these fibres or a combination of
lines, also included hosiery made from
artificial silk and worked in as part of
the completed hose. These goods are
purchased from many different mills.
There are a few hosiery mills that sell
direct to the consumer and who use
magazine advertising.

Individual hosiery, underwear and knit
goods mills cannot make a complete range
of goods in all textures and have to de-
pend upon pyramiding sales on a limited
number of styles and grades of goods.
Seeing the Onyx sales climb to the zen-
ith has induced a great number of manu-
facturers to go after the hosiery business
by means of consumer advertising. No
skill that the artists possess has been
missed in drawing beautiful pictures of
hosiery, displaying them to the best ad-
vantage and every word picture connected
with the announcement has been most
alluring.

Manufacturers of all silk hose, others
who make hose of cotton or mixed
varieties have all gone after this busi-
ness until the appeal to the women and
men of the country to buy this, that or
the other line of hosiery is not made
singly, but in battalions. The list of
display cards in the elevated cars and
subways of our cities will show six, eight
or ten announcements out of thirty that
are telling the story of hosiery, under-
wear or gloves. Unfortunately, the hos-
iery manufacturers who are footing these
advertising bills are not cashing in on a
fair share of the sales. The nondescript
lines, at under prices, are eating into the
trade.

The most recent excursion into con-
sumer advertising has been undertaken in
the towel branch of the industry. It is
believed that the American public has
advanced to the point where the majority
of us no longer wipe our hands and
faces on the roller towel close to the
kitchen sink. This fact having been em-
phasized by the advocates of consumer
advertising to manufacturers of towels,
it has been comparatively easy to picture
the bonanza that awaits the towel man-
ufacturer who gets the American women
to clamor for his particular brand of
damask towels or crashes. So the col-
umns of the ladies' magazines are sprout-
ing with towel advertising, treading the
same thorny path that other textiles have
trod, and headed for the same end. The
course may be rapid or slow according
to the heart strength of the manufacturer.
It is easy to throw \$100,000 to \$250,000
into a towel consumer advertising cam-
paign and to mark up on the company's
books a credit to "experience."

Wins New Trial in Libel Suit

The Nampa (Idaho) Free Press has
been granted a new trial by the Idaho
Supreme Court, in the action for libel
brought by Ned and Harold Jeness. In
the lower courts a verdict was returned
for the plaintiffs for \$100 and costs. The
defendant company appealed and the case
has been remanded for a new trial.

Frank Irving Fletcher Incorporates

Frank Irving Fletcher, of New York,
has taken out articles of incorporation as
an advertising service with a capital of
\$10,000. The directors are Frank Irving
Fletcher and A. Judson. No change in
his present activities is contemplated, Mr.
Fletcher declared.

Gertrude Lane a Crowell Director

Gertrude B. Lane, for many years edi-
tor of the Woman's Home Companion,
has been elected a director of the Crowell
Publishing Company, New York.

in MILWAUKEE

Let your advertis-
ing grow with Mil-
waukee's fastest
growing daily—

WISCONSIN NEWS

REPRESENTATIVES—

G. LOGAN PAYNE CO., Chicago, Detroit,
St. Louis, Los Angeles,
PAYNE, BURNS & SMITH, New York, Boston.

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New
York State, Buffalo, with over half a
million people and the surrounding
trade area with three hundred thou-
sand more, affords a rich market to
national advertisers. The effective
medium to capture this desirable mar-
ket is the big, popular, home news-
paper—A. B. C. Net paid 105,958, 80%
of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY

Representatives

Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

An Accounting and Federal Tax Service for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City



GENE AHERN

("Our Boarding House")

J. R. WILLIAMS

("Out Our Way")

GEO. SWANSON

("Salesman Sam")

MERRILL BLOSSER

("Freckles and His Friends")

A. D. CONDO

("Everett True")

EDGAR MARTIN

("Taken From Life")

WALTER ALLMAN

("Doings of the Duffs")

LEE STANLEY

("Old Home Town")

These comics are part of
NEA FULL SERVICE

Write for samples and rates

NEA Service, Inc.

1200 W. Third St., Cleveland, O.

Preferred

In January and February of this year The New York Times published 3,795,714 agate lines of advertising, a gain over the same period of last year of 90,828 lines, an excess over the second New York newspaper of 957,562 lines and more than the combined volume published in the two other New York morning newspapers popularly classed with The Times as to quality of circulation.

The New York Times in February published 1,708,832 agate lines of advertising, a gain over February of last year of 27,588 lines and an excess over the second New York newspaper of 380,736 lines.

Westchester County's Greatest Advertising Medium

THE DAILY ARGUS Mount Vernon, N. Y.

Carried Over 7,000,000 Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

Speedomatic Company THE MULTI-MAILER SYSTEM 817-823 WASHINGTON BLVD. CHICAGO

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price: It has the Largest Circulation in New England at that price. It is taking on a Higher Grade of Advertising every month. QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and bring new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

'CLEAN Your Time-piece' week went over big in one city where, through the activities of the local paper, the jewelers got together and offered to clean any watch or clock free during the week, using two double pages of grouped advertising. The idea of getting plenty of patrons in the shops went over big.—B. A. T.

One metropolitan daily is trying to educate its readers to purchase two copies a day of the same paper! It urges the 'Home' or early edition be delivered to the wife at home while the 'Final' or sport and financial edition be taken by the husband to read on the car going home. There are also several editions between these two.—D. R.

Where are the new homes that have been built during the winter months in your city located? It would make an interesting feature to have an outline map of the city prepared on which all new homes would be indicated in some appropriate way, and to run this map with a story telling about the great number of new homes which will be erected in the city during the coming months. Around this map and story there could then be grouped ads of local real estate men and builders.—F. H. W.

Are you taking periodical tests of your print paper? If you don't have the necessary appliances for doing so you can, no doubt, enter into an arrangement with a local paper house to make the tests for you. Paper thinner than standard costs less by weight but takes its toll

in white waste and lost time due to frequent breaks. Paper thicker than you require is hard to detect by feel or appearance, but can run into money quick by the roll.—T. R. Minneapolis, Minn.

Some newspapers have capitalized on the need to use coal substitutes. The fuel administrator advised the use of coke, wood or oil when possible, and in its classified section offering coal and wood for sale the Buffalo News has naturally a preponderance of offerings of wood for range and furnace use. At the top of this classification the News appropriately gives a brief explanation of what a cord is.—R. E. Downer, Buffalo Express, Buffalo, N. Y.

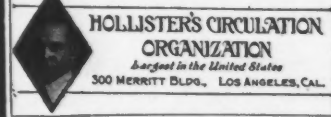
A local paper promoted a campaign to increase their circulation, which, as in many cases, had been running low for a period. A novel plan was instigated whereby the route newsboys became salesmen. Taking an inventory of all of the homes in their neighborhood, each boy was given a series of stickers, the first which read somewhat like this, 'I am the Herald newsboy. I would like to serve you with our paper every night. I will call later.' Six of these were written each one leading up to the next and the final followed by the boy's personal appearance at the door. These were pasted on the paper and dropped in the doorway free of charge. The boy's personal appearance on the seventh day, in practically every case, resulted in at least a month's subscription. Each sale netted the boy a reasonable commission.—R. W. S.

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

- THE LOS ANGELES TIMES (3) THE PHILADELPHIA INQUIRER (2) THE CLEVELAND PLAIN DEALER THE WASHINGTON POST (2) THE INDIANAPOLIS NEWS THE ATLANTA JOURNAL THE MEMPHIS COMMERCIAL APPEAL

Write or Wire Care Atlanta Journal



FIRST IN PUBLIC SERVICE



The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year



Pulitzer Building, New York Mallor's Building, Chicago Ford Building, Detroit

'In Boston It's the Post'

Circulation Averages for 1922

BOSTON DAILY POST 396,902 Copies Per Day

BOSTON SUNDAY POST 401,643 Copies Per Sunday

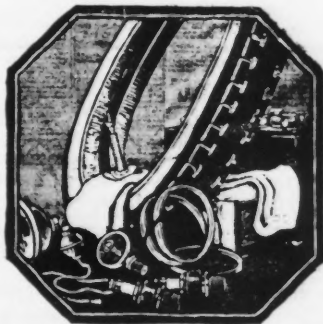
First in Local, General and Total Display Advertising

Nine Million a Day

MILWAUKEE purchases an average more than nine million dollars every business day. Wisconsin purchases average more than thirty-three million dollars a day. You can cover Milwaukee and rich surrounding territory at one cost only with—

The Milwaukee JOURNAL FIRST-by Merit

See paid circulation of The Chicago Tribune now exceeds 120,000 on week days and 160,000 on Sundays



The Most Logical Market for Champion Spark Plugs

12 3/4% of your sales effort, or your advertising appropriation, or your sales crew concentrated in Zone 7

Yet, in this rich market of five states—Illinois, Indiana, Iowa, Michigan and Wisconsin are actually equipped with 25% of all the automobiles in America.

THIS TERRITORY, RICH IN ITS VAST ARMY OF CAR OWNERS, is the world's largest buyer of spark plugs, flow, batteries, no starters, bumpers, etc. To reach this immense buying army in an achievement which has within the reach of every manufacturer of automobile parts and accessories, first, is reached only by the profits from this market, or second must first be sold.

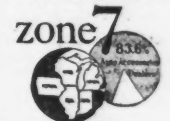
EVERY MANUFACTURER KNOWS the first effect of a sales crew of newspaper advertising. This is to reach more than 5,000 newspapers, to be in the most powerful, single influence in one-fifth of the whole country's buying centers.

IN any representative city or town in Zone 7 you can analyze the sales influence of The Tribune on jobbers, dealers and the mass of consumers.

Its 4,500 families and 2,000 Sunday Tribunes being delivered each week.

OVER 87% of all its 19 automobiles and garage cars read The Chicago Tribune. Four out of every five hardware merchants claim they are influenced in their buying by advertised articles in The Chicago Tribune.

And then the consumer—80% of all families in Chicago take The Sunday Tribune. In each



TO ASSIST EVERY NATIONAL ADVERTISER, The Tribune has thirty-one trained not only in advertising, but also in merchandising. Every one of them has directed sales campaigns in the Chicago Territory and knows by repeated contacts with jobbers and retailers what can be done and how to do it. A letter or phone call will bring a Tribune man to your office to discuss what can be done to increase your sales in the Chicago Territory.

If you especially desire to increase your business, and to own the good-will of this great market in which is represented 25% of all the cars in America, advertised consistently in The Chicago Tribune.

of 127 cities of more than 5,000 population in Zone 7, one-fifth to one-half read the Tribune.

Through advertising in The Tribune, you influence one-fifth of the buying power and reach 25% of all the automobile owners in the United States.

A PAGE IN THE TRIBUNE is felt just as strongly in LaSalle, Ill. or Rockford, Ill. as in Chicago. How confident is that salesman who has obtained his first powerful sales increase reaching to the consumer through leaders and jobbers in this concentrated, car-using area.

The Chicago Tribune wanted to sell itself to the Toledo (Ohio) spark plug manufacturer. Above we have a page clipped from the Toledo Blade showing the way the Tribune went at the job last week.

TIPS FOR AD MANAGERS

F. Wallis Armstrong, 16 and Locust streets, Philadelphia. Making 1,000 line contracts for Boscull Coffee.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts for the Atlantic Refining Company; placing account of American Fruit Growers, Inc., 2100 Pennsylvania avenue, Philadelphia; placing account of Schwarzenbach, Huber & Co., silks, 4th avenue and 32d street, New York.

Barton, Durstine & Osborn, Inc., 25 West 45th street, New York. Using 500 lines in one year for the H-O Cereal Company.

George Batten Company, 381 4th avenue, New York. Making 8,904-line contracts for the Electric Storage Battery Company; making yearly contracts for Bell & Co.; making 2,268-line contracts for the Central Oil & Gas Stove Company; making 5,523-line contracts for the Dairymen's League Co-Operative Association; making 1,288-line contracts for the Certain-teed Products Corporation; placing account of San-I-Sal Laboratories, 1258 Water street, S. W., Washington, D. C.

Berg Advertising Agency, Rowell Bldg., Fresno, Cal. Making 3,000-line contracts for M. J. Brandenstein & Co.

Birch-Field & Co., 110 West 40th street, New York. Placing orders with newspapers in selected sections for E. V. Connett & Co., hats, 1101 Broadway, New York.

Thomas Bowers Company, 25 East Jackson Blvd., Chicago. Has secured account of Blauer & Goldstone Company, Chicago (Navarre pearls); has placed a little advertising in small papers in Pennsylvania. Expect to do more extensive advertising later.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Expects to do some advertising this Spring in newspapers for the John Puhl Products Company, to which name the Condensed Bluing Company, Chicago, manufacturers of "Little Boy Blue" bluing and "Little Bo Peep" ammonia, has been changed.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 3,000-line contracts for the Transcontinental Oil Company.

Chambers Agency, Maison Blanche Bldg., New Orleans. Using newspapers extensively in cotton belt for E. B. Norman & Co., cotton commission merchants.

Chappelov Advertising Company, 1709 Washington avenue, St. Louis. Placing account for National Pigments & Chemical Company, St. Louis.

Churchill-Hall, Inc., 50 Union square, New York. Placing account of the Steinmetz Electric Motor Car Corporation, Baltimore, and 25 West 45th street, New York.

Corning, Inc., 89 East 4th street, St. Paul, Minn. Reported will make up newspaper list this month for Gordon & Ferguson, hats, caps, St. Paul.

Ralph L. Dornhrower, Mutual Bldg., Richmond, Va. Placing accounts of the Richmond Manufacturing Company, Inc., Richmond, "Popco" Brittle, "Big Buddy" and other popcorn confections; placing account of Walter Kirsh, "Kirsh's Old Virginia Cooked Hams"; placing account of the Straus Company, hotel and restaurant equipment.

Doremus & Co., 44 Broad street, New York. Making 3,000-line contracts for Blair & Co.; placing orders with newspapers in selected sections for Republic Rubber Company, Youngstown, Ohio.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Reported to be placing account for Torbensen Axle Company, Cleveland, Ohio.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with some New York City newspapers for Philip Morris Tobacco Company, "Player's Navy Cut Cigarettes," New York.

Albert Frank & Co., 332 South LaSalle street, Chicago. Placing the following accounts: Madison Square State Bank, Chicago; J. L. Marks & Co., investment bankers; Gordon H. Selby & Co., investment bankers.

Charles H. Fuller Company, 639 South Wabash avenue, Chicago. Preparing large list of newspapers on Apex Electric Distributing Company, Cleveland. Contracts 2,800 lines; orders and contracts issuing on E. Lawrence Company, Chicago, Ill.

Gardner-Glen Buck Agency, 1627 Locust street, St. Louis. Making 5,000-line contracts for Certain-teed Products Corporation.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Making 1,000-line contracts for C. F. Mueller Company.

Hanf-Metzger, Inc., 95 Madison avenue, New York. Placing orders with some New York newspapers for Lyk-Glas System Paint, 521 West 57th street, New York.

Hawley Advertising Company, 95 Madison avenue, New York. Using 28 lines, 104 times and 84 lines, 52 times for the Nucoa Butter Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Parfums D'Herault.

Household Products Company (Centaur Company), 80 Varick street, New York. Using 980 lines twice in rotogravure sections.

Hoyt's Service, Inc., 116 West 32nd street, New York. Making 6,080-line contracts for the Russell Manufacturing Company.

Hulscher-Rothenburg, Inc., 2 West 45th street, New York. Reported to be placing account for Baer Bros., paints, 438 West 37th street, New York.

Arnold Joerns Company, Lytton Bldg., Chicago. Placing account for the Ritholz Spectacle Company; placing account for Commerce Motor Truck Company, Detroit.

Kling-Gibson Company, 220 South State street, Chicago. Reported to be placing account for Royal Easy Chair Corporation, Sturgis, Mich.

H. E. Lesan Company, 209 South State street, Chicago. Preparing a list on Union Pacific Railway, Omaha.

Lord & Thomas, Wrigley Bldg., Chicago. Reported will make up newspaper list this month for California Walnut Growers' Association, 1745 East 17th street, Los Angeles.

Lord & Thomas, 366 Madison avenue, New York. Placing account for Sweets Company of America, "Tootsie Rolls," candy, 416 West 45th street, New York.

Lyndon & Hanford, 200 5th avenue, New York. Making 2,800-line contracts for the Pectin Sales Company.

Robert M. McMullen Company, 522 5th avenue, New York. Making 1,470-line contracts for the F. F. Dalley Company.

John Jex Martin Company, 202 State street, Chicago. Expects to do a little advertising in limited territory for Republic Paint Company, Chicago.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making contracts with newspapers in various sections for Cheney Talking Machine Company, 24 North Wabash avenue, Chicago.

Myers-Beeson-Golden, Inc., Pershing Square Bldg., New York and Nasby Bldg., Toledo, Ohio. Placing accounts of Bunting Brass & Bronze Company, Toledo, "Bunting Bushing Bearings"; Oval Wood Dish Corporation, Tupper Lake, N. Y., "Adionack Wooden Plates"; Russell, Burdall & Ward Bolt & Nut Company, Fort Chester, N. Y., "Empire Bolts, Nuts & Rivets"; Toledo Steel Products Corporation, Toledo, "Toledo Valves"; and the Motor Macultivator Company, Toledo.

Newell-Emmett Company, 120 West 32d street, New York. Making 2,800-line contracts for Liggett & Myers Tobacco Company, using 672 lines, 4 times for Chesterfield Cigarettes.

Charles F. W. Nichols Company, 20 East Jackson Blvd., Chicago. Preparing list on Canadian Pacific Railway, Montreal, Can.

O'Connell-Ingalls Advertising Agency, 1 Court street, Boston. Placing orders with newspapers in selected sections for O. A. Miller Treeing Machine Company, "Cordohyde Shoe Lace," Brockton, Mass.

Frank Preshrey Company, 456 4th avenue, New York. Making 1,400-line contracts for the Cycle Trades of America; placing account of the Omega Watch Company.

Fred M. Randall Company, Book Bldg., Detroit. Placing account for W. M. Fink Company, overalls, Detroit, Mich., and Standard Mortgage & Investment Company, Detroit.

William H. Rankin Company, 1 West 37th street, New York. Placing account for B. G. Desmond Corporation, "Miracle" motor oil, College Point, N. Y.

Joseph Richards Company, 9 East 40th street, New York. Placing orders with some New York City newspapers for Health Products Company, "Feen-a-Mint," laxative, 9 East 40th street, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Making contracts with newspapers.

Newspaper Brokers

Weekly, semi-weekly and daily papers for sale, from coast to coast.

"LISTINGS"

Our last semi-monthly publication contained over 50 papers. Down payments ranged from \$200.00 to \$50,000. If you have not received a copy, one will be sent upon request and if you want to buy a paper you should not wait a day in sending for it. No charge.

BUYERS FOR NEWSPAPERS

We have a large list of buyers. Some with a little money, others with large capital. Publishers of papers of any size wanting to sell should find out the details of our plan which brings quick and certain results. Everything confidential and no charge until sale is made.

DEALERS IN EQUIPMENT

We have complete newspaper plants and linotypes, paper cutters, newspaper presses, job presses and equipment of all kinds for sale. Publishers can turn their idle equipment into ready money by listing with us.

PUBLISHERS' SERVICE BUREAU

(Established 1916)
119 No. Bowman Street, Mansfield, Ohio
Owned and Managed by Experienced
NEWSPAPER MEN

papers for Dearborn Supply Company, toilet preparations, 2358 Clyburne avenue, Chicago.

F. J. Ross Company, 119 West 40th street, New York. Placing orders with some New York City newspapers for Consolidated Cigar Corporation, "Harvester" cigars, New York. Placing account for Norwich Pharmaceutical Company, "Unguentine," Norwich, N. Y.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 1,000-line yearly contracts for the Resinol Chemical Company.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Issuing contracts and orders to Kansas City papers on Linn Products Company, Chicago.

Snodgrass & Gayness, Inc., 489 5th avenue, New York. Placing orders with some New York newspapers for Hellman Motor Corporation, Long Island City, N. Y.

J. Walter Thompson Company, Lytton Bldg., Chicago. Placing orders with newspapers that have rotogravure sections for American Crayon Company, "Kroma Pakets," Sandusky, Ohio, and New York; placing account of California Associated Raisin Growers' Association, "Sun Maid Raisins," Fresno, Cal.; making 4,000-line contracts for the Schell Manufacturing Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Beginning July 1, will handle account of Northam Warren & Co., "Cutex" toilet preparations, 114 West 14th street, New York.

Charles H. Touzalin Agency, Tribune Bldg., Chicago. Making contracts for the Stewart-Warner Speedometer Corporation, Chicago.

United States Advertising Corporation, 1415 Madison avenue, Toledo. Placing account for Auto Lite Corporation, Toledo, Ohio.

Vanderhoof & Co., 167 East Ontario street, Chicago. Will handle some advertising in few papers in Northwest on Canadian Pacific Railway.

Kirtland Engel Company, 646 North Michigan avenue, Chicago. Issuing schedules to Florida papers, 42 lines, 4 times on Lorenz Electric Company.

Wells-Ollendorf Company, Tribune Bldg., Chicago. Placing the following accounts: International Mail Order House; World Mail

Order Company, and New Way Products Company, all of Chicago.

World Wide Advertising Corporation, 1 West 34th street, New York. Placing accounts for the I. Isaac Company, New York, manufacturers of men's neckwear; placing account for Gordon V. Lyons Company, manufacturers of ladies' coats; handling account for the Schebler Carburetor Company, both of New York.

Intertype Elects Directors

At the annual meeting of the stockholders of the Intertype Corporation, the following directors were re-elected: George C. Haigh, Erskine Hewitt, H. R. Swartz. All officers of the corporation were also re-elected at a meeting of the board of directors held recently.

Executive Available

with constructive daily and Sunday morning and evening newspaper building experience in both Advertising and Circulation on newspapers in cities of 100,000 to 600,000 population. A successful executive, aggressive, good organizer and result producer. Record of accomplishment proves ability to handle any proposition. Would consider buying interest. Address A-936, care Editor & Publisher, World Bldg., New York, N. Y.

SUPPLIES & EQUIPMENT

For Newspaper Making

Bulletin Machine for Sale

electrically operated from distance. Further details and low price. Write Bulletin Machine 25, News office, Buffalo, N. Y.

Printers' Outfitters

Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

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

HAVE YOU TRIED HOE PRESSROOM SUPPLIES?

In the field of Small Supplies as well as Large Machinery, Hoe Quality is Supreme.

We carry a complete line of Plate Making Machinery, small tools and supplies, including

Blanketing	Chemicals
Matrix tissue	Router bits
Paste powder	Jig saw blades
Brushes	Metal saws

Gauges, etc.

Write for prices

R. HOE & CO.

504-520 Grand Street
New York, N. Y.

7 Water St. Boston, Mass. 27 Tribune Bldg. Chicago, Ill.

STEREOTYPE MACHINERY FOR SALE

Metal Pot, Pump & Pyrometer (3 ton)	\$200.00
1 double Steam Table-Gas Heat... ..	300.00
1 plate finisher	1,000.00
1 Drose Refining Pot	50.00
1 Cast box	250.00
1 Goss rocker casting box	250.00
1 Goss 15-in. single cutter tail saw with 3 H.P. 2 phase 60 cye. General Electric Motor 220 volt	250.00
1 Goss Shaver with 3 H.P. 2 phase 60 cye. motor	250.00
1 Goss Chipping Block	75.00
1 Hoe Equipoise Casting Box	300.00
1 Hoe 14 1/2 in. Double cutter tail saw belt drive	200.00
1 Hoe Shaver-Belt drive	200.00
1 Hoe Chipping Block	75.00
4 curved pieces of plate making machinery for 14 1/2" cylinders. Casting box, tail saw, shaves and chipping block.	
4 curved pieces of plate making machinery for 15" cylinders, casting box, tail saw, shaver and chipping block.	

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager.

Six years' experience with one newspaper. No wizard, his record speaks for itself. Present executives will vouch for him. Clean-cut, enterprising. Christian, married, age 34. Wants a permanent connection. Box A-913, Editor & Publisher.

Advertising Manager.

Live wire, energetic and clean-cut, with a record of accomplishments. Age thirty, married, unquestionable reference. Fifteen years' experience in newspaper game; thoroughly versed in writing, planning and selling advertising. Know how to make friends for myself and paper and hold them. Can deliver the goods and get maximum results from solicitors. Fifty dollars a week to start and will earn it. A-908, Editor & Publisher.

Business or Advertising Executive

wants connection with daily newspaper or large weekly publication in New York City or nearby. Nearly twenty years experience in every department, except mechanical, of newspaper publishing in several of larger cities. Also experienced as publishers' representative. College educated, married, good record for results. A-938, Editor & Publisher.

Classified Advertising Manager,

thoroughly experienced, is desirous of securing position offering more chance for advancement. A steady and consistent producer. College education. Neat appearing. Age 26. Best references. Address Box A-944, care Editor & Publisher.

Composing Room Foreman.

Expert in all details, who will get editions out promptly at minimum cost and solve your problems in this department. Locate anywhere. A-920, Editor & Publisher.

Editor

wishes to invest as partner in small daily or weekly and assume charge of editorial department. Experienced. Address A-926, Editor & Publisher.

Energetic Reporter

Death caused unemployment three months ago; now ready for action. Am 30, unmarried, steady, hustler, experienced general assignments. Thoroughly versed in sports. Seeking permanent place. Ready at once. M. Dalton, Burdick, Kalamazoo, Mich.

Legislative Writer,

experienced in Ohio, Indiana and Michigan court work, wants job in state capital. A-1 references. Style good. \$40. A-928, Editor & Publisher.

Managing Editor

on small or medium sized city daily, preferably in North. Twelve years of experience in all departments of editorial work. Well qualified. 39. Address A-927, Editor & Publisher.

Newspaper Foreman

New York City experience, wishes to locate in smaller city in New York, Pennsylvania or Ohio. Union. A-940, Editor & Publisher.

Newspaper Foreman,

assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

DEFENDS BIG CITY ADS IN HIS WEEKLY

Wisconsin Publisher Says Readers Have Right to Know of Bargains—Paper Has Been Loser by Shutting Its Columns to City

The much discussed question of whether small town weekly newspapers should accept "foreign" advertising has been brought to the fore by E. Howe, publisher of the Prairie du Chien (Wis.) Courier. Mr. Howe is not only carrying advertising of merchants in the nearest city, Dubuque, but has started another paper in a small Iowa town across the river and is advertising Dubuque merchants in this also, alongside the home merchants' ads.

To other publishers and to merchants who believe that a country newspaper should be loyal to home merchants to the extent of refusing outside advertising, Mr. Howe says:

"When the Prairie du Chien merchant sells an article he does not ask the prospective purchaser if he is from Waukon,

SITUATIONS WANTED

Opening for Daily Newspaper
Middle West town of 15,000. Merchants and citizens in general will support right man. Only \$25,000 investment required. \$10,000. Terms for balance if desired. A-931, Editor & Publisher.

Part Time Work

Experienced, speedy and accurate copyreader on morning paper wants work of similar nature for three or four hours in afternoon. A-937, Editor & Publisher.

Reporter

Vale man, 33, newspaper and trade paper experience since school days. Last connection, assistant city editor in city of 200,000. Rapid writer of clear English. Will start at \$40. Available immediately. Write or write, Reporter, 150 West 44th St., New York, or telephone Bryant 857.

Reporter,

11 years' experience in newspaper and feature work, wants to locate on paper in fair-sized town, where he can buy in and gradually become part owner. Also experienced in grafex photo work and can make layouts. Will not change present position unless there is opportunity to buy in. Work must be in the west, where writer is now employed. California preferred. Married and 30 years of age. Address A-933, Editor & Publisher.

Solicitor,

aged 25, would like permanent connection with newspaper in classified department. Three years' experience with one newspaper. Merely want opportunity to show my ability, salary secondary. Well educated; good credentials. A-941, Editor & Publisher.

Want Connection

with large publisher as understudy to busy executive. Understands mechanical departments from A to Z, and practical all-round printer. Thirty-two years old, honest and ambitious. A-874, Editor & Publisher.

Wanted,

in city of size or importance, by man of proven executive and sales ability, newspaper position as advertising manager, circulation manager, business manager or assistant's place requiring thorough knowledge of advertising and circulation. Address A-942, care Editor & Publisher.

Writer

of established reputation with experience in interviewing, book reviewing, special articles, advertising, fashions and writing a column. Now doing free-lance work. Eager to make regular connection. A-930, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Quick Sale, Tri-Weekly Newspaper
Well established in thriving Middle West town of 15,000. Small cash payment and balance easy terms to right party. A-932, Editor & Publisher.

Soldiers' Grove or La Crosse. The readers of a newspaper are entitled to the messages from out-of-the-city business places that may seek their patronage. What right has a publisher to tell a reader where he shall spend his money? He can show them that it is to their advantage to patronize the local merchant but farther than this he cannot go with propriety; the rest depends upon the mental attitude of the purchaser.

"It is up to the local merchant to show the community that it is to their advantage to patronize him, that his merchandise is just as reliable and low-priced as that of the large city stores. We have found from experience where a newspaper refuses out-of-town advertising that the merchants of that city cut down upon their space and retrench upon their advertising, knowing that their competitors cannot enter their trade territory through the newspapers. This is detrimental to the very stores that the publisher tries to favor, as the individual in time begins to realize that the home merchant is not aggressive, has nothing special to offer, while the large stores of the cities fill his daily paper with alluring offers.

"The small city merchant that adopts the big city merchant's plan of aggressive advertising is an asset to the community, and furthermore he has nothing to fear from the publicity of the 'big' fellows from the large cities. At one time we were of the opinion that all out-of-town advertising should be refused in

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager Wanted

Morning and evening newspapers in beautiful city of Canadian maritime province, with combined circulation of 21,000, seek circulation man to take full personal charge of the department. This is a real job for a producer. The position is permanent and offers liberal salary inducements to the man qualifying. Address application, detailing experience, salary required, with references to Department 925, 1133 Broadway, New York City.

Circulation Manager Wanted.

A morning newspaper in the Middle West, with a circulation of about 11,000, seeks circulation man to take full personal charge of all the outside circulation and supervise the city. A steady position is offered. The paper, at the present time, has the most circulation it has ever had and is fully the equal of its evening competitor. This is a real job for a producer and the position is a permanent one. Address A-909, Editor & Publisher.

Editorial Work

The publisher of a first-class Southwestern daily newspaper wants to strengthen the editorial staff with a man about thirty-five years of age. Prefer one who is a native of and familiar with the Southwest; one who has a good education, good health, good judgment and who possesses character, dependability and the other necessary qualifications either developed or undeveloped. This is an exceptional opportunity for a man of the right kind. No one need answer unless he has the capacity to measure up to the stated requirements. The advertiser is not looking for a paragon, but is looking for an exceptional man who is willing to take advantage of an exceptional opportunity to grow and develop with a good newspaper. Correspondence confidential. Those who reply should give full information in first letter. Address A-875,

Wanted

Experienced newspaper reporter. State age, experience and salary expected. High Point Enterprise, High Point, N. C.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Clever Human Interest Articles,

have used as editorials or signed features, have wide appeal. Varied, brilliant, lively, wholesome, inspirational and shrewd observations on life and events. Inexpensive; territory reserved; samples free. G. Hurst Paul, 49 Christopher St., New York City.

the interest of community building. We have dispensed with this ancient idea, as we have with the hand newspaper press and hand-set method of newspaper publishing."

Prairie du Chien, Waukon and McGregor are all tributary to Dubuque as the nearest city and merchants buy through jobbing houses at Dubuque. Shoppers from the three towns also patronize Dubuque stores liberally. The Chicago, Milwaukee & St. Paul Railroad runs a special train from Waukon and McGregor to Dubuque every Saturday which is popularly called "Roshek's Special," Roshek's being a Dubuque department store.

PRINTING BILL CUT \$196,000

Authors' Corrections in Government Work Barred Under Budget Operation

Co-ordination of the Government's printing under the direction of the Permanent Conference on Printing, established by the Budget Bureau, saved the Government \$195,886 for the first six months of the current fiscal year, according to Brig. Gen. H. M. Lord, director of the Budget. An important item in the saving, Director Lord said, was in the elimination of a large number of authors' corrections and changes in proofs, which in the past have been due largely to carelessness in handling copy. The cost of the corrections for the first six months of 1922-1923 was \$58,699, or \$33,268 less than for the corresponding period of the previous fiscal year.

The Printing Office has been assisted in its economy program by the Joint Congressional Committee on Printing, which

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DEWITT & PALMER

Sales and Appraisals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

IS YOUR SPORTS STAFF

fully manned for the coming season? We can tell you about some good men who are seeking new connections. From boxing to baseball, minor to major league, cub writer to department head — your need is not likely to be outside of our ability to supply. No charge is made to employers for our service.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROKAW BLDG.—42ND AND BROADWAY
NEW YORK

recently acted to stop Congressmen from withholding for undue length of time the copy for "extension of remarks" granted them in the Congressional Record. Recently bound volumes of the Record have been delayed by this practice, and members of Congress in charge of the printing of the Record have decided to eliminate further delays. A resolution approved February 5 provides that with the beginning of the next session of Congress "the Public Printer shall not publish in the Congressional Record any speech or extension of remarks which has been withheld for a period exceeding 30 days (exclusive of Sundays and holidays) from the date when its printing is authorized." Provision is made, however, for an extension of 10 days at the expiration of each session of Congress.

A Big Daily Fiction Feature

26 Weeks Series

J. S. Fletcher
DETECTIVE STORIES

The Red Book Magazine
and
New York World

Feature J. S. Fletcher Stories

Wire for Samples

**The McClure Newspaper
Syndicate**

373 Fourth Avenue New York City

Thomas W.
Briggs
Company
Memphis, Tenn.

Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

America's Greatest BEDTIME STORY

Written
and
Illustrated
by
**JOHNNY
GRUELLE**

Entitled
**"RAGGEDY ANN and
RAGGEDY ANDY"**

A Daily Feature
WRITE FOR SAMPLES
to the

**UNITED FEATURE
SYNDICATE**

World Bldg. New York

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

HUNCHESES

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.

ONE of the biggest seed houses in Topeka, Kan., advertised that cash prizes of \$10, \$5 and \$2.50 in gold coin would be given as first, second and third prizes respectively to the housewives who increased the beauty of their back yards the most during the spring and summer months by the growing of flowers. A picture (snapshot) had to be taken before any improvement was done and another on or before a certain fixed date when the contest closed. The seedman agreed to stand the expense of the pictures so that the cost of the seeds was the only expense the individual had to stand. The contest was put on last spring and summer and it is understood it will run again this year on account of the large success of 1922. The result was two-fold; a great many people competed for the prizes, hence a vast amount of seeds and bulbs were sold by this firm, and secondly it added so much to the beauty of the city. Places which perhaps would never have been touched were cleaned up and cleared out and in a short time where once was a pile of rubbish, ashes and cans, now was a big array of beautiful blooming flowers. The pictures were exhibited in the show window of the seed-house together with a small statement showing how much was spent in the improvements. It was found that with a very small amount of money a very beautiful flower garden could be made and incidentally proved to be an incentive to many who did not enter the contest. When the announcement of the winners was made cuts were run in the ad showing the results. It was a very successful undertaking and went over fine.—James W. Hesse, Topeka State Journal, Topeka, Kan.

Are most dogs named "Fido" or "Prince" or have they some fanciful name as "Paws?" Look up the dog tax application in your community. The results will be highly entertaining.—G. H. D.

A Kansas City minister recently told his congregation that a person who obeyed all the laws of nation, state and city was on the road to being the highest type of Christian. He then asked, "How many of you drive motor cars?" Seventy stood up. "Be seated," he said. "Now, all who are willing to take the traffic pledge stand up again." They rose once more. With right hands upraised the motorists repeated in unison this pledge as the pastor read it: "In the future, as long as I drive a car, I will obey the traffic laws of the state and of the city, and will endeavor to induce others to do the same." This action caused so much favorable comment that other churches are considering a like action. What do the ministers and the traffic officers of your city think about such a movement? Would a solemn pledge taken in church have more effect on the motorists than the fear of the law?—C. E. L.

How much sleep does the average man in your city get? How much sleep each night do the bank presidents in your city get, on the average? How much sleep do the lawyers of your city get, on the average? Some investigating along this line would reveal some interesting facts and figures and would make a splendid human interest story.—F. H. W.

Who is the oldest soldier in your community and what wars has he served in? Here in Portland I ran across a man who had been a sergeant in the Indian mutiny under Sir Colin Campbell, had served in the British army for twenty

years thereafter and who, when the world war broke out, beat his way by hook and crook to London and tried to enlist, and did so, being assigned to the War Office there as a messenger. It is a far cry from the days of 1857 to the gas, liquid fire, bombs and airplanes of 1914-18.—F. L.

This is supposed to be a "one-price" age. Assign a reporter who is known to have bargaining instincts and ability to investigate the matter. Let him try out clothing stores, department stores, etc., and report what success he has in obtaining prices made "specially" for him. Let him see what luck he has with taxi drivers, and second-hand stores. In making his report, he can deliver a good boost for advertising, by bringing out how uniformly the "one-price" stores are stores which advertise.—J. I. B.

"What is the name of the old song that contains this line?" readers are asked daily for three weeks, at the end of which time prizes are awarded to those having the greatest number of correct titles of the songs used.—B. A. T.

What features of your paper are watched with the greatest interest each day by a banker, a retailer, a society woman, a lawyer, a doctor, and so on? Are the favorite features of your paper, so far as these people go, the editorials, the comics, the pictures, or what? By doing some interviewing along this line you would not only be getting some valuable information about the paper but would also be getting up a story which when it was printed, would prove of great interest to all the paper's readers.—F. H. W.

A series which is proving interesting to readers of the Worcester (Mass.) Evening Post is built on after dinner talks with widely known men of the community. The interviews are run under an attractive two column box. The person interviewed is allowed to discuss the subject with which he is most familiar. Heads of municipal departments discuss their work intimately, professors discuss the subjects they teach and business men discuss business condition in their particular line. An illustration is generally used.—J. H. G.

Where does Mrs. Anytown keep her dates? In other words, where do women of your city arrange to meet each other, hubby, et al.? There's a story in this—J. M. M.

Weekly cash prizes will be awarded by the Brooklyn Eagle to Brooklyn and Queens high school students who submit the best list of answers to the week's current events questions. Five questions based on information in the previous day's Eagle are published each school day of the week.—A. R.

Here's an interesting and rather unusual feature story stunt: Get samples of the handwriting of some of the leading people in your city and send these off to a handwriting expert to be analyzed. Then publish these analyses with the samples of the writing and get the readers of the paper to guess who the folks are. Of course, it would be wisdom to publish only the nice things said by the handwriting experts. Such a stunt as this would get a great amount of attention and create a vast amount of talk.—F. H. W.

It's all "thrill copy" but we vary the thrill

Every few weeks you have another writer and a different illustrator—recounting and depicting different kinds of "deeds of derring-do."

If you are following our Exploit and Adventure Service in an exchange, just wire for terms.

If you don't know this once a week service, send for samples.

**METROPOLITAN
NEWSPAPER SERVICE**
Maximilian Elser, Jr., Gen'l. Mgr.,
150 NASSAU ST. NEW YORK

(By Science Service)

Means:
**INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES**
in
**THE DAILY SCIENCE
NEWS BULLETIN**

Write or wire for territory and rates.

SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

**WIRE
NEWS**
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Weekly Pages

Our weekly pages include Camera News, Fashion, Children's and Feature. Full page mats to match all 7 and 8-col. sizes. Samples with pleasure on request.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best Magazine Pages Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

NEW ENGLAND

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe(M&E)	274,607	.45	.45
†Boston Globe(S)	321,871	.55	.55
Boston Telegram(E)	145,113	.20	.20
†Boston Transcript(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel.....(E)	10,739	.05	.035
Greenfield Recorder(E)	3,825	.0175	.0175
**Haverhill Gazette(E)	15,216	.055	.04
**Lynn Item(E)	16,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06
**New Bedford Standard-Mercury(M&E)	31,489	.06	.06
**New Bedford Sunday Standard (S)	25,906	.06	.06
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News(E)	20,679	.09	.07
**Taunton Gazette(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,206	.07	.06
**Portland Express(E)	26,294	.10	.07
**Portland Telegram(S)	28,658	.10	.07
†Waterville Sentinel(M)	5,886	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel(E)	3,316	.03	.02
RHODE ISLAND—Population 604,307			
	Circulation	2,500 lines	10,000 lines
Newport Daily News.....(E)	6,171	.035	.03
Pawtucket Times(E)	24,491	.07	.06
**Providence Bulletin(E)	58,718	.135	.135
†Providence Journal(M)	32,537	.08	.08
**Providence Journal(S)	54,588	.12	.12
**Providence Tribune(E)	21,364	.10	.08
Westerley Sun(E&S)	4,561	.025	.025
†Woonsocket Call(E)	12,959	.04	.04
VERMONT—Population, 352,428			
*Barre Times(E)	6,532	.03	.02
Bennington Banner(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer. (E)	3,821	.025	.015
Burlington Daily News....(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record(E)	3,366	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	43,833	.145	.14
*Bridgeport Post(S)	18,395	.065	.06
*Hartford Courant(D)	23,789	.08	.07
*Hartford Courant(S)	48,600	.16	.09
**Hartford Times(E)	43,672	.12	.12
**Meriden Record(M)	6,899	.045	.025
†Middletown Press(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,667	.06	.045
†Norwich Bulletin(M)	11,663	.07	.05
**Norwalk Hour(E)	4,953	.03	.03
*Stamford Advocate(E)	8,351	.0375	.03

Government Statement, April 1, 1922.
 *A. B. C. Statement, April 1, 1922.
 **A. B. C. Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

In 1900 New England had a little less than 5,000,000 people. Today its total population is nearly 7,500,000, an increase of 50 per cent.

This tremendous increase, combined with the fact that nearly 85 per cent is urban population, has made food importation necessary—and you will find food advertising campaigns meeting with success in this territory.

New England has forty per cent of the savings of the entire United States although its population is only seven and a half per cent of the total.

Forty per cent of the families of New England own their own homes.

Many national advertisers have learned the value of developing this market.

The daily newspapers do the work for you.

WHO DOES THE MOST SUCCESSFUL ADVERTISING

?

The obvious answer is the local department stores and women's specialty shops which regularly advertise today for results tomorrow.

This is the way they used the New York newspapers during 1922.

Dry Goods:

Evening Newspapers.....	26,405,068 Lines
Morning Newspapers (Exc. Sun.).....	6,006,650 ..
Sunday Newspapers.....	10,878,066 ..

Women's Specialty Shops:

Evening Newspapers.....	3,631,220 Lines
Morning Newspapers (Exc. Sun.).....	986,420 ..
Sunday Newspapers.....	2,892,634 ..

Virtually the same thing is true in Chicago, Boston, Philadelphia and other large cities.

In the smaller cities and towns the evening newspapers generally carry the bulk of direct result advertising.

National advertising is a grouping of hundreds or thousands of intensive local drives best accomplished by the use of evening newspapers.

THE NEW YORK GLOBE

Member A. B. C.

JASON ROGERS, *Publisher*

Member A. B. C.

LORENZEN & THOMPSON, INC., *Special Representatives*
New York Chicago Detroit St. Louis Los Angeles San Francisco

