



# EDITOR & PUBLISHER



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## 1923 RECORD YEAR IN JOURNALISM

**A**MERICAN journalism scored a veritable triumph in the year 1923—professionally, ethically, commercially—surpassing in achievements the record of all other years in the history of journalism and in winning a larger measure than ever of public interest, confidence and esteem.

Professionally, the high point of progress was reached in April in Washington when the editors-in-chief and executive editors of the big metropolitan dailies came together in conference, held the first annual meeting of the Society of Newspaper Editors, elected Casper S. Yost, St. Louis Globe-Democrat, president, with a representative Board of Directors of twelve members and listened to a stirring appeal for higher standards by the late lamented Warren G. Harding, then President of the United States, who, in discussing his code of ethics, written for the Marion Star, said many notable things and among them the following:

"Journalism is the profession that combines the publishing of news with an honest interpretation of it and becoming comment thereon.

"There are often times when the news ought to be suppressed.

"If I were to write the code and could write it for all other newspapers of America, I would ban everything of a vicious character, except that which is necessary as a public warning.

"If I ran a newspaper to suit my own ideals, there would not be a police court reporter on the paper—never a police court column in the paper.

"Oh, my countrymen, we have done so well in America, we have wrought so much in the democracy of this new world. We have made such a record for ourselves and such a contribution to human progress that I want to go on, and here in America we have done more than elsewhere in the world for the development of a free press. And I want a free press in America to repay its debt in the preservation of this Republic of ours."

Progress professionally was also shown in the selection and presentation of a much higher grade of literary material, the use of a more extensive and dependable world wide news and syndicate service, in increased editorial salaries and a cleaner, saner, more refined and dignified head and type treatment for important stories with the elimination from many front pages of all crime news.

Ethically, the big outstanding accomplishment of the year was the adoption by the American Society of Newspaper Editors at the Washington meeting in April of the "Canons of Journalism," prepared by Mr. H. J. Wright, chairman of the committee on ethical standards, which were as follows:

### CANONS OF JOURNALISM

The primary function of newspapers is to communicate to the human race what its members do, feel, and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicler are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I. **Responsibility.**—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II. **Freedom of the Press.**—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III. **Independence.**—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general

welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. **Partisanship,** in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. **Sincerity, Truthfulness, Accuracy.**—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V. **Impartiality.**—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusion and interpretations.

VI. **Fair Play.**—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. **Decency.**—A newspaper cannot escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

These "Canons of Journalism" were afterwards discussed and adopted by many state editorial associations, including the University Press Club of Michigan. Other organizations of editors appointed committees duly empowered to formulate a code of ethics and a standard of practice.

Still another ethical development of the year was the adoption by the Sigma Delta Chi—the national professional journalistic fraternity—of a new membership pledge in which is stressed the individual purpose to exemplify the highest ideals of the craft.

Commercially, the record of the year stands supreme—greater circulation—morning, evening and Sunday—than ever before; more pages of news and authoritative views and art and entertainment, together with greater hazards overcome and still greater profits earned.

426 morning newspapers had a net paid daily average circulation of 11,475,051 copies per day, a gain of 6 per cent.

1,610 evening newspapers had a net paid daily average circulation of 19,978,622 copies per day, a gain also of 6 per cent.

547 Sunday newspapers had a net paid daily average circulation of 21,463,289 copies sold per Sunday, a gain of 9 per cent.

Net paid morning and evening and Sunday circulations combined totaled 31,453,673 copies per day times six days, plus Sunday, or a newspaper sale every seven days of 210,185,327 copies per week.

This is the greatest circulation average ever attained by the newspapers of America and exceeds by many

millions the record of the war years. It means on the average a newspaper every day in every home on the continent. This is surely the great nerve center of the Republic.

Advertising volume of the more than 2,000 daily newspapers of the country, it is safe to say, exceeded over 10 billion lines.

Advertising lineage of 107 newspapers in 23 cities for the calendar year 1923 totaled 1,190,907,700 agate lines, an increase of 75,000,000 agate lines over 1922 and an increase of over 500,000,000 agate lines over the year 1914.

This is the greatest volume of advertising ever carried by the newspapers of America—see ten-year comparison by months on page 82 of this issue, together with chart on opposite page indicating seasonal fluctuations of newspaper advertising for the ten-year period. Verily, in the advertising columns of the dailies is to be found the artery of commerce of the nation.

Joint advertising rate for 426 morning newspapers is \$30.65 per agate line, an increase of about 11 per cent over a year ago. 5,000 agate lines in every one of the 426 newspapers would cost approximately \$153,250.

Combined advertising rate of 1,610 evening newspapers is \$66.67 an agate line, an increase of 5 per cent over one year ago. 5,000 agate lines in every one of the 1,610 evening newspapers would cost \$333,350 for the year's campaign.

Combined rate of all of the 547 Sunday papers is \$48.67 per agate line, which is 6 per cent more than the rate for the same group a year ago. A 5,000 agate line advertising campaign in all of the Sunday newspapers, therefore, would cost \$233,350 for the year's advertising.

Speaking generally, the tendency during the year was in the direction of mergers, consolidations, chain ownership control, higher prices for subscriptions and advertising.

Perhaps the most far-reaching and spectacular event of the year was the arrival in June in New York City from across the seas of a delegation of over 100 British advertising men who attended the big Advertising Clubs' convention in Atlantic City and captured the convention for London in July, 1924. This visit to our shores of so many men of sterling worth, fine character and large ability with the consequent intercourse and fellowship accomplished large results in promoting a more complete and perfect understanding as between the publishing interests of both nations and the new spirit to be augmented at the meeting in London in July promises well for more cordial business relations in the future.

EDITOR & PUBLISHER'S YEAR BOOK for 1924 is bigger and better than ever before. This is due to the generous co-operation of our readers and our advertisers to whom we hereby publicly present our best compliments and regards, as well as thanks and appreciation.

New features of the year book for 1924 include the following: Newspaper labor scales of the United States, complete listing of all newspapers maintaining radio broadcasting stations, complete listing of "A. B. C." circulation figures in all avenues of daily newspaper distribution—city, suburban, country, net paid, samples, etc., and the foreign language press of the United States, etc.

Complete Index of Contents of this Issue on Pages 256 and 258

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS

(Compiled and Copyrighted by THE EDITOR & PUBLISHER COMPANY)

ALABAMA

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

ALASKA

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

ARIZONA

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

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



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

CALIFORNIA-Continued

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

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

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (D) indicates Sunday edition. (T) indicates Tuesday for Wednesday. (F) for Friday. (S) for Saturday. (M) for monthly. (Q) for quarterly. (Y) for yearly. (C) for circulation. (R) for rate. (A) for advertising. (M) for mechanical. (D) for department. (S) for superior. (F) for figure. (S) for superintendent. (M) for manager. (D) for department. (S) for superior. (F) for figure. (S) for superintendent. (M) for manager.

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

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



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

CONNECTICUT—Continued

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

DELAWARE

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

DISTRICT OF COLUMBIA

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

FLORIDA

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

WASHINGTON, 110,168.

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

WILMINGTON, 110,168.

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



City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 11,555. Herald (D) (J) (21) .....	5,405	.08	Herald Pub. Co.	H. M. McIntosh	H. T. McIntosh	D. L. Gibson	J. A. Davis	J. A. Davis	Frank Sanford	Frank Sanford	W. A. Bachalski	W. B. Neal
AMERICUS, 9,010. Times-Recorder (56) .....	2,610	.02	Lowiace Eye	Lowiace Eye	Lowiace Eye	Lowiace Eye	Lowiace Eye	Lowiace Eye	H. J. Bowers	H. J. Bowers	S. Cook	E. Wilson
ATHENS, 16,748. Banner-Herald (m) (D) (48-77) .....	4,441	.035	H. J. Bowers	E. B. Brawell	E. B. Brawell	E. B. Brawell	E. B. Brawell	E. B. Brawell	H. J. Bowers	H. J. Bowers	J. O. Jones	E. Wilson
ATLANTA, 900,616. (Continuation) (m) (D) (E) (127-36-12) .....	61,759	.18	Constitution Pub. Co.	Clark Howell	F. W. Clarke	L. A. Wilbott	Clark Howell	E. Stone	J. R. Holliday	J. T. Toler	H. H. Haire	Fred Connell
Georgian and American (m) (T) (E) (115-116-81) .....	75,771	.12	James B. Nevin	W. M. Baskerville	J. F. Woodruff	A. B. Chivers	Herbert Porter	H. S. Sturges	W. S. Dunstan	W. R. Bearden	C. H. Bailey	C. H. Bailey
Journal (m) (1-D) *S (20) .....	55,621	.14	John Sanford Cohen	John Paschal	Harlee Branch	John S. Cohen	Chas. D. Atkinson	J. D. Jernigan	C. S. Atkinson	John D. Simmons	S. R. Dull, Jr.	J. M. Armistead
Augusta, 52,548. Chronicle (m) (D) (8) .....	11,574	.045	Thos. J. Hamilton	H. H. Mangum	H. A. Dunn	Thos. N. Harlin	L. E. Dural	W. T. Buck	A. T. Davidson	A. T. Davidson	T. H. Atkinson	T. H. Atkinson
Herald (m) (D) (48-77) .....	11,574	.05	Bowder Printery	Milwee Owens	Milwee Owens	Milwee Owens	Jas. C. Harrison	Jas. C. Harrison	W. T. MacKendree	H. J. Shearer	G. A. Huntington	G. A. Huntington
News (m) (none) (D) .....	6,007	.03	News Pub. Co.	C. H. Leary	C. H. Leary	C. H. Leary	C. H. Leary	C. H. Leary	C. H. Leary	C. H. Leary	C. A. Brauch	C. A. Brauch
Equator-Sun (m) (8) .....	6,007	.03	Equator-Sun Co.	Thos. W. Lotties	Thos. W. Lotties	Thos. W. Lotties	Thos. W. Lotties	Thos. W. Lotties	Thos. W. Lotties	Thos. W. Lotties	C. T. Jones	C. A. Brauch
Ledger (m) (D) (20) .....	10,271	.05	W. E. Page	B. M. Page	B. M. Page	B. M. Page	B. M. Page	B. M. Page	B. M. Page	B. M. Page	C. T. Jones	C. A. Brauch
CORDALE, 6,538. Dispatch (m) (D) (J) (none) .....	1,500	.014	Dispatch Pub. Co.	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	W. H. Richardson
DUBLIN, 7,707. Courier-Herald (D) (56) .....	1,750	.021	Courier-Herald Pub. Co.	Frank Lawson	Harry Floyd	Frank Lawson	Frank Lawson	Frank Lawson	Frank Lawson	Frank Lawson	M. A. Merit	D. S. Rutland

GEORGIA

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition. (D) indicates Sunday evening edition. (E) indicates Sunday afternoon edition. (T) indicates Saturday afternoon edition. (S) indicates Sunday afternoon edition. (J) indicates Sunday afternoon edition. (none) indicates no Sunday edition. (1-D) indicates first class. (2-D) indicates second class. (3-D) indicates third class. (4-D) indicates fourth class. (5-D) indicates fifth class. (6-D) indicates sixth class. (7-D) indicates seventh class. (8-D) indicates eighth class. (9-D) indicates ninth class. (10-D) indicates tenth class. (11-D) indicates eleventh class. (12-D) indicates twelfth class. (13-D) indicates thirteenth class. (14-D) indicates fourteenth class. (15-D) indicates fifteenth class. (16-D) indicates sixteenth class. (17-D) indicates seventeenth class. (18-D) indicates eighteenth class. (19-D) indicates nineteenth class. (20-D) indicates twentieth class. (21-D) indicates twenty-first class. (22-D) indicates twenty-second class. (23-D) indicates twenty-third class. (24-D) indicates twenty-fourth class. (25-D) indicates twenty-fifth class. (26-D) indicates twenty-sixth class. (27-D) indicates twenty-seventh class. (28-D) indicates twenty-eighth class. (29-D) indicates twenty-ninth class. (30-D) indicates thirtieth class. (31-D) indicates thirty-first class. (32-D) indicates thirty-second class. (33-D) indicates thirty-third class. (34-D) indicates thirty-fourth class. (35-D) indicates thirty-fifth class. (36-D) indicates thirty-sixth class. (37-D) indicates thirty-seventh class. (38-D) indicates thirty-eighth class. (39-D) indicates thirty-ninth class. (40-D) indicates fortieth class. (41-D) indicates forty-first class. (42-D) indicates forty-second class. (43-D) indicates forty-third class. (44-D) indicates forty-fourth class. (45-D) indicates forty-fifth class. (46-D) indicates forty-sixth class. (47-D) indicates forty-seventh class. (48-D) indicates forty-eighth class. (49-D) indicates forty-ninth class. (50-D) indicates fiftieth class. (51-D) indicates fifty-first class. (52-D) indicates fifty-second class. (53-D) indicates fifty-third class. (54-D) indicates fifty-fourth class. (55-D) indicates fifty-fifth class. (56-D) indicates fifty-sixth class. (57-D) indicates fifty-seventh class. (58-D) indicates fifty-eighth class. (59-D) indicates fifty-ninth class. (60-D) indicates sixtieth class. (61-D) indicates sixty-first class. (62-D) indicates sixty-second class. (63-D) indicates sixty-third class. (64-D) indicates sixty-fourth class. (65-D) indicates sixty-fifth class. (66-D) indicates sixty-sixth class. (67-D) indicates sixty-seventh class. (68-D) indicates sixty-eighth class. (69-D) indicates sixty-ninth class. (70-D) indicates seventieth class. (71-D) indicates seventy-first class. (72-D) indicates seventy-second class. (73-D) indicates seventy-third class. (74-D) indicates seventy-fourth class. (75-D) indicates seventy-fifth class. (76-D) indicates seventy-sixth class. (77-D) indicates seventy-seventh class. (78-D) indicates seventy-eighth class. (79-D) indicates seventy-ninth class. (80-D) indicates eightieth class. (81-D) indicates eighty-first class. (82-D) indicates eighty-second class. (83-D) indicates eighty-third class. (84-D) indicates eighty-fourth class. (85-D) indicates eighty-fifth class. (86-D) indicates eighty-sixth class. (87-D) indicates eighty-seventh class. (88-D) indicates eighty-eighth class. (89-D) indicates eighty-ninth class. (90-D) indicates ninetieth class. (91-D) indicates ninety-first class. (92-D) indicates ninety-second class. (93-D) indicates ninety-third class. (94-D) indicates ninety-fourth class. (95-D) indicates ninety-fifth class. (96-D) indicates ninety-sixth class. (97-D) indicates ninety-seventh class. (98-D) indicates ninety-eighth class. (99-D) indicates ninety-ninth class. (100-D) indicates one hundredth class.

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

GEORGIA-Continued

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

HAWAII

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

IDAHO

Table listing newspaper data for Idaho, including Boise, Capital News, Statesman, Caldwell, Coeur d'Alene, and other publications with their respective rates and personnel.

ILLINOIS

Table listing newspaper data for Illinois, including Alton, Aurora, Beardstown, Belleville, Belvidere, Benton, Bloomington, and other publications with their respective rates and personnel.



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

ILLINOIS-Continued

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

Continuation of the newspaper data table, listing entries for cities like Peoria, Quincy, and Rockford.

INDIANA

Table with columns: City, Population, Newspaper, Circulation, Minimum Ad. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

Explanation: Dagger (†) indicates morning newspapers, (m) indicates Sunday morning editions, (E) indicates Sunday evening editions, (D) indicates Sunday afternoon editions, (I) indicates Sunday afternoon editions, (S) indicates Sunday afternoon editions, (T) indicates Sunday afternoon editions, (U) indicates Sunday afternoon editions, (V) indicates Sunday afternoon editions, (W) indicates Sunday afternoon editions, (X) indicates Sunday afternoon editions, (Y) indicates Sunday afternoon editions, (Z) indicates Sunday afternoon editions.

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

INDIANA-Continued

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

City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. (Continued from previous page)

Table with columns: City, Population, Newspaper, Circulation, Minimum Ad. Rate, National, Advertiser, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

IOWA

Continuation of the newspaper directory table for Iowa, including entries for Ames, Atlantic, Boone, Burlington, Cedar Falls, Clinton, Council Bluffs, Creston, etc.

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning newspapers. (m) operate own printing plants. (S) operate own advertising plant. (S) operate own advertising plant. (S) operate own advertising plant. (S) operate own advertising plant. (S) operate own advertising plant.

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

IOWA—Continued

Table listing newspaper data for Iowa and Kansas. Columns include: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

KANSAS

Continuation of the table listing newspaper data for Kansas, including city, population, newspaper, circulation, rates, and executive personnel.



City, Population, Newspaper	Circulation	Minimum Adv. Rate	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BURLINGTON, 2,286, Republican (R) (D) (4)	2,281	.010	John Redmond	John Redmond	Marvin Kelly	Chas. F. Jones	Chas. F. Jones	Floyd S. Ecord	George H. Hudson	Virginia Puffer	Virginia Puffer	M. E. Budd
CANBY, 3,427, Chronicle (none)		.021	Chronicle Pub. Co.	John Redmond	Marvin Kelly	Chas. F. Jones	Chas. F. Jones	Floyd S. Ecord	George H. Hudson	Virginia Puffer	Virginia Puffer	M. E. Budd
CHANNING, 10,280, Times (I) (J) (none) (See Foot-note 1)		.021	Chronicle Pub. Co.	John Redmond	Marvin Kelly	Chas. F. Jones	Chas. F. Jones	Floyd S. Ecord	George H. Hudson	Virginia Puffer	Virginia Puffer	M. E. Budd
CLAY CENTER, 8,716, Tribune (R) (J) (none)		.025	A. H. Turner	Chas. F. Jones	Chas. F. Jones	T. A. Churchill	Chas. F. Jones	W. Bennett	W. Bennett	Mis Clara Domitz		Marce Walker
COFFEYVILLE, 13,462, Journal (R) (J) (74)	5,225	.015	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson
COLEBURN, 8,155, Advocate (I) (D)	4,425	.02	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson
COUNCIL GROVE, 2,650, Council Grove (I) (D)	2,791	.015	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson
DODGE CITY, 6,061, Globe (I) (none)	2,791	.015	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson	W. W. Hudson
ELDORADO, 10,895, Times (R) (J) (145)	4,175	.03	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White
EMPHORIA, 11,273, Times (R) (J) (145)	4,705	.03	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White	W. A. White
FT. SCOTT, 10,608, Tribune-Monitor (J) (145)	3,847	.025	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble
FLANKPORT, 1,814, Herald (I) (J) (145) (d)		.014	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman
FREDONIA, 9,919, Herald (I) (J) (145) (d)		.014	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman	F. M. Hartman
GALENA, 4,712, Times (I) (J) (145) (d)	3,500	.018	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson
GREAT BEND, 4,460, Herald (I) (J) (145) (d)	1,200	.017	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay
HAWAIIA, 5,222, World (I) (J) (145)	3,260	.018	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley	Will Townsley
HUTCHINSON, 23,298, Globe (I) (J) (145)	3,175	.02	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert	Ewing Herbert
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	11,818	.04	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns	Ross E. Burns
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	14,089	.05	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan	W. Y. Morgan
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	3,179	.018	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	3,179	.018	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock	D. Clyde Knock
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	3,012	.018	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George	Emmett D. George
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	3,282	.025	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott
Independence, 11,924, News (R) (m) (1) (20) Sunday edition		.02	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son	John Montgomery & Son
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	22,693	.07	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	23,028	.07	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper	Arthur Capper
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	999	.013	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	5,225	.025	World Co.	World Co.	World Co.	World Co.	World Co.	World Co.	World Co.	World Co.	World Co.	World Co.
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	7,195	.035	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate	D. R. Anthony Estate
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	1,510	.014	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones	Paul A. Jones
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	2,507	.021	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	1,255	.014	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	2,163	.021	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum	Ed. Sheltenbaum
Independence, 11,924, News (R) (m) (1) (20) Sunday edition		.014	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber	Wm. J. Krebber
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	1,150	.014	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich	C. E. Oestrich
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	2,850	.02	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.	Kansas Printing Co.
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	1,716	.015	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	4,391	.025	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris	R. A. Harris
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	5,850	.022	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin	A. D. Murlin
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	5,860	.025	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs	Lester Combs
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	8,687	.03	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers	Moore Brothers
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	6,010	.03	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley	William A. Beasley
Independence, 11,924, News (R) (m) (1) (20) Sunday edition	1,630	.025	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.	Tribuna Pub. Co.

Explanation: Dagger (†) indicates morning newspapers, (m) indicates Sunday morning edition, (I) indicates Sunday evening edition, (D) indicates independent Republican, (I.D.) Independent-Democratic, (J) operates job printing plants, (E) operates own engraving plant, \* indicates representative letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sa for Saturday, Mo for monthly. Figures are key numbers to the list of special advertising rates. Where more than one number is given, the first is East and the second West, (d) do not use mats, (t) do not use plates, Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of circulation. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one advertising rate is given it applies to the department indicated by the departmental symbol only; superimposed figures indicate representative rates for departmental advertising only; superimposed figures indicate representative rates for departmental advertising only. All quoted advertising rates are per square line; where only one rate is quoted and no brackets appear it applies to each issue separately. (†) circulated free. † designates National Advertising Manager.

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

KANSAS—Continued

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

KENTUCKY

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



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

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



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

MICHIGAN-Continued

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

MINNESOTA

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



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

MISSOURI

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

Continuation of the table from the previous page, listing newspapers like Kansas City, Kirksville, Lamar, Lexington, etc.



City, Population, Newspaper	Circulation	Minimum Adv. Rate National Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
POPULAR BUFF, 8,042.												
American (I) (J) (28)	3,278	.025	Citizen Pub. Co.	Dwight H. Brown	Wm. M. Gibson	Wm. M. Gibson	Dwight H. Brown	O. H. Stewart	Dwight H. Brown	Ernest Lear		Chas. White Milo B. Dodson
Bever (none) (d)		.011	Review Printing Co.	E. E. Bean								
ST. CHARLES, 8,503.		.012	R. M. Thomson	W. C. Fabr	R. M. Thomson							
Camino-News (I) (J) (4)	1,050	.011	St. Charles Pub. Co.		M. L. Coman	M. L. Coman	Harold Belding	M. L. Coman	M. L. Coman		M. L. Coman	
ST. JOSEPH, 77,839.		.045	Geo. A. McClellan	Geo. A. McClellan	W. D. Ladd							
Gazette (m) (I-R) (73)	18,042	.07	Louis T. Goding	C. L. Butt	C. C. Calvert							
News-Press (I) (78-84) Sunday edition	17,837	.10	Living Herbert	Ewing Herbert	P. R. Manifold							
ST. LOUIS, 772,897.		.028	Globe-Democrat Pub. Co.	E. Lansing Ray	R. J. Boylan	E. Lansing Ray	T. M. Hollingshead	D. B. Houser	W. H. Herrington	C. W. Nix		
Globe-Democrat (m) (I) (E) *S	213,715	.37										
(I) (113-118-82) Sunday edition	285,952	.39										
ST. LOUIS, 772,897.		.035	Joseph Pulitzer	George S. Johns	O. K. Boverd	B. H. Reese						
Post-Dispatch (m) (I) (E) *S (06-91-52-101-102)	186,237	.47										
Star (I-D) (6) Sunday edition	436,469	.22										
ST. LOUIS, 772,897.		.19	Ely M. Bokeris	Frank Z. Glass	Frank W. Taylor, Jr.	William F. Hawkes	T. L. Bryan					
Gazette (m) (I-R) (115-116)	50,004	.15										
SEDALIA, 21,144.		.03	Scalia Democrat Co.	George H. Scruton	W. D. Agee							
Democrat (m) (I) (145) Sunday edition	5,243	.03										
SPRINGFIELD, 89,631.		.06	H. S. Jewell	R. L. Kennedy	R. L. Kennedy	Floyd Sullivan	H. S. Jewell	T. W. Duvall	J. M. Acuff			
Leader (m) (I) (139-54) Sunday edition	20,129	.04										
Trenton (m) (R) (87) Sunday edition	20,061	.04										
Trenton (m) (I) (139-54) Sunday edition	14,020	.04										
TRENTON, 6,951.		.018	W. B. Beers Printing Co.	A. Soret	Carrie Buger Clark							
Times (I) (none) (J) (4-31)	1,431	.014										
WARRENSBURG, 4,811.		.05	Henry S. Beardsley	Henry S. Beardsley	Vera De Vaul							
West City (I) (J) (none) (d)		.05										
WEST PLAINS, 5,178.		.014	Hal M. Wise	Hal M. Wise								
Quill (I) (none) (d) (none) (d)	800	.018										
AMARILLO, 11,668.		.06	Standard Pub. Co.	R. K. Kilroy	E. C. Leipolmer	W. B. Davis						
Standard (m) (D) (J) (120) Sunday edition	10,327	.07										
SILLINGS, 15,100.		.065	Gazette Pig. Co.	P. B. Stockton	Leon Shaw	Herrick Swan						
Gazette (m) (I-D) (J) (E) (120) Breeding edition Sunday edition	7,480	.065										
BOZEMAN, 6,183.		.025	Chronicle Pub. Co.	Jan. P. Bole	Chas. Stevens							
Chronicle (m) (D) (I) (111-187) Leader (B) (92) Sunday edition	3,381	.025										
BUTTE, 41,611. Promoter (m) (E) (none) (d) Tribune (m) (D) (J) (9) Sunday edition	12,427	.05										
Post (75) (E) (none) (d) Leader (B) (92) Sunday edition	24,086	.05										
GREAT FALLS, 24,121. Tribune (m) (D) (J) (9) Sunday edition	10,901	.025										
HAVRE, 5,429.		.025	Have Daily Promoter	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger	B. G. Linebarger
Helena, 12,037. Independent (m) (111-60) Sunday edition	5,351	.035										
Recs-Irland (B) (J) (92) Sunday edition	5,420	.035										
KALISPELL, 5,147.		.03	Montana Record Publishing Co.	Geo. A. Roberts	Ernest J. Immel	Chas. H. Beifenrath	Charles H. Beifenrath	Charles H. Beifenrath	Charles H. Beifenrath	Charles H. Beifenrath	Charles H. Beifenrath	Charles H. Beifenrath
Lewistown, 3,500. Democrat-News (m) (D) (J) (109) Sunday edition	2,564	.018										
Livingston, 6,826. Enterprise (m) (I) (J) (120) Sunday edition	6,019	.03										
Miles City, 7,937. Star (m) (B) (120) Sunday edition	2,178	.035										
MISSOULA, 12,668. Sentinel (see Missoula) Sunday edition	2,178	.03										
	4,998	.03										
	4,448	.03										
	2,538	.03										
	6,939	.03										

MONTANA

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (I) indicates Sunday morning edition. (E) operate own engraving plant. \* indicates rotogravure section. Letter following indicates day of issue as for Monday, Tuesday, Wednesday, Thursday, Friday, Saturday or for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (s) do not use plates. Boldface circulation figures are A, B, C. All other circulation figures are C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z. All other circulation figures are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2 indicates superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately. Designates National Advertising Manager.

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

NEBRASKA

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

NEVADA

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

NEW HAMPSHIRE

Table listing newspaper data for New Hampshire, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Local, National, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Charlie Treatment.

NEW JERSEY

Table listing newspaper data for New Jersey, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Local, National, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Charlie Treatment.



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

NEW YORK

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers like Journal (R) (J) (139), Buffalo, Albany, etc.

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

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

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition. (e) indicates Sunday evening edition. (I) politically independent. (R) Republican. (D) Democratic. (Soc) Socialist. (E) Independent. (M) Mechanical Job Printing. (P) operate own engraving plant. (E) operate job printing plants. (E) operate own engraving plant. (E) operate job printing plants. (E) operate own engraving plant. (E) operate job printing plants.

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

NEW YORK-Continued

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

NORTH CAROLINA

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

Table with columns: City, Population, Newspaper, Circulation, Minimum Ad. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across various states including DUBUQUE, EDENBURGH, ELIZABETH, FAIRBANKS, GAITHERSBURG, GREENSBORO, GREENVILLE, HICKORY, HIGH POINT, KINGSTON, LEANSVILLE, NEW BERN, RALEIGH, ROCKY MOUNT, SALISBURY, SCOTLAND NECK, STATESVILLE, TARBORO, WASHINGTON, WILMINGTON, WINSTON-SALEM, WILSON, and YALE.

NORTH DAKOTA

Table listing newspapers in North Dakota with columns: Minimum Ad. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers such as BISMARCK, DEVILS LAKE, FAIRBANKS, GRAND FORKES, JAMESTOWN, MANDAN, MINOT, VALLEY CITY, and WOODBURY.

Explanation: (1) indicates morning newspapers. (2) indicates Sunday morning edition. (3) indicates Sunday edition. (4) indicates Saturday edition. (5) indicates Saturday and Sunday edition. (6) indicates Saturday and Sunday edition. (7) indicates Saturday and Sunday edition. (8) indicates Saturday and Sunday edition. (9) indicates Saturday and Sunday edition. (10) indicates Saturday and Sunday edition. (11) indicates Saturday and Sunday edition. (12) indicates Saturday and Sunday edition. (13) indicates Saturday and Sunday edition. (14) indicates Saturday and Sunday edition. (15) indicates Saturday and Sunday edition. (16) indicates Saturday and Sunday edition. (17) indicates Saturday and Sunday edition. (18) indicates Saturday and Sunday edition. (19) indicates Saturday and Sunday edition. (20) indicates Saturday and Sunday edition. (21) indicates Saturday and Sunday edition. (22) indicates Saturday and Sunday edition. (23) indicates Saturday and Sunday edition. (24) indicates Saturday and Sunday edition. (25) indicates Saturday and Sunday edition. (26) indicates Saturday and Sunday edition. (27) indicates Saturday and Sunday edition. (28) indicates Saturday and Sunday edition. (29) indicates Saturday and Sunday edition. (30) indicates Saturday and Sunday edition. (31) indicates Saturday and Sunday edition. (32) indicates Saturday and Sunday edition. (33) indicates Saturday and Sunday edition. (34) indicates Saturday and Sunday edition. (35) indicates Saturday and Sunday edition. (36) indicates Saturday and Sunday edition. (37) indicates Saturday and Sunday edition. (38) indicates Saturday and Sunday edition. (39) indicates Saturday and Sunday edition. (40) indicates Saturday and Sunday edition. (41) indicates Saturday and Sunday edition. (42) indicates Saturday and Sunday edition. (43) indicates Saturday and Sunday edition. (44) indicates Saturday and Sunday edition. (45) indicates Saturday and Sunday edition. (46) indicates Saturday and Sunday edition. (47) indicates Saturday and Sunday edition. (48) indicates Saturday and Sunday edition. (49) indicates Saturday and Sunday edition. (50) indicates Saturday and Sunday edition. (51) indicates Saturday and Sunday edition. (52) indicates Saturday and Sunday edition. (53) indicates Saturday and Sunday edition. (54) indicates Saturday and Sunday edition. (55) indicates Saturday and Sunday edition. (56) indicates Saturday and Sunday edition. (57) indicates Saturday and Sunday edition. (58) indicates Saturday and Sunday edition. (59) indicates Saturday and Sunday edition. (60) indicates Saturday and Sunday edition. (61) indicates Saturday and Sunday edition. (62) indicates Saturday and Sunday edition. (63) indicates Saturday and Sunday edition. (64) indicates Saturday and Sunday edition. (65) indicates Saturday and Sunday edition. (66) indicates Saturday and Sunday edition. (67) indicates Saturday and Sunday edition. (68) indicates Saturday and Sunday edition. (69) indicates Saturday and Sunday edition. (70) indicates Saturday and Sunday edition. (71) indicates Saturday and Sunday edition. (72) indicates Saturday and Sunday edition. (73) indicates Saturday and Sunday edition. (74) indicates Saturday and Sunday edition. (75) indicates Saturday and Sunday edition. (76) indicates Saturday and Sunday edition. (77) indicates Saturday and Sunday edition. (78) indicates Saturday and Sunday edition. (79) indicates Saturday and Sunday edition. (80) indicates Saturday and Sunday edition. (81) indicates Saturday and Sunday edition. (82) indicates Saturday and Sunday edition. (83) indicates Saturday and Sunday edition. (84) indicates Saturday and Sunday edition. (85) indicates Saturday and Sunday edition. (86) indicates Saturday and Sunday edition. (87) indicates Saturday and Sunday edition. (88) indicates Saturday and Sunday edition. (89) indicates Saturday and Sunday edition. (90) indicates Saturday and Sunday edition. (91) indicates Saturday and Sunday edition. (92) indicates Saturday and Sunday edition. (93) indicates Saturday and Sunday edition. (94) indicates Saturday and Sunday edition. (95) indicates Saturday and Sunday edition. (96) indicates Saturday and Sunday edition. (97) indicates Saturday and Sunday edition. (98) indicates Saturday and Sunday edition. (99) indicates Saturday and Sunday edition. (100) indicates Saturday and Sunday edition.

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

OHIO

Table with columns: City, Population, Newspaper, Circulation, Minimum Ad. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various Ohio newspapers like Akron, Alliance, Ashland, Athens, Bellefontaine, Canton, Cincinnati, Cleveland, Dayton, etc., with their respective details.

City, Population, Newspaper, Circulation, Minimum Ad. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. EAST PALM BEACH, 5,750.





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

OHIO-Continued

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

OKLAHOMA

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

	City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BARRETTVILLE, 14,417, (E) (J) (185-47-143)	...	4,380	.03	.025	Barrittville Pub. Co.	J. S. Leach	J. S. Leach	Warren Hilligan	J. S. Leach	E. M. Freilinger	{ E. J. Boyley { Sarah Martin { A. W. Trotter and { E. D. Uzzell { Donald R. Wely	Frederick Wright Richard E. Kane Sylvia Van Clite	Neil Williams Sylvia Van Clite	Ben. Grebb { B. D. Callaway { C. D. Campbell
BLACKWELL, 7,174	...	4,270	.04	.03	Examiner Co.	...	Clark Masgrove	N. D. Wely	...	Donald R. Wely	...	...	...	...
BRISTOW, 8,460	...	5,056	.05	.04	C. Robert Bellatti	...	...	C. Robert Bellatti	...	...	...	...	...	Wilbur Presnell
BUENA VISTA, 10,176	...	1,561	.025	.025	Bristol Record Co., Inc.	L. M. Nichols	L. M. Nichols	Charles Waddle	...	T. M. Nichols	Fred L. Yates	...	...	...
CHICKASHA, 10,176	...	2,670	.021	.021	Geo. H. Evans	Geo. H. Evans	Geo. H. Evans	J. Ed. Poole	...	Geo. H. Evans	Geo. Diermes George H. Evans	W. D. Collier	...	Ed. Ferris
DRUMRIGHT, 6,460	...	...	.036	...	Lou S. Allard	Lou S. Allard	...	...	...	...	...	...	...	...
DUNCAN, 3,463	...	1,612	.025	.025	Ed. J. Leeman	H. F. Wood	H. F. Wood	Ed. J. Leeman	Ed. J. Leeman	Ed. J. Leeman	Edwin Leeman	Mrs. Ed. J. Leeman	...	...
DURANT, 7,340	...	1,612	.018	.018	G. W. Archibald & B. F. Story	R. F. Story	R. F. Story	Wesley Dickey	G. W. Archibald	G. W. Archibald	G. W. Archibald	Allen Hill	G. W. Archibald	W. J. Hunt
EL RENO, 7,737	...	1,904	.025	.025	Maher & Hennessy	T. W. Maher	Tom Hennessy	Ray Maher	T. W. Maher	...	...	Ray Maher	...	B. F. Kelly
ENID, 6,949 (185-47-522)	...	2,871	.05	.05	Enid Pub. Co.	M. C. Garber	H. J. Gotschalk	H. J. Gotschalk	Wm. M. Taylor	Wm. M. Taylor	E. P. Fossan Wm. M. Taylor	Chas. Killam	Leona Sawyer	Wm. A. Nutt
FARMER, 5,942	...	5,902	.05	.05	Enid Pub. Co.	M. C. Garber	J. H. McKelvey	J. H. McKelvey	Wm. M. Taylor	Wm. M. Taylor	E. P. Fossan Wm. M. Taylor	Chas. Killam	Leona Sawyer	Wm. A. Nutt
FREDERICK, 5,822	...	...	.021	.021	J. L. Newland	J. L. Newland	...	...	...	...	...	...	...	G. E. Dumales
GUTHRIE, 11,767	...	...	.05	.05	L. G. Niblack	L. G. Niblack	H. Shead	H. Shead	H. E. Derrib	H. E. Derrib	J. E. Winson	H. E. Cunfield	...	...
HENRYETTA, 5,889	...	...	.029	.029	George Riley Hall	George Riley Hall	...	...	...	...	...	...	...	John L. Ferguson
HENRYETTA, 5,889	...	...	.029	.029	Huselman Pub. Co.	Edward F. Stumph	...	...	...	...	...	...	...	...
HUDDON, 6,868	...	...	.029	.029	Constitution Co., Inc.	Neel Shopler	Fred B. Shepler	Fred B. Shepler	...	...	...	...	...	...
LAWTON, 8,890	...	3,078	.025	.025	New-Capital Co.	Leon Caloney	E. W. Sharp	Fred G. Cowles	Fred G. Cowles	Fred G. Cowles	...	...	...	John L. Ferguson
MCALLESTER, 12,095	...	7,597	.035	.035	E. P. Martin	H. B. Hutchinson	...	...	...	...	...	...	...	...
MIAMI, 6,802	...	...	.05	.05	...	...	...	...	...	...	...	...	...	...
MUSKOGEE, 90,777 (191-48-124)	...	13,779	.05	.05	...	...	...	...	...	...	...	...	...	...
NEWCASTLE, 11,425	...	15,185	.04	.04	Oklahoma Press Pub. Co.	C. A. Looney	C. H. Hopkins	C. A. Looney	C. A. Looney	C. A. Looney	George H. Wheeler	F. J. Schaefer	P. F. Philip	G. M. Alger
NOBLESVILLE, 4,471	...	2,150	.021	.021	The Star Pub. Co.	J. T. Norton	J. T. Norton	...	J. T. Norton	...	...	J. L. Howe	...	...
OKLAHOMA CITY, 91,258	...	25,764	.075	.075	Scripps-Howard League	Edward A. Evans	Raymond Fields	E. E. Sperring	W. C. Maybom	A. O. Fuller	John W. Bradley	William Loftus	...	...
OKLAHOMA CITY, 91,258	...	50,082	.22	.17	Oklahoma Pub. Co.	E. K. Gaylord	W. M. Harrison	Frank C. Brooks	E. K. Gaylord	C. W. Boggs	H. E. Dreier	M. W. Hambacher	...	B. E. L. Brown
OKMULGEE, 17,430	...	4,422	.03	.03	Eugene M. Kerr	Eugene M. Kerr	M. E. McWilliams	...	...	...	...	...	...	...
PAWBUKE, 6,414	...	2,675	.025	.025	Richard Elam	Richard Elam	R. W. Holmes	Richard Elam	Richard Elam	Margaret Briscoe	V. J. Fuyser	Margaret Briscoe	...	B. E. Miller
PERRY, 3,154	...	1,840	.018	.018	Willist & Fensfeld	E. M. Willist	...	...	...	...	...	...	...	...
PONCA CITY, 7,051	...	4,922	.029	.029	Ponca City Pub. Co., Inc.	Clyde E. Muchmore	Clyde E. Muchmore	Joe Moyer	...	...	...	...	Elizabeth Hayen	W. H. Mowder
SAPULPA, 11,654	...	1,610	.035	.035	John W. Young	John W. Young	...	...	...	...	...	...	...	...
SHAWNEE, 15,348	...	...	.021	.021	John P. Hinkel & Sons	Edwin H. Brown	...	...	...	...	...	...	...	...
STILLWATER, 4,701	...	...	.08	.08	Richard Lloyd-Jones	Victor F. Barnett	Victor F. Barnett	Victor F. Barnett	...	...	...	...	...	...
TULSA, 72,076	...	31,664	.10	.10	Eugene Lorton	Thos. A. Latta	Otis Lorton	E. V. Willey	E. V. Willey	C. M. Barde	C. M. Barde	Otis Hamilton	...	G. J. Fisset
VINITA, 5,010	...	45,891	.11	.11	Leader Pig. Co.	Willis F. Allen	...	...	...	...	...	...	...	Oral Harper
WILSON, 2,286	...	800	.018	.018	W. K. Barrett, L. Horn	W. K. Barrett	M. A. Barrett	W. K. Barrett	W. K. Barrett	W. K. Barrett	L. Horn	Frank Hamilton	...	L. Horn
WILSON, 2,286	...	870												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition. (e) indicates Sunday evening edition. (I) indicates Independent. (D) Democratic. (Soc.) Socialist. (I.R.) Independent Republican. (I.D.) Independent-Democratic. (J) fast job printing plant. (E) operate own engraving plant. \* indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sa for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use plate. (t) do not use type. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three months statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown where applicable. In cases where superior figure 4, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately. \*designates National Advertising Manager.

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

OREGON

Table for Oregon newspapers listing City, Population, Newspaper, Circulation, Minimum Adv. Rates (National, Local), Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

PENNSYLVANIA

Table for Pennsylvania newspapers listing City, Population, Newspaper, Circulation, Minimum Adv. Rates (National, Local), Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

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

Explanation: Dasher (D) indicates daily morning newspapers, (m) indicates Sunday morning newspapers, (E) operate vvn engaging plant, (E) operate vvn engaging plant, (E) operate vvn engaging plant, (E) operate vvn engaging plant...

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

PENNSYLVANIA—Continued

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

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across different cities like Philadelphia, Pittsburgh, Potomac, etc.

Explanation: Dagger (†) indicates morning newspapers, (m) indicates Sunday evening edition, (E) indicates Saturday morning edition, (D) indicates Sunday evening edition, (I) indicates Sunday evening edition, (R) indicates Saturday morning edition, (S) indicates Sunday evening edition, (T) indicates Saturday morning edition, (W) indicates Sunday evening edition, (X) indicates Saturday morning edition, (Y) indicates Sunday evening edition, (Z) indicates Saturday morning edition.

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

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Includes sections for PENNSYLVANIA-Continued, PHILIPPINE ISLANDS, PORTO RICO, RHODE ISLAND, SOUTH CAROLINA, and SOUTH DAKOTA.

Vertical text on the right edge of the page, likely a continuation of the table or a separate column header.



SOUTH DAKOTA

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

TENNESSEE

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

TEXAS

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

Explanation: (m) indicates morning newspapers, (n) indicates night newspapers, (j) indicates job printing plants, (e) operates own engraving plant, etc. All quoted advertising rates are per agate line.

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

TEXAS-Continued

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

City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, Publisher, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.



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

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Includes sections for TEXAS, UTAH, VERMONT, and VIRGINIA.

Table with columns: City, Population, Newspaper, Circulation, National, Local, Editor, Managing Editor, City Editor, Business Manager, Advertising Manager, Classification, Job Printing. Lists various newspapers and their details.

VIRGIN ISLANDS WASHINGTON

Table listing newspapers in the Virgin Islands and Washington, including titles like 'The Dispatch', 'The Star', 'The Herald', and their respective editors and publishers.

Explanation: Dagger (†) indicates morning newspaper. (m) indicates Sunday morning edition. (E) indicates Sunday evening edition. (I) indicates Sunday evening edition. (D) indicates Sunday evening edition. (I) indicates Sunday evening edition. (I) indicates Sunday evening edition.

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

WEST VIRGINIA

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

WISCONSIN

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

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



NECROLOGY

Albert, Col. Charles S.—of New York World Washington staff and dean of Seattle correspondents; March 27.
Allison, James W.—41 years a Washington newspaper man; Jan. 19.
Alvord, Clarence M.—editor and proprietor Livonia (N. Y.) Gazette.
Antislone, Louis M.—editor and proprietor Rochester Herald; June 28.
Ashbaugh, L. V. M.—publisher St. Paul Daily News, Omaha Daily News, Omaha Rural Weekly and Minneapolis Rural American; March 8.
Ayer, F. Wayland—54 years president N. W. Ayer & Son, Philadelphia Advertising Agency; March 3.
Ayers, William A.—editorial writer Hartford (Conn.) Times; Dec. 8.
Babb, Joseph B.—former managing editor Birmingham News; Feb. 28.
Baird, Col. Andrew—former president and director Brooklyn (N. Y.) Times; Sept. 4.
Balch, William R.—veteran London (England) and Boston newspaper man; March 7.
Barreto, John Joseph—president Cecil, Barreto & Cecil, Inc., Richmond advertising agency.
Boud, A. Curtis—New York correspondent Pall Mall Gazette and London Standard; in New York, Oct. 22.
Bowler, T. M.—president Sheboygan (Wis.) Press-Telegram; Oct. 22.
Boyd, Hugh—senior editor New Brunswick (N. J.) Home News; Nov. 18.
Brooke, Wallace G.—dean of New York newspaper representatives; in Brooklyn, July 29.
Brooks, Ernest—managing editor Indianapolis Star; Jan. 31.
Budke, Conrad—president Nelson Chesman Advertising Agency, Salt Lake City; Aug. 15.
Bunn, William M.—once editor Philadelphia Sunday Transcript; Sept. 17.
Bunnell, A. O.—editor and publisher Danville (N. Y.) Advertiser; Dec. 2.
Campbell, George T.—publisher Owosso (Mich.) Argus Herald; March 31.
Campbell, Henry—assistant editor Milwaukee Journal; Jan. 2.
Chambers, John S.—former managing editor Sacramento (Cal.) Bee and manager local branch Bank of Italy; Nov. 19.
Chev, William B.—for 42 years associated with Xenia (Ohio) Gazette; June 3.
Cobb, Benjamin Franklin—president Chicago Press Club; March 29.
Cobb, Frank I.—editor New York Morning World, Dec. 21.
Comery, Thomas B.—former managing editor New York Herald; Feb. 10.
Conroy, D. M.—business manager Mason City (Ia.) Globe; Dec. 29.
Craik, Col. Howard Elmer—special representative; Feb. 26.
Crane, Augustus S.—editor and publisher Elizabeth (N. J.) Journal; Jan. 9.
Crawford, Frederick W.—former Washington correspondent New York World; Jan. 4.
Crawford, West James—president Memphis Commercial Appeal; Nov. 8.
Curtis, David A.—long connected with New York Sun; May 20.
Davey, B. A.—Birmingham advertising agent; Jan. 1.
Davey, John—father of tree surgery and member Association of National Advertisers; Akron, Ohio, Nov. 8, aged 73.
Davidson, David G.—former editor Melrose (Mass.) Journal; Aug. 27.
Dawson, Allan—associate editor New York Globe; June 24.
Dawson, Natalie P. (Mrs. Allan Dawson)—literary critic New York Globe; April 23.
Dearborn, George H.—publisher Melrose (Mass.) Free Press.
De Mesquita, Alfred—publisher Durham (N. C.) Sun and Fayetteville (N. C.) Observer; Aug. 20.
Devine, Alex.—former business manager Butte Miner; July 20.
Dickman, Oliver C.—New York Evening World artist; Aug. 15.
Dienside, Thomas M.—long associated with New York Sun; April 14.
Dixon, Frederick—former editor Christian Science Monitor.
Douglas, Malcolm Campbell—former managing editor Milwaukee Sentinel; city editor Milwaukee Free Press and St. Paul Pioneer Press; Nov. 5.
Durand, Dr. Augusto—owner and editor La Prensa, Lima, Peru; March 31.
Dwyer, Matthew—general manager Providence (R. I.) Tribune; May 10.
Eaton, William L.—editorial writer Rockford (Ill.) Register-Gazette; Jan. 29.
Edwards, Capt. Charles L.—business manager Long Branch (N. J.) Record; Aug. 9.
Evans, William R.—formerly business manager Pittsburgh Leader.
Fairbairn, B. O.—30 years editor New Hampton (Ia.) Courier; Oct. 3.
Farrelly, Richard A.—former editor Hearst newspapers and I. N. S.; Oct. 26.
Farrelly, Stephen—vice-president and general manager American News Company; March 9.
Faulkner, James W.—legislative correspondent Cincinnati Enquirer; May 5.
Ferris, Victor Wood—managing editor Norwalk (Conn.) Hour; Aug. 27.
Fleming, Edwin—dean of Western New York newspaper men; Aug. 18.
Foran-Graat, Mrs. W.—49 years society editor Toronto Globe; in Toronto, Nov. 2.
Franklin, Thomas—Compositor Boston newspapers.
Gaddis, Earl B.—editorial staff Omaha World-Herald; Jan. 28.
Gates, C. C.—general manager Gates Advertising Company, Dallas, Tex.; July 20.
Gillespie, Edward T. W.—president Stamford (Conn.) Advocate; Jan. 9.
Goodman, Peter S.—former financial editor Chicago Chronicle.
Guernsey, Frederick F.—founder Mexico City Mexican Herald; Feb. 22.

Grandin, Frank C.—former head Grandin-Dorance-Sullivan Agency, 23 years head Postum Cereal Co., at Battle Creek; Oct. 27.
Greene, Jesse A.—editor Fort Wayne (Ind.) News-Sentinel and president News Publishing Company; Feb. 18.
Greenwood, William Hamar—former managing editor Toronto World; Oct. 19.
Garnea, Martin W.—Chicago representative New York Daily News; Dec. 8.
Hardham, W. L. F.—former president Philadelphia Press; Oct. 26.
Harding, Warren G.—President of the United States and publisher of the Marion (Ohio) Star; Aug. 2.
Harrington, Orville—foreign advertising manager Dayton News; Feb. 24.
Harsh, J. B.—founder Creston (Ia.) Advertiser; June 19.
Hayes, Alfred Pell—25 years Sunday editor New York Sun; June 4.
Herbert, Robert W.—editor Greensburg (Pa.) Tribune; Feb. 15.
Hewell, A. D.—works manager Intertype Corporation; July 15.
Higgins, Harry F.—managing editor Tacoma Ledger; Feb. 1.
Hill, N. Russell—editor Davenport (Wash.) Times-Tribune and president Washington State Press Association; Dec. 12.
Holbrook, Horace—publisher Warren (Ohio) Western Reserve Democrat; March 20.
Holland, George Clarke—former editor Ottawa (Ont.) Citizen; Feb. 26.
Hood, Edwin M.—dean of Washington correspondents and for nearly 50 years on Associated Press Washington staff; in Washington, Aug. 9.
Hooker, Thomas—business manager Spokane Chronicle; Jun. 9.
Hough, Emerson—author and contributor to newspapers and periodicals; April 30.
Hunt, John H.—founder Sag Harbor (N. Y.) Express; Feb. 22.
Hurd, Frank—owner and publisher Medina (N. Y.) Tribune; April 29.
Humiston, William H.—musical critic Brooklyn Eagle; Dec. 5.
Hunt, Col. John P.—in 1882 editor and publisher Oakland (Cal.) Times; Oct. 7.
Johnson, W. P.—founder Gadsden (Fla.) News; April 11.
Jozes, J. Frank—circulation manager Deatur (Ill.) Review for 10 years; in Denver, Oct. 14.
Judson, William H.—former business manager New Orleans Democrat.
Kiefer, J. Clarke—telegraph editor Baltimore Evening Sun.
Kearns, E. P.—correspondent Pittsburgh Post 1849-1884; Nov. 25.
Kinslow, Frank—president Lock Haven (Pa.) Express Printing Company; Aug. 28.
Kreibiel, H. E.—New York Tribune music critic; March 20.
Lambdin, John O.—Baltimore Sun dramatic and music critic; April 26.
Langdon, Walter Galbraith—general auditor Hearst publications; March 27.
Leonard, Frederick K.—night editor New York Evening Journal; Aug. 17.
Lippard, E. J.—associate editor Sheridan (Wyo.) Post-Enterprise; Nov. 18.
Luther, Frederick Newman—editor Providence Tribune; April 25.
McCormick, William—editor Reading (Pa.) Herald-Telegram and News-Times; Feb. 11.
McLoughlin, William P.—veteran New York reporter and sports writer; Aug. 4.
McNally, William F.—vice-president Minnesota Tribune Company, publishers Minneapolis Tribune; April 18.
McNamara, John J.—automobile editor Boston Post; Feb. 19.
McParland, John—president International Typographical Union; June 15.
McShane, John A.—one time owner Omaha (Nebr.) Herald.
McSwigan, Andrew—veteran Pittsburgh newspaper man; Jan. 12.
Macnamara, F. J.—former president Ottawa (Can.) Press Gallery, Vancouver, B. C.; July 10.
Mansfield, John B.—city editor Chicago Times for 15 years; Dec. 18.
Meyer Marcus—director comic art department New York World.
Marta, Nicholas Bruce—editor Waynesboro (Pa.) Press; Feb. 5.
Mather, William H.—telegraph editor Chicago Tribune; Jan. 10.
Maur, Prof. Thompson Brooke—35 years on New York Herald staff and noted meteorologist; July 15.
McIntosh, Warren M.—managing editor Wilkes-Barre (Pa.) Gazette and Bulletin; Aug. 29.
Miller, George F.—former president Pittsburgh Press Club; July 24.
Moran, James E.—business manager Haverhill (Mass.) Gazette; Sept. 22.
Nead, Benjamin M.—former editor Harrisburg (Pa.) Patriot; March 21.
Newman, Eugene W.—("Savoyard"), veteran Washington newspaper man; July 27.
Nimrocks, Charles A.—former publisher Minneapolis Journal and Detroit Tribune.
O'Grady, Capt. William L. D.—former managing editor New York Mail and Express; March 5.
O'Hern, Alexander F.—business manager Davenport (Ia.) Times; July 10.
Ormsbee, Hamilton—editorial writer and critic Brooklyn Eagle; Nov. 1.
Peterson, Arthur W.—general manager Waterloo (Ia.) Evening Courier; Sept. 25.
Perkins, Luther N.—editor Beverly (N. J.) Banner; June 21.
Perryman, George—editor Greenville (Ill.) Item; Sept. 10.
Phillips, W. T.—manager Portland (Ore.) Daily Record Abstract; Aug. 13.
Piper, George U.—former owner Seattle Post-Intelligencer; March 20.
Prescott, Col. C. H.—founder Bliddeford (Me.) Journal; Dec. 19.

Rathoun, John R.—editor and general manager Providence (R. I.) Journal and Bulletin; Dec. 11.
Redmond, John Francis—managing editor EDITOR & PUBLISHER; July 2.
Reeder, John S.—one time editor Cincinnati Commercial Gazette; March 9.
Reed, Isaac—40 years editor and publisher Goazales (Tex.) Inquirer.
Regan, John P.—30 years New York correspondent St. Louis Republic; Feb. 22.
Reilhan, P. T.—for many years New York Press; many correspondent; March 1.
Rice, Edward—publisher of a weekly at Marlboro (Mass.).
Rhodes, John Edgar—former publisher Tacoma Tribune; June 2.
Riffe, Axel F.—business manager Staunton (Va.) Leader.
Robbins, George Delbert—former proprietor San Antonio Light; Oct. 20.
Roberts, Willis T.—publisher Bliddeford (Me.) Standard; July 3.
Rohe, Adam—last surviving member Harper's Weekly Civil War staff; March 24.
Rooney, Lee J.—editor Bryson (Tex.) Eagle and former president National Editorial Association; May 2.
Russell, Charles Mills—former Albany correspondent New York Tribune; Aug. 11.
Russell, George E.—advertising manager Ft. Worth Press; Sept. 8.
Rowell, Homer H.—financial editor Rochester (N. Y.) Democrat and Chronicle; Dec. 23.
Salkeld, Joe D.—political editor Chicago Journal; Sept. 17.
Savage, George M.—oldest Michigan advertising agent; March 8.
Sharpe, George B.—president Association of National Advertisers and advertising manager Burroughs Adding Machine Company; Aug. 19.
Siddall, John M.—editor American Magazine; July 16.
Skerritt, Nicholas J.—city editor Worcester (Mass.) Gazette; Oct. 18.
Smallwood, John Bell—news manager Washington (D. C.) Star; March 19.
Smith, Harold I.—famous ship news reporter at New York; in Paris, May 31.
Spencer, William McMurtrie—political writer and lawyer; April 2.
Spence, Roland E.—editor Arthur (Neb.) Enterprise; Sept. 15.
Stanwood, Edward—former editor Boston Daily Advertiser; Brookline, Oct. 11.
Stuse, Charles L.—circulation manager Newark (N. J.) News; Dec. 18.
Steel, William T.—former business manager Philadelphia Public Ledger; April 30.
Steigers, William C.—second vice-president St. Louis Post-Dispatch; May 24.
Straight, C. D.—editor Mt. Clemens (Mich.) Leader; Aug. 15.
Street, Arthur I.—former editor Colliers' Weekly; May 14.
Strimback, William Edgar—publisher Farmington (Ill.) News-Republica; Nov. 28.
Sugrue, Adrian E.—one time manager Chicago office Associated Press.
Sundlie, John—business manager and half-owner Moline (Ill.) Dispatch, and president Inland Daily Press Association; Nov. 20.
Thayer, William Roscoe—biographer of Theodore Roosevelt, and one time assistant editor Philadelphia Evening Bulletin; Sept. 7.
Tufts, Drew C.—owner Centralia (Ill.) Democrat; Sept. 15.
Tuohy, James M.—European manager New York World; in Kensington, England; Sept. 6.
Upperman, William Blake—20 years with New York Herald; March 14.
Van Campen, Fred M.—founder Bay City (Mich.) Times-Press; Oct. 5.
Walters, Philip Cromwell—advertising manager Johnstown (Pa.) Tribune; Oct. 21.
Wardman, Ervin—vice-president New York Sun and Herald; Jan. 12.
Warfel, John G.—former proprietor Lancaster (Pa.) New Era; May 16.
Warner, H. H.—patent medicine advertiser; Jan. 26.
Watkins, J. Lawrence—former editor Birmingham Age-Herald; Feb. 8.
Watkins—editor Chillicothe (Mo.) Constitution; Jan. 31.
Weeks, Charles S.—office manager Elizabeth (N. J.) Evening Times; Nov. 20.
Weidel, Jacob—former editor Reading (Pa.) Times and Reading News; Feb. 6.
Whitely, Robert H. K.—veteran Detroit Tribune managing editor; Dec. 24.
Willard, George Harney—editor and publisher New Berlin (N. Y.) Gazette; Sept. 18.
Williams, Judge Robert—president Paterson (N. J.) Call; Feb. 19.
Willoughby, Andrew—one time publisher Harrison (O.) News; Dec. 18.
Wilson, H. M.—publisher Opelika (Ala.) Daily News for 25 years; April 11.
Woodward, E. H.—ex-president Oregon State Press Association.
Wright, Nathaniel C.—editorial manager Toledo Blade and editor Newark (N. J.) Star-Eagle; May 13.
Wright, William D.—circulation manager Spokane Spokane-Review; July 20.
Wurts, George—editor Paterson (N. J.) Press and later editor and publisher Paterson Press-Guardian; in 94th year, May 17.

NECROLOGY FOREIGN

Mallette, Gen. J. M. G.—military critic; Tempa, Paris.
Millet, Philippe—foreign editor Paris Parisien; Paris, Oct. 27.
Morley, Viscount—Lord President of the British Council and Secretary of State for India; one time associated in publication of The Mail Gazette; Sept. 23.
Zeballos, Dr. Estanislao—editor-in-chief of Prensa, Buenos Ayres; former foreign minister to Argentina, President of the Senate, Member to the United States, President International Law Association and author of "The Causes of Pan-Americanism"; Oct. 4.

NEWSPAPER SALES

Aberdeea (S. D.) American interest by E. J. Neill to J. H. McKeever.
Amarillo (Tex.) Tribune to Dr. J. L. Nunn.
Americus (Ga.) Times-Recorder interest by Arthur Lucas to Lovelace Eve.
Albuquerque (N. M.) New Mexico State Tribune, Carl C. Magee controlling interest, to Scripps Howard newspaper interests.
Anahim (Cal.) Herald by F. W. Kellogg to Anaheim Bulletin.
Ardmore (Okla.) Ardmore interest by T. C. Cowles to L. B. Myers.
Baltimore American and News by Frank Munsey to William H. Henst.
Bellefontaine (O.) Index-Republica by F. P. Johnson to George T. Bradon and A. J. Miller.
Binghamton Sun interest to Herbert J. Foster.
Boonville (Mo.) Republica by E. J. Melton, C. M. and Fred Harrison.
Bucyrus (O.) Telegraph, Bucyrus Journal and Bucyrus Forum to John F. Burke.
Cauden (N. J.) Post-Telegram by Hon. F. Patterson to William A. Seerle.
Canton (O.) Daily News by H. H. Timken to C. W. Hill to James M. Cox.
Carrollton (Mo.) Republica by C. K. and A. Strong to S. A. and Tynsa Clark.
Casper (Wyo.) Tribune by Charles N. Ransom to J. W. and Earl N. Hanway.
Cedar Falls (Ia.) Record by Lars B. Bladen to Charles S. Coddington.
Chillicothe (O.) Tribune by Hal D. McHale to Dr. F. C. Fay.
Clinton (Ia.) Advertiser to G. L. Higgins and A. C. Root.
Colorado Springs Gazette to Colorado Springs Telegraph, morning and evening editions combined, Sunday editions combined.
Colton (Cal.) Courier to F. S. Hostelt, owner.
Hialeah (Cal.) Record, Highland Messenger, Bloomington News.
Concord (N. H.) Monitor and Concord Patriot to Frank E. Langley and John G. Winant.
Corvallis (Ore.) Morning Courier by A. L. Frost to Miller & Water.
Duluth (Minn.) News-Tribune by Millie Bunn and Myron Bunnell to Charles R. Adams.
James E. Rockwell and Ray D. Handy.
Dunkirk (Ind.) Daily News to Phillip E. Peck.
Durham (N. C.) Sun by W. W. Weaver to George F. Sisson.
Carrollton (Mo.) Republica Record, interest from O. H. Sowards to A. L. Strong.
El Dorado (Ark.) Tribune by C. W. Martin to B. R. Story, B. F. Mullen and H. H. Bode.
El Dorado (Kan.) Times interest by Burns Bell to R. A. Clymer.
Elmira (N. Y.) Advertiser and Saaday Telegram by R. R. Govin and Herman Suter to Frank Gannett.
Erie (Kan.) Sentinel by Alf. Q. Wooster to E. G. Gresham.
Fargo (N. D.) Courier-News by Non-Partisan League to Fargo Tribune Company, J. P. Johnson, Fargo, and Clarence W. Brown, St. Paul.
Fayetteville (N. C.) Observer by D. B. Lambert to Alfred B. de Mesquita.
Ft. Smith (Ark.) Southwest America by W. Decker to J. S. Parks and George D. Carter of Ft. Smith Times-Record.
Ft. Worth (Tex.) Record by James H. Allen to William R. Hearst.
Fredonia (Kan.) Daily Herald to Clyde Kent.
Fresno (Cal.) Herald by Tredde LaSeng, William St. Sure and Frank Rhodes to William Glass.
Galveston (Tex.) Daily News by A. H. Bode, Co. to W. L. Moody.
Greensboro (N. C.) Record interest by C. W. Waynick to Julian Price.
Hagerstown (Md.) Herald & Mail by Joseph Lewis T. Byron to Lewis T. Byron, Jr., Frank Ridenour, J. Vincent Jamison, Jr., Joseph W. Byron, 2d, William P. Lane, Jr. and Max von Schlegel.
Harrisburg (Va.) Daily News-Record to H. Byrd, Shirley Carter, R. G. Williams and W. Betram.
Holtville (Cal.) Tribune by John B. Baker, N. H. Parks.
Houston (Tex.) Dispatch to R. L. Dudley, E. C. Rogers, E. W. Bateman and J. T. Suter.
Hutchinson (Kan.) Gazette by Emerson Carter, Sam Amlund and Ross E. Burns.
Jacksonville (Fla.) Journal interest by Richard Lloyd Jones to John H. Perry.
Lackawanna (N. Y.) Journal by Charles Ellis to J. G. Graul.
Lancaster (Pa.) Examiner and New Era by Paul Block, M. F. Hanson and A. D. Marlow.
Lawrence (Mass.) Telegram interest to W. Bagley.
Leavenworth (Kan.) Post by Mrs. C. M. H. Leavenworth (Kan.) Post by Clyde H. Kent.
Dan R. Anthony, Jr.
Long Beach (Cal.) Telegram interest by J. Peazy to S. S. Conklin.
(Continued on page 69)

NECROLOGY CANADA

Cunningham, J. W.—editor New Westminster (B. C.) British Columbia and associate founder Edmonton (Alta.) Journal.
Diagnan, Charles—editor Stratford (Ont.) Beacon-Herald.
Long, William F.—president W. F. Long Company, Inc., Canadian publishers representative; April 29.
Macdonald, Dr. J. A.—former managing editor Toronto Globe; May 14.
Melnius, J. K.—editor Regina (Sask.) Journal; Regina, Oct. 22.
Purdum, Thomas Hanter—former chief owner London (Ont.) Advertiser; Nov. 14.



# New England Newspaper Supply Co.

Worcester, Massachusetts, U. S. A.

Manufacturers of

## Specialties for the Printing of Newspapers

(Quality Goods Only)

### The AUTOMATIC BLANKET

(Patented)

In general use throughout the World.  
The BLANKET that revolutionized the  
printing of Newspapers.

### The OIL-PROOF-FACE RUBBER

BLANKET (Patented)

The only rubber blanket manufactured  
that has a face ply not affected by oil.

### CONVEROR WIRE

Closely spiraled, annealed and tempered  
to give it strength and elasticity.

### CUTTING CYLINDER RUBBERS

Tough and durable.

### PRESS TAPES

In all widths, strong and inelastic.

### PREPARED DRY POWDER MAT- RIX PASTE

Ready to use by the addition of cold or  
warm water.

### WOOL MOULDING BLANKETS

### CORK MOULDING BLANKETS

### AUTOMATIC CORK MOULDING BLANKETS

MATRIX and TISSUE PAPERS and the RELIABLE  
2 lb. BLUE DRYING BLANKET

*Forty years of practical newspaper experience enables us to  
manufacture our Specialties with an exact knowledge of  
conditions under which they will be used, and to give to our  
supplies the qualities that will best meet these conditions.*

# NEW ENGLAND NEWSPAPER SUPPLY CO.

WORCESTER, MASSACHUSETTS, U. S. A.

Or

R. Hoe & Co., New York, N. Y.

Walter Scott & Co., Plainfield, N. J.

Goss Printing Press Co., Chicago, Ill.

Duplex Printing Press Co., Battle Creek, Mich.

# THE PACIFIC NORTHWEST CO-OPERATIVE NEWSPAPER MOVEMENT OF THE HEART OF THE PACIFIC

## The Pacific Northwest

WASHINGTON - OREGON - IDAHO

*Produced More Than a*  
**Thousand Million Dollars**  
**in New Wealth in 1923**

1923—Farms and orchards \$650,000,000—beating 1922 by \$45,000,000  
1923—Lumber shipments \$300,000,000—beating 1922 by \$25,000,000  
1923—1-6th of Nation's wool with price beating 1922  
1923—Production 371 rich mines beat 1922 by 35%

**I**N 1923 Washington, Oregon and Idaho shipped 1-3rd of all the Nation's lumber, produced 1-3rd of its apples; 1-6th of the Nation's wool; 1-8th of its wheat; 1-8th of the potatoes, and over \$100,000,000 worth of minerals. Total new wealth production over ONE THOUSAND MILLION DOLLARS—Smashing records!

On account of the record yields, the farmers of Washington, Oregon and Idaho received \$45,000,000 more for their 1923 crops than for 1922 crops. However, this section does not depend upon agriculture alone for its prosperity.

During 1923 Washington, Oregon and Idaho shipped over \$300,000,000 worth of lumber, beating 1922 by at least \$25,000,000, while the 1923 production of the 371 rich mines of the field beat 1922 by 35%, with metal prices better.

Even under normal conditions the per capita buying power of the Pacific Northwest is over a THIRD greater than the Nation's average—and the 1923 revenue from the orchards, farms, mines and forests beat 1922 by over \$100,000,000—approximately \$200 extra spending money for each and every family.

From 1900 to 1920 the population of Washington, Oregon and Idaho increased 135%—over 3 times the rate for the rest of the country.

Based upon figures supplied by Merchandising Departments of the Newspapers, population of each of the five major markets of The Pacific Northwest is as follows: **PORTLAND** and estimated trading territory, 625,000; **SEATTLE** and estimated trading territory, 650,000; **SPOKANE** and estimated trading territory, 553,000; **TACOMA** and estimated trading territory, 240,000; **BOISE** and estimated trading territory, 221,000.

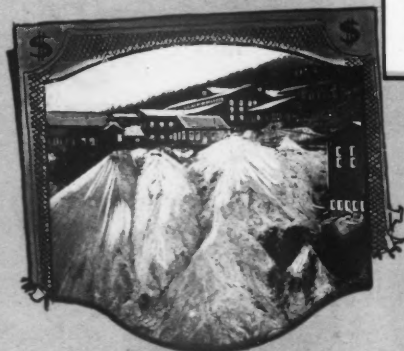
With the 1923 production of over a billion dollars from natural resources alone, no "wonder" business in Washington, Oregon and Idaho is going at a faster clip than ever before. **1923 sales in all lines beat 1922** and with the \$100,000,000 extra revenue received by our two and one-half million consumers, **1924 is bound to bring big business here for Go-Getters.**



**1923—\$300,000,000**  
Ships 1/3 of the Nation's Lumber  
Has 1/2 Nation's Standing Timber



**\$650,000,000 FROM FARMS**  
1923 Beats 1922 by \$45,000,000.  
1923—1/2 of Nation's Wheat.  
1/2 of Nation's Apples.



**371 PRODUCING MINES**  
40% of Nation's Lead Large quantities of Silver, Copper, Gold and Zinc.



**CLIPS 1-6th NATION'S WOOL**  
1923 Prices Beat 1922



# SMASHING ALL RECORDS THAT GIVES COMPLETE COVERAGE LION DOLLAR MARKET

## The Spokane Country

---Heart of the Billion Dollar  
Pacific Northwest

A Market Well Worth Winning Completely!

**T**HE Spokane Country alone, heart of the Pacific Northwest, produced in 1923 over \$400,000,000 in new wealth, including 1-5th of the Nation's apples; 1-9th of its wheat; \$50,000,000 worth of lumber, and 40% of the Nation's lead.

Based upon figures gather from the most authoritative sources available, the Spokane Country consumers spent during 1923 over \$16,000,000 for automobiles and accessories; over \$45,000,000 for clothing; \$120,000,000 for food stuffs; \$13,000,000 for tobaccos, candy and soft drinks; \$3,000,000 for jewelry; \$17,000,000 for furniture; over \$21,000,000 for hardware and farm implements; over \$15,000,000 for building materials and paints; over \$6,000,000 for picture shows and theatres; over \$3,000,000 for soaps and \$5,000,000 for family remedies, and 1924 is bound to beat 1923.

Of the 553,000 consumers in Spokane and trading territory, 353,000 reside in the 522 hustling cities, towns and villages within the 150-mile radius. 200,000 in the rural communities. All sections closely tied to Spokane by 10,000 miles of good motor roads, five continental and twelve branch railways and electrical lines.

Therefore, Spokane and its rich, surrounding territory make up one cohesive market of 553,000 consumers. Since most of the 85,000 circulation of THE SPOKESMAN-REVIEW and THE SPOKANE DAILY CHRONICLE goes into the best homes of Spokane and 522 hustling towns and villages of the field, thorough advertising coverage closely coinciding with distribution may be secured thru this combination.

That national advertisers and agencies are recognizing the importance of **thoroughly covering** the prosperous Spokane Country Market is evidenced by the fact that they placed 400,000 lines more advertising with THE SPOKESMAN-REVIEW and SPOKANE DAILY CHRONICLE during 1923 than 1922.

**Wire or write** this Bureau for special market information and newspaper coverage facts—arrange to cover this market **completely** in your 1924 plans.

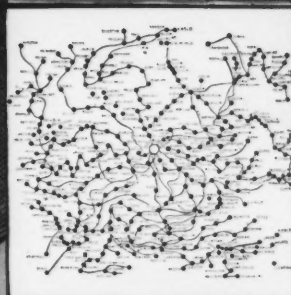
### REVIEW-CHRONICLE NATIONAL ADVERTISING BUREAU

ALTERNATIVES  
W. J. MORTON CO.  
NEW YORK CHICAGO  
M. C. MOULVEN & CO. INC.  
SAN FRANCISCO LOS ANGELES  
SEATTLE

**THE SPOKESMAN-REVIEW**  
MORNING - SUNDAY - TWICE A WEEK  
**Spokane Daily Chronicle**  
EVENING - WEEKLY

DOMINANT  
FARM MAGAZINES  
THE WASHINGTON FARMER  
THE IDAHO FARMER  
THE OREGON FARMER

COVER SPOKANE AND SPOKANE COUNTRY LIKE THE SUNSHINE



#### SPOKANE TRADING TERRITORY

522 Cities and Towns, 42,000 Farms.  
Spokane—128 Passenger Trains and  
58 Freight Trains Daily.

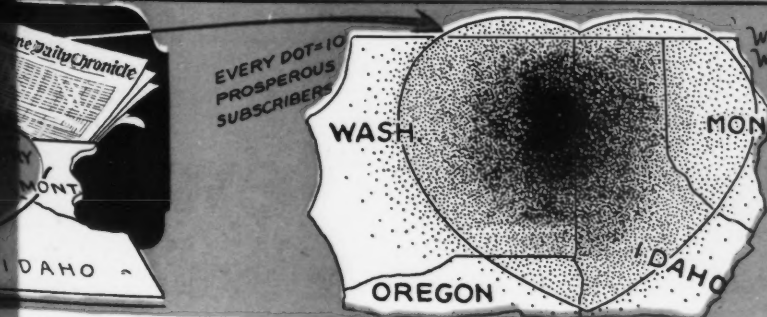


#### SPOKANE TRADING TERRITORY

10,000 Miles Improved Motor Road.  
66,500 Motor Vehicles.

SPOKANE COUNTRY  
MARKET  
and  
NEWSPAPER  
COVERAGE  
FACTS  
by  
REVIEW-CHRONICLE  
NATIONAL ADVERTISING  
BUREAU  
SPOKANE

SPECIAL MARKET INFORMATION  
PROMPTLY — WIRE — WRITE!



EVERY DOT=10  
PROSPEROUS  
SUBSCRIBERS

WIRE OR  
WRITE FOR  
COPY



In the heart of Indianapolis is the home of The News —The Great Hoosier Daily.

# Indianapolis is different

For simple and fundamental reasons Indianapolis is different from every other city in these United States. You cannot apply a conventional yardstick, or blanket statistics, or any other of the usual generalities to Indianapolis. It is *different*. And the newspaper situation is unique.

Indianapolis is the commercial, social, financial, political and educational capital of the commonwealth of Indiana. It is the geographical center of the state. Think of Indianapolis, then, not as a city of 345,000 population, but as the very heart of a great state.

Indianapolis is the capital of the Hoosiers, the capital of our inland empire of 3,000,000 industrious, prosperous, *American* citizens. To sell Indiana, you must first sell Indianapolis and the Indianapolis Radius. To do that you must use The Indianapolis News. It can't be done advantageously otherwise.

The data service of the A. B. C. will give you the circulation of The News. It is the largest daily circulation in Indiana, the largest circulation in Indianapolis, and has more *home delivered* circulation in Indianapolis than both other Indianapolis daily papers *combined*. It is the favored and favorite newspaper in the prosperous territory tributary to Indianapolis.

Independent lineage audits will give you the actual figures on News lineage. The News carries more total lineage

than both other Indianapolis papers, daily and Sunday issues combined. It carries more retail lineage (at the highest rate in the city), more classified lineage and more national lineage in six issues a week than is carried by any other Indianapolis newspaper, Sunday included. In total volume it is among the first three or four six day evening newspapers in the United States. This enormous lead in lineage proves conclusively News supremacy in results for the advertiser.

Editorially, The News is one of the *truly* great American newspapers. Sane, conservative, independent, fearless, progressive, somewhat idealistic, The News has been for fifty-four years a vital force in the city and state.

Because of its intense reader loyalty and interest, its intensive coverage, and its true greatness as a newspaper and an advertising medium, The News has always been the *must* paper in Indianapolis. Other papers if your appropriation is very large, but The News *first* and *must!* You cannot sell in Indianapolis with maximum success without The News.



FRANK T. CARROLL  
Advertising Manager



J. E. LUTZ  
Chicago Office  
Tower Building



DAN A. CARROLL  
New York Office  
110 E. 42nd St.

# The Indianapolis News

## The Great Hoosier Daily

USE NEWSPAPERS ON A THREE-YEAR BASIS

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**NEWSPAPER SALES—U. S.**  
(Continued from page 64)

Long Beach (Cal.) Daily News by F. W. Kellogg to Miss Belle McCord Roberts and S. S. Conklin.  
 McAlester (Okla.) News capital interest by L. B. Myers to Fred A. Cowles.  
 Marietta (O.) Register-Leader to R. B. Putnam.  
 Marietta (O.) Register-Leader by assignee's sale to H. G. Chamberlain.  
 Marietta (O.) Register-Leader by Pioneer Printing Company to Marietta Register Company.  
 Marion (O.) Star by Warren G. Harding to Louia H. Brush and Roy D. Moore.  
 Marion (O.) Tribune by Brooks Fletcher to W. J. and L. S. Galvin, L. H. Brush and R. D. Moore.  
 Martinsburg (W. Va.) Journal by Max von Schlegel to H. C. Ogden.  
 Marysville (Cal.) Appeal to James Cremin.  
 Miami (Fla.) Metropolis by S. Bobo Dean to James M. Cox.  
 Minneapolis News by L. V. Ashbaugh to John H. Perry and Richard Lloyd Jones.  
 Monmouth (Ill.) Atlas by Bert E. Pinkerton to A. Wallace Barnes.  
 Monrovia (Cal.) Daily News to C. C. Howard.  
 Monrovia (Cal.) Daily News by C. C. Howard to George A. Barry.  
 Morgantown (W. Va.) Post to West Virginia Newspaper Publishing Company, headed by H. C. Green.  
 Montgomery (Ala.) Advertiser three-fourths interest by Charles H. Allen and heirs of Maj. W. W. Screws to Victor H. Hanson.  
 Montgomery (Ala.) Journal by Col. Horace Hood to Frederick I. Thompson, B. B. Comer and Donald Comer.  
 Newkirk (Okla.) Eagle by James Horbig to Tom Fantamas of Tonakawa, Okla.  
 New Rochelle (N. Y.) Standard by T. W. Greenslitt to Westchester Newspapers, Inc.  
 New Rochelle (N. Y.) Star by T. Harold Forbes to Westchester Newspapers, Inc.  
 New York Call to group of labor unions.  
 New York Evening Post by stockholders to Cyrus H. K. Curtis.  
 New York Globe by Commercial Advertiser Association to Frank A. Mumsey.  
 Odesburg (N. Y.) Republican-Journal by F. P. and S. D. Palmer to A. E. Sansoncy.  
 Pekin (Ill.) Daily Times by Herret interests to stock company, C. W. Frederich, president.  
 Pensacola (Fla.) Journal interest by Richard Lloyd Jones to John H. Perry.  
 Pittsburgh Dispatch and Pittsburgh Leader to Press, Post and Sun, Gazette-Times and Chronicle-Telegraph.  
 Pittsburgh Press by Col. O. S. Hershman to Scripps-Howard Newspapers.  
 Perry (Ind.) Chief interest by Scott Snyder to R. M. Harvey.  
 Pittston (Pa.) Press to company headed by Frank Kennedy.  
 Porterville (Cal.) Republican to S. E. Beach.  
 Porterville (Cal.) Daily Recorder by Mrs. Olive A. Bell to Will H. Hornbrook.  
 Pratt (Kas.) Republican by George Pesse to A. A. Cochran.  
 Ranger (Tex.) Times by R. B. Waggoman to Walter Murray.  
 Reading (Pa.) Times interest by Richard Lloyd Jones to John H. Perry.  
 Richmond Dispatch and Times-Dispatch to S. L. Slover.  
 Rock Hill (S. C.) Herald by J. T. Fain to A. W. Hackle.  
 Rogers (Ark.) Daily Post by E. L. Kokaneur to C. E. Palmer.  
 Sacramento (Cal.) Union half-interest by James D. Meredith to B. F. Bradley.  
 Salina (Kan.) Union by John L. Brady to Earl Woodard.  
 Salina (Kan.) Daily Union interest to L. F. Brewer.  
 Scottsbluff (Neb.) Daily News by George Grimes to syndicate.  
 Sacramento Bee and Fresno Bee by V. S. McClatchy to C. K. McClatchy Company.  
 Scranton (Pa.) Sunday Telegram to C. H. Derby.  
 Sheridan (Wyo.) Post-Enterprise to Charles W. Barton, editor Casper Tribune.  
 South Norwalk (Conn.) Sentinel and Stamford (Conn.) Sentinel by E. L. and A. L. Golden to Leigh Danenberg.  
 Springfield Illinois State Journal interest by Lewis H. Miner to S. Leigh Call and Will H. MacConnell.  
 Springfield (Mass.) Union by J. D. Plimmer and A. P. Langtry to George von L. Meyer, Jr.  
 Staten Island (N. Y.) Advance interest by B. M. Prehle to S. I. Newhouse.  
 St. Joseph (Mo.) Gazette by C. D. Morris to George A. McClellan.  
 St. Petersburg (Fla.) Times interest by C. C. Carr to Paul Foster.  
 Stuttgart (Ark.) Arkansasawyer interest by C. L. Fagan to J. M. Drummond.  
 Suffolk (Va.) News by J. T. Fain to W. C. Johnston and A. L. Wilkinson.  
 Trenton (Mo.) Evening Times by T. J. White & Sons to Ira B. Hyde, Jr., and H. S. Beardsley.  
 Tulsa (Okla.) Tribune interest by John H. Perry to Richard Lloyd Jones.  
 Vancouver (Wash.) Columbian interest to E. N. Blythe.  
 Virginia (Minn.) Daily Virginian to R. D. and F. H. Strong.  
 Waltham (Mass.) Evening News by Charles W. Pierce to Albert P. Langtry.  
 Waltham (Mass.) Free Press-Tribune by Alexander Starbuck and R. B. Somers to John McCarthy and A. P. Langtry.  
 Warren (Ohio) Chronicle interest by Col. F. S. Van Gordon to William A. Reitzel.  
 Webster City (Ia.) Freeman-Journal interest of late C. H. Haeger to J. N. Stonebraker.

San Luis Obispo (Cal.) Obispan to John A. Rollins.  
 The Dallas (Ore.) Chronicle interest by William F. Merry to Ben B. Liffin.  
 Wichita Falls (Tex.) Record-News interest to Burns Hegler.  
 Wilkes-Barre Sunday Telegram by Herman Sutter to R. G. Govia.

**CANADIAN DAILY PAPERS SOLD IN 1923**

Belleville (Ont.) Intelligencer—to S. B. Dawson.  
 Hamilton (Ont.) Herald—to W. F. Herman.  
 St. John (N. B.) Times and St. John Telegraph —by George McAvity and John E. Moore to New Brunswick Publishing Company, owner St. John Journal, Journal and Telegraph merging.  
 Stratford (Ont.) Beacon—by W. M. O'Beirne to W. J. Taylor.  
 Vancouver (B. C.) Province—to William Southam & Sons, Ltd., by Hon. W. C. Nichol.

**NEWSPAPER ANNIVERSARIES —CANADA**

Calgary (Alta.) Herald, 40th year, Oct. 13.  
 Kingston (Ont.) Daily Standard, 113th year, Sept. 25.  
 Quebec Chronicle, 75th year, Oct. 29.

**ADVERTISING AGENCIES IN FRANCE**

We indicate hereafter the best known advertising agencies in France, some of which are far beyond initial experiments in handling advertising for firms in other countries. More and more it is being realized that advertising will eventually cross every frontier, and home markets for produce, by the aid of advertising in other countries, will grow into world markets. British firms saw this long ago, and some of England's household goods before the war were known in almost all the countries of Europe. American products, too, were beginning to come in larger quantities to Europe until the exchange difficulties upset things. However, in spite of this, there are today more American advertisements in the French press than before the war. The French reader is hard to convince, and in every case it is the woman in the home who decides. Buyers take a great deal of convincing and take few chances, but once their custom is obtained they remain faithful. Generally speaking, the French are spending more freely than before the war.  
 Agence Havas, 62, rue de Richelieu, Paris.  
 Société Européenne de Publicité, 10 rue de la Victoire, Paris.  
 Agence Paz, 35 Rue St. Georges, Paris.  
 Agence Dupin, 17 Boulevard des Batignolles, Paris.  
 Société Nouvelle de Publicité, 11 Boulevard des Italiens, Paris.  
 Agence Parisienne de Publicité, 78 rue de Richelieu, Paris.  
 Société de Publicité Religieuse, 16 rue Drouot, Paris.  
 Cropsal et Lesueur, 15 rue Clapeyron, Paris.  
 Compagnie de Publicité Internationale, 31-bis, Faubourg Montmartre, Paris.  
 Géo Lange, 5 rue Boudreau, Paris.  
 Agence Thibaud, 14 rue Auber, Paris.  
 De Plas & Alexandre, 7 rue Clauzel, Paris.  
 L'Avenir Publicité, 25 Boulevard des Italiens, Paris.  
 Jep, Hemet, Carré & Cie., 6 rue Grange Batelière, Paris.  
 Etienne & Louis Damour, 44 Avenue de la Grande Armée, Paris.  
 L'Office d'Annonces, 29 Boulevard des Italiens.

**ANGLO-AMERICAN PRESS ASSOCIATION OF PARIS**

Address: 224 rue de Rivoli, Paris. Officers for 1924: President, Paul Scott Mowrer, Chicago Daily News; first vice-president, M. H. Donohoe, Daily Chronicle, London; second vice-president, Wilbur S. Forrest, New York Tribune; treasurer, J. D'Arcy Morell, Daily Telegraph, London; secretary, Sisley Huddleston, Times, London. Committees:  
 American—Samuel Dashiell, Philadelphia Public Ledger; Laurence Hills, New York Herald; A. M. Murray, New York World; Robert Neville, New York Times.  
 English—W. J. Deeth, Central News Agency; André Glarner, Exchange Telegraph Agency; Percy Philip, Birmingham Daily Post; J. Pollock, Daily Express, London.

**Philadelphia's Fastest Growing Newspaper**



**The Philadelphia Record**

**Gained 40,000 Net Paid Daily Circulation—Present Circulation is**

**150,000**

*And Still Growing*



"The Philadelphia Record's" Merchandising Bureau is constantly on the job and helps many advertising agencies and advertisers to sell successfully to the great Philadelphia market the third greatest in the United States.

**Representatives**

**STORY, BROOKS & FINLEY**  
 New York Chicago San Francisco St. Louis

**THE PHILADELPHIA RECORD**

# CIRCULATIONS AND ADVERTISING RATES OF 2,036 U. S. ENGLISH LANGUAGE DAILIES

## Sunday Papers and Canadian Dailies Also Included in EDITOR & PUBLISHER'S Tenth Semi-Annual Listing—Six Months Ending October 1, 1923, Showed Great Increases

NEWSPAPER circulations touched new high levels during the six months just closed. That is the most interesting development in the eleventh semi-annual tabulation of newspaper circulations and rates presented in this issue of EDITOR & PUBLISHER. The rate of growth, about 6 per cent for daily papers and approximately 9 per cent for Sunday papers continues the upward trend which has been steady and uninterrupted since the close of the war.

Rates, as indicated by those shown in this table, the minimum rate per agate line applying on foreign advertising contracts, have also risen during the year, morning rates rising a trifle faster than the circulations, evening rates keeping pace, and Sunday rates showing a relative decline from their levels as shown in the 1923 INTERNATIONAL YEAR BOOK NUMBER. The circulations are taken from Publishers' Statements to the Audit Bureau of Circulations, where available, or to the Post Office, as of October 1, 1923. Rates shown are those which have been notified to EDITOR & PUBLISHER as in effect on January 1, 1924, on foreign advertising contracts. Minimum rates applying to local advertising are also shown for many newspapers, but because the roster of these is not complete, no tabulation of local rates has been made at this time. Comparison of those available shows that they have risen since January, 1922, at the same ratio as the foreign advertising tariffs.

Number of newspapers remains practically static. The past year has been marked by many consolidations, especially in the large cities, but there have also been a number of new enterprises. Some of these were short lived, but enough survived their infancy to retain the number of morning newspapers listed at 426, the same as a year ago; evening newspapers at 1,610, a gain of 3 over last year; and Sunday newspapers at 547, a gain of one over last year.

The mergers that have taken place during the past twelve months, notably in New York City and in Pittsburgh, Pa., are not reflected in lost circulation. The newspapers which resulted from the consolidations and their contemporaries have absorbed the clientele of those which passed away and the totals are larger for these localities than was the case a year ago.

Morning newspapers as of October 1, 1923, show a total circulation of 11,475,051 average daily net paid copies. A year previously their total was 10,806,055 average daily net paid. The gain of 668,996 copies per day represents about six per cent.

Evening newspapers circulated as of October 1, 1923 a net paid total of 19,978,632 copies daily. A year ago they had 18,874,273 copies, the gain of 1,104,359 copies marking also about six per cent.

Sunday circulations as of October 1, 1923, totalled 21,463,289 copies per issue (net paid), against 19,712,874 on October 1, 1922. The gain is 1,750,415 copies per issue, or approximately 9 per cent.

Daily newspapers, morning and evening combined—had a daily total net paid circulation of 31,453,698 copies, against 29,780,328 a year ago. The increase of 1,633,370 copies per day is almost 6 per cent.

Advertising rates, considered by themselves, show increases that appear large at first glance.

Morning newspapers listed sold an agate line of advertising in every newspaper for \$30,651, or a ten-thousand line contract, usually sufficient to earn the

minimum rate, for \$306,510. A year ago the combined rate per agate line was \$27.54, or a ten-thousand-line contract for \$275,400. The increase is about 11 per cent.

Evening newspaper rates, combined for the 1,610 papers listed, totalled \$66,667, against \$63,105 a year ago. This increase would make a difference of 5 per cent in the cost of placing an evening newspaper campaign. On a 10,000-line campaign, the increase in the cost would be \$35,620.

On a campaign covering all daily newspapers, morning and evening, the advertiser would buy 31,453,698 circulation, reaching at least once every English-reading family in the United States at a cost of \$97,318 per agate line, or \$73,180 for a 10,000-line schedule. With this plan and for this sum, an advertiser could place ten half-page advertisements in every morning and evening newspaper in the land, or 20 quarter-page announcements, at a cost of 4 cents to reach each family in the Union. This calculation is based on the assumption that there are now about 25,000,000 families in the country, a gain of a million since the 1920 Census was taken.

Or if the advertiser prefers the Sunday issue, with its chance for color and the theoretically greater leisure of the reader on the Sabbath, he can buy 21,463,289 circulation at a total combined rate of \$48,672, or \$486,720 for his 10,000-line schedule. The Sunday rate has risen only 6 per cent, while the circulation's advance is 9 per cent.

This is reflected in the calculation of the rate per line per million circulation. Sunday newspapers now circulate one line of advertising one million times for \$2.27, against \$2.33 a year ago. There is a drop of 6 cents per line, or slightly more than 2 per cent.

The evening newspaper milline rate is now \$3.33, against \$3.34 a year ago. As the Weather Bureau says of rain in the desert, the difference is too small to measure.

Morning newspapers now have a milline rate of \$2.69, against \$2.52 a year ago, the gain being about 6.9 per cent.

This rise in morning newspaper rates,

which has been largely made effective in the past three months, since the October circulation statements appeared, will no doubt be rectified when the April 1 average becomes available. Most of the higher rates took effect on or about January 1, although some of those counted in this tabulation are not scheduled to become operative until on or after April, 1924.

In all probability the rise marks an effort of the morning newspaper publishers, especially in the smaller cities, to put their rates more nearly on a par with those of the evening papers, which have for years kept to the higher levels of these tabulations. Even the adjustments of the past year and those scheduled for 1923 will leave the morning rates low. Evening papers are no more than keeping their rates aligned with their great circulation growth, which, like the morning circulation, is rising at a far higher rate than that calculated for the nation's population by the Census Bureau.

Sunday papers are going so fast that rate adjustments cannot keep pace. That speed will probably be exceeded also during the present year, when at least two new color processes are expected to come into practical use in Sunday newspaper sections. Experiments which have continued over several years have achieved results which are now well known to many newspaper men and advertisers and which are regarded as one of the longest steps ever taken to make the newspaper THE medium which combines beauty and sales-effectiveness in one piece of advertising copy.

As to the increase in rates, which the compiling staff of EDITOR & PUBLISHER notes as general throughout the country, they no more than mirror the year's rise in cost of operations.

Print paper prices remain stable. Other costs have risen.

Tabulation of wages paid by newspapers in the chief cities of the United States, which appear on another page of this issue, shows that in most cities the present scales for the chief mechanical crafts are at a peak. In several instances, the increases range from 10 to 20 per cent

above the war-time wages and in most cases are wages lower than during the war and post-war periods. The normal rate scales during the past year has been about 6 per cent.

And, by no means negligible is the continued effort being made by publishers to strengthen their hold on their reading public. Every week sees a new feature service arising to meet the demand for more and more vital reading matter. New comics, educational features, interpretative political reports, daily analyses of the money and security markets of the world are appearing in newspapers which only a few years ago would have left vacant matter in the columns of their metropolitan competitors.

Appearance of new owners in a number of cities has also served to liven competition. Newspapers which a few months ago were headed toward dry-rot have been revived by the introduction of new capital and new ideas and their competitors have been compelled to meet a new onset. The cost has been considerable in many cities, but the benefits have been immediate, both for the reader and the advertiser.

The latter has also been a considerable factor in making the present cost of newspapers rise. Tremendous volume of business went to the newspapers in 1923 more even than during the business inflection of 1920. The columns of EDITOR & PUBLISHER throughout the year have chronicled hundreds of purchasers of new composing machines, new stereotyping equipment, new presses, and several new buildings erected or to be erected during the next few months.

All of these changes mean better newspapers and better newspaper advertising. The poverty-stricken journal of ten years ago, which couldn't or wouldn't afford to pay good workmen to give readers and advertisers a well-edited paper of pleasing appearance exists only in a few small cities today. The greater incomes now coming to newspapers permit better things, and the newspapers are better themselves.

National advertising, which now constitutes about 25 per cent of the total volume appearing in newspapers, will probably assume larger proportions. Newspaper advertising managers are now developing into users of their space more fully than ever before. Manufacturers in their cities whose announcements were formerly limited to trade "national" publications. Many newspapers are supporting the efforts of the Bureau of Advertising of the American Newspaper Publishers' Association in the conversion to newspaper space of advertisers whose products lend themselves to such publicity. This work is now in its second decade and its importance is recognized to a far greater extent by national advertisers than by the mass of American newspaper publishers. So the majority of the country's daily press has been willing to accept the fruit of the Bureau of Advertising's labor without sharing the burden of sowing and cultivating the seed. It seems a safe assumption that a growing number of newspaper men will take a part as individuals and co-operatively in making their medium appeal to a widening field of national advertisers.

1924 may not set a new record for newspaper advertising volume, although it will set before the publishers of the United States and Canada great opportunities for constructive planning for years to come. Indications of the past year are that the newspaper owners and executives are alert. They will make the most of the chance.

### BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

#### Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate	Per Million Circulation as of Dec. 31, 1923
12/31/23	426	11,475,051	\$30,651	\$2.69	.....	.....
6/15/23	434	11,005,400	29,916	2.70	Decrease	\$0.01 0.40%
12/31/22	426	10,809,619	27,529	2.52	Increase	0.17 7.04%
5/15/22	421	10,299,245	26,271	2.55	Increase	0.14 5.50%
11/15/21	427	10,144,260	25,952	2.59	Increase	0.10 4.00%

#### Evening Papers

12/31/23	1,610	19,978,632	66,667	3.33	.....	.....
6/15/23	1,598	19,442,812	64,517	3.32	Increase	0.01 0.30%
12/31/22	1,607	18,898,322	63,116	3.34	Decrease	0.01 0.30%
5/15/22	1,596	18,899,420	61,055	3.23	Increase	0.10 3.00%
11/15/21	1,601	18,279,480	60,009	3.29	Increase	0.04 1.20%

#### Sunday Papers

12/31/23	547	21,463,289	48,672	2.27	.....	.....
6/15/23	548	20,937,426	47,115	2.25	Increase	0.02 0.90%
12/31/22	546	19,676,725	45,829	2.33	Decrease	0.06 2.70%
5/15/22	543	19,716,110	44,412	2.25	Increase	0.02 0.90%
11/15/21	545	19,041,413	44,253	2.32	Decrease	0.05 2.25%



# WHEN MORE GOODS HAVE TO BE SOLD, NEWSPAPERS WILL MOVE THEM

## Tremendous Power of Daily Press for Creation of Sales Proves Its Superiority As Advertising Medium Over Any and All "National" Publications—Circulations and Rates of 2,036 Daily Newspapers, 547 Sunday Newspapers and 47 Magazines Analyzed

THEY had to SELL goods in 1923. They will in 1924, more than ever. United States manufacturers built during the war and during the post-war period of prosperity factories and organizations designed to sell the world American goods. Every industry, with few exceptions, is equipped to handle for more than what would have been considered its normal domestic output in 1919. Expensive machines and expensively trained and paid operators must be kept going, or profits fade and the fine line that separates prosperity from disaster spreads until it wipes out the narrow prosperous margin.

That is the reason underlying the great sales campaigns effected in 1923 and planned for 1924. Europe cannot buy our goods in the quantities expected, nor in anything like them. But the United States is buying them. For example, the normal wear and tear on shoes is estimated at 300,000,000 pairs a year. The shoe manufacturers have plants and forces sufficient to produce 800,000,000 pairs. And Mr. American and Mrs. American and all the little Americans are buying more shoes and are better shod than they ever have been. Automobile manufacturers put out 4,000,000 automobiles last year and they plan to increase production this year—the public being willing. The motor firms are not keeping the warehouses full in anticipation of the demand. They are shipping the cars out as fast as they can make them and putting it up to the dealers to get them rolling under partial payment plans with a new driver at the wheel.

Get to the consumer as cheaply as possible and without delay with the best sales message that can be put together—that is the basic philosophy of business now. "Don't buy us prestige,—it's sales that we want" is the directors' mandate and the advertising manager have heard and heeded. The answer is in the 10,000,000,000 agate lines of advertising that the daily and Sunday newspapers of the United States published last year. Probably 300,000,000 agate lines of that was national advertising. At any rate, national advertisers spent \$200,000,000 approximately in the daily and Sunday newspapers this year, not counting what must have been a considerable amount invested for them by local retailers on their own account.

Under those circumstances, argument toward the space-buyer seems a work of supererogation. The advertising manager with a sales force clamoring for copy that will open the sales gates before and behind the retailer and the jobber has little choice in his selection of media. It's the newspapers, or nothing. With reason, too, as the tables which follow prove.

Morning and evening newspaper circulation in the United States now totals 31,453,683 copies per day, net paid. Sunday circulation of newspapers is shown to be 21,463,289 average net paid per issue.

Every family in the United States, whose members speak and read English, reads at least one newspaper every day in the year.

The totals of the daily newspapers, a homogeneous unit, are not even approximated by the totals of 47 magazines, the best in their respective fields. Twenty-one general magazines, all monthly, have a total combined circulation of 7,164,272 copies per issue.

Eleven women's magazines, all monthly, with one exception, which appears twice a month, circulate 12,728,993 copies per issue. Eight weekly magazines, all

of so-called "national" appeal, circulate 6,030,528 copies per issue.

Seven first-class journals have a total circulation of 1,013,842 copies per issue.

The total of all these magazine and trade paper circulations is 26,948,335 copies, average net paid per issue. With the exception of the Literary Digest, all are members of the Audit Bureau of Circulations and the figures are taken from the latest available publishers' statements to the A.B.C. The Literary Digest figures are the latest available. They were issued in 1922 and a request for amended figures at the Literary Digest office brought the response that the figures gave an accurate picture of its presence circulation and that new statistics would not be issued for several months.

The newspaper totals are taken from the regular semi-annual compilation appearing on another page of this number, based on publishers' statements to the Post Office and to the Audit Bureau of Circulations.

As was the case last year, the accompanying tabulation was prepared by EDITOR & PUBLISHER with the co-operation and assistance of the Bureau of Advertising of the American Newspaper Publishers Association. Mr. William A. Thomson, director of the Bureau; Mr. Thomas H. Moore, associate director, and their staff at the New York office have been of invaluable assistance, which it is a pleasure to acknowledge. Actual tabulation was done by a trained accountant whose only interest was in accurate recording and addition of the figures, with no concern for the arguments that might be drawn from them.

Newspaper circulations, morning, evening, and morning and evening combined, show a gain over October 1, 1922 totals approximating 6 per cent.

Sunday newspaper circulations have gained about 9 per cent over the total presented in these comparative tables last year.

Magazine circulations have increased as follows:

Twenty-one general magazines—from 6,797,204 to 7,164,272 copies per issue—5 per cent.

Eleven women's magazines—from 11,325,712 to 12,728,993 copies per issue—12 per cent.

Eight weekly magazines—from 5,892,397 to 6,030,528 copies per issue—2 per cent.

Seven class publications—decreased from 1,018,805 to 1,013,842 copies per issue—about 5/10ths of one per cent.

Thus, it will be seen that only one class of magazine has exceeded the newspapers' rate of growth. That is the women's group, the competition in which by subscription campaigns and price-wars led the Association of National Advertisers in December to suggest an investigation to see whether or not the advertiser was buying the same circulation several times when he used space in magazines of this class. Such a situation is not to be overlooked in estimating the worth of the 12 per cent increase in the year.

The total circulation for the 47 periodicals listed shows a gain over the previous year of 7 per cent.

Combining the morning, evening and Sunday circulations of the newspapers to secure a total which can be compared on the same basis as that of the whole magazine group we find a 1923 total of 52,916,972 copies against a 1922 aggregate of 49,393,204 copies. This gain is also 7 per cent, which might be taken as an index of the increase in reading capacity of the American people during the year.

Daily newspaper rates, morning and evening combined, total as of January 1, 1924, \$97,318 per agate line. For ease in reckoning call it \$97.32, against \$90.65 a year ago. The increase is 7 per cent.

Sunday newspaper rates as of January 1, 1924, show a combined total of \$48.67 per agate line, against \$45.83 a year ago. This increase is 6 per cent.

Daily and Sunday newspaper rates combined for purpose of comparison with the magazine total show \$145.99 per agate line, against \$136.48 a year ago. The increase is slightly less than 7 per cent.

Rates of the 21 general magazines as of January 1, 1924, totalled \$56.05 per agate line, against \$54.55 a year ago. The increase of \$1.50 per line represents slightly more than 2 per cent.

Rates of the 11 women's magazines as of January 1, 1924 totalled \$80 per agate line, against \$69.75 a year, the increase of \$10.25 per agate line representing a total rise of 14 per cent.

Rates of the 8 weeklies as of January 1, 1924 totalled \$34.70 per agate line against \$34.00 a year ago, the increase of 70 cents representing 2 per cent.

Rates of the 7 class journals increased from \$9.85 per agate line to \$10.10, the raise of 25 cents representing 2.5 per cent.

Rates of the 47 magazines combined have increased from \$168.15 per agate line to \$180.85, the total joint increase of \$12.70 representing 7 per cent.

It will therefore be apparent that the relative bargain values of the newspapers and magazines are unchanged from those of a year ago. Prices of white space have risen about 7 per cent in both media, taking the fat with the lean, and so has the value of the white space, as represented in increased number of readers.

Rate per line per million circulation of daily newspapers as of January 1, 1924—morning and evening combined—is \$3.09.

Rate per line per million circulation of Sunday newspapers as of January 1, 1924 is \$2.27.

Rate per line per million circulation of morning, evening and Sunday newspapers as of January 1, 1924, is \$2.76.

Rate per line per million circulation of 21 general monthly magazines as of January 1, 1924, is \$7.82.

Rate per line per million circulation of 11 women's magazines as of January 1, 1924, is \$6.28.

Rate per line per million circulation of 8 weekly magazines as of January 1, 1924, is \$5.75.

Rate per line per million circulation of 7 class publications as of January 1, 1924, is \$9.96.

Rate per line per million circulation of 47 magazines as of January 1, 1924, is \$6.34.

In other words, an advertiser can buy 23 effective advertisements in every daily and Sunday newspaper in the United States while he is buying 10 advertisements in these 47 magazines, for the same cost of white space. In the newspapers the name of his product would thus be placed before the entire nation 1,217,090,356 times, which the magazines were giving it prominence and prestige 269,483,350 times. But, of course, advertisers whose product or facilities for marketing it would warrant a campaign in every newspaper in the land, or in all of these 47 magazines, is a rare bird indeed.

For that reason, the circulations of all the 2,036 dailies and of the 547 Sunday papers and of each of the 47 magazines is shown by states and by territorial market groups. In every market region, the newspapers show tremendous

superiority in circulation totals. Their rates apply only to circulation within their market areas and when an advertiser buys newspaper circulation in any market area, he pays for that circulation and no other.

Such a rate division, of course, does not exist in the magazine field. When you buy national advertising there, you pay for NATIONAL circulation—no doubt of that.

The stove house which wants to add his gift of the gods to snow-swept Minnesota has to place the same copy before the February sun-drenched folks of Miami and San Diego. The fabricator of synthetic houses who finds his market in the crowded cities and suburbs of the Northeast also tells his wooden-home tale to the Pacific Coast and Mountain states, where brick and stone are the staple.

The man who wants to relieve the oil shortage by selling the home-owner a fancy oil-heating system runs into big cities with his magazine copy where the fire regulations won't permit his apparatus to be set up. He has no legitimate complaint if his advertising cost is unduly high compared with sales returns. Magazines issue no rain checks for useless circulation, nor do they promise anything when they solicit accounts. They get beautiful illustrations, the prestige of the fine company of other magazine advertisers, their great influence among dealers and jobbers (all of whom read every national magazine if magazine solicitors are strictly adhering to the truth).

And, meanwhile, the newspapers by their own sheer power, with very little of the intelligent co-operative work that made the magazine's position so strong a few years ago and keeps it strong today, are selling SALES OPPORTUNITY.

A few weeks ago, the authoritative views of about 30 buyers and sellers of advertising space appeared in EDITOR & PUBLISHER. Expressions from newspaper publishers were not solicited. One after another, the buyers of space pleaded with the newspapers to get together, to sell the newspaper advertising idea in addition to selling each one his own paper. The practice, so prevalent in newspaper promotion and solicitation of criticizing and disproving competitors' claims to business was condemned by a dozen men of national repute in advertising.

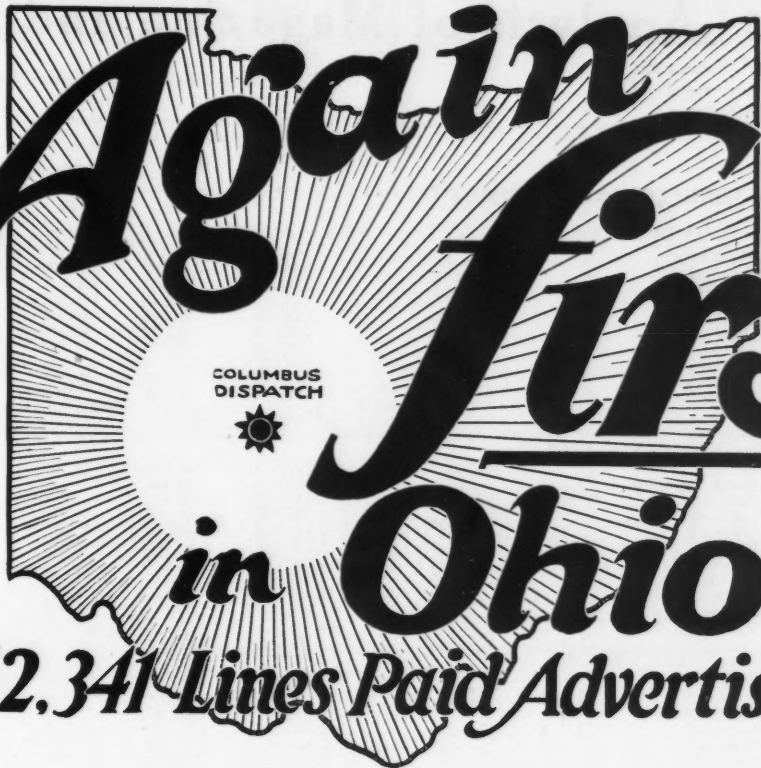
Full credit was given the intelligent promotion work for newspaper advertising as a whole done during the past decade by the A.N.P.A. Bureau of Advertising, and opinion was unanimous that its effectiveness had been limited by the interests which should have, for their own advantage, done everything to advance it.

The facts of the case are plain. Daily newspapers sell 9,750,641,730 copies on the 310 weekdays of the year at the present average circulation. Sunday newspapers have an aggregate yearly circulation of 1,116,091,028 copies, which added to the daily circulation, gives a total for the year of 10,866,732,758 copies.

These 47 leading magazines, in the same period circulate 568,085,740 copies, divided into 313,590,456 weekly, and 154,494,284 monthly, appealing to various groups of our population. The magazine distribution throughout the year is five per cent of the newspaper's total.

In the big game hunt for sales and profits, who are going to get the trophies—the marksmen with 100 rifles, or the fancy trapshooters with five shots





# Again First! in Ohio

## 21,242,341 Lines Paid Advertising in 1923

In recording a gain of 1,659,798 lines (5532 columns) over its own former high mark of 1922, The Dispatch, again in 1923, stood first among all Ohio newspapers. The next largest newspaper published 2,030,533 lines less than The Dispatch.

### Compare These Dispatch Figures with Other Columbus Newspapers Combined

	Local Display	National	Classified
Dispatch .....	14,139,349 Lines	2,613,701 Lines	4,417,076 Lines
Others Combined .....	12,061,735 Lines	2,062,415 Lines	3,418,717 Lines
Dispatch Over Others Com- bined .....	2,077,614 Lines	551,286 Lines	998,359 Lines

### The Dispatch Total Advertising Exceeded Other Columbus Papers Combined by 3,434,859 Lines

(LEGAL ADVERTISING INCLUDED IN ABOVE FIGURES)

*The large and constantly growing volume of advertising coming to The Columbus Dispatch is due to this fact:*

It is the first Columbus newspaper in circulation by many thousands. For the six months ending October 1st, 1923, (the last government sworn statement) showed that The Columbus Dispatch had

### A Daily Average Circulation of 87,561

# The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

*Dispatch*













ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUP

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

Copyright, 1924

MARKETS

Table showing circulation data for various publishers: Cosmopolitan, American Review of Reviews, American, Harper's, McClure's, World's Work, Metro-politan, Scribner's, American Boy, Atlantic Monthly, Red Book, Century. Includes total net paid and detailed distribution for March 1923 to April 1923.

Population 1920

Table for WESTERN STATES showing circulation data for 10 states: California, Washington, Colorado, Oregon, Montana, Utah, Idaho, Arizona, Wyoming, Nevada. Includes total circulation for the region.

SOUTHERN STATES.

Table for SOUTHERN STATES showing circulation data for 10 states: Georgia, North Carolina, Kentucky, Tennessee, Alabama, Virginia, Mississippi, Louisiana, South Carolina, Florida. Includes total circulation for the region.

CENTRAL STATES.

Table for CENTRAL STATES showing circulation data for 6 states: Illinois, Ohio, Michigan, Indiana, Wisconsin, Iowa. Includes total circulation for the region.

NORTHWESTERN STATES.

Table for NORTHWESTERN STATES showing circulation data for 6 states: Missouri, Minnesota, Kansas, Nebraska, North Dakota, South Dakota. Includes total circulation for the region.

SOUTHWESTERN STATES.

Table for SOUTHWESTERN STATES showing circulation data for 4 states: Texas, Oklahoma, Arkansas, New Mexico. Includes total circulation for the region.

MIDDLE ATLANTIC STATES.

Table for MIDDLE ATLANTIC STATES showing circulation data for 5 states: Pennsylvania, West Virginia, Maryland, Dist. of Columbia, Delaware. Includes total circulation for the region.

NEW YORK-NEW JERSEY.

Table for NEW YORK-NEW JERSEY showing circulation data for New York and New Jersey. Includes total circulation for the region.

NEW ENGLAND STATES.

Table for NEW ENGLAND STATES showing circulation data for 6 states: Massachusetts, Connecticut, Maine, Rhode Island, New Hampshire, Vermont. Includes total circulation for the region.

MISCELLANEOUS.

Table for MISCELLANEOUS showing circulation data for Newsdealers, Unclassified, Canada, Alaska & U. S. Pos., Foreign, and Other items. Includes total circulation for these categories.

MARKET GROUPS.

Table for MARKET GROUPS showing circulation data for Western, Southern, Central, Northwestern, Middle Atlantic, N. Y.-N. J., New England, and Miscellaneous groups. Includes Grand Total and Page rate information.

Table for Page rate and Rate per agate line, showing rates for various categories and a decrease.



AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

Bureau of Advertising, American Newspaper Publishers Association.

THE EDITOR & PUBLISHER COMPANY

MARKETS

Summary table showing Total net paid, Total net paid including bulk, Total distribution, and Detailed distribution for various magazines like Blue Book, Hearst's, Everybody's, Saint Nicholas, Boy's Magazine, Photoplay, Motion Picture, Munsey's, Current Opinion, General Magazines, and General Magazines.

Population 1920 June, 1923 Mar., 1923 Mar., 1923 Apr., 1923 June, 1923 June, 1923 May, 1923 June, 1923 April, 1923

WESTERN STATES table with columns for state, population, and advertising rates for various magazines.

SOUTHERN STATES table with columns for state, population, and advertising rates for various magazines.

CENTRAL STATES table with columns for state, population, and advertising rates for various magazines.

NORTHWESTERN STATES table with columns for state, population, and advertising rates for various magazines.

SOUTHWESTERN STATES table with columns for state, population, and advertising rates for various magazines.

MIDDLE ATLANTIC STATES table with columns for state, population, and advertising rates for various magazines.

NEW YORK-NEW JERSEY table with columns for state, population, and advertising rates for various magazines.

NEW ENGLAND table with columns for state, population, and advertising rates for various magazines.

MISCELLANEOUS table with columns for category, population, and advertising rates for various magazines.

MARKET GROUPS table with columns for group, population, and advertising rates for various magazines.

Summary table showing Rate per square inch, Rate per square line, and a decrease.





1916

Table with 13 columns (Jan-Dec) and 48 rows (cities and totals) for the year 1916. Includes cities like Atlanta, Baltimore, Birmingham, etc.

1915

Table with 13 columns (Jan-Dec) and 48 rows (cities and totals) for the year 1915. Includes cities like Atlanta, Baltimore, Birmingham, etc.

1914

Table with 13 columns (Jan-Dec) and 48 rows (cities and totals) for the year 1914. Includes cities like Atlanta, Baltimore, Birmingham, etc.

PULITZER PRIZE AWARDS

For the second year in succession a campaign against the Ku Klux Klan won for a newspaper the Pulitzer prize for disinterested and meritorious public service. This award, which last year went to the New York World, was this week bestowed upon the Memphis Commercial Appeal.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, \$500—awarded to William Allen White for an editorial entitled, "To An Anxious Friend," in the Emporia (Kan.) Gazette, July 27, 1922.

By Burton J. Kendrick. For the best volume of verse published during the year by an American author, \$1,000—awarded Edna St. Vincent Millay: "The Ballad of the Harp-Weaver," "A Few Pigs from Thistles," "Eight Sonnets in American poetry, 1922," A Miscellany.

NEW YORK CORRESPONDENTS—OUT-OF-TOWN NEWSPAPERS

- List of newspaper correspondents and their locations: Boston Globe—A. M. Kemp, 1106 World Building; Buenos Aires La Nacion—W. W. Davies, Chambers street; Cincinnati Times Star—J. M. Allison, East Martindale; Chicago Tribune—Perley H. Boone, Times Annex Building; Chicago Daily News—George C. Briggs, Park Row Building; Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building; Detroit News—L. L. Stevenson, 403 Park Row Building; Milwaukee Sentinel—H. W. Gezlow, Times Annex Building; Milwaukee Journal—Philip Stitt, 1107 World Building; St. Louis Globe-Democrat—L. G. Kaufman, Times Annex Building; St. Louis Post Dispatch—E. L. Mocker, 507 York World editorial rooms; Washington Post—Timothy Sullivan, Herald Building.

MILWAUKEE—FIRST CITY IN DIVERSITY OF INDUSTRY

# GOOD Business—

## Paid Advertising—1923



### Total Advertising

THE JOURNAL  
18,354,313 Lines

The 2nd Paper  
7,576,598 Lines.

The 3rd Paper  
6,655,019 Lines.

The Journal published 56% of the total paid advertising published in the three lines over its own record for 1922!

Milwaukee papers in 1923, thereby gaining 2,087,343 lines over its own record for 1922!



### Local Advertising

THE JOURNAL  
11,257,062 Lines.

The 2nd Paper  
5,573,535 Lines.

The 3rd Paper  
4,152,765 Lines.

The Journal published 54% of the total local paid advertising published in the three Milwaukee papers in 1923, thereby gaining 1,187,410 lines over its own record for 1922!

Milwaukee papers in 1923, thereby gaining 1,187,410 lines over its own record for 1922!



### National Advertising

THE JOURNAL  
3,192,223 Lines.

The 2nd Paper  
1,260,232 Lines.

The 3rd Paper  
1,622,862 Lines.

The Journal published 53% of the total national paid advertising published in the three Milwaukee papers in 1923, thereby gaining 140,338 lines over its own record for 1922!

Milwaukee papers in 1923, thereby gaining 140,338 lines over its own record for 1922!



### Classified Advertising

THE JOURNAL  
3,905,028 Lines.

The 2nd Paper  
742,831 Lines

The 3rd Paper  
879,392 Lines.

The Journal published 71% of the total classified paid advertising published by the three Milwaukee papers in 1923, thereby gaining 759,595 lines over its own record for 1922!

Milwaukee papers in 1923, thereby gaining 759,595 lines over its own record for 1922!

### Latest Available Authentic Circulation Figures of the Three Milwaukee Papers

THE JOURNAL .....	122,937
The Second Paper .....	78,416
The Third Paper .....	61,571

A DETAILED record of the most extraordinary year in the history of The Milwaukee Journal is shown in the column of figures at the left. All previous high records in every division of the business have been broken.

☐ The total advertising volume of 18,354,000 lines shows an increase of more than 2,000,000 lines over 1922, the previous record year.

☐ Local and national advertisers have used over 4,100,000 lines—almost 30%—MORE space in The Journal than in the other TWO Milwaukee newspapers COMBINED.

☐ This margin of leadership, evidenced year after year, has been increased by over a half million lines within the last year.

☐ The great gain and the wider margin of leadership were achieved not only in total advertising but also in each of the divisions—local, national and classified.

☐ All records for the largest volume of advertising printed on a single week day, on a single Sunday, in a single week and in a single month were broken in 1923.

☐ Equally substantial increases have been made in circulation—both in volume and leadership—over the other two Milwaukee newspapers.

☐ Furthermore, this is true not only of total circulation but of every division—city total, city home-delivered, city and suburban total and total home-delivered.

☐ In each of the above mentioned divisions of circulation The Journal has about twice as much circulation as either of the other two Milwaukee newspapers.

☐ The latest available authentic circulation figures are printed at the bottom of the column at the left. The Journal is read in four out of five homes in Milwaukee where any newspaper is purchased. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

WITHOUT exception all the principal industries in Milwaukee have made record-breaking increases in production and in volume of business during 1923. Many have doubled the increases experienced in 1922.

☐ A summary of industrial and wholesale business for the year shows an increase of 21%—over \$167,000,000. The total is now practically a billion dollars.

☐ A representative down-town department store reports an increase of over 18% in sales.

☐ Total bank clearings approaching two billion dollars, show an increase of 20%—more than three hundred million dollars.

☐ The building trades industry has increased almost 50%.

☐ Wages have increased more than 30%.

☐ Assessed property valuation has climbed fifty million dollars bringing the total close to three-quarters of a billion dollars.

☐ In the past six years Milwaukee industries have more than doubled the value and volume of their production.

*Milwaukee is the merchandising center for three millions of the most consistently prosperous people in the world. Are you planning to get your full share of their business for 1924?*

**The Milwaukee JOURNAL**  
FIRST—by Merit

WISCONSIN—FIRST STATE IN VALUE OF DAIRY PRODUCTS

# The Ault & Wiborg Company

Modern methods of manufacturing ink is the basic reason for the superiority of The Ault & Wiborg Company products.

Constant experiment—the employment of experts and unlimited facilities for research work, have had the one natural result—standardized colors of high quality.

Having set the standard of American inks it is quite natural that the demand should be world-wide.

Our distributing stations, located in the heart of all important publishing centers, guarantee prompt delivery.

## American Branches of The Ault & Wiborg Co.

CINCINNATI	DETROIT
NEW YORK	BUFFALO
BOSTON	ATLANTA
BALTIMORE	ST. LOUIS
PHILADELPHIA	MILWAUKEE
RICHMOND	MINNEAPOLIS
CHICAGO	SAN FRANCISCO
CLEVELAND	LOS ANGELES
HOUSTON	

# Gritless News Ink Web Press Colors Intaglio Inks

## GRITLESS NEWS INK

tested and proven, predominates the newspaper field.

## STANDARD WEB PRESS COLORS

developed to the highest plane, for comic supplements and magazine sections.

## OUR INTAGLIO INKS

first made in America, have set that high standard for American Intaglio Printing.



Key to Color Plate

# Fort Worth Star-Telegram Largest Circulation in the South

*(Without the use of contests or premiums)*

Over  
90,000 Daily

Over  
105,000 Sunday

Has more circulation in West Texas, one of the richest markets in the entire South, than any other three papers combined, covering over 800 towns with a population of nearly 2,000,000.

WRITE FOR DETAILED MARKET SURVEY

## Fort Worth Star-Telegram

*No contests, premiums or schemes—Just a newspaper*

AMON G. CARTER,  
President and Gen. Mgr.

A. L. SHUMAN,  
Vice President and Adv. Mgr.

Charter Member A. B. C.



# CITY, COUNTRY, SUBURBAN, BULK AND NET PAID AS SHOWN BY A. B. C. REPORTS

**A Complete List of Daily Newspaper Members of the Audit Bureau of Circulations With an Analysis of Each Paper's Circulation as Given on Page 1 of Its Report to the Bureau for the Six Months Ending October 1, 1923**

**C**IRCULATION growth which was noted for all daily and Sunday newspapers of the United States in the tabulation of circulations and advertising rates on another page of this issue is also very marked among the members of the Audit Bureau of Circulations, whose net paid totals, divided as to city, suburban, country and bulk distribution, appear on the pages which immediately follow. Membership in the A. B. C. also shows an increase among daily newspapers which will be gratifying to publishers and advertisers.

Although every large city newspaper, with fewer exceptions than can be counted on the fingers of one hand, is enrolled as a member of the A. B. C., the majority of the small-city and country dailies are still outside the ranks. The present total daily newspaper membership of the Bureau among United States English language dailies includes 249 morning papers, 571 evening papers, a total of 820 dailies, and 336 Sunday papers. Forty per cent of the dailies are therefore listed in the accompanying table, including 58 per cent of the morning papers, and 35 per cent of the evening papers. The Sunday newspaper roster shows 61 per cent as A. B. C. papers.

Morning paper circulation, as shown by publishers' statements to the Bureau for the six months ending October 1, 1923, totals 10,374,886 average net copies per day. This is 90 per cent of the total morning circulation listed in the general table.

Evening paper circulation, reported by publishers to the A. B. C. for the April-October period last year, totals 15,873,229 copies average net paid daily. This is 79

per cent of the total evening circulation listed.

Sunday circulation reported to the A. B. C. for the April-October period, totals 19,663,110 copies per issue. This is 91 per cent of the total Sunday circulated given in the complete tabulation for all U. S. newspapers.

This comparison suggests another of interest.

Taking the newspaper field as a whole, A. B. C. members and all others, the morning circulation represents 36 per cent of the total daily circulation.

Morning newspaper circulation audited by the Bureau, on the other hand, represents 39 per cent of the daily circulated within the A. B. C. ranks.

Evening paper circulation in the general field represents 64 per cent of the general daily total. In the A. B. C. tabulation, evening circulation is 61 per cent.

Comparing the October 1 totals with those of April 1, 1923, sizable gains are apparent in every column.

Morning circulations which now show a total for U. S. English language papers of 10,374,886 copies per day, six months ago had 9,786,905 copies. This is a gain of 6 per cent, the same ratio of gain that the complete total exhibits.

Evening circulation, now totaling 15,873,229 copies per day for U. S. English language papers, six months ago totaled 15,510,696 copies. Their gain is 362,533 copies, or about 2.5 per cent, which is lower than the gain for the whole field by 3.5 per cent.

Sunday circulation in the A. B. C. U. S. English language classification now totals 19,663,110 copies. The April 1 total was 18,919,276 copies per issue. The gain is 743,834 copies, or about 4 per

cent, which is less than half of the rate of gain for the entire field.

Going into detail as to where the circulation goes, it is found that morning papers now report 5,735,837 copies of city circulation, against 5,321,306 six months ago. The gain is 414,531 copies average per issue, or about 8 per cent.

Morning newspaper suburban circulation now totals 2,172,604 copies per issue, against 1,966,800 six months ago. The gain is 10 per cent, or 205,804 copies per issue.

The combined morning paper city and suburban—or local trading area—circulation is 7,908,441 copies as of October 1, compared with 7,288,106 six months ago. The gain is 620,335 copies per issue, or 8.5 per cent.

Country circulation of morning papers as of October 1 was 2,449,687, compared with the April 1 total of 2,452,708 copies. The trifling loss of 3,021 copies per issue is probably due to a technical cause, such as the temporary suspension from the Bureau, or discontinuance of, one or two large city dailies, whose totals are not available for the present tabulation. It may also be due, however, to the trend of country population toward the urban and suburban areas that publishers as well as farmers and economists are beginning to feel.

Net paid circulation, city, suburban and country, but not including bulk sale, now totals 10,358,128 copies per issue. Of this total, the portion circulated in the immediate trading area is almost 79 per cent. Six months ago this net paid total was 9,771,816 copies. As stated before, the gain is about 6 per cent.

Bulk sales of morning papers increased from 15,089 copies six months ago to

16,758, an increase of 11 per cent, most of which is represented in the totals of a few business papers.

Evening newspaper city circulation now totals 10,650,442, against 10,478,341 on April 1, 1923. The gain is 172,101 copies, or 1.7 per cent.

Evening newspaper suburban circulation now totals 2,925,740 copies, against 2,743,961 copies six months ago. The gain is 181,779 copies, or 6 per cent.

Evening newspaper trading area circulation—city and suburban—now totals 13,576,182 copies per issue, against 13,222,302 copies six months ago. The gain is almost 3 per cent.

Evening newspaper country circulation now totals 2,185,324 copies per issue, against 2,173,702 copies six months ago. The gain is 11,622 copies per issue, which is almost as negligible as a gain as was the 3,021 loss checked against the morning papers.

Evening newspaper bulk circulation is now 35,554 copies per issue, against 25,561 copies six months ago. This is a gain of almost 10,000, or about 40 per cent, but like the morning total under this heading, is covered in less than five newspapers which have either a class or a business appeal. The newspapers of general appeal, if anything, are reducing this classification of their circulation.

City and suburban circulation of evening newspapers constitutes 85 per cent of their total net paid distribution. Country and bulk circulation make up the remaining 15 per cent.

Sunday newspapers now circulate in city homes and through city dealers 9,516,513 copies of each issue, against 9,540,221 six months ago. The loss of

### Average Net Paid and Total Circulation of All A. B. C. Newspapers as of October 1, 1923

Distribution	279 Morning	603 Evening	906 Total M & E	346 Sunday
City Circulation	6,264,519	11,588,632	17,853,251	9,988,736
Suburban	2,314,039	3,108,785	5,422,814	3,692,988
Country	2,773,889	2,494,319	5,278,208	6,712,658
Bulk	17,392	36,937	54,339	30,727
<b>Total Net Paid</b>	<b>11,369,839</b>	<b>17,304,842</b>	<b>27,774,681</b>	<b>20,424,209</b>

### Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	249 Morning	571 Evening	820 Total M & E	336 Sunday
City Circulation	5,735,837	10,650,442	16,286,279	9,516,513
Suburban	2,172,604	2,925,740	5,098,344	3,601,532
Country	2,449,687	2,185,324	4,635,011	6,524,902
Bulk	16,758	35,554	52,312	30,163
<b>Total Net Paid</b>	<b>10,374,886</b>	<b>15,873,229</b>	<b>26,248,115</b>	<b>19,663,110</b>

### Circulations of Canadian A. B. C. Dailies

Distribution	23 Morning	52 Evening	75 Total M & E	3 Sunday
City Circulation	229,751	724,191	1,053,942	122,454
Suburban	97,613	157,984	255,597	36,850
Country	194,571	237,614	432,185	40,530
Bulk	399	1,357	1,756	50
<b>Total Net Paid</b>	<b>522,334</b>	<b>1,121,146</b>	<b>1,343,480</b>	<b>199,884</b>

### Circulations of Foreign Language A. B. C. Dailies

Distribution	7 Morning	5 Evening	12 Total M & E	7 Sunday
City Circulation	298,931	213,999	512,930	349,769
Suburban	43,822	25,061	68,883	54,606
Country	129,631	71,381	201,012	147,226
Bulk	235	26	261	64
<b>Total Net Paid</b>	<b>472,619</b>	<b>310,467</b>	<b>783,086</b>	<b>551,665</b>

### Average Net Paid and Total Circulation of All A. B. C. Newspapers as of April, 1923

Distribution	266 Morning	608 Evening	874 Total M & E	312 Sunday
City Circulation	5,674,375	11,413,903	17,088,278	10,091,691
Suburban	2,077,363	2,900,828	4,978,191	3,398,856
Country	2,713,027	2,461,507	5,174,534	6,271,657
Bulk	15,368	26,820	42,388	18,070
<b>Total Net Paid</b>	<b>10,511,333</b>	<b>16,892,278</b>	<b>27,403,613</b>	<b>19,780,224</b>

### Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	239 Morning	552 Evening	791 Total M & E	312 Sunday
City Circulation	5,321,306	10,478,341	15,799,647	9,540,221
Suburban	1,966,800	2,743,961	4,710,761	3,315,758
Country	2,452,708	2,173,702	4,626,410	6,045,673
Bulk	15,089	25,561	40,650	17,664
<b>Total Net Paid</b>	<b>9,786,905</b>	<b>15,510,696</b>	<b>25,297,601</b>	<b>18,919,276</b>

### Circulations of Canadian A. B. C. Dailies

Distribution	22 Morning	51 Evening	73 Total M & E	4 Sunday
City Circulation	183,657	713,638	897,295	170,312
Suburban	87,963	138,640	226,603	43,893
Country	180,788	218,367	399,155	55,440
Bulk	475	1,257	1,732	94
<b>Total Net Paid</b>	<b>452,883</b>	<b>1,071,991</b>	<b>1,524,785</b>	<b>269,759</b>

### Circulations of Foreign Language A. B. C. Dailies

Distribution	5 Morning	5 Evening	10 Total M & E	8 Sunday
City Circulation	169,412	221,924	391,336	381,158
Suburban	22,600	18,227	40,827	39,205
Country	79,531	69,438	148,969	170,534
Bulk	4	2	6	312
<b>Total Net Paid</b>	<b>271,547</b>	<b>309,591</b>	<b>581,138</b>	<b>591,209</b>

23,708 copies is about two-tenths of one per cent.

Suburban circulation of Sunday newspapers, however, now totals 3,601,532 copies, against 3,315,758 six months ago. The gain is 285,775 copies, or 8.9 per cent. Possibly Sunday newspaper readers are buying suburban homes.

Local trading area circulation of Sunday newspapers now totals 13,118,045 copies per issue, against 12,855,979 six months ago. The gain is 262,066 copies per issue, or about 2 per cent.

Country circulation of Sunday newspapers now totals 6,524,902 copies per issue, against 6,045,673 copies as of April 1. The gain is 479,229 copies, or 7.9 per cent.

These figures make apparent the work of newspaper circulation managers during

the past two years to cultivate intensively the local trading area for daily circulation and to take advantage of the extra time permitted to increase the distribution of their Sunday issues in districts farther afield, as well as nearer home. Morning and evening newspapers are now more completely covering their local market areas than they ever have in the past. They have kept pace with population growth and more, for they are continually creating new newspaper readers and losing none, in the mass, except through the natural processes of human existence.

The Audit Bureau of Circulations reports for the six months in the middle of 1923 show, if they show anything, that the American people is determined to hold its jocular title as "a nation of newspaper readers."

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
<b>District of Columbia—</b>								
Morning	2	88,191	6,516	94,707	12,461	107,168	30	107,198
Evening	3	172,327	11,751	184,078	9,994	194,072	854	194,926
Total	5	260,518	18,267	278,785	22,455	301,240	884	302,124
Sunday	3	174,112	23,643	197,755	90,956	288,711	1,157	289,868
<b>Florida—</b>								
Morning	6	44,330	18,060	62,390	18,802	81,192	844	82,036
Evening	5	34,037	10,459	44,496	6,004	50,500	275	50,775
Total	11	78,367	28,519	106,886	24,806	131,692	1,119	132,811
Sunday	7	56,491	24,955	81,446	24,234	105,680	1,480	107,160
<b>Georgia—</b>								
Morning	5	62,992	35,015	98,007	27,079	125,086	228	125,314
Evening	8	102,452	48,918	151,370	35,749	187,119	...	187,119
Total	13	165,444	83,933	249,377	62,828	312,205	228	312,433
Sunday	12	161,095	88,464	249,559	170,259	419,818	243	420,061
<b>Idaho—</b>								
Morning	2	5,275	6,993	12,268	4,014	16,282	88	16,370
Evening	1	1,154	1,376	2,530	191	2,721	16	2,737
Total	3	6,429	8,369	14,798	4,205	19,003	104	19,107
Sunday	2	5,642	6,632	12,274	4,589	16,863	82	16,945
<b>Illinois—</b>								
Morning	11	591,905	161,251	753,156	253,497	1,006,653	437	1,007,090
Evening	47	873,025	199,723	1,072,748	108,606	1,181,354	6,273	1,187,627
Total	58	1,464,930	360,974	1,825,904	362,103	2,188,007	6,710	2,194,717
Sunday	17	877,020	266,150	1,143,170	879,986	2,023,156	453	2,023,609
<b>Indiana—</b>								
Morning	14	111,507	114,083	225,590	43,327	268,917	279	269,196
Evening	25	274,044	108,311	382,355	42,245	424,600	314	424,914
Total	39	385,551	222,394	607,945	85,572	693,517	593	694,110
Sunday	15	189,847	108,270	298,117	46,470	345,587	221	345,808
<b>Iowa—</b>								
Morning	5	27,367	52,501	79,868	57,504	137,372	163	137,535
Evening	27	205,491	171,076	376,567	80,024	456,591	607	457,198
Total	32	232,858	223,577	456,435	137,528	593,963	770	594,733
Sunday	10	109,789	96,111	205,900	92,876	298,776	461	299,237
<b>Kansas—</b>								
Morning	3	35,447	36,070	71,517	31,408	102,925	107	103,032
Evening	13	78,447	43,424	121,871	25,470	147,341	227	147,568
Total	16	113,894	79,494	193,388	56,878	250,266	334	250,600
Sunday	7	82,551	63,247	145,798	48,087	193,885	815	194,700
<b>Kentucky—</b>								
Morning	6	58,093	24,854	82,947	47,963	130,910	594	131,504
Evening	6	89,702	20,753	110,455	27,353	137,808	222	138,030
Total	12	147,795	45,607	193,402	75,316	268,718	816	269,534
Sunday	9	108,974	108,759	217,733	52,886	270,619	569	271,188
<b>Louisiana—</b>								
Morning	2	59,194	2,734	61,928	47,825	109,753	26	109,779
Evening	3	85,679	2,236	87,915	37,766	125,671	23	125,694
Total	5	144,873	4,970	149,843	85,591	235,424	49	235,473
Sunday	4	169,324	3,737	173,061	146,092	319,153	221	319,374
<b>Maine—</b>								
Morning	3	20,225	23,706	43,931	14,949	58,880	524	59,404
Evening	2	22,611	11,629	34,240	8,238	42,478	128	42,606
Total	5	42,836	35,335	78,171	23,187	101,358	652	102,010
Sunday	1	14,731	7,169	21,900	6,683	28,583	151	28,734
<b>Maryland—</b>								
Morning	4	136,182	20,307	156,489	39,693	196,182	1,356	197,538
Evening	4	203,407	13,996	217,403	14,886	232,289	147	232,436
Total	8	339,589	34,303	373,892	54,579	428,471	1,503	429,974
Sunday	2	196,955	17,420	214,375	47,676	262,051	53	262,104
<b>Massachusetts—</b>								
Morning	8	425,730	127,396	553,126	181,549	734,675	248	734,923
Evening	28	608,961	168,729	777,690	117,706	895,396	10,284	885,112
Total	36	1,034,691	296,125	1,330,816	299,255	1,630,071	10,532	1,640,605
Sunday	9	570,825	268,060	838,885	599,076	1,437,961	443	1,438,404
<b>Michigan—</b>								
Morning	4	125,883	36,668	162,551	50,754	213,305	424	213,729
Evening	19	549,206	167,363	716,569	72,227	788,796	610	789,406
Total	23	675,089	204,031	879,120	122,981	1,002,101	1,034	1,003,135
Sunday	12	464,128	139,625	603,753	199,132	802,885	151	803,036
<b>Minnesota—</b>								
Morning	3	97,015	15,844	112,859	45,364	158,223	487	158,710
Evening	9	245,487	32,912	278,399	169,647	448,046	3,996	452,042
Total	12	342,502	48,756	391,258	215,011	606,269	4,483	610,752
Sunday	5	237,585	27,383	264,968	246,449	511,417	452	511,869
<b>Mississippi—</b>								
Morning	3	11,166	7,343	18,509	3,468	21,977	7	21,984
Evening	3	11,166	7,343	18,509	3,468	21,977	7	21,984
Total	6	22,332	14,686	37,018	6,936	43,954	14	43,968
Sunday	2	7,877	7,313	15,190	2,757	17,947	39	17,986
<b>Missouri—</b>								
Morning	6	338,052	80,737	418,789	226,925	645,714	368	646,082
Evening	14	530,901	86,104	617,005	215,483	832,488	687	833,175
Total	20	868,953	166,841	1,035,794	442,408	1,478,202	1,055	1,479,257
Sunday	8	553,211	107,189	660,400	548,152	1,208,552	976	1,209,528
<b>Montana—</b>								
Morning	5	23,985	10,778	34,763	11,966	46,729	105	46,834
Evening	5	18,270	2,312	20,582	3,662	24,244	105	24,349
Total	10	42,255	13,090	55,345	15,628	70,973	210	71,183
Sunday	5	35,369	14,228	49,597	20,246	69,843	734	70,577
<b>Nebraska—</b>								
Morning	3	24,261	19,568	43,829	73,811	117,640	47	117,687
Evening	9	123,822	33,885	157,707	78,537	236,244	456	236,700
Total	12	148,083	53,453	201,536	152,348	353,884	503	354,387
Sunday	5	123,813	38,452	162,265	142,688	304,953	156	305,109
<b>Nevada—</b>								
Morning	1	2,887	942	3,829	1,943	5,772	3	5,775
Evening	1	2,887	942	3,829	1,943	5,772	3	5,775
Total	2	5,774	1,884	7,658	3,886	11,544	6	11,550
Sunday	1	2,887	942	3,829	1,943	5,772	3	5,775
<b>New Hampshire—</b>								
Morning	1	1,969	4,610	6,579	8,910	15,489	...	15,489
Evening	2	15,425	1,651	17,076	884	17,960	6	17,966
Total	3	17,394	6,261	23,655	9,794	33,449	6	33,455
Sunday	1	1,969	4,610	6,579	8,910	15,489	...	15,489
<b>New Jersey—</b>								
Morning	2	24,919	4,978	29,897	1,162	31,059	532	31,591
Evening	19	393,811	52,165	445,976	25,118	471,094	715	471,809
Total	21	418,730	57,143	475,873	26,280	502,153	1,247	503,400
Sunday	4	97,868	10,343	108,211	9,072	117,283	19	117,302
<b>New Mexico—</b>								
Morning	1	3,690	1,190	4,880	1,698	6,578	10	6,588
Evening	1	2,695	682	3,377	540	3,917	...	3,917
Total	2	6,385	1,872	8,257	2,238	10,495	10	10,505
Sunday	2	7,000	2,165	9,165	2,410	11,575	89	11,664

**Average Net Paid and Total Circulations of All A. B. C. Newspapers as of April 1, 1922**

Distribution	260 Morning	603 Evening	863 Total M. & E.	314 Sunday
City Circulation..	5,372,373	11,104,258	16,476,631	9,479,817
Suburban .....	1,917,839	2,808,804	4,726,643	3,110,777
Country .....	2,549,398	2,478,874	5,028,272	6,052,701
Bulk .....	11,723	25,117	36,840	16,415
<b>Total Net Paid....</b>	<b>9,851,333</b>	<b>16,417,053</b>	<b>26,268,386</b>	<b>18,659,710</b>

**Circulations of All U. S. English-Language A. B. C. Dailies**

Distribution	233 Morning	540 Evening	773 Total M. & E.	299 Sunday
City Circulation..	5,095,594	10,139,831	15,235,425	8,952,206
Suburban .....	1,804,135	2,640,702	4,444,837	3,031,960
Country .....	2,308,680	2,148,508	4,457,188	5,838,130
Bulk .....	11,022	23,882	34,904	16,241
<b>Total Net Paid....</b>	<b>9,274,701</b>	<b>14,993,568</b>	<b>24,268,269</b>	<b>17,838,537</b>

**Circulations of Canadian A. B. C. Dailies**

Distribution	22 Morning	55 Evening	77 Total M. & E.	6 Sunday
City Circulation..	186,174	700,213	886,387	165,153
Suburban .....	92,892	151,168	244,060	

A. B. C. CANADIAN SUMMARY—MORNING, EVENING, SUNDAY—BY PROVINCES

Main table containing newspaper circulation data for various provinces including New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan, and Total.

TOTALS OF U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Summary table for U.S. English Language Dailies showing Morning, Evening, Total, and Sunday circulation figures.

A. B. C. FOREIGN LANGUAGE SUMMARY—U. S.

Summary table for Foreign Language Summary showing Morning, Evening, Total, and Sunday circulation figures.

TOTALS OF CANADIAN DAILIES IN A. B. C.

Summary table for Canadian Dailies showing Morning, Evening, Total, and Sunday circulation figures.

TOTALS OF ALL A. B. C. DAILIES

Summary table for All A. B. C. Dailies showing Morning, Evening, Total, and Sunday circulation figures.

FOREIGN LANGUAGE A. B. C. DAILIES—BY STATES

Table showing foreign language circulation data by state, including Illinois, New York, Rhode Island, and New Hampshire.

Explanation of Key Letters: (B)—Morning except Sunday. (D)—Morning except Sunday and Monday. (E)—Morning and evening week days. (F)—Morning and evening week days and Sunday morning. (G)—Morning except Monday and evening except Sunday. (H)—Morning except Monday and evening except Saturday and Sunday. (I)—Morning except Sunday and Monday and evening except Sunday. (M)—Sunday exclusively. (Q)—Every evening. (S)—Evening except Sunday and Sunday morning. (T)—Evening except Saturday and Sunday. (U)—Evening except Saturday and Sunday and Sunday morning. (Y)—Saturday exclusively. Roman type indicates morning papers; italic type, evening papers.

A. B. C. Reports Classified by States and Cities Follow Pages 92-109 Inclusive

CITY, SUBURBAN, COUNTRY, BULK AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

ALABAMA

Table for Alabama with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Birmingham, Gadsden, Huntsville, Mobile, Montgomery.

ARIZONA

Table for Arizona with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Phoenix, Tucson.

ARKANSAS

Table for Arkansas with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Fort Smith, Little Rock.

CALIFORNIA

Large table for California with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Bakersfield, Chico, Fresno, Los Angeles, Modesto, Oakland, Pasadena, San Bernardino, San Diego, San Francisco, Santa Ana, Santa Barbara, Santa Monica, Vallejo, Visalia.

CONNECTICUT

Table for Connecticut with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Ansonia, Bridgeport, Hartford, Meriden, New Britain, New Haven, New London, Stamford, Waterbury.

DELAWARE

Table for Delaware with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Wilmington.

DISTRICT OF COLUMBIA

Table for District of Columbia with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Washington.

FLORIDA

Table for Florida with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Jacksonville, Miami, Orlando, Pensacola, Tampa, W. Palm Beach.

GEORGIA

Table for Georgia with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Athens, Atlanta, Augusta, Columbus, Macon, Rome, Savannah.

IDAHO

Table for Idaho with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Boise, Twin Falls.

ILLINOIS

Table for Illinois with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, Total Net Bulk. Includes entries for Alton, Aurora, Belleville, Bloomington, Cairo.

(Continued on page 94)

# 32,092,298

agate lines of paid advertising were carried by the Baltimore Sun—morning, evening and Sunday issues during 1923—

## A Gain of 3,075,862

agate lines over the advertising record of The Sunpapers for 1922.

*Everything in Baltimore Revolves Around*

# THE



# SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

*Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"*

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 92)

Table with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Net Inc. Bulk. Lists various cities and their newspaper circulation data.

Table with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Net Inc. Bulk. Includes entries for Vincennes and Iowa.

IOWA

Table listing newspaper circulation for various cities in Iowa, including Boone, Burlington, Cedar Rapids, Clinton, Council Bluffs, Davenport, Des Moines, Ft. Dodge, Ft. Madison, Iowa City, Keokuk, Marshalltown, Mason City, Muscatine, Newton, Ottumwa, Sioux City, Washington, Waterloo, and Winfield.

KANSAS

Table listing newspaper circulation for various cities in Kansas, including Atchison, Emporia, Hutchinson, Iola, Kansas City, Lawrence, Ottawa, Pittsburg, Salina, Topeka, and Wichita.

KENTUCKY

Table listing newspaper circulation for various cities in Kentucky, including Asbland, Henderson, Lexington, Louisville, Owensboro, and Paducah.

LOUISIANA

Table listing newspaper circulation for various cities in Louisiana, including New Orleans and Shreveport.

MAINE

Table listing newspaper circulation for various cities in Maine, including Augusta, Lewiston, and Portland.

(Continued on page 98)

CIRCULATION CHART

A sure way to the TOP  
in circulation-



C. B. Hollister

-and quick!

Papers We Have Served:

- LOS ANGELES TIMES  
(3 Campaigns)
- PHILADELPHIA INQUIRER  
(2 Campaigns)
- INDIANAPOLIS NEWS
- CLEVELAND PLAIN DEALER
- WASHINGTON POST  
(2 Campaigns)
- MEMPHIS
- COMMERCIAL-APPEAL
- ATLANTA JOURNAL
- SAN FRANCISCO CHRONICLE
- DALLAS NEWS
- NASHVILLE BANNER
- BALTIMORE AMERICAN
- LOUISVILLE
- COURIER-JOURNAL
- PORTLAND TELEGRAM
- BIRMINGHAM
- AGE-HERALD
- CHATTANOOGA TIMES
- HOUSTON POST
- SAN FRANCISCO BULLETIN
- SAN ANTONIO EXPRESS  
(2 Campaigns)
- THE KANSAS CITY JOURNAL POST  
Ending March 22, 1924

Time and again, Hollister circulation campaigns have solved vital problems on great newspapers—

- saved circulation leaderships from competition.
- swept growing papers into first place.
- halted downward plunges.
- stimulated sluggish progress.
- offset price adjustments.
- increased advertising rates.
- turned the corners to success.

Only swift and positive results will do in cases like these. There is no time for experimenting. That Hollister campaigns—backed with 20 years' experience—should repeatedly be called upon to meet such emergencies is a distinct tribute of confidence.

A gain of 10-, 20- or 40,000 new subscribers is obtainable in only 10 to 12 weeks with a Hollister campaign. And when the line moves up on the circulation chart, it stays up, because all subscriptions are paid in advance.

The Hollister organization is equipped, by experience and personnel, to deliver the most extraordinary circulation building service any newspaper can get.

**HOLLISTER'S**  
Circulation Organization  
300 Merritt Building  
Los Angeles, Cal.

**I**N 1923, according to complete official figures compiled of advertising space in Chicago newspapers again shown in The Chicago Daily News as the most effective advertisement in

*Total volume of advertising in  
from January 1 to December 31, 1923*

These figures were taken direct from the report of the Advertising Record Co.—they have not been specially charted or diagramed or pictured in substitution for the actual figures in order to present more

	1923 (Agate Lines)
The Daily News - - - -	20,090,688
The Daily Tribune - - - -	17,045,888
The American - - - -	10,544,644
The Daily Herald-Examiner -	6,264,555
The Post - - - - -	5,178,111
The Journal - - - - -	4,647,577
The Sunday Tribune - - - -	10,995,599
The Sunday Herald-Examiner	5,789,455

NOTE: The Advertising Record Co. is an independent auditing Chicago newspapers—its figures are accepted as official by publishers.

*From the above statement it is evident that*

**The Daily News published in 1923—**

**3,044,799 lines more than the next morning paper.**

**9,546,036 lines more than the next evening paper.**

**9,095,088 lines more than the next Sunday paper.**

Because The Daily News carries more advertising than any other daily newspaper in Chicago it is reasonably conclusive that it produces for its advertisers greater results than any other daily newspaper

**THE CHICAGO**

*First in Chicago*



compiled by the Advertising Record Co., the buyers showed, with increasing emphasis, their confidence in advertising medium for selling the Chicago market.

*in all Chicago newspapers  
December 31, 1923:*

favorably or unfavorably the relative positions of any particular newspapers. The figures "speak for themselves"—"the chips fall where they may." Here are the figures:

1922 (Agate Lines)	Gains (Agate Lines)
18,224,817	1,865,865
15,754,656	1,291,227
8,816,595	1,728,051
5,658,684	605,871
5,067,306	110,808
4,530,879	116,697
10,457,907	537,687
4,904,877	884,574

auditing bureau authorized and maintained by all the publishers and advertisers, both local and national.

**The Daily News gained in 1923 over 1922—**

**574,638 lines more than the next morning paper.**

**137,814 lines more than the next evening paper.**

**981,291 lines more than the next Sunday paper.**

**36,951 lines more than the next daily and Sunday paper.**

published in Chicago. This conclusion is substantiated by the constantly increasing volume of advertising which manufacturers, local merchants, advertising agencies and the general public place year after year in

**DAILY NEWS**

*Chicago*

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

MINNESOTA

(Continued from page 94)

MARYLAND

Table for Maryland with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Baltimore, Cumberland, Hagerstown.

MASSACHUSETTS

Table for Massachusetts with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Attleboro, Boston, Brockton, Fall River, Fitchburg, Gloucester, Haverhill, Lynn, New Bedford, Northampton, Salem, Springfield, Taunton, Worcester.

MICHIGAN

Table for Michigan with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Adrian, Alpena, Ann Arbor, Battle Creek, Bay City, Detroit, Flint, Grand Rapids, Hillsdale, Jackson, Lansing, Marquette, Muskegon, Pontiac, Saginaw, Three Rivers.

Table for Minnesota (continued) with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Duluth, Mankato, Minneapolis, St. Paul, South St. Paul, Winona.

MISSISSIPPI

Table for Mississippi with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Jackson, Meridian, Vicksburg.

MISSOURI

Table for Missouri with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Cape Girardeau, Columbia, Hannibal, Joplin, Kansas City, Maryville, St. Joseph, St. Louis, Springfield.

MONTANA

Table for Montana with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Anaconda, Billings, Butte, Great Falls, Helena, Missoula, Springfield.

NEBRASKA

Table for Nebraska with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Fremont, Grand Island, Hastings, Lincoln, Norfolk, Omaha, Weir.

NEVADA

Table for Nevada with columns: City, Paper, Key, Total City, Total Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk. Includes Reno.

(Continued on page 100)

*Three Hundred Exclusive Advertisers in*

# The New York Times

**I**N 1923 over three hundred high grade local and national advertisers made their announcements in The New York Times exclusively among New York morning newspapers.

In volume, importance, authenticity and accuracy of news, The New York Times is unsurpassed. Its cable tolls exceed those of any other newspaper in the world.

The New York Times is read by the largest group of intelligent, discriminating and responsive persons ever assembled. It enjoys, to an unusual degree, the confidence of its readers.

In 1923 The Times published 24,101,226 agate lines of advertising, an excess over the second New York newspaper of 6,730,388 lines and more than 3,000,000 lines over the combined volume in the two other New York newspapers popularly classed with The Times as to quality of circulation.

More than 800 national advertisers are represented in The New York Times, 200 using The Times exclusively among New York morning newspapers.

The Times is read in 8,000 cities, towns and communities throughout the United States. It is distributed in every state and in 87 foreign countries.

The average net paid circulation of The Times, daily and Sunday editions, is more than 350,000 copies.

# The New York Times

TIMES SQUARE

NEW YORK

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 98)

Table with columns: City, Paper, Key, Total City, Suburban, Total Country, Total Net Paid, Bulk Sale, Total Inc. Bulk, Total Local City-Suburban, Total Net Paid, Bulk Sale, Total Inc. Bulk. Sections include NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, and OHIO.

(Continued on page 102)



# 1924

## will be a big year for ST. LOUIS

*—and for manufacturers who take advantage  
of opportunities awaiting them in this market*

**T**HIS year St. Louis will spend the first millions of its \$87,-  
000,000 bond issue for civic improvements. An influx of  
artisans and workmen; purchases of materials; letting of  
contracts—every detail of this huge expenditure will augment  
the city's buying power and increase its demands for necessities  
and luxuries.

*St. Louis Is Offering More Alluring  
Opportunities to Manufacturers—Is a  
Greater Market—Than Ever Before!*

It remains for manufacturers who recognize the added benefits to  
be gained by cultivating this market during 1924, simply to fol-  
low the obvious methods employed by local merchants who have  
proved the wisdom of their policies—advertise to *all* St. Louis at  
*minimum* cost, by concentrating in the two principal evening  
newspapers.

One of them, of course—

# THE ST. LOUIS STAR

*"Nothing counts but  
RESULTS"*

National Advertising Representative  
**THE S. C. BECKWITH SPECIAL AGENCY**

New York

Chicago

Detroit

St. Louis

Kansas City

Atlanta

San Francisco

Los Angeles

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 100)

Table listing circulation data for cities including Lima, Lorain, Mt. Vernon, Mansfield, Marietta, Martins Ferry, Massillon, Middletown, Newark, Painesville, Portsmouth, Salem, Sandusky, Springfield, Tiffin, Toledo, Warren, Wooster, Youngstown, and Zanesville. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

OKLAHOMA

Table listing circulation data for Oklahoma cities including Bartlesville, McAlester, Muskogee, Oklahoma City, Okmulgee, and Tulsa. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

OREGON

Table listing circulation data for Oregon cities including Bend, Eugene, Pendleton, Portland, Salem, and The Dalles. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

PENNSYLVANIA

Table listing circulation data for Pennsylvania cities including Allentown, Altoona, Beaver, Chester, Connellsville, Doyleston, Erie, Greensburg, Harrisburg, Lancaster, Meadville, Mt. Carmel, New Castle, Norristown, Oil Clay, and Philadelphia. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

Table listing circulation data for cities including Pittsburgh, Pottstown, Pottsville, Reading, Scranton, Shamokin, Sharon, Titusville, Warren, Washington, Wilkes-Barre, and Williamsport. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

RHODE ISLAND

Table listing circulation data for Rhode Island cities including Pawtucket and Providence. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

SOUTH CAROLINA

Table listing circulation data for South Carolina cities including Charleston, Columbia, Greenville, and Spartanburg. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

SOUTH DAKOTA

Table listing circulation data for South Dakota cities including Aberdeen, Mitchell, Sioux Falls, and Watertown. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

TENNESSEE

Table listing circulation data for Tennessee cities including Chattanooga, Johnson City, Knoxville, and Memphis. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

TEXAS

Table listing circulation data for Texas cities including Amarillo, Austin, Beaumont, Dallas, and Denton. Columns include City, Paper, Key, Total City, Total Suburban, Total Country, Total Paid, Bulk Sale, Total Net Paid, and Total Bulk.

(Continued on page 104)

## Briggs Supremacy Recognized

Among the newspapers of America the supremacy of the Briggs special feature advertising service stands unquestioned. In 20 years we have gained prestige and reputation for dependability, square dealing and satisfaction as the result of having served a long list of important newspapers of United States, several in Canada and Europe.

## Briggs Weekly Business Review

—is a dependable and profitable feature service, rendered by us to publishers, through which we secure advertising heretofore considered "non-gettable." We convert "non-advertisers" into regular advertisers, and add more than 100,000 lines of local display to your paper every year. Many of our clients have been using our service continuously for ten, fifteen, to twenty years.

## International Department Now Operating

European newspapers that desire to avail themselves of the famous Briggs Weekly Business Review or our other features can now be served by the largest and most dependable organization of its kind in the world.

Inquiries are welcomed and will receive prompt and courteous attention. No obligations entailed whatever. We can serve you just as effectively in Canada or England as we can in United States.

Address all communications to:

**THOMAS W. BRIGGS CO.**  
*Home Office: Memphis, Tennessee, U. S. A.*

REFERENCES: DUN OR BRADSTREET COMMERCIAL AGENCIES, AND MORE THAN A HUNDRED LEADING DAILY NEWSPAPERS

1,814  
11,501  
13,713  
15,574  
25,513  
7,947  
7,068  
30,655  
39,537  
4,201  
5,861  
5,240  
4,888  
3,109  
3,863  
10,640  
5,542  
21,203  
17,353  
23,047  
18,166  
24,453  
35,129  
58,167  
61,307  
27,896  
22,576  
10,356  
4,592  
4,642  
13,437  
11,537  
7,360  
8,811  
16,043  
15,783  
23,236  
24,286  
16,359  
17,403  
10,220  
5,536  
7,136  
3,579  
6,837  
3,333  
8,442  
6,595  
24,384  
17,078  
18,019  
6,261  
25,483  
24,058  
24,145  
3,471  
3,514  
4,730  
5,058  
30,372  
25,519  
11,121  
25,204  
24,925  
100,956  
121,887  
58,373  
47,067  
36,546  
47,738  
47,782  
38,227  
22,344  
37,561  
60,571  
7,708  
9,644  
10,246  
13,342  
5,066  
5,606  
22,119  
31,719  
7,306  
27,793  
41,933  
61,057  
97,096  
1,304  
19,956  
30,041  
12,985  
17,800

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 102)

Table listing circulation data for various cities including Ft. Worth, Galveston, Houston, Port Arthur, San Antonio, Temple, Texarkana, Waco, Wichita Falls, Ogden, Salt Lake City, Barre, Burlington, Rutland, Bristol, Clifton Forge, Danville, Harrisonburg, Lynchburg, Newport News, Norfolk, Roanoke, Staunton, Winchester, Aberdeen, Everett, Seattle, Spokane, Tacoma, Walla Walla, Wenatchee, Yakima, Bluefield, Charleston, Clarksburg, Fairmont, and Huntington.

Table listing circulation data for Martinsburg, Parkersburg, Wheeling, and other cities in West Virginia.

WISCONSIN

Table listing circulation data for various cities in Wisconsin including Appleton, Beloit, Eau Claire, Fond du Lac, Green Bay, Kenosha, La Crosse, Madison, Milwaukee, Monroe, Oshkosh, Racine, Sheboygan, Superior, and Wausau.

WYOMING

Table listing circulation data for Casper, Cheyenne, and Sheridan in Wyoming.

CANADA

ALBERTA

Table listing circulation data for Edmonton, Calgary, Lethbridge, and Medicine Hat in Alberta.

BRITISH COLUMBIA

Table listing circulation data for Nelson, Prince Rupert, Vancouver, and Victoria in British Columbia.

MANITOBA

Table listing circulation data for Winnipeg in Manitoba.

NEW BRUNSWICK

Table listing circulation data for St. John in New Brunswick.

NOVA SCOTIA

Table listing circulation data for Halifax and Sydney in Nova Scotia.

ONTARIO

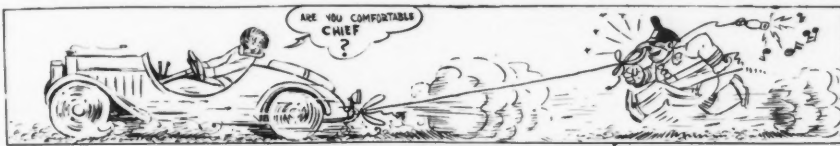
Table listing circulation data for Brantford, Brockville, Ft. William, Galt, Hamilton, Kingston, Kitchener, Lindsay, London, and other cities in Ontario.

(Continued on page 109)

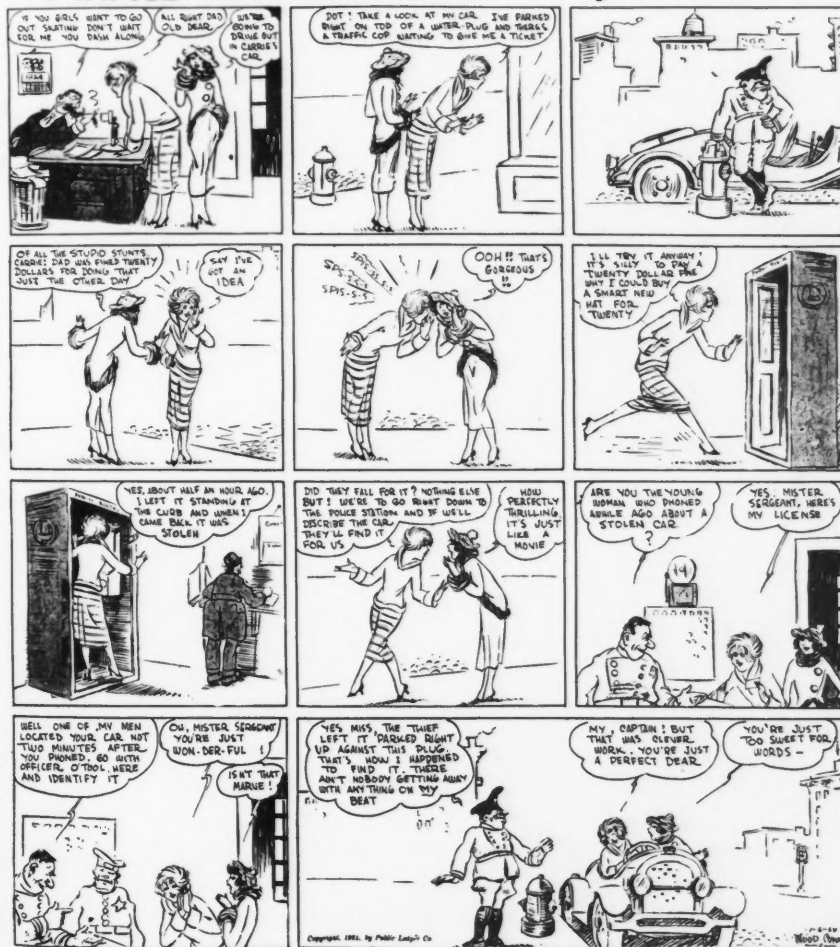


# The Whole Family Follows "CARRIE AND HER CAR" — Wood Cowan

Reduced Samples of Six-Column Daily Strip and Weekly Color Page are Shown Below



## CARRIE AND HER CAR By Wood Cowan



**T**HE Ledger Syndicate's extensive competition for a new comic has resulted in the selection of this up-to-the-minute feature, combining Masculine and Feminine, Juvenile and Adult Appeal, Outdoor Interest, Adventure, Romance, Action.

After the consideration of hundreds of samples submitted by established artists, it was selected as being nearest the perfect comic.

Wood Cowan, the producer, has contributed during the last few years to hundreds of newspapers. After receiving his education at the Chicago Art Institute, he served on the staffs of the Chicago Inter-Ocean, Louisville Post, New Orleans Item, Washington Times, George Matthew Adams Syndicate, and New York Evening World.

His previous comics have been "Vixion the Vamp," "The Inbad Family," "In Our Office," "Bone-Head Bowlers," "Such is Golf," "In the Spotlight of Sport," and "Auto Bugs and Buggies."

Being himself an "auto bug" and having previously developed successful automobile and "vamp" comics, he is ideally equipped for his new assignment.

For Terms and Samples  
Wire or Write

# LEDGER SYNDICATE

Independence Square  
Philadelphia, Pa.

Net Paid Inc. Bulk Total  
3,976  
4,964  
6,591  
7,486  
12,231  
13,700  
18,794  
11,020  
12,247

9,615  
8,765  
5,973  
3,372  
6,049

6,761  
6,647  
12,302  
10,788  
8,178

12,512  
11,920  
16,601  
19,202  
18,662  
118,626  
103,107  
44,235  
20,362  
64,597  
43,414  
70,865  
123,720  
2,648  
13,645  
9,288  
8,489  
10,504  
17,800  
6,777

9,724  
6,442  
6,464  
4,529  
4,651

Total Net Paid Inc. Inc.  
4,136  
5,159  
20,086  
25,858  
11,758  
22,968  
6,003  
1,842

3,786  
1,360  
61,045  
23,153  
37,972  
17,391  
20,824  
9,862  
12,105  
8,721

22,805  
44,589  
67,394  
36,232

14,651  
15,434

10,172  
8,838  
15,678  
15,061  
2,874  
1,291

9,808  
4,080  
5,492

5,406  
4,485  
32,215  
7,344  
7,202  
7,942  
2,365  
4,711  
5,303  
20,014  
15,550  
3,337  
18,887

# J. M. HUBER, Inc.

MANUFACTURERS

Carbon Black, Varnishes, Dry Colors

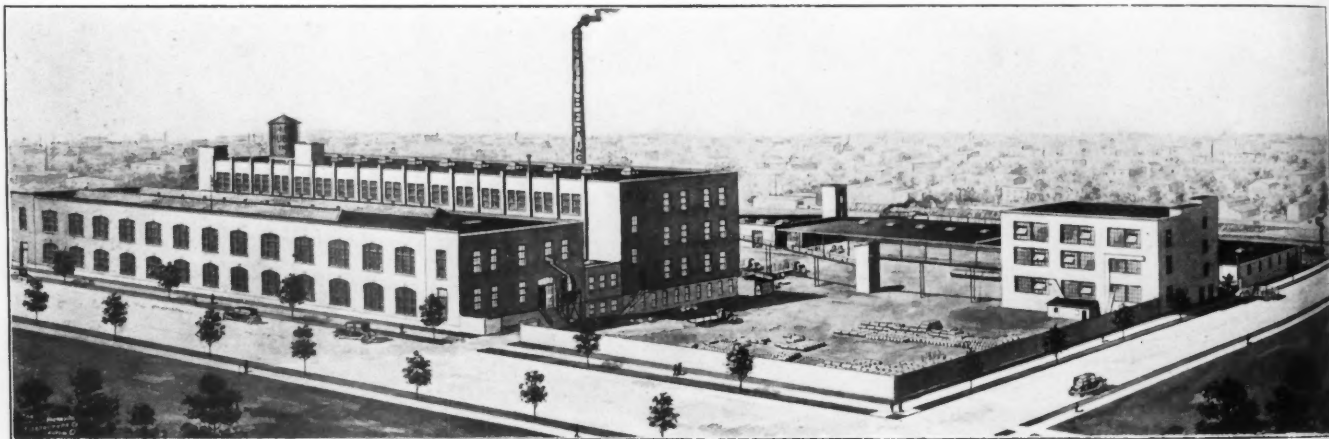
## PRINTING INKS

Main Office: 130 West 42nd St., New York City

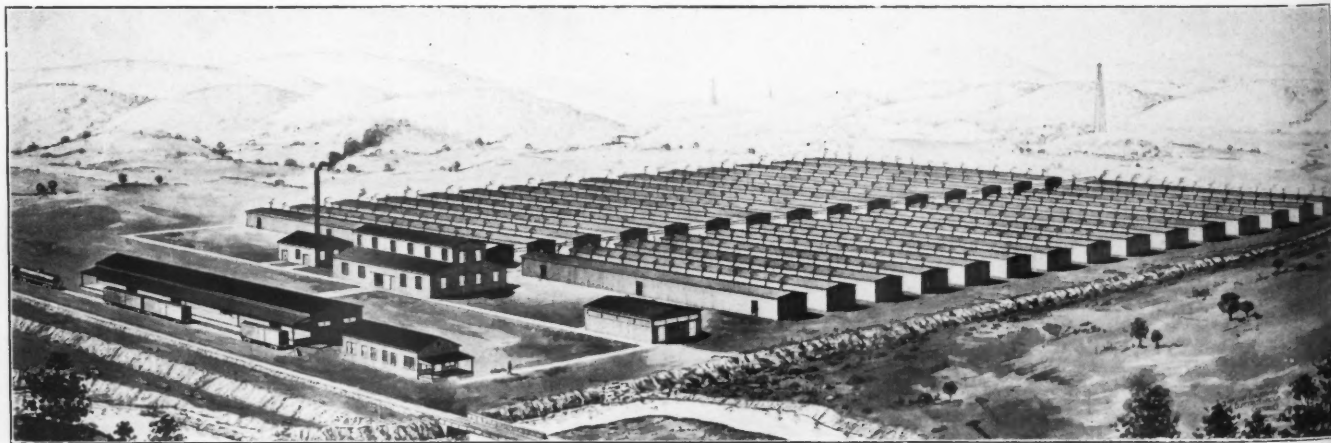
BRANCH OFFICES:

Baltimore  
San Francisco  
Chicago  
Cincinnati  
St. Louis  
Boston  
Toronto, Canada  
Philadelphia  
London, England

INK FACTORIES: Bayonne, N. J.  
Brooklyn, N. Y.  
VARNISH FACTORY: Brooklyn, N. Y.  
COLOR FACTORY: Brooklyn, N. Y.  
CARBON BLACK FACTORIES: Dola, W. Va.  
Swartz, La.



Factories in Brooklyn, N. Y., where dry colors, varnishes, colored news and magazine inks and gravure inks are manufactured.



Carbon Black Plant in Dola, W. Va. Please note that all factories are equipped with railroad sidings for cheaper and quicker shipping and receiving facilities.

*Huber's Colors in*

# J. M. HUBER, Inc.

MANUFACTURERS

Black and Colored Gravure and

## NEWS INKS

Manufactured from CARBON BLACK, DRY COLORS and VARNISHES made in our own modern factories under our own supervision, backed by 144 years of experience and research. Our conveniently located Service Branches carry complete stock.



Carbon Black Plant in Swartz, La., where our famous *Air-Floted Arrow Black* is manufactured by a process which eliminates all grit. This carbon black is the pigment in our black news inks.

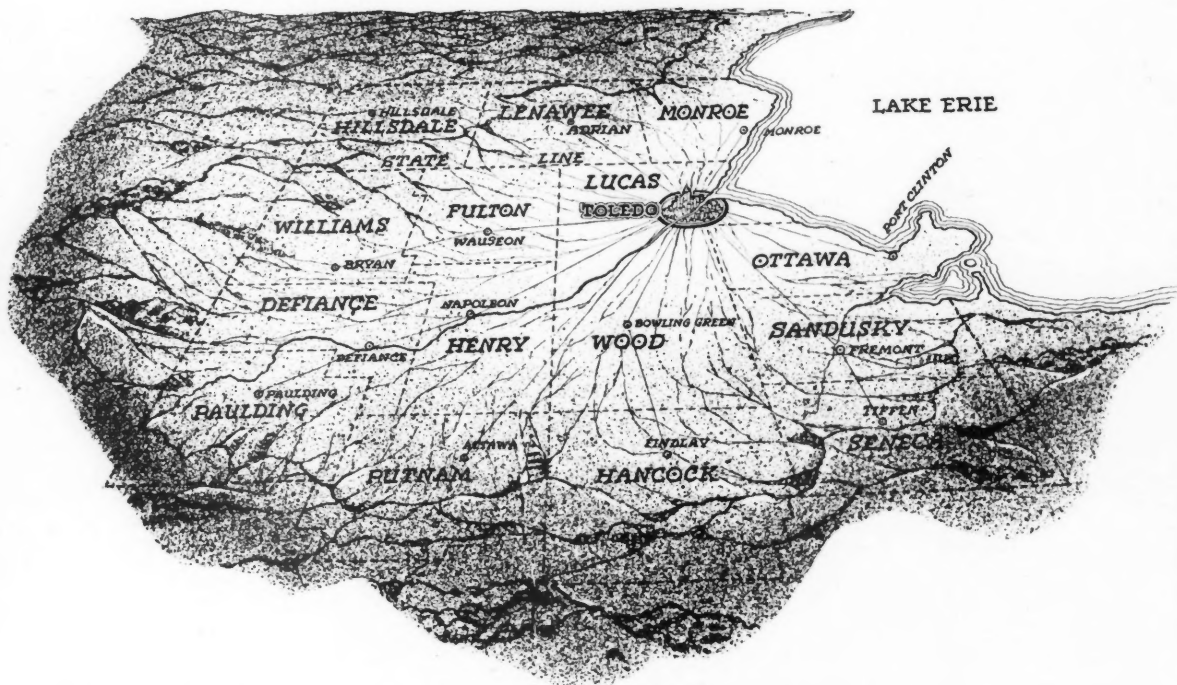


The most modern news black factory in the world at Bayonne, N. J. Quantity production from choice raw materials and mechanical perfection insure uniformity and superiority of our product.

Use Since 1780

# TOLEDO!

## *The Rising Market*



### POPULATION

In The Toledo Market, which includes the 12 counties in Northwestern Ohio and 3 counties in Southern Michigan, there are 716,994 people.

### BUYING POWER

Each one of the 162,953 families in "The Toledo Market" has a man or woman "head"—a Home Provider making an average of at least \$40 per week. This amounts to \$6,518,120 every week—\$338,936,000 a year, or over a MILLION DOLLARS A DAY for every working day in the year!

### THE BUYERS

The net personal incomes returned from "The Toledo Market" TWO YEARS AGO (last available figures) was \$103,095,853 per annum—earned, spent, saved or invested in or by "The Toledo Market."

### THE NEWS-BEE

"The NEWS-BEE is the advertisers ONLY newspaper contact with 200,000" of these people, who voluntarily buy 80,380 copies of The NEWS-BEE every afternoon. The NEWS-BEE is Toledo's Fastest Growing Newspaper. "Buy on a rising Market"—Still the BEST merchandising!

# The News-Bee

TOLEDO'S GOOD NEWSPAPER

Nationally Represented by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.

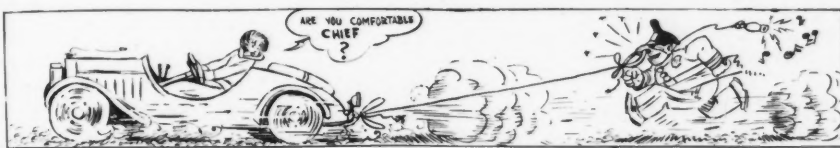
Cincinnati

San Francisco

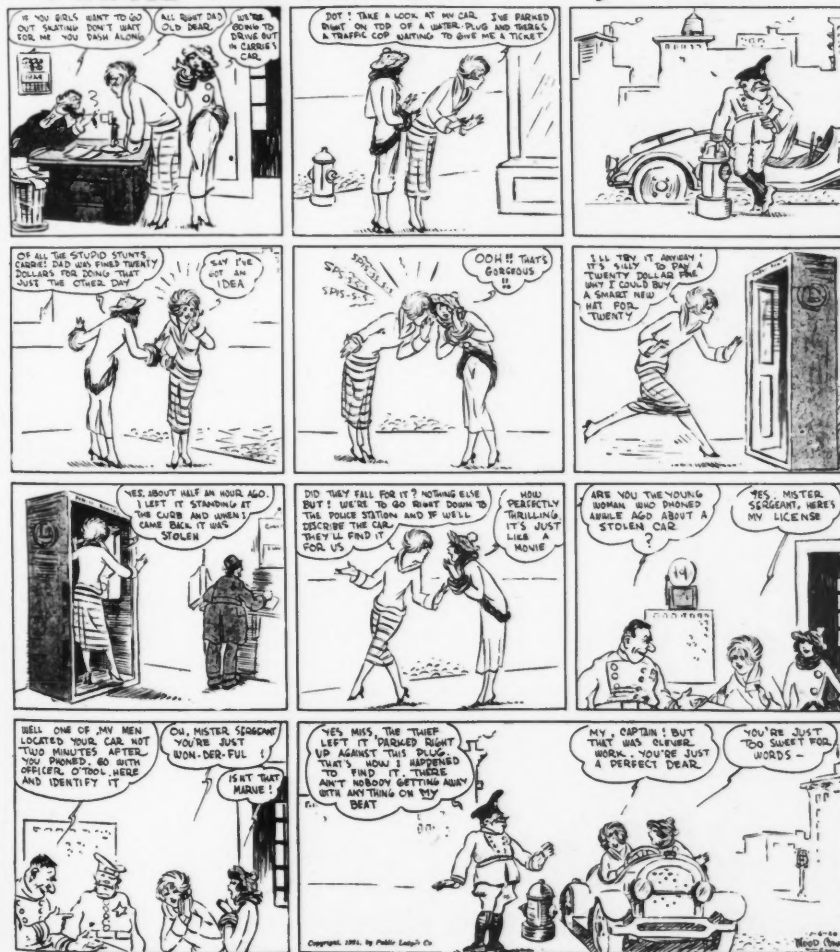
Cleveland

# The Whole Family Follows "CARRIE AND HER CAR"—Wood Cowan

Reduced Samples of Six-Column Daily Strip and Weekly Color Page are Shown Below



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For Terms and Samples  
Wire or Write

# LEDGER SYNDICATE

Independence Square  
Philadelphia, Pa.

# J. M. HUBER, Inc.

MANUFACTURERS

Carbon Black, Varnishes, Dry Colors

## PRINTING INKS

Main Office: 130 West 42nd St., New York City

BRANCH OFFICES:

Baltimore	Chicago	Boston	Philadelphia
San Francisco	Cincinnati	Toronto, Canada	London, England

INK FACTORIES:	VARNISH FACTORY:	COLOR FACTORY:	CARBON BLACK FACTORIES:
Bayonne, N. J.	Brooklyn, N. Y.	Brooklyn, N. Y.	Dola, W. Va.
Brooklyn, N. Y.			Swartz, La.



Factories in Brooklyn, N. Y., where dry colors, varnishes, colored news and magazine inks and gravure inks are manufactured.



Carbon Black Plant in Dola, W. Va. Please note that all factories are equipped with railroad sidings for cheaper and quicker shipping and receiving facilities.

*Huber's Colors in*

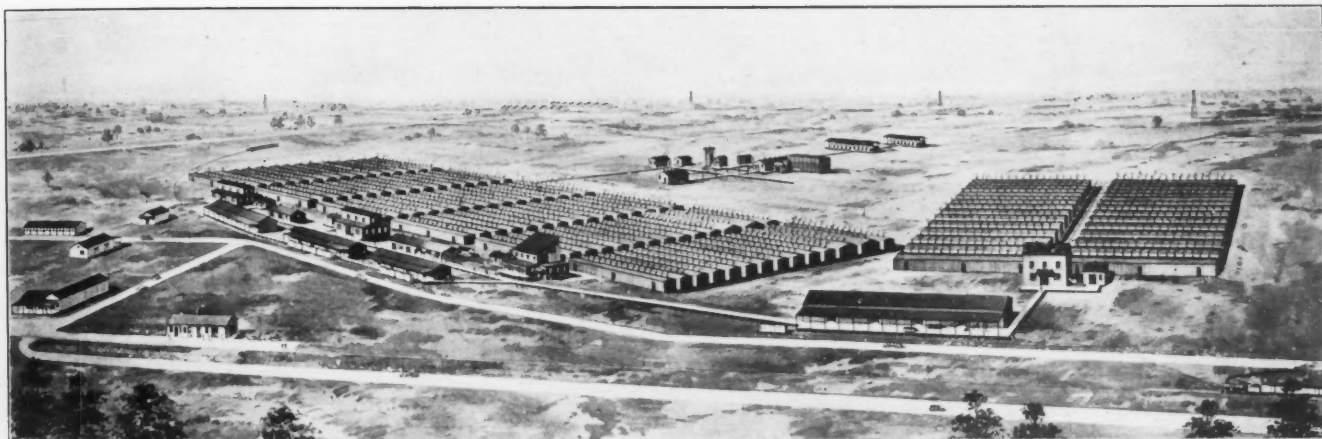
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MANUFACTURERS

Black and Colored Gravure and

## NEWS INKS

Manufactured from CARBON BLACK, DRY COLORS and VARNISHES made in our own modern factories under our own supervision, backed by 144 years of experience and research. Our conveniently located Service Branches carry complete stock.



Carbon Black Plant in Swartz, La., where our famous *Air-Floted Arrow Black* is manufactured by a process which eliminates all grit. This carbon black is the pigment in our black news inks.

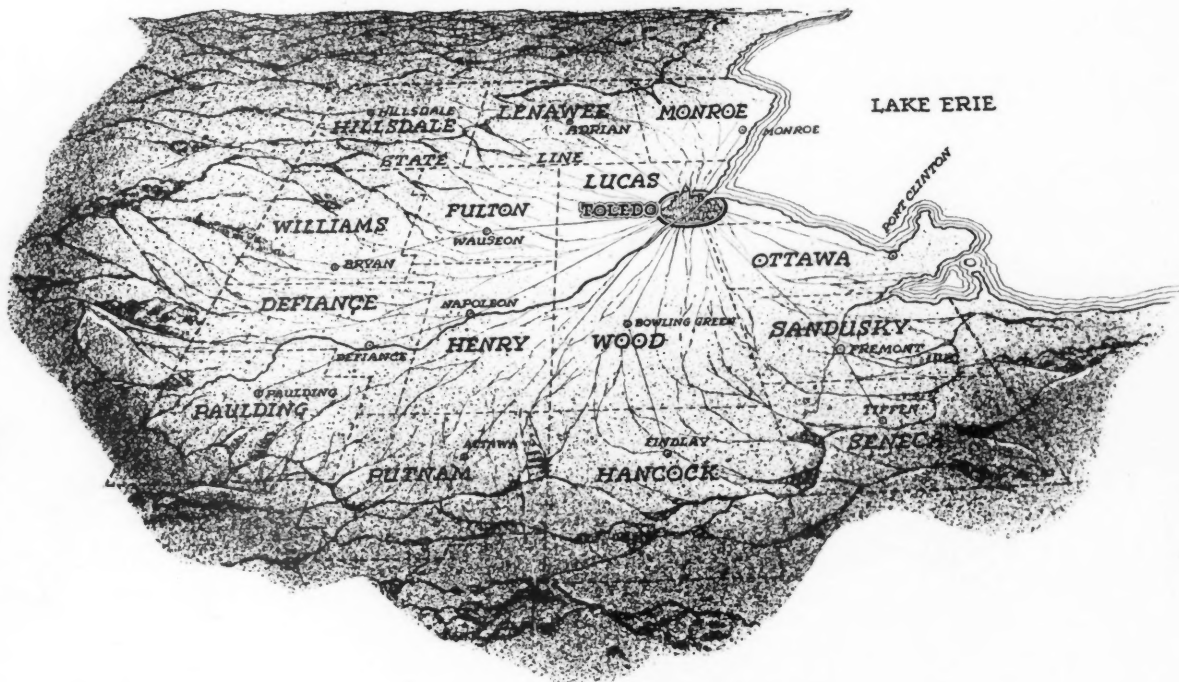


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Use Since 1780

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TOLEDO'S GOOD NEWSPAPER

Nationally Represented by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.

Cincinnati

San Francisco

Cleveland





# A REAL MARKET FOR ADVERTISED GOODS

Paterson, New Jersey, was founded in 1791 by Alexander Hamilton, as an industrial city, and although it possesses natural and architectural beauty on a par with many of the fine residential towns in the East, it has 1200 manufacturing establishments employing about 50,000 people whose wages amount to \$39,000,000.00 annually.

The total savings deposits at December 31st amounted to \$58,936,758.30, a gain of nearly \$5,000,000.00 over the year previous.

**THE PRESS-GUARDIAN** is Paterson's leading evening newspaper which reaches most all of the worth-while homes in Paterson at a time when its readers have the opportunity and inclination to read a newspaper carefully.

Because **The Press-Guardian** is an evening newspaper, it carries no department store advertising on Saturday from local merchants, who use **The Sunday Chronicle** for that purpose, but **The Press-Guardian** and **Sunday Chronicle** carry all department store advertising in Paterson at card rates and more New York department store advertising than any other two papers in the city.

**The Press-Guardian** and **Sunday Chronicle** carried a total of 8,349,212 lines of advertising in 1923, a gain of 1,202,862 lines over 1922.

For the first three weeks of January, this year, **The Press-Guardian** and **Sunday Chronicle** have carried 169,222 more lines of advertising than for the corresponding period last year.

Passaic County, of which Paterson is the County Seat, is an evening paper field, having four evenings and one morning, of which **The Press-Guardian** is the leading evening. For editorial purpose and real influence, **The Press-Guardian** stands pre-eminent in Paterson and this reader confidence which it possesses should be taken into account when figuring on potential sales.

**The Press-Guardian** is represented in the national advertising field by Payne, Burns & Smith of New York and Boston and G. Logan Payne Company of Chicago, Detroit, St. Louis and Los Angeles.

## THE PRESS GALLERIES OF THE CONGRESS OF UNITED STATES

NAME	PAPER REPRESENTED	RESIDENCE
Anderson, Paul Y.	Washington Press Service, New York Mail	3122 Eighteenth st. Gray Rocks, Silver Springs, Md.
Armstrong, R. B.	Los Angeles Times, Portland Telegram	Southbrook Courts.
Atchison, John C.	Daily News Record (New York), Women's Wear	2429 Ontario Road, Northbrook Courts, 1433 Spring Road.
Authier, George F.	New York World, Lansing State Journal, Mitchell (S. Dak.) Republican	2700 Connecticut ave. The Avondale.
Baker, Joe L.	Chattanooga Times	5330 Colorado ave.
Barkley, Frederick R.	Baltimore Evening Sun	1467 Rhode Island ave.
Barnes, Russell	Detroit News	825 Vermont ave.
Barry, Robert	Philadelphia Public Ledger, N. Y. Evening Post	1812 K st. 1808 I st.
Barthelme, George	Cologne Gazette	3803 Alton Place.
Bartley, E. Ross	Associated Press	3803 Alton Place.
Battey, George M.	Fort Worth Record	309 Klinge Mansions.
Beals, Clyde A.	United Press Associations	2310 Cathedral ave.
Beaty, H. C.	Associated Press	29 Hesketh st., Chevy Chase.
Bean, Rodney	New York Times	1820 Kalorama Road.
Bell, Carolyn	Consolidated Press Association	
Bell, Samuel W.	Philadelphia Public Ledger	
Bell, Ulric	Louisville Courier Journal	
Benedict, Laurence M.	Toledo Times, Springfield (Ohio) Sun, Akron Beacon-Journal	
Benton, Ralph W.	Washington Times	
Biederman, William G.	Christian Science Monitor	
Billings, John S., Jr.	Brooklyn Daily Eagle	
Black, Robert I.	Washington Press Service, Omaha World Herald, Chicago Journal	1758 N. st. 3333 Thirty-fifth st.
Boeckel, Richard	Federal Trade Information Service	
Boyle, John	Wall Street Journal, Exchange Telegraph Co., London, England	928 Fourteenth st. 2200 Nineteenth st.
Bradford, A. L.	United Press Associations	2900 Connecticut ave.
Brandt, Raymond P.	St. Louis Post Dispatch	
Brigham, William E.	Boston Evening Transcript	
Briney, W. Russell	Louisville Times, Louisville Courier-Journal	723 Bond Bldg.
Britton, Edward E.	Raleigh News and Observer, Greenville (S. C.) News	901 Twentieth st. 2247 Macomb st.
Brown, Ashmun N.	Providence Journal, Providence Bulletin	1809 Twenty-fourth st.
Brown, G. R.	Washington Post	
Brown, Harry J.	Boise Statesman, Anaconda Standard, Salt Lake Tribune	6412 Ridgewood ave. Chevy Chase, Md.
Brown, Ledyard M.	Associated Press	1654 Twenty-ninth st.
Bruckart, W. L.	Associated Press	1836 Sixteenth st.

(Continued on page 112)



120 point Advertising Figures are cast the long way of the slug on the Ludlow.



Set it on the Ludlow in slug lines in any size from 6 to 60 point.

## The Ludlow of Today

**THE LUDLOW** of today is a complete system of matrix composition for the printer and publisher. It enables him to produce in slug lines all composition which can be set most economically by hand.

### Cuts down composing room costs materially

Whether the work in hand calls for feature heads; display in any size from 6 to 60 point; job work; or, in many cases, for body matter of advertisements, you can produce it in slug lines on the Ludlow in clear new type and with all the beauty of hand composition.

#### Some Ludlow Advantages

- 1—Type in slug lines from 6 to 60 point without machine or mold changes.
- 2—Unlimited type supply without storage.
- 3—No hunting for sorts.
- 4—No battered or worn letters.
- 5—Always a new face for every ad or job.
- 6—Saves time in make-up, lockup and make-ready.

### Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO: Hearst Bldg.

Chicago

NEW YORK: 606 World Bldg.

# DES MOINES

**An Exceptional  
City of 140,000  
population**



## Exceptional Because—

- as a distributing and retail center it is in the 200,000 to 250,000 population class.
- it is the only city of over 100,000 population in the richest agricultural state.
- it has the largest percentage of home ownership in America—51.1%.

- it owns more motor cars in proportion to its size than any other city—1 car to every 4.2 persons.
- it is in the almost exact geographic center of the state and 150 to 350 miles distant from other large cities

—exceptional because its leading newspaper,

## THE REGISTER AND TRIBUNE

has a larger circulation than the total population of the city—144,035 copies a day (Dec. net paid average) a record equalled by no other newspaper in America.

The Des Moines Register and Tribune gives the advertiser the largest evening, the largest morning and the largest Sunday circulation—city, suburban and state.

—it carries more local, more national and more classified advertising, in its evening edition alone, than its local contemporaries.

- it has one of the finest Sunday rotogravure sections in America
- the only rotogravure in Iowa.
- it co-operates with unusual effectiveness to make its advertising columns productive.

# Exclusive Washington Readers

THE DAILY NEWS has the second largest carrier circulation in Washington.

Investigation shows that a very large percentage of this circulation is exclusive. The NEWS should be listed in order to get the full possibilities in this great quality market.

The NEWS is a tabloid newspaper — not a "picture paper." It has identical editorial direction with the Pittsburgh Press, The Cleveland Press and other Scripps-Howard newspapers.

Tabloid space "does not waste a single eye." Every reader reads your copy. "Preferred position" without extra cost.

National Advertising Representatives  
**ALLIED NEWS-PAPERS, Inc.**  
New York:  
52 Vanderbilt Ave.  
Chicago:  
5 North Wabash Ave.  
Cleveland — Cincinnati  
San Francisco

## The Washington Daily NEWS

A Scripps-Howard Newspaper

# THE EVENING TELEGRAM

SUPERIOR, WISCONSIN



Only daily newspaper in Upper Wisconsin—largest circulation in state outside of Milwaukee—today's circulation

**OVER 20,000**

Tap this rich and busy manufacturing and shipping center by putting The Telegram on every advertising list.

**Hamilton-DeLisser, Inc.**

National Advertising Representatives

New York

Chicago

### PRESS GALLERIES OF CONGRESS

(Continued from page 110)

NAME	PAPER REPRESENTED	RESIDENCE
Bryant, H. E. C.	New York World, Charlotte Observer, Asheville Citizen	3611 Wisconsin ave. 1355 Longfellow st. 1635 R st.
Buel, Walker S.	Cleveland Plain Dealer	Aicova Heights, Arlington, Va. 1729 North Capitol st.
Butman, Carl H.	Wall Street Journal	1915 Sixteenth st.
Byars, J. Cloyd	Washington Herald	1652 Fark Road. 3028 N st. 1808 Connecticut ave.
Callahan, Vincent F.	Washington Times	The Argonne, Alexandria, Va., R. 1
Cappell, J. Bart.	Washington Press Service, Philadelphia Evening Bulletin	1443 Spring Road, Wardman Park Hotel, 7 Eighteenth st. N. E.
Carson, John J.	Baltimore Post, Des Moines News, Evansville Press, Indianapolis Times, Terre Haute Post	918 M st. 2016 Pierce Mill Road, 5030 Forty-first st.
Chamblin, Walter W., Jr.	Associated Press	3303 Eighteenth st.
Choate, Robert B.	Boston Herald, Springfield Union	5915 Thirty-third st. 1815 K st.
Clapper, Raymond	Chicago Evening Post, Western Newspaper Union	3415 Oakwood Terrace, The Chastleton, 207 Fourteenth Pl. N. E.
Clark, Edward B.	Chicago Evening Post, Western Newspaper Union	1855 Wyoming ave. Woodside Place, Chase, Md.
Clark, Kenneth W.	International News Service	928 Fourteenth st. The Kenesaw, 2456 Twentieth st. 1517 O st.
Coakley, John P.	New York Star Eagle, Toledo Blade	1466 Spring Place, 4124 Fifth st. 1812 K st.
Cochran, Negley D.	London Newspaper Alliance	404 Manor Place, 1809 Varnum st.
Coffin, Clinton	Associated Press	2711 South Dakota st. N. E. The Mintwood.
Cohen, Leon	Daily Metal Reporter, Daily Mill Stock Reporter	308 Folkstone Court.
Collins, Paul V.	Washington Evening Star	3121 Newark st.
Collins, Ralph A.	New York Herald	Woodmont, Md. Cathedral Mansions.
Colver, William B.	Scripps-Howard Newspaper Alliance	2900 Connecticut ave. 4503 Fifteenth st. 1610 I st.
Combs, George W.	Omaha Daily News, St. Paul News, Lynchburg News, Wilmington Morning News, Wilmington (Del.) Evening Journal	2008 Columbia Road, 1769 Columbia Road, Glen Echo, Md.
Conn, Edward L.	Philadelphia Public Ledger	The Roydon, 219 South Alfred Alexandria, Va.
Connor, Frank W.	New York World, Oshkosh Northwestern	1704 Lamont st. 2104 O st. 1211 Fairmont st. 1320 Twenty-first st.
Corey, Herbert	Associated Newspapers	1860 California st. 1607 Twenty-eighth st.
Craig, Donald A.	New York Herald, Paris Herald	
Crain, Robert, Jr.	Baltimore Evening Sun	
Crawford, Arthur W.	New York Commercial	
Crawford, W. A.	Central News	
Curry, William H.	Seattle Times	
Daily, Francis P.	Washington Herald	
Daley, William L.	Los Angeles Times	
Dodge, Homer Joseph	Federal Trade Information Service, London Daily News	
Dougherty, Emmet	Davenport Democrat, Cedar Rapids Gazette, Dubuque Times-Journal, Waterloo Courier, Muscatine Journal, New York Tribune	
Durno, George	International News Service	
Early, Stephen T.	Associated Press	
Edgerton, Joseph S.	Washington Times	
Edwards, Fraser	United Press Associations, Chattanooga News	
Easton, Edward C.	Philadelphia Inquirer	
Eland, Henry E.	Wall Street Journal	
Engle, Parke F.	Cincinnati Enquirer	
Erwin, John D.	Nashville Tennessean, Philadelphia Record, New York Evening World, Chattanooga News	
Essary, J. Fred	Baltimore Sun	
Evans, Silliman	Fort Worth Star-Telegram	
Everitt, Tom	Cosmopolitan News Service	
Ferrero, Felice	Corriere D'America	
Field, Carter	New York Tribune	
Finney, Ruth	Albuquerque Tribune, Denver Express, El Paso Post, Sacramento Star, San Diego Sun, San Francisco Daily News	
Flynn, Alfred F.	Exchange Telegraph Co., London, England	
Flythe, William P.	Boston Advertiser	
Foot, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Bay City Times, Muskegon Chronicle	
Forsyth, Thomas S.	Portland (Maine) Evening Express	
Fox, Albert W.	Washington Post	
Frantz, Harry	United Press Associations	
Gableman, Edwin W.	Cincinnati Enquirer	
Gardner, Gilson	Scripps-Howard Newspaper Alliance	
Gates, Robert M.	Memphis Commercial Appeal	
Gauss, Harry B.	Chicago Daily News	
Gavin, William G.	Boston Traveler, Springfield Republican, Salem Evening News, Haverhill Evening Gazette, Springfield Daily News	
Geddes, Bond P.	Associated Press	
Gilbert, Clinton W.	Philadelphia Evening Public Ledger	
Gill, Corrington C.	Washington Press Service, St. Louis Times	
Ginter, Robert M.	Pittsburgh Gazette Times	
Glaser, F. L.	Berlin Tagblatt	
Goodwin, Mark L.	Dallas Evening Journal, Dallas News, Galveston News	
Gregg, Isaac	New York Sun and Globe	
Gridley, Charles O.	Washington Press Service, Akron Evening Times, East St. Louis Journal, Peoria Star	
Griffin, Bulkley S.	Hartford Times, Pawtucket Times, Worcester Post, Concord Monitor-Patriot, Lewiston Sun, Burlington News, Brockton Enterprise	
Groves, Charles S.	Boston Globe	
Gusack, Harry	Washington Times	
Hachten, Arthur W.	Christian Science Monitor	
Hall, Henry	Pittsburgh Chronicle Telegraph	
Hamilton, Charles A.	Buffalo Times, Troy Times	
Hard, William	Washington Press Service	

(Continued on page 114)

For Directory of Features

See Page 257

METROPOLITAN  
NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr.  
150 NASSAU ST. NEW YORK

# F I R S T

The Sun led all New York evening newspapers in important classifications for 1923.

FIRST in New York Department Store Advertising

FIRST in National Advertising

FIRST in Financial Advertising

FIRST in Radio Advertising

FIRST in Automobile Display Advertising

FIRST in Steamship and Travel Advertising

FIRST in Tobacco Advertising

FIRST in many other classifications and sub-classifications.

There could be no better evidence of the productiveness of advertising in The Sun.

**The Sun Gained over a Million Agate lines of advertising in 1923**

## The Sun and The Globe

280 Broadway

New York City

Net Paid Circulation Over 250,000

PRESS GALLERIES OF CONGRESS

(Continued from page 112)

Table with columns: NAME, PAPER REPRESENTED, RESIDENCE. Lists names of congress members and their respective newspaper affiliations and home addresses.

(Continued on page 118)

Is Literature a Commodity—?

We think so.

Hence our existence: to serve you with good writing, exclusive, and adapted to your particular needs.

All writing that sells are our offerings.

This includes:

- NEWS TIPS AND ASSIGNMENTS
INTERVIEWS
FINANCIAL NEWS
FEATURE STORIES
FICTION
VERSE
HUMOR
TRANSLATIONS
FOLDERS, BOOK-REVIEWS, DRAMATIC CRITICISMS, ART NOTES, etc., on order.

We are at your service wherever there is writing to do. Our representatives are abroad and in Europe and South America. All orders received through our main office.

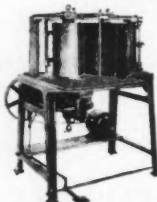
Literary Commodities

16 West 46th Street
NEW YORK CITY
Telephone: Bryant 2283

Improve Your Printing of Comics, Tabloids and Magazine Sections



Elgin Matrix Machine



Elgin Bender

ELGIN PATENT STEREOTYPE MATRIX MACHINE moulds matrices without the slightest injury to type. The operation of the machine is fundamentally correct.

This machine is automatic in operation and will take double page spreads as well as single pages.

ELGIN PATENT NICKEL-STEEL PROCESS. For Sunday, weekly black runs and color plate runs this process will prove itself economical and gratifying.

With the Elgin Process a coating of about .0015" Nickel-steel is deposited on the plates in twenty minutes. This coating will preserve the face of the plate until the entire run has been made.

Insures more clean and sharper printing. Ink distribution is more favorable. Color inks can be piled on. The plates are immune from attacks of corrosion by red inks.

The coating adheres to the plate with great tenacity. It will not peel.

ELGIN PATENT BENDING MACHINE. That which was impossible for decades is an accomplished fact today—bending stereotype plates to precise curvature and accuracy.

ELGIN PATENT FLAT SHAVING MACHINE. Extra heavy and sturdy. Shaves with highest degree of accuracy with Safety Plate Holder.

ELGIN BENDING MACHINE CO.

565 Douglas Ave.,
Elgin, Ill.

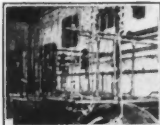
Sole Selling Agent

BERTEL O. HENNING SALES AGENCY

608 S. Dearborn St.
Chicago, Ill.



Elgin Shaver



Elgin Nickel-Steel Process

The Creators of Big Business, the Ones Who Know and Appreciate the Value of Advertising, Have Once More Placed Their Indorsement Upon The

# CINCINNATI TIMES-STAR

as an ADVERTISING MEDIUM by Making the Year 1923 the Greatest in the History of the Publication.

## DISPLAY ADVERTISING

*Published in the Cincinnati Newspapers During the Year 1923*

	LOCAL (Lines)	NATIONAL (Lines)	TOTAL (Lines)
Times-Star .....	9,410,002	2,300,137	11,710,139
Enquirer {	Week Days .....	3,652,586	797,636
	Sundays .....	4,232,396	834,813
	<u>7,884,982</u>	<u>1,632,449</u>	9,517,431
Post .....	5,558,133	1,670,648	7,228,781
Commercial Tribune {	Week Days ..	2,231,824	175,756
	Sundays ....	1,197,056	45,452
	<u>3,428,880</u>	<u>222,208</u>	3,651,088

### Times-Star's Lead Over Other Papers

Enquirer .....	2,192,708 lines
Post .....	4,481,358 lines
Commercial Tribune ...	8,059,051 lines

Publishing Days

Times-Star and Post (Evening).....313

### Compared With 1922

Times-Star Gained.....	1,250,732 lines
Enquirer Gained .....	979,055 lines
Post Gained .....	718,837 lines
Commercial Trib. Gained	162,708 lines

Publishing Days

Enquirer and Commercial Tribune  
(Morning and Sunday).....365

The Cincinnati Times-Star does not resort to the frequent publication of Special Editions to pad its earnings or swell its advertising figures. Only one special edition has been published during the entire year, and that was the ANNUAL AUTOMOBILE NUMBER.

By refusing to publish advertising which has the ear-marks of insincerity, the Times-Star has won the reader's confidence, awakened his interest in legitimate products and has made him a prospective buyer. Advertisers who have cultivated the great Ohio Valley market through the Times-Star

fully understand the significance of the above statement.

The continually increasing volume of advertising published by the Times-Star is conclusive evidence of the value placed upon this publication by merchants, advertising agents and buyers of space who know the great Ohio Valley market and its capabilities.

# THE CINCINNATI TIMES-STAR

**READ IN ALL PROSPEROUS AND PROGRESSIVE HOMES**

*Eastern Representative*

E. A. BERDAN,

927 BRUNSWICK BLDG.,

NEW YORK

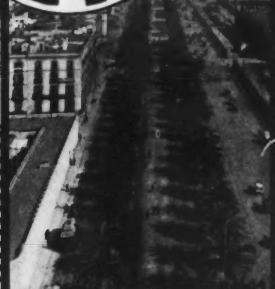
*Western Representative*

THE L. H. CRALL CO.,

904 TRIBUNE BLDG.,

CHICAGO

MEMBER AUDIT BUREAU OF CIRCULATIONS



BARCELONA, where La Vanguardia receives United Press.



DUBLIN, Ireland, reads United Press news in the Freeman's Journal.



ROME, from a housetop, Camillo Cianfarra has charge of U. P. service here.



Office of La Prensa, South America's leading newspaper, at BUENOS AIRES.



Japan Advertiser building, TOKYO (under reconstruction).



CONSTANTINOPLE, where Edward J. Bing represents United Press.



Fleet street, LONDON. United Press European headquarters are just around the corner at the right.



MOSCOW, showing the Kremlin. United Press news is now disseminated in Russia through the Rosta Agency.



Home of Osaka Mainichi, one of the world's greatest newspapers, which, with its sister paper, the Tokyo Nichi Nichi, has a combined daily circulation of 1,500,000.

# Around the World

# UNITED





Jornal do Brasil, RIO DE JANEIRO, depends on United Press.



GENEVA, where Henry Wood manages the U. P. League of Nations bureau.



United Press offices in PARIS, Webb Miller in charge.



MELBOURNE receives United Press news through the Australian Press Ass'n.



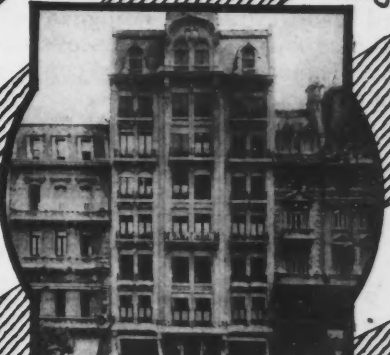
Office of Nippon Dempo Tsushin Sha, Japan's great news agency, served by United Press (under reconstruction).



Office of one of the fifteen PEKING newspapers served by United Press.



Carl D. Groat and John Graudenz, U. P. men, at the corner of Unter den Linden and Wilhelmstrasse, BERLIN.



Office of La Razón, BUENOS AIRES' great evening paper, served by United Press.



The Philippines Herald, pioneer English language daily at MANILA, now receiving United Press news service.

*Around  
the  
Clock*

**PRESS**



# The Binghamton Press

An advertisement the size of this in the BINGHAMTON PRESS costs less than 1/10 of a cent per family.

Binghamton, New York, now has in round figures a population of 80,000. That means about 17,000 homes. 18,000 copies of the PRESS are distributed in that district daily.

### That's Some Coverage

Outside the city, but within a radius of thirty miles, all roads leading into Binghamton as a center—most of them bus and street car covered—there are 70,000 people more. Over 10,000 copies are daily delivered in those communities.

Into this entire population district of 150,000 people, over 28,000 copies of the BINGHAMTON PRESS go daily. More than 93% of it is home delivered.

### That's More Coverage

To sections a little further away, but all to Binghamton interested and influenced people, go 3,000 copies more, a grand total of well over 30,000 copies daily, serving approximately 150,000 people in 30,000 homes.

### That's Complete Coverage

When practically every home in a newspaper's territory takes that paper regularly, 93% of it home delivered, it means a friendly liking for and an appreciation of the paper, which is reflected in public confidence and response to its contents, advertising as well as otherwise.

**BINGHAMTON IS GREAT DEMONSTRATION TERRITORY**

## The John Budd Company

National Advertising Representatives

9 East 37th street NEW YORK    Tribune Bldg. CHICAGO    Chemical Bldg. ST. LOUIS    Healey Bldg. ATLANTA  
 Chancery Bldg. SAN FRANCISCO    Title Insurance Bldg. LOS ANGELES    Securities Bldg. SEATTLE

### PRESS GALLERIES OF CONGRESS

(Continued from page 114)

NAME	PAPER REPRESENTED	RESIDENCE
Probert, L. C.	Associated Press	Homeland Farms, Olney, Md.
Ralph, Henry	United Press Associations	1212 K st.
Randau, C. A.	Scripps-Howard Newspaper Alliance	2229 Bancroft Place.
Ranson, T. D.	Richmond Times Dispatch, Norfolk Ledger Dispatch	428 Homer Building, 1101 Fifteenth st.
Remy, Robert	Havas News Agency	
Reynolds, H. K.	International News Service	
Richards, Mrs. George F.	Worcester Gazette, Manchester Union, Lowell Sun, Norwich Bulletin, Keene Sentinel, New Haven Journal-Courier.	George Washington Inn, The Wardman Park, 2019 Hillyer Place, 1814 Kearney st.
Rickey, Harry N.	Scripps-Howard Newspaper Alliance	
Rigby, Cora	Christian Science Monitor	
Ring, James	Washington Times	
Roberts, Hugh W.	Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State	1475 Columbia Road, 3022 Macomb st.
Roberts, Roy A.	Kansas City Star, Kansas City Times	
Roddan, Edward L.	Washington Press Service, Youngstown Vindicator	1483 Meridian Place, The Marne.
Rocsa, F. S.	Universal Service	5 Primrose st., Cherry Chase, Md.
Ross, Charles G.	St. Louis Post-Dispatch	1862 Mintwood Place.
Ruth, Carl D.	Cleveland News	
Sack, Leo R.	Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburg Press	3309 Woodley Road.
Saffell, William Thomas	Centra News, New York Journal of Commerce	1741 S st.
St. Clair, David F.	Winston-Salem Sentinel, Charlotte News	514 E st.
Sargent, Henry E.	New York Journal of Commerce	Willard Court.
Seibold, Louis	New York Herald	Shorcham Hotel.
Shepard, Nelson M.	Central News	Riverdale, Md.
Simms, William Philip	Scripps-Howard Newspaper Alliance	Cathedral Mansions, 3108 P st.
Simonds, Frank H.	McClure Newspaper Syndicate	1619 Irving st.
Simpson, Kirk L.	Associated Press	3067 Thirty-fourth st. The Argonne.
Sinnott, Arthur J.	Newark Evening News	Route 1, Rosslyn, Va.
Small, Robert T.	Consolidated Press Association	2633 Adams Mill Road.
Small, Sam W.	Atlanta Constitution	Hotel Roosevelt.
Smith, Carl	Oregon Journal, Portland	1439 Rhode Island ave.
Smith, Charles Brooks	Wheeling Intelligence, Wheeling News	2400 Sixteenth st.
Smith, E. B.	New York Morning Telegraph	R. D. 1, Alexandria, Va.
Smith, Hal Harrison	New York Times	209 Spruce ave., Takoma Park, Md.
Smith, R. B.	Chicago Tribune	
Smith, Stanley H.	Traffic World, Chicago	
Snure, John	New York Tribune, Des Moines Register, Davenport Times	Silver Spring, Md.
Speers, Leland C.	New York Times	The Benedick.
Stansbury, H. H.	New York American, Universal Service	3912 Jenifer st.
Stern, Charles J.	Wall Street Journal	1203 D st., N. E.
Stevens, H. C.	Minneapolis Journal	1224 Eighth st.

(Continued on page 120)

## Coolidge's Birthright



Sign Posts of Buying Power No. 13

"Vermont is Calvin Coolidge's birthright; but 'Vermont' stands for more than a state of the Union. It stands for vigor, for thrift, for courage physical and moral, for a mighty pioneer past maintained in a sturdy present.

"As Coolidge says: 'My folks are happy and contented. They live within their income, and fear no man'."

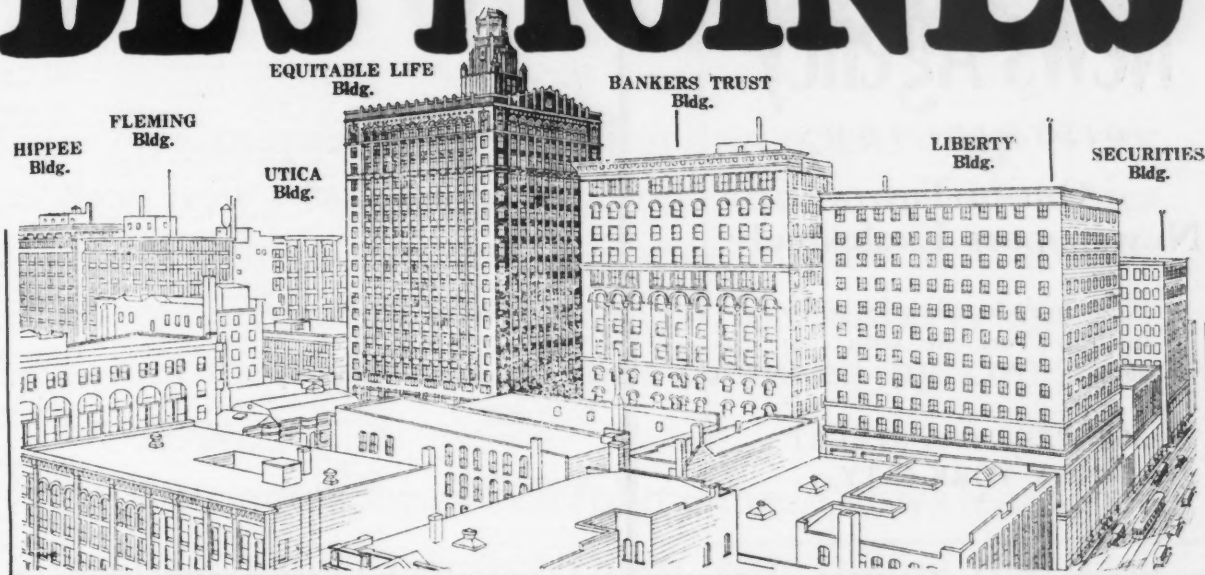
—Whiting, in the November Atlantic.

Character is the basis of any satisfactory market.

## Vermont Allied Dailies

Barre Times    Brattleboro Reformer    Bennington Banner  
 Burlington Free Press    Rutland Herald  
 St. Johnsbury Caledonian-Record

# DES MOINES



- is a city of 150,000 people; federal census of 1920 gave it 126,000.
- owns the greatest number of own homes of any city in the country,—over 51%.
- is a great insurance center with fifty-four home insurance companies.
- is one of the great publishing centers of America, standing fifth of all cities in postal receipts from second class matter.
- is the metropolis of a state producing over 10% of the food of the United States.
- is the home of 400 factories and 135 jobbing houses, distributing over \$350,000,000 of products per annum.
- is the center of the largest production of corn, hogs, wheat, hay, oats, sheep, cattle and poultry.
- entertains more conventions than any other city twice her size; in 1923 her convention visitors exceeding, on a one-day basis, 400,000 in number.
- created the first public golf course in the United States.
- is the center of the richest 55,000 square miles of soil in the civilized world.
- has 19 lines of railroad, giving magnificent service to every part of the Mississippi Valley.
- is the home of the two largest life insurance companies in the United States,—the Bankers Life and the Equitable of Iowa.
- has an Electric, Power and Light Company which has appropriated \$16,000,000 for the construction of a new plant.

- is the center of the pure bred stock industry of the world.
- has hotel accommodations sufficient for entertaining 6,000 guests daily.
- is the home of six golf and country clubs, one of them costing \$1,000,000.
- is built over great coal fields and at the junction of two fine rivers, insuring cheap power and heat.
- is the best distributing point for twenty million of the wealthiest consumers of America.
- is in the pathway of transcontinental auto trails from all directions.
- is the center of the most valuable and highly improved farm land; the farms of Iowa being worth more than the combined farms of twenty-three other states.
- is one of the twelve fastest growing cities of America; increasing in population for the last decade 46½%.
- is a great educational center with twelve special schools and colleges, and a very fine public school system.
- is one of the healthiest and most attractive cities of America.
- has favorable freight rates and excellent fast freight train service.
- is within 200 miles of the geographic and 400 miles of the population center of the United States.
- has the only municipally owned astronomical observatory.
- has commission plan of government.

The Des Moines Capital is Des Moines' favorite newspaper. It has been owned and published for thirty-three years by Lafayette Young, Sr.; it is Des Moines' big, influential evening newspaper,—the chief reliance of Des Moines merchants; the paper that the community instinctively and habitually relies upon in all public matters. The net paid circulation exceeds 63,000 daily.

# The Capital

DES MOINES' NEWSPAPER

Special Representatives: O'Mara & Ormsbee, Inc.  
New York — Chicago — San Francisco

No Duplication

No Forced Circulation

PRESS GALLERIES OF CONGRESS

(Continued from page 118)

NAME	PAPER REPRESENTED	RESIDENCE
Stephenson, Francis W.	Associated Press	2900 Connecticut ave.
Stevenson, Thomas	New York Herald	2013 G st.
Stofer, Alfred J.	Birmingham News	1740 Park Road.
Stokes, Thomas L.	United News	1618 H st.
Sucher, Ralph G.	Washington Press Service, Wisconsin News	2301 Cathedral ave.
Sullivan, Mark	New York Tribune Syndicate	2308 Wyoming ave.
Summers, George W.	Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phoenix, Daily Oklahoman, Fort Worth Times Record	2112 F st.
Suter, John T.	Associated Press	1642 Monroe st.
Suydam, Henry	Brooklyn Daily Eagle	2100 G st.
Sweinhart, Henry L.	Havas News Agency, La Prensa (New York)	2007 O st.
Talley, Robert	Memphis Press, Houston Press, Oklahoma News, Birmingham Post, Fort Worth Press, Knoxville News, Norfolk Post	1417 Park Road.
Taylor, Aubrey E.	Washington Post	White Haven, New Co Road N. W.
Taylor, Frank J.	Scripps-Howard Newspaper Alliance	1212 M st.
Taylor, Sears	International News Service	3904 Kansas ave.
Thistlethwaite, Mark	Indianapolis News	3407 Twenty-ninth st.
Thornburgh, Robert S.	International News Service	1309 Irving Place.
Thurston, Elliott L.	New York World	3409 Mount Pleasant st.
Tiche, Matthew F.	Universal Service	Hotel Harrington.
Tiller, Theodore	Atlanta Journal, Buffalo Express, New York Evening Telegram	234 Maryland Bldg.
Timmons, Bascom N.	Milwaukee Sentinel, Houston Chronicle, Tulsa World, Dallas Times-Herald, Syracuse Journal	227 B st., N. E.
Todd, Laurence	Federated Press	3407 Twenty-ninth st.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	26 Jackson Place.
Tucker, Arthur R.	Rochester Democrat and Chronicle	3314 Mount Pleasant st.
Tucker, Glenn I.	New York World	2922 Newark st.
Tucker, Ray	N. Y. Evening Post	2310 Cathedral ave.
Van Every, Dale	United Press Associations	3929 Georgia ave.
Vernon, Leroy T.	Chicago Daily News	Cathedral Mansions,
Walker, Herbert W.	United Press Associations	2848 Twenty-eighth st.
Ward, Harry	International News Service	1300 Harvard st.
Watkins, Everett C.	Indianapolis Star, Denver Rocky Mountain News, Louisville Herald	1757 F st.
Weir, Paul	Reuter's (Ltd.) London	The Lafayette.
West, James L.	Associated Press	The Chastleton.
Whitehead, Frank Insko	Washington Post	3313 Sixteenth st.
Whiting, Edward E.	Boston Herald	1431 L st.
Wilcox, Grafton S.	Chicago Tribune	Falkstone Courts.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan) London Daily Graphic, Los Angeles Evening Express	9 Denwood ave., Takoma Park, Md.
Williams, Gladstone	Miami Herald	The Wardman Park.
Williams, James L.	Associated Press	The Sherman.
Wisner, G. Franklin	New York Herald	3433 Holmead Place
Wood, Lewis	New York Times	1204 K st.
Wooton, Faul	New Orleans Times-Picayune	
Wright, James L.	Cleveland Plain Dealer, Tacoma News-Tribune, Milwaukee Journal	
Young, J. Russell	Washington Star	

(Continued on page 122)

"The Largest Business of its kind in America."

# Hotaling's News Agency

DISTRIBUTORS

Out-of-Town Newspapers Exclusively

If we don't handle your paper in New York we both lose money.

308 WEST 40th STREET  
NEW YORK CITY

TRADE MARK  
**FLEXIDEAL DRY MATS**  
REG. U.S. PAT. OFF.

"— for  
**1924**  
and evermore!"

TRADE MARK  
**MAXITYPE DRY MATS**  
REG. U.S. PAT. OFF.

### QUALITY!

We fully appreciate that no amount of advertising can talk quality into our dry mats if QUALITY is not INHERENTLY there.

Flexideal and Maxitype Dry Mats embody fifty years of experience in paper board making, and are offered to you on the basis of their dependable performance day in and day out the year round.

The manufacturer of our dry mats numbers among his European customers over 800 newspapers and publishing houses including among them the leaders in their respective fields, some having circulations of over 1,000,000 copies daily. In this country Flexideal and Maxitype Dry Mats are used exclusively in many plants from coast to coast.

It costs you nothing to test our QUALITY in your own plant as samples are yours free for the asking.

Investigate NOW!

### SERVICE!

"We\* also desire to thank you for the extremely prompt and courteous manner in which you took care of us during the past few days. You saved us from a serious shortage at a bad time and we appreciate your careful attention." \*(Name on request.)

The above quotation from an unsolicited letter typifies the kind of Service we render to our customers.

"Ifs," "ands" and "buts" are taboo!

Stocks at Bush Terminal, Brooklyn, N. Y., and also Chicago, Ill., insure prompt shipments and regular supply. Our business policy assures you a Service you will appreciate.

While only time can test our Service, you can try some samples now and convince yourself as to our QUALITY.

Just try us NOW!

## THE FLEXIDEAL COMPANY, Inc.

Sole U. S. and Canadian Distributors

15 William Street

New York, N. Y.

# Make Your Features Blend with the News

Newspapers are exploring and opening up every day new, fascinating, vivid and colorful topics which their readers glimpse but do not always absorb. Spot news is brief, fragmentary, snappy sometimes, but it is seldom followed by complete analysis.

Your newspaper can follow these news leads, can amplify and interpret them, can follow the flash with a steady light on new events and new topics. Thus you can bring understanding to the thousands whose appetites are not satisfied by condensed stories.

CURRENT NEWS FEATURES, Incorporated, has sensed and is developing a new field in newspaper service. We are capitalizing for newspapers the tremendous reader interest which every newspaper creates but which few satisfy.

Watch for our announcements and telegraph.

## *Current News Features*

INCORPORATED

William E. Yelverton,  
Managing Director

Evening Star Building  
Washington, D. C.

# IOWA'S SUPREMACY

IOWA ranks sixteenth in population and twenty-fourth in area, exceeding New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, Delaware and Maryland combined.

Iowa leads in food production, growing the largest corn and oats crops; she also leads in live stock, with her horses, swine and poultry first and her cattle second.

The fertile soil of Iowa gives her first rank in the total value of farm lands. Iowa's income from farm products is nearly one billion dollars a year.

With over 520,000 automobiles, Iowa has the largest percentage per capita of all states.

Iowa leads all states in literacy. Only 1.1 per cent are illiterate. The State has a large percentage of native-born whites—89.8.

Manufacturing consumes mostly agricultural products in preparation of foodstuff for the market. More than \$400,000,000 is invested in manufacturing and the 5,600 factories are turning out about \$747,000,000 worth of manufactured products per year.

The diffusion of prosperity is indicated by the \$391,505,000 deposits in savings banks by 905,970 persons, averaging \$432.14 per account or almost one account for each two and a half persons.

This great Iowa market should be the first choice of every National Advertiser.

	Circulation	Rate for 5,000 lines
**Burlington Gazette . . . . . (E)	10,706	.04
**Cedar Rapids Gazette . . . . . (E)	20,668	.06
**Council Bluffs Nonpareil . . . . . (E&S)	15,797	.05
**Davenport Democrat & Leader . . . . . (E)	14,801	.06
**Davenport Democrat & Leader . . . . . (S)	17,660	.06
††Davenport Times . . . . . (E)	24,447	.07
*Des Moines Capital . . . . . (E)	62,780	.14
*Des Moines Sunday Capital . . . . . (S)	28,769	.14
**Iowa City Press-Citizen . . . . . (E)	6,176	.035
**Keokuk Gate City . . . . . (E)	5,656	.03
††Mason City Globe Gazette . . . . . (E)	12,330	.04
**Muscatine Journal . . . . . (E)	7,961	.035
**Ottumwa Courier . . . . . (E)	13,045	.05
**Waterloo Evening Courier . . . . . (E)	16,636	.05

\*A. B. C. Statement, April 1, 1923.  
 \*\*A. B. C. Statement, Oct. 1, 1923.  
 ††Government Statement, Oct. 1, 1923.

## PRESS GALLERIES OF CONGRESS (Continued from page 120)

House Press Gallery:  
 William J. Donaldson, Jr., superintendent, 3730 Brandywine street.  
 Melvin P. Thrift, assistant superintendent, 411 Second street S. E.  
 Senate Press Gallery:  
 James D. Preston, superintendent, 4724 Fifteenth street.  
 William J. Collins, assistant superintendent, 3402 Dent Place.

### RULES GOVERNING PRESS GALLERIES

1. Persons desiring admission to the press galleries of Congress shall make application to the Speaker, as required by Rule XXXV of the House of Representatives, and to the Committee on Rules of the Senate, as required by Rule VI of the Regulation of the Senate Wing of the Capitol; and shall state in writing the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any; and they shall further declare that they are not engaged in the prosecution of claims pending before Congress or the departments, and will not become so engaged while allowed admission to the galleries; that they are not employed in any legislative or executive department of the Government, or by any foreign Government or any representative thereof, and that they are not employed, directly or indirectly, by any stock exchange, board of trade, or other organization, or member thereof, or brokerage house, or broker, engaged in the buying and selling of any security or commodity or by any person or corporation having legislation before Congress, and will not become so engaged while retaining membership in the galleries. Holders of visitor's cards who may be allowed temporary admission to the galleries must conform to the restrictions of this rule.

2. The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the standing committee of correspondents, who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the standing committee, at their discretion, to report violation of the privileges of the galleries to the Speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

3. Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

4. Members of the families of correspondents are not entitled to the privileges of the galleries.

5. The press galleries shall be under the control of the standing committee of correspondents, subject to the approval and supervision of the Speaker of the House of Representatives and the Senate Committee on Rules.

Approved:

FREDERICK H. GILLET,  
 Speaker of the House of Representatives.

Approved by the Committee on Rules of the Senate,

JAMES L. WRIGHT, Chairman.  
 EMMET DOUGHERTY,  
 CARL D. RUTH,  
 R. B. SMITH,  
 JAY G. HAYDEN, Secretary.

Standing Committee of Correspondents.

# \$82.59

Specimens of New 120 point and 84 point Cheltenham Bold Condensed Advertising Figures.

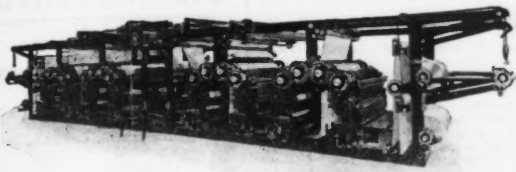
ADVERTISING Figures like these, for big Special Sales, now can be cast from Ludlow matrices in any quantity desired right on your own Ludlow, without change of mold.

These new figures are made in four sizes: 84, 96 and 120 point Cheltenham Bold Condensed, and in 144 point Extra Condensed Gothic. Each figure is cast separately the long way of the slug.

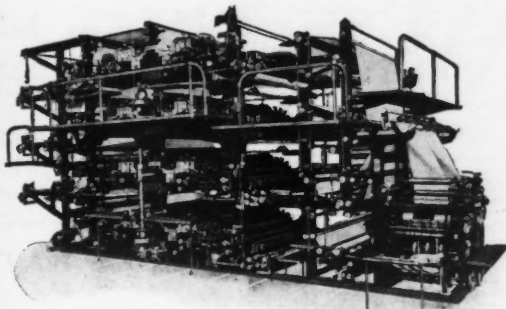
As the supply of these new matrices is limited, we suggest that you place your order immediately.



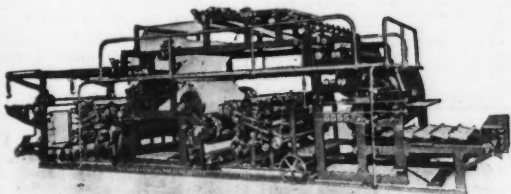
**Ludlow Typograph Company**  
 2032 Clybourn Avenue  
 SAN FRANCISCO: Hearst Bldg. CHICAGO: New York: 606 World Bldg.



Goss High Speed Low-Construction "Unit-Type" Octuple Press No. 174A.



Goss "High Speed Straightline" four deck Octuple Press No. 170F.



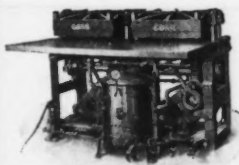
Goss Magazine Printing and Folding Machine No. 39Y. Capacity 4500 sets of five 16-page signatures per hour.



Goss Self-Balanced, Quick Lock-up Flat Casting Box, No. 69-E. The easiest operated, fastest, most accurate and most durable flat casting box.



Goss Motor-Driven Double Screw Drive Shaver No. 72D, with adjustable head. Shaves up to 19" x 24" plates with unerring accuracy.



Goss Motor-Driven Steam Table, No. 48H. Made in units of one platen; with Goss Automatic Gas fired Generator.



Goss Combination Wet and Dry Matrix Rolling Machine, No. 45C.

THAT THE GOSS ORGANIZATION HAS PROGRESSED • • IN RELATIVELY A FEW YEARS • TO NO LESS THAN A POSITION OF DOMINANCE IN THIS CENTURY-OLD INDUSTRY, MOST DECISIVELY INDICATES THE HIGH ESTEEM IN WHICH ARE HELD ITS POLICIES • • ITS PRODUCTS • AND ITS SERVICE



IN ADDITION TO BEING THE BUILDERS OF NEWSPAPER AND MAGAZINE PRESSES, WE CARRY A MOST COMPLETE LINE OF STEREOTYPING MACHINERY FOR CASTING AND FINISHING BOTH FLAT AND CURVED STEREOTYPE PLATES. INQUIRY IS CORDIALLY INVITED. CATALOG ON REQUEST.



THE GOSS PRINTING PRESS CO. • CHICAGO

**I**ndiana's first great wealth came from farms, and agriculture still plays an important part in its trade life.

**N**atural resources, such as timber, oil, gas and coal have greatly contributed to the buying power of the people of the state.

**D**evelopment of the interurban railway has made plausible the claim that the state has the best system of inter-city communication in the world.

**I**ndustry, with \$1,901,000,000, exceeds agriculture with \$497,000,000 value of all crops. The number of manufacturers is 7,916, employing 330,000 with a capital of \$1,335,714,000.

**A**ll leading transcontinental railroads cross its borders with branches to all corners of the state. Indiana has unequalled transportation facilities.

**N**ational manufacturers should cultivate intensively and immediately, the ready accessible and fertile field represented by Indiana's 3,000,000 prosperous people.

**A**dvertising in the dailies mentioned below, exert a great influence in Indiana—they are the undisputed leaders in business getting.

	Circulation	Rate for 5,000 lines
††Decatur Democrat . . . . . (E)	3,186	.025
**Evansville Courier and Journal (M)	26,872	.08
(E)	11,402	
**Evansville Courier and Journal . . . . . (S)	33,443	.08
*Fort Wayne Journal-Gazette . . . . . (M)	26,279	.07
**Fort Wayne Journal-Gazette . . . . . (S)	31,008	.07
**Fort Wayne News-Sentinel . . . . . (E)	39,165	.09
**Cary Evening Post-Tribune . . . . . (E)	11,292	.05
**Indianapolis News . . . . . (E)	127,361	.23
**Lafayette Journal & Courier (M)	7,415	.06
(E)	12,360	
††La Porte Herald . . . . . (E)	4,124	.025
**Newcastle Courier . . . . . (E)	4,474	.025
**South Bend News-Times . . . . . (M)	9,676	.06
(E)	11,987	
**South Bend News-Times . . . . . (S)	19,776	.06
**South Bend Tribune . . . . . (S)	19,107	.06
*Terre Haute Tribune . . . . . (E&S)	24,442	.06

\*A. B. C. Statement, April 1, 1923.  
 \*\*A. B. C. Statement, Sept. 30, 1923.  
 ††Government Statement, Sept. 30, 1923.

ASSOCIATIONS—CANADIAN

- Association of Canadian Advertisers.—W. M. Mackay, Lever Brothers, Ltd., Toronto, president; Florence E. Clotworthy, Toronto, secretary.
- Agricultural Press Association.—John Weld, Farmer's Advocate, London, president.
- British Columbia Institute of Journalists.—C. A. Sutherland, Vancouver Province, president; W. A. Munday, secretary.
- British Columbia Legislative Correspondents' Association.—C. Norman Senlor, Vancouver Sun, president; V. E. Andrews, New Westminster, secretary.
- Business Press Association.—W. A. Lydiatt, Marketing, Toronto, president.
- Calgary Women's Press Club.—Mrs. Bertha Stavert, president; Mrs. J. M. Erickson, secretary.
- Canadian Advertising & Sales Association.—H. S. van Scoyoc, president.
- Canadian Daily Newspaper Association.—T. H. Preston, Brantford Expositor, president; John M. Iurie, Edmonton Journal, vice-president; N. T. Bowman, Toronto Telegram, treasurer.
- Canadian National Newspapers & Periodicals Association.—P. J. Tobin, Canadian Countryman, Toronto, president; W. F. Harrison, Toronto, manager.
- Canadian Press (formerly Canadian Press Limited).—E. Norman Smith, Ottawa Journal, president; J. F. B. Livesay, Toronto, secretary and general manager.
- Canadian Weekly Newspaper Association.—I. E. Fortin, publisher L' Eclair, Beauceville, Que., president; E. R. Sayles, manager and treasurer.
- Canadian Weekly Newspapers Association, Manitoba Div.—Fred C. Norris, Elkhorn Mercury, president.
- Edmonton (Alta.) Press Club.—F. H. McPherson, president; T. A. Mansell, secretary.
- Magazine Publishers' Association.—Miller McKnight, Toronto Saturday Night, president.
- Maritime Weekly Press Association.—Donald F. Fraser, New Glasgow (N. S.) Chronicle, president; H. B. Anslow, Campbellton (N. B.) Graphic, secretary.
- Montreal Women's Press Club.—Mrs. E. J. Archibald, president; Miss Madeleine de Soyres, secretary; Miss Marguerite de Lisle, treasurer.
- Ontario Daily Newspapers Association.—Major H. B. Burgoyne, St. Catharines Standard, president; T. H. Kay, Kitchener News-Record, secretary-treasurer.
- Wellington County (Ont.) Press Association.—J. C. Templein, Fergus News-Record, president; A. W. Wright, Mt. Forest Confederate, secretary-treasurer.

Every effort has been made to assure the accuracy of this book. If you find errors an immediate report of them to EDITOR & PUBLISHER will be appreciated.

FICTION FEATURES

LEWIS WILSON APPLETON, JR.  
 1922 East Pacific St., Phila., Pa.

Our Special Pages make regular advertisers of non-advertisers—business you would not get otherwise.

May we suggest a Better Home Page, a Church Page, a Kiwanis Page, a Contest Page?  
 We operate in both small and large cities of the East. A request for information entails no obligation on your part. Write or wire.

CHANNON-SOUDER CO.  
 Vineland, New Jersey

FLAT RATE and FLAT MARKET good reasons for advertising in THE ADVANCE

Elizabeth City is the trading center of a rich cotton market that was fortunate in being located outside the path of serious Boll Weevil infestation.

Farmers are prosperous and the city wideawake. It is easy to advertise in the one daily paper in its field—note the flat rate idea and the

2,300 CIRCULATION

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

CIRCULATION BRINGERS

Famous fiction of all lengths.

Service for Authors, 33 W. 42d St., N. Y.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.  
 KIDDIE KAPERS—in 2 col.; real kids.  
 Columbia Newspaper Service, 799 B'way, N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURE pictures. We pay \$3 and \$5 for each accepted.  
 Kadel & Herbert,  
 153 East 42d St., New York City.

TALES

Lewis Wilson Appleton, Jr.  
 1922 East Pacific St., Phila., Pa.

For Directory of Features

See Page 257

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr.  
 150 NASSAU ST. NEW YORK



# Los Angeles *the Miracle City*



ACCORDING to statistics, it is growing faster than any other city in the country. Right on its heels—is the Miracle newspaper, The Los Angeles Examiner.

FIRST in advertising gains for morning and Sunday newspapers for 1923, and SECOND in gains among all morning and Sunday and evening newspapers for the year,—

A GAIN of over 4½ million lines, and this on top of a record of over 3 million lines gain for 1922—which was the second largest gain among morning and Sunday newspapers last year.

This record-breaking accomplishment was made possible through results to advertisers produced by the greatest morning and Sunday coverage west of St. Louis,—

over

## 165,000 daily--380,000 Sunday

*Let us send you evidence showing what this circulation, plus the real (not theoretical) co-operation of our Merchandising Department has done for others in YOUR line of business.*

**Los Angeles Examiner**

*The Great Newspaper of the Great Southwest*

BROADWAY AND ELEVENTH, LOS ANGELES

Pacific Coast Representative  
571 Monadnock Bldg.  
Telephone Garfield 3858  
San Francisco.

Eastern Representative  
1819 Broadway  
Telephone Columbus 8342  
New York City

Western Representative  
915 Hearst Bldg.  
Telephone Main 5000  
Chicago

Special Representative  
Automotive Trade  
1407 Kresge Bldg., Detroit  
Telephone Cherry 5245

PUBLISHERS "ORCHARD and FARM"—300,000 CIRCULATION

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

[Copyright, 1924, by The Editor & Publisher Company]

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyers. Agencies listed include AALWYN ADVG. AGCY., ABBOTT & STORM., ACEL, ERWIN S. d., ACME ADV. Co a-b-e., ACORN AGCY., INC., ADAMANT ADVG AGCY d., ADAMARS CO. a-b-c-d-e-f., ADAMS ADV. AGCY., INC. d., ADAMS, OTIS H., CO. d-e., ADCO COMPANY., AD-CRAFT AGCY., ADDISON ADV. AGCY., ADDISON & McMULLEN., ADELPHIA ADVG. AGCY., AD-KRAFT SERVICE., ADLEY, A., ADVA. TALKS CO., ADVANCE ADV. AGCY., ADVANCEMENT ADV. EX-CHANGE., ADVERTISERS' INDIVIDUAL SERVICES., ADVERTISERS PRESS, INC., ADVERTISING AGENCIES CARPORATION., a-e-g., ADVERTISING SERVICE CORP., ADVERTISING CHECKING BU., REAU., ADVERTISING CORP., d-e., ADVERTISING INDUSTRIES, INC., a-d., ADVERTISING LABORATORIES., ADVERTISING SERVICE AGCY., ADVERTISING SERVICE BU., REAU., ADVERTISING SERVICE CO., 47 W. 34th St., AETNA ADV. CORPORATION., AGENCY HAVAS., AITKEN-KYNETT Co., a-d-e-f-g-h., AJAX ADV. AGCY., d-g., AKEN CO., WILLIAM B., AKRON ADV. CO., g., ALBANY ADV. AGCY., d., ALBEE CORPORATION., a-b-c-d., ALDEN CO., EDWIN, d., ALDINE CO., g., ALERT ADV. AGCY., ALEXANDER ADV. AGCY., e., ALEXANDER ADV. AGCY., a-d., ALEXANDER CO., MILTON, a., ALLEN ADVG. AGCY., INC., e., ALLEN, ELMER L., e-g., ALLEN, WALTER A., d-f., ALLMAN-ADV. AGCY., d., ALLTOW-SINGLETON, INC., e., AMBRO CO., d., AMES, ALLEN P., AMERICAN ADV. AGCY., AMERICAN INTERNTIONL ADV. AGCY., AMERICAN SPORTS PUBLISHING CO., a., AMSTERDAM AGENCY, INC., a-b-c-d-e-f-g-h., ANCHOR ADVG. AGCY., ANDERSON ADV. AGCY., ANDREWS, BROWN & COLE., ANFENGER - JACOBSON ADV. CO., a-c-g-f., ANKRUM ADV. AGCY., e., APATOW, JOHN J., d., ARCADY CO., c., ARKENBERG SPECIAL AGCY., ARKIN ADVERTISERS' SERV., ARMER CO. H., ARMSTRONG ADV. SERVICE., ARMSTRONG CO., F. WALLIS, F. WALLIS ARMSTRONG, ARNSTEIN'S ADV. AGCY., d., ARROW CO., e., ART ADVG. AGCY., CARL W., ASH ADV. AGCY., THEODORE E., ASSOCIATED ADVERTISERS AGCY., ASSOCIATED ADVERTISING COUNSELORS., ATKIN ADV. SERVICE., ATKINSON ADV. SERVICE WILLIAM C., AUREY & MOORE INC., f-g., AUSTIN ADV. AGCY., ALFRED., AUSTIN, HAROLD C., d., AUSTIN CO., O., d., A. W. ADVERTISING, INC., a-d-e-f-g., AYER & SON, N. W., a-c-f-g., BACK ADV. AGCY., J., b., BAER, INC., JOSEPH E., a-d-e-g., EAER CO., S. C., a-d-e-g., BAGLEY ADV. AGCY., BAILEY, JOHN RAYBOURNE., e-g., BAILEY-HEMINGTON CO., BAKER ADV. CO., d-e., BAKER, J. E., BAKER-ROBINSON CO., BAKER, WILLIAM HENRY, d-f., BALL & DAVIDSON ADVG. SER., BALLARD ADV. AGCY., e., BALLETT, CARL J., b-d., BALLYNTINE ADV. AGCY., BANKER - EVANS BRIESBOIS CO., INC., e-g., BANKERS & LAWYERS ADV. AGCY., BANNICK, CHRISTIAN J. M. A., g., BARBER & CO., EARLE S., a-e., BARBER ADV. AGCY., J. W., a-d-e-f-g-h., BRIGHT, GEORGE F., BARKER-CONDON CO., BARKER, ROBERT M., BARNARD ADV. AGCY., e., BARNES & FEHLING CO., a-d-e-f-g., BARKER, DUFF & MORRIS, BARRITT & Co., a-d-e-g., BARROWS & RICHARDSON, a-d-e-f-g-h., BARTLETT, D. G., BARTLETT, EDMUND., BARTON ADVG. AGCY., c., BARTON, DIRSTINE & OS., BORN, INC., a-b-c-d-e-f-g-h., KASFORD, C. M., f., BASIAM CO., THOMAS E., a-b-e-f-g-h., BATEL CHELOR, MASON & BROWN, INC., BATES ADV. AGCY., BATES, H. ELLIOTT, M. D., BATES ADV. AGCY., J. D., BATES, HARRISON & JANES, INC., BATTEN CO., INC., GEORGE, B. BAUER-KREHBIEL-SMALL CO., BAUERLEIN, INC., a-b-d-g., BAUM ADV. AGCY., e., BAUM CO., I. W., BAUMGARTNER ADV. PUBLICITY CO., a-d., BAXTER ADV. CO., a-d-e-f-g-h., BEACH & ASSOCIATES, WILBUR., BEAUMONT & HOHMAN, d., BEDFORD ADV. SERVICE., BEEK ADVG. AGCY., INC., a-e., BEERS ADV. AGCY., BEHEL & HARVEY, d-g., BEHR, JULIAN J., a-e-g-f., BELL ADV. AGCY., d., BELLAMY-NEFF CO., a-d-e-g., BENJAMIN ADV. CORPORATION., BENJAMIN, CHARLES L., g., BENJAMIN ADV. CO., d., BENJAMIN RICKARD ADVG. CO., e-g.,

EXPLANATION OF KEY LETTERS

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

# NEW RADIO MAGAZINE

The New York Herald has brought out a complete Radio Magazine as a supplement to its Sunday edition—the first in any metropolitan Sunday newspaper. It is unique, illuminating, indispensable to Radio-users. More than 5000 lines of Radio Advertising were carried in the first issue; more than 6000 lines in the second issue.

## A New 8-Page Gravure Picture Section

The New York Herald now contains 2 eight-page Picture Sections every Sunday—16 pages printed in beautiful gravure. There is no better pictorial news printed anywhere.

## Archie Butt's Letters on Roosevelt the Man

The New York Herald is now publishing these letters written by Major Archie Butt when Aide to President Roosevelt in daily and Sunday installments. In the sense that they cast an entirely new light on motives and actions in that brilliant diplomatic and executive period these letters constitute definitely important news. They are definite contributions to American history and the biography of a great President, as well.

*Many other features added in recent months*

# THE NEW YORK HERALD

280 Broadway

New York

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S. (Continued from page 126)

Table listing advertising agencies and their space buyers across the United States. Columns include Agency Name, Address, and Space Buyers. Agencies listed include Henson, Gamble & Crowell; Berg Advertising Agency; Bergeon Adv. Co.; Besack Sands Adv. Co.; Letting-Thompson-Madden; Beverage & Co.; Biddle Agency; Billings Adv. Co.; Binger Co.; Biow Co.; Birch Co.; Birchfield & Co.; Bisberne Adv. Co.; Biswell & Land; Bitting A Service Adv. Agency; Blaauw-Hipple; Blackburn Adv. Agency; Blackman Co.; Blaine-Thompson Co.; Blair Co.; Blake, John W.; Blaker Adv. Agency; Bliss Adv. Service; Bloch Co.; Bloodgett Co.; Bloodheart-Soat Co.; Bloeser Co.; Bloomingdale-Weiler Adv. Agency; Blosser-Williams Co.; Blum Adv. Corp.; Blumenstock, Inc.; Elum's Adv. Agency; Bogin, Inc.; Bohnett & Co.; Bolt Co.; Bolton, Meeck & Weinstler; Bolling, John Randolph; Bond, Arthur T.; Bonsib, Louis W.; Border Adv. Agency; Borough Adv. Agency; Boston Financial News; Boston News Bureau; Boston Publicity Bureau; Bostwick, Inc.; Bostwell-Frankel Adv. Service; Botsford-Constantine Co.; Bott Adv. Agency; Bowers, Charles Wm.; Bowers Co.; Boyd Adv. Agency; Boyle, Inc.; Boynton-Brett Co.; Boynton, Henry P.; Boynton, Inc.; Bradley, Charles H., Jr.; Brandt Adv. Co.; Brann, Inc.; Brearley-Hamilton Co.; Breniser & Co.; Brennan-Eley Co.; Brett Associates; Brewton, A. C.; Briarcliffe Adv. Agency; Bricka-Ford Co.; Briggs Co.; Brigs, Ralph E.; Brisacher & Staff; Brock-Harrison Co.; Brockland & Moore, Inc.; Bromberg-Chanin Co.; Bromfield & Co.; Brooks of Illinois, Inc.; Brooks Adv. Agency; Brooke, Smith & French, Inc.; Broome & Sando Co.; Broquette, Lucien M.; Brotherton Co.; Brown Adv. Agency; Brown, Ltd.; Brown, Connery & Co.; Brown & Co.; Brownell Adv. Service; Brun Adv. Service; Bryan, Alfred Stephen; Bryan & Bryan; Bryant Adv. Corp.; Buchanan Adv. Agency; Buchanan, Thomas Adv. Agency; Buchanan Co.; Buck Company; Buckingham Co.; Buckley, Earle A.; Buffalo Adv. Agency; Bull, Norris L.; Burdette Co.; Burdick Co.; Burgess Co.; Burnette & Foye; Burnett-Kuhn Co.; Burnham, Rufus Bradford; Burnham & Ferriss; Burns-Hall Adv. Agency; Burns-Wolaver Co.; Bush Advertising Service; Business Research & Development Co.; Buswell Service; Butler Adv. Co.; Buzy-Kaughly Co.; Byerly, Oliver M.; Cadwallader, Coulter & Payne; Cady Adv. Service; Cahill Adv. Co.; Caldwell-Baker Co.; California Adv. Agency; Calkins & Holden, Inc.; Calloway Associates, Inc.; Calumet Adv. Co.; Campbell Adv. Agency; Campbell, W. Austin; Campbell-Ewald Co.; Campbell-Moss, Johnson; Campbell, Trump & Co.; Camps Adv. Agency; Cann, Tedford H.; Capehart-Carey Corporation; Capital Adv. Co.; Capital Adv. Co. of New York, Inc.; Caples Co.; Caravel Service; Carhart Adv. Corp.; Carlisle Co.

(Continued on page 130)

EXPLANATION OF KEY LETTERS

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

# Erie is in Normal Selling Zones of Western New York, Eastern Ohio, Central Pennsylvania

## *Zone Merchandising and Not State Lines Govern the Erie Market*

Salesmen in Buffalo, Cleveland or Pittsburgh can jump over to Erie, Pa., just a short distance away. This proximity to three such strategic points cuts down traveling expense. State lines should not bar a big city within the normal merchandising zone of another state.

Erie as an independent market is more than large enough to be well worth while. Population 112,571 (U. S. Census Bureau Estimate 1923).

Erie is a city of manufactures so diversified as to insure an exceptional industrial stability. As Erie is not a "one crop" town, there are no industrial peaks of prosperity or valleys of depression.

The retail section in number and character of stores and selection of merchandise does ample justice to a city in the 100,000 population class.

The food product business is controlled by splendid local wholesalers.

The Erie Daily Times, published every evening except Sunday, blankets the entire market. Thirty-five years ago the Times was started with \$250 cash. Today a modern newspaper building is nearing completion as the home of the Erie Daily Times worth over half a million dollars.

No daily newspapers from outside cities enter the Erie market appreciably. See A. B. C. records for verification.

The Erie Daily Times blankets the city of Erie and its full and worth while trading territory within an average radius of 30 miles. Total population 146,000.

## **ERIE DAILY TIMES**

*A. B. C. Member*

*Evenings Except Sunday*

*Representatives*

## **E. Katz Special Advertising Agency**

Established 1888

New York

Chicago

Atlanta

Kansas City

San Francisco

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 128)

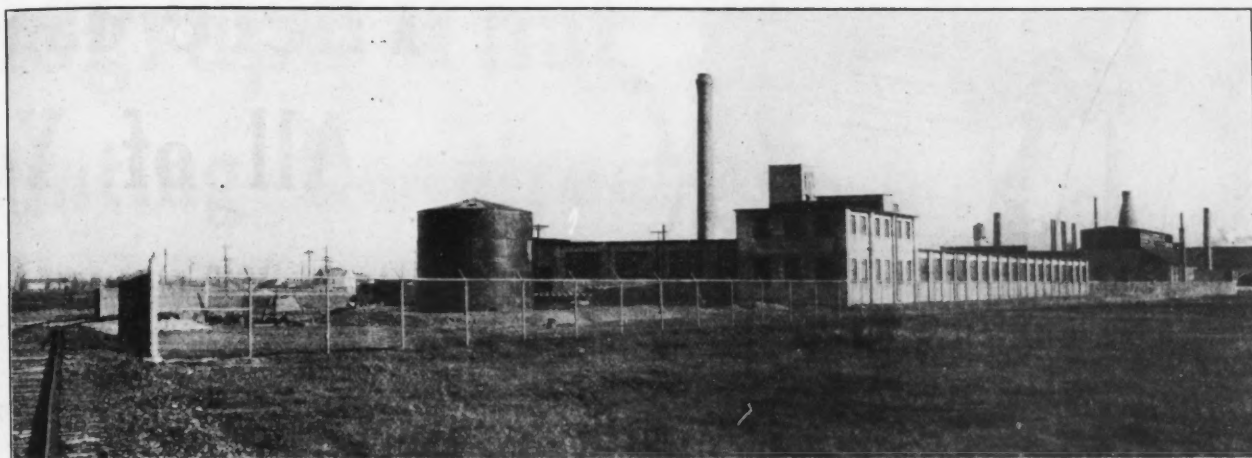
Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyers. Agencies listed include CARPENTER-OSWALD CO., THE CAROLINA ADV. AGCY., CARR C. C., ADVG. AGCY., CARR & COLUMBIA, INC., CASEY-LEWIS ADV. CO., INC., CASS ADV. AGCY., CASTELLO, RAYMOND L., CATES ADV. CO., CAUSEY CO., CECIL, BARRETO & CECIL, INC., CENTRAL ADVTR'S AGCY., CENTRAL ADVERTISING SERVICE, CENTRAL ADVG. AGCY., CENTURY ADV. SERVICE, CHAMBERS ADV. AGCY., INC., CHAMBERS & WISSWELL, INC., CHAMBERLAIN CO., CHANCE ADV. AGCY., CHANDLER & CO., CHAPIN, BURNET & FOYE, CHAPPELOW ADV. CO., CHARLES ADV. SERVICE, CHARLESTON ADV. CO., CHARLOUIS ADVG. SERVICE, CHATHAM ADV. AGCY., CHELSEA ADV. AGCY., CHESMAN & CO., NELSON, CHESSLER & ROSE ADVG. AGCY., CHICAGO ADVERTISING AGCY., CHICAGO UNION ADVG. AGCY., CHILTON ADV. AGCY., CHURCHILL-HALL, INC., CHUTE CO., L. E., CIRKER & CO., INC., CITY ADVERTISING CO., CLAFFEY ADV. CO., CLANCY CO., ROCKWELL F., CLARK-WHITCRAFT CO., CLARKE ADV. AGCY., CLATFELTER, HARRY, CLAY, H. J., CLAYTON, JOHN, CLOUGH ADV. AGCY., INC., CLOUGH, JOHN L., CLUTCH ADVG. AGCY., ROBERT W., COAST ADV. SERVICE, COCHRANE ADV. BUREAU, COCHRANE ADV. AGCY., WITT K., COFFEY & CO., HARRY V., COHEN, ABRAHAM, COLLIER ADVG. AGCY., COLLINS, INC., CLARKSON A. JR., COLLINS-KIRK, INC., COLLIER, BARRON C., COLLISON CO., COLONIAL ADVG. AGCY., COLONIAL ADV. SERVICE, COLTON CO., WENDELL P., COLUMBUS ADV. AGCY., COMRIE CO., FRANK M., CONDON-MILNE CO., INC., CONDON, MONTROSE, INC., CONE GENERAL ADV. AGCY., ANDREW, CONNER ADV. AGCY., INC., CONOVER-MOONEY CO., CONOVER CO., S. A., CONRAD ADVG. AGCY., CONTINENTAL ADVG. BUREAU, CONTINENTAL ADVG. CO., COOK CO., C. LAWRENCE, COOLIDGE ADV. CO., COONEY-CRAHAN CO., CO-OPERATIVE ADV. CO., COOPER, EDWARD, COPE ADV. AGCY.

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyers. Agencies listed include COPE ADV. CO., INC., COPIC SERVICE CO., INC., CORMAN CO., INC., CORNING, INC., COSMOPOLITAN DISTRIBUTING CORP., COSSAR & DAVIS, COTTER, ADVG. AGCY., COUCHE ADV. SERVICE, INC., COURTNEY, W. H., COWPERTHWAITA ADV. AGCY., CRAMER-KRASSELT CO., CRANE, R. C., CRANEFRAD ADVG. CO., CRISKE-EVERETT, INC., CRIM FLORENCE M., CRITERION ADV. CO., CRITCHFIELD & CO., CROSBY SERVICE, ARTHUR, CROSBY CHICAGO, CROSBY CO., J. H., CROSSLEY & FAILING, INC., CRUMRINE CO., ARTHUR M., CULVER, R. J., CUMMINGS ANDREW, CUMMINGS, J. HOYT, CUMMINGS CO., ROBERT S., CUNNINGHAM-HARGRAVE CO., CURTIS BATH CO., CURTIS-NEWHALL ADV. AGCY., CURTIS CO., INC., JOHN, DAIGER & CO., J. M., DAKE ADV. AGCY., INC., DAKE-JOHANET ADV. AGCY., DAKEN ADV. AGCY., DAKOTA ADV. AGCY., INC., DALE & MARX, DAMPMAN ADVG. AGCY., DANDO CO., DAN ADV. AGCY., DANIELSON & SON, DAPPRIICH ADVG. AGCY., D'ARCY ADV. AGCY., DARLOW ADV. CO., DAVID ADV. AGCY., S., DAVIES CO., MAXTON K., DAVIES, JOHN A. ADVG. SER., DAVIS, THE D., DAVIS, J. W., DAVIS, LEICESTER KNICKER-BOCKER, DAVIS & ARMSTRONG, INC., DAVENPORT ADV. CO., DAVIS & MEYER ADV. AGCY., DAVIS-SMITH CO., DAVISON-GIONCOLO CO., DAY INC., FRANK T., DAY ADV. AGCY., STANLEY, DAN, BEN, DE ARMAND, LOUIS G., DEATEL ADVG. SERVICE, DEBEAR, S. A., DE BIASI ADVG. AGCY., DECKER, LTD., HENRY, DECKER, J. J., DEIMEL, ADOLPH, DELANCEY ADV. SERVICE, DELANEY ADVG. SERVICE, DE LEURY-REEDER, DELLEFIELD, A. S., DELMONICO, CHARLES C., DE LUNE ADVG. BUREAU, del PASO ADV. AGCY.

EXPLANATION OF KEY LETTERS

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## CHICAGO MANUFACTURING PLANT



The rapidly increasing importance of the Middle West in the Printing and Publishing Industry and the resulting large amount of Ink Business with which this company has been favored has made it necessary to erect a manufacturing plant at **Clearing, Ill.**, in the manufacturing district of Chicago.

The prompt dispatch of the smallest and the largest shipments to all points by railroad is insured. The factory covers about three acres and is situated on the Belt Railway of Chicago which connects with the thirty-five trunk railroads entering Chicago. The three sidings on the company's own land connect with the freight clearing yard of the Belt Railway where 6000 cars a day are handled. Less than carload shipments for all roads are handled through the Belt Railway transfer station at Clearing. The location also makes possible tank wagon service to Chicago newspapers.

The factory will be in operation February 1, 1924, and is designed to serve the middle west. The buildings are of the best brick and steel construction. Continuous operation is assured by dual power, as the plant can be operated electrically or by the company's own steam plant. The latest improved machinery has been installed and the plant will be operated in accordance with the most modern methods known to maintain the highest standards of

QUALITY

UNIFORMITY

SERVICE

### GEO. H. MORRILL CO.

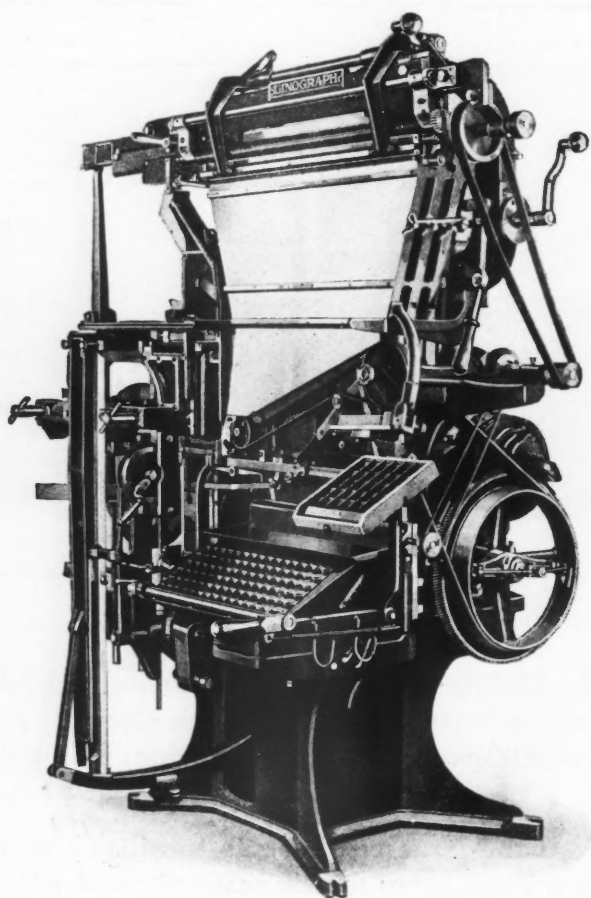
CHICAGO OFFICE:— 157 W. HARRISON ST.

HOME OFFICE:— NORWOOD, MASS. BRANCHES:— BOSTON — CHICAGO — SAN FRANCISCO

FACTORIES:— NORWOOD, MASS.

NEW YORK:— ST. LOUIS — LOS ANGELES

CLEARING, ILL.



### Model 3 Linograph

Model 3 Linograph is the simplest multiple magazine machine on the market today. A shift from one magazine to another can be made in three seconds. The front magazine can be changed in less than ten seconds and all three magazines may be removed and replaced by three others in less than one minute. Among the many efficient and economical features of Model 3 are: the low quad line, the single matrix transfer, the steel keyboard cams and cam roller, and the accessible distributor at a convenient height in front of the machine.

### Model 1 Linograph

This Linograph is the original model. It is the simplest line-casting machine that can be purchased, yet its range and versatility is exceeded only by the new Model 12. Model 1 is essentially the same as Model 3 except that it carries but one magazine at a time, which can be changed in less than ten seconds.

Both models have a range of from 5½ to 24 point direct from regular magazines and standard keyboard layout.

# There is a Linograph All of Your Printing

**W**E now build three different models of the Linograph, which will meet all the requirements of every printing plant.

Model 1 Linograph is very efficient as a straight matter machine on dailies where only one magazine at a time is required. It serves well in trade composition plants where rapid interchange of magazines is so often necessary. Model 1 is also very practical in the small town weekly plant where a skilled mechanic is not available.

Model 3 Linograph has proven its worth in every size plant and in every kind of printing. In job plants where machine composition consists of a few lines of one size or face, and then a few lines of another, it is invaluable. In batteries on dailies it is practical for straight matter, heads and the guts of ads.

Model 12 is the first "All Purpose" line-casting machine. While its widest field is in the ad alleys, it is practical to use it on straight composition and it will deliver as much, or more, type as the regular

## THE LINOGRAPH DAVENPORT

*Western Agency: 429 Sacramento Street*

European Agency  
Et Pierre Verbeke  
Brussels, Belgium

Australasia, South Africa, China  
Parsons & Whittemore  
New York City



# Linograph That Will Meet Printing Requirements

news machines. The operator can sit down to Model 12 with a large ad or complicated job and deliver it complete, ready for the make-up, without leaving his chair.

In every Linograph are incorporated certain principles that have done much toward making the Linograph such an efficient and economical typesetting machine. The simple and practical construction which is so apparent in all models, is directly responsible for the ease of operation and the low cost for upkeep. With direct transfers, simple mechanisms, easy and accessible adjustments, the Linograph requires little attention from the operator and his total production is surprisingly high. This same construction naturally reduces repairs and matrix replacements to a minimum.

Our representative will be glad to call at your convenience and discuss your composing room problems, explaining just how the Linograph can solve them. Write or wire for appointment.

## COMPANY

IOWA, U. S. A.

Street, San Francisco, Calif.

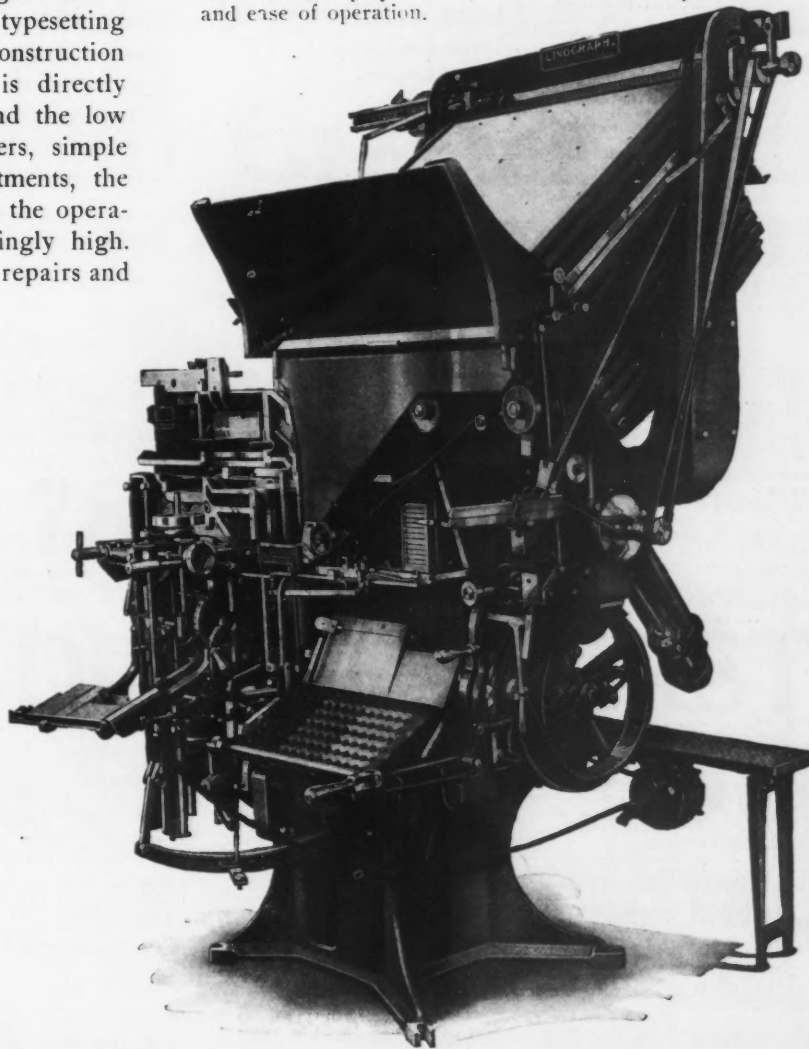
South American Agency

Ault & Wiborg

Cincinnati, Ohio

## Model 12 Linograph

Model 12 is the newest and most wonderful of all Linographs, and in fact of all slug-casting machines. Model 12 can be used with any number of magazines up to twelve, and has a range of from 5 to 60 point direct from regular magazine and standard keyboard layout. Wide and extended faces up to 24 point and slightly condensed faces up to 60 point may be used. Model 12 Linograph is a true "All Purpose" machine, as both straight matter and display can be set with the same speed and ease of operation.



ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S. (Continued from page 130)

Table listing advertising agencies and their space buyers in the United States, including agencies like Demopolis Adv. Agency, Denhard, Denny Co., and others, with columns for address and space buyers.

Table listing advertising agencies and their space buyers, continuing from the previous page, including agencies like Empire Co., Erickson Co., and others, with columns for address and space buyers.

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# The City Circulation of the Daily Post-Dispatch is:—

**51,000 Greater**  
than that of the second newspaper

**96,000 Greater**  
than that of the third newspaper

**138,000 Greater**  
than that of the fourth newspaper

*The City Circulation of the SUNDAY POST-DISPATCH exceeds that of the only other Sunday newspaper by—*

**78,000**

# The Post-Dispatch Is **FIRST** In St. Louis

**Eastern Advertising Office**  
World Building  
New York

**Detroit Advertising Office**    **Kansas City Ad't'g Office**  
General Motors Bldg.            Lee Bldg.

**Western Advertising Office**  
Mallers Building  
Chicago

*Pacific Coast Advertising Offices*  
M. C. Mogensen & Co., Inc.

**Los Angeles**  
Title Insurance Bldg.

**San Francisco**  
564 Market St.

**Seattle**  
Securities Bldg.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 134)

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer Name. Agencies listed include Franklin Co., Frazier Co., Fredericksburg Adv. Co., Freeman Adv. Agcy., Freitag Adv. Agcy., Frye, Inc., Friend Adv. Agcy., Friend-Wiener Donohue Adv. Agcy., Frizzell Adv. Agcy., Frohman, Louis H., Frost Co., Inc., Frowert Adv. Co., Frowert Co., Inc., Fuguet & Co., Inc., Mond Ag., Fuhrman Co., Inc., Fuller Co., Charles H., Fuller & Smith, Fuller Co., W. P., FYFFE & Bond Corp., Gaebler Adv. Agcy., Gamelin Adv. Service, Gantert, C. Palmer, Gardner Adv. Co., Gardner & Wells Co., Inc., Garvey-Anderson Co., Gates & Co., W. N., Gaylor, Albro C., Gelles Adv. Agency, General Adv. Co., Genesee Adv. Agcy., Gephart & Price, Gerber Co., Joseph R., Germo, Eleanor D., Ceyer-Dayton Adv. Co., Gill, J. Nelson, Gillam's Service, Gillespie & Co., D., Gillham Co., Inc., Glade & Giles Adv. Agcy., Glaser & Marks, Inc., Globe Adv. Agcy., Inc., Goebel Adv. Service, Golden Co., Louis H., Goldine Adv. Agcy., Goldman Adv. Service, Inc., Coldman, Carrigan & Co., Goldsmith Co., Goldsmith, L., Goldstein, Louis L., Good Adv. Co., H., Goodcell - Parton Adv. Agcy., Goode & Berrien, Inc., Goodnow Adv. Agcy., Marc, Goodman, Philip, Goodwin Adv. Agcy., Inc., Goodwin, Inc., H. C., Goodwin-Mann, Inc., Gordon-Mark Co., Gormley-Smith-Peifer, Inc., Gornay, Inc., C., Gotham Adv. Co., Gould Co., M. P., Gould Adv. Agcy., P. T., Gouldston Adv. Agcy., Ernest J., Gray Adv. Co., Inc., Gray & Co., A. A., Gray, Russell T. F., Crayhurst & Scott, Green Adv. Agency, Inc., Charles C., Green Adv. Agcy., Dr. C., Green & Hamilton, H. B., Green-Fulton Cunningham, CO., Greene, Carl H., Greenleaf Co. (Mass), Greenleaf Adv. Corp. (New York), Greg & Ward, Inc., Grenell Adv. Agency, Greve Adv. Agcy., Inc., Gribin, Harris, Griffin & Johnson & Mann, Inc., Griffith Adv. Agency, Griswold - Eshleman Co., The

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer Name. Agencies listed include Crosbeck, Hearn & Hin, DLE, Inc., Guardian Adv. Corp., Guenther-Bradford & Co., Guenther-Blaze Adv. Agcy., Guenther-Law, Inc., Guillemet, Inc., Cumbiner, Lawrence C., Gundlach Adv. Agcy., Gunnell, Inc., Gunnison, Inc., Stanley E., Gurwit Adv. Agcy.

H

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer Name. Agencies listed include Haase, Frederick J., Hadden, Howard S., Hahn-Rodenberg Co., Tie, Haines Adv. Agency, J. B., Hall Adv. Co., Hall Co., Inc., Charles A., Hall Adv. Agcy., S. Roland, Hall & Emory Agcy., Inc., Hall & Parker, Hallowell, C. S., Hamilton Adv. Agcy., Inc., Hamilton, William Irving, Hamman, K. L., Hammel & Dermott, Hammel, Suthphen & Far, Ker, Inc., Hanbery Co., Welch, Hanff-Metzger, Inc., Hankins Adv. Agcy., Hanser Agcy., Inc., Hartsch, Carl L., Hardy, Inc., Walter E., Hargrave-Cummings Co., Harris Adv. Co., Harris Adv. Agency, Harris, Daniel, Harrison Co., Harrison, E. Maynard, Hart Adv. Agcy., Frederic, Harrison-Landauer, Inc., Hartwig Adv. Co., Inc., Hartzell Co., J. H., Harvey Adv. Agcy., Inc., Hatcher & Young, Hatfield & Co., Haulenbeek Agency, G. H., Haven, Edwin H., Hawes Adv. Agency, Hawk, Franklin, Hawkeye Adv. Co., Hawkind, Willis M., Hawley Adv. Co., Inc., Haydock & Co., W. H., Hays Adv. Agcy., Inc., Hazard Adv. Corporation, Heilbronner, A. H., Held Adv. Co., D., Hellwig Co., Inc., E. W., Henke, Inc., Henri, Hurst & McDonald, Herndson-Johnson Adv. Co., Herring, James G., Hertz-Handley Co., Hewitt, Gannon & Co., Inc., Heyl, Martin L., Hibson & Ero, Hicks Adv. Agcy., Hicks & Staff, B. W., Higham, Ltd., Charles F., Hill Co., Inc., Albert P., Hill Co., W. S., of New York, Hill Co., W. S., Hillwinston Co., G., Hinds Adv. Agcy., L. A., Hirsch, Louis J., B., Hitz, Frank J., Hofheimer, S. D., Hoffhine Bulletin Sys., Hoffmeyer-Rutledge Co.

(Continued on page 138)

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Mount Vernon

New Rochelle

# THE TWIN CITY DAILIES

WILL CARRY YOUR MESSAGE TO OVER

135,000 PEOPLE IN WESTCHESTER COUNTY, N. Y.



**Mount Vernon**  
 Population Estimated  
 1924—49,000

---

**The Daily Argus**  
 Average  
 Daily  
 Circulation  
 October, November  
 and December, 1923

---

**9,320**

The  
 Fourth  
 Richest  
 Buying  
 Section  
 In  
 the State

**New Rochelle**  
 Population Estimated  
 1924—43,000

---

**The Standard-Star**  
 Average  
 Daily  
 Circulation

---

**7,149**



The Largest Newspaper Circulation in Westchester County Under One Ownership. Area Includes

MOUNT VERNON

NEW ROCHELLE

NORTH PELHAM

MAMARONECK

PELHAM HEIGHTS

LARCHMONT

PELHAM MANOR

EASTCHESTER

TUCKAHOE — BRONXVILLE — SCARSDALE — QUAKER RIDGE SECTION

Westchester's Greatest Advertising Mediums—

THE DAILY ARGUS

Advertising for 1923

Mount Vernon

7,911,932 lines of Paid Advertising. A gain of 675,794 lines over 1922.

THE STANDARD STAR

New Rochelle

Since the consolidation on July 1, 1922 of The Evening Standard and The Daily Star, great progress has been made. The Standard-Star for 6 months carried 735,936 lines of advertising.

2 COMPLETE PLANTS

MOUNT VERNON  
40-page press  
11 Linotypes  
1 Ludlow

NEW ROCHELLE  
24-page press  
9 Linotypes  
1 Ludlow

Published by

## WESTCHESTER NEWSPAPERS, Inc.

Franklin A. Merriam, President

Foreign Representative

GEORGE B. DAVID & CO.

NEW YORK, 110 E. 42nd Street CHICAGO, 1411 Hartford Avenue

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S. (Continued from page 136)

Table listing advertising agencies and their space buyers, including addresses and agency names like HOGUE, INC., HOLDEN ADV. AGCY., HOLLAND ADV. CO., INC., etc.

Table listing advertising agencies and their space buyers, including addresses and agency names like JORDAN ADVG. SERVICE, INC., JOSEPH ADV. AGCY., JOSEPH M., etc.

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NIAGARA FALLS GAZETTE

Where one of these presses may be seen in daily operation

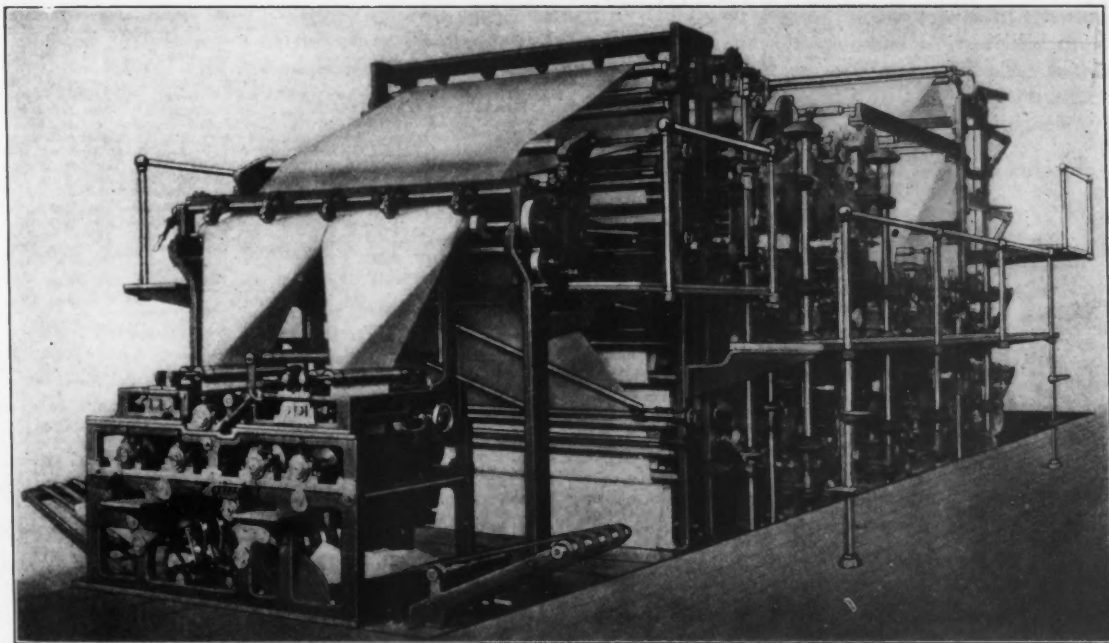
# A Press for 40 Pages from 40 Plates

---

FULL SPEED—NO COLLECTING

---

30,000 per hour from a single set of plates for 40-38-36-34-32-30-28-26-24 and 22 pages. 60,000 per hour from two deliveries on the smaller runs.



THE DUPLEX 40-PAGE-FOR-PLATE PRESS, PRINTING THE NIAGARA FALLS GAZETTE

**T**HIS press meets the exact needs of the publisher running one or two large editions each week. The large edition, of any number of pages, is produced at the same speed as the smaller issues. There are no collect products at half productive speed and the restriction of four page increments is eliminated.

Duplex construction represents the best materials obtainable and the highest quality of workmanship. Tried and proved principles of design have been adhered to throughout. An investigation and inspection is convincing.

## DUPLEX PRINTING PRESS COMPANY

Main Offices & Works—Battle Creek, Mich.

World Building  
New York

New Temple Building  
Chicago

Chronicle Building  
San Francisco

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 138)

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include LAMY ADV. AGCY., LANDAU, ADOLPH B., LANDSHEET ADV. AGCY., LANDSMAN, BENJAMIN, LANFORD, H. G., LANGDON LAWRENCE, LANYON-CUMMINGS SERVICE, LA PORTE & AUSTIN, LARCHAR-HORTON CO., LAWYERS' ADV. CO., INC., LAY CO., INC., LEDDY & JOHNSTON, LEE, L. K., LEE, WALKER T., LEE, WILSON H., LEES, GEORGE E., LEGGETT, J. ALEXANDER, LENHOFF, FRANK W., LENINGTON & SHAW ADV. SERVICE, LENOX HILL ADVG. AGCY., LENT, EDWARD O., LEON, AGENCY, AUDLEY K., LESAN ADV. AGCY., LESSING ADV. CO., LEVENE, FRIESLEY CO., LEVIN CO., INC., LEVY, H. H., LEVY, ALFRED, LEWIS ADV. AGCY., LEWIS ADV. CORP., LEWIS & COFFEE ADV. AGCY., L'HOMMEDIU CO., LIEF, ALFRED, LIGHTFOOT, W. R., LIGHTS ADV. AGCY., LILLIBRIDGE, INC., LILLY & CO., LINGCOLN ADV. SERVICE, LITTLEHALE ADV. AGCY., INC., LIVERMORE & KNIGHT CO., LOCKWOOD - SHACKELFORD, LOEWY ADV. AGCY., LOGAN, INC., LONG ADV. SERVICE, LONG, JR., CHARLES A., LONG-COSTELLO, INC., LONG & MAYERS, LORD & THOMAS, LOSS, J. H., LOUGHEE ADV. AGCY., LOUGHEE CO., LOVE & LOVE, LOVEKIN CORPORATION, LOW CO., INC., LOYD ADV. AGCY., LUNKE ADV. CO., LYDDON & HANFORD CO., LYNCH, INC., LYON AGCY., LYON ADVG. AGCY., INC., LYLE CO., McADAM ADV. SERVICE, McHRYDE ADVG. AGCY., McCANDLISS CO., McCANN CO., McCARTY COMPANY, McCLEURE ADV. SERVICE, McCLEURE ADV. AGCY., McCORMICK-VAN DEMARK, McCREADY, T. L., McCUTCHEON-GERSON SERVICE, McFARLAND PUBLICITY SERVICE, McGUICKIN CO., McJUNKIN ADV. CO., McKEE CO., INC., McKENNA-MULLER, McKENNEE & TAYLOR, INC., McKINNEY CO.

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include McLAIN-SIMPERS ORGANIZA-207 W. Washington, Philadelphia, Pa., McLAUGHLIN ADV. AGCY., McLAUGHLIN & CO., INC., McMANUS-OREGAN AGCY., McMULLEN CO., ROBERT M., McQUILKIN ADVG. AGCY., McSWIGAN-TEBBETS CO., McVEY ADV. CO., MACAVINCHIE, ALEX. J., MACE ADV. AGCY., MACGIBBON & WATSON, MACHEN & DOWD CO., MacINTOSH ADV. AGCY., MacKENNY CO., W. B. D., MacMANUS, INC., THEODORE, MacMARTIN ADV. AGCY., INC., MADISON ADV. SERVICE, MAGBEE ADV. SERVICE, MAGGERT, MAYNARD E., MAGUIRE ADVG. AGCY., MAHOOL, KATHRINE H., MAILO ADVG. AGCY., MAISH CO., JAY H., MALEY SERVICE, HARRY C., MANDEL, ERNEST L., MANKE OSBORNE ADV. SERVICE, MANTERNACH CO., MANUFACTURERS' PUBLICITY CO., MARBLE ADV. AGCY., MARCH, RUFUS P., MARG-LET ADV. CO., MARGON, ROBINSON CO., MARKS ADV. CO., INC., MARKWELL, NORMAN M., MARSCHALK & PRATT, INC., MARSH ADV. AGCY., EDW. H., MARSH ADVG. AGCY., FRANK, MARSH, OLIVER ALLYN, MARSHALL, GEORGE M., MARTIN ADV. CO., MARTIN ADV. CO., MARTIN CO., FRANK V., MARTIN, GEORGE D., MARTIN, JOHN IEX, MARTIN & DAVIDSON, MARTINIERE ADV. SERVICE, MARTIN, NEWTON B., MARYLAND ADVG. SERVICE, MASON ADV. AGCY., MASON, C. HENRY, MASSE CO. S. M., MASSENGALE ADV. AGCY., MATHEWSON, WARD M., MATTESON-FOGARTY-JORDAN, MATTHEWS ADV. CORPORATION, MATTHEWS COMPANY, MATTOCKS-McDONALD CO., MATOS ADV. CO., INC., MAXON ADVG. EFFICIENCY SERVICE, E. LEE D., MAXWELL-McLAUGHLIN CO., MAY ADV. AGCY., MAYER CO., GEORGE H., MAYES ADVG. SERVICE, MAYS ADV. AGCY., THOMAS D., MEANY, PHILIP J., MEARS ADVG. INC., MEARS, CHARLES W., MERCAD CO., THE, MERCANTILE ADV. CO., MERCANTILE SERVICE CORP., MERCHANTS BUSINESS BUILDERS SERVICE, MERCHANTS SERVICE, MEREDITH & CO., INC., MERRIAM COMPANY, THE, MERRILL, PRICE & TAYLOR, MERTZ, KICK & CO., METROPOLITAN ADV. CO., MEUSER, BERNHARD, MICHAELS CO., HARRY C.

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 140)

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include MICHEL & STAFF, A. EUGENE, MICHIGAN ADV. AGENCY, MID-CONTINENT ADV. AGENCY, MIDDLE STATES NEWS & ADV. AGENCY, MILBOURNE ADV. AGENCY, MILLER, HENRY E., MILLER ADV. SERVICE, MILLER AGENCY CO., MILLER ADV. CO., FRED W., MILLER & CRAIG, MILLS ADV. CO., INC., MILSCO ADV. AGENCY, INC., MINER CO., DAN B., MINOR, C. HARRISON, MITCHELL ADV. AGENCY, INC., MITCHELL-FAUST ADV. CO., MONTGOMERY PERCY, MITCHELL, INC., J. T. H., MIN, J. ROWLAND, MODERN HAWKERS, MODELL ADV. AGENCY, INC., MORGAN ADV. AGENCY, INC., MORGAN J., MORRIS CO., FRANK C., MORRIS ADV. AGENCY, MORRIS ADV. SERVICE, PHILIP, MORSE ADV. AGENCY, MORSE ADV. CO., MORSE INTERNATIONAL AGENCY, INC., MORSE MACLEAN CO., MORTON ADV. CO., MORTON ADV. SERVICE, INC., MOSER ADV. SERVICE, MOSER & COTINS, MOSES ADV. SERVICE, MOSS ADV. AGENCY, MOSS-CHASE CO., THE, MULLALLY, INC., WILLIAM T., MULLER & CO., J. P., MULLIGAN CO., C. N., MUMM-ROMER CO., MUX-BUCKINGHAM ADV. AGENCY, MUNN & NICHOLS, MURPHY, INC., DEAN, MURPHY, GEORGE A., MURRAY ADV. AGENCY, INC., MURRAY CO., MURRAY HILL ADV. AGENCY, MUTUAL SERVICE CORPORATION, MYERLY DIRECTORY & ADV. SERVICE, MYERS-BEESON-GOLDEN, INC., MYERS & WATROUS, NATHAN ADVERTISING COMPANY, NATHAN, EDWARD N., THE, NATHAN & CO., L. B., NATIONAL ADV. AGENCY, NATIONAL ADV. CO., NEBRASKA ADV. CO., NESBITT SERVICE CO., THE, NETTER ADV. AGENCY, NEW BERT W. ADV. AGENCY, NEWCOMB & CO., JAMES F., NEWELL CO., R. B., NEWELL-EMMETT CO., INC.

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include NEW ENGLAND ADV. CO., NEW ENGLAND FOREIGN LANE, GUAGE SERVICE, INC., NEWMAN ADV. AGENCY, BEN FRANKLIN, NEWMARKS ADV. AGENCY, NEWSON CO., NEW YORK ADV. AGENCY, NICHOLS CO., CHARLES F. W., NICHOLS-EVANS CO., NOLLEY AGENCY, R. F., NORDLIE CO., CHARLES D., NORMAN ADV. AGENCY, NORTHWESTERN ADV. AGENCY, NORTHERN MICHIGAN ADV. AGENCY, NORTHWESTERN BUSINESS AGENCY, NORWOOD, INC., C. H., NORMAN ADV. AGENCY, NOURSE ADV. AGENCY, NUWAY ADV. CO., NYE ADV. AGENCY.

O

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include O'BRIEN ADV. SERVICE, O'CONNELLING ALLS ADV. AGENCY, O'CONNOR GROSSE ADV. AGENCY, ODLIN COMPANY, JOHN W., O'GORMAN ADV. AGENCY, OHIO ADV. CO., O'KEEFE ADV. AGENCY, P. C., OLD MILL ADVERTISING CO., THE, OLEK ADV. AGENCY, OLIPHANT ADV. AGENCY, INC., OLLENDORF CO., C. J., OLSON & ENZINGER, INC., O'MALLEY ADV. & SELLING SERVICE, O'NEIL-DOULBERRY CO., INC., ORMSBEE, THOMPSON ADV. AGENCY, OSBORNE, LENO (MISS), OSTEN ADV. CORP., OSWALD ADV. AGENCY, OWEN-KENNY ADV. CO., OWL ADV. AGENCY, OWL ADV. AGENCY.

P

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include PABST CO., FREDERICK, PACE CO., THE, PAGE ADV. CO., PACE CO., C. W., PAGE, LAURENCE E., PAINE ADV. SERVICE, S., PAIRIO COMPANY, W. B., PALMER ADV. AGENCY, PALMER ADV. SERVICE, PALMER ADVERTISING SERVICE, INC., PARENT SYSTEM, PARIS COMPANY, PARIS ADV., DANIEL E., PARKS & WEISS, PATTEN ADV. SERVICE, PASCHALL, IRVIN F., INC., PATTERSON-ANDREWS CO., INC., PAYNE ADV. ORGANIZATION, HANCOCK, PEARSON, W. MONTAGUE, PECK ADV. AGENCY, PENN-ALLEN ADV. AGENCY, PENNO ADV. SERVICE, PENNY, C. T., PERRY, CHARLES H., PERSON-COOKE, INC., PERRY ARV. ACCY., PETERSON CO., WALTER J., PFEIFFERS ADV. AGENCY, PHELPS, INC., GEORGE HAR, RISON, PHIBBS, HARRY CO., PHILADELPHIA NEWS BU, PRAU, PHILLIPS ADV. AGENCY, HARRY.

(Continued on page 144)

EXPLANATION OF KEY LETTERS

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

# THE ASSOCIATED NEWSPAPERS

Has made a contract covering several years to come for the exclusive newspaper work of H. I. Phillips, "the funniest man in America when it comes to writing." His work will be supplied only to members of The Association.

NEWSPAPERS in territory not covered by our members may secure *Phillips* and many other leading daily features by joining us. Rates are based on population and are so low, (because we are co-operative and not profit-making), that the use of two or three of our features more than repays the cost.

Nearly fifty leading newspapers in the United States and Canada are now members—including such papers as the

CHICAGO DAILY NEWS,  
BOSTON GLOBE,  
ATLANTA JOURNAL,  
DETROIT NEWS,  
LOS ANGELES EXPRESS,  
ST. PAUL DISPATCH,  
WASHINGTON STAR,

PHILADELPHIA BULLETIN,  
NEW YORK SUN AND GLOBE,  
CINCINNATI TIMES-STAR,  
KANSAS CITY STAR,  
PITTSBURGH CHRON. TELEGRAPH,  
SPOKANE SPOKESMAN-REVIEW,  
TORONTO STAR.

The present service includes such leading features as:

H. I. PHILLIPS, *Daily humor by the greatest humorist.*  
"A splendid stroke for The A. N.," writes an editor.  
"Phillips writes the funniest column available today."

R. L. RIPLY, ("RIP") *Sport cartoonist and writer.*  
The best sport cartoonist in the world and the best artist among all cartoonists—a preeminent authority on all athletics.

H. ADDINGTON BRUCE,  
*Talks on developing mind and body.*  
Daily articles on the conduct of life, the cultivation of mental and physical hygiene, the acquiring of good habits and the improvement of power of every kind.

JOHN PILGRIM, *The story-telling philosopher.*  
Daily home-spun stories of fact and fiction about every day things and ordinary people and sound sense about the world we live in.

CAROLYN BEECHER, *Women's serial story writer.*  
The most popular writer of stories of love, courtship and marriage—always absorbingly interesting and always clean.

JOHN CARLYLE, *Daily Editorial writer.*  
Sane, uplifting, uncommon—common sense talks on the problems of the day by a keen observer and sound philosopher.

BETTY BRAINERD, *Special writer for women.*  
A day to day presentation of women from a woman's point of view done in a much needed lighter vein than the usual preachy feature.

KEEPING UP WITH THE JONESES,  
*Leading comic strip.*  
Depicting the social struggles of the average family in all its humorous phases.

LITTLE PAL, and DICKY DIPPY,  
*Two daily comic strips.*

HERBERT COREY, *Special News Features.*

DAILY HUMAN INTEREST CARTOONS.  
DAILY HALF TONE NEWS PICTURES.  
DAILY ILLUSTRATED FASHION SERVICE  
AND SEVERAL OTHER FEATURES, for the various needs of the most enterprising newspapers.

ALTOGETHER, *The Associated Newspapers* gives a general service of the highest quality. Its co-operative plan makes great features available to its members at a very low cost. New members get not only the accumulated results of twelve years development, they also share in the future growth which their memberships help to make possible for the Association.

For proofs of service and complete information, wire or write to

# THE ASSOCIATED NEWSPAPERS

114 LIBERTY STREET

NEW YORK, N. Y.



# BLAIR & AUSTIN

Conducted 12 Salesmanship Club Campaigns in 1923.

There were only 11 other important contests in 1923.

We were so busy we had to refuse two of these.

Yet our commission charge is a little higher than the others.

Eleven of our Clubs were a success; the other partially so.

**REASONS WHY  
WE ARE IN  
DEMAND  
AND OUR  
METHODS  
APPRECIATED  
BY PUBLISHERS**

Three of our twelve Clubs were conducted at the same time campaigns were being conducted by the opposition papers. This little verse was suggested by one of these three Publishers:

*"They copied all they could copy,  
But they could not copy our mind,  
And we left 'em sweating and swearing  
A league and a half behind."*

—Kipling's Ballad of the "Mary Gloucester."

# BLAIR & AUSTIN

*Circulation Builders*

ORIGINATORS OF SALESMANSHIP CLUB PLAN

1504 Centre Ave., Reading, Pa.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S. (Continued from page 144)

Table listing advertising agencies and their space buyers in the U.S. with columns for Agency Name, Address, and Space Buyers.

Table listing advertising agencies and their space buyers in the U.S. (Continued from page 144) with columns for Agency Name, Address, and Space Buyers.

EXPLANATION OF KEY LETTERS

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In 1923 The Commercial-News Carried One-Fourth as Much Advertising as New York's Leading Paper. New York is 143 Times Larger Than Danville.

Showing agate lines of advertising printed from January 1 to December 31, 1923, by the leading newspapers in each of the respective cities named:

Table comparing advertising volume in various cities: Los Angeles Times (29,520,841), Detroit News (29,067,696), Chicago Tribune (28,041,477), Pittsburgh Press (24,273,004), New York Times (24,101,226), Washington Star (23,846,758), Omaha World Herald (11,998,904), Louisville Courier-Journal (10,599,696), Danville Commercial-News (7,048,818).

The above table shows the biggest advertising mediums in the United States. It is noteworthy that the table represents the greatest cities in the country.

Attention is called to the fact that in Danville, with its 40,513 population, only one-twelfth as large as Los Angeles, with its 776,673 population, The Commercial-News carried nearly one-fourth as much advertising as the Times, which leads all the United States.

The third largest amount of advertising in America was carried

by the Chicago Tribune, whose city of 2,701,775 people, is nearly seventy times the size of Danville, and yet the Tribune, the city's leading newspaper, did not have four times the advertising that The Commercial-News had.

The New York Times, leading paper of America's metropolis, with a population of 5,620,048, more than one-hundred and forty-three times the size of Danville, yet it did less than three and one-half times the volume of advertising carried by The Commercial-News.

These comparisons establish the relative standing of The Commercial-News in its field as compared with the greatest newspapers in the land in their fields. It is tremendously in The Commercial-News' favor.

And in its own field during the same period, The Commercial-News stands.

FIRST In Foreign Advertising, In Local Display Advertising, In Classified Advertising, In Volume of Reading Matter, In Home Delivered Circulation.

The Net Paid Circulation of the Danville (Ill.) Commercial-News for December was 21,786



J. J. Bender  
GENERAL MANAGER

PAID IN ADVANCE



CIRCULATION



Permanent Address: HOUSTON POST, HOUSTON, TEXAS

"MANY MORE LETTERS LIKE THIS ONE THAT SPEAK FOR THEMSELVES"

PUBLISHED EVERY AFTERNOON EXCEPT SUNDAY FULL LEASED WIRE SERVICE PRESS REPORTS

**HATTIESBURG AMERICAN**  
HOWARD B. WILLIAMS, EDITOR AND GENERAL MANAGER

HATTIESBURG, MISS.  
January 19th, 1924

Mr. J. J. Bender,  
Big 4 Co  
City

Dear Mr. Bender:

Now that the \$8000.00 Automobile & Prize Contest of the Hattiesburg American has come to a successful close I want to write and tell you how delighted we are at the outcome, which is largely due to your efficient personal management of the entire campaign. You came to us with letters of recommendation of the highest character from some of the largest newspaper publishers of the country. I want to say that every recommendation which you presented to us has been more than backed up by your personal efforts in our campaign.

I do not hesitate for an instant to recommend to any newspaper publisher the securing of your services to conduct a campaign where the very highest type of a man of integrity and character is demanded. There was no one thing in the entire Hattiesburg American campaign that, I, as Editor and Manager of the paper conducting it, could see upon which to base the least criticism of complaint. At the close of the campaign, as usual, some candidates who were not awarded prizes were critical, but at no time could any candidate offer the least bit of evidence that there was in the remotest degree anything unethical done at any time by yourself or the newspaper or its employees. In fact every candidate signed a statement to this effect at the close of the campaign.

I take pleasure in after knowing you for more than sixty days and being daily associated with you in giving you this letter so that you may know how highly we appreciate your earnest and successful efforts in this campaign, and to let you know further that I regard you as a man of the very highest integrity-whose word at all times I would take without question-in fact, after these dealings with you I consider your word as good as your bond.

I might add that as a result of the campaign, altho' we are the only newspaper in Hattiesburg, which is a city of 18,000, we added approximately 1400 new subscribers to our subscribers list, and received in money approximately \$17,000.00, which I am informed makes this campaign the most successful ever held by any newspaper in the state of Mississippi.

Assuring you of my highest regards and wishing you continued success, also trusting that in the event I can be of service to you, you will not hesitate to call on me.

Yours very sincerely,  
HATTIESBURG AMERICAN  
*Howard Williams*  
Editor and Manager

HW-24



Frank T. Hamilton  
MANAGER

PAID IN ADVANCE



CIRCULATION

"CAMPAIGNS RECENTLY CONDUCTED"

PERSONAL ATTENTION DURING ENTIRE PERIOD OF CAMPAIGN

**HATTIESBURG AMERICAN,**  
Hattiesburg, Miss. (2)  
**LAUREL DAILY LEADER,**  
Laurel, Miss. (2)  
**HOUSTON POST,**  
Houston, Texas

**DEMOCRAT,**  
Durango, Colo.  
**DAILY ENTERPRISE,**  
Bartlesville, Okla.  
**DAILY ADVANCE,**  
Hollister, Calif.  
**DAILY SENTINEL,**  
Dimuba, Calif.

**VICKSBURG HERALD,**  
Vicksburg, Miss. (2)  
**TIMES-HERALD,**  
West Point, Miss.  
**CALLER,**  
Corpus Christie, Texas (2)  
**MORNING NEWS,**  
Laredo, Texas  
**GUTHRIE DAILY LEADER,**  
Guthrie, Okla.

WE CONSIDER THE PUBLISHERS' BEST INTEREST FIRST

**HENRYETTA DAILY STANDARD,**  
Henryetta, Okla.  
**DAILY ARMORETTE,**  
Ardmore, Okla.

**EL DORADO DAILY NEWS,**  
El Dorado, Ark.

Many others not mentioned can be given on request.

The RIG FOUR ORGANIZATION is composed of men of the highest calibre—trained men whose business and energy are directed at increasing your circulation by every FAIR way. There are no afterthoughts to a RIG FOUR CAMPAIGN.

The RIG FOUR ORGANIZATION automatically fits into your organization—not apart and away from the publisher. Complete harmony and understanding exists before, during and after the campaign.

Endorsement from some of the largest and most representative publishers in the United States prove absolutely that our service is peer of them all. Look us over! We know how!

Details Will Be Given on Request

Do you want some interesting facts about the possibilities in your field? Do you want to know what the Big Four Circulation Organization can do for you? Are you one of those publishers who would like to do something bigger, better and more effective than has been done in your field? If so, act at once. I thank you.

J. J. BENDER, General Manager.



**BLUE RIBBON  
FICTION**

First run work of first class authors, including, for the year 1924.

Booth Tarkington  
Peter Clark Macfarlane  
Richard Connell  
Octavus Roy Cohen  
Samuel Merwin  
George Barr McCutcheon  
Achmed Abdullah  
Arnold Bennett  
—and many others.

Blue Ribbon Serials for Sunday  
(one release a week)

Blue Ribbon Serials Week day (six days a week)

Blue Ribbon Short Stories—from 8,000 words down.  
Well Written Tabloid Short Stories of 300-600 words

**BLACK & WHITE  
Strips**

The Cumps by Sidney Smith.  
Gasoline Alley by Frank King.  
Harold Teen by Carl Ed.  
Winnie Winkle by M. M. Branner.  
Moon Mullins by Frank Willard.  
Smitty by Walter Beradt.

**COMICS IN COLORS**

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

**THE CUMPS**

By Sidney Smith

**CASOLINE ALLEY**

By Frank King

**HAROLD TEEN**

By Carl Ed

**WINNIE WINKLE**

By Branner

**SMITTY**

By Beradt

**TEENIE WEENIES**

By W. M. Donahay

**MOON MULLINS**

By Willard

**GOOP ETIQUETTE**

By Gelett Burgess  
in Colors or in Black and White

**W. E. HILL  
PAGE OF COMICS**

in Gravure or Black and White

**CARTOONS**

John T. McCutcheon—Carey Orr  
Gaar Williams

**BURNS MANTLE**

Weekly New York Theatre Letter

**THE POTTERS**

by J. P. McEvoy

**GRAVEL PIT PUPS**

Raymond Kelly

**"MY HALF CENTURY IN  
BASEBALL"**

by Chas. A. Comiskey

**DR. EVANS**

The first and best of newspaper  
medical writers

**Daily and Sunday**

Men's Fashions, Women's Fashions,  
Woods and Waters, Farm and Gar-  
den, Love and Beauty, Cookery,  
Etiquette, Home Harmonious, Line  
o' Type, Sports, Science and Em-  
broidery.

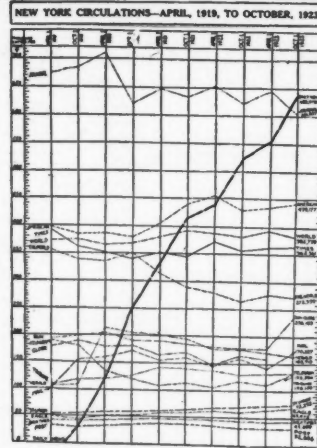
**LEASED WIRE Service**

Foreign—National—Local

**PACIFIC & ATLANTIC  
Photos**

Organized by the Chicago Tribune  
and The New York Daily News  
25 Park Place, New York

# FEATURES that mean LEADERSHIP wherever they go!



The Chart is from  
Editor & Publisher  
for October 6, 1923.  
The dark line as-  
cending so precipi-  
tately represents  
the circulation  
growth of The  
Daily News of New  
York, which  
The Chicago Trib-  
une founded four  
years ago.

**C**HICAGO TRIBUNE features meant amaz-  
ing growth and swiftly acquired leadership  
to The Daily News of New York, which  
amassed in four years the largest morning daily  
circulation in America—with "Momma" Tribune  
second to none but her New York prodigy.

Chicago Tribune features have meant leadership  
in many another highly competitive group. During  
1923 several new members were added to The  
Tribune's Leadership family—features that have  
been developed for our own use and which have  
proved successful.

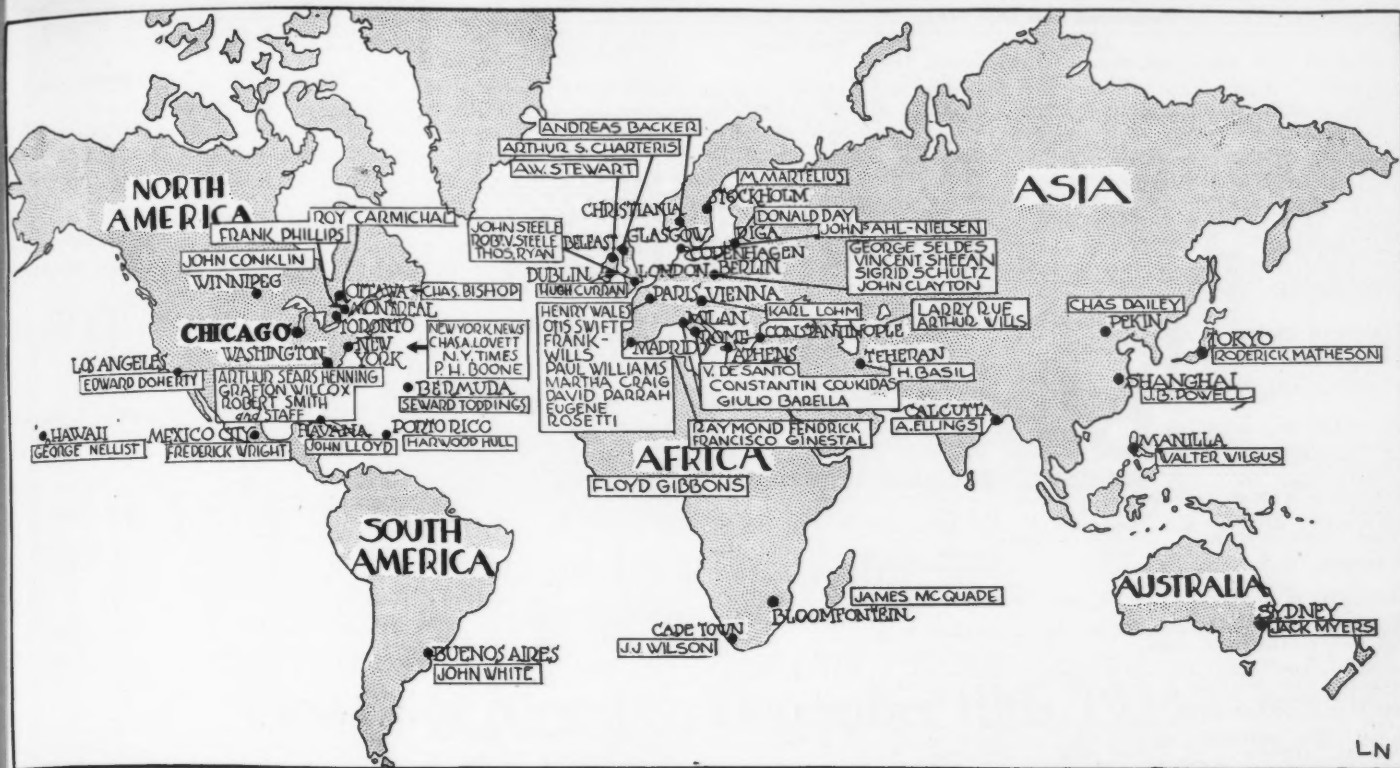
Peruse the list—then wire or phone for options  
and rates!

*Buy ...*

# The Chicago Tribune

Tribune Plant, CHICAGO 2





... this map records a yearly expenditure of more than \$400,000—thirty staff men strategically spotted over Europe, Asia, South America, etc.—approximately 2000 correspondents in the United States—leased wires to thirty principal cities.

**T**HE Tribune Foreign News Service—The Tribune correspondents in this country—the leased wire network—these three are one. They coordinate to give constant, accurate, truthful, quick coverage of the news of all the world. It costs a great deal to maintain this service—yet other papers may buy in at a very moderate rate.

**SPECIAL  
ANNOUNCEMENT  
READY PRINT  
COMICS**

For the first time in many years, Chicago Tribune comics are available in ready-print form. Either in eight pages or four pages, in full size, or eight pages tabloid. In colors. Phone or wire for complete information.

...*Leadership!*  
 e Newspapers *Syndicate*  
 GO 25 Park Place, NEW YORK

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 146)

Table listing advertising agencies and their space buyers. Columns include Agency Name, Address, and Space Buyer. Agencies listed include Southern Adv. Agcy., Inc., Spier Franklyn, Spivak Adv. Agcy., Springer Adv. Agcy., Standard Letter & Adv., St. Clair Co., William G., Steel Co., Steinbrenner Adv. Agcy., Sterner Adv. Service, Sternfield-Godley, Inc., Sterrett Adv. Service, Stevens Adv. Agcy., Stevens & Wallis, Inc., Stewart-Davis Adv. Agcy., Stires, Conner Co., Stockford Co., Stockman Adv. Agcy., Stone Co., Storm & Sons, Inc., Stover Co., Strain, J. Irvin, Inc., Strang & Prosser Adv. Agcy., Street & Finney, Inc., Street Car Advertising, Strickenberg, H. M., & Moreland, C. C., & Forshie, Strong Adv. Agcy., Howard, Stuart, C. R., & D., Stupp-Hoff-Ross Co., Inc., Sugden Adv. Co., Sweeney & James Co., Sweet Adv. Agcy., Sweet & Phelps, Sweetland, Ben, Swenson Co., Hilliar V., Swisher Adv. Service, Sypher, Fred H., & Kelly Adv. Agcy., Tabot Adv. Agcy., Tauber Adv. Agcy., Inc., Taylor, J. W., Teas Adv. Agency, Paul F., Teller-Thompson Adv. Agcy., Texas Adv. Agcy., Thiel & Co., Thielecke Adv. Agcy., Thomas Adv. Service, Thomas, Inc., Charles B., Thomas Adv. Agcy., David, Thompson Co., J. Walter, Thompson-Roch Co., Thresher Service, Throop, George Enos, Thurlow Adv. Agcy., Tiffany, J. A.

Table listing advertising agencies and their space buyers (continued). Agencies listed include Tiffany-Bayless Co., The, Tolins Company, Touzalin Agcy., Tracy-Parry Co., Inc., Tracy, Inc., W. I., Trades Adv. Agcy., Transom Co., Inc., Trump, W. H. d., Tryon, George W., Tucker Adv. Agcy., Inc., Tuholski Adv. Service, D., Tunnel Adv. Agcy., Tupper Agcy., Turner-Wagener Co., Tutthill Adv. Agcy., Tuttle, F. Claude, Tweed Adv. Agcy., R. E., Twentieth Century Adv. Agcy., Twin City Adv. Co., Uhl, Inc., Earle, Underwood, Inc., United Advertising Agcy., United Adv. Agency, Universal Adv. Service, Inc., U. S. Adv. Corp., Usher, Lee & Purner Adv. Agcy., V-C Advertisers' Service Corp., Vallandigham Co., Inc., Van Benschoten, Ray, Vanderhoff & Co., Van Dusen & Carter, Van Haagen Adv. Agcy., Van Patten, Inc., Van Sant & Co., Vierregg Adv. Service, Inc.

U

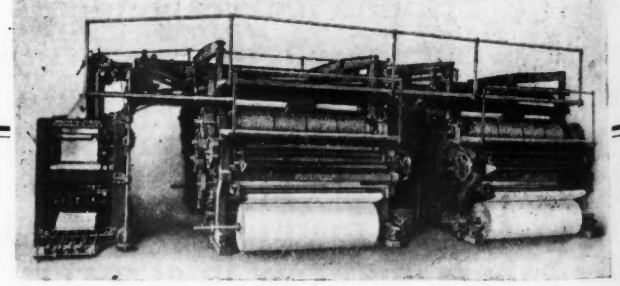
Table listing advertising agencies and their space buyers (continued). Agencies listed include Uhl, Inc., Underwood, Inc., United Advertising Agcy., United Adv. Agency, Universal Adv. Service, Inc., U. S. Adv. Corp., Usher, Lee & Purner Adv. Agcy.

V

Table listing advertising agencies and their space buyers (continued). Agencies listed include V-C Advertisers' Service Corp., Vallandigham Co., Inc., Van Benschoten, Ray, Vanderhoff & Co., Van Dusen & Carter, Van Haagen Adv. Agcy., Van Patten, Inc., Van Sant & Co., Vierregg Adv. Service, Inc.

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THE SCOTT "MULTI-UNIT" PRESS

Never Disappoints You.

It is the one newspaper printing press that meets any condition that may arise. Increased advertising or news demands more pages. You can obtain it with this versatile machine.

YOUR PRESS ROOM PROBLEMS

are solved forever if you install a Scott "Multi-Unit" Press for all you have to do is add additional Units, Folders or Formers to meet increased circulation or make combinations and use all Units on press.

LET US SOLVE YOUR PROBLEMS.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42d Street

# San Francisco



56 12th ST., SAN FRANCISCO

**CORNELIUS VANDERBILT, Jr.**

EDITOR AND PUBLISHER

## First Issue Monday, December 10th, 1923

**F**OUNDED by a practical newspaper man, ably financed, with a vigorous, well defined business, circulation and editorial policy, this newspaper was "off under the whip" at the start, and scored a phenomenal success the first week of its existence.

Clean in editorial policy, decent as to pictures, sane, clever and optimistic, the ILLUSTRATED DAILY HERALD met a most gratifying reception from the people making up what is the most typically cosmopolitan and metropolitan aggregation of go-getters in the country.

San Francisco's market is as diversified, as virile, as up-to-date and as cosmopolitan as are the markets of New York or Chicago.

It will prove profitable for advertisers to schedule the ILLUSTRATED DAILY HERALD. Buy on a rising market, for you get more than you pay for. The circulation has exceeded 110,000 every issue so far, and will grow rapidly.

---

*The ILLUSTRATED DAILY HERALD is in San Francisco to STAY and to GROW, and is amply able, financially, to provide the best in everything for its readers.*

---

### BENJAMIN & KENTNOR CO.

FOREIGN REPRESENTATIVES

2 West 45th Street, New York

900 Mollers Building, Chicago

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 150)

Table listing advertising agencies and their space buyers in the U.S. with columns for Agency Name, Address, and Space Buyer Name.

Table listing advertising agencies and their space buyers in Canada with columns for Agency Name, Address, and Space Buyer Name.

(Continued on page 154)

EXPLANATION OF KEY LETTERS

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Advertisement for CLARENCE comic strip by Crawford Young. Includes an illustration of a man running and text: 'The Kuryer Narolowe (Polish National Courier) is the new paper this week. HERALD-SUN SYNDICATE, 280 B'way, New York City'

during **1924**

get maximum business in  
the nation's third largest market

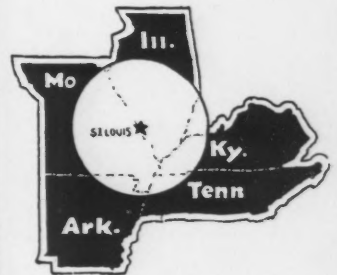
Sell St. Louis, the city with \$87,000,000 to spend on municipal improvements.

. . . A tremendous market right in the city.

But there's much more to the St. Louis market than that. It's an entire district—the third market in the United States.

Only one newspaper covers *both St. Louis and the St. Louis trade area*. . . Why not get *all* this business in 1924?

We have simplified the problem for you.



**The 49<sup>th</sup> State**

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th State. No other single newspaper even claims such coverage.

*In any great community, the Morning Newspaper is the Big Influence*

**Globe-Democrat**

Largest Daily in the 49th State

**We could not be satisfied unless we gave St. Louis her BEST Newspaper.**

F. St. J. Richards  
NEW YORK

Guy S. Osborn  
CHICAGO

J. R. Scolaro  
DETROIT

C. Geo. Krogness  
SAN FRANCISCO

Associated American Newspapers PARIS

Dorland Agency, Ltd., LONDON

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—CANADA

(Continued from page 152)

Table listing advertising agencies and their space buyers in Canada, including agencies like Desbarats Adv. Agcy., Dominion Advertisers, Eastman Adv. Co., etc., with their respective addresses and space buyers.

WAGE SCALES PAID BY NEWSPAPERS IN CHIEF AMERICAN CITIES

TYPOGRAPHICAL SCALES

Day and Night

Paid by Newspapers in 36 Principal Cities of U. S. (Arranged by Population)

Table showing typographical scales for 36 principal cities in the U.S., including New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Pittsburgh, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, Newark, N. J., New Orleans, Minneapolis, Kansas City, Mo., Seattle, Indianapolis, Portland, Ore., Denver, Toledo, Providence, Columbus, Ohio, Louisville, St. Paul, Akron, Ohio, Atlanta, Omaha, Dallas, Salt Lake City, Little Rock, Birmingham, and Memphis.

PHOTO-ENGRAVERS' SCALES

Day and Night

Paid by Newspapers in 22 Principal Cities of U. S. (Arranged by Population)

Table showing photo-engravers' scales for 22 principal cities in the U.S., including New York, Chicago, Philadelphia, Cleveland, Boston, Baltimore, Pittsburgh, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, Newark, N. J., Kansas City, Seattle, Indianapolis, Portland, Ore., Providence, Columbus, Ohio, Omaha, and Salt Lake City.

(Continued on page 156)

The following papers have renewed their contracts for the Haskin Service for another year:—

- List of newspapers: The Worcester Evening Gazette, The Harrisburg Patriot and Evening News, The Johnstown Ledger, The Huntington Herald-Dispatch, The Hagerstown Herald and Mail.

EXPLANATION OF KEY LETTERS

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

# FEATURES AND SERVICES THAT MAKE AND HOLD WORTH- WHILE CIRCULATION

## CABLE NEWS AND FEATURE SERVICE

By Special Leased Wire or Query

Bureaus in All the Principal Capitols of the World. Special Correspondents in All the Principal Cities. Laurence Hills in Paris; Joseph W. Grigg in London; Lincoln Eyre in Berlin; Francis McCullagh in Russia; George J. Adam, Roving Commission; G. Ward Price in Constantinople; Helen Augur in Rome.

## LOCAL, TELEGRAPH AND FEATURE NEWS SERVICE

The New York Herald Maintains a Large Staff of Special Writers to Report Feature News and for Special Assignments, and in Every Important City of the United States and Canada Resident Correspondents Cover the Field.

## STARS OF OUR SPORT SERVICE

Headed by W. O. McGeehan; Walter Trumbull, Football and Daily Columnist; John G. Anderson, Golf; Henry V. King, Horse Racing; Gurney Gue, Trotting Horses, Racing; Daniels, Baseball; Kerr N. Petrie, Golf; Wilbur Wood, Boxing; Frank F. Dole, Dog Expert; Samuel Brookman, Tennis.

## SPECIAL FINANCIAL NEWS

Daily Leads for Morning and Afternoon Newspapers; Reviews of the Week for Saturday Afternoon and Monday Morning Newspapers; Curb Table and Lead for Morning and Afternoon Newspapers; New York Stock Exchange Quotations; Consolidated Stock Exchange Quotations; Bond Market Tables for Morning and Afternoon; Daily Business Review; Cotton Market Lead and Prices.

## NEWS OF THE NATION

Corps of Experts, Headed by Donald A. Craig, Furnish a Very Complete Report Each Night from Washington.

## FINANCIAL REVIEWS OF THE WEEK

By Tracy J. Sutliff  
For Saturday Afternoon or Monday Morning Newspapers. Ready Six P. M. Friday Night.

## ART NEWS AND REVIEWS

By W. J. Henderson  
Weekly Letter. Mailed Monday.

## NEW YORK HERALD'S GREAT ANNUAL SPORT REVIEW

Released First of Each Year; Orders for 1924 Being Booked Now.

## ANNUAL GENERAL REVIEW OF THE YEAR

Released First of Year; Orders for 1924 Now Being Booked.

## LOUIS SEIBOLD, THE NATIONAL ANALYST

The best informed writer on national politics in the country. Daily articles, by mail or wire.

## WEEKLY PUZZLE FEATURE

Proof form with matrices of Illustrations or as Part of a Full-Page Matrix.

## HOME DECORATIONS

By Dorothy E. Walsh  
Four Illustrated Articles Weekly—Matrix or Copy Form.

## DAILY HALF TONE FASHION SERVICE

Latest Modes Described in Picture and Text; Matrix or Copy Form.

## COMIC PAGES WITH THE PUNCH

Reg'lar Fellers: Billy Bunk; Clarence; Percy & Ferdie. Matrix Form or Printed Sections, F.O.B., St. Louis and Buffalo.

## BY WAY OF COMMENT

By Thomas F. Woodlock  
Analysis on Finance and Business Mailed or Wired Daily.

## PRINTED COMIC SECTIONS WITH INSIDE PAGES BLANK

For Local News and Ads. F.O.B., St. Louis.

## PHOTO PLAYS AND PLAYERS

Weekly Letter. Mailed Monday.

## MAGAZINE FEATURES

Full Page Matrices or Copy Form.

## FASHION AND HOME INTEREST

Edited by Agnes Converse  
Weekly, in Full Page Matrix Form or Copy with Matrices of Line Drawings.

## COMIC STRIPS

Percy & Ferdie—Dumbell Dan—Hoss Dogan.

## THE MUSIC WORLD

By W. J. Henderson  
Weekly Letter. Mailed Monday.

## THE REVIEWING STAND

Alexander Woolcott  
Weekly Theatrical Letter. Mailed Tuesday.

## FOR WEEKLY NEWSPAPERS

Reg'lar Fellers, 4 Columns, Matrix or Plate.

## THE SUN DIAL

By James K. McGuinness  
Daily Column of Snappy Comment and Satire.

## RADIO FEATURES

Daily and Weekly. Tabloid, Full-Page Matrices, Copy Form.

## DAILY NEWS ILLUSTRATED MATRIX SERVICE

Covers the World News Pictorially.

## BOOK REVIEWS

Weekly. Copy Form or Full-Page Matrix.

## THE LISTENING POST

By Walter Trumbull  
Daily Sport Review and Comment. Mail or wire.

## HOUSE PLANS

Weekly in Matrix or Copy Form.

## FOREIGN NEWS PAGE

Full-Page Weekly in Matrix Form.

## DOWN THE LINE

By W. O. McGeehan  
Daily Column of Sport Comment. Mail or Wire.

## HOW TO KEEP WELL

By Dr. A. F. Currier  
A Daily Health Article. Copy Form.

## OVER THE LINKS

By John G. Anderson  
Weekly Golf Article. Mailed Monday.

# HERALD-SUN SYNDICATE

280 BROADWAY

NEW YORK CITY





# Again— FIRST In Oklahoma

- ☐ During 1923 the Tulsa World published 9,963,660 lines of advertising—for the second consecutive year leading all newspapers in the state in total volume.
- ☐ During 1923 the World nearly doubled the second paper in its territory in the volume of classified and national advertising carried.
- ☐ In 1923 Tulsa became Oklahoma's largest city with a population well in excess of 100,000. This on authority of the U. S. Bureau of Census.
- ☐ 1924 will establish still new records for Tulsa and the Tulsa World!

**TULSA  WORLD**

“OKLAHOMA'S GREATEST NEWSPAPER”

ulation  
NIGHT WAGE  
per hour  
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# TO AMERICAN ADVERTISERS!



We have had actual experience in advertising American goods to the British Public.

**CAN WE HELP YOU?**

Street's are handling in Great Britain several considerable advertising campaigns for American propositions, with the success that only a wide knowledge of advertising in all its branches and a thorough understanding of conditions can bring about.

Street's are experts in media. They know the British and Overseas Press from A to Z. They can estimate to a degree of certainty the value of every great National Organ and every large and small local, in relation to the proposition in hand. They possess records of results from keyed advertisements which are of the greatest possible value.

Street's conduct campaigns from beginning to end. Media are selected and grouped, costs accurately estimated, insertions checked, claims made for errors, etc.

Street's "copy" department is thoroughly well organized on up-to-date lines and is regularly producing some of the best advertising in Great Britain.

Street's Service has accounted in no small measure for the prosperity of some of Britain's big advertisers, amongst whom are included Ronuk Floor & Furniture Polishes, Borwick's Baking Powder, Robinson's "Patent" Barley and "Patent" Groats, Burgoyne's Wines, Royal Mail Steam Packet Co., Lloyds Bank Ltd., Pitman's Schools, Eastman's Dye Works, Oxo, Van Houten's Cocoa, and many others.

Street's are prepared to submit a scheme for the marketing of any American product in the British Isles, without obligation on the part of any serious enquirer. write at once to

## G. STREET & CO., Ltd.

"STREETS OF LONDON"

6 Gracechurch St. LONDON 8 Serle St.  
E. C. 3 ENGLAND W. C. 2

Cablegrams STREET, STOCK, LONDON

Specimens of  
Advertisements  
Procured by

### STREETS

together with interesting folders and leaflets will be gladly

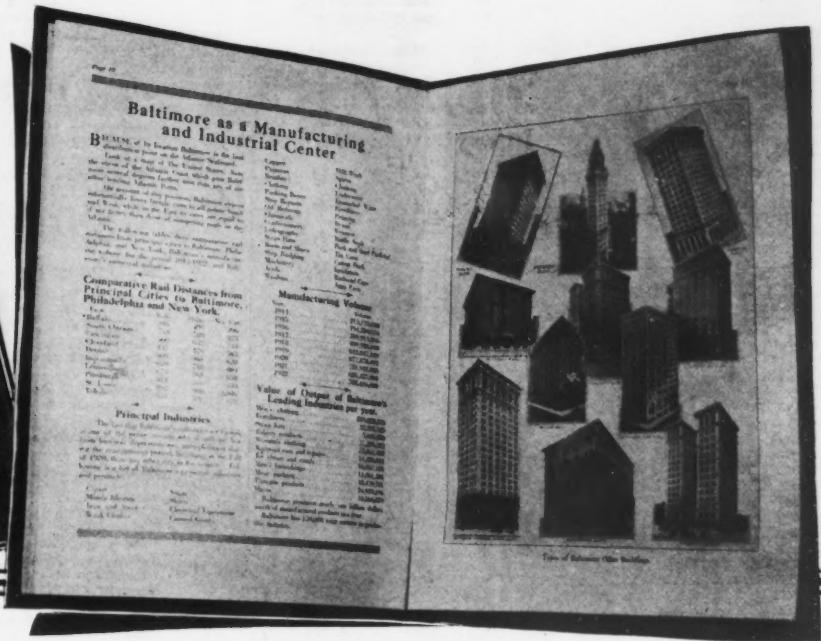
Sent to  
Prospective  
Advertisers on  
Request.

Write either to Gracechurch Street or Serle Street.

BRITISH NEWSPAPERS—(Continued from page 158)

ENGLAND		ENGLAND—PROVINCIAL		CORNWALL—		DERBYSHIRE—		DEVONSHIRE—		DORSETSHIRE—		DURHAM—						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
<b>Fulham Chronicle</b> .....	W	2d.		8 2½ 18	4/-	2/6	<b>Alfreton</b> (5,763) 4-40					<b>Bridport</b> (5,910) 22-51						
<b>Fulham Gazette (Series)</b> .....	W	1d.		6 2½ 18	4/-	2/9	<b>Ashbourne</b> (4,147) 1-75-55	W	1d.	7 2½ 23½	4/-	1/6	<b>Bridport News</b> .....	W	2d.	5 2½ 20	2/6	1/9
<b>Richmond Herald (Series)</b> .....	W	2d.		5 2½ 18	4/-	2/9	<b>Ashbourne News</b> .....	W	1d.	7 2½ 23½	4/-	1/6	<b>Dorchester</b> (9,954) 1	W	2d.	8 2½ 24	3/6	1/9
<b>Richmond Times</b> .....	W	2d.		8 2½ 22½	5/-	3/6	<b>Ashbourne Telegraph</b> .....	W	1d.	5 2½ 18	2/-	1/6	<b>Weymouth</b> (24,570) 51	W	2d.	8 2½ 24	3/6	1/9
<b>South Western Star (Series)</b> .....	W	2d.		8 2½ 23	5/-	3/6	<b>Belper</b> (12,329) 52-28	W	1d.	7 2½ 23½	4/-	1/6	<b>Dorset Dly. Echo &amp; Weymouth Dis.</b>	DE	1d.	5 2½ 24	4/-	2/6
<b>Tooting and Balham Gazette</b> .....	W	1d.		6 2½ 18	4/-	2/3	<b>Belper News</b> .....	W	1d.	8 2½ 19	1/6		<b>Dorset Daily Press</b> .....	DE	1d.	7 2½ 21	3/-	1/9
<b>Wandsworth Borough News</b> .....	W	1d.		4 2½ 15	5/-	3/-	<b>Buxton</b> (15,681) 51-1-62	W	2d.	8 2½ 19	1/6		<b>Southern Times</b> .....	W	2d.	8 2½ 24	3/6	1/9
<b>Westminster Chronicle</b> .....	W	1d.		5 2½ 18	2/6	2/5	<b>Buxton Advertiser</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Weymouth Telegraph</b> .....	W	1d.	6 2½ 22½	2/6	1/9
<b>Wimbledon Borough News</b> .....	W	2d.		6 2½ 20	5/-	3/5	<b>Buxton Herald</b> .....	W	1d.	6 2½ 22	3/-	1/9	<b>Weston Evening Tiding</b> .....	DE	1d.	7 2½ 23	4/-	2/6
							<b>Buxton Herald</b> .....	W	1d.	6 2½ 22	3/-	1/9	<b>Weston Morning News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Evening Herald</b> .....	DE	1d.	7 2½ 24	12/6	6/-
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	3/-	1/9	<b>Western Independent</b> .....	2W	1d.	4 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Morning News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News</b> .....	W	2d.	5 2½ 14½	6/-	4/-
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News</b> .....	W	2d.	5 2½ 14½	6/-	4/-
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5
							<b>Buxton Herald</b> .....	W	2d.	7 2½ 22	6/-	2/-	<b>Western Weekly News &amp; Mercury</b>	DM	1½d.	5 2½ 18	6/-	5/5

(Continued on page 162)



# The facts about Baltimore

So that you may know the Baltimore market we have prepared a handsome and costly book filled from cover to cover with information about our city rather than about our newspapers. No advertiser

who is interested in expanding his business can afford to pass up this great and growing market, and the book we have prepared will help him overcome the usual obstacles in opening a new market.

## Buy advertising as YOU like it

The wise advertisers who use the display columns of The Baltimore News or The Baltimore American (or both), buy space as they like it instead of being forced to take duplicated morning circulation when they want to cover the evening field and vice versa—there

are no forced duplicated morning and evening combinations on Hearst newspapers. Here the national as well as the local advertiser is allowed to select the sort of circulation—morning, evening or Sunday—that is most helpful to his particular needs.

## A helpful merchandising service

The merchandising department conducted by The News and The American is helpful to the national advertiser and his advertising agency because it is really helpful to the Baltimore retailer.

A department composed of high grade men who know the Baltimore retailers and their problems—men who are given a hearty greeting and a cordial welcome every time they call.

**THE BALTIMORE NEWS**  
Every Evening Except Sunday



Every Morning Including Sunday

THE BALTIMORE NEWS  
THE BALTIMORE AMERICAN  
Baltimore, Md.

Please send me your book on Baltimore and present day circulation figures.

Name .....

Firm Name .....

Address .....

(Just tear out this coupon, fill it in and mail right now.)

BRITISH NEWSPAPERS—(Continued from page 160)

**ENGLAND**

Cities, Newspapers, Populations and Key Figures to Industries

*Consett* (12,151) 40-4  
*Consett Chronicle*..... W 1½d. 6 2½ 21¼ 2/6 1/-  
*Consett Guardian*..... W 2d. 6 2½ 25 6/- 4/-

*Darlington* (65,866) 7-21-35  
*Darlington & Stockton Times (Series)* 25,927nsg W 2d. V 2½ 24 7/- 4/6  
*North Star*..... DM 1d. 7 2½ 22 12/- 18/-  
*Northern Echo*..... DM 1d. 7 2½ 22½ 20/- 15/-  
*Northern Evening Dispatch*..... DE 1d. 7 2½ 22½ 10/6 7/6

*Durham* (17,329) 4-7-1  
*Durham Chronicle*..... W 2d. 7 2½ 21½ 7/6 5/-  
*Durham County Advertiser*..... W 2d. 7 2½ 21½ 7/6 5/-

*West Hartlepool* (90,000) 49-19-59  
*Northern Daily Mail*..... DE 1d. V 2½ 22 2/6 ..  
*Shields (108,649) 7-49-4*  
*Shields Daily Gazette*..... DE 1d. V 2½ 24 6/- 4/6

*Stockton* (64,150) 40-49-7  
*Stockton Herald*..... W 1d. 7 2½ 24 .... ..

*Sunderland* (160,000) 49-4-7  
*Daily Echo and Shipping Gazette*..... DE 1d. V 2½ 22 5/- ..

**ESSEX—**  
*Chelmsford* (20,761) 7-1  
*The Essex Chronicle (Series)*..... 27,444nsg W 2d. 8 2½ 25 6/1 ..  
*Essex Weekly News*..... 27,000nsg W 2d. 8 2½ 25 6/1 ..

*Clacton* (17,049) 5-1  
*Clacton Times (Series)*..... W 1d. 7 2½ 22½ 5/- 2/6  
*East Essex Advertiser*..... 3,360nsg W 1½d. 8 2½ 24 2/- 9d.

*Colchester* (43,377) 7-1-43  
*Colchester Gazette*..... W 1d. 4 2½ 20 3/6 1/9  
*Essex County Standard*..... W 2d. 8 2½ 24 3/6 1/9  
*Essex County Telegraph*..... 2W 2d. 7 2½ 20 4/- 2/6

*Epping* (4,197) 1-36  
*West Essex Gazette*..... W 1d. 4 2½ 15½ 2/6 1/6

*Grays* (17,364) 76  
*Grays and Tilbury Gazette*..... W 1d. V 2½ 16 4/6 3/9

*Halstead* (5,916) 37-40-58  
*Halstead and Colne Valley Gazette*..... 4,100nsg(p) W 2d. 6 2½ 22 2/6 1/2

*Harwich* (12,036) 20-51-22  
*Harwich Standard*..... W ½d. 6 2½ 20½ .... ..

*Ilford* (85,191) 71  
*Ilford Guardian*..... W 1d. 6 2½ 22 .... ..  
*Ilford Recorder*..... W 1½d. 7 1½ 24 4/- 2/9

*Loughton* (5,749) 71  
*Loughton and District Advertiser*..... W 1d. 7 2½ 22 2/6 1/6

*Romford* (19,448) 71-36  
*Essex Times*..... W 1d. 8 2½ 24 4/6 3/3  
*Romford Times*..... W 1d. 8 2½ 24 3/- 1/9

*Southeast-on-Sea* (106,021) 51-22-1  
*Southeast Observer*..... W 1d. 8 2½ 25 2/6 2/-  
*Southeast Pictorial Telegraph*..... W 1d. 5 2½ 16 4/6 3/9  
*Southeast Standard*..... W 2d. 7 2½ 24 10/- 8/6  
*Southeast Times*..... W 2d. 4 2½ 13½ 10/- 6/6

*Waltham Abbey* (6,847) 36-54-1  
*Waltham Abbey Telegraph*..... W 1d. 6 2½ 23 3/- 2/-

**GLOUCESTERSHIRE—**  
*Bristol* (377,061) 50-2-41  
*Avonmouth Mail (Series)*..... W 1d. 5 2½ 18 3/- 2/9  
*Bristol Advertiser*..... W 1d. 6 2½ 21 6/- 5/6  
*Bristol Evening News*..... DE 1d. 6 2½ 18 10/- 9/-  
*Bristol Evening Times*..... DE 1d. V 2½ V 10/- 8/-  
*Bristol Guardian*..... W 1d. 6 2½ 20 6/- 3/-  
*Bristol Observer*..... W 1d. 7 2½ 20 10/- 9/-  
*Bristol Times and Mirror*..... DM 1d. 2d. V 2½ 24½ 7/6 5/-  
*Western Daily Press*..... DM 1d. 7 2½ 25½ 10/- 9/-

*Cheltenham* (48,444) 51  
*Cheltenham Chronicle*..... W 2d. V 2½ 23 5/- 2/6  
*Gloucestershire Echo*..... DE 1d. V 2½ 23 4/- 2/6

*Cirencester* 4-53-40  
*Dean Forest Mercury*..... W 2d. 7 2½ 22½ 2/6 1/6

*Cirencester* (7,408) 1  
*Wilts and Gloucestershire Standard*..... 8,000nsg(p) W 2d. 8 2½ 22 4/- 2/-

*Clifton* (42,466) 71  
*Clifton Chronicle*..... W 2d. 5 2½ 16½ 5/- 2/6  
*Clifton Free Press (Series)*..... W 1d. 7 2½ 21 12/- 7/6

*Cleford* (2,781) 4-53-1  
*Dean Forest Guardian*..... 3,250nsg(p) W 2d. 7 2½ 22½ 2/3 1/3

*Dursley* (7,591) 1-74-23  
*Dursley Gazette (Series)*..... 6,365nsg W 2d. 7 2½ 22 3/- 2/-

*Gloucester* (51,330) 59-7-1  
*Gloucestershire Chronicle*..... W 2d. 7 2½ 20½ 7/6 3/-  
*Gloucester Citizen*..... DE 1d. 7 2½ 21 5/- 3/6  
*Gloucester Journal*..... W 2d. 7 2½ 21 5/- 3/6

*Lydney* (9,842) 76-31-4  
*Lydney Observer*..... W 2d. 7 2½ 22½ 2/- 1/3

*Stroud* (8,561) 61-7-1  
*Stroud Journal*..... W 2d. 7 2½ 23 3/- 2/-  
*Stroud News*..... W 2d. 8 2½ 22 3/- 2/-

*Tewkesbury* (4,704) 1-13-36  
*Tewkesbury Register and Gazette*..... W 1½d. 7 2 21 2/6 1/-

**GUERNSEY—**  
*Guernsey* (40,120) 36-1-29-51  
*Gazette de Guernsey*..... W 1½d. 7 2½ 20½ .... ..  
*Guernsey Advertiser*..... W 1d. 7 2½ 20½ .... ..  
*Guernsey Evening Press*..... 4,173nsg DE 1d. 8 2½ 25¼ 3/- 1/9  
*Guernsey Star*..... DE 1d. 7 2½ 25 4/- 3/-  
*Guernsey Weekly Press*..... 4,464nsg W 1d. 8 2½ 25½ 3/- 1/9

**HAMPSHIRE AND ISLE OF WIGHT—**  
*Aldershot* (28,756) 48-32-7  
*Aldershot Gazette and Military News*..... W 2d. 5 2 17 3/- 1/9  
*Aldershot News*..... W 2d. 7 2½ 20½ 3/- 2/-  
*Andover* (8,569) 41-13-1  
*Andover Advertiser (Series)*..... 6,221nsg(p) W 2d. 6 2½ 23½ 4/- 2/-  
*Basingstoke* (12,718) 7-43-1  
*Hants and Berks Gazette*..... W 2d. 7 2½ 22 4/- 2/3  
*Bournemouth* (91,770) 51-49  
*Bournemouth Daily Echo*..... DE 1d. V 2½ 24 8/- 5/-  
*Bournemouth Graphic*..... W 1½d. 4 2 12 4/- 2/6  
*Bournemouth Guardian (Series)*..... W 2d. 7 2½ 23½ 2/6 2/-  
*Bournemouth Times and Directory*..... W 2d. 7 2½ 23½ 6/- 4/-  
*Cowes, I. W.* (9,998) 51-7-49  
*Isle of Wight Herald*..... W 1d. 6 2½ 20 2/6 1/6

Cities, Newspapers, Populations and Key Figures to Industries

*Newport, I. W.* (11,036) 1-49-68  
*Isle of Wight County Press*..... 15,777nsg W 2d. V 2½ 24 5/- 3/6

*Peterfield* (3,933) 1-41  
*Hants and Sussex News*..... W 1d. 7 2½ 21 2/6 1/6

*Portsmouth* (247,343) 20-51  
*Ev. News & Southern Daily Mail*..... 64,008nsg DE 1d. V 2½ 22 6/- ..  
*Hants Telegraph and Post*..... 14,350nsg W 2d. V 2½ 22 3/- ..  
*Portsmouth Times (Series)*..... W 2d. 8 2½ 24½ 6/- 3/-

*Ryde, I. W.* (11,295) 51  
*Isle of Wight Times*..... 1,852nsg(p)pw 2W 1d. 7 2½ 20 3/4 2/4

*Sandwich, I. W.* (7,664) 51  
*Isle of Wight Chronicle*..... W 1d. 6 2½ 20½ 2/- 1/3

*Southampton* (160,997) 49-51-1  
*Hants Advertiser*..... W 2d. 8 2½ 24 5/- 3/6  
*Hants Independent*..... W 2d. 8 2½ 24 5/- 3/6  
*Southampton Times*..... W 2d. 5 2½ 17½ 6/- 3/6  
*Southern Echo*..... DE 1d. V 2½ 24 8/- 5/-

*Winchester* (23,791) 1-48  
*Hampshire Chronicle*..... 11,000nsg(p) W 2d. 8 2½ 24 4/- 2/-  
*Hampshire Observer*..... W 1d. 7 2½ 23½ 4/- 2/-

**HEREFORDSHIRE—**  
*Hereford* (23,324) 1-8  
*Hereford Journal*..... W 1½d. 5 2½ 17½ 5/- 3/-  
*Hereford Mercury*..... W 1d. 5 2½ 17½ 5/- 3/-  
*Hereford Times*..... W 2d. 7 2½ 24 8/- 5/-

*Ledbury* (3,152) 1  
*Ledbury Reporter and Guardian*..... W 1½d. 7 2½ 24½ 2/6 1/-

*Leominster* (5,539) 1  
*Leominster News*..... W 1½d. 6 2½ 22½ 3/6 1/6

*Ross (4,665) 1*  
*Ross Gazette*..... W 1½d. 6 2½ 22 2/6 1/1

**HERTFORDSHIRE—**  
*Barnet* (11,772) 71-55-1  
*Barnet Press and Finchley News*..... W 1½d. 6 2½ 23 6/8 3/-

*Bishop's Stortford* (8,857) 41-1-36  
*Herts and Essex Observer*..... 7,500nsg(p) W 2d. 7 2½ 22½ 4/- 1/6  
*Hemel Hempstead* (13,832) 1-12-7-74  
*Hertfordshire Hemel Hempstead Gaz.*..... W 2d. 7 2½ 20½ 4/6 1/6  
*Hertford (10,712) 1-41-13-73*  
*Hertfordshire Mercury*..... 9,936nsg(p) W 2d. 8 2½ 23½ 4/6 2/3  
*Hertfordshire Record*..... W 1d. 7 2 22 3/9 2/3

*Hitchin* (13,535) 1-7-55-71  
*Herts Express (Series)*..... W 2d. 7 2½ 22 4/- 2/6

*Letchworth* (10,313) 7-56-32-1  
*Citizen*..... 2,540nsg(p) W 2d. 6 2½ 18 3/- 1/9

*Royston* (3,826) 1-36-41  
*Herts and Cambs Reporter*..... W 1½d. 8 2½ 22½ 2/6 1/4½

*St. Albans* (25,588) 32-2-16  
*Herts Advertiser*..... W 2d. 7 2½ 24 6/- 3/-

*Watford* (45,910) 71-41-1-55  
*West Herts and Watford Observer*..... 10,152nsg W 2d. 7 2½ 20 6/- 4/-  
*West Herts Post*..... W 1d. 7 2½ 25 3/- 1/6

**HUNTINGDONSHIRE—**  
*Huntingdon* (4,194) 1-68-56  
*Huntingdonshire Post*..... W 1d. 7 2½ 22 3/6 2/-  
*Hunts County News*..... W 1d. 7 2½ 20 3/6 2/6

*St. Neots (4,109) 1-12*  
*St. Neots Advertiser*..... +4,600nsg W 1d. 8 2½ 23 2/6 1/1

**ISLE OF MAN (60,238)—**  
*Douglas* (25,000) 1-22-51  
*Isle of Man Examiner*..... 3,800nsg(p) W 1½d. V 2½ 23½ 4/- 2/-  
*Isle of Man Times*..... W 2d. 9 2½ 23½ 4/- 2/-  
*Isle of Man Times*..... \*DE 1d. V 2½ 20 2/- 1/-  
*Monas Herald*..... W 1d. 6 2½ 19 2/6 1/9

*Ramsey* (4,000) 1-51-22  
*Ramsey Courier*..... 2W 1d. 2d. 6 2½ 22 2/- 1/1

**JERSEY—**  
*St. Heliers* (26,314) 1-51  
*Jersey Evening Post*..... 6,688nsg DE 1d. V 2½ 24 4/- 3/-  
*Jersey Morning News*..... DM 1d. 8 2½ 22 3/- 2/6  
*Jersey Weekly Post*..... W 1½d. 8 2½ 24 3/- 2/3

**KENT—**  
*Ashford* (14,355) 21-61-1  
*Kentish Express*..... 30,249nsg W 2d. 8 2½ 24 10/- 5/-  
*Tuesday Express*..... W 1d. 8 2½ 24 5/- 2/6

*Beckenham* (33,350) 71  
*Beckenham Advertiser*..... W 2d. V 2½ 23½ 3/6 1/-  
*Beckenham Journal*..... W 1½d. 7 2½ 23 3/- 1/6  
*Beckenham Times*..... W 2d. 7 2½ 23 3/- 2/6

*Bromley* (35,070) 71  
*Bromley Mercury*..... W 1d. 7 2½ 22 3/- 1/3  
*Bromley Times*..... W 2d. 7 2½ 23 3/- 2/6

*Canterbury* (23,738) 1-36-41  
*Kent Herald*..... W 1d. 7 2½ 21 2/- 1/6  
*Kentish Gazette*..... 4,438nsg W 1½d. 7 2½ 21½ 2/- 1/4  
*Kentish Observer*..... W 2d. 6 2½ 21½ .... ..

*Chatham* (42,665) 49-20-7  
*Chatham, Rochester, etc., Observer*..... W 2d. 8 2½ 22 3/6 2/-  
*Chatham, Rochester, etc., News*..... 18,161nsg W 2d. 8 2½ 23 5/- 2/6

*Deal* (12,990) 22-51  
*Deal, Walmer & Sandwich Mercury*..... W 1½d. 7 2½ 22 3/- 1/6

*Dover* (39,985) 4-12-56-20  
*Dover and County Chronicle*..... W 1d. 6 2½ 20 3/6 1/3  
*Dover Express and East Kent News*..... 10,803nsg W 1½d. 5 2½ 18 4/- 2/-  
*Dover Standard*..... W 1½d. 6 2½ 20½ 3/6 1/6  
*Dover Telegraph*..... W 1d. 6 2½ 20 3/6 1/3

*Faversham* (10,870) 1-8-49  
*Faversham Mercury*..... W 1½d. 6 2½ 21½ .... ..  
*Faversham and N. E. Kent News*..... 3,144nsg W 1½d. 7 2½ 20 1/6 1/6

*Folkestone* (37,571) 51-22  
*Folkestone Express*..... W 1d. 5 2½ 16½ 2/3 1/9  
*Folkestone Herald*..... W 2d. 8 2½ 23½ 4/- 2/6

*Gravesend* (31,137) 12-66-55  
*Gravesend and Dartford Reporter*..... W 2d. 7 2½ 25½ 4/- 2/6

*Hawkhurst* (3,200) 1  
*Kent and Sussex Post*..... W 2d. 5 2½ 18 2/- 1/-

(Continued on page 166)

# Consistent Leadership

in Syracuse, New York

***The SYRACUSE HERALD was a strong first in total advertising lineage for the twelve months of 1923***

The HERALD lead in local advertising for the year.

The HERALD lead in national lineage for the year.

The HERALD lead in food lineage for the year.

The HERALD lead in department store lineage for the year.

The HERALD lead in automotive lineage for the year.

The HERALD lead in every important classification for the year.

## MOREOVER

*For the last six months of 1923—*

The HERALD carried more total advertising in the daily editions (excluding Sunday) than its morning competitor carried in daily and Sunday combined.

The HERALD carried more total advertising in the daily editions (excluding Sunday) than did its six-day-a-week principal evening competitor.

The HERALD carried more local and more national lineage six days (excluding Sunday) than did its principal evening competitor six days a week.

The HERALD carried more total lineage seven days than did its morning competitor, and the fourth Syracuse paper, seven days, combined.

The HERALD in the last six months of 1923 carried 80 percent more (nearly double) the amount of lineage Sunday as compared to the other Syracuse Sunday publication.

That leadership is, and has been consistent in the Syracuse field. The HERALD'S circulation is concentrated in the retail trading area of Syracuse. The HERALD has no predate or special night editions. The HERALD leads by virtue of being the most successful selling agency in the Syracuse newspaper field. It recognizes its responsibilities as a sales force, and logically, as a result, attained leadership and has steadily increased this leadership.

### COOPERATION

The HERALD service department is equipped, and willing to assist any recognized sales organization to reach the greatest distribution to connect up profitably to the demand created by advertising space. There are no useless frills used, and each problem is met and solved according to its peculiar needs.

### Special Representatives

## PRUDDEN, KING & PRUDDEN

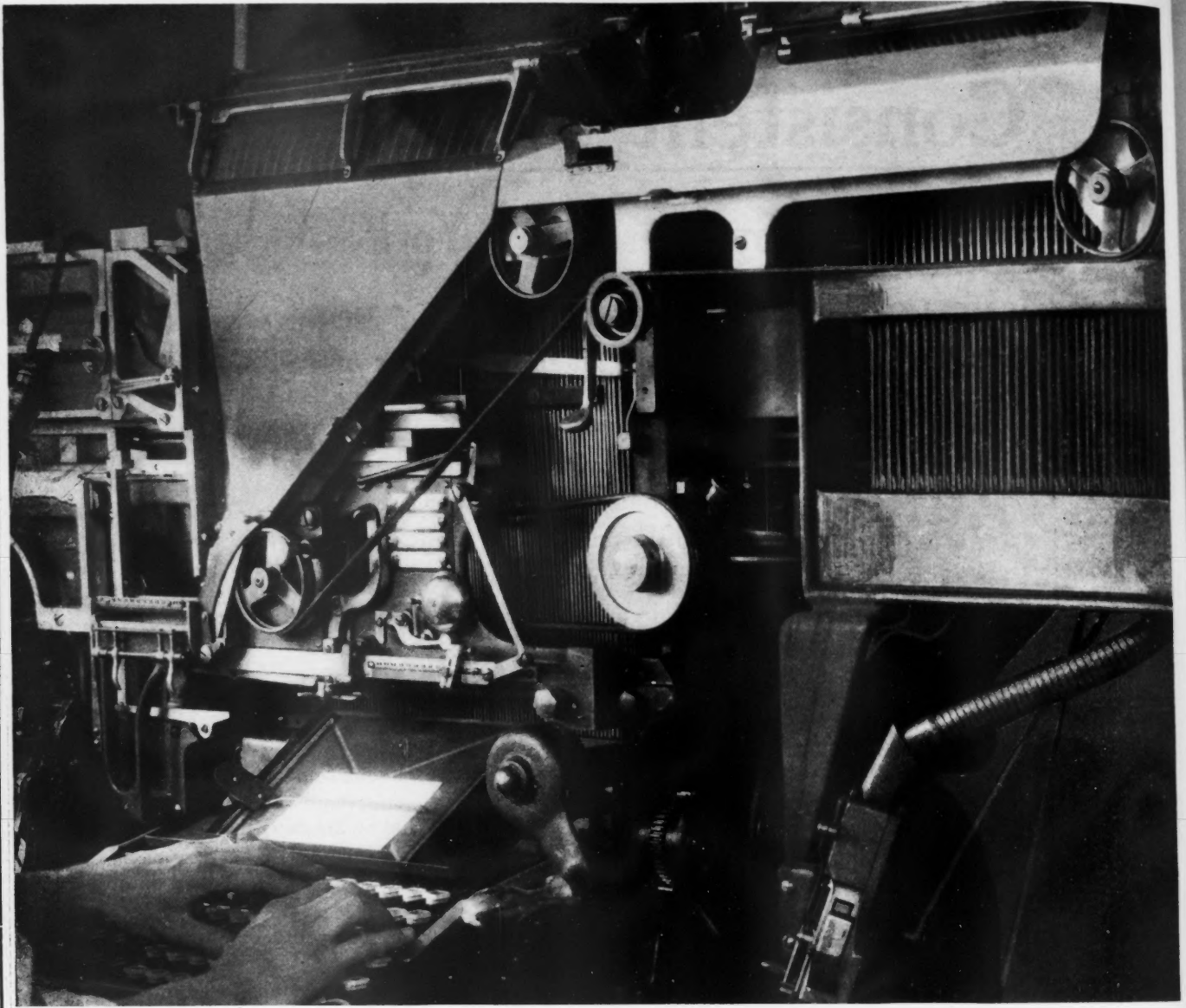
286 Fifth Avenue  
New York

Globe Building  
Boston

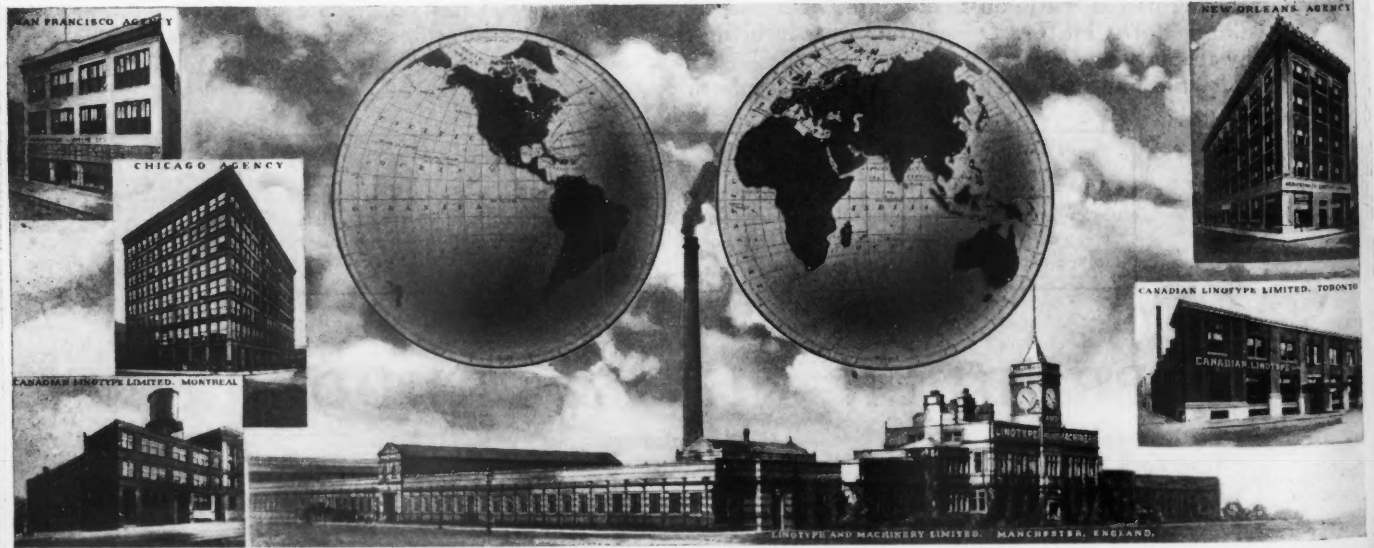
Steger Building  
Chicago

Sharon Building  
San Francisco, California

San Fernando Building  
Los Angeles, California



**Linotype Service Covers the World for Linotype Users**





# THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

Every new invention, every improved method, every advance either typographic or mechanical—the Linotype user gets it first. The research and experimental departments of the Linotype Company are everlastingly seeking out new ways to make the Linotype more valuable and profitable to its users.



## MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*



*Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:*

- The Circulating Matrix
  - The Slug (Complete Line of Type)
  - The Spaceband
  - The Power-Driven Keyboard
  - The Two-Letter Matrix
  - The Quick-Change Magazine
  - The Auxiliary Magazine
  - The Split Magazine
  - The Front Removal of Magazines
  - The Multiple-Magazine Machine
  - The Seventy-two Channel Magazine
  - The Display Machine
  - The Text-and-Display Machine
  - The Multiple Distributor
  - The Two-Pitch Distributor Screw
  - The Universal Mold
  - The Four-Mold Disk
  - The Recessed Mold
  - The Automatic Font Distinguisher
  - The Universal Knife Block
  - The Universal Ejector
  - The Sorts Stacker and Multiple Sorts Stacker
  - The Forty-two-Pica Measure Machine (1897)
  - Linotype Typography
- AND*
- The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard



# Follow the Crowd!

79% of all the newspapers published in the United States are EVENING Newspapers. They have 64% of ALL the circulation.

There are 18 Morning Newspapers in Ohio and 107 EVENING newspapers! Only 10 Ohio newspapers are NOT A. B. C. audited.

There are 4 daily newspapers in Cincinnati—2 morning, 2 EVENING! The EVENING newspapers are A.B.C. audited—the 2 morning newspapers are NOT!

The EVENING papers publish 72.7% of ALL the paid advertising.  
**THE EVENING PAPERS HAVE 71.3% OF ALL THE CIRCULATION!**

and

The Cincinnati POST has the LARGEST Circulation of ANY newspaper in Cincinnati—MORNING, EVENING or SUNDAY!

## FOLLOW THE CROWD!

to and thru

# The Cincinnati POST

*A Scripps Howard Newspaper*

Represented Nationally by  
ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave.  
Cleveland

San Francisco

Chicago: 5 North Wabash Ave.  
Cincinnati

BRITISH NEWSPAPERS—(Continued from page 166)

ENGLAND

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes sections for Staffordshire, Suffolk, Surrey, and Sussex.

Cities, Newspapers, Populations and Key Figures to Industries

Table with columns: Circulation, Issued, Price, Page Sizes, Inch Rate. Includes sections for Warwickshire, Westmorland, Wiltshire, and Worcester.

(Continued on page 170)

# RHODE ISLAND

Has always been particularly productive for national advertisers because of the concentration of its population.

# PAWTUCKET

cannot be overlooked by any advertiser who is covering Rhode Island, because the wage earners of the

# 140,000

population in this trading territory are steadily employed at high wages.

# The Pawtucket Times

blankets this rich section which includes the cities of Pawtucket and Central Falls and the towns of Cumberland and Lincoln in Rhode Island and the city of Attleboro and the towns of North Attleboro, Plainville and Wrentham in Massachusetts.

Net Paid **25,247** Circulation

AVERAGE FOR DECEMBER

## IF PROOF IS NEEDED

of the value of **The Pawtucket Times** and that, in the opinion of the advertisers who are in the field and know conditions, it covers the trading territory to the exclusion of all other evening newspapers, consider these facts:

Every Providence department store uses **The Pawtucket Times** regularly.

Each of the 13 Largest Providence Furniture Stores uses **The Pawtucket Times**, most of them with full copy.

The 18 Largest Providence Specialty Shop Advertisers all use **The Pawtucket Times** regularly.

Only one of the four Providence daily newspapers carries more lineage from Providence retail display advertisers than **The Pawtucket Times**.

## *The Pawtucket Times—Pawtucket, R. I.*

Special Representatives: GILMAN, NICOLL & RUTHMAN

342 Madison Ave.  
New York

Union Trust Building  
Chicago

Monadnock Bldg.  
San Francisco

1024 Tremont Bldg.  
Boston





WEEKS AND DAY  
ARCHITECTURAL AND ENGINEERING

The new building of the San Francisco Chronicle, an entire block at Fifth and Mission Streets.

# San Francisco Chronicle

Established 1865 by present publisher, M. H. de Young

Fifty-nine years under one management

## San Francisco's Representative Newspaper

Reaching the largest and most substantial market west of Chicago

As important a factor in the San Francisco market as is the New York Times in New York City or the Chicago Tribune in Chicago.

Eastern Advertising Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

225 FIFTH AVENUE  
NEW YORK

360 NO. MICHIGAN AVENUE  
CHICAGO

# ALTOONA

## PENNSYLVANIA

Is a City Worth Considering When Planning For National Advertising

Altoona has a population of over 65,000 and a drawing population of 105,000. Over 90% of her citizens are American born.

# THE ALTOONA MIRROR

is the only evening paper, and the only A.B.C. newspaper in Altoona. Have you a message for these 105,000 citizens? You can reach 95% of them thru the columns of the ALTOONA MIRROR

The MIRROR PRINTING COMPANY, Publishers

Business direct.

BRITISH NEWSPAPERS—(Continued from page 170)

SCOTLAND—Continued						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch	Rate
<b>CUPAR (6,575) 1-39-58-7</b>						
Fife Herald and Journal		W	2d.	6 2 1/4 17	3/6	1/9
Fife News		W	1 1/2 d.	6 2 3/4 17	3/6	1/9
<b>DUNFERMLINE (39,886) 39-76-4</b>						
Dunfermline Express	2,200nsg(p)	W	1d.	6 2 1/2 19 1/2	3/-	1/6
Dunfermline Journal	6,100nsg(p)	W	1d.	7 2 1/2 22 1/2	3/6	2/-
Dunfermline Press		W	2d.	V 2 1/2 24 1/2	3/6	2/-
<b>KIRKCALDY (39,591) 39-40-65-63</b>						
Fife Free Press		W	2d.	7 2 1/4 22	5/-	2/6
Fifehire Advertiser		W	2d.	7 2 1/4 20	5/-	2/6
<b>LEVEN (7,180) 35-39-40-22</b>						
Leven Advertiser		W	1d.	5 2 1/2 20	2/6	1/6
<b>ST. ANDREWS (9,336) 51</b>						
St. Andrews Citizen		W	2d.	6 2 3/4 17	3/6	1/9
<b>FORFARSHIRE—</b>						
<b>ARBRATH (19,499) 39-2-7</b>						
Arbroath Guide		W	2d.	8 2 1/4 23	2/-	...
Arbroath Herald		W	2d.	8 2 1/4 20	1/6	1/1
<b>BRECHIN (8,781) 39-12-59-1</b>						
Brechin Advertiser		W	2d.	5 2 1/2 20	3/-	1/3
<b>BROUGHTY FERRY (11,080) 71-51</b>						
Broughty Ferry Guide		W	1d.	7 2 1/4 22	1/-	8d.
<b>DUNDEE (168,217) 17-49-7</b>						
Dundee Advertiser		DM	1d.	7 2 1/4 22	16/3	...
Dundee Courier		DM	1d.	7 2 1/4 22	16/3	11/-
Dundee Evening Telegraph & Post		DE	1d.	5 2 1/4 15 1/2	16/3	12/-
Dundee People's Journal (Series)	200,085nsg	W	2d.	5 2 1/2 15 1/2	40/-	35/-
Thomson's Weekly News (Series)		W	2d.	5 2 1/2 15 1/2	65/-	55/-
<b>FORFAR (9,585) 17-1</b>						
Forfar Herald		W	1d.	6 2 1/4 20	2/6	1/6
Forfar Review		W	1d.	6 2 1/4 21	2/-	...
<b>MONTROSE (10,979) 49-39-22</b>						
Montrose Review		W	2d.	6 2 3/4 21 1/2	3/-	1/1
Montrose Standard		W	2d.	6 2 1/4 21 1/2	3/-	1/6
<b>HADDINGTONSHIRE—</b>						
<b>HADDINGTON (4,053) 1-4-52</b>						
Haddington Advertiser		W	1d.	7 2 1/4 22	2/6	1/1
Haddingtonshire Courier		W	2d.	8 2 1/4 27	3/-	1/9
<b>INVERNESS-SHIRE—</b>						
<b>INVERNESS (20,937) 1-21-49-30</b>						
Highland Times		W	1d.	6 2 1/4 20	3/-	1/6
Inverness Citizen		W	1d.	6 2 1/4 20	4/6	1/6
Inverness Courier		2W	2d.	V 2 1/2 21	4/-	2/1
Northern Chronicle		W	2d.	6 2 1/2 23	4/-	2/1
<b>ISLE OF BUTE—</b>						
<b>ROTHESAY (15,218) 1-22-51</b>						
Buteman		W	1 1/2 d.	6 2 1/4 19 1/2	2/6	1/4
Rothsay Express		W	1d.	V 2 1/4 20	2/6	9d.
<b>KINCARDINESHIRE—</b>						
<b>LAURENCEBIRK (1,461) 1</b>						
Kincardineshire Observer		W	1d.	6 2 1/4 21	4/-	1/6
<b>STONEHAVEN (4,856) 1-22-58-30</b>						
Mearns Leader		W	1d.	6 2 1/4 21	3/-	1/6
<b>KIRKCUDBRIGHTSHIRE—</b>						
<b>CASTLE DOUGLAS (2,801) 1-7-29-56-75</b>						
Kirkcudbrightshire Advertiser		W	2d.	5 2 1/4 18	3/6	1/9
<b>DALBRATTIE (2,998) 29-28-12</b>						
Stewartry Observer		W	1d.	5 2 1/4 21	2/6	1/6
<b>KINROSS-SHIRE—</b>						
<b>KINROSS (2,631) 1-30-39-71</b>						
Kinross-shire Advertiser		W	1 1/2 d.	7 2 1/4 24	1/6	8d.
<b>LANARKSHIRE—</b>						
<b>AIRDRIE (25,092) 4-7-40</b>						
Airdrie and Coatbridge Advertiser		W	2d.	7 2 1/4 25	6/-	2/3
<b>CAMBUSLANG (26,130) 4-40-77</b>						
Cambuslang Advertiser		W	1d.	6 2 1/4 20	3/-	2/-
<b>CARLUKE (10,178) 35-8-2</b>						
Carlisle and Lanark Gazette		W	1d.	7 2 1/4 22	3/-	1/6
<b>COATBRIDGE (43,287) 40-1</b>						
Coatbridge Express		W	1d.	7 2 1/4 25	6/-	2/1
<b>GLASGOW (1,034,069) 7-49-40-4</b>						
Daily Record and Mail	204,913nsg	DM	1d.	5 2 1/2 16	20/-	...
Glasgow Bulletin		DM	1d.	5 2 1/4 13 1/2	10/-	...
Glasgow Citizen		DE	1d.	V 2 1/4 23	12/-	10/-
Glasgow Evening News		DE	1d.	7 2 1/4 22	14/-	...
Glasgow Evening Times	272,107nsg	DE	1d.	7 2 1/4 24 1/2	18/-	...
Glasgow Herald		DM	2d.	8 2 1/4 24 1/2	25/-	22/-
Glasgow Weekly Herald		W	2d.	5 2 1/4 16 1/2	10/-	7/6
Weekly Record		W	2d.	5 2 1/4 16	20/-	...
The Sunday Mail	215,944nsg	W	2d.	5 2 1/4 16	20/-	...
The Sunday Post	226,206nsg	W	2d.	5 2 1/4 15 1/2	50/-	42/6
Topical Times	nsg	W	2d.	3 2 1/4 10	45/-	40/-
<b>HAMILTON (39,420) 35-40-7-1</b>						
Hamilton Advertiser	27,000nsg	W	2d.	8 2 1/4 24 1/2	7/6	5/-
Lanarkshire		2W	1d.	8 2 1/4 22 1/2	4/-	1/9
<b>MOTHERWELL (41,080) 40-35-7-74</b>						
Motherwell Times		W	1 1/2 d.	6 2 1/4 20	2/6	1/9
<b>WISHAW (25,000) 40-4-7-1</b>						
Wishaw Herald		W	1d.	7 2 1/4 24	2/6	...
Wishaw Press and Advertiser		W	1d.	6 2 1/4 19 1/2	2/6	1/-
<b>LINLITHGOWSHIRE—</b>						
<b>BATHGATE (8,504) 40-4-28</b>						
West Lothian Courier	8,500nsg	W	2d.	7 2 1/4 22 1/2	3/4	2/-
<b>BO'NESS (10,162) 35-1-40</b>						
Bo'ness Journal		W	1 1/2 d.	7 2 21	2/6	1/3
<b>LINLITHGOW (3,880) 58-55</b>						
Linlithgowshire Gazette		W	1 1/2 d.	7 2 1/4 24 1/2	2/6	1/6

(Continued on page 173)



BRITISH NEWSPAPERS—(Continued from page 172)

SCOTLAND—Continued						
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
<b>NAIRN—</b>						
Nairn (4,474) 1-22						
Nairnshire Telegraph		W	1½d.	7 2½ 21½	2/6	1/-
<b>ORKNEYS—</b>						
Kirkwall (3,697) 1-22						
The Orcadian	5,172nsg	W	1½d.	V 2 V	2/6	1/9
Orkney Herald		W	1½d.	5 2½ 20	3/-	1/6
<b>PEEBLES-SHIRE—</b>						
Peebles (5,537) 43-61-1						
Peebles News		W	1d.	7 2½ 20	3/-	1/-
Peebles-shire Advertiser		W	1½d.	7 2½ 24	3/-	1/-
<b>PERTHSHIRE—</b>						
Alyth (1,710) 17-39-30						
Alyth Gazette		W	½d.	4 2½ 18	1/-	7d.
Alyth Guardian and Advertiser		W	1d.	6 2½ 20	1/-	7d.
Blairgowrie (3,072) 8-39-17						
Blairgowrie Advertiser		W	1d.	6 2½ 19	1/6	8d.
Bridge of Allan (3,200) 12-1						
Bridge of Allan Gazette		W	1½d.	6 2½ 22½	3/-	1/-
Callander (1,874) 1-30						
Callander Advertiser		W	1½d.	6 2½ 22½	3/-	1/-
Perth (33,208) 77-39-6-1						
Perthshire Advertiser	10,465nsg pw	2W	1d.	V 2½ V	6/-	3/6
Perthshire Constitutional & Journal		2W	1d.	6 2½ 19	4/-	2/-
Perthshire Courier		W	1d.	6 2½ 22	2/6	1/3
<b>RENFREWSHIRE—</b>						
Greenock (81,120) 49-7-47-73-20-30						
Greenock Herald		W	1d.	7 2½ 22	1/-	6/-
Greenock Telegraph		DE	1d.	7 2½ 22	8/-	6/-
Paisley (84,837) 61-7-49						
Paisley Express		DE	1d.	8 2½ 22½	4/-	2/-
Paisley and Renfrewshire Gazette		W	1d.	8 2½ 22½	4/-	2/-
Port Glasgow (21,022) 49-7-33						
Port Glasgow Express		2W	1d.	V 2½ 20	2/6	1/-
<b>ROSS-SHIRE—</b>						
Dingwall (2,323) 1-22-51						
North Star		W	1d.	6 2½ 20	4/6	1/6
Northern Weekly		W	1d.	6 2½ 20	4/6	1/6
Ross-shire Journal		W	1d.	4 2½ 21	3/-	2/-
<b>ROXBURGHSHIRE—</b>						
Hawick (16,353) 43-28-55						
Hawick Express and Advertiser		W	1d.	6 2½ 21	2/6	1/3
Jedburgh (2,426) 30-1						
Jedburgh Gazette		W	1d.	6 2½ 19	2/6	1/3

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
<b>KELSO</b>						
Kelso (3,527) 1-71						
Kelso Chronicle		W	2d.	7 2½ 22½	2/6	1/4
Kelso Mail		W	1½d.	6 2½ 21	3/-	1/6
<b>SELKIRK—</b>						
Galashiels (12,946) 30-43-7						
Border Standard		W	1½d.	5 2½ 18	2/6	1/6
Border Telegraph		W	1½d.	7 2½ 20	2/6	1/6
Selkirk (5,775) 43-30-1						
Selkirk Advertiser		W	Gratis	3 2½ 12½	2/-	1/6
Southern Reporter		W	2d.	7 2½ 20½	5A-	2/-
<b>SHETLAND ISLES—</b>						
Lerwick (4,792) 22-28-1						
Shetland News		W	1d.	6 2½ 22½	1/3	10d.
The Shetland Times	4,162nsg(p)	W	1d.	7 2½ 22	2/6	1/3
<b>STIRLINGSHIRE—</b>						
Falkirk (33,312) 40-1						
Falkirk Herald		2W	1d. 2 d.	V 2½ 24½	3/6	2/6
Stirling (21,345) 42-40-1						
Stirling Journal and Advertiser		W	1½d.	7 2½ 24	3/-	1/3
Stirling Observer		2W	1½d.	6 2½ 23½	3/-	1/3
<b>SUTHERLAND</b>						
Golspie (1,518) 1-22-30-3						
Northern Times		W	2d.	V 2½ 21	3/-	1/6
<b>WIGTOWNSHIRE—</b>						
Newton Stewart (1,831) 1-30-35						
Galloway Gazette		W	2d.	8 2½ 29½	2/6	1/9
Stranraer (6,138) 7-1-49-76						
Galloway Advertiser		W	2d.	6 2½ 19½	3/-	2/-
<b>IRELAND</b>						
<b>ANTRIM—</b>						
Ballymena (12,000) 39-30-2						
Ballymena Observer		W	2d.	7 2½ 22	3/6	2/-
Belfast (414,000) 49-39-33-50						
Belfast News Letter	34,682nsg	DM	1d.	7 2½ 23	7/6	..
Belfast Northern Whig		DM	1d.	7 2½ 22½	7/6	..
Belfast Telegraph		DE	1½d.	V 2½ 24	12/6	..
Belfast Weekly News		W	2d.	7 2½ 23	3/-	..
Belfast Weekly Northern Whig		W	1d.	7 2½ 22½	5/-	..
Belfast Weekly Telegraph (Series)		W	1½d.	7 2½ 24	9/-	6/6
Belfast Witness		W	2d.	7 2½ 25	6/8	4/6
Irish News		DM	2d.	7 2½ 23½	6/8	4/-
Irish Weekly		W	2d.	7 2½ 23½	6/8	4/-
Lisburn (14,000) 39-61						
Lisburn Herald		W	1½d.	7 2½ 22	2/-	1/-
<b>ARMAGH—</b>						
Armagh (9,000) 39-61-1-62-64-58						
Armagh Guardian		W	1d.	8 2½ 22	2/3	1/2
Ulster Gazette		W	1d.	7 2½ 22½	2/3	1/-

(Continued on page 174)

# George Ade says:—

**“The college man is an amusing bird and Frank Alexander knows all about him!”**

**BILLY STIFF** is a corking good feature that makes an engaging appeal to all classes of readers.

BILLY STIFF

Whew! it's steaming hot!

By Alexander



Write or wire for proofs and get a line on a circulation-builder!

**THE ART CRAFTS GUILD, Inc., 510 N. Dearborn St. CHICAGO**

R. H. NASON, Gen. Mgr.

## BRITISH NEWSPAPERS—(Continued from page 173)

Circulation		Issued	Price	Page Sizes	Inch Rate	Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
<b>IRELAND—Continued</b>											
<i>Lurgan</i> (14,000) 39-61						<i>LONDONDERRY—</i>					
						<i>Coleraine</i> (8,000) 39-61-1-40					
						<i>Coleraine Chronicle</i> .....					
						<i>Northern Constitution</i> .....					
						<i>Londonderry</i> (50,000) 49-61-28-30					
						<i>Derry Journal</i> .....					
						<i>Derry Standard</i> .....					
						<i>Irish Telegraph</i> .....					
						<i>Londonderry Sentinel</i> .....					
<i>CARLOW—</i>						<i>LONGFORD—</i>					
						<i>Longford</i> (3,000) 1					
						<i>Longford Independent</i> .....					
						<i>Longford Journal</i> .....					
<i>CAVAN—</i>						<i>LOUTH—</i>					
						<i>Drogheda</i> (12,425) 39-52-41-6					
						<i>Drogheda Advertiser</i> .....					
						<i>Drogheda Argus</i> .....					
<i>CLARE—</i>						<i>DUNDALK—</i>					
						<i>Dundalk</i> (14,000) 6-52-7					
						<i>Dundalk Democrat</i> .....					
						<i>Dundalk Examiner</i> .....					
						<i>Dundalk Herald</i> .....					
<i>CORK—</i>						<i>MAYO—</i>					
						<i>Ballina</i> (4,440) 1-59-13					
						<i>Ballina Herald</i> .....					
						<i>Western People</i> .....					
						<i>Castlebar</i> (5,600) 1-36-59-74					
						<i>Connaught Telegraph</i> .....					
						<i>Westport</i> (4,000) 1-13					
						<i>Mayo News</i> .....					
<i>DONEGAL—</i>						<i>MEATH—</i>					
						<i>Kells</i> (2,426) 1-39-6-41					
						<i>Meath Herald</i> .....					
						<i>Navan</i> (5,000) 1-13-30-59					
						<i>Meath Chronicle</i> .....					
<i>DOWN—</i>						<i>MONAGHAN—</i>					
						<i>Monaghan</i> (4,272) 1-64-28					
						<i>Northern Standard</i> .....					
						<i>QUEEN'S COUNTY—</i>					
						<i>Maryborough</i> (3,200) 13-1					
						<i>Leinster Express</i> .....					
<i>DUBLIN—</i>						<i>ROSCOMMON—</i>					
						<i>Boyle</i> (3,000) 1-13					
						<i>Roscommon Herald</i> .....					
						<i>Roscommon</i> (2,000) 1-13					
						<i>Roscommon Journal</i> .....					
<i>FERMANAGH—</i>						<i>SLIGO—</i>					
						<i>Sligo</i> (8,780) 13-41-1					
						<i>Sligo Champion</i> .....					
						<i>Sligo Independent</i> .....					
<i>GALWAY—</i>						<i>TIPPERARY—</i>					
						<i>Cloumel</i> (10,000) 56-41-13					
						<i>The Nationalist</i> .....					
						<i>Neenagh</i> (5,000) 1-61-13					
						<i>Neenagh Guardian</i> .....					
						<i>Neenagh News</i> .....					
<i>KERRY—</i>						<i>TYRONE—</i>					
						<i>Cookstown</i> (3,685) 1-39-61					
						<i>Mid Ulster Mail</i> .....					
						<i>Dungannon</i> (4,000) 1-39-30-3					
						<i>Tyrone Courier &amp; Dungannon News</i> .....					
						<i>Omagh</i> (4,836) 13-1-74					
						<i>Tyrone Constitution</i> .....					
						<i>Strabane</i> (5,035) 39-13-1					
						<i>Strabane News</i> .....					
<i>KILDARE—</i>						<i>WATERFORD—</i>					
						<i>Waterford</i> (28,000) 55-40-59					
						<i>Munster Express</i> .....					
						<i>The Evening News</i> .....					
						<i>Waterford Standard</i> .....					
						<i>Waterford Star</i> .....					
						<i>Waterford Weekly News</i> .....					
<i>KILKENNY—</i>						<i>WESTMEATH—</i>					
						<i>Athlone</i> (9,000) 30-6-41					
						<i>Westmeath Independent</i> .....					
						<i>Mullingar</i> (5,500) 1-30					
						<i>Midland Reporter</i> .....					
						<i>Westmeath Examiner</i> .....					
						<i>Westmeath Guardian</i> .....					
<i>KING'S COUNTY—</i>						<i>WEXFORD—</i>					
						<i>Enniscorthy</i> (5,500) 13-41-30					
						<i>Enniscorthy Echo</i> .....					
						<i>Wexford</i> (17,000) 74-41-63					
						<i>Wexford Free Press</i> .....					
						<i>Wexford People (Series)</i> .....					
<i>LEITRIM—</i>						<i>WICKLOW—</i>					
						<i>Bray</i> (7,000) 51					
						<i>Bray and South Dublin Herald</i> .....					
						<i>Wicklow</i> 59-13-51					
						<i>Wicklow News Letter</i> .....					
<i>LIMERICK—</i>						<i>WALES</i>					
						<i>BRECKNOCKSHIRE—</i>					
						<i>Brecon</i> (5,649) 1-4-31-59					
						<i>Brecon County Times</i> .....					
						<i>Brecon and Radnor Express (Series)</i> .....					

(Continued on page 176)

# Tacoma's Growth In 1923

**TELLER**

**1622 DEEP SEA VESSELS**

**355 FACTORIES**  
MANUFACTURED **\$115,000,000** WORTH OF PRODUCTS

**4,100,000 TONS OF SHIPPING**

**BANK DEPOSITS**  
**\$33,857,462.00**  
A GAIN OF OVER  
**\$3,000,000.00**

**SAVINGS AND LOAN ASS'NS**  
SHOW AN EQUAL GAIN

**\$5,257,627** NEW BUILDING

**PRODUCTS OF TACOMA'S**  
**20 SAWMILLS**  
TOTAL  
**\$33,000,000.00**

## LUMBER CAPITAL OF THE WORLD

(96,965 population by 1920 census: present Federal estimate 109,376)

Is the center of a rich and prosperous trading territory of 280,000 consumers which is one of the five major markets of the Pacific Northwest. 160,000 people live in the city and immediate suburbs and the remainder in the thriving towns and cities in the eight counties, comprising Southwest Washington. The assessed valuation of these eight counties is \$411,041,000; the number of improved farms, 11,073; value of farm property, \$89,126,446; value of farm crops, \$13,950,167.

Tacoma has 355 factories which manufactured in 1923 \$115,000,000 worth of products. It makes more furniture than any other city in the United States, excepting only Grand Rapids. It has 20 saw mills which cut forty per cent of the

lumber in the state of Washington in 1923, valued at \$33,000,000 and employed 10,000 men. There are 22 wood working plants using lumber and 16 furniture plants. Tacoma has the largest door and veneer plant in the world, with a capacity of 7,500 doors per day and 100,000 feet of veneer. It has the largest box shoo factory in the world, cutting 33,000,000 feet of lumber into boxes in 1923. Over 4,100,000 tons of shipping passed through its matchless harbor in 1923.

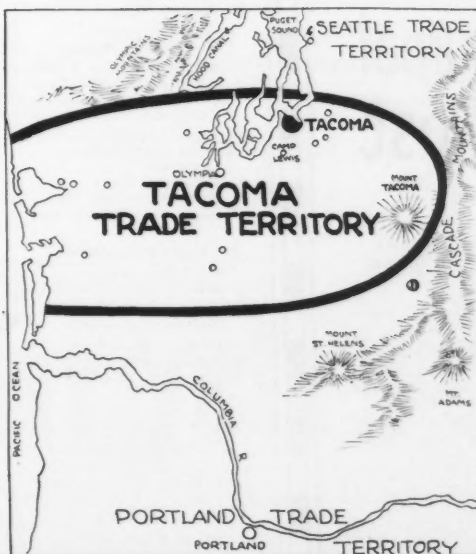
Flour mills, railroad repair shops, smelting and countless other manufactures, make up a steady pay roll that is the basis of the city's prosperity. This prosperous community is blanketed by the

# TACOMA NEWS TRIBUNE

The ABC Audit for the year ending September 30, 1923 gives this figure for the News Tribune net paid daily average for six evenings a week:

**32,643**

Advertisers cannot cover this territory by using Seattle newspapers. In the city of Tacoma the Seattle morning paper sells only 867 copies on week day mornings. One Seattle evening paper has 486 copies on week day evenings while the other Seattle afternoon paper's circulation is even below this small figure.



In 1923 the total agate lineage of the Tacoma News Tribune (six evenings a week) was

**8,138,424**

TWICE THE CIRCULATION AND TWICE THE ADVERTISING VOLUME OF THE OTHER TACOMA EVENING NEWSPAPER

### Tribune Publishing Company

Frank S. Baker President Charles B. Welch Editor and Gen. Mgr.

#### ADVERTISING REPRESENTATIVES

David J. Randall 341 Fifth Ave. New York City  
Ford, Parsons Co. 360 No. Michigan Ave. Chicago, Illinois

R. J. Bidwell & Co.  
742 Market St.  
San Francisco, Cal.

BRITISH NEWSPAPERS—(Continued from page 174)

A million and  
a half lines of  
advertising—  
gained

The Kansas City Journal-Post's gain of 1,595,913 lines of paid advertising in 1923 over the year 1922 indicates the trend advertising is taking in Kansas City.

Reader recognition and appreciation of newspaper value has rewarded the Journal-Post's efforts to give Kansas City the most metropolitan type of newspaper it has ever known. The Journal-Post gives Kansas City its only Gravure, Magazine and Comic supplements (in colors).

**A total of 688,781 Want Ads were printed in the Journal-Post in 1923.**

The Kansas City Journal  
The Kansas City Post

**Morning** \*148,044  
**Evening** \*165,334  
**Sunday** 202,079

\*Net paid circulation—ABC Auditor's report for 3 months ending June 30, 1923.

Edwin O. Syman      Walter S. Dickey      J. Mora Boyle  
Gen. Business Manager      Owner and Editor      Advertising Director

National Representatives: Verree & Conklin  
New York Chicago Detroit San Francisco

		WALES—Continued					
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Size	Inch	Rate	
<b>CARDIGANSHIRE—</b>							
<i>Aberystwyth</i> (11,220) 51-40-45							
Cambrian News		W	2d.	7 2¼ 25	6/-	4/-	
Welsh Gazette		W	2d.	6 2¼ 22	7/6	2/-	
<i>Cardigan</i> (3,452)							
Cardigan and Tivyside Advertiser		W	2d.	6 2¼ 20½	3/6	2/3	
<b>CARMARTHENSHIRE—</b>							
<i>Carmarthen</i> (10,011) 1-31-4							
Carmarthen Journal		W	2d.	6 2 20	5/-	2/9	
Carmarthen Welshman		W	2d.	V 2¼ 20¼	3/6	2/6	
<i>Llanelli</i> (36,504) 31-40-4-69							
Llanelli Argus		W	1d.	6 2¼ 20½	2/6	10d.	
Llanelli Mercury		W	2d.	6 2¼ 20½	2/6	2/-	
Llanelli and County Guardian		W	2d.	9 2¼ 27	3/6	1/9	
South Wales Press		W	2d.	5 2¼ 20	2/6	1/-	
<b>CARNARVONSHIRE—</b>							
<i>Bangor</i> (11,032) 45-1							
North Wales Chronicle (Series)		W	2d.	8 2 V	10/-	7/6	
<i>Carnarvon</i> (8,301) 45-1-59-4							
Carnarvon Herald (Series)		W	2d.	7 2¼ 22	9/-	6/-	
North Wales Observer (Series)		W	2d.	7 2¼ 22	9/-	6/-	
<i>Conwy</i> (6,506) 1-51							
North Wales Weekly News (Series)		W	2d.	7 2¼ 22½	4/-	3/-	
<i>Llandudno</i> (19,290) 51							
Llandudno Advertiser		W	2d.	6 2¼ 20½	2/6	1/9	
<b>DENBIGHSHIRE—</b>							
<i>Colwyn Bay</i> (18,770) 51-1							
North Wales Pioneer (Series)		W	2d.	8 2 V	8/6	5/6	
<i>Deubigh</i> (6,783)							
Baner ac Amserau Cymru		W	2d.	7 2¼ 23½	6/-	4/-	
Denbighshire Free Press		W	1d.	7 2¼ 21½	5/-	3/-	
North Wales Times		W	1d.	6 2¼ 21	5/-	3/-	
<i>Llangollen</i> (3,680) 51-45-1							
Llangollen Chronicle		W	1d.	4 2¼ 14	1/-	6d.	
<i>Wrexham</i> (19,002) 4-40-41							
North Wales Guardian		W	1d.	6 2¼ 20½	3/6	1/9	
Wrexham Advertiser		W	1d.	7 2¼ 22	5/-	3/-	
Wrexham Leader		W	1d.	7 2¼ 21½	5/-	3/6	
<b>FLINTSHIRE—</b>							
<i>Holywell</i> (2,907) 61-4-12							
County Herald		W	2d.	7 2¼ 22	2/6	..	
Flintshire Observer and News		W	2d.	8 2 V	6/-	4/-	
<i>Rhyl</i> (13,398) 51-1-22							
Rhyl Journal and Advertiser		W	1½d.	7 2¼ 24	3/6	2/-	
<b>GLAMORGANSHIRE—</b>							
<i>Aberdare</i> (55,010) 4-1-40-31							
Aberdare Express		W	....	....	5/-	3/-	
Aberdare Leader		W	2d.	7 2¼ 20	3/6	2/6	
<i>Barry Dock</i> (38,927) 76-21-7							
Barry Dock News		W	2d.	6 2¼ 20½	2/-	1/-	
<i>Bridgend</i> (9,206) 4-1							
Glamorgan Gazette		W	1½d.	8 2 22½	3/-	2/6	
<i>Cardiff</i> (200,262) 4-49-7-31							
Cardiff Times		W	1d.	7 2¼ 21½	12/-	6/-	
South Wales Echo	162,579nsg	DE	1d.	7 2¼ 21½	15/-	..	
South Wales Evening Express	112,000nsg	DE	1d.	5 2¼ 18½	15/-	10/-	
South Wales News		DM	1d.	7 2¼ 21½	15/-	10/-	
Weekly Mail (Cardiff)		W	1d.	7 2¼ 24½	12/-	6/-	
Western Mail		DM	1d.	7 2¼ 24½	18/-	12/6	
<i>Merthyr</i> (80,161) 4-40-19							
Merthyr Express		W	2d.	V 2¼ 18	6/-	4/-	
Y Tyst		W	2d.	3 2¼ 11	4/-	2/6	
<i>Penarth</i> (17,097) 49-66-3							
Penarth Times		W	1d.	5 2¼ 18½	2/-	1/-	
<i>Pontardawe</i> (34,623)							
West Wales Observer		W	1d.	4 2¼ 15	2/6	1/9	
<i>Pontypridd</i> (47,171) 4-40-19							
Glamorgan County Times		W	1d.	7 2¼ 21	3/-	2/3	
Glamorgan Free Press & Rhondda Ldr.		W	2d.	6 2¼ 18	6/-	3/9	
Pontypridd Observer (Series)		W	1d.	6 2 20	7/6	5/-	
<i>Swansea</i> (157,561) 31-4-76							
Cambria Daily Leader		DE	1d.	V 2¼ 21¼	10/-	5/-	
Cambrian		W	1d.	7 2¼ 23½	2/6	1/6	
Herald of Wales		W	1d.	V 2¼ 21¼	5/-	2/6	
South Wales Daily Post		DE	1d.	5 2¼ 18½	10/-	5/-	
South Wales Weekly Post		W	1d.	7 2¼ 23½	2/6	1/6	
<b>MERIONETHSHIRE—</b>							
<i>Bala</i> (1,408) 45-30-1							
Bala Y Seren		W	1d.	4 2¼ 15	3/-	2/-	
<i>Blaenau</i> (8,143) 45-53							
Blaenau y Rhedegdydd		W	1d.	....	....	..	
<i>Corwen</i> (3,000) 1-45-53-4							
Corwen Adsain		W	1d.	4 2¼ 15	1/-	6d.	
<i>Dolgelly</i> (2,014) 4-58-51							
Y Cymro		W	2d.	4 2 13	4/-	2/-	
Y Dydd		W	1d.	....	....	..	
<b>MONTGOMERYSHIRE—</b>							
<i>Newton</i> (5,670) 30-43-41-1							
Montgomeryshire Express		W	2d.	7 2¼ 20	7/6	2/6	
<i>Welshpool</i> (5,677) 1-59							
Montgomery County Times (Series)	7,456nsg(p)	W	2d.	8 2¼ 23	3/6	2/6	
<b>FEMBROKESHIRE—</b>							
<i>Fishguard</i> (2,999) 1-76							
County Echo		W	1½d.	5 2¼ 29	2/-	..	

(Continued on page 178)

**3rd**  
consecutive  
year

# WORLD ADVERTISING LEADERSHIP

**1921**  
26,987,478  
Agate Lines

**1922**  
26,795,244  
Agate Lines

**1923**  
29,520,848  
Agate Lines

World-leadership in any great field of business is a momentous fact. Its full significance is almost beyond comprehension. No power of argument can explain it away. Being true, it proves and answers all.

For three consecutive years the Los Angeles Times has held world-leadership in advertising. Each year throughout this period it has printed more paid advertising than any other publication on earth.

Leadership when enduring in time and worldwide in scope is more than irrefutable. It is epochal.

# Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.  
Chicago Office: 360 N. Michigan Ave. New York Office: 225 Fifth Ave.

**IT TAKES BIG PAPERS TO HANDLE THE BIG CITY**

**San Antonio Express.**  
*Every Morning and Sunday*

**SAN ANTONIO EVENING NEWS**  
*Every Evening - Except Sunday*

**The Splendid Growth and Advancement of San Antonio's Two BIG Newspapers Is the Best Endorsement**

*Here's the Record for 1923*

Total ..... 15,703,227 Lines  
Local ..... 8,754,539 Lines  
National ..... 3,172,152 Lines  
Classified ..... 3,776,536 Lines

**Gains Over 1922, 1,000,847 Lines**

Power has come with confidence and faith in the dependability of the news and advertising columns of these newspapers.

The prestige enjoyed by the San Antonio Express (morning), San Antonio Evening News (evening) makes them the greatest mediums for the National advertiser in a territory larger than the New England States and Ohio combined.

**TWO DISTINCT AND SEPARATE NEWSPAPERS OF ALMOST NON-DUPLICATING CIRCULATION**

**THE JOHN BUDD CO.**

*National Advertising Representatives*

NEW YORK—CHICAGO—ST. LOUIS—ATLANTA  
LOS ANGELES — SAN FRANCISCO — SEATTLE

**BRITISH NEWSPAPERS—(Continued from page 176)**

WALES—Continued					
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
<i>Haverfordwest</i> (5,950) 76-1					
Pembroke County Guardian.....	6,500ns(p)	W	2d.	7 2½ 25	5/- 2/6
Pembrokeshire Herald.....		W	1d.	7 2½ 24	...
Pembrokeshire Telegraph.....		W	2d.	7 2½ 23	5/- 2/6
<i>Pembroke Dock</i> (15,481) 74-49-76					
Ward-Davies's Free Press.....		W	1d.	5 2½ 18	...
<i>Tenby</i> (4,830) 51-22					
Tenby and County News.....		W	1½d.	6 2½ 22	3/- 2/-
Tenby Observer.....		W	1d.	6 2½ 22½	4/- 2/6
<b>RADNORSHIRE—</b>					
<i>Llandrindod Wells</i> (4,605) 1-59-51					
Mid-Wales Independent.....		W	1½d.	.....	.....

**BRITISH ADVERTISING AGENCIES**

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience, Advertising Consultants not actually placing business are also included.  
(Copyrighted, 1924, by EDITOR & PUBLISHER.)

**ENGLAND**

**LONDON**

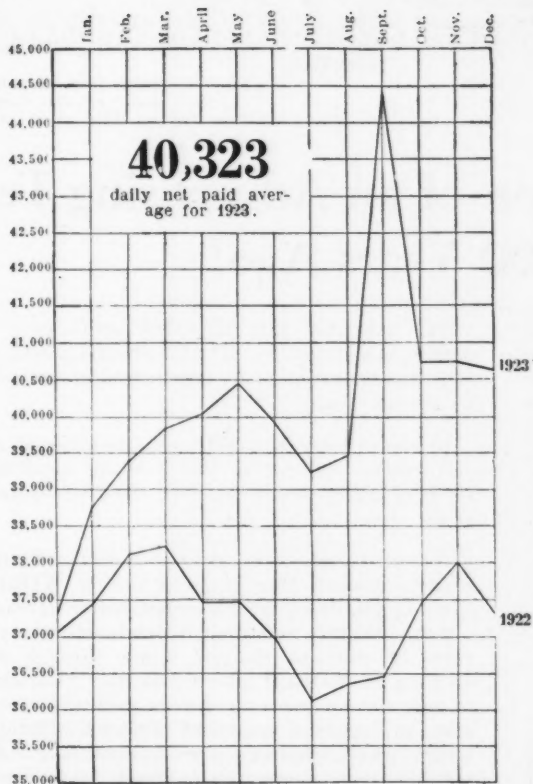
Name.	Street Address.
A. B. C. Ad. Agency.....	245 St. John Street, E. C. 1.
Abbot, W., Ltd.....	32 Eastcheap, E. C. 3.
Abrahams, Joseph.....	40 Romford Road, E. 7.
Adams Publicity, Ltd.....	23 Sicilian Avenue, Southampton Row, W. C. 1.
Adelphi Press, Ltd.....	Dolphin Lane, Poplar, E. 14.
Advance Advertising Co.....	3 Featherstone Bldgs., Holborn, W. C. 1.
Advertising & Publicity, Ltd.....	1 Arundel Street, Strand, W. C. 2.
Advertising Service, Ltd.....	Addison Ho., Bedford Street, Strand, W. C. 2.
Agence Havas.....	6 Breems Bldgs., Chancery Lane, E. C. 4.
A. I. Advertising Co. (1920), Ltd.....	2 Sandland Street, High Holborn, W. C. 1.
Albemarle Press, Ltd.....	150 New Bond Street, W. 1.
Aldridge, Frederick.....	26 Paternoster Row, E. C. 4.
Algar, Frederic.....	58 Gracechurch Street, E. C. 3.
Alexander Agency, Ltd.....	36-37 Leadenhall Street, E. C. 3.
Allen-Cooper, E., Co., Ltd.....	15 Railway Approach, London Bridge, S. E. 1.
Allen's Advertising Service, Ltd.....	3 Queen's Square, W. C. 1.
Allen & Sons, Ltd., David.....	17 Leicester Street, W. C. 2.
Alliance Advertising Agency, Ltd.....	93 Chancery Lane, W. C. 2.
Amalgamated Publicity Services, Ltd.....	Bucknall Street, W. C. 2.
American Advertising Service, Ltd.....	22 Great Portland Street, W. 1.
Anderson, Robert & Co.....	14 King William Street, Strand, W. C. 2.
Anglo-Continental Advertising & Service, Ltd.....	27 Chancery Lane, W. C. 2.
Art & Publicity Service.....	7 Southampton Street, High Holborn, W. C. 1.
Ashby Service Agency, Ltd.....	26 High Holborn, W. C. 1.
Associated Advertising Service.....	30 Norfolk Street, Strand, W. C. 2.
Atlantic Publicity, Ltd.....	Atlantic House, Holborn Viaduct, E. C. 1.
<b>B</b>	
Bale, John, Sons & Danielson.....	83 Great Portland Street, W. 1.
Barker & Howard.....	Sugar Loaf Court, Leadenhall Street, E. C. 3.
Barker, Charles & Sons, Ltd.....	31 Budge Row, E. C. 4.
Barker, Drabble & Co.....	48-90 Chancery Lane, W. C. 2.
Barker, Ernest.....	133 Salisbury Square, E. C. 4.
Bates, A. & Co., Ltd.....	134 Fleet Street, E. C. 4.
Baxter & Son.....	29 Paternoster Square, E. C. 4.
Bayliss Bros.....	53a Shaftesbury Avenue, W. 1.
Beckford, W. S., Co.....	122 Chancery Lane, W. C. 2.
Bell, Wilson Publicity.....	83 Pall Mall, S. W. 1.
Bench, T. C., Ltd.....	Graham House, Tudor Street, E. C. 4.
Benn & Cronin, Ltd.....	25 Grosvenor Place, S. W. 1.
Bennett, J.....	26 Avenue Chambers, Southampton Row, W. C. 2.
Benson, S. H., Ltd.....	Kingsway Hall, W. C. 2.
Berkeley Press.....	Staple Inn Buildings, W. C. 1.
Bernard, A.....	146 Strand, W. C. 2.
Berry's Advertising Agency.....	Chun Ho, Surrey Street, Strand, W. C. 2.
Blackwell, Frank V.....	22 Northumberland Avenue, W. C. 2.
Boggon, Gordon Publicity, Ltd.....	1 Newman Street, W. 1.
Bond, D. H.....	329 High Holborn, W. C. 1.
Bottomley, Holford Service, Ltd.....	23 King Street, E. C. 2.
Braid, T. Barrow.....	43 Great Portland Street, W. 1.
Brandis-Davis Agency, Ltd.....	231 Strand, W. C. 2.
Brindley, T. M.....	21 Imperial Buildings, Ludgate Circus, E. C. 4.
Broekie, Haslam & Co.....	23-28 Fleet Street, E. C. 4.
Browne, C. A. G., Ltd.....	17 Farringdon Street, E. C. 4.
Browne, T. B., Ltd.....	163 Queen Victoria Street, E. C. 4.
Brooks Publicity Service.....	27 Chancery Lane, W. C. 2.
British American Publicity Association.....	24 Buckingham Street, Strand, W. C. 2.
Buchan Telger Co., Ltd.....	Temple Bar Ho, Fleet Street, E. C. 4.
Business Builders, Ltd.....	26 Great Ormond Street, W. C. 1.
Buttolph & Dickinson.....	190 Strand, W. C. 2.
<b>C</b>	
Camden Agency.....	198 High Street, Camden Town, N. W. 1.
Carlton Publicity, Ltd.....	66 Great Queen Street, W. C. 2.
Causton, Sir Joseph & Sons, Ltd.....	9 Eastcheap, E. C. 3.
Caxton Advertising Agency.....	Chun House, Surrey Street, Strand.
Central News, Ltd.....	5 New Bridge Street, E. C. 4.
City Advertising Agency.....	11 Paternoster Bldgs., E. C. 4.
City & Provincial Press, Ltd.....	Red Lion Ho., Red Lion Court, Fleet Street, E. C. 4.
Clackson, A. H., Ltd.....	119 Fleet Street, E. C. 4.
Clark & Norman.....	61a Strand, W. C. 2.
Clark, Samson & Co., Ltd.....	57-59 Mortimer Street, W. 1.
Clarke, Son & Platt, Ltd.....	317 High Holborn, W. C. 1.
Clarke & Sherwell, Ltd.....	11 Southampton Row, W. C. 1.
Clayton, C. D., Ltd.....	2, C. 2.
Cleaver, Ltd., Travers.....	47 Great Russell Street, W. C. 1.
Cloves Agency, Ltd.....	General Bldgs., Aldwych, W. C. 2.
Cohen, Arthur.....	21 Curtain Road, E. C. 2.
Collins, Percy.....	33 Henrietta Street, Covent Garden, W. C. 2.
Colman Publicity Service, Ltd.....	10 Essex Street, Strand, W. C. 2.
Colman, Thomas & Co.....	Granville House, 3 Arundel Street, Strand.
Colonial Advertising Company.....	26 Southampton Street, Strand, W. C. 2.
Commercial Publicity Co.....	59 New Oxford Street, W. C. 2.
Comlury Advertising Service.....	Sentinel Ho, Southampton Row, W. C. 1.
Corytons, Ltd.....	1 Rupert Street, W. 1.
Cowie & Co.....	17 Gresham Street, E. C. 2.
Crane, Paget & Co.....	109 Kingsway, W. C. 2.
Crawford, W. S., Ltd.....	233 High Holborn, W. C. 1.
Crockford-Hales Service, Ltd.....	182-3 Fleet Street, E. C. 4.
Crossley & Co., Ltd.....	5 Racquet Court, Fleet Street, E. C. 4.
Curtis Agency, Ltd.....	11 Southampton Row, W. C. 1.
Cutting & Underwood, Ltd.....	170 Strand, W. C. 2.

(Continued on page 182)

*Jersey Skeeters Bit Hard--- But*

# THE JERSEY JOURNAL BITES BETTER AND DEEPER

*In Jersey City, N. J.*



## 3,000 More Bitten

All the mosquito, once a well-known critter in these parts, ever penetrated was the epidermis. Skin deep.

The Jersey Journal digs deeper, into the heart of the home.

Three thousand more were bitten with the need of The Jersey Journal every week-day last year, an increase of 8% in circulation.

### STING IT HOME IN JERSEY CITY

(Circulation Over 40,000)

# THE JERSEY JOURNAL

(First With Facts for Home Folks)

Story, Brooks & Finley, Foreign Representatives  
Pershing Square Building, New York City

PHILADELPHIA

SAN FRANCISCO

CHICAGO

NEITHER SNOW, NOR RAIN, NOR HEAT,  
NOR GLOOM OF NIGHT STAYS THESE  
COVRIERS FROM THE SWIFT  
COMPLETION OF THEIR  
APPOINTED ROVND S

*The inscription from Herodotus  
on the facade of the General  
Post Office, New York City.*

## The Modern Application of an Advertising Text Written 2300 Years Ago!

**W**HEN HERODOTUS wrote the sentence that adorns the façade of the General Post Office in New York, he little thought that he was inditing a text applicable to modern advertising.

THE WORLD last year printed nearly 2,000,000 separate advertisements. Every day for a full year more than 5,000 couriers, varying in size from the two-line offer of employment to the big Sunday double page of the department store, left THE WORLD'S presses for "the swift completion of their appointed rounds."

Every hour of every twenty-four two hundred of these messengers, braving "snow and rain and heat and gloom of night" went forth upon their designated errands in the scheme of modern commerce.

It is an achievement of first magnitude to have been the trusted intermediary in so vast a number of separate and distinct transactions between advertiser and public. If service is to be measured by the number of times a given function is called into play, then a comparison of the number of advertisements printed is perhaps, after all, the most eloquent evidence of the sum total of a newspaper's real usefulness to the community it serves. Here are the figures for the year 1923:

THE WORLD	1,911,282	Advertisements
The Times	1,096,859	"
The Herald	373,601	"
The American	371,130	"
The Tribune	132,922	"

Not only did THE WORLD outdistance its nearest competitor by 814,423 advertisements, or 74%, but it surpassed its own record of last year by 199,101, a gain of 11.6%.

In short, THE WORLD'S total number of advertisements was within 60,000 of the combined totals of all the other standard sized newspapers of the city.

No small part of the city's industrial activities revolves around this intensive use of WORLD space by the merchant and manufacturer in reaching the ultimate consumer. Merchandise to the value of millions changed hands through the medium of WORLD advertisements. Thousands of men and women secured more profitable work; other thousands of employers obtained additional labor; great buildings were bought and sold; untold savings went into sound investments; movements of public interest were expedited—all through the advertising pages of THE WORLD.

THE WORLD in 1923 gained 126,748 lines of advertising. Its closest competitor lost 40,996 lines. When, in 1924, you would send your "couriers to the swift completion of their appointed rounds," remember that in New York 50% of all the advertising couriers who start at all begin their rounds in the columns of THE WORLD.

**The World**

NEW YORK

Mallers Building  
Chicago

Pulitzer Building  
New York

General Motors Building  
Detroit



# MERCHANDISING THROUGH THE WORLD GROUP

*The Morning World*  
*The Evening World*  
*The Sunday World*  
*The World Gravure*  
*The World Magazine*  
 (Sunday)  
*The Evening World Radio*  
*Magazine*  
 (Saturday)

### Description of Buying Centers

MAJOR No. 1

**District Covered:**  
 CHURCH ST., from Liberty to Fulton St.  
 BROADWAY, from Liberty to Chambers.  
 PARK ROW, from Broadway to Brooklyn Bridge.  
 NASSAU ST., from Liberty to Spruce St.  
 LIBERTY ST., from Greenwich to Broadway.  
 CORTLANDT ST., from Greenwich St. to Broadway

**Character of District:**  
 This is the home of New York's Big Business. Retailers in this district cater to the men and women who people the tall building by day and disperse to the four winds at night.

**Chain Stores**

United Retail Candy	3	Knox Hats	1
Page & Shaw Candy	1	Keaton Hats	1
Mirror Candy	3	French, Shinner & Ureel	1
Martha Washington Candy	1	Howard Shoes	1
Huyler's Candy	3	Walk-Over Shoes	1
Loft's Candy	3	Rival Shoes	2
Schaff's Candy	1	John Ward Shoes	2
United Cigars	9	Regal Shoes	3
A. Schmitz Cigars	10	Douglas Shoes	1
National Drug	3	Emerson Shoes	1
Liggett's Drug	4	Deck-Hazard Shoes	1
Froser Drug	1	Haman Shoes	2
Woolworth 5 & 10 Cent	2	Harley Shoes	1
Chain Shirt Shops	1	Wallack Bros. Clothing	1
Paramount Shirt Shops	1	Rogers Foot Clothing	1
Sarnoff Irving Hats	1	Weber & Heilbruner	4
Kaufman Hats	2	Trill Bros. Clothing	1
Truly Warner Hats	4	Joseph Hilton Clothing	1
Young's Hats	2	Monroe Clothing	1
Long's Hats	3		

*A Typical Route Card and Description of Major Buying Center Furnished by the Merchandising Department.*

**N**O MANUFACTURER need ever approach the Greater New York market blindfolded! The time that he has heretofore spent in routing his sales force, in surveying buying centers, in studying neighborhoods, he can now devote to productive selling through the comprehensive service placed at his disposal by the Merchandising Department of THE WORLD.

THE WORLD GROUP offers a definite service for every advertising contingency. On week days, THE WORLD offers 100,000 more circulation directly in New York City than any other standard-sized paper in the morning field. On Sunday, it provides the advertiser with nearly 50,000 more

readers in Greater New York than *The Times*, *The Herald* and *The Tribune* combined. THE WORLD GRAVURE has the largest standard-sized gravure circulation in America.

In the matter of color advertising THE SUNDAY WORLD MAGAZINE carries a faithful reproduction of the advertiser's package, in its true colors, to nearly 600,000 alert, responsive homes. THE EVENING WORLD RADIO MAGAZINE has the largest radio circulation in the world.

Big values, every one of them, and backed by the most comprehensive plan of merchandising ever placed at the disposal of the manufacturer.

## The Evening World

NEW YORK

Chancery Building

San Francisco

Title Insurance Building

Los Angeles

Securities Building

Seattle

BRITISH AGENCIES—(Continued from page 178)



# The MYERS CIRCULATION COMPANY Inc

T.P. Myers Pres.

GREATEST CIRCULATION BUILDERS in AMERICA  
Let us serve you!

**N**OW at the height of its career as the supreme circulation building organization in the United States, the Myers Circulation Company is prepared for even greater achievements during 1924 than has marked its 16 past years of experience and dominating leadership. So perfected is the Myers plan of campaign, and so complete is the organization personnel, that any newspaper putting on a Myers campaign during the year will be guaranteed thousands of NEW, paid-in-advance, home-delivered subscribers.

**N**ever before has any company been so well fitted for circulation campaigns as the Myers organization is now. Complete in every detail, it will conduct a campaign on your paper without disturbing in the least your routine or force, bringing you greater results per dollar expended for prizes than any other company in the field. Economy is one of the greatest recommendations of the Myers company.

**O**ldest in experience, yet the Myers company is the most youthful in the aggressive, progressive methods utilized to obtain results. It points with pride to its remarkable record on such papers as The Wichita Eagle, The Atlanta Constitution, The Birmingham Age-Herald, The Seattle Post-Intelligencer, The Portland (Ore.) Telegram, The Omaha Bee, The Los Angeles Examiner, The Denver News & Times, The Sioux City Journal, and many others; and it is just as proud of the splendid results it has obtained for newspapers in smaller cities.

**T**he Myers company not only satisfies publishers to the extent that it is asked to repeat its campaigns, but it is also in demand by publishers who first tried other companies and have since learned of the greater results obtainable by securing the Myers company.

**Wire or Write us**

A letter or telegram will bring full particulars or a personal call, without obligation to you.

Box 288  
Waterloo  
Iowa

Name	Street Address
Dale, Reynolds & Co., Ltd.	46 Cannon Street, E. C. 4.
Davies & Co.	95 Bishopsgate, E. C. 2.
Davies, Hynd	13 Victoria Street, S. W. 1.
Davis, S. & Co.	79 Shaftesbury Avenue, W. 1.
Dawson, William & Sons, Ltd.	30-32 St. Swithin's Lane, E. C. 4.
Day's Agency	Cannon House, Bream's Bldgs., Chancery Lane, E. C. 4.
Day, Hertram & Co., Ltd.	28 Temple Chambers, Temple Avenue, E. C. 4.
Deacon, S. & Co.	9-10 Charing Cross, S. W. 1.
De Roos, Johnson & Co.	7 Leadenhall Street, E. C. 3.
Derrica, Paul E., Agency, Ltd.	76-82 Wellesley Road, Queens Crescent, N. W. 1.
Dewynter, Ivon	110 St. Martin's Lane, Charing X, W. C. 2.
Direct Publicity, Ltd.	60 Haymarket, S. W. 1.
Direct Service Organizers, Ltd.	114 Southampton Row, W. C. 1.
Dixon, Thomas	54 New Broad Street, E. C. 2.
Dorelli Advertising Co.	195 Oxford Street, W. 1.
Dorland Agency, Ltd.	81 Queen Victoria Street, E. C. 4.
Dove, Alfred	Dorland House, 16 Regent Street, S. W. 1. Lincoln House, 18 Victoria Street, S. W. 1.
<b>E</b>	
East European Agency	62 Oxford Street, W. 1.
E. C. Advertising Co., Ltd.	4 Broad Street Place, E. C. 2.
Eden Fisher & Co.	6 Clement's Lane, Cannon Street, E. C. 4.
Edmondson, F. W.	Sentinel Ho, Southampton Row, W. C. 1.
Electrical Press, Ltd.	13 Fisher Street, Southampton Row, W. C.
Elliott, Agency, Ltd., Stanley	83.5 Farringdon Street, E. C. 4.
Engineering Publicity, Ltd.	Regent Ho, Kingsway, W. C. 2.
Erwin Wasey & Co., Ltd.	245 Oxford Street, W. 1.
Exchange Telegraph Co., Ltd.	63 Cannon Street, E. C. 4.
<b>F</b>	
Far Eastern Agency (London), Ltd.	24 Devonshire Street, Bloomsbury, W. C. 1.
Fleet Agency, Ltd.	2 Wine Office Court, Fleet Street, E. C. 4.
Fleetway Press, Ltd.	9 Dane Street, High Holborn, W. C. 1.
Francis, J. C. & Co.	131 Fleet Street, E. C. 4.
Fraser's Agency, Ltd.	51 Great Queen Street, W. C. 2.
Freeman & Co.	33 Paternoster Row, E. C. 4.
Freer, Cyril	1 Southampton Row, W. C. 1.
Fuller, H. E., Ltd.	3 Russell Chambers Bury Street, W. C. 1.
<b>G</b>	
Garland (S. T.) Advertising Service	14 Brook Street, W. 1.
Galpin Publicity Service	6 Vulcan Road, S. E. 4.
Garrett, J. C., Agency	96 Southwark Street, S. E. 1.
Gibbs, Smith & Co.	10 High Holborn, W. C. 1.
Gilbert Advertising, Ltd.	5 Bedford Row, W. C. 1.
Gladstone, Taylor & Co., Ltd.	34 Strand, W. C. 2.
Glendinning & Co.	70 Cannon Street, E. C. 4.
Glover, T. J.	Cromwell Ho, Falwood Place, W. C. 1.
Goldbolts, Ltd.	8 Bream's Bldgs., E. C. 4.
Goldsmith, W. & Co.	46 Lincoln's Inn Fields, W. C. 2.
Good Advertising, Ltd.	41 Upper Berkeley Street, W. 1.
Goodman, M. & Co., Ltd.	48 Rupert Street, W. 1.
Goodman Raven & Co., Ltd.	19 Charing Cross Road, W. C. 2.
Gordon & Gotch, Ltd.	15 St. Bride's Street, E. C. 2.
Gordon's Agency	Whitehall Rooms, Whitehall Place, S. W. 1.
Goring, J. H.	Graham House, Tudor Street, E. C. 4.
Goslen, D.	11 Henrietta Street, Covent Garden, W. C. 2.
Gould & Portman's, Ltd.	11 New Oxford Street, W. C. 1.
Graham, Cater & Co.	89 New Oxford Street, W. C. 1.
Gran-Goldman Service	173 Fleet Street, E. C. 4.
Gray Co.	5 King Street, Covent Garden, W. C. 2.
Green, Henry	120 Chancery Lane, W. C. 2.
Green's, Ltd.	37 Strand, W. C. 2.
Greenwood & Co., W.	15 New Bridge Street, S. C. 4.
Griffiths & Millington, Ltd.	22 Wellington Street, Strand, W. C. 2.
Griffiths & Weller, Ltd.	3 Grosvenor Garden, S. W. 1.
Grove, Francis R. Service	Gloucester Ho, Charing Cross Road, W. C. 2.
Gude, G. A.	14 King Street, S. W. 1.
Guildhall, Publicity Co.	17 Lawrence Lane, E. C. 2.
Gumchas, Ltd.	11 Arundel Street, Strand, W. C. 2.
Gwalia Publicity Service	101, Hatton Garden, E. C. 1.
<b>H</b>	
Haddon, John & Co.	Bouverie House, Salisbury Square, E. C. 4.
Hannafoord & Goodman, Ltd.	57-59 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd.	692 High Holborn, E. C. 1.
Harrod's Agency, Ltd.	32 Hans Crescent, S. W. 3.
Hart's Advertising Office	Maltravers House, 6 Arundel Street, Strand, W. C. 4.
Hart, Edgar C. & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Hartford, Ltd.	12 Henrietta Street, Covent Garden, W. C.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey, E. Martin	7 King Street, Cheapside, E. C. 2.
Harvey, Ltd., Walton	4 Racquet Court, Fleet Street, E. C.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Hastings, Arthur	17 Surrey Street, Strand, W. C. 2.
Hayes, E. Agency	3 Gerrard Place, Shaftesbury Avenue, W. 1.
Heath, Harry	12 Hart Street, Bloomsbury, W. C. 1.
Higham, C. F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill, E. Ingram	29 Ludgate Hill, E. C. 4.
Hill, Walter & Co., Ltd.	69 Southampton Road, W. C. 1.
Hills, Publicity, Ltd.	150 Fleet Street, E. C. 4.
Holland, J. P.	24 Holborn, E. C. 1.
Holman Service, Lawrence	15 Lincoln's Inn Fields, W. C. 2.
Hooper & Batty, Ltd.	15 Walbrook, E. C. 4.
Hopwood Service	170 Fleet Street, E. C. 4.
Horncastle's, Ltd.	61 Cheapside, E. C. 2.
Horncastle's Agency, Ltd.	5 Moorgate Bldgs., E. C. 2.
Hougham Service	Sentinel Ho, Southampton Row, W. C. 1.
Hunter, Ed. & Co., Ltd.	Imperial Ho, Kingsway, W. C. 2.
Hyams & Co., Ltd., Arthur	Fitzalan Ho, Arundel Street, Strand, W. C. 2.
<b>I</b>	
Imperial Agency	15 Bedford Street, Strand, W. C. 2.
Industrial Publicity Service, Ltd.	Red Lion Court, E. C. 4.
<b>J</b>	
Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jaeger Advertising Agency	95 Milton Street, E. C. 2.
Jarvis, L. J.	12 Norfolk Street, Strand, W. C. 2.
Johnson, E., Publicity Service	9 Cliff Terr, St. John's, S. E. 8.
Judd, Ltd., Walter	97 Gresham Street, E. C. 2.
Juppa, J. Lewis	4 Arthur Street, Cannon Street, E. C. 4.
<b>K</b>	
Kay & Co., J. Rowland	Salisbury Square, E. C. 4.
Kennington Advertising Service, Ltd.	4 Regent Street, S. W. 1.
Keymer, D. J., & Co., Ltd.	36-38 Whitefriars Street, Fleet Street, E. C.
Keymer, Wm. J., Ltd.	80 Fenchurch Street, E. C. 3.
King, J. G., & Son	10 Bolt Court, Fleet Street, E. C. 4.
Kingsway Press Ad. Service, Ltd.	Norwich House, Southampton Street, High Holborn, W. C.
Kingsway Publicity Service, Ltd.	Insurance House, Kingsway, W. C. 2.
Kipling, G.	58 Fleet Street, E. C. 4.
Knight, Arthur & Co., Ltd.	55 Chancery Lane, W. C. 2.
Knight R. A., & Co., Ltd.	1 Gresham Buildings, Basinghall Street, E. C.

(Continued on page 184)

# Carrier Collections Simplified and Better Mail Addressing Secured

For your Circulation Department there is our Unit Plan of handling subscriptions. It is the result of years of experience and work in the Circulation Departments of newspapers and magazines. Every unnecessary operation is eliminated by its use.

THE SPEEDAUMAT is the addressing medium. It makes the Unit Plan of operation possible and facilitates the list handling through its legibility. Changes in expiration dates or addresses may be made, or errors corrected, by embossing directly over the previous embossing, on the same Speedaumat.



The Speedaumat



Speedadresser D

SPEEDAUDRESSER D makes it possible for a publisher with a small mail list to give his mail subscribers the same service as that given mail subscribers by large metropolitan papers who use our high speed automatic Speedaumailers.

THE DIRECT IMPRINT in the white margin of the paper is the reason. The direct imprint cannot come off, cannot cover reading matter, cannot stick two papers together because no paste is used. Addresses cannot be cut in half by mailer. The direct imprint carries every copy to its destination.

The speed of addressing with Speedadresser D, which is motor driven and hand fed, varies with the proficiency of the operators. It averages from 2500 to 3500 per hour, but many operators have a much higher average. A boy operator on one of our daily newspapers addresses 3300 papers in 40 minutes every day. A young lady on a weekly paper averaged 3600 an hour on a 6½ hour run, the second week she operated the machine.

Besides its primary and most important use in addressing the mail list, Speedadresser D can be used for many other things. With Attachment D-1, a continuous roll of strip for office record purposes may be prepared. WITH ANOTHER ATTACHMENT, REPEAT PRINTS MAY BE HAD FROM ANY SPEEDAUMAT. IF YOU DO JOB PRINTING, OR IF YOUR CITY CARRIERS COLLECT WEEKLY OR MONTHLY AND LEAVE RECEIPTS WITH CITY SUBSCRIBERS, YOU WILL BE INTERESTED IN THE WAY SPEEDAUDRESSER D CAN BE OF ADDED SERVICE IN THIS CONNECTION.

A line from you will bring, without obligation to you, complete information about an adaptation of The Multi-Mailer System to fit your needs. Machines and equipment have been designed to meet every mailing and addressing problem. The Multi-Mailer System will handle efficiently and economically lists of from less than 1000 up into the millions.

Our years of experience in the mailing and addressing field are at your service.

**The Speedaumatic**  
TRADE MARK  
**Company.**  
**MULTI-MAILER SYSTEM** *Addressing - Listing - Mailing Equipment*  
817-825 WASHINGTON BLVD., CHICAGO

# Fort Wayne Indiana's Second City

Offers wonderful opportunities for TRY-OUT or TEST campaigns—Intelligent co-operation plus PRODUCTIVE circulation and ADVERTISING LEADERSHIP—all at a reasonable rate in the

# Fort Wayne Journal-Gazette

1923 was a year of achievement—read the advertising score of the Fort Wayne newspapers (total lineage)

<b>Journal-Gazette</b> (Morning)	<b>Other Paper</b> (Afternoon)
10,318,448 lines	9,669,548 lines

## Journal-Gazette's Lead

648,900  
LINES

## To the Space Buyers

BULK CIRCULATION is not a barometer of pulling power. LOCAL MERCHANTS in Fort Wayne prefer the Journal-Gazette BECAUSE it brings results. Think of this—the Journal-Gazette not only led in total local display lineage but had a lead of 951,944 lines in classified.

It is fair to presume that the Journal-Gazette will lead in NATIONAL ADVERTISING in 1924 if every space buyer will spend several days in Fort Wayne analyzing the market.

## Fort Wayne Journal-Gazette

L. G. Ellingham, Pres.                      A. Schaefer, Adv. Director

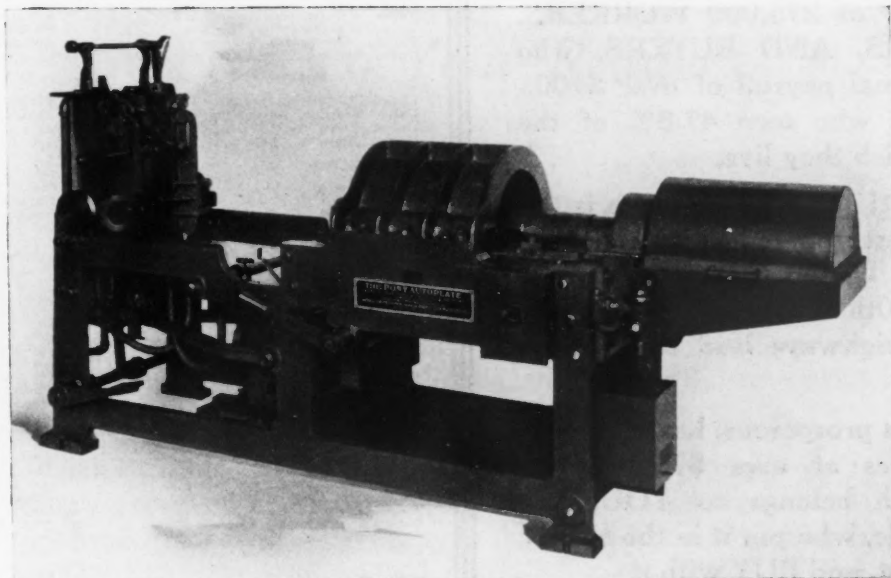
Name	Street Address
Lamson Agency	12 St. Mary's Avenue, E. C. 3.
Laughton & Co., Ltd.	3 Southampton Street, Strand, W. C. 2.
Lawrence, T. B., Ltd.	1 Arundel Street, Strand, W. C. 2.
Layton, C. & E.	56 Farringdon Street, E. C. 4.
Lazenby, Ltd.	57 Victoria Street, S. W. 1.
Leathwaite, Simmons	34 Throgmorton Street, E. C. 2.
Lemare, S.	23 Paternoster Square, E. C. 4.
Lever Bros., Ltd.	Lever House, Blackfriars, E. C. 4.
Lie, John H., Ltd.	4 Ludgate Circus, E. C. 4.
Lloyd & Badham	11 Regent Street, W. 1.
London & Provincial Ad. Agency, Ltd.	4 Oxford Street, W. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, Charing Cross, W. C. 2.
Lord & Thomas, Ltd.	Surrey House, Victoria Embankment, W. C. 2.
Lovegrove, L. H.	37 King Street, Covent Garden, W. C. 2.
Lyons, Arthur J., Publicity	14 Chepstow Place, W. 2.
<b>M</b>	
MacLaren & Sons, Ltd.	38 Shoe Lane, E. C. 4.
Marshall Service, Ltd.	7 Red Lion Square, W. C. 1.
Massey, Roland	23 Knightrider Street, E. C. 4.
Mather & Crowther, Ltd.	10-12 New Bridge Street, E. C. 4.
Matthews, Alex., & Co., Ltd.	93 Chancery Lane, W. C. 2.
Maxwell Agency	9-11 Curstort Street, W. C. 2.
May, J. E.	68 Fleet Street, E. C. 4.
May, J. E., Ltd.	Addison Ho, Bedford Street, Strand, W. C. 2.
Maygoods Publicity Service	Oxford House, 9-15 Oxford Street, W. 1.
McAra Publicity Service	Pear Tree Street, Goswell Road, E. C. 1.
McCave Advertising Service	182 Fleet Street, E. C. 4.
McConnell's Advertising Service, Ltd.	81 Shaftesbury Avenue, W. 1.
McCorquodale & Co., Ltd.	24 Coleman Street, E. C. 2.
McDougall, Thomas, Ltd.	44 Kingsway, W. C. 2.
Meerloo Publicity Service, Ltd.	105 New Bond Street, W. 1.
Metcalfe & Wybrow, Ltd.	Abbey Ho, Victoria Street, S. W. 1.
Milton Agency, Ltd.	20-21 Bedford Chambers, Covent Gdn., W. C. 2.
Misani, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Mitchell, C. & Co., Ltd.	1 Snow Hill, E. C. 1.
Modern Publicity, Ltd.	120 Victoria Street, S. W. 1.
Morgan, Reeves & Co.	29 Goldsmith Street, Kingsway, W. C. 2.
Muller Blatchly & Co., Ltd.	84 Queen Victoria Street, E. C. 4.
Mutual Agency	29 Ludgate Hill, E. C. 4.
<b>N</b>	
Nash & Alexander, Ltd.	Kingsway Ho, Kingsway, W. C. 2.
National Publicity Agency	29 Charing Cross, S. W. 1.
Nelson, G. F.	5 Laurence Pountney Lane, Cannon Street, E. C. 4.
Newfleet Co.	53 Fleet Street, E. C. 4.
Norman, Cyril L.	128 Shaftesbury Avenue, W. 1.
<b>O</b>	
Ogden & Spencer, Ltd.	1 New Square, Lincoln Inn, W. C. 2.
Oliver Watts Agency	34 Essex Street, Strand, W. C. 2.
Osborne, Peacock Co., Ltd.	Lincoln Ho, High Holborn, W. C. 1.
Overseas Publicity & Service Agency	61 St. James's Street, S. W. 1.
Owen, A. J., Service	36 Southampton Street, Strand, W. C. 2.
<b>P</b>	
Palmer, Newboul, Ltd.	17 Cockspur Street, S. W. 1.
Palmer's Publicity Service	69 Fleet Street, E. C. 4.
Parry & Co.	Pinner's Hall, Austin Friars, E. C. 2. (financial)
Partington, Ltd.	Victoria Embankment, W. C. 2.
Paton, J. & J.	143 Cannon Street, E. C. 4.
Peacock Publicity Service	5 York Place, Adelphi, W. C. 2.
Pethick, V., Advertising	33 Fleet Street, E. C. 4.
Phoenix Industrial Service	12 London Wall, W. C. 2.
Pictorial Publicity, Ltd.	15-16 Floral Street, W. C. 2.
Pioneer Publicity Service	6 Denmark Street, W. C. 2.
Pool, C. & Co., Ltd.	180-181 Fleet Street, E. C. 4.
Potter, Fredk. E., Ltd.	Imperial House, Kingsway, W. C. 2.
Practical Publicity, Ltd.	3 Duke Street, Adelphi, W. C. 2.
Pratt & Co., Ltd.	51 Chancery Lane, W. C. 2.
Press Publications, Ltd.	70 Shoe Lane, E. C. 4.
Press Publicity	2 Reydell Court, Fleet Street, E. C. 4.
Press & General Publicity Service	Albion Ho, New Oxford Street, W. C. 1.
Press & Postal Publicity Service	60 St. Mary's Avenue, E. C. 3.
Preston Publicity Co.	112 High Holborn, W. C. 1.
Printer's Advertising Agency, Ltd.	46 Bloomsbury Street, W. C. 1.
Productive Publicity, Ltd.	69 Fleet Street, E. C. 4.
Publicity Association	122 Victoria Street, S. W. 1.
Publicity Advertising Specialists	22 Bedford Street, Strand, W. C. 2.
Publicity, Ltd.	28 Mark Lane, E. C. 3.
<b>R</b>	
Radford, George	12 York Bldgs., Adelphi, W. C. 2.
Radylyffe's Agency	65 Victoria Street, S. W. 1.
Rachuri's Publicity, Ltd.	104 High Holborn, W. C. 1.
Rand Service	39 Ave. Chambers, Southampton Row, W. C. 1.
Rawkins, Daniel, Agency	60 Queen Victoria Street, E. C. 4.
Ray's Agency	Cecil Court, Charing Cross Road, W. C. 2.
Read & Leney, Ltd.	115 Baker Street, W. 1.
Regent Service, Ltd.	4 London Wall Bldgs., E. C. 2.
Reid, E. J. & Co., Ltd.	49 Watling Street, E. C. 4.
Renwick's Agency, Ltd.	180 Fleet Street, E. C. 4.
Reuters Agency, Ltd.	14 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter's Agency	156 Charing Cross Road, W. C. 2.
Rieu Willey & Co.	123 Pall Mall, S. W. 1.
Roberts, R., & Co., Ltd.	Sentinel Ho, Southampton Row, W. C. 1.
Roeluck, A. C.	Craven House, Kingsway, W. C. 2.
Rogers, L. V.	358 Strand, W. C. 2.
Roselli, C. & Co.	8 Henrietta Street, Covent Garden, W. C. 2.
Rowland's Advertising Service	69 Fleet Street, E. C. 4.
Ruddock, Noller & Ruddock	30 Old Jewry, E. C. 2.
<b>S</b>	
Sacre & Co., Ltd.	Sentinel Ho, Southampton Row, W. C. 1.
Saw, W. B.	Craven House, Kingsway, W. C. 2.
Sawkins, H., Advertising Service	40 Hanover Square, W. 1.
St. James's Advertising Co., Ltd.	1 Wardour Street, W. 1.
St. Paul's Advertising Service	22 Denman Street, S. E. 1.
Saward, Baker & Co., Ltd.	27 Chancery Lane, W. C. 2.
Scheff Publicity Organization, Ltd.	125 Pall Mall, S. W. 1.
Scott, T. G. & Son	63 Ludgate Hill, E. C. 4.
Scripp's Advertising Offices	13 South Holton Street, W. 1.
Servien, H. Wilfred	5 Clements Inn, Strand, W. C. 2.
Sears, F. W.	66 Chandos Street, W. C. 2.
Seaward, H. R.	91 Regent Street, W. 1.
Sell, Charles	8 Red Lion Square, W. C. 1.
Sells, Ltd.	167 Fleet Street, E. C. 4.
Shaddock, J. P.	222 Strand, W. C. 2.
Sharland & Co.	2-3 Eldon Street, E. C. 2.
Shelley, G. H.	11 Crooked Lane, Cannon Street, E. C. 4.
Shipping & Commercial Publicity Service	91 Bishopsgate, E. C. 2.
Skinner, Walter R.	15 Dowgate Bldgs., Cannon Street, E. C. 4.
Smart Advertising Service, Ltd.	Lambert House, Ave. Maria Lane, E. C. 4.
Smith, J., Ltd.	3 Lincoln's Inn Fields, W. C. 2.
Smith's Agency, Ltd.	100 Fleet Street, E. C. 4.
Smith & Moore, Ltd.	150 Southampton Row, W. C. 2.
Smith, W. H., & Son	Strand House, Portugal Street, W. C. 2.
Smith, W. Sydney	Leadenhall House, Leadenhall Street, E. C. 3.
Sofio, Ernest H., Agency, Ltd.	5 Arundel Street, Strand, W. C. 2.
Southcombe, W. J.	167 Strand, W. C.

(Continued on page 186)

# THE PONY AUTOPLATE MACHINE

puts the foundry of the one or two press newspaper upon an ultra-modern basis.

It does for such a newspaper all that the AUTOPLATE MACHINE has done for the metropolitan daily.



With it one man can perform all the functions of plate making, with an economy of space, effort, and time otherwise impossible.

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In no other way can so much work be done so easily, at so low a cost, in so small a space, and in so short a time.

The *PONY AUTOPLATE MACHINE* costs only \$5,500, and may be purchased upon terms covering 20 months.

**WOOD NEWSPAPER MACHINERY CORPORATION**  
501 Fifth Avenue, New York City

# WE'LL tell our world!

"Our world" is quite a place. The United States 1920 census says there are 132,358 people in Youngstown, Ohio, but there are more than that now.

OUR world, the world covered by The Youngstown TELEGRAM, consists of a community of 275,000 WORKERS, PRODUCERS, AND BUYERS, who have an annual payroll of over \$100,000,000 and who own 47.8% of the homes in which they live.

STEEL did it! For Youngstown is the second greatest iron and steel producing center in the United States, and is the source of 1/20th of the world's steel output. Steel highways lead to Youngstown.

OUR world is prosperous, has 12 banks with resources of over \$75,000,000. Money which belongs to YOUNGSTOWN people, who put it in the banks, and take it out, and BUY with it.

YOU can sell our world, if you TELL our world thru the TELEGRAM with 26,036 circulation, Federal Statement, October 1, 1923—2,000 more now! (Jan. 1).

Advertise in Youngstown—in THE TELEGRAM. WE'LL tell our world about YOU!

## The Youngstown TELEGRAM!

represented nationally by

ALLIED NEWSPAPERS, INC.

New York: Chicago:

52 Vanderbilt Ave. 5 North Wabash Ave.

San Francisco Cleveland Cincinnati

BRITISH AGENCIES—(Continued from page 184)

Name	Street Address
Spiers Service	44 Fleet Street, E. C. 4.
Spottiswoode, Dixon & Hunting, Ltd.	Regent House, W. C. 2.
Sprigg's, J. F., Ltd.	21 Paternoster Square, E. C. 4.
Squire, H., & Co.	38 King William Street, E. C. 4.
Steele's Service, Ltd.	Norfolk House, Norfolk Street, Strand, W. C.
Stephen's Service	2 New Court, Lincoln's Inn, W. C. 2.
Street, G., & Co., Ltd.	30 Cornhill, E. C. 3., and 8 Serle Street, Lincoln's Inn, W. C. 2.
Sykes, Dunhill, Ltd.	329 High Holborn, W. C. 2.
S. S. Sellins Service	Surrey House, Victoria Embankment, W. C.
Smart, Douglas A.	36 Arran Road, Catford, S. E. 6.
Shone, G. G., Service	667 Jermy Street, S. W. 1.
Schooling, F. H.	40 Florence Road, Stroud Green, N. 4.
Smith, R. Frost, & Co.	66 Finsbury Pavement, E. C. 2.
Sales Publicity	Blackfriars Ho, New Bridge Street, E. C. 4.
Scott Advertising Service, Ltd.	Craven Ho, Kingsway, W. C. 2.
Selmore Service	37 High Holborn, W. C. 1.
Shaw, Wordlaw & Co.	29 New Bridge Street, E. C. 4.
Simmens, M., & Co.	30 Fleet Street, E. C. 4.
Softlaw, W. Super	62 Bank Chbrs., Holborn, W. C. 2.
Storey, Evans & Co., Ltd.	3 Red Lion Square, W. C. 2.
<b>T</b>	
Tanner, A. E. & Co.	93-94 Chancery Lane, W. C. 2.
Tata Publicity Corporation, Ltd.	36 Kingsway, W. C. 2.
Taylor, Charles & Co.	171 Great Portland Street, W. 1.
Technical & General Agency, Ltd.	84 Queen Victoria Street, E. C. 4.
Thompson, J. Walter Co.	Bush House, Aldwych, W. C. 2.
Thorn, W. C., Service	115 High Holborn, W. C. 1.
Thornhill Service	24 Chancery Lane, W. C. 2.
Thrower, Arthur, Ltd.	20 Imperial Buildings, New Bridge Street, E. C. 4.
Tremayne, Arthur, Ltd.	81 City Road, E. C. 3.
Tucker & Berey	88-89 Avenue Chambers, Southampton Row, W. C. 1.
Taylor's Advertising Service	70 Rutland Road, Forest Gate, E.
Tully's, Ltd.	Scinthel House, Southampton Row, W. C. 1.
United Press Agency	14 Salisbury Square, E. C. 4.
Tapp-Jarvis Publicity Service	12 Buckingham Street, Strand, W. C. 2.
Taylor's Advertising Service	70 Rutland Road, Forest Gate, E.
Tofto, Thomas	93 Chancery Lane, W. C. 2.
<b>U</b>	
United Advertising Service, Ltd.	27 Chancery Lane, W. C. 2.
United Kingdom Advertising Co., Ltd.	25 Shaftesbury Avenue, W. C. 2.
United Press Agency	6 Red Lion Street, Holborn, W. C. 1.
United Agencies, Ltd.	51 New Oxford Street, W. C. 2.
<b>V</b>	
Van Alexander & Co.	31 Craven Street, Strand, W. C. 2.
Vernon, C., & Sons, Ltd.	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd.	5 Nicholas Lane, E. C. 3. (financial)
<b>W</b>	
Walker, C. J.	24 Coleman Street, E. C. 2.
Wallace Attwood Service	27 Chancery Lane, W. C. 2.
Watkins & Osmond	2 Creed Lane, E. C. 4.
Watkinson & Co.	115 High Holborn, W. C. 1.
Watson Agency, Ltd.	244 High Holborn, W. C. 1.
White, R. F., & Son	33 Fleet Street, E. C. 4.
Wilcox, W. J., & Co.	Locksley Street, Limehouse, E. 14.
Wilkes Bros. & Greenwood, Ltd.	26 Rushworth Street, S. E. 1.
Wilkes, Jeffrey & Co., Ltd.	29 Ludgate Hill, E. C. 4.
Williams, F. E.	13 Red Lion Square, W. C. 1.
Williams Publicity Co., Ltd.	80 Chancery Lane, W. C. 2.
Willing, James, Ltd.	30 King Street, Covent Garden, W. C. 2.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd.	154 Clerkenwell Road, E. C. 1.
Wilson, Bell, Ltd.	83 Pall Mall, S. W. 1.
Wilson, Fred	101 Hatton Garden, E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Winter, Thomas, Co., Ltd.	244 High Holborn, W. C. 2.
Woodwright Publicity	246 Great Portland Street, W. 1.
Wright, Norman, Ltd.	53a Shaftesbury Avenue, W. 1.
Wildman, A. S.	317 High Holborn, W. C. 1.
Waterlow & Sons, Ltd.	26 Great Winchester Street, E. C. 2.
White's Agency	149 Strand, W. C. 2.
Wilkinson & Co., Ltd.	Nutcr Court, Fleet Street, E. C. 4.
Willing & Co., Ltd.	362 Gray's Inn Road, W. C. 1.
Wood, Sydney A.	Albion Ho, New Oxford Street, W. 1.
<b>BIRMINGHAM</b>	
Argus Advertising Agency, Ltd.	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Bertram, G. N.	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row.
Butler & Co., Basil	46 Holloway Head.
Clinton-Wall Publicity, Ltd.	County Chambers, Corporation Street.
Davis, Basil & Co.	244 Galton Road, Warley.
Earl, Charles E.	95 New Street.
Forward Publicity Co.	10 Temple Row.
General Advertising Service, Ltd.	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	Nelson Chambers, 52 High Street.
Holden & Co., A. N.	Grosvenor Bldgs., Steelhouse Lane.
Hughes, C.	35 Southam Road, Hall Green.
King Publicity Co., Ltd.	22 Church Street.
Mundy, Gilbert & Trotman	86 New Street.
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Scott, R. A.	6 Livery Street.
Shaw, W. H.	27 Bordesley Street.
Siviter, Smith Service, Ltd.	Siviter House, Leedgate Hill.
Smith, George J., & Co.	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stevens, P. J.	23 Orchard Road, Erdington.
Taylor, H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.
Thompson, A. W.	15 Summer Row.
Teon, S. D., & Heath, Ltd.	8 Holborn Chambers, Broad Street Corner.
Trout, Lawson E.	12 Bull Street.
<b>BLACKPOOL</b>	
Holt Service	20 Corporation Street.
Horsfall Advertising Co.	4 Queen Street.
Sharples, Thomas	Britannia Place, South Shore.
<b>BOLTON</b>	
G. W. Advertising Service	7 Deansgate.
Robey, John F., Advertising Service	17 Loxham Street, Great Lever.
<b>BRADFORD</b>	
Anderson's Advertising Agency	Bank Chambers, Town Hall Square.
Goldsbrough, A., Ltd.	27 Charles Street.
Hardy, Marshall Service, Ltd.	Chariot Ho, Thurstoe Rd., Manningham Lane.
Hearth, C., Bradford Agency	12 Market Street.
Richardson Service, Thorpe	5 Hustlergate.
Williams Advertising Offices	29 Kirkgate.
<b>BRIGHTON</b>	
Clayton & Co.	94 Queens Road.
Higgins, Cecil C., Service	St. Michaels Place.

(Continued on page 188)

# PUT and KEEP Your Paper In Every Home By Making It Indispensable To Women!

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**Invisible Dress Patterns Will Do This!**  
*Free To Your Readers*

---

For the first four successive Sundays that a Sunday paper featured the Harry Collins Patterns, the actual increase in circulation was 12,581.

And the astonishing thing is that *these Free Patterns do not take up any space in your paper*, as they are printed under the news print, in a simple operation that does not require extra men.

Mimo Patterns, invisible to the naked eye, are brought out by a simple process. Every pattern is a Harry Collins design; every one is of the graduated, scientific type that would otherwise cost from seventy-five cents to one dollar.

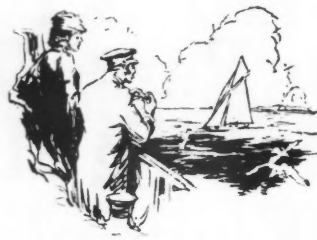
Thousands of patterns are sold every day. The Home Dressmaking movement is entering its peak year in 1924. Here is your opportunity to further Home Economy, increase your circulation, double and treble your advertisements from department stores and textile interests—and all without an inch of space in your paper.

*Write today for complete details of how you can feature Mimo Patterns exclusively in your paper. Only one paper in any city can feature Mimo.*

**A Feature Always a Novelty. A Novelty Always of Use.**

## MIMO CORPORATION

598 Madison Avenue, New York



# Your Majesty— There Is No Second!

So Queen Victoria was told when the America won her famous cup off Cowes in 1851.

So you will be told if you ask our clients about our features.

Hol-Nord never enters an established field. It leads the way to new fields with such distinctive features that there can be no second.



## Hol-Nord Features

500 FIFTH AVENUE  
LONGACRE 0987 CABLE "NORDHOL"  
NEW YORK CITY

### BRITISH AGENCIES—(Continued from page 186)

Name	Street Address
Kelly's Advertising Offices, Ltd.	14 New Street.
West Hove Advertising Bureau	12 Boundary Road, West Hove.
<b>BRISTOL</b>	
Blackford & Co.	29 Queens Square.
Gordon Service	12 Colston Street.
Mountstephen Service	
<b>BURY</b>	
Lewis, E. L.	23 Waverly Road, Redland.
Partridge & Love, Ltd	Broadmead.
Thickett Advertising Service	9 Fleet Street.
Western Sales Promotion Agency, Ltd	53 Queen's Road.
<b>CARDIFF</b>	
Appleby, H. N., & Company	78 Queen Street.
Kernick & Sons	16 Moira Terrace.
Premier Advertising Service	67 Queen Street.
Sanders, Austin & Co., Ltd	50 Charles Street.
South Wales Agency	1 Plymouth Street.
<b>CARLISLE</b>	
Ashton Ridley	2 King's Arms Lane, English Street.
<b>CHATHAM</b>	
Mackay Agency	Fair Row.
<b>COLCHESTER</b>	
<b>COVENTRY</b>	
Peters, J., Heritage Service, Ltd.	Midland Bank Chambers.
St. Elmo, Ltd.	(St. Elmo Studios) 7 Warwick Row.
<b>DARLINGTON</b>	
Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.
<b>DERBY</b>	
Ball, J.	Derwent Chambers, Market Place.
<b>FALMOUTH</b>	
Edward Capern	
<b>GLOUCESTER</b>	
Thomas, W. George, Advertising Service	15 Worcester Street.
<b>GRIMSBY</b>	
Jackson, W. H., & Co.	318 Victoria Street.
Johnson, C. H.	
Spence, Tom	143 Cleethorpe Road.
Western Advertising Service	121 Cleethorpe Road.
<b>HASTINGS</b>	
Sewell Publicity Service	
<b>HALIFAX</b>	
Carr, Thomas, Advertising Service	45 Church Street.
Tower Publicity	Palatine Chambers, Market Street.
Whitehall Press & Publicity Agents	Whitehall Bldgs., Russell Street.
<b>HUDDERSFIELD</b>	
Courtman Stock Service	6 Market Place.
<b>HULL</b>	
Morison's Advertising Agency, Ltd.	74 Lowgate.
Youngson, F., & Co.	165 Albert Avenue.
<b>LEEDS</b>	
Collinson's Agency	6 Upperhead Row.
Crowthers' Advertisements, Ltd.	128 Allion Street.
Leeds Advertising Co.	Standard Buildings, City Square.
Roberts, R., & Co., Ltd.	41 Camp Road.
Robinson, John	38 Park Row.
Short & Senior, Ltd.	20 Corn Exchange.
Sterling, A. F.	3 Lunley Place, Burley Hill.
Storey, Evans & Company, Ltd.	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
Wood's Advertising Agency	Leopold Street.
<b>LEICESTER</b>	
Langlon's Agency	11 Welforis Place.
Montgomery Service	Atlas Chambers, Greyfriars.
Staynes Ad-Specialists	41 Belvoir Street.
Wilkes, Lavis & Co.	Corporation Bldgs., Horsefair St.
<b>LIVERPOOL</b>	
Arthur Advertising Service, James	38 Church Street.
Birchall, C., Ltd.	17 James Street.
Blakeborough Publicity Co., Ltd.	Cooper's Bldgs.
Douglass, A. C., & Co.	640 Royal Liner Bldgs.
Forbes, Keir & Bullen, Ltd.	105 Bohl Street.
Forwood Service Company	101 Dale Street.
Furness, J., & Co., Ltd.	62 Dale Street.
Guy's Publicity Company	14 Water Street.
Heywood-Court Service	80 Seel Street.
Holland, Geoffrey & Sons, Ltd.	20 Duke Street.
Kitchen, Will, Service	3 Cable Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	2 Crosshall Street.
Liverpool Exchange Press	12 Tithebarn Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	67 Northumberland Street.
Peacock Service, S. C.	62 Dale Street.
Publishers & Advertisers, Ltd.	Abbotsford Road, Blundellsands.
Randall's Advertising Agency	49 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George J., & Company	61 Lord Street.
United Agencies	3 Brunswick Street.
Vernon, C., & Sons, Ltd.	56 South Castle Street.
<b>LINCOLN</b>	
Lincoln Publicity, Ltd.	5 Bank Street.
<b>LOUGHBOROUGH</b>	
Atkinson's Service	81 Queens Road.
<b>LOWESTOFT</b>	
Phillip's Ad Service	South View, Wellington Road.
<b>MANCHESTER</b>	
Ashburner, H. S., & J. A.	Waterloo Buildings, 10 Piccadilly.
Baird & Dawson	42 John Dalton Street.
Brandon's Agency	1 Park Place, Higher Broughton.
Browne, T. B., Ltd.	52 Cross Street.
Clerk & Smalley	5 Cathedral Yard.
Commercial Advertising Service, Ltd.	54 Corporation Street.
Cross-Courtney, Ltd.	Atlantic Chambers, 7 Brazenose Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farmer, Courtney D., & Co.	63 Moss Lane West.
Ferrand & Co., Ltd.	27 King Street.
Steel & Co., Ltd.	52 Cross Street.
es, Ltd., Herbert	92 Market Street.
Heywood, John, Ltd.	121 Beansgate.

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BRITISH AGENCIES—(Continued from page 188)

Name	Street Address
Heywood-Court Ad Service	25 Cross Street.
Hobson, C. W.	3 St. James Square.
Hopwood & Co., Ltd.	Deansgate.
I. D. L. Advtg. Service, Ltd.	99 Piccadilly.
Jackson, R. H., Ltd.	54 Cannon Street.
Kershaw, Thomas, Ltd.	36 Fairfield Street.
Manor Press, Ltd.	9 Bent Street, Cheetham.
Newby Shepherd Advertising Service	County Bldgs., Cannon Street.
Osborne-Peacock Co., Ltd.	11 Piccadilly.
Penwarden & Co., Ltd.	71 Market Street.
Pool's Advertising Service, Ltd.	Canada Chambers, 36 Spring Gardens.
Pratt & Co., Ltd.	57 Market Street.
Roof, F. John	15 Cross Street.
Stone, A. J., & Co.	343 Eccles New Road.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wright, Norman, Ltd.	2 John Dalton Street.
<b>MIDDLESBOROUGH</b>	
Kidd, Ernest W.	Maritime Buildings.
<b>NEWCASTLE-ON-TYNE</b>	
Attract Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
Driffell's Agency	71 Pilgrim Street.
Goodwins Publicity Service	14 Grove Street.
Horn, Medhurst Service	Market Chambers, 33 Great Market.
North of England's Agency	148 Westgate Road.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Pavement Publicity, Ltd.	1 Nicholas Bldgs.
Publicity Service Agency	Malcolm Bldgs., Carlotta Square.
Studio Carre	Central Bldgs., 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.
<b>NOTTINGHAM</b>	
Andrews' Service	Wheeler Gate Chambers.
Boswell Studios, Ltd.	Park Row.
Commercial Agency	Low Pavement.
<b>NORTHWICK</b>	
Elise Barker Advtg. Service	
<b>PLYMOUTH</b>	
Butchers' Advertising Agency	13 Frankfort Street.
<b>PRESTON</b>	
Lindley, Ltd., John	25a Winckley Square.
<b>RAMSGATE</b>	
Thanet Publicity Service, Huddleston, J. T.	17 Chapel Place.
<b>READING</b>	
Grantham, A. H., & Company	Valpy Street.
Turner, A. Hermon	King Street.
<b>SHEFFIELD</b>	
Alfred Bushy	139 Blair Athol Road.
Black, Arthur A., Ltd.	6 Bank Street.
Kellett, Ltd., F.	25 Wellington Street.
Steel, J.	225 Ellesmere Road.
<b>SAWBRIDGEWORTH, Herts</b>	
Allan's Advertising Agency	
<b>SOUTH SHIELDS</b>	
Crabbe, J. B.	96 Westoe Road.
<b>STOCKPORT</b>	
Comtiss Advertising Co.	Prudential Bldgs., St. Petersgate.
Orion Publicity Service, Ltd.	Mausion House Chambers, High Street.
<b>SWANSEA</b>	
Bart Cronin Advtg. Agency	
<b>TAUNTON</b>	
Clarke, C. G.	145 Greenway Road.
<b>WARRINGTON</b>	
Light, Ernest, & Co.	Horsemarket Chambers.
<b>WEST BROMWICH</b>	
Ellison, H. N.	5 Bull Street.
<b>WESTON-SUPER-MARE</b>	
Flook & Sons	Paragon Road.
<b>CHANNEL ISLANDS</b>	
Sheridan's Publicity Service	21 Broad Street, Jersey.
<b>YORK</b>	
Williamson's Agency	32 Coney Street.
<b>IRELAND</b>	
<b>BELFAST</b>	
Travers & Co.	10 Arthur Street.
McCaw, Stevenson & Orr, Ltd.	Linenhall Works.
<b>DUBLIN</b>	
Arrow Publicity Service	Parliament Street.
Eason & Son, Ltd.	40 Lower Sackville Street.
Kenny's Advertising Agency	65 Middle Abbey Street.
Milne, C. & Co.	10 South Frederick Street.
McCormell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	
Parker, John H. & Co.	43 Dawson Street.
<b>SCOTLAND</b>	
<b>DUNDEE</b>	
Atlas Press, Ltd.	12 Whitehall Crescent.
Campbell Son & Co.	10 Reform Street.
<b>EDINBURGH</b>	
Aitken Service, Ltd.	20 George Street.
Cuthbertson, D. C., & Co., Ltd.	100 Princes Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	2 Castle Street.
Maclean Advertising Agency	8 Rutland Square.
Menzies, John, & Co., Ltd.	6 Castle Street.
Northern Advertising Agency	105 Hanover Street.
Paton, R. Brown	Blackford's Glen Road.
Robertson & Scott	73 Hanover Street.
Simons, Fred. L.	3 Frederick Street.
Slaughter & Company	North Bridge.
Still Service	71 George Street.
Stanley Agency	7a Hope Street.
<b>GLASGOW</b>	
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	1 Blythswood Square.
Cosmos Studios	136 Wellington Street.

(Continued on page 190)

# CONNECTICUT IS THRIFTY

Connecticut is an industrial empire built by Yankee ingenuity and thrift. It stands high in per capita savings deposits, taxable property, bank clearings, postal receipts, automobiles, telephone, gas and electrical connections and other accepted criterions of wealth.

## Bridgeport Is Prosperous

Bridgeport is Connecticut's largest industrial city. Her products ranging from hooks and eyes to automobiles are sold throughout the world. Bridgeport is shopping headquarters for a quarter of a million people. Her skilled workers earn good pay.

## It Can Be Thoroughly Covered At One Low Cost

This big market can be easily reached at one low cost. The Post-Telegram, with a rate of 15c per line, has a circulation of 46,673. Ninety-eight per cent of this circulation is concentrated within 10 miles of the city hall. Complete coverage at one low cost!

## THE BRIDGEPORT POST-TELEGRAM THE BRIDGEPORT SUNDAY POST

The Only A. B. C. Newspapers in Bridgeport

# The World's Money Comes to AKRON!

No port, no city, no frontier trading post is left untouched by **some** useful article stamped "Made in Akron, O., U. S. A."

This means good hard dollars always coming INTO Akron, in exchange for rubber goods going FROM Akron. AKRON people spend this money. **In Akron.**

And, like folk in other thrifty, money making communities, they are newspaper readers, and shop **FIRST** in the newspaper of their choice.

A considerable portion of them choose **THE AKRON PRESS.**

Your product, if it is to sell to the greatest number of possible buyers, buyers who earn good money, save some and spend the rest, **SHOULD** be advertised in the productive city of **AKRON.**

If it is to reach responsive Akron buyers, it **MUST** be in

## The AKRON PRESS

represented nationally by

**ALLIED NEWSPAPERS, INC.**

**CHICAGO**  
5 North Wabash Ave.

**NEW YORK**  
52 Vanderbilt Ave.

Cleveland Cincinnati San Francisco

### BRITISH AGENCIES—(Continued from page 189)

Name	Street Address
Cuthbertson, D. C. & Co., Ltd.	38 Bath Street.
Duke, J. S.	39 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Globe Advertising Co., Ltd.	170 Hope Street.
Howat Advertising Service	45 Hope Street.
Masduff & Co., Ltd.	94 Hope Street.
Maephall Advertising Service, Ltd.	62 Gordon Street.
Manzies, John & Co.	90 West Nile Street.
McMurtie, Ltd.	11 Bothwell Street.
McRae & Melvin	412 New City Road.
Menzies, Peter A.	54 Gordon Street.
Millin, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
North British Co., Ltd.	87 Union Street.
Osborne-Peacock Co., Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 Royal Exchange Place.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F. & Co.	14 Royal Exchange Square.
Simpson & Gemmell	164 Howard Street.
Sommerville & Milne	26 Bothwell Street.
Vernon, C. & Sons, Ltd.	36 North Frederick Street.
Watson, C. P.	33 Renfield Street.

### BRITISH JOURNALISTS' ASSOCIATIONS

**NATIONAL UNION OF JOURNALISTS**, 180 Fleet Street, London, E. C. 4. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts, 1920-21. It is a Registered Trade Union. Officers: President, Mr. T. A. Davies; Vice President, Mr. W. Meakin; Hon. Treasurer, Mr. W. Veitch; Editor of the official organ (The Journalist), Mr. T. Jay; General Secretary, H. M. Richardson. Qualifications for membership: A man or woman shall have been three years a journalist and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members; that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 91 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom, and to the Trade Union Congress.

**NATIONAL EXECUTIVE**. \*Members of Emergency Committee. †Members of Finance Consultative and Propaganda Committee. Officials: †W. Meakin (President); †K. Sledge, Leeds (Vice-President); †T. Foster, Streatham, London (Hon. General Treasurer); \*T. Jay, Bristol (Editor of The Journalist); H. M. Richardson (Gen. Secretary), head office, 180 Fleet Street, E. C. 4; C. J. Bundock (National Organizer), head office, 180 Fleet Street, E. C. 4. Territorial Members: †W. Betts, London; F. W. Bill, Norwich; †J. E. Brown, Redhill, Surrey; D. Cope, Sheffield; T. S. Dickson, Larkhall, Lanarkshire; \*E. J. T. Didymus, Southsea; \*Harold Downs, Bath; W. E. Hindle, Blackburn; J. Jess, Arbroath; D. Lewis, Barry; W. G. Mitchell, Bishop Auckland; \*H. D. Nichols, West Didsbury, Manchester; H. A. Raybould, Dudley; C. Rees, Birkenhead; A. J. Rhodes, Plymouth; John Watt, Bognor, National Members: \*T. A. Davies, Cardiff; \*J. Haslam, Withington, Manchester; †C. P. Robertson, London, W. Trustees: W. Betts, London; F. J. Mansfield, London; C. E. Turner, Withington, Manchester.

**INSTITUTE OF JOURNALISTS**, 2 Tudor Street, London, E. C. 4. Founded in 1884, the Institute of Journalists is the Chartered Professional Corporation organized and equipped for the purpose of maintaining the status, rights and interests of the general body of working journalists. It resolutely safeguards their interests, and continually prevents or checks attempts at encroachments. Unemployment and provident Funds are attached to the Institute. Officers for 1924: President, Mr. Fredk. Peaker (Fellow), of London; Vice-Presidents, Mr. Chas. Wells (Fellow), of Bristol, and Mr. Geo. Springfield (Fellow), of London; Hon. Vice-Presidents, Mrs. Carruthers (Fellow), of London, Messrs. Chas. A. Cornish (Fellow) of Birmingham, H. W. Dawson of Edinburgh, W. Reeve Powkes (Fellow) of Leeds, Thomas Greene (Fellow) of Newcastle-on-Tyne, Rt. Hon. Thomas Moles, M.P., of Belfast, Bernard Welier (Fellow) of London, G. A. L. Green (Fellow) of South Africa, The Hon. W. H. Triggs of New Zealand, and J. E. Woodott of India; Hon. Treasurer, Mr. Arthur E. Watson (Fellow) of London; Hon. Secretaries, Messrs. William Latcy (Fellow) of London, Henry Lashmore (Fellow) of Southampton, S. Digby of India, E. F. Jenkins of South Africa, and A. W. Still (Fellow) of London. Editor "Institute Journal," Mr. Geo. Springfield (Fellow) of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 25s. 6d. per annum (Entrance Fee 10s. 6d.) or, including special Unemployment Benefit, 42s. per annum. Overseas members 21s. per annum.

**PRESS CLUB, LTD.**, St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for journalists, London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Wm. H. Lock; Hon. Secretary, Chas. R.

Symes; Hon. Treasurer, R. Montague Scott; Hon. Asst. Secretary, Walter J. Mason; Hon. Assistant Treasurer, Fred C. Searle; Members of journalistic, musical and other professions are eligible. Subscriptions: £1 5s. per annum. Affiliated to other Press Clubs in England.

**THE WRITERS CLUB**, 10 Norfolk Street, Strand, W. C. 2. Objects: Social, for women engaged in literary or journalistic work. Founded in 1891. Officers: Chairman of the Committee for 1924: Mrs. Margaret L. Frank; Hon. Secretary and Treasurer, Miss Lorna R. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town, £2 5s.; Country, £2 2s. Entrance Fee, £1 1s. Meetings: Dinner and Debates monthly. House 20 weekly on Fridays.

**LYCEUM CLUB**, 138 Piccadilly, London, W. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public service, journalism, drama, and other important occupations. Officers: President, The Marchioness of Aberdeen and Temair; Vice President, Lady Strachey; Executive Committee: Chairman, Dr. Dickinson Perry; Vice Chairman, Mrs. Champion de Crespigny; Deputy Vice Chairman, Miss McLeod Moore; Committee: Lady Beachcroft, Miss Sarah Clegh, Miss Milford Coles, Lady McKenzie Davidson, Mrs. Latou Esher, Mrs. Furnage, Mrs. Meads Ghand, Mrs. Romayne James, Dr. Sophia Jones, Miss Winifred Mayo, Mrs. Clarke Sturt, M.Sc., Dr. Raisin, Mrs. Henry Ruffer, Miss Sloane, Mrs. Smedley, Miss E. M. Tall, subscriptions: Town, £5 5s.; Country, £4 4s. Entrance Fee, £2 2s. Meetings: Club dinners and Discussions, each Monday. Affiliated Organizations: Lyceum Clubs Overseas: Athens, Basle, Berne, Bariados, Brno, Brussels, Florence, Geneva, Gothenburg, Hague, Hohart, Lausanne, Melbourne (Victoria), Milan, Nice, Paris, Rome, Stockholm, Sydney.

**ASSOCIATION OF WOMEN JOURNALISTS**, Sentinel House, Southampton Row, London, W. C. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad as for promoting and protecting the personal and professional interests of its members and to maintain and improve the status of journalism as a profession for women. Officers: President, 1923-1924, Viscountess Bournemouth; Chair, Lady Brittain; Hon. Secretary, Mrs. E. A. Binstead. Subscriptions: Town, £1 1s. per annum; Country or Foreign, 7s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

**PARLIAMENTARY PRESS GALLERY**, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to House and Dominion Newspapers possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the House of Parliament. The Press Gallery elects its committee of twelve members once a year. This committee acts as the liaison between the Gallery members and the Sergeant-at-Arms of the House of Commons and the Black Rod of the House of Lords. Otherwise its functions are of a nature domestic to the members of the Press Gallery. Chairman since year 1923, Mr. Wm. Sidebotham (Exchange Telegraph); Hon. Secretary, Mr. William Veitch (Aberdeen Press and Journal); Hon. Treasurer, Mr. V. W. A. Harvey (Birmingham); Hon. Librarian, Mr. C. Giles (Press Association). In connection with the Gallery there exists a Press Gallery Trust Fund to relieve immediate distress on the part of Gallery members, ex-members, and their relatives.

**LONDON UNIVERSITY JOURNALISM STUDENTS UNION**, University College, London, W. C. 2. Members: All students of the Journalism Course at the University of London are eligible for membership, the subscription is 5s. per session. Officers: President, Mr. Leonard Boase (University College); Hon. Secretary, Miss White (University College); Hon. Treasurer, Miss Isaacs (King's College); Committee: Mr. Toksvig (King's), Miss Haldin (University), Mr. Harding (East London), Mr. Finlay (University), Miss Demster (King's). Committee consists of the officers and four members elected from the body of the Union irrespective of the college to which they belong.

(Continued on page 192)

# Who's Who in Washington

—and why

During 1923, among Washington's five good daily newspapers, the "Washington Times" again registered one of the biggest display advertising gains in its history, with an increase of

**1,367,279**

LINES

—the gain in national advertising alone amounting to

**307,218**

LINES

—an increase far in excess of the combined gain of all other Washington newspapers—the "Times" carrying 31.6% of all national advertising placed in Washington's four principal dailies.

Concrete evidence of appreciation from the men who are paying the advertising bills, both local and national advertisers who recognize that the Washington of today is a cosmopolitan city of half a million people—a typically metropolitan audience that demands a young, progressive newspaper which functions—not only as a newspaper—but as a great public service.

Thus the "Times" plays its important part in the Nation's Capital. It costs more—and is worth more—to buying Washington.

That it produces more is best demonstrated by the actual performance of advertisers who, during 1923, displayed a great and growing preference for the "Times" as an advertising investment—a dollar and cents preference not due to philanthropic reasons.

For in Washington—as elsewhere—there is no substitute for results.

## WASHINGTON TIMES

Represented in New York, Boston, Chicago, St. Louis, Detroit and Los Angeles by the G. Logan Payne Company and Payne, Burns & Smith.

IN 1923

# The Providence Journal

(MORNING AND SUNDAY)

AND

# The Evening Bulletin

PRINTED

# 21,973,132 lines

## of paid advertising

This is a gain of 1,503,887 lines over 1922, the best previous record. It is also the largest volume of paid advertising ever carried by any morning, evening and Sunday combination in New England in any one calendar year. The reason for this splendid showing is to be found in the one word—

## RESULTS

The sworn net paid circulation figures for the 12 months ending December 31, 1923, were as follows:

**The Providence Journal - - - - - 33,833**

**The Providence Sunday Journal - - 58,523**

**The Evening Bulletin - - - - - 61,958**

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

### Providence Journal Co.

Providence, R. I.

REPRESENTATIVES

**CHAS. H. EDDY CO.**

Boston

New York

Chicago

**R. J. BIDWELL CO.**

San Francisco

Los Angeles

### BRITISH JOURNALIST ASSOCIATIONS

(Continued from page 190)

**JOURNALISM STUDENTS' UNION**, King's College, Strand, London, W. C. 2. A post-graduate association of students who have passed through the courses of journalism at the London University College.

### ADVERTISING CLUBS OF THE WORLD IN LONDON

**INTERNATIONAL ADVERTISING CONVENTION, 1924**, at the British Empire Exhibition, Wembley, near London, England, July 14 to July 19, 1924. Convention Offices in London, Sentinel House, Southampton Row, London, W. C. 1. Presidents: The Rt. Hon. the Lord Mayor of London (Sir Louis Newton), the Rt. Hon. Viscount Burnham, the Rt. Hon. Viscount Leverhulme. Executive Council: The Executive Council will control the various sub-committees hereinafter named. This Council consists of the following: C. Harold Vernon, Chairman; John Cheshire, Vice-Chairman; W. S. Crawford, Philip Emanuel, J. C. Akerman, H. Samson Clark, W. B. Robertson, H. S. Imber, T. W. McAra, S. G. Houghton, Miss M. J. Lyon, S. D. Nicholas, H. C. Paterson, Arthur Chadwick, H. T. Humphries, Eric Field, T. B. Lawrence, U. B. Wainsley, Ivor Fraser, Robt. Thornberry, Thos. Russell, Walter Hill, Fernand A. Marteau, A. E. Goodwin, H. Thomson Clark, Geo. Springfield, Geo. Scott, Henry Burton, James Strong. General Committee: Chairman, C. Harold Vernon.

Thirty Club of London—Represented by C. Harold Vernon, John Cheshire, W. S. Crawford, Philip Emanuel and members.  
Newspaper Proprietors Association—Lieut. Col. E. F. Lawson, D.S.O., M.C., B. F. Crossfield, T. W. McAra.

Weekly Newspaper and Periodicals Proprietors' Association—George Springfield, C. R. Johnson, S. H. Perren, E. S. Agnew.  
Newspaper Editors' Association—Sir Herbert W. Valentine Knapp, Frederick L. Armstrong.

Scottish Daily Newspaper Society—H. Thomson Clark, H. J. Lee, J. A. W. Minto.  
British Association of Trade and Technical Journals (now amalgamated with W.N.P.A.)—Sir Edward Hill, Percival Marshall.  
Association of British Advertising Agencies—James Strong, W. H. Carr, A. J. Greeny, A.B.A.A. Audit Bureau—Philip Benson, R. I. Sykes, Paul E. Derrick.  
Association of Advertisement Managers—R. C. Paterson, F. Osborne, A. Shewin-Thomson, Inc. Sales Managers' Association—Arthur Chadwick.  
Inc. Society of Advertisement Consultants—Thomas Russell.  
Inc. Association of Retail Distributors—Ernest Jackson.  
Inc. Society of British Advertisers—N. J. Kingzett, J. A. Kenningham, H. T. Humphries, Aldwych Club—V. J. Revcey, E. T. Nind, W. H. Beable.  
Publicity Club of London—Robert T. Thornberry, Roy Hardy, J. D. Mugford.  
Fleet Street Club—Charles Crane, Gilbert A. Godley, A. Harold Paine.  
United Billposters' Association—W. E. H. W. Walter Hill, Charles Pascall.  
London Billposters' Association—Henry Burton, Geo. Davey, J. Richards.  
British Association of Display Men—E. W. Wilson, L. Feery, W. Rowe.  
Federation of Master Process Engravers—A. Dargavel, A. Craske, F. H. Vauz.  
Federation of Master Printers—Col. H. B. Fletcher, W. B. Wykes, C. Arthur Bates, A. E. Goodwin.  
Advertising Club of Ulster—Sam G. Houghton.  
Irish Newspaper Society—J. J. Symington.  
Women's Advertising Club of London—Miss Marion Jean Lyon, Miss Meerloo, Miss F. Suter.  
London Chamber of Commerce (Advertising Section)—Lord Blyth, J. Gray Buchanan, J. A. E. Canney.  
Inc. Advertising Club—H. T. Wildgoy.  
Publicity Club of Liverpool—C. Forbes Kirk, C. F. Rymer, Geo. Thompson.  
Continental Interests—Fernand A. Marteau.  
Official Convention Secretary—Andrew Milne.  
Full particulars of other committees and general programmes will be given in EDITOR & PUBLISHER week by week.

### BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

**INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD.**, 134 Fleet Street, London, E. C. 4. (Branch offices: Veno Bldgs., Manchester; 22 Bedford Street, Glasgow). Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.), and support or resist them by the organized cooperation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Officers: Vice Presidents: Lord Leverhulme, Sir Jesse Boot, Sir Herbert F. Parsons, Rt. Sir Hedley F. Le Bas. Honorary Central Executives: Mr. W. H. Hartley (Chairman) (International Multigraph Co. (Britain) Ltd., Mr. A. C. Beet (United Dairies, Ltd.), Mr. Alan Bruce (Debenham's Ltd., representing the London Fur Trades Association), Mr. F. E. Dadd (Sturtevant Engineering Co., Ltd.), Mr. A. Drummond (Drummond Bros. Ltd., representing the British Tool Trade Association), Mr. A. W. Fisher (J. Pullar & Sons Ltd., representing the National Federation of Dyers and Cleaners), Mr. F. W. Goodenough (representing the British Commercial Gas Association), Mr. H. G. E. Greville (Anglo-American Oil Co., Ltd.), Mr. P. C. V. Grigsby (Lewis Berger & Sons, Ltd.), Mr. H. E. Hobbs (Spratts Patents, Ltd.), Mr. J. A. Kenningham (Condy & Mitchell Ltd. and Secretary of the Association of Manufacturers of British Proprietaries), Mr. A. C. McLellan (representing the Office Appliance Trades Association), Mr. Russell Rumney (Ridges Food Co.), Mr. D. Schofield (McDonaghs, Ltd.), Mr. D. Ventura (Australian Soap Co.), Mr. E. B. Vignoles (Evershed & Vignoles, Ltd., and Chairman of the Engineering Section), Mr. H. R. Watling (representing the British Cycle & Motor Cycle Manufacturers & Trades Union, Ltd.), Representing Northern Executive), Mr. A. W. Fisher (Puller's, Ltd., representing Scottish Executive), Mr. J. D. C. MacKay (School of Accountancy, representing Scottish Executive). Also Provincial Executives in Scotland and Northern England. General Secretary (London), H. T. Humphries; Secretaries, Provincial Executives: B. A. Ward (Manchester), P. J. Black (Glasgow). Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated.

Mr. T. P. O'Connor, M. P., Mr. Walter Haldon; Trustees, Viscount Burnham, C. H. Viscount Leverhulme and Mr. Walter Haldon; Hon. Chairman, E. W. Barney; Hon. Vice Chairman, E. T. Nind; Hon. Committee, Sir E. M. Wilson, Miss M. J. Lyons, H. C. Downing, M. Blythe, Samson Clark, C. D. Penning, F. Johnston, G. J. Orange, C. R. E. F. Osborne, H. C. Paterson, A. Richardson, J. H. Sait, G. Scott, A. H. Simpson, E. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

**ASSOCIATION OF BRITISH ADVERTISING AGENTS, INC.**, 110 St. Martin's Lane, London, W. C. 2. An association of many of the leading advertising agencies in Great Britain but not inclusive of all. Officers: President, L. O. Johnson (C. Mitchell & Co., Ltd.); Vice President, H. L. Mather (Mather & Crowther, Ltd.); Hon. Treasurer, Lionel Jackson (G. Street & Co., Ltd.); Hon. Secretary, Philip Benson (S. H. Benson, Ltd.); Secretary, M. Thunder. A separate organization registered as the "Association of British Advertising Agents Audit Bureau Limited" has now been formed to deal with net sales, but only members of this association are eligible for membership of the Bureau. The offices of the Bureau are: Philip Benson, Chairman; H. G. Seward, Hon. Secretary; R. J. Sykes, Hon. Treasurer.

**ALDWYCH CLUB, LTD.**, 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: President, Lord Beaverbrook; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, Eric A. Field. Subscriptions, £26 6s. per annum. Entrance Fee, £26 6s. Affiliated to A. A. C. of W.

**THIRTY CLUB OF LONDON**, 233 High Holborn, London, W. C. 1. Devoted to the betterment of advertising. President, C. Harold Vernon; 38 Holborn Viaduct, London, E. C.; Vice President, John Cheshire, Lever House, Bloomsbury, London, E. C.; Hon. Secretary, W. S. Crawford, 233 High Holborn, London, W. C.; Treasurer, Philip Emanuel, 93 Long Acre, London, W. C. The Club meets monthly. Subscription, Three Guineas per annum. As its name implies, the active membership is limited to thirty. The President, C. H. Vernon, is Chairman of District 14, A. A. C. of W., with which the Club is affiliated.

**PUBLICITY CLUB OF LONDON**, Hotel Cecil, Strand, London, W. C. 2. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members; to publish reports of the Club's meetings and any other material which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the Club. Has over 600 members. Names of Officers: Chairman, Mr. R. T. Thornberry; Hon. Treasurer, Mr. E. J. Pencock; Hon. Secretary, (Continued on page 194)

**NATIONAL ADVERTISING SOCIETY**, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Astor; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Leverhulme, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Sir W. E. Berry, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer,

# NOW!

## In San Francisco

# The Daily News

## Is Second

### in the evening field

exceeding the former second paper in total advertising

Total lineage for November and December is shown in the comparison below:

	November	December
S. F. Call-Post . . . . .	791,700 lines	747,096 lines
S. F. Daily News . . . . .	663,530 lines	591,360 lines
S. F. Bulletin . . . . .	620,410 lines	573,356 lines

This heralds an important advertising change in San Francisco. Jumping from third to second place was a natural and fully expected climax to the Daily News' remarkable advertising and circulation achievements in 1923. Month by month this paper has grown! Final figures for the year show that The Daily News also

## Made the Largest Advertising Gain in San Francisco During the year 1923

Daily News . . . . .	Gained 1,449,784 lines
Call-Post . . . . .	Gained 1,236,746 lines
Examiner . . . . .	Gained 1,125,940 lines
Chronicle . . . . .	Gained 600,054 lines
Bulletin . . . . .	Gained 4,522 lines

And here's the reason: In 1923 The Daily News reached its highest total in circulation—was **FIRST** in home-delivered circulation in the evening field and **Second** in home-delivered circulation in San Francisco. The Daily News **DOES** reach the home!

National Advertising Representatives  
**ALLIED NEWSPAPERS, Inc.**

New York: 52 Vanderbilt Ave.

Cleveland

Cincinnati

San Francisco

Chicago: 5 North Wabash Ave.

Note: All figures quoted were compiled by the Oakland Tribune and are reproduced through courtesy of that paper.

# Addressing and Mailing Machines For Every Purpose

The greatest system ever devised for handling mailing lists of any size for any purpose. All operations are done at high speed and printing process is done over a rotary drum, assuring perfect printing and keeping down the cost of addressing and mailing.

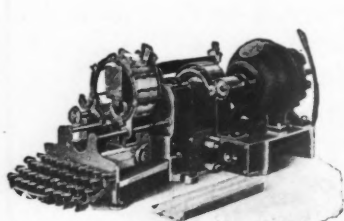
With this system the Circulation Manager has the lists under his personal observation and supervision—every new name, renewal, change of address, stop, etc., is taken care of up to within an hour of going to press or office closing time.

Get away from the old galley system; use your linotype machine for other purposes; increase the efficiency of both the circulation and mail room departments.

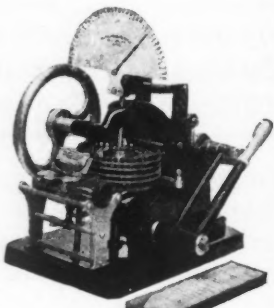
Ask any of the following newspapers who use the Pollard-Alling system to tell you what they think of it.

## Newspapers Using The Pollard-Alling System

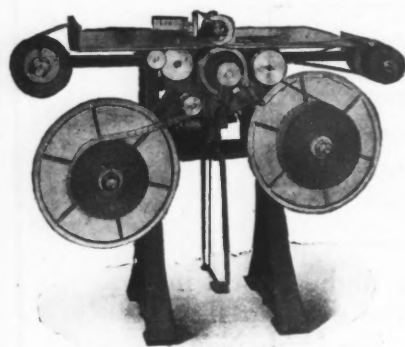
- \*Kansas City Star
  - \*Kansas City Times
  - \*Kansas City Journal-Post
  - \*Kansas City Daily Drivers Telegram
  - \*St. Louis Globe-Democrat
  - \*Montreal Star
  - \*Des Moines Register & Tribune
  - \*St. Paul Dispatch
  - \*St. Paul Pioneer Press
  - \*Oklahoma City Oklahoman
  - \*Oklahoma City Times
  - \*Atlanta Constitution
  - \*Chicago Daily Drivers Journal
  - \*Topeka Daily Capital
  - \*Philadelphia Inquirer
  - \*New Orleans Times-Picayune
  - \*Lansing (Mich.) State Journal
  - \*Wichita (Kan.) Eagle
  - \*Baltimore Sun
  - \*Forward (Jewish daily), New York, N. Y.
  - \*Burlington Free Press, Burlington, Ver.
  - \*St. Paul Daily News
  - \*Omaha Bee
  - \*Omaha Daily News
  - \*Brooklyn, N. Y., Daily Eagle
  - \*Middletown, N. Y., Herald
  - \*Rochester, N. Y., Democrat & Chronicle
  - \*Minnesota Daily Star, Minneapolis
  - \*L'Evenement, Quebec, Canada
- \*All these newspapers use our Automatic Mailing Machine—printing name and address of subscriber on margin of papers at speed of 12,000 to 15,000 per hour. Write to them or to us and learn about big saving effected in mailing costs.



**Reliefograph (Power Driven)**  
Reliefograph, for embossing names, addresses, etc., on aluminum plates; equipped with one-sixth horse-power motor. Capacity, 250 name plates per hour.



**Style "C" Reliefograph**  
Operated by hand lever, not motor driven—capacity 50 embossed plates per hour. Absolutely noiseless.



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Equipped with one-sixth horse power motor and counter. Prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes, bills, statements or anything to be addressed. Capacity, 12,000 addresses on mailer strip or proof per hour, 3,000 addresses on anything hand fed per hour.

No matter what system you are using now, if your list is over 3,000 we can save you money. Write for particulars giving us the size of your list, nature of your business and frequency of addressing. There is scarcely a daily newspaper mailing list too large to be handled by one person with the Pollard-Alling tem.

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## BRITISH ASSOCIATIONS AND CLUBS

(Continued from page 192)

- Mr. D. J. Mungford, 36 Leadenhall Street, London, E. C. 3. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. Affiliated to the A. A. C. of W.
- WOMEN'S ADVERTISING CLUB OF LONDON.** President, Miss Marion Jean Lyon, "Punch" Offices, 10 Boulevard Street, E. C. 4. Hon. Secretary, Miss E. J. MacLachlan, W. S. Crawford, Ltd., 233 High Holborn, W. C. Affiliated with A. A. C. of W.
- REGENT AD CLUB.** President, Major T. Worwick, Polytechnic, Regent Street, W.; Chairman, Cyril Freer, 3 Russell Chambers, Holborn, W. C.; Hon. Secretary, Miss Muriel G. Atkins, 5 Talbot Houses, S. E. Affiliated with A. A. C. of W.
- PUBLICITY CLUB OF LIVERPOOL.** Chairman and President, C. F. Rymmer, Publicity Club Liverpool, Liverpool; Joint Hon. Secretaries, Douglas Munro, Press Club, Liverpool; T. W. Roberts, 20 Carlton Bldgs., Rumford Street, Liverpool. Affiliated with A. A. C. of W.
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- LEEDS PUBLICITY CLUB.** Leeds, Yorkshire. In process of formation at time of going to press.
- BRITISH ASSOCIATION OF DISPLAY MEN.** President, E. Willson, Kodak, Ltd., Beilize Road, Kilburn, N. W.; Vice-President, G. W. S. Deadman, Army & Navy Stores, Victoria St. W.; Secretary, Miss J. I. Cheney, 43 Blandford Street, W. I. Affiliated with A. A. C. of W.
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- LONDON CHAMBER OF COMMERCE ADVERTISING SECTION.** President, Lord Kilsland, D. C. M. G., Chelsea House, Cadogan Place, S. W.; Secretary, A. de V. Leigh, 97 Cannon Street, E. C. 4.
- AMERICAN CHAMBER OF COMMERCE IN LONDON.** 5 Waterloo Place, London, S. W. 1. An association of business men whose first aim is to provide all advice and help in promoting business relations between Great Britain and the U. S. President, \*F. E. Powell (Anglo-American Oil Co., Ltd.); 1st Vice President, \*J. Grant Forbes (Blair & Co. (London), Ltd.); 2nd Vice President, \*F. W. Libby; Hon. Treasurer, \*Robert Grant, Jr. (Higginson & Co.); Hon. Secretary, \*W. T. Coe (Consolidation Coal Co.); Consulting Director, The American Consul General in London, the Commercial Attaché to the American Embassy, the Counsellor to the American Embassy; Directors, R. H. Cabell (Armour & Co., Ltd.), \*Frederic Carroll (Corn Products Co., Ltd.), G. M. Cassatt, Paul E. Derrick (Paul E. Derrick Advertising Agency, Ltd.), M. C. Dizer (Hoover Suction Sweeper Co., Ltd.), Robert Frothingham, Jr. (Merham Trading Co., Ltd.), Wm. Gourlay (American Express Co., Inc.), E. B. Lane (Remington Typewriter Co., Ltd.), George A. Mower (Sturtevant Engineering Co., Ltd.), \*R. B. F. Randolph (Guaranty Trust Co. of New York), \*H. E. Robbins (Herbert E. Robbins, Ltd.), R. P. C. Sanderson (Baldwin Locomotive Works), L. P. Sheldon (Blair & Co., Inc.), W. H. H. Jenkins (Brit), G. K. Weeks (The National City Bank of New York), Joseph H. Willson (Dodge Bros. (Britain), Ltd.). Executive Committee, indicated by \*; Secretary, Henry R. Amory.

- UNITED BILLPOSTERS' ASSOCIATION AND LONDON BILLPOSTERS' ASSOCIATION.** President, W. E. Biggs, The Keighley Binckley Skipton District Billposting Co., Ltd., Russell Street, Keighley; Secretary, Geo. F. Smith, 31 St. James Street, Bedford Row, W. C. Affiliated with A. A. C. of W.

## ADVERTISING CLUBS, ETC.—FRANCE AND BELGIUM

- PARIS**  
**CERCLE DES PUBLICITAIRES FRANCAIS** (Paris), President, L. Serre, 25 Boulevard des Capucines, Paris.  
**CORPORATION DES TECHNICIENS DE LA PUBLICITE.** President, E. T. Damour, 44 Avenue de la Grande Armée, Paris (17a).
- BRUSSELS**  
**CHAMBRE SYNDICALE DE LA PUBLICITE.** President, Geo. Sellier, Palais d'Egmont, 8 Place du Petit Sablon, Brussels.

## OVERSEAS JOURNALISTS' ASSOCIATIONS IN LONDON

**BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS.** 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The Object of the Association shall be to maintain friendly relations between members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, Sir William Berry, Bart.; Hon. Treasurer, Walter Jerrold, F. R. S.; Hon. General Secretary, Leon Gaster, F. R. S. Membership qualifications and subscriptions: The Association consists of Journalists, ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, Members of the Newspaper Society of Great Britain and Ireland. The nomination of a candidate, not a member of the above bodies, must be supported by a proposer and two seconders, qualified members of the Association, and the nomination form shall contain the name of the publication with which the candidate is associated. The Annual Subscription is Ten Shillings. Frequency of Meetings: Meetings take place at intervals throughout the year and also to foreign countries (sometimes at the invitation of the Governments of the countries visited) are arranged periodically. Affiliated Organizations: The Association is affiliated with the Union Internationale of Press Associations, founded in 1894 for the purpose of promoting friendship among Journalists of different countries, and of advancing matters of professional importance as well as for the consideration and discussion of questions of professional interest by delegates of the various Associations. The Association also works in co-operation with the Institute of Journalists, The Newspaper Proprietors' Association, the Foreign Press Association and the Association of American Correspondents in London.

**ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON.** 20 Cockspur Street, London, S. W. 1. Objects of the Association are to promote co-operation among its members to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, John S. Smith (Chicago Tribune); Vice President, Lester Holmes (New York Times); Secretary, Arthur E. Mann (New York World); Treasurer, R. O'Flaherty (Chicago Daily News); Executive Committee, John L. Balderston (New York World), D. McKenzie (Associated Press), Charles Marshall (New York Times), E. J. Walter (Reciprocal News Service), W. E. Millgate (Detroit News). Membership qualifications: Full members, who are fully accredited resident members of the Staff of American daily newspapers and news agencies maintaining a cable service. Associate members, who are visiting representatives of American newspapers, publications and news agencies or occasional mail correspondents who are properly accredited.

**FOREIGN PRESS ASSOCIATION IN LONDON.** Objects: To hold together the interests of foreign newspaper correspondents located in London. President, M. J. de Marillac, 16 Journal Office, 176 Fleet Street, London.

## NEWS DISTRIBUTING AGENCIES IN GREAT BRITAIN

- PRESS ASSOCIATION, LTD.** Byrom House, 50 Fleet Street, London, E. C. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The object of the Association is the collection and supply to its members and other papers of reliable news. Officers are Messrs. Harry C. Robbins and G. B. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Col. Egbert Lewis, of the Bath Herald. The Annual Meeting of shareholders is held in May.
- REUTERS, LTD.** Sir Roderick Jones, managing director, London office; F. Douglas Williams, general manager, New York office.
- CENTRAL NEWS, LTD.** 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News Photographs to the Newspapers, Clubs, etc. of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated organizations are the Central News of America and Central News Photo Service, and the New York News Bureau Association at 20 Beaver Street, New York, U. S. A., but have close relations for the interchange of news telegrams with the Fournier News Agency, Paris, and the Vaz Dias News Agency, Amsterdam.
- EXCHANGE TELEGRAPH CO., LTD.** 64 Cannon Street, London, E. C. 4. For the supply of News of every description to newspapers, clubs, institutions and private persons. Officers: Wilfred King, Managing Director.

# Ten Years Progress of the Wood Dry Mat

In 1913 the Wood Dry Mat was introduced to an unbelieving newspaper world. Publishers and stereotypers united in saying it could not be done and only because it had not been done before.

Then began a long and tedious process of convincing the skeptics,—a process that all new things must undergo and which made it so costly to establish the Autoplate and other revolutionary inventions.

The world war accelerated the progress of the dry mat. The saving of fuel, transportation and men necessary to the Government to prosecute the war brought it into successful use in many newspaper plants that were shorthanded and also unable to obtain proper materials with which to make their own mats.

The enormous saving in time was of utmost importance. Speed only made possible the winning of the war. As a means of quickly disseminating war propoganda and arousing the people the newspaper was of incalculable value to the Government. The dry mat did its part in enabling dozens of newspapers to rush to press with late news and save precious time.

And so, circumstances forced early recognition of the dry mat from many who still doubted its practicability.

The post war high price era, or what might be termed the "hold-up" period, when the price of print paper and other newspaper necessities soared to the point of compelling the suspension of many publications, the selling price of the Wood Dry Mat was but moderately advanced. The original dry mat of German make was put on the American market at 25 cents each. The average selling price of the Wood Dry Mat during the war was about 17 cents. The highest price ever charged for it, and that for but a short time, was 20 cents. The selling price is now, and for two years past has been, considerably lower and notwithstanding a substantial advance in the cost of labor and materials.

The Wood Flong Corporation did not take advantage of the opportunity offered it to profiteer and the records show that the dry mat advanced less in selling price than did any other article needed in the manufacture of newspapers. Increasing production kept down the price and this with the dependable service supplied by the Company gained the confidence of publishers and brought the dry mat rapidly into general use.

Today several hundred newspaper plants have ceased making mats, have forever discarded steam tables and use Wood Dry Mats exclusively. Double the number converted in 1922 adopted the process in 1923. No fewer than one hundred new newspaper plants operate with dry mats and have never been equipped with steam tables nor used wet mats.

Publishers are now fully convinced that the Wood Dry Mat is a success in every way and an invaluable aid in the printing of newspapers. Fully 80% of our stereotypers are now boosting instead of knocking it. They have learned that the dry mat has brought about an important advance in the stereotyping art and has made their labor easier and their working conditions far more agreeable.

The Wood Flong Corporation believes it has justly earned whatever measure of success it has attained in establishing the dry mat as a newspaper necessity. It believes its intimate knowledge of its own business and the close attention it gives it; its fair treatment in selling price and its always unfailing service have fairly earned the confidence and respect of the newspaper industry.

The Company will not be swerved from its fixed policy of fair dealing. It will not lower its standard of quality by cheapening its product in order to meet competition. It will, however, promptly and voluntarily give each and every newspaper the full benefit of whatever reduction in selling price the lessening of costs may make possible.

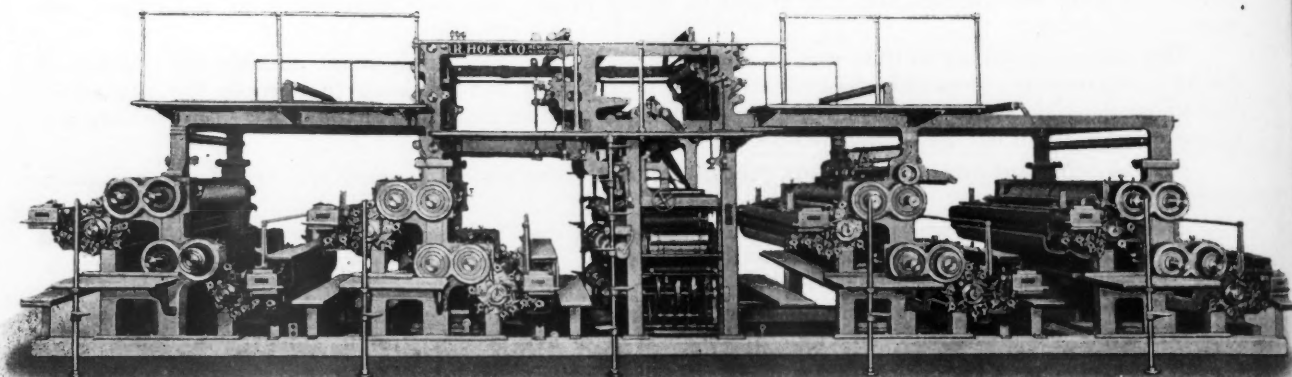
Prospective customers of 1924 may be assured of complete satisfaction with the Wood Dry Mat and of conscientious consideration of their needs and faithful service.

BENJAMIN WOOD, President.

**WOOD FLONG CORPORATION**  
**501 FIFTH AVENUE** **NEW YORK N. Y.**

# HOE SUPREMACY

That Hoe products and Hoe features, including the Patented Automatic Ink Pump System of Distribution, without which no large Newspaper Press is up-to-date, have again received the enthusiastic endorsement of Publishers the world over is proved conclusively by the list of 1923 orders, which constitutes the largest year's business ever done by this Company.



HOE "SUPERSPEED" OCTUPLE PRESS  
 Equipped with the Hoe Patented Automatic Ink Pump System of Distribution  
 THE SPEEDIEST AND MOST EFFICIENT NEWSPAPER PRESS MADE

In spite of the fact that we have the largest, best equipped and most efficient plant of its kind in the world and are making plans to increase it materially, the tremendous demand for Hoe Machinery at the present time impels us to ask our friends to consider as far in advance as possible their probable needs in the way of new equipment, so that they may give us sufficient time to take care of them properly.

*Hoe Presses Excel Both in Quantity and Quality of Output. Paper Wastage; they are therefore the Most Economical to*

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## SOME 1923 ORDERS FOR HOE PRESSES

### NEW PLANTS

Los Angeles Herald .....	4 Unit-Type Double Sextuples
Philadelphia Inquirer .....	24 16-page Superspeed Units
Columbus Dispatch .....	12 16-page Superspeed Units
San Francisco Chronicle .....	10 16-page Superspeed Units

### DOUBLE-SEXTUPLE MACHINES

Baltimore American and News .....	3 Unit-Type Machines
Other Hearst Publications .....	5 Unit-Type Machines
Philadelphia Bulletin .....	4 Superspeed Machines
London Daily News .....	3 Unit-Type Machines
New York Times .....	3 Superspeed Machines
Baltimore Sun .....	{ 1 Unit-Type Machine
	{ 4 16-page Decks
Associated Newspapers, Ltd. ....	1 Unit-Type Machine
Le Petit Parisien .....	1 Machine
Los Angeles Examiner .....	1 Unit-Type Machine
Sydney Truth .....	1 Machine
Wellington Evening Post .....	1 Machine

### DECUPLE AND OCTUPLE MACHINES

E. Hulton & Co., Ltd. ....	6 Octuple Machines
Cleveland Plain Dealer .....	{ 2 Superspeed Decuples
	{ 2 16-page Units
Cleveland Press .....	3 Superspeed Octuples
Richmond News-Leader .....	2 Superspeed Decuples
Associated Newspapers, Ltd. ....	2 Unit-Type Octuples
Boston Post .....	2 Unit-Type Octuples
Jersey City Journal .....	2 Superspeed Octuples
Belfast Telegraph .....	1 8-Roll Machine
Glasgow Herald .....	1 8-Roll Machine
Portsmouth (England) Evening News	2 4-Roll Machines
Canton Daily News .....	1 Decuple Machine
Natal Mercury .....	1 5-Roll Machine
Oakland Tribune .....	1 Decuple Machine
Sydney Evening News .....	{ 1 More Superspeed Octuple
	{ 2 16-page Color Decks
Allentown Call .....	1 Unit-Type Octuple
Camden Courier .....	1 Superspeed Octuple
Diario de la Marina .....	1 Superspeed Octuple
Knoxville Journal & Tribune .....	1 Unit-Type Octuple
Lincoln Star .....	1 Superspeed Octuple
Lowell Courier-Citizen .....	1 Octuple Machine
Melbourne Argus .....	1 Superspeed Octuple
Melbourne Herald .....	1 Unit-Type Octuple
Newark Star-Eagle .....	1 Superspeed Octuple
New Bedford Standard .....	1 Superspeed Octuple
New Orleans Times-Picayune .....	1 Superspeed Octuple
New York Evening Mail .....	1 Unit-Type Octuple
Osaka Asahi Shimbun .....	1 More Superspeed Octuple
Osaka Daily News .....	1 More Unit-Type Octuple
Ottawa Citizen .....	1 Unit-Type Octuple
Ottawa Journal .....	1 Unit-Type Octuple
Portland Press-Herald .....	1 Unit-Type Octuple
Sydney Sunday Times .....	1 Unit-Type Octuple
Terre Haute Tribune .....	1 Unit-Type Octuple
Tokio Daily News .....	1 More Unit-Type Octuple
Utica Press .....	1 Unit-Type Octuple
Waterbury American & Republican ..	1 Unit-Type Octuple
Wichita Eagle .....	1 Unit-Type Octuple
Wilkes-Barre Leader .....	1 Superspeed Octuple
Yorkshire Post .....	1 Octuple Machine

### SEXTUPLES

E. Hulton & Co., Ltd. ....	3 Machines
Montreal Gazette .....	2 Unit-Type Machines
Boston American .....	3 More 16-page Units
Brooklyn Daily Eagle .....	1 Superspeed Machine
Huntington Advertiser .....	1 Unit-Type Machine
Lansing State Journal .....	1 Color Machine

London Daily Telegraph .....	1 Machine
New Haven Register .....	1 Machine
New York Sun-Herald .....	1 Superspeed Machine
Pittsfield Eagle .....	1 Unit-type Machine
Raleigh News & Observer .....	1 Unit-type Machine
St. Clements Press Ltd. ....	1 Machine
Schenectady Union-Star .....	1 Machine
Williamsport Grit .....	1 Machine

### SMALLER ROTARY PRESSES

Toronto Star .....	{ 2 16-page Superspeed Units
	{ 1 Color Unit
Sunderland Echo Co., Ltd. ....	2 3-Roll Machines
Union Hill Dispatch .....	1 40-page Simplex
Butler Eagle .....	1 32-page Simplex
Capper Publications .....	1 4-Roll Machine
Christchurch Sun .....	1 Superspeed Quadruple
Cumberland News .....	1 4-Roll Machine
Florida Times-Union .....	2 16-page Units
Galveston Tribune .....	1 32-page Simplex
Midland News Association .....	1 4-Roll Machine
Paterson Evening News .....	2 16-page Decks
Portland Oregonian .....	2 16-page Decks
Portsmouth (England) News .....	1 4-Roll Machine
El Sol (Havana) .....	1 Quadruple
Taunton Gazette .....	1 32-page Simplex
Toledo Times .....	1 Quadruple
L'Opinione (Philadelphia) .....	1 24-page Machine
The Bournemouth Echo .....	1 3-Roll Machine
Northeastern Gazette .....	1 3-Roll Machine
Ontario Press (Canada) .....	1 3-Roll Machine
La Sentinelle (Woonsocket) .....	1 3-Roll Machine
Leicester Daily Mercury .....	1 2-Roll Machine
Manawatu Standard .....	1 2-Roll Machine
Pittsburgh (Kansas) Sun .....	1 16-page Machine
San Diego Union .....	{ 1 16-page Unit
	{ 1 8-page Unit
Atlanta Journal .....	1 16-page Decuple Unit
Evansville Courier .....	1 16-page Sextuple Unit
Harrisburg Patriot .....	1 16-page Octuple Deck
Omaha Bee .....	1 16-page Color Deck
Springfield Leader (Mo.) .....	1 16-page Sextuple Unit
Steubenville Herald .....	1 16-page Deck
Greenville News .....	1 8-page Deck

### MULTI-COLOR PRESSES

Hearst Publications .....	2 More 24-Cylinder Machines
" .....	7 Sets of 4 Additional Units
Philadelphia Inquirer .....	1 24-Cylinder Machine
Philadelphia Public Ledger .....	1 20-Cylinder Machine
San Francisco Chronicle .....	1 15-Cylinder Machine
Oakland Tribune .....	1 10-Cylinder Machine
Boston Post .....	1 8-Cylinder Machine
El Heraldo de Cuba .....	1 8-Cylinder Machine
St. Paul Dispatch .....	1 8-Cylinder Machine
Florida Times-Union .....	3 8-page Units

### MAGAZINE AND INTAGLIO PRESSES

Ford Motor Co. (Detroit) .....	{ 2 96-page Magazine Presses
	{ 1 Color Cover-Printing Press
Street & Smith (New York) .....	2 96-page Magazine Presses
U. S. Government Printing Office ..	2 64-page Magazine Presses
Sprague Publishing Co. (Detroit) ..	{ 1 48-page Magazine Press
	{ 1 32-page Magazine Press
The Cornwall Press, Ltd. ....	1 32-page Magazine Press
Police Gazette .....	1 32-page Magazine Press
Friend Newspapers, Ltd. ....	1 32-page Magazine Press
Sydney Bulletin .....	1 32-page Magazine Press
New York Times .....	5 More Two-Roll Intaglio Machines

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Daily over **86,000** Sunday over **108,000**

**THE NORTHWEST'S  
LARGEST AFTERNOON NEWSPAPER**  
*Dominates in Portland*

### BRITISH NEWS AGENCIES

(Continued from page 196)

Geo. F. Hamilton, Secretary; E. G. Tilyer, Chief Engineer. Subscriptions: According to Service taken. Branch Offices, 71 Lord Street, Liverpool; West India House, Baldwin Street, Bristol; 24 Middle Street, Brighton; Crown Chambers, Land of Green Ginger, Hull; 3 Royal Exchange, London; 85 Queen Street, Glasgow; 61 Albion Street, Leeds; 3 Brown Street, Manchester.

**ASSOCIATED PRESS OF AMERICA**, London office, 24 Old Jewry, London, E. C. 2; R. M. Collins, head of London staff.

**UNITED PRESS ASSOCIATIONS OF AMERICA**, London office, 161 Temple Chambers, London, E. C. 4. Ed L. Keen, manager.

**AUSTRALIAN PRESS ASSOCIATION**, 2 Salisbury Square, Fleet St., London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America; Taylor Darbyshire, manager.

### BRITISH NEWSPAPER ASSOCIATIONS

**THE NEWSPAPER SOCIETY**, 2 Salisbury Square, London, E. C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter year it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated to it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing of a Monthly Confidential Circular to members, supplemented by special circular letters on matters of urgency; supplying information concerning the standing of advertising agents; negotiating with Trade Unions upon matters affecting members' interests; collecting debts owing to members; scrutinising and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Officers for the year 1923-24: President, Mr. Robert B. Scott (Manchester Guardian); Immediate Past President and ex-officio Member of Council, Sir James Owen (Express and Echo, Exeter); Hon. Vice Presidents, Mr. Valentine Knapp (Surrey Comet), Mr. John R. Scott (Manchester Guardian), Sir Frederick P. Whittaker (A. Burchill (Liverpool Courier)), R. N. Burgess (Cumberland News), H. Godwin Chance (Gloucester Journal), H. C. Derwent (Bradford Daily Telegraph), H. Eustace Edmunds (Derbyshire Times), C. P. Gasquoine (Border Counties Advertiser, Oswestry), Major F. Glover (Leamington Spa Courier), J. H. Goldsmith (Southern Daily Echo), N. B. Graham (Express & Star, Wolverhampton), H. E. Harry (Kentish Mercury), C. W. Henderson (Belfast News-Letter), Col. Sir A. Holbrook, M. P. (Portsmouth Times), Allan Jeans (Liverpool Echo), J. S. King (Eag Gazette), Col. Egbert Lewis (Bath Herald), A. Brown, Lynne (Cornish Guardian), Rayner Roberts (Batley News), Sir Charles Starmer (Birmingham Gazette), A. C. Taylor (Cambridge Daily News), Robt. J. Webber (Western Mail, Cardiff), Sir Richard Winfrey, M. P. (Peterborough Advertiser), A. M. Wisely (Yorkshire Herald).

**NEWSPAPER PRESS FUND**, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1924: President, The Viscount Burnham, C. H.; Treasurer, W. Thornton Sharp; Secretary, S. G. Smeed.

**NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.**, 6 Bouverie Street, London, E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McARA, J. P. (Secretary). Membership Qualifications and Subscriptions: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

**WEEKLY NEWSPAPER AND PERIODICAL PROPRIETORS' ASSOCIATION, LTD.**, 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enlisting the efforts in connection with the Railway Rates, effecting a saving of more than £50,000 per annum to its members, is a notable instance of the advantages of combined action. Officers: Chairman, The Rt. Hon. Lord Riddell; Vice Chairman, Mr. George Spring (London Opinion); Deputy Chairman, Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.); Secretary,

E. O. Norton. Membership Qualifications are indicated in first paragraph. Council meetings are held fortnightly.

**BRITISH ASSOCIATION OF TRADE & TECHNICAL JOURNALS, LTD.**, now amalgamated with the W. N. P. F. A., Ltd. Plans are in progress for possible changes in its constitution and new officers will be elected early in 1924.

**EMPIRE PRESS UNION**, 71 Fleet Street, London, E. C. 4. Object: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The last of these conferences was held in Canada in 1920. Over one hundred newspaper proprietors and editors from all over the British Empire took part in the Conference and were entertained by the Canadian Government and the Canadian Section of the Union during a 9,000-mile tour of the Dominion. Arrangements are already being made for a conference in Australia in 1925. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa, Canada and the West Indies. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, the Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Chairman, Robert Donald, L.L. B.; Members of the London Council, Sir John Arnott, Bart. (Irish Times), Dublin; G. G. Armstrong (Daily News), London; G. G. Berry (Daily Graphic), R. D. Bismessell (Daily Express), Sir Robert Bruce, L.L. B. (Glasgow Herald), P. A. Gonda (Bristol News), J. Heddle (Evening Standard), Sir Edward Hulton (Daily Sketch), Sir Edward M. Hiffe (Midland Daily Telegraph), J. B. Son Infield (Sussex Daily News), Sir Robert Jones, K. B. E. (Renter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. P. Lawson, D. S. O., M. O. (Daily Telegraph), T. Marlowe (Daily Mail), Sir Frank P. Newnes, Bart. (Globe Newnes, Ltd.), H. E. Peacock (Morning Post), Ernest A. Perris (Daily Chronicle), The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), H. C. Robbins (Newspaper Association), C. F. Scott (Manchester Guardian), Sir Humphrey Stuart, K. B. E. (Times), A. H. Watson (Westminster Gazette), H. A. Woodcut (Financial News), G. Springfield (Weekly Newspaper and Periodical Proprietors' Association); Hon. Members, Sir Harry Bunting, K. B. E., L.L. D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership open to the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for their representative, with the editor or some other responsible member of their staff. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for annual Subscriptions for members in the United Kingdom: Morning newspapers £10, evening newspapers £7, organizations of proprietors £10, news agencies £10. London national weeklies, and trade and technical journals, and other periodicals £5, provincial weeklies £3, Associates £2. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

**THE PRESS ADVERTISEMENT MANAGERS' ASSOCIATION, LTD.**, Registered Office, Norfolk House, Laurence Pountney Hill, London, E. C. 4. Objects: The Betterment of Advertising. President, Philip Emanuel (Oldhams, Ltd.); Vice President, George Scott (Glasgow Herald); Hon. Secretary and Treasurer, F. Osborne (Ward, Lock & Co., Ltd.), Warwick House, Salisbury Square, London, E. C. 4; Council of Management, C. Crane (Leicester Mercury), H. J. Lee (The Scotsman), J. A. W. Mndie (D. C. Thomson & Co., Ltd.), J. Ransom News (Portsmouth E. News), H. O. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perren (Sheffield Telegraph), A. Richardson (Daily Chronicle & Lloyd's News), W. B. Robertson (Amalgamated Press, Ltd.), F. Simons (The Star), Geo. Spinks (By Graphic, Bylander, etc.), A. Short-Thomson (The Schoolmaster). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

**FLEET STREET CLUB**, 3 Chancery Street, Chancery Lane, E. C. 4. Objects: Luncheon and social. Officers: President, Mr. S. B. Nicholls; Vice President, Mr. S. A. Willmet; Committee, Mr. S. G. Coram, Mr. E. Folke, Mr. F. A. Hardy, Mr. M. Blythe, Mr. Harold G. Reeves, Mr. A. B. Ward, Mr. W. N. Roberts, Mr. C. Crane (ex-officio); Hon. Treasurer, Mr. T. C. Walters; Hon. Secretary, F. G. Slaughter. Membership is restricted exclusively to newspaper and periodical advertising representatives and Managers. Meetings daily except Saturdays. Affiliated to the Associated Advertising Clubs of the World. In existence since 1895. The National Advertising Society was founded by the Fleet Street Club, and once again have

(Continued on page 200)

# ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT

### Some of the Products

Cline-Westinghouse Double-Motor Drive with full automatic push button control for standard, high speed and multiple unit type presses (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for small presses.

Cline-Westinghouse Single-Motor Equipment for small, slow speed rotary presses, rotogravure presses, magazine and catalogue presses, etc.

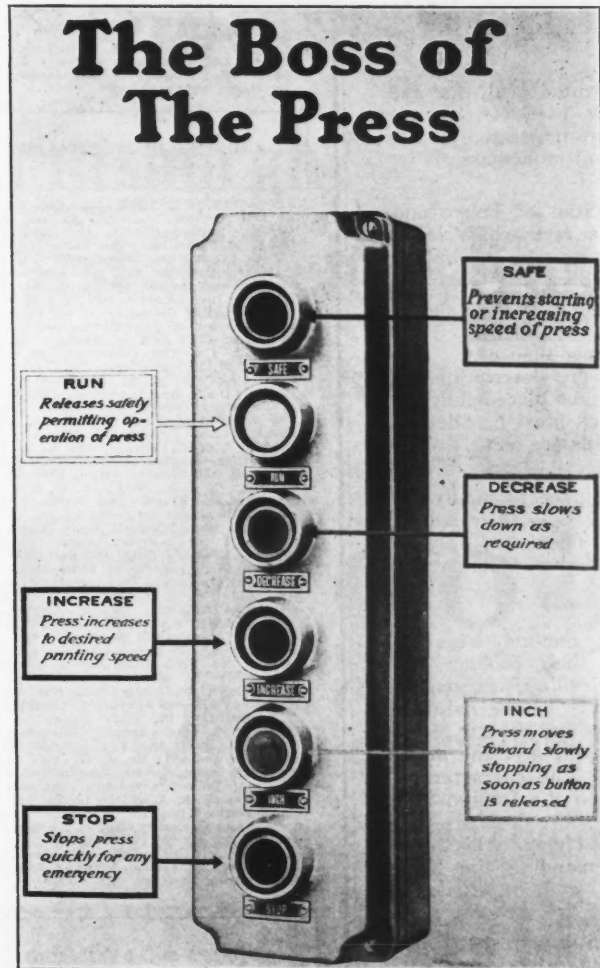
Cline-Westinghouse Type-setting Machine Drives.

Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.



### Some of the Users

- Chicago Tribune
- New York Times
- New York Daily News
- Buffalo News
- Los Angeles Herald
- Los Angeles Times-Mirror
- San Francisco Chronicle
- San Francisco Call
- Seattle Times
- Kansas City Star
- St. Louis Globe-Democrat
- St. Louis Star
- Denver Post
- Des Moines Capital
- Dayton News
- Columbus Dispatch
- Ohio State Journal
- Akron Press
- Akron Beacon-Journal
- Akron Times
- Grand Rapids Press
- Harrisburg Patriot
- Minneapolis Journal
- Wilmington Evening
- Dallas News
- Nashville Banner
- Daily Oklahoman
- Davenport Times
- Worcester Telegram
- Portland Journal
- Omaha Bee
- Houston Chronicle
- Illinois State Journal
- Raleigh Times
- La Fayette Journal
- Warren Tribune
- Fresno Republican
- Wisconsin State Journal
- Stockton Record
- Hamilton Journal
- New Britain Herald
- Olean Times
- Danville Commercial News
- Johnstown Tribune
- Middletown Journal
- Kalamazoo Gazette
- Tulsa World
- Jackson Patriot
- Rockford Register-Gazette
- Fresno Herald
- Los Angeles News
- Seattle Star
- El Paso Herald
- San Francisco Herald
- Long Beach Telegram
- Altoona Mirror
- Ottawa Journal Ltd.
- Sydney (Anst.) Sun.

# CLINE ELECTRIC MFG Co.

MAIN OFFICE  
FISHER BUILDING  
343 S. DEARBORN ST.  
CHICAGO



NEW YORK OFFICE  
47 W. 34TH ST  
SAN FRANCISCO OFFICE  
1ST NAT'L BANK BLDG.

# 時事新報

## 1924

### The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpō, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpō the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpō is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

**American Headquarters:**

**JAPAN ADVERTISER SUITE**

342 Madison Avenue

New York City

## THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"

#### BRITISH NEWSPAPER ASSOCIATIONS

(Continued from page 198)

been the prime movers in the Second Fleet Street Week for Bart's when nearly £10,000 was collected. The Fleet Street Club are uniting with all other advertising associations to take part in the Advertising Convention 1924.

**NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4.** Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Leverhulme; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Astor, Viscount Bothmerere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Bart, Sir W. E. Berry, Bart, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, M. P., Mr. T. P. O'Connor, M. P., Sir A. Jeans, L. O. Johnson, Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Haddon; Hon. Chairman, E. T. Nims; Hon. Vice-Chairman, A. H. Simpson; Hon. Committee, Mrs. A. J. Wilson, Miss M. J. Lyon, E. W. Barney, M. Blythe, Samson Clark, C. Crane, C. D. Fastledge, F. Johnston, G. J. Orange, C. B. E., F. Osborne, H. C. Paterson, G. C. Halston, A. Richardson, G. Scott, H. Evan South; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

#### COURSES IN JOURNALISM

**UNIVERSITY OF LONDON (Journalism Courses)** at Four Centres, University College, King's College, Bedford College, and the London School of Economics. The University Course for the Diploma for Journalism and the general arrangements for the admission of students and for the examination have been placed by the Senate under the organization of a Journalism Committee of the University, which consists of the following persons: The Chancellor (The Earl of Rosebery, K. G.), ex-officio; The Vice-Chancellor (Mr. H. J. Waring, M. S.), ex-officio; The Chairman of Convocation (Dr. R. M. Walmesley, D. Sc., M. I. E. E., F. R. S.), ex-officio; The Provost of University College (Sir Gregory Foster); The Principal of King's College (Dr. Ernest Barker, M. A., D. Litt., LL. D.); The Principal of Bedford College (Miss M. J. Duke, M. A.); The Director of the London School of Economics and Political Science (Sir William Beveridge, K. C. B., M. A., LL. D., B. C. L.); Mr. Valentine Knapp (Past President Newspaper Society and Chairman of the Courses for Journalism); Mr. J. B. Scott (Manchester Guardian); Sir Frederick Jones (Managing Director, Reuters); Mr. Frederick Peaker (President of Institute of Journalists); Mr. J. B. Hobman (Editor, Westminster Gazette); Mr. A. H. Mann (Editor, Yorkshire Post); Mr. James G. Owen (Editor, Express and Echo, Exeter); Mr. A. L. Woodhead, M. A. (Director, Huddersfield Examiner); Mr. Herbert Cornish (Member, Institute of Journalists); Mr. Fred Miller (Editor, The Daily Telegraph); Mr. W. Meakin (Member, National Union of Journalists); Mr. H. M. Richardson (General Secretary, National Union of Journalists); Dr. Hugh Dalton (D. Sc., M. A., of the London School of Economics and Political Science); Miss F. C. Johnson (M. A. of Bedford College); Mr. A. W. Reed (M. A. of King's College); Mr. Lawrence Solomon M. A. of University College); Professor Sir Sidney Lee (F. B. A. of East London College). The College Tutors for Journalism Diploma Courses are: University College, Mr. Lawrence Solomon, M. A.; King's College, Mr. A. W. Reed, M. A.; Bedford College, Miss F. C. Johnson, M. A.; London School of Economics and Political Science, Dr. Hugh Dalton, D. Sc., M. A.

#### COURSES IN ADVERTISING

**LONDON POLYTECHNIC, 209 Regent Street, London, W. 1.** (Headmaster, Capt. W. J. Weston, M. A., B. Sc., London). Journalism Course: In Two Sections, Practice and Fiction Writing. Principal of Course, Mr. F. M. Dudeney. Number of students in 1923 Autumn-Winter Session: Practice, 38; Fiction Writing, 25. Advertising Course. Lectures and Practical Work and Discussion. Principal of Course, Mr. Cyril C. Freer. Number of students in 1923 Autumn-Winter Session, 164.

**MARYLEBONE COMMERCIAL INSTITUTE, Upper Marylebone Street, Great Portland Street, London, W. 1.** Course in Advertising and Salesmanship. Principal, F. Rushworth. Classes held Tuesdays. Lecturer, Mr. A. C. Jameson Green. Session extends from September to July. Affiliated to the Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Putney General Institute, Peter Street, Solo, W. 1; Stanhope Street General Institute, Euston Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 1.

#### LEGISLATION OF 1923

**Speeds Election Returns News.**—Under Speidel act, passed by Ohio legislature, requires local election officers to remain on duty until count is completed and report made to the secretary of state. Former practice had resulted in delay in making reports available to newspapers for publication.

**Michigan Prohibits News of Betting.**—All newspapers printed or circulated in Michigan are prohibited from publishing news of betting odds on races or other contests, even after events have occurred, under terms of Babcock law passed by 1923 legislature.

**False News a Misdemeanor in Minnesota.**—Minnesota law provides that anyone giving false information to newspapers, either maliciously or as a joke, may be adjudged guilty of a misdemeanor.

**Nebraska Licenses Billboards.**—Nebraska permits erection of billboards along public highways only on payment of a permit fee, ranging from 25 cents to \$5 per sign. Signs on bridges or within 300 feet of a railroad or highway crossing, are prohibited under 1923 statute, which gives Department of Public Works right to remove any sign without giving notice or cause.

**New York "Legals" Rate Based on Circulation.**—New York State amendment to laws governing fees for printing of public notices, provides an advertising rate in proportion to circulation, and creates one standard of measurement in place of the three previously existent. The standard is an agate line of at least 12 pica ems wide, and averaging six words to the line. Display and tabular copy are also measured in agate lines. A minimum rate of 4 cents per agate line for less than 1,000 circulation is provided.

**Single Sheets Mailable For Advertising Prod.**—Post office rulings made effective a law passed in 1922 relieving publishers from sending an entire copy of a publication through the mails to prove insertion of advertisement. Single sheets or portions of a sheet carrying the advertisement at the zone rates of postage applying under the law to advertising portions of publications may now be mailed.

**Texas Fixes Rate For "Legals."**—Texas Legal Rate Bill fixed lowest commercial rate of newspapers as legal for all official notices of state, county or subdivision, including political notices of announcements for office.

**Standard Newspaper Defined.**—Treasury Department defined "standard newspaper," as term in Fordney-McCumber Tariff act, as "consisting of mechanically ground woodpulp and chemical woodpulp or sulphite containing not in excess of 30 per cent of sulphite and varying in weight not more than 10 per cent from 32 pounds each 240 sheets of 24 x 36 inches, without regard to the color thereof." This definition was later amended to include newspaper rolls of a minimum 16 inches wide.

**Utah Regulates Tobacco Advertising.**—Utah tobacco law makes it unlawful to advertise tobacco in any form on billboards and in any other way, except in periodicals. Cigarettes cannot be advertised or offered for sale, except under a high license tax and bond.

#### ASSOCIATIONS FOREIGN

**Association of American Correspondents in London.**—John S. Steele, Chicago Tribune, secretary; Arthur E. Mann, New York World, president.

**Anglo-American Press Association, Parliament Street, London.** Secretary, M. D. Carey; President, Paul Scott Mowser, Chicago Daily News; Sidney Huddleston, London Times, secretary; M. D. Carey, London Telegraph, treasurer.

#### CANADIAN CONSOLIDATIONS

Bellefleur (Ont.) Ontario with Bellefleur Intelligence.

Chatham (Ont.) Planet and Daily News, as Chatham Daily News, under ownership W. J. Taylor.

Prince George (B. C.) Citizen and Prince George Leader, as Prince George Citizen.

St. John (N. B.) Journal with St. John Telegraph, Aug. 1.

Stratford (Ont.) Beacon and Stratford Herald as Stratford Beacon-Herald, owned by W. J. Taylor, L. H. Dingman, Charles Dingman, W. F. Tobey and Archibald Thomson.

#### CANADIAN LEGISLATURE

Dominion and Ontario Parliaments passed statutes prohibiting sale of newspapers carrying news of races or other contests in which wagers are mentioned or odds quoted.

Canadian Post Office barred from mails as not conducive to public morals the Daily Racing Horse and Daily Racing Form, Toronto editions. Publishers claim bulk of edition is shipped by express. Postal action was taken after racing papers opened Toronto office to circumvent law prohibiting their import from U. S.

Newspaper was added to list of articles exempt from Canadian sales tax, which had been 24 per cent.

# The Pittsburgh Press

One of the Giants of the  
Newspaper World

**First in Pittsburgh!**

**First in Pennsylvania!**

**Second in America!**

Among Evening and Sunday Newspapers

**24,273,004** **AGATE  
LINES**

of paid advertising published during 1923; 2,000,000 lines omitted because  
of mechanical limitations of evening paper.

*First in Everything in the Pittsburgh Field*

## THE PITTSBURGH PRESS

is a Scripps-Howard newspaper—a member of the  
greatest newspaper enterprise in the world today.

National Representatives:

### ALLIED NEWSPAPERS, Inc.

New York  
52 Vanderbilt Ave.

Chicago  
5 N. Wabash Ave.

Cleveland

Cincinnati

San Francisco

**DIRECTORY OF MERCHANDISING PAPERS**

CANADA

Compiled and Copyrighted 1924 by The Editor & Publisher Company

**MANITOBA**

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Winnipeg	Free Press Retail (m)	{ Free Press } { Bulletin }	Bruce Campbell	5	8

**ONTARIO**

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

**QUEBEC**

Quebec	Golden Dog (m)	L'Evenement	J. A. F. Fortin	4	2
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**EXPLANATION OF KEY LETTERS:** A—annually. A preceded by a number indicates number of issues in the year. BM—bi-monthly. M—monthly. O—occasionally. Q—quarterly. SA—semi-annually. SM—semi-monthly. W—weekly.

**WIRE NEWS SERVICES**

**UNITED STATES AND CANADA**

**Associated Press,** 51 Chambers street, New York; Frederick Roy Martin, general manager. (After March 1, 383 Madison avenue, New York.)  
**British United Press, Ltd.,** 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.  
**Canadian Press, Limited,** 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.  
**Central News of London,** 26 Beaver street, New York; Edward Rascovar, manager.  
**Chicago Tribune Service,** Tribune Building, Chicago; Arthur W. Crawford, manager.  
**Cosmopolitan Service,** 21 Spruce street, New

York; M. Koenigsberg, general manager.  
**Consolidated Press Association,** Evening Star Building, Washington, D. C.; Robert McClean, business manager.  
**International News Service,** 21 Spruce street, New York; M. Koenigsberg, general manager.  
**Ledger Service,** Independence Square, Philadelphia, Pa.; J. E. Watkins, general manager.  
**New York World News Service,** 63 Park Row, New York; C. N. Snyder, Jr., manager.  
**United Financial,** 63 Park Row, New York City; Karl A. Bickel, general manager.  
**United News,** 63 Park Row, New York; Karl A. Bickel, general manager.  
**United Press,** 63 Park Row, New York; Karl A. Bickel, general manager.  
**Universal Service,** 63 Park Row, M. Koenigsberg, general manager.

**A Complete Directory of Canadian Daily Newspapers appears on Pages 216-218-220.**

**CANADIAN SPECIAL REPRESENTATIVES**

Key	Firm Name	City	Street
1-C	Abraham, C. A.	Montreal, Que.	232 St. James St., N. W.
2-C	Allen, James B.	Toronto, Ont.	25 McLennan St.
3-C	Bassett, John	Ottawa, Ont.	Central Chambers
4-C	Bell, William L.	Toronto, Ont.	32 Richmond St., W.
5-C	Calder, Frank	Montreal, Que.	42 Hospital St. & 23 St. John St.
6-C	Creamer, Albert N.	Montreal, Que.	16 Cathcart St.
7-C	Guy, E. J.	Toronto, Ont.	Royal Bank Bldg.
8-C	Hogan, J. C.	Montreal, Que.	501 St. Catherine St.
9-C	McBride, J. P.	Hamilton, Ont.	25 Highson St., S.
10-C	McGillivray, W. M.	Toronto, Ont.	390 Bay St.
11-C	Martin, W. T.	Toronto, Ont.	331 Bay St.
12-C	Morris, John C.	Montreal, Que.	207 St. James St.
13-C	Payson, Frank E.	Vancouver, B. C.	Winch Bldg.
14-C	Rathbone, J. B.	Toronto, Transportation Bldg. (Montreal)	95 King St., E.
15-C	Rees, S. L.	Toronto, Ont.	319 Bay St.
16-C	Smallpiece, H. E.	Toronto, Ont.	32 Church St.
17-C	Thompson, F. W.	Toronto, Ont.	100 King St., N. W.
18-C	Wright, T. M.	Hamilton, Ont.	Sun Life Bldg.

**NOTE:** Key numbers and letters in first column refer to similar numbers and letters in newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together. United States Special Representatives are located on Pages 206-208. A complete index of all contents appears on Pages 256-258.

**For Directory of Features**

*Turn To Page 257*

**METROPOLITAN  
NEWSPAPER SERVICE**

Maximilian Elser, Jr., Gen'l Mgr.  
150 NASSAU ST. NEW YORK

# No Dross

**When You Use This Melting Furnace**  
**No Fumes No Trouble**

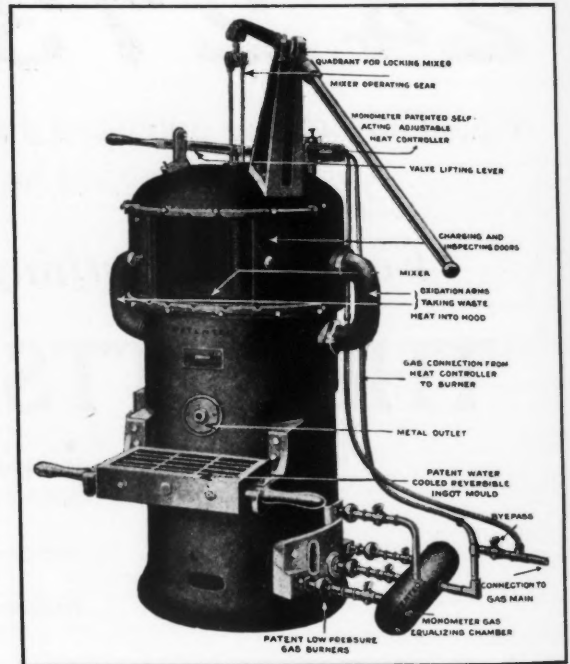
SCRAP metal dealers will not buy dross from the Monarch "Monometer"—for it contains no metal. The special ANTI-OXIDATION System encloses the surface of the metal in a non-oxidizing atmosphere at all times, and the Automatic Heat Controller positively prevents overheating of the metal—incidentally saving considerable gas. The saving of metal, which would otherwise be lost, alone will pay for the installation of the furnace.

There are no fumes from the "Monometer." This is another valuable feature of the furnace, for as you know, furnaces that give off fumes are injurious to workmen and slow up the work of the plant. Furthermore, the "Monometer" never burns the metal; in fact it is trouble-proof and requires very little attention. It also assures perfectly sound type and stereo metal. Made in three standard sizes. 400 lbs., 900 lbs., and 2,000 lbs. Built up to 5 Ton Capacity. Further information promptly supplied.

Manufactured by

## The Monarch Engineering & Manufacturing Company

1206 American Building, Baltimore, Md., U. S. A.



**Monarch "MONOMETER"  
Printers' Melting Furnace**

**THE  
ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
WELLSWORTH PRODUCTS  
MCCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
TARVIA  
WALLACE SILVER  
ENCORE PICTURES  
BARRETT ROOFINGS  
RUBBER ASSOCIATION OF AMERICA  
L & G AGATE WARE  
NEW-SKIN

*What we've done for others we can do for you.*

# SIX REASONS

- Clean News and Advertising Columns
- Vigorous, Conservative Editorial Policy
- Dominant Circulation
- Equitable Advertising Rate
- Protection of Advertising Agencies
- Reader Responsiveness Through Advertised Advertising

Maine has long needed an outstanding paper, and The Press Herald is today unquestionably that paper. Edward W. Bok.

**The Portland Press Herald**  
*Maine's Outstanding Newspaper*

**Powers and Stone, Inc.**

National Representatives

NEW YORK	CHICAGO	BOSTON
1637 Aeolian Hall	838 First Natl. Bank Bldg.	402 Little Bldg.
Phone Longacre 9057	Phone Dearborn 6063	Phone Beach 556

*Maine is a Morning Newspaper State and The Press Herald Has the Largest Circulation in Maine*

## THE FRENCH PRESS

### PARIS

Le Petit Parisien—(m-s). Founded 1876. Director Paul Dupuy. Circulation, 1,600,000; price, 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Le Journal—(m). Founded 1892. Directors: Henri Letellier and M. F. Meuthon. Circulation, 1,200,000; price, 15 centimes; 15 em col.; rate 25 fr. per 5 pt. line; 8 pgs.

Le Matin—(m). Founded 1884. Directors: Bunau Varilla & Jean Sapene. Circulation 1,000,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Le Petit Journal—(m). Founded 1863. Director, L. Loucheur. Circulation 665,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 6 pgs.

Echo De Paris—(e). Founded 1884. Director, Henri Simond. Circulation, 550,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Excelsior—(m). Founded 1910. Director, Paul Dupuy. Circulation, 125,000; price 15 centimes; 15 em col.; rate 8 fr. per 7 pt. line; 6 pgs., illustrated.

L'Oeuvre. Founded 1913. Director, Gustave Tery. Circulation, 225,000; price 15 centimes; 15 em col.; rate 10 fr. per 7 pt. line; 8 pgs.

Le Temps—(e). Founded 1861. Director, M. Hébrard. Circulation, 80,000; price, 20 centimes; 15 em col.; rate 15 fr. per 7 pt. line; 6 pgs.

L'Intransigeant—(e). Founded 1880. Manager Leon Bailby. Circulation, 450,000; price 15 centimes; 15 em col.; rate 10 fr. per 7 pt. line; 6 pgs.

La Liberté—(e). Founded 1865. Director, Camille Aymard. Circulation, 90,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt. line; 4 pgs.

### BORDEAUX

La Petite Gironde—(m). Founded 1872. Directors, Gounouilhou & Gustave Chapon. Circulation, 350,000; price 15 centimes; 14 em col.; rate 5 fr. per 6 pt. line; 6 pgs.

### MARSEILLES

La Petit Marseillais. Founded 1868. Directors, Samat & Bourrageas. Circulation, 300,000; price 10 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

Marius Richard. Circulation, 185,000; 24 em Le Petit Provençal. Founded 1876. Director, col.; rate 3 fr. per 7 pt. line.

### LYONS

Le Nouvelliste—(e). Founded 1884. Director Regis Rambaud. Circulation, 200,000; price 15 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

Le Progrès—(e). Founded 1860. Managers M. Leon & Henri Delarocbe. Circulation, 200,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt. line.

### TOULOUSE

La Dépêche—(m). Founded 1870. A. Hebe Maurice Sarraut. Circulation, 280,000; price 15 centimes; 15 em col.; rate 6 fr. per 7 pt. line.

### GRENOBLE

Le Petit Dauphinois—(—). Founded 1870. Director, Joseph Besson. Circulation, 120,000; 15 em col.; rate 3.5 fr. per 7 pt. line.

### ST. ETIENNE

La Tribune Republicaine. Founded 1899. Directors, M. Soulie & M. Guittjburger. Circulation, 190,000; price 15 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

### RENNES

L'Ouest-Eclair—(m). Founded 1899. Director Désgrés du Lou. Circulation, 250,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt. line.

## ADVERTISING IN FRANCE

Advertising agencies are many in France and below the reader will find the addresses of the best known. Commissions generally are high, and many practices obtain which are not common in the United States. For instance, quite a number of leading journals still insert puff paragraphs in the middle of news pages, but there is a marked tendency for this to grow less and less and for the advertising and news to be entirely separate. French papers are a few pages, so that a page advertisement is a sixth of the whole issue. American advertisers, in spite of the difficulties of manufacturing in dollars and selling in francs, are to the increase in the French press.

Space calculations for display advertising are by the line of so many points. French newspapers do not use agate line measurements. It is important to know what a "point" means. A point is equal to 0.376 millimeters, or 0.0149 of an inch, and when a paper quotes 6 point measure it wishes to convey that one typographic line with one interline measures six points deep.

Width of column is indicated in millimeters. A column of Le Petit Parisien measures 65 m/m. As one inch equals 25.4 m/m, this gives 2 11/16 inches.

# AS TO ST. LOUIS

In most American cities you will find a newspaper that occupies a field of its own without a Sunday edition. In most instances this paper is a carefully edited, thoughtful newspaper, not given to sensationalism, having a following of readers who have the means and inclination to invest in substantial goods.

In St. Louis The Times enjoys the complete confidence of its readers, practically all of whom are in the immediate trading territory of that great and

prosperous city. All of the department stores use very large space in The Times, the largest of this group alone having used last year in excess of 600,000 lines, which is quite a lot of space to use in one newspaper having no Sunday edition. The St. Louis Times is very careful of its advertising policy, co-operating with the Better Business Bureau, and seeing that this policy is made effective.

Your copy in the columns of The Times will be in good company, both personal and local.

## NATIONAL ADVERTISING

G. Logan Payne Company, Representative

CHICAGO ..... Tower Bldg.  
DETROIT ..... Kresge Bldg.  
LOS ANGELES ..... Security Bldg.  
ST. LOUIS ..... Carleton Bldg.

Payne, Burns & Smith, Inc., Representative

NEW YORK ..... 247 Park Ave.  
BOSTON ..... 100 Boylston St.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS



**T**HE character, integrity and quality of service of every enterprise depend upon the men back of it. Here are the men who constitute the executive organization of

# The Consolidated Press Association

## EXECUTIVE OFFICES

5th Floor, Evening Star Building  
WASHINGTON, D. C.

DAVID LAWRENCE, President

ROBERT B. McCLEAN, Secretary and General Manager

HORACE EPES, Manager, Business Department

ROBERT T. SMALL, Director, Editorial Department

THOMAS J. McBREEN, Chief of Traffic Department

C. G. MARSHALL, General News Editor

JAMES L. BRAY, Treasurer and Manager, Auditing Department

### Southern Division

WASHINGTON, D. C.  
5th Floor, Evening Star Bldg.

E. F. WILSON, Business Superintendent

JOHN EDWIN NEVIN, Division News Editor

EMMET F. McCARTHY, Division Traffic Chief

### Pacific Coast Division

SAN FRANCISCO  
3rd Floor, Spreckels Bldg.

H. R. BAUKHAGE, Business Superintendent

L. C. OWEN, Division News Editor

C. T. GHEEN, Division Traffic Chief

### Western Division

CHICAGO  
4th Floor, Daily News Bldg.

GUY R. CARPENTER, Business Superintendent

J. P. YODER, Division News Editor

ROBERT SEIGLER, Division Traffic Chief

### Eastern Division

NEW YORK  
8th Floor, World Bldg.

C. ROWLAND WOOD, Division News Editor

W. F. SNOWDEN, Division Traffic Chief

### European Division

PARIS  
19 Rue D'Antin, 2-e

WILLIAM BIRD, European Superintendent

# NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

## Their Main and Branch Offices

Key	Firm Name	Office Address	Key	Firm Name	Office Address
1	Alcorn-Seymour Co., Inc.	New York.....47 West 34th st. Chicago.....Marquette Bldg. St. Louis.....Security Bldg.	45	De Clerque, Inc., Henry	Chicago.....5 South Wabash ave. New York.....280 Madison ave. Los Angeles.....San Fernando Bldg. San Francisco.....55 New Montgomery st.
2	Allen-Klapp Co.	Chicago.....Peoples Gas Bldg. New York.....236 5th ave. Detroit.....242 Lafayette blvd. St. Louis.....Victoria Bldg. Kansas City.....Bryant Bldg.	46	Dillon, George F.	Kansas City.....Republic Bldg.
3	Allied Newspapers, Inc.	Chicago.....5 North Wabash ave. New York.....52 Vanderbilt ave. Cleveland.....308 Euclid ave. San Francisco.....821 Market st. St. Louis.....604 Olive st.	47	Douglas, Robert E.	Chicago.....Marquette Bldg. New York.....154 Nassau st.
4	American Press Association	New York.....225 West 34th st. Chicago.....122 S. Michigan ave. San Francisco.....58 Sutter st. Seattle.....Central Bldg.	48	Eddy Co., Charles H.	New York.....247 Park ave. Chicago.....122 South Michigan ave. Boston.....294 Washington st.
5	Anderson, Special Agency, C. J.	Detroit.....Kresge Bldg. Chicago.....360 North Michigan ave. New York.....30 East 42nd st.	49	Finucan & McClure	Chicago.....720 Cass st. Kansas City.....Republic Bldg.
6	Anderson, V. S.	New York.....1819 Broadway	50	Fisher, Harry R.	Chicago.....Mallers Bldg.
7	Arthur, Wilbur L.	New York.....1819 Broadway	51	Flaherty, Robert H.	Chicago.....5 North Wabash ave.
8	Beckwith, Special Agency, The S. C.	New York.....World Bldg. Chicago.....Tribune Bldg. Detroit.....Ford Bldg. Kansas City.....Bryant Bldg. St. Louis.....Syndicate Trust Bldg. Atlanta.....Atlanta Trust Bldg. Los Angeles.....Hollywood Bldg. San Francisco.....Holbrook Bldg.	52	Fletcher, R. A.	New York.....World Bldg.
9	Benjamin & Kentnor Co.	Chicago.....2 West 45th st. Chicago.....Mallers Bldg. Los Angeles.....Van Nuys Bldg.	53	Folsom, P. A.	St. Louis.....Chemical Bldg.
10	Berian, F. A.	New York.....225 5th ave.	54	Ford-Parsons Company, The	Chicago.....360 North Michigan ave. San Francisco.....38 Sutter st. New York.....154 Nassau st.
11	Bertolet, C. D.	Chicago.....30 North Dearborn st. Kansas City.....Victor Bldg. San Francisco.....Hearst Bldg. Los Angeles.....Homer Laughlin Bldg.	55	Fralick & Bates, Inc.	Chicago.....605 North Michigan ave. Atlanta.....Candler Annex Los Angeles.....Security Bldg. New York.....225 5th ave. Chicago.....Peoples Gas Bldg. Atlanta.....Walton Bldg. St. Louis.....Security Bldg.
12	Bidwell Co., R. J.	San Francisco.....742 Market st. Los Angeles.....Times Bldg.	56	Frost, Landis & Kohn	New York.....512 5th ave. Chicago.....Tribune Bldg.
13	Block, Inc., Paul	New York.....247 Park ave. Chicago.....Century Bldg. Detroit.....Kresge Bldg. Boston.....Little Bldg.	57	Gerhardt, Frank P.	New York.....512 5th ave.
14	Blodgett, C. C.	New York.....1478 Broadway	58	Gilman, Nicoll & Ruthman	Chicago.....Tribune Bldg. New York.....Canadian Pacific Bldg. Boston.....Tremont Bldg. San Francisco.....Monadnock Bldg.
15	Boone, Rodney E.	New York.....2 Columbus Circle	59	Grant, A. D.	Atlanta.....Constitution Bldg.
16	Booth, Arthur	San Francisco.....58 Sutter st.	60	Gravure Service Corporation	New York.....25 West 43rd st. Chicago.....168 North Michigan ave. Boston.....Little Bldg. Los Angeles.....San Fernando Bldg. San Francisco.....55 New Montgomery st. Aurora.....Beacon News Bldg.
17	Boyd, William B.	Chicago.....18 East 41st st.	61	Groom, J. K.	
18	Boyd & Katz	Chicago.....First National Bank Bldg.	62	Hatl Company, Inc., Fred L.	Los Angeles.....San Fernando Bldg. San Francisco.....55 New Montgomery st.
19	Botsford, W. K.	San Francisco.....58 Sutter st.	63	Hamilton-DeLisser, Inc.	New York.....25 West 43rd st. Chicago.....127 North Dearborn st. New York.....366 5th ave.
20	Branham Co., John M.	Chicago.....Mallers Bldg. New York.....Canadian Pacific Bldg. Detroit.....Kresge Bldg. St. Louis.....Chemical Bldg. Kansas City.....Republic Bldg. Atlanta.....Candler Bldg. San Francisco.....Hobart Bldg.	64	Hammond & Wolcott	Chicago.....30 North Dearborn st. New York.....366 5th ave.
21	Bryant, Griffith & Brunson, Inc.	Chicago.....9 East 41st st. Chicago.....Peoples Gas Bldg. Boston.....201 Devonshire st. Atlanta.....Watson Bldg.	65	Harris, Jr., J. C.	Atlanta.....Atlanta Trust Co. Bldg.
22	Budd Company, The John	New York.....9 East 37th st. Chicago.....Tribune Bldg. Atlanta.....Healey Bldg. Los Angeles.....Title Insurance Bldg. San Francisco.....564 Market st. St. Louis.....Chemical Bldg. Seattle.....Securities Bldg.	66	Henriquez, F. L.	Chicago.....Mallers Bldg.
23	Burke, Hugh	New York.....366 Madison ave.	67	Hill Co., A. J. Norris	San Francisco.....Hearst Bldg.
24	Byrne, J. K.	Chicago.....Hearst Bldg.	68	Holman, Everett A.	Los Angeles.....Homer Laughlin Bldg. San Francisco.....Monadnock Bldg.
25	Callender & Lynch, Inc.	New York.....17 East 45th st.	69	Hohl, Lewis V.	Chicago.....122 South Michigan ave.
26	Campbell, Don	Chicago.....440 South Dearborn st.	70	Houser Co., C. L.	New York.....17 West 42nd st. Chicago.....Hartford Bldg.
27	Capper Publications	New York.....120 West 42nd st. Chicago.....Transportation Bldg. Detroit.....1632 West Lafayette Blvd. Philadelphia.....261 South 3rd st. St. Louis.....220 Pine st. Kansas City.....Waldheim Bldg. Kansas City.....Kansan Bldg. Cleveland.....1013 Oregon ave. Omaha.....412 South 19th st. Oklahoma City.....Continental Bldg.	71	Howland & Howland	New York.....303 5th ave. Chicago.....360 North Michigan ave.
28	Carpenter & Co.	Chicago.....Peoples Gas Bldg. New York.....200 5th ave. Kansas City.....New York Life Bldg.	72	Hunter, J. W.	Chicago.....Marquette Bldg. New York.....347 5th ave.
29	Carroll, Dan A.	New York.....110 East 42nd st.	73	Katz Special Agency, E.	New York.....58 West 40th st. Chicago.....Harris Trust Bldg. Kansas City.....Waldheim Bldg. Atlanta.....Candler Annex Bldg. San Francisco.....Monadnock Bldg.
30	Chew, W. W.	New York.....1819 Broadway	74	Katz, M. L.	Chicago.....38 South Dearborn st.
31	Clark Co., Thomas F.	New York.....141 West 36th st. Chicago.....Marquette Bldg.	75	Keator, A. R.	Chicago.....Hartford Bldg. New York.....110 East 42nd st. New York.....47 West 34th st.
32	Clark, H. K.	Chicago.....208 South La Salle st.	76	Kelly-Smith Company	Chicago.....Lytton Bldg.
33	Clayden, Inc., A. E.	New York.....347 5th ave. Chicago.....Marquette Bldg.	77	Keough, J. B.	Atlanta.....Candler Bldg.
34	Collegiate Special Agency	Chicago.....110 South Wabash ave. New York.....503 5th ave.	78	Klein, I. A.	New York.....50 East 42nd st. Chicago.....76 West Monroe st.
35	Cone, Hunton & Woodman, Inc.	New York.....9 East 41st st. Chicago.....130 North Wells st. Detroit.....242 West Lafayette blvd. Atlanta.....Constitution Bldg. Kansas City.....Victor Bldg. St. Louis.....Victoria Bldg. Los Angeles.....Higgins Bldg. San Francisco.....Holbrook Bldg.	79	Klein, Joseph A.	New York.....42 Broadway
36	Conger & Johnson	New York.....156 5th ave. Chicago.....Hartford Bldg.	80	Knill-Burke, Inc.	New York.....Brokaw Bldg. Chicago.....122 South Michigan ave.
37	Cooke, Inc., Richard W.	New York.....225 5th ave. Chicago.....Tribune Bldg.	81	Kohn, Inc., George M.	Atlanta.....Walton Bldg.
38	Crall Co., L. H.	Chicago.....Hearst Bldg.	82	Krogness, C. George	San Francisco.....Phelan Bldg.
39	Crawford, F. E.	New York.....15 East 40th st.	83	LaCoste & Maxwell	New York.....45 West 34th st. Chicago.....Marquette Bldg.
40	Creel, Allan W.		84	Lewis, H. F.	New York.....Tribune Bldg.
41	David Co., Inc., George B.	New York.....110 East 42nd st. Chicago.....Hartford Bldg.	85	Lindenstein, Inc., S. G.	New York.....342 Madison ave.
42	Davies, Oscar G.	Kansas City.....Victor Bldg.	86	Lorenzen & Thompson, Inc.	Chicago.....Peoples Gas Bldg. New York.....19 West 44th st. San Francisco.....55 New Montgomery st. Los Angeles.....San Fernando Bldg.
43	De Clerque, E. C.	New York.....280 Madison ave. Chicago.....5 South Wabash ave.	87	Lorentz, J. D.	New York.....Tribune Bldg.
44	De Clerque, Harry H.	New York.....280 Madison ave. Chicago.....5 South Wabash ave.	88	Lucius, N. L.	Los Angeles.....Haas Bldg.
			89	Lutz, J. E.	Chicago.....Tower Bldg.
			90	McDevitt, George A.	New York.....303 5th ave. Chicago.....Peoples Gas Bldg.
			91	McGinn, Neil D.	Detroit.....Ford Bldg.
			92	McKinney & Son, J. P.	New York.....19 West 44th st. Chicago.....122 South Michigan ave. Los Angeles.....Homer Laughlin Bldg.
			93	McMahon, D. F.	Chicago.....Tribune Bldg.
			94	MacQuoid Agency	New York.....103 Park ave. Chicago.....First National Bank Bldg.
			95	Magrane, T. F.	Los Angeles.....San Fernando Bldg. San Francisco.....Montgomery st. Boston.....1 Beacon st. New York.....171 Madison ave. Detroit.....242 Lafayette Blvd. West
			96	Mathews Special Agency, Julius	Chicago.....Hartford Bldg. Chicago.....Century Bldg. Chicago.....Tribune Bldg. Chicago.....Mallers Bldg. New York.....225 5th ave. Chicago.....Peoples Gas Bldg. Kansas City.....Graphic Arts Bldg.
			97	Mathews, W. G.	
			98	Merrill, Walter J.	
			99	Middleton, J. E.	
			100	Miller, Charles E.	
			101	Mitchell, Ralph W.	

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

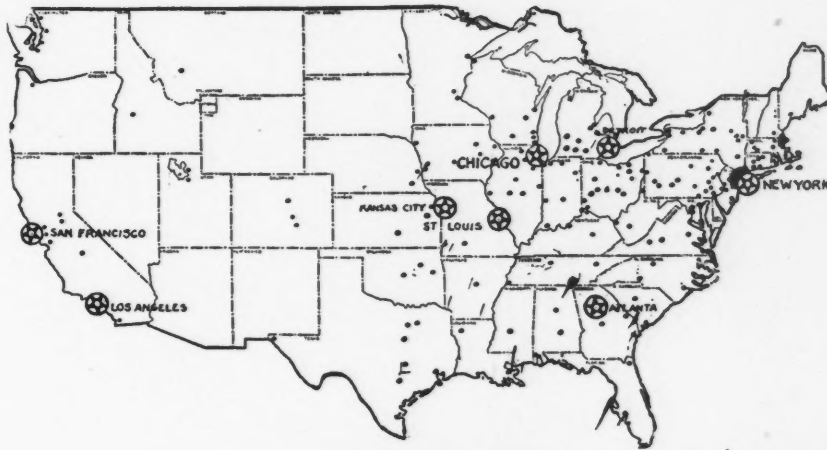
Canadian representatives are listed in Special Canadian Section. See index on last two pages for location. Headquarters office is given first.

(Continued on page 208)

NEWSPAPER



ADVERTISING



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

## BECKWITH COVERS THE UNITED STATES BEST

The above map readily illustrates the widespread influence of The S. C. Beckwith Special Agency as it does the strategic location of its 8 offices. Each office commands a clearly defined field of national advertising.

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

### 44 Years of Supremacy

The Beckwith Organization is the oldest, largest, most powerful and best known Newspaper special agency in America. Its full complement exceeds 70 people of which 28 are trained newspaper advertising salesmen.

### A STRONG TESTIMONIAL

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

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

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NEW YORK - CHICAGO - DETROIT - ST. LOUIS - KANSAS CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

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NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from page 206)

Key	Firm Name	Office Address
102	Mogenson & Co., Inc., M. C.	Sau Francisco, Hearst Bldg. Los Angeles, Title Insurance Bldg. Seattle, Securities Bldg.
103	Mohr, Lee J.	Chicago, Tribune Bldg.
104	Moloney, Herbert W.	New York, Times Bldg.
105	Morton Company, William J.	New York, 200 5th ave. Chicago, Tribune Bldg.
106	Mulligan, Ralph R.	New York, 30 East 42nd st. Chicago, 360 North Michigan ave.
107	Murfey, E. T. R.	Chicago, Hearst Bldg.
<b>N</b>		
108	New Jersey Neighborhood Newspapers, Inc.	Chicago, 123 West Madison st. New York, 23 East 26th st.
109	Northrup, Frank D.	Newark, 487 Orange st. New York, 350 Madison ave. Chicago, Association Bldg.
<b>O</b>		
110	O'Donnell Special Agency, Inc.	New York, Woolworth Tower
111	O'Flaherty's New York Suburban List.	New York, 313 West 37th st.
112	O'Mara & Ormsbee, Inc.	New York, 320 5th ave. Chicago, Peoples Gas Bldg. San Francisco, Monadnock Bldg.
113	Osborn, Inc., Guy S.	Chicago, Tribune Bldg. Detroit, Ford Bldg. St. Louis, Globe-Democrat Bldg.
<b>P</b>		
114	Pancoast, Chalmers L.	New York, 512 5th ave.
115	Payne, Burns & Smith, Inc.	New York, 247 Park ave. Boston, 100 Boylston st.
116	Payne Company, G. Logan	Chicago, Tower Bldg. Detroit, Kresge Bldg. St. Louis, Carleton Bldg.
117	Powell, Robert E.	Los Angeles, Security Bldg.
118	Powers, E. J.	New York, 47 West 34th st. Chicago, Association Bldg.
119	Powers & Stone, Inc.	New York, 350 Madison ave. Chicago, Aeolian Hall. Chicago, First National Bank Bldg.
120	Prudden, King & Prudden, Inc.	Boston, Little Bldg. New York, 286 5th ave. Chicago, Steger Bldg. Boston, 246 Washington st. Los Angeles, San Fernando Bldg.
121	Putnam, C. L.	San Francisco, 55 New Montgomery st. New York, 2 Columbus Circle
<b>R</b>		
122	Randall, David J.	New York, 341 5th ave.
123	Reid, Albert T.	New York, 4 West 53rd st.
124	Richards, F. St. John	New York, 11 Park Row
125	Rockwood, Ralph K.	Chicago, Tower Bldg.
<b>S</b>		
126	Scheerer, Edmund H.	Chicago, 360 North Michigan ave.
127	Scolaro, J.	New York, 30 East 42nd st. Detroit, Ford Bldg. Chicago, Tribune Bldg.
128	Scott, Walter J.	Chicago, Marquette Bldg.
129	Sears, A. T.	Chicago, Peoples Gas Bldg.
130	Sherwood, H. B.	New York, 25 Park Place
131	Shirk, D. M.	New York, Flatiron Bldg.
132	Shull, Karl J.	Los Angeles, Homer Laughlin Bldg. San Francisco, Hearst Bldg.
133	Smith Special Agency, A. F.	Philadelphia, 1001 Chestnut st. Chicago, Hartford Bldg.
134	Smith, Royal P.	New York, 1819 Broadway
135	Spencer, J. F.	Chicago, Harris Trust Bldg.
136	Stevens & Baumann, Inc.	New York, 47 West 34th st.
137	Stretch, H. A.	New York, 2 Columbus Circle.
138	Stockwell, W. H.	Chicago, Peoples Gas Bldg. New York, 225 5th ave.
139	Story, Brooks & Finley, Inc.	New York, 101 East 42nd st. Chicago, Peoples Gas Bldg. Philadelphia, Colonial Trust Bldg. San Francisco, Holbrook Bldg. Los Angeles, Higgins Bldg. St. Louis, Star Bldg.
140	Sweeney & Price	Boston, 327 Federal st.
141	Sutphin, Edwin A.	New York, 280 Broadway
142	Swan, Carroll J.	Boston, 44 Bromfield st.
<b>T</b>		
143	Taylor, Wallace D.	New York, Brokaw Bldg.
144	Taylor & Conover	Philadelphia, Drexel Bldg. New York, Brokaw Bldg.
145	Theis Company, S. C.	Philadelphia, Drexel Bldg. New York, 141 West 36th st. Chicago, Marquette Bldg.
<b>V</b>		
146	Veree & Conklin, Inc.	New York, 300 Madison ave. Chicago, 28 East Jackson blvd. Detroit, 117 Lafayette blvd. San Francisco, 681 Market st.
<b>W</b>		
147	Wales, Franklin E.	Chicago, 17 North LaSalle st.
148	Wallis & Son, I. S.	Chicago, First National Bank Bldg.
149	Ward, Inc., Robert E.	Chicago, 5 South Wabash ave. New York, 501 5th ave.
150	Ward, W. D.	New York, 154 Nassau st. Chicago, Marquette Bldg.
151	Watson, Inc., M. C.	New York, 285 5th ave. Chicago, Peoples Gas Bldg. Boston, 44 Bromfield st.
152	Weaver, Stuart E.	New York, 522 5th ave.
153	Welsh, U. S. G.	New York, 225 West 40th st.
154	Western Press Association	San Francisco, 58 Sutter st.
155	Williams, Edwin C.	San Francisco, Hobart Bldg.
156	Williams, Lawrence & Cresmer Co.	New York, 225 5th ave. Chicago, Harris Trust Bldg. San Francisco, 742 Market st. Los Angeles, Times Bldg.
157	Wilson, Elmer	Chicago, Tribune Bldg.
158	Wilson, William H.	Chicago, Hearst Bldg.
159	Wolf Special Agency, Sidney J.	Los Angeles, Security Bldg. San Francisco, Hearst Bldg.

Key	Firm Name	Office Address
160	Woodward, John B.	New York, 110 East 42nd st.
161	Woodward & Kelly	Chicago, Security Bldg. Detroit, Fine Arts Bldg.

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

Author	Title	Publisher
Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Burdick, R. L.	Advertising to Retailers	Ronald Press
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Case, Francis H.	Handbook of Church Advertising	Abingdon Press
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday, Page
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	Making Advertisements and Making Them Pay	Scribner
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Hall, S. Roland	Writing an Advertisement	Houghton-Mifflin
Hess, H. W.	Productive Advertising	Lippincott
Hotchkiss, George Burton, and Frank, Richard B.	The Leadership of Advertised Brands	Doubleday, Page
Hoyt, Charles W.	Training for the Business of Advertising	Woolson
Lee, James Melvin	"Advertising Copy," in Business Writing	Ronald Press
Lippincott, Wilmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers' Pub. Co.
Moriarty, W. D.	The Economics of Marketing and Advertising	Harper
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Osborn, Alex F.	A Short Course in Advertising	Scribner
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Praigg, Noble T. (editor)	Advertising and Selling	Doubleday, Page
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Tipper, Hotchkiss, Hollingworth & Parsons	Advertising, Its Principles and Practice	Ronald Press
A. A. C. W.	Advertising Year Book	Doubleday, Page
<b>CIRCULATION</b>		
Ball, F. M.	"Circulation Problem" in The Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press
<b>COLLECTION OF EDITORIALS</b>		
Brisbane, Arthur	Editorials from the Hearst Newspapers	International Book Co.
Canby, Henry Seidel Benet	Editorials from the "Saturday Papers"	Appleton
William Rose, and Love man, Amy	Literary Review of The New York Evening Post	Macmillan
Congdon, Charles T.	The New York Tribune Essays	Redfield
Cunliffe, J. W. and Lomer, G. R.	Writing of Today	Century
Matthews, Franklin T. (editor)	Casual Essays of The New York Sun	Cooke
Sullivan, Mark (editor)	"National Floodmarks," from Collier's Weekly	Doran
	Editorials from The Philadelphia North American	Lippincott
<b>EDITORIAL WRITING</b>		
Flint, L. N.	The Editorial	Appleton
Neal, Robert Wilson	Editorials and Editorial Writing	Home School Correspondence
<b>NEWSPAPER MAKING</b>		
Bleyer, Willard Grosvenor	Profession of Journalism	Atlantic Monthly Press
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John L.	Making a Newspaper	Holt
Hyde, Grant Milnor	Newspaper Editing	Appleton
Ihllips, Melville (editor)	Making of a Newspaper	Putnam
Gibbons, Jason	Newspaper Building	Harper
Shuman, Edwin L.	Practical Journalism	Appleton
Thorpe, Merle (editor)	The Coming Newspaper	Holt
Williams, Walter and Martin, Frank L.	Practice of Journalism	Missouri Book Co.
<b>NEWS WRITING</b>		
Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton-Mifflin
Harrington, H. F., and Frankenberg, T. T.	Essentials in Journalism	Ginn
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Miller, Douglas Wood	Practical Exercises in News Writing and Health Editing	Holt
Ross, Charles G.	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath
<b>COLLECTIONS OF NEWS STORIES</b>		
Bleyer, Willard Grosvenor	Types of News Writing	Houghton-Mifflin
Harrington, H. F.	Typical Newspaper Stories	Ginn
<b>NEWSPAPER MANUALS</b>		
Bastian, George C.	Editing the Day's News	Macmillan
Gavit, John Palmer	Reporter's Manual	Published by Author
Hyde, Grant Milnor	Handbook for Newspaper Workers	Appleton
McCarthy, James	The Newspaper Worker	Press Guild
<b>COUNTRY WEEKLIES</b>		
Atwood, Millard Van Marter	The Country Newspaper	McClurg
Bing, Phil C.	Country Weekly	Appleton
Buxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Harger, Charles Moreau	"The Country Editor of Today," in The Profession of Journalism	Atlantic Monthly Press
Harris, Emerson P. and Florence	The Community Newspaper	Appleton
Powell, J. B.	Getting Subscribers for the Country Newspaper	Univ. of Mo.
Ross, Charles G.	News in the Country Paper	Univ. of Mo.
Tennal, Ralph	"Modern Type of Country Journalism" in The Coming Newspaper	Holt
<b>NEWSPAPER ETHICS</b>		
Hadley, Arthur Twining	"The Formation of Public Opinion" in Standards of Public Morality	Macmillan
Happgood, Norman	"Ethics of Journalism," in Everyday Ethics	Yale Univ. Press
Holt, Hamilton	Commercialism and Journalism	Houghton-Mifflin
Lee, James Melvin	"Ethics for Newspaper Men," in The Coming Newspaper	Holt
Lippmann, Walter	Public Opinion	Harcourt-Brace
<b>VOCATIONAL BOOKS</b>		
Lee, James Melvin	Opportunities in the Newspaper Business	Harper

(Continued on page 210)



## *“While the Optimist Grins and the Pessimist Growls, the Actomist is Getting There”*

*An actomist is one who fits action to opportunity.*

NEWSPAPER advertising progressed during 1923 more substantially than any other merchandising process. In a solid, stabilized way, it practically equalled in 1923, those quickly and often artificially expanded figures of 1920.

A few familiarly known old-timers were tempted to stray along other paths, and a few others, grown ultra-conservative with age and success, held a little aloof, but total space figures for the year show healthy consistent gains over 1922.

*Analysis proves that ambitious and aggressive competitors are always in readiness to take advantage of apparent market opportunities of this kind, usually leading quickly into campaigns far more extensive than those which made way for them.*

Newspaper advertising properly done has a quickness of response, a positiveness of action, a quality of confidence inspiration, and an immediate and constant availability, not possessed in like degree by any other type of medium. **AND COSTS LESS.**

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

## **THE JOHN BUDD COMPANY**

*National Advertising Representatives of Newspapers*

9 East 37th St.  
NEW YORK

Tribune Bldg.  
CHICAGO

Chemical Bldg.  
ST. LOUIS

Healey Bldg.  
ATLANTA

Chancery Bldg.  
SAN FRANCISCO

Title Insurance Bldg.  
LOS ANGELES

Securities Bldg.  
SEATTLE





ROBERT S. McCORMICK  
Vice President  
Chicago



JOHN W. CULLEN  
President  
Chicago



JAMES A. WARD  
Ass't to President  
Chicago



H. B. GRAMM  
New York Manager

## Robert E. Ward, Inc.

*Publishers' Representatives*

501 Fifth Ave.  
New York

5 South Wabash Ave.  
Chicago

Exclusive National Representatives  
for first choice daily newspapers in  
the pick of U. S. markets.

*Send for list*

Get acquainted with the organization  
that sells this desirable space—

**"NUFF SED"**



WM. C. WEBBER  
Northwestern Rep.



SAMUEL J. PERRY  
New York



HUGHLETT HOLLYDAY  
Southwestern Rep.



MAURICE PERRY  
New York



GEO. E. GILBERTSEN  
Ohio Rep.

**COURT RULINGS**

**UNITED TYPOTHETE RESTRAINED FROM INFLUENCING PRINTING PRICES**—Federal Trade Commission ordered United Typothete of America to discontinue the following practices:

1. Conducting its system of education in principles and methods of cost accounting in such a way as to suggest any uniform percentage to be included in selling prices as profit or otherwise by members or others using such system of cost accounting.
2. Requiring or receiving from members and others a uniform cost accounting system, identified and itemized statement of production costs for the purpose of calculating average, normal, or standard costs of production and from publishing them to members and the trade generally as a Standard Price List or Standard Guide or association cost or price list under any other name.
3. Compiling and publishing for use by members and others in the same trade, normal, average or standard costs with instructions or suggestions for the translation of such standard costs into selling prices under the name of Standard Price List, or Standard Guide, or any other name.

**NO UNFAIR COMPETITION IN BINGHAMTON**—Litigation of nine years between Guy V. Beardsley, former publisher, Binghamton (N. Y.) Herald, and Willis Sharpe Kilmer and Jerome B. Hadsell, publishers, Binghamton Press, in an action to recover \$500,000 damages for alleged unfair competition, ended May 29 by decision of the New York Court of Appeals dismissing the complaint.

Beardsley alleged the publication of the Binghamton Press had its origin in a conspiracy of the defendants with the late Jonas M. Kilmer, father of Willis Sharpe Kilmer, to ruin his business. He had published several articles in the Herald to which the Kilmers objected as reflecting on them and their business, the manufacture of "Swamp Root" and in 1901 they brought an action against Beardsley for libel, which was never tried. The Binghamton Press Company was organized in 1904 and has since published the Press.

The complaint alleged Willis Sharpe Kilmer used unfair methods to obtain Herald employees, newsmen, subscribers and advertising and the city printing by underbidding at a financial loss. The Herald had a circulation of about 13,000 at the time, with no debts, and was paying a 10 per cent dividend, but was forced to suspend publication in 1910.

**EDITOR FINED FOR VIOLATING 1922 RAILROAD INJUNCTION**—G. V. Sanders, editor Memphis Press, was fined \$300 and costs for violation of a Federal injunction issued by Judge J. W. Ross during the railroad shop strike in July, 1922. The Government held that publication of an editorial "The King Forbids" was calculated to cause disrespect of the court.

**JURY'S PRESENCE UNNECESSARY**—Judge J. Stanley Webster, Federal District of Eastern Washington, ruled that newspapers had a right to publish evidence taken while the jury was out of the room and which had not been admitted.

**FORBIDS INTERVIEWS DURING TRIAL**—U. S. District Judge Claude Z. Luane threatened contempt proceedings against the Superior (Wis.) Telegram, following publication of a story descriptive of a trial in his court. The story was based on interviews with the prosecutor and with two postal inspectors, witnesses against Victor H. Arnold, charged with fraudulent use of the mails. The court warned reporters that they must confine their writings to a "bare recital of occurrences in the courtroom," and that "no interview, or purporting interview" with anyone, in which the trial was discussed, should be published, under pain of contempt.

**JAILED FOR PRINTING DEFENDANT'S RECORD BEFORE TRIAL**—E. T. Leech, editor; Jack Bethea, managing editor; and L. Robinson, reporter, Birmingham (Ala.) Post, were sentenced to jail for 24 hours by Circuit Court Judge C. P. Hefflin, in connection with the publication of facts concerning a criminal trial. The article, following which the judge postponed the defendant's trial for a week, reviewed the defendant's connection with two offenses for which he was to be tried. All information was based on court records, the newspaper men held, but the court ruled that the liberty of the press was secondary to human liberty. Leave to appeal was denied.

**PEW'S CONTRACT BROKEN BY I. N. S.**—Marlen E. Pew, formerly editor and manager, International News Service vs. International News Service for broken contract; Pew awarded \$49,500 damages in Queens Supreme Court, Long Island City, N. Y., Nov. 30. Appeal was taken.

**ANTI-STAMP LAW UNCONSTITUTIONAL**—Kentucky Court of Appeals declared unconstitutional the state law which prohibited the giving of trading stamps or cash discounts by retail merchants to customers.

**ALLEGATIONS IN DIVORCE BILL PRIVILEGED**—Allegations made in a divorce bill filed with the clerk of the District of Columbia Supreme Court constitute privileged matter and may be published as such by newspapers before a ruling is issued by the court, as well as after such a ruling, it was decided by Judge Hoehling in the case of Mrs. Dora Berman, who sued the Washington Times for \$10,000 damages for publication of charges made in her husband's bill for divorce.

**"SECONDS" CALLED "PERFECT" TIRES BROUGHT \$50 FINE**—Convicted of fraudulently advertising in newspapers that Flisk and Ajax tires, stamped seconds were "perfect in every respect." Max Katz, treasurer of the Merchants Tire Company, Boston, was fined \$50. The charge was pressed by the Better Business Bureau of Boston.

**MENNEN SALES POLICY HELD LEGAL**—U. S. Circuit Court of Appeals unanimously reversed a Federal Trade Commission order directing the Mennen Company, Newark, N. J., to refrain from giving trade discounts and other alleged unfair methods of competition. The court held that "if real competition is to continue, the right of the individual to exercise reasonable discretion in respect to his own business methods must be preserved," adding that "the Mennen Company has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only or whether it will sell both wholesalers and retailers. If it decides to sell to both, it has a right to determine whether or not it shall sell to retailers on the same terms as it sells to wholesalers."

**NO PRICE, NO CONTRACT**—New York Court of Appeals sustained contention of Remington Paper & Power Company, Watertown, N. Y., in its litigation with the Sun Printing & Publishing Association of New York City. The action was brought to recover \$1,510,000 damages for alleged breach of contract by which the Sun was to purchase 16,000 tons of newspaper in 1919.

The paper was to be delivered in instalments of 1,000 tons a month at price charged by Canadian Export Paper Company. After 4,000 tons were delivered Remington company refused to deliver balance on the ground that the contract was void for lack of mutuality as price was indefinite.

**ADVERTISER UNABLE TO PROVE DAMAGE BY NEWSPAPER ERRORS LOSES SUIT**—Brooklyn Daily Eagle awarded verdict by Kingston (N. Y.) jury in suit brought by Eddyville (N. Y.) summer resort advertiser who claimed that his business had been injured by typographical errors in his advertising. Wrong classifications, misspelled names, and omission of the advertisements were charged. The defense showed that the advertiser, despite the errors, filled his own hotel with guests and had to engage another house to care for the overflow.

**"U. S." NOT ADVERTISABLE**—Federal Trade Commission order in case of United States Refining Company, forbids use of "United States" or "U. S." in advertising.

**"BLONDE," MENTIONED IN AD, AWARDED DAMAGES**—Stanley Mills & Co., Ltd., Hamilton (Ont.) store, ran a page advertisement in the Hamilton Spectator and the Hamilton Herald. Saying in part: "When you're told to go into a department store to match some ribbon, don't feel so abused you feel justified in flirting with the blonde behind the glove counter to cheer yourself up."

On the basis of this statement, Miss Edith Emma Garland, an employe, brought action against the company for \$5,000, claiming libel. Miss Garland contended that she was the "blonde" referred to; that there was an innuendo that she was of questionable character, and that the advertisement exposed her to ridicule and insult.

For the company it was claimed that the statement was "snappy advertising" and that, along with other "smart sayings," it had been clipped from an advertising book.

The Judge ruled that the statement was actionable. The jury awarded Miss Garland \$1,500 and costs.

**NEWS FILMS ARE NOT NEWSPAPERS**—Censorship of news reels was held constitutional by the New York Court of Appeals, in a controversy between the Pathe Exchange, Inc., and the State Board of Censors. It was contended by the Pathe Exchange that the law violated the constitutional liberty of the press, as the films were of actual news events, like newspaper stories. The film which caused the litigation was a picture of hatching beauties at Atlantic City, N. J.

**MISTAKEN IDENTITY COSTS PUBLISHER \$10,000**—New York World lost appeal before N. Y. Court of Appeals from verdict of \$10,000 damages awarded Evelyn C. Scott, former actress. Action was brought following a story of the conviction of Evelyn Granville as drug addict and prostitute in Woman's Night Court of New York and her sentence to the workhouse. The story said she was a former popular actress and that she had been convicted of public intoxication and other offenses eleven times. The stage name of Mrs. Scott was Evelyn Granville, and the woman convicted bore that name.

Mrs. Scott early in life, it was admitted, had figured in court records, but in 1899 she married John J. Scott and moved to Pittsburgh, where, she says, she led an exemplary life. The other woman, a police court character, was frequently convicted, and the similarity of names resulted in the reference to Mrs. Scott as the woman.

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

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

**CAN'T CENSOR ADVERTISING COPY AFTER ACCEPTING IT**—A newspaper cannot censor copy which it accepts from an advertiser, a Kansas City trial court and jury held in denying plea by the Kansas City Star for payment of \$2,979.20 for advertising of Foreman & Clark, tobacconists. Agents of the latter testified that they gave specific instructions at the time the advertisements referred to in the trial were submitted, not to publish them except in the exact form submitted. This was the issue submitted to the jury, nine out of twelve of which decided against the Star.

**TRUTH DEFENSE IN PUBLISHING NON-PRIVILEGED MATTER**—No defense but truth of the news published was put forward by the Oklahoma City Oklahoman in a \$10,000 libel suit before a jury following publication of an unprivileged court record, on information drawn up by the county attorney's office, but never filed. Embezzlement was charged in information, but restitution was made by accused before document was recorded. The court held no cause for action against Oklahoman.

**COLUMNIST'S CONTRACT HELD VALID**—Associated Newspaper Syndicate vs. R. K. Phillips, injunction restraining Phillips from working for any other organization affirmed by U. S. Court of Appeals, Eastern District.

**NEWSDEALER NOT LIABLE FOR OBSCURE WORKS HE SELLS**—Magistrate Goodman, New York, ruled that a newsstand proprietor need not be declared guilty of selling obscene literature, if it could not be proved that he had personal knowledge of the contents of the publication in which the objectionable matter had been printed.

**CURTIS' SIGNATURE DIDN'T BIND PHILIO LEDGER**—Philadelphia Public Ledger never owned copyright on Ambassador James W. Gerard's book "My Four Years in Germany" Federal Court of Appeals, St. Louis, in suit Public Ledger vs. Kansas City Post. Copyright was not between author and corporation but between author and C. H. K. Curtis, president of corporation.

**WISCONSIN TRADING STAMP LAW APPLIES TO COUPONS IN NEWSPAPERS**—Wisconsin newspapers publishing coupons entitling holder (with certain sum of money) to merchandise, come within terms of the state trading stamp law, according to ruling of Attorney General's office.

**CITY OFFICIALS CAN'T HECKLE PUBLISHER**—Application by Corporation Counsel Russ of Buffalo, for subpoenas against Marc A. Williams F. O'Connell and Frank Blomberg, Buffalo News editorial staff, requiring them to show cause why they should not appear before Mayor Schwab regarding articles in the News in view conditions in Buffalo, was denied by the preme Court Justice Marcus.

Justice Marcus said: "I am strongly impressed by the view that it would be wrong to heckle and annoy the press. If every article subjected them to an examination that would harass and annoy whenever the subject matter was unpleasant by way of criticism of officials, the public would lose much, recognizing the license oftentimes used."

**COURTS REFUSE VERDICT TO COL. CRESSON**—Fourth Court of Civil Appeals, sitting at San Antonio, Tex., affirmed trial court's decision regarding damages in the case of Col. C. C. Cresson against Ft. Worth Star-Telegram. The trial court had held that while the Star-Telegram's report of Col. Cresson's actions in the escape of Grover C. Bergdoll, draft evader from military custody, was not fair, true, or impartial, the plaintiff was entitled to actual non-exemplary damages. The appellate court held that the Star-Telegram's account of the Congressional committee report in the Col. Cresson's article were criticized, was true and impartial and that the trial judge could have properly instructed the jury to return a verdict for the newspaper.

U. S. Judge W. F. Booth in St. Paul gave judgment in favor of St. Paul Dispatch suit by Col. C. C. Cresson for \$100,000 damages in connection with an A. P. story regarding Congressional investigation of the escape of Grover C. Bergdoll. The matter was privileged.

**BENJAMIN & KENTNOR COMPANY**

ESTABLISHED 1893

- HARRY D. REYNOLDS, President
- JOHN T. FITZGERALD, Vice President
- WILLIAM F. KENTNOR, Secretary

**Representing Daily Newspapers National Advertising SERVICE**

2 West 45th Street NEW YORK 900 Mollers Building CHICAGO

401 Van Nuys Building LOS ANGELES

Los Angeles Office in Charge of Arthur A. Hinkley

**KADEL & HERBERT**

A Pictorial News Service That Is the Best

We carefully select our pictures from the news events, oddities, sports, fashions and other features of the day.

Our aim is quality and quantity, and while the pictures are the best, the cost is no more than others.

Our service is regularly subscribed to by 57 daily newspapers who willingly give their unqualified endorsement.

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**KADEL & HERBERT**

153 EAST 42nd STREET NEW YORK CITY



*The* **1924 EDITION** *of the*

**AMERICAN NEWSPAPER  
ANNUAL & DIRECTORY**

*IS READY FOR DELIVERY*

The present volume contains all the old features and some new ones. There are 100 specially engraved Maps and 349 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the recent Census.

The price is \$15.00, carriage paid in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year Supplement free of charge.

Address the publishers.

**N. W. AYER & SON**

PHILADELPHIA

PENNSYLVANIA

# 8,697,622 Gravure!

Not only is Gravure the handsomest advertising medium, but it is today the greatest medium. The 62 gravure newspapers of the United States, published in 42 cities, have a combined circulation of 8,697,622.

*Just compare this with any other single medium you know of!*

The Gravure Service Corporation is headquarters for information on all gravure newspapers. Its complete statistics, rates, charts, etc., are yours for the asking.

*Start your Gravure Advertising by using the powerful*

## GRAVURE SERVICE ADVERTISING GROUP

comprising these 16 famous newspapers:

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| <i>Albany Knickerbocker Press</i> | <i>Houston Chronicle</i>        |
| <i>Atlanta Journal</i>            | <i>Indianapolis Star</i>        |
| <i>Buffalo Courier</i>            | <i>Louisville Herald</i>        |
| <i>Chicago Daily News</i>         | <i>Minneapolis Tribune</i>      |
| <i>Cleveland Plain Dealer</i>     | <i>St. Louis Globe Democrat</i> |
| <i>Des Moines Register</i>        | <i>South Bend News Times</i>    |
| <i>Eric Dispatch Herald</i>       | <i>Syracuse Post Standard</i>   |
| <i>Hartford Courant</i>           | <i>Montreal La Presse</i>       |

The combined circulation is 1,951,157.

The open rate is \$8.25 a line. Minimum rate \$7.02.

Users of the above group can now obtain, without charge, vitally important **ADVANCE PROOFS IN GRAVURE** for salesmen, jobbers, and dealers. These beautiful advance proofs are needed to merchandise products most quickly, economically and successfully.

The advertiser or agent using the Gravure Service Advertising Group need furnish only **ONE** original and the Gravure Service Corporation will attend to all details for inserting advertising without further production effort, not only in the newspapers of the Gravure Service Group, but in any other gravure newspapers which the advertiser may wish to use.

For whatever you wish to know about Gravure advertising inquire here at Gravure Headquarters.

*Write today for complete details.*

**Gravure Service Corporation**  
25 West 43rd Street New York City

- |                                              |                                            |                                                    |                                               |
|----------------------------------------------|--------------------------------------------|----------------------------------------------------|-----------------------------------------------|
| Chicago<br>168 N. Mich. Ave.<br>Young & Ward | Boston<br>Little Bldg.<br>M. W. Burlingame | Los Angeles<br>San Fernando Bldg.<br>T. F. Magrane | San Francisco<br>Sharon Bldg.<br>Fred L. Hall |
|----------------------------------------------|--------------------------------------------|----------------------------------------------------|-----------------------------------------------|

### NEWSPAPER ROTOGRAVURE SECTIONS

- ALASKA**  
CORDOVA: Times.
- CALIFORNIA**  
LOS ANGELES: Examiner; Times.  
SAN FRANCISCO: Chronicle.
- COLORADO**  
DENVER: Rocky Mountain News.
- CONNECTICUT**  
HARTFORD: Courant.  
NEW HAVEN: Union.  
WATERBURY: Republican.
- DISTRICT OF COLUMBIA**  
WASHINGTON: Herald; Post; Star.
- FLORIDA**  
MIAMI: Metropolis.
- GEORGIA**  
ATLANTA: Journal.  
ROME: Tribune Herald.
- ILLINOIS**  
CHICAGO: Tribune.  
PEORIA: Journal Transcript.
- INDIANA**  
FT. WAYNE: News Sentinel.  
INDIANAPOLIS: Star.  
SOUTH BEND: News-Times.
- IOWA**  
DES MOINES: Register.
- KANSAS**  
WICHITA: Eagle.
- KENTUCKY**  
BOWLING GREEN: Times-Journal.  
LOUISVILLE: Courier Journal; Herald.
- LOUISIANA**  
NEW ORLEANS: Time-Picayune.
- MARYLAND**  
BALTIMORE: American; Sun.
- MASSACHUSETTS**  
BOSTON: Herald.  
LAWRENCE: Eagle.  
SPRINGFIELD: Republican.
- MICHIGAN**  
DETROIT: Free Press.  
GRAND RAPIDS: Herald.
- MINNESOTA**  
MINNEAPOLIS: Journal; Tribune.
- MISSOURI**  
KANSAS CITY: Journal  
ST. LOUIS: Globe-Democrat; Post-Dispatch.
- NEBRASKA**  
OMAHA: Bee.
- NEW HAMPSHIRE**  
MANCHESTER: Union.
- NEW JERSEY**  
ASBURY PARK: Press.  
BAYONNE: News-Review.  
NEWARK: Call.
- NEW YORK**  
ALBANY: Knickerbocker Press.  
BROOKLYN: Standard Union.  
BUFFALO: Courier; Express; Times.  
COHUES: American.  
ITHACA: Journal News.  
LACKAWANNA: Journal.  
NEW YORK CITY: Herald; Post (Sat. E. Ed.); Telegraph; Times; Tribune; World.  
ROCHESTER: Democrat & Chronicle.  
SYRACUSE: Herald.  
WATERTOWN: Standard.
- OHIO**  
CINCINNATI: Commercial Tribune; Enquirer.  
CLEVELAND: News Leader; Plain Dealer.  
HAMILTON: Journal.  
MIDDLETOWN: Journal.
- OREGON**  
SALEM: News.
- PENNSYLVANIA**  
CONNELLSVILLE: News.  
DOYLESTOWN: News.  
PHILADELPHIA: Item; Public Ledger.  
PITTSBURGH: Press.
- RHODE ISLAND**  
PROVIDENCE: Journal.
- TENNESSEE**  
NASHVILLE: Banner.
- TEXAS**  
HOUSTON: Chronicle.  
WACO: Times Herald.

### NEWSPAPER BROADCASTING STATIONS

City	Newspaper	Station	Wave Lengths
Amarillo, Tex.	News	WRAU	360 meters 834 kilocycles
Atlanta, Ga.	Constitution	WGMI	429 meters 700 kilocycles
Atlanta, Ga.	Journal	WSB	425 meters 700 kilocycles
Bellingham, Wash.	Herald	KDZR	261 meters 1,150 kilocycles
Berkeley, Cal.	Gazette	KRE	278 meters 1,080 kilocycles
Butte, Mont.	Anaconda	KFAP	360 meters 834 kilocycles
Canton, Ohio	News	WBB	268 meters 1,120 kilocycles
Chicago, Ill.	Drovers Journal	WAAF	286 meters 1,050 kilocycles
Chicago, Ill.	News	WMAQ	448 meters 670 kilocycles
Dallas, Tex.	News & Dallas Journal	WFAA	476 meters 630 kilocycles
Des Moines, Ia.	Register & Tribune	WGF	360 meters 834 kilocycles
Detroit, Mich.	Free Press	WCX	517 meters 581 kilocycles
Detroit, Mich.	News	WWJ	517 meters 580 kilocycles
Fairbanks, Alaska	Northern Commercial	WJAY	360 meters 834 kilocycles
Fall River, Mass.	Herald	WTAB	248 meters 1,210 kilocycles
Ft. Smith, Ark.	South West American	WGAR	361 meters 834 kilocycles
Ft. Worth, Tex.	Star Telegram	WBAP	476 meters 630 kilocycles
Fond du Lac, Wis.	Commonwealth	KFIZ	273 meters 1,100 kilocycles
Great Falls, Mont.	Tribune	KDYS	360 meters 834 kilocycles
Greeley, Colo.	Republican	KFJD	236 meters 1,270 kilocycles
Hamilton, Ont.	Republican	WBAU	258 meters 1,160 kilocycles
Hartford, Conn.	Courant	WDAK	261 meters 1,150 kilocycles
Honolulu, Hawaii	Advertiser	KGU	360 meters 834 kilocycles
Honolulu, Hawaii	Star Bulletin	KDYX	360 meters 834 kilocycles
Hunting, Ill.	Press	WHAY	360 meters 834 kilocycles
Jacksonville, Fla.	Times Union	WDAL	360 meters 734 kilocycles
Kansas City, Mo.	Drovers Telegram	WMAJ	275 meters 834 kilocycles
Kansas City, Mo.	Star	WDAF	411 meters 730 kilocycles
Lansing, Mich.	Capital News	WHAL	248 meters 1,210 kilocycles
Los Angeles, Cal.	Examiner	KWH	360 meters 834 kilocycles
Los Angeles, Cal.	Examiner	KPK	469 meters 640 kilocycles
Los Angeles, Cal.	Times Mirror	KHJ	395 meters 760 kilocycles
Louisville, Ky.	Courier Journal & Times	WHAS	400 meters 750 kilocycles
Marion, Ind.	Chronicle	WIAQ	226 meters 1,339 kilocycles
Memphis, Tenn.	Commercial Appeal	WMC	500 meters 600 kilocycles
Modesto, Cal.	Herald	KXD	252 meters 1,190 kilocycles
Mt. Vernon	Register News	WABP	234 meters 1,280 kilocycles
Norfolk, Va.	News	WJAG	360 meters 834 kilocycles
Muncie, Ind.	Press	WJAF	360 meters 834 kilocycles
Oakland, Cal.	Tribune	KGA	250 meters 1,199 kilocycles
Oakland, Cal.	Tribune	KLX	360 meters 834 kilocycles
Omaha, Neb.	Journal Stockman	WIAK	257 meters 1,080 kilocycles
Paducah, Ky.	Sun	WJAR	360 meters 834 kilocycles
Peoria, Ill.	Star	WJAN	280 meters 1,070 kilocycles
Pittsburgh, Pa.	Sun	KDYA	326 meters 920 kilocycles
Portland, Ore.	Oregonian	KGW	492 meters 610 kilocycles
Salt Lake City, Utah	Telegram	KDYL	360 meters 834 kilocycles
Salt Lake City, Utah	Tribune	KZN	360 meters 834 kilocycles
San Francisco, Cal.	Examiner	KUO	360 meters 834 kilocycles
Scranton, Pa.	Times	WQAN	280 meters 1,071 kilocycles
Seattle, Wash.	Post Intelligencer	KFJC	233 meters 1,290 kilocycles
Sioux Falls, S. D.	Argus Leader	WEAT	360 meters 834 kilocycles
South Bend, Ind.	Tribune	WGAZ	360 meters 834 kilocycles
St. Louis, Mo.	Post Dispatch	KSD	546 meters 550 kilocycles
Tacoma, Wash.	Ledger	KGA	361 meters 834 kilocycles
Tacoma, Wash.	Times	KMO	360 meters 834 kilocycles
Tampa, Fla.	Times	WDAB	361 meters 834 kilocycles
Topeka, Kan.	Capital	WJAQ	360 meters 834 kilocycles
Trinidad, Colo.	Chronicle	KFBS	360 meters 834 kilocycles

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**POWERS COLORITYPE COMPANY**

229 W. 28th St., New York City. Watkins 7200

**POWERS REPRODUCTION CORPORATION**

205 W. 39th St., New York City. Pennsylvania 0600

**POWERS FOURTH ENGRAVING COMPANY**

Broadway and 50th St., New York City. Circle 1300

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS

ALBERTA

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

BRITISH COLUMBIA

Table listing newspaper details for British Columbia: City, Population, Newspaper, Circulation, Minimum Adv. Rate National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

MANITOBA

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

NEW BRUNSWICK

Table listing newspaper details for New Brunswick: City, Population, Newspaper, Circulation, Minimum Adv. Rate National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

NOVA SCOTIA

Table listing newspaper details for Nova Scotia: City, Population, Newspaper, Circulation, Minimum Adv. Rate National/Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

Continued on page 218

# "One Paper I Insist On!

—the rest I'll leave to  
your judgment"

**T**HIS is the attitude of many a Montreal advertiser when discussing his national appropriation with his advertising agent.

Advertisers in other cities are perhaps not so intimately aware of the standing and influence of The Gazette in its home city, and hence are not always insistent that The Gazette is the one indispensable paper for an English campaign in Canada.

Usually a week or a few days' visit to Montreal is sufficient to convince the shrewdest buyer of space that The Gazette stands apart from all other newspapers in Canada. Its editorial policy, its make-up, the completeness of its news service, its price per copy or per year, its remarkable prestige among the English-speaking families of Montreal—these things and their effect upon advertising can only be appreciated when observed at first hand.

Ask any business acquaintance who has lived or visited in Montreal what he thinks of

**"Canada's Best Newspaper"**

## The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

*Branch Offices:*

NEW YORK Gilman, Nicoll & Ruthman, Canadian Pacific Building	BOSTON Gilman, Nicoll & Ruthman, Tremont Building	CHICAGO Gilman, Nicoll & Ruthman, Union Trust Building	SAN FRANCISCO Gilman, Nicoll & Ruthman, Monadnock Building
TORONTO W. T. Martin, 331 Bay Street	OTTAWA John Basset, 28 Central Chambers	LONDON, England T. R. Clougher, Royal Colonial Chambers, 18, 19, 20 Craven St., W. C.	

ONTARIO

Table listing Ontario newspapers with columns: City, Population, Newspaper, Circulation, Minimum Adv. National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Includes entries for Belleville, Brantford, Brockville, Chatham, Fort William, Galt, Hamilton, Kingston, London, Niagara Falls, Ottawa, Peterborough, Port Arthur, Port Hope, St. Catharines, St. Thomas, Sarnia, Sault Ste Marie, Stratford, Toronto, Windsor, Woodstock, and Chateaufort.

PRINCE EDWARD ISLAND

QUEBEC

Table listing newspapers in Prince Edward Island and Quebec with columns: Name, Circulation, Minimum Adv. National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Includes entries for Charlottetown, Lévis, Montserrat, and various Quebec publications.

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning newspapers. (m) operates own printing plants. (E) operates job printing plants. (C) indicates circulation figures are for the month of January. (C) indicates circulation figures are for the month of January. (C) indicates circulation figures are for the month of January. (C) indicates circulation figures are for the month of January.

# TELEGRAM ALWAYS AT THE TOP

## LEADS FIELD IN ADVERTISING

Official Record for 1923

THE EVENING TELEGRAM - -	14,534,176	Agate Lines
Next Toronto Daily - - - - -	12,992,967	Agate Lines
Telegram leads by . . .	<u>1,541,209</u>	Agate Lines

### TELEGRAM LEADS ALL CANADIAN DAILIES

It carries more advertising than any other daily.

It carries more classified advertising than any other daily.

It carries more classified advertising than all other Toronto dailies combined. (Classified lineage for 1923 was 4,910,058 agate lines.)

It has a larger concentration of circulation than any other Canadian daily, being read in five out of each six Toronto homes each day.

## FIRST

## BY

# 1 1/2

## MILLION

## LINES

### FIGURES STAND THE ACID TEST

The figures here quoted for both papers are supplied by

**DeLISSER BROS., Inc.**

*Accountants and Auditors*

32 Court Street  
Brooklyn, N. Y.

whose independent and impartial audit is accepted without question by every advertising agency in the United States and Canada.

# THE EVENING TELEGRAM

TORONTO, CANADA

VERREE & CONKLIN, Inc.

New York

Chicago

Detroit

San Francisco

J. T. HOGAN

591 St. Catherine St., West

Montreal, Que.

Vertical text on the left margin, likely a page number or publication information, partially obscured.

COVERS PRINCE EDWARD ISLAND LIKE THE DEW

The Charlottetown Guardian

is recognized in Canada as the only provincial newspaper that thoroughly covers its field from end to end.

A B C and Standard Rate Card

F. R. NORTHRUP, Representative, New York, Chicago

No campaign in Canada is complete without including THE CHARLOTTETOWN GUARDIAN

1821 :: ONTARIO'S OLDEST NEWSPAPER :: 1924

The RECORDER and TIMES

Brockville, Ontario, Canada

Over fifty years—1873-1924—as a daily, and for over one hundred years in the weekly field. It is the survivor of many competitors, proving the confidence in which it is held by its readers.

Brockville is a good manufacturing city, a railway terminal surrounded by Eastern Ontario's rich Dairy section, a desirable residential city, at the foot of the 1000 Islands.

Ask for A. B. C. Auditor's Report

National Advertisers would do well to consider the R. and T. when arranging Canadian campaign.

Rates on application or at all Agencies.

RECORDER PRINTING COMPANY, LIMITED PUBLISHERS BROCKVILLE, ONT.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

QUEBEC—Continued

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

SASKATCHEWAN

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

YUKON TERRITORY

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

Explanation: (m) Indicates Sunday morning edition; (s) indicates Sunday evening edition; (D) indicates Sunday evening edition; (L) Liberal; (C) Conservative; (I-C) Independent Conservative; (I-L) Independent Liberal; (J) operate job printing plants; (E) operate evening editions; (W) for Wednesday; (Th) for Thursday; (F) for Friday; (Sa) for Saturday; (Su) for Sunday; (17c-100-138) ...



# “EL MUNDO”

(Morning)

HAVANA - - - CUBA

Member Associated Press

Cuba's most popular morning newspaper—Daily and Sunday—  
Printed in the Spanish language.

Leads all competitors in circulation and volume of advertising  
reaching every section of the Island

Recognized by the Cuban people and Spanish speaking foreign residents  
as the leading Latin-American newspaper

**ADVERTISE IN “EL MUNDO”**  
**EL MUNDO AGUILA 60 HAVANA CUBA**

## “THE HAVANA POST” (Morning)

Member Associated Press

Is the only Havana morning newspaper published in English

Serving over 150,000 English speaking residents  
Reaching the length and breadth of the Island

Best medium for American advertisers to reach English speaking residents

**THE HAVANA POST**  
Zulueta 28

HAVANA

CUBA

## “LA PRENSA” (Evening)

The Picture Paper of Cuba

Full Associated Press, International and Universal News Services

—European Cables—  
Special features—sports—  
comic and fiction pages

*Its own leased wire  
New York to Havana*

**LA PRENSA**  
Blanco 42

HAVANA

CUBA

## “HAVANA TELEGRAM” (Evening)

Published in English for English Speaking Residents

Full Associated Press Service

For information regarding business prospects in Cuba write the management of the

**HAVANA TELEGRAM**  
Aguila 65

HAVANA

CUBA

*For advertising rates apply direct to each newspaper*

Vertical text on the left edge of the page, likely a page number or index reference, partially obscured and difficult to read.

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

Compiled and Copyrighted 1924 by The Editor & Publisher Company

Table listing publishing papers by state: ALABAMA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, DISTRICT OF COLUMBIA, GEORGIA, ILLINOIS, INDIANA.

IOWA

Table listing Iowa publishing papers: Mason City, Des Moines.

KANSAS

Table listing Kansas publishing papers: Independence, Kansas City, Manhattan, Parsons.

KENTUCKY

Table listing Kentucky publishing papers: Louisville.

LOUISIANA

Table listing Louisiana publishing papers: New Orleans.

MARYLAND

Table listing Maryland publishing papers: Baltimore.

MASSACHUSETTS

Table listing Massachusetts publishing papers: Boston, Lowell, New Bedford, Springfield.

MICHIGAN

Table listing Michigan publishing papers: Detroit, Iron Mountain, Sheboygan.

MINNESOTA

Table listing Minnesota publishing papers: Duluth, Faribault, Minneapolis, St. Paul.

MISSISSIPPI

Table listing Mississippi publishing papers: Meridian.

MISSOURI

Table listing Missouri publishing papers: Joplin, Kansas City, St. Joseph, St. Louis, Webb City.

MONTANA

Table listing Montana publishing papers: Great Falls.

NEBRASKA

Table listing Nebraska publishing papers: Omaha.

NEW HAMPSHIRE

Table listing New Hampshire publishing papers: Portsmouth.

NEW JERSEY

Table listing New Jersey publishing papers: Atlantic City, Newark, Paterson, Trenton.

NEW YORK

Table listing New York publishing papers: Batavia, Buffalo, Hudson, New York, Syracuse, Utica.

NORTH CAROLINA

Table listing North Carolina publishing papers: Burlington, Elizabeth City, Winston-Salem.

NORTH DAKOTA

Table listing North Dakota publishing papers: Fargo.

OHIO

Table listing Ohio publishing papers: Akron, Cincinnati, Cleveland, Columbus, Dayton, Fostonia, Toledo.

OKLAHOMA

Table listing Oklahoma publishing papers: Alva, Oklahoma City.

OREGON

Table listing Oregon publishing papers: Corvallis, Portland.

(Continued on page 224)

A quality tabloid

THE POST has city circulation sufficient to cover 30% of English-reading homes.

POST circulation is greater than the combined populations of Cumberland and Hagerstown.

To get largest home coverage, at lowest cost and least duplication, use two evening newspapers in Baltimore.

The POST is a quality tabloid—a complete newspaper—conservative, sanely edited.

National Advertising Representatives ALLIED NEWS-PAPERS, INC. New York, Chicago, Cleveland, Cincinnati, San Francisco

The Baltimore Daily POST

A Scripps-Howard Newspaper

*You Need Only One Newspaper*  
**To Cover Akron, Ohio**

Leading Rubber Manufacturing City of United States—World's Largest Automobile Tire Manufacturing City

208,435 People — Well Paid—Anxious to Buy  
 44,195 Families — Well Housed — Reached by the

**Akron Beacon Journal**

Net Paid Circulation Dec. 1923—39,542

Powerful selling force throughout Trading Area of 325,000

*The Choice of Leading Local and National Advertisers  
 to the Extent of 12,921,398 Lines in 1923*

**THE MARKET**

There are 147 industries capitalized at \$390,004,638.

The industrial payroll alone amounts to \$80,000,000 annually. The census shows 304 establishments with 65,054 employees of which 59,138 are men and 5,916 women.

Twenty-six establishments have outputs over \$1,000,000.

Nineteen have between \$500,000 and \$1,000,000.

Sixty-six have between \$100,000 and \$500,000.

Eighty-seven have between \$20,000 and \$100,000.

Akron manufactures \$462,092,527 worth of rubber goods of which 83.8% of all this line is manufactured in the state.

Foundry and machine shop products amount to \$14,624,783, 4.2% of all manufactured in state.

Lumber, \$2,684,177 which is 8.3% of all in state.

Stoves, etc., amount to \$1,814,480, 7.1% of the state's output in this line.

Bricks and tile products amounted to \$1,589,606, 4.9% of all manufactured in state.

Post office receipts for the first nine months of 1923 amounted to \$862,607 and for the same period in 1922, \$781,829.

The city covers an area of 25 square miles.

**THE BEACON JOURNAL**

A progressive, independent newspaper nationally known for its virile and aggressive editorial policy.

Believing that its readers are entitled to interpretative news of the state and nation, the Beacon Journal maintains full time bureaus at both Washington and Columbus, the state capitol, in charge of trained and experienced newspapermen.

In the local news fields the Beacon Journal is admittedly dominant.

ADVERTISE TO AKRON'S PROSPEROUS PEOPLE IN AKRON'S POPULAR PAPER

**THE AKRON BEACON JOURNAL**

*Foreign representatives*

M. C. Watson, Inc.  
 286 Fifth Avenue  
 New York City

STORY, BROOKS & FINLEY

Chicago, Ill.  
 Peoples Gas Bldg.

San Francisco  
 Hobart Bldg.

St. Louis, Mo.  
 701 Star Bldg.



ASSOCIATIONS AND CLUBS IN THE U. S.

Journalistic and Publishing

Alabama Press Association.—F. G. Stephens, Oneonta Southern Democrat, president; F. W. Stanley, Greenville Advocate, secretary.

American Newspaper Publishers' Association.—Pat Patterson, Baltimore Sun, president; S. E. Thomson, Chicago Tribune, vice-president; John Stewart Bryan, Richmond News-Leader, secretary; Howard Davis, New York Tribune, treasurer; directors, Elbert H. Baker, Cleveland Press; Edward H. Butler, Buffalo News; Plain Dealer; Edward H. Butler, Buffalo News; Hilton U. Brown, Indianapolis News; F. J. Burd, Vancouver (B. C.) Province; T. R. Williams, Pittsburgh Press; F. G. Bell, Savannah News; Harry Chandler, Los Angeles Times; C. H. Taylor, Boston Globe.

American Society of Newspaper Editors.—Casper S. Yost, St. Louis Globe-Democrat, president; Eric C. Hopwood, Cleveland Plain Dealer, secretary; B. S. Beck, Chicago Tribune, treasurer; George E. Miller, Detroit News, and Edgar B. Piper, vice-presidents; directors—Messrs. Yost, Hopwood, Beck, for three years; R. E. Stout, Kansas City Star; Mr. Piper, Mr. Miller, Columbia Tribune and Times Age, secretary; and Willis J. Abbot, Christian Science Monitor, and Willis J. Abbot, Christian Science Monitor, Boston, two years; David E. Smiley, Philadelphia Public Ledger; Charles H. Dennis, Chicago Daily News; Joseph Pulitzer, St. Louis Post-Dispatch, and T. J. Dillon, Minneapolis Tribune, one year.

Arizona Daily Newspaper Association.—J. H. Westover, Yuma Sun, president; O. B. James, Tucson Citizen, secretary-treasurer.

Associated Business Papers—Amalgamated with National Editorial Conference.—Fritz J. Frank, Iron Age, president; Henry Lee, Simmons Boardman Publishing Company, treasurer; Jesse H. Neal, secretary and general manager.

Associated Ohio Dailies.—R. C. Snyder, Norwalk Reflector-Herald, president; Fred Wallace, Coshocton Tribune and Times Age, secretary.

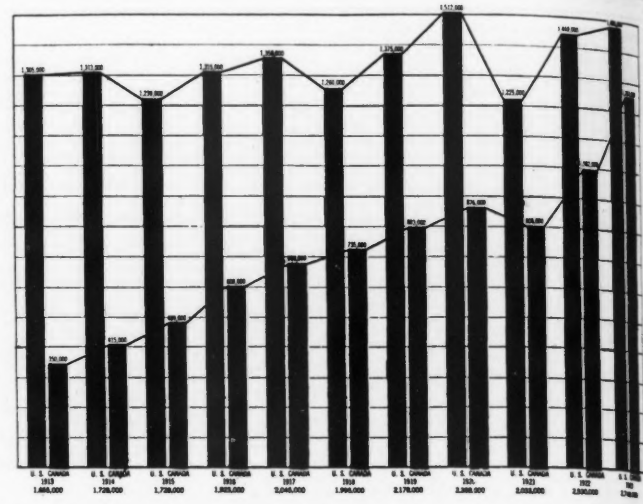
Association for Foreign Press Correspondents in the United States.—W. W. Davies, La Nation, Buenos Aires, president; S. J. Clarke, London Telegraph, secretary-treasurer.

Association of Newspaper Classified Advertising Managers.—John L. Noyes, Washington Register & Tribune, president; C. L. Perkins, Chicago Herald & Examiner, secretary.

U. S. ADVERTISING ASSOCIATIONS AND CLUBS

Advertising Affiliation.—Joseph E. Meila, Buffalo, president; Arthur Paul Kelly, Rochester, secretary-treasurer.
Advertisers' & Investors' Protective Association, Chicago.—Judson F. Stone, president; A. G. Davis, manager.
Advertising Club of Johnstown, Pa.—Harry D. Corbin, Penn Traffic Company, president; Kenneth P. Ripple, secretary.
Advertising Club of New York.—Harry H. Charles, president; Herman G. Halsted, treasurer; C. S. Jackson, secretary.
Agate Club, Chicago.—Joseph B. Lynch, Atlantic Monthly, president; R. A. Northrup, Judge, secretary.
Allentown (Pa.) Advertising Club.—P. W. Lelsenring, president; E. Hazard, secretary.
American Association of Advertising Agencies.—Stanley Resor, J. Walter Thompson Company, president; James O'Shaughnessy, executive secretary.
Associated Retail Advertisers.—Theodore G. Morgan, Henry Morgan & Co., Ltd., Montreal, president; Miss Clara P. Moser, Himmelbach Brothers, Detroit, secretary-treasurer.
Association of National Advertisers.—P. L. Thomson, Western Electric Company, New York, president; John Sullivan, New York, secretary.
Associated Advertising Clubs of the World.—Lou E. Holland, Kansas City, president; Jesse H. Neal, New York, secretary-treasurer.
Directory & Reference Media Department, A. A. C. W.—Col. Henry H. Burdick, president; F. A. von Wieding, New York, secretary-treasurer.
Financial Advertisers' Association Departmental, A. A. C. W.—Gaylord S. Morse, Chicago, president; Carl A. Gode, Chicago, treasurer.
Association of Newspaper Advertising Executives (formerly National Association of Newspaper Executives).—Frank T. Carroll, Indianapolis News, president; George D. Preston, Buffalo Express, vice-president; Don Bridge, Indianapolis News, secretary; directors, A. L. Shuman, Fort Worth Star-Telegram; C. H. Tobey, Boston American; J. E. Simpson, Philadelphia Bulletin; Harvey R. Young, Columbus Dispatch; N. O. Fuller, Salt Lake City Desert News; A. B. Clark, Nashville Banner.
Club Secretaries' Conference, A. A. C. W.—Norman M. Parrott, Baltimore, chairman; E. A. Guise, Tulsa, Okla., secretary.
Advertising Club of Baltimore.—Frank J. O'Brien, president; Norman M. Parrott, secretary-treasurer.
Advertising Club of Honolulu.—G. S. McKenzie, president; Dr. Charles Barton, secretary-treasurer.
Brooklyn (N. Y.) Advertising Club.—John T. Ballou, president; Richardson Webster, secretary.
Buffalo League of Advertising Women.—Genevieve Goodrich, president; Ruth Fully, corresponding secretary.
California Association of Daily Newspaper Advertising Managers.—L. L. Putnam, Santa Rosa Republican, president; J. W. Long, Richmond Independent, secretary-treasurer.
Cedar Rapids (Ia.) Advertising Club.—Robert Armstrong, president; H. J. Rowe, secretary.
Cincinnati Advertisers' Club.—Frank D. Ingalls, president; A. B. Riggs, secretary.
Cleveland Advertising Club.—George A. Rutherford, president; Ray H. Finger, secretary-manager.
Cleveland Women's Advertising Club.—Katherine L. Smith, president.
Columbus (Ohio) Advertising Club.—C. B. Tracwell, president; Robert A. Warfel, secretary.
Dallas (Tex.) Advertising League.—Herbert Stellmacher, president; Knox Armstrong, secretary-treasurer.
Dayton (Ohio) Advertising Club.—Franklin Dunlap, president; Carl McNab, secretary.
Des Moines Advertising Club.—Charles E. Yoder, president; William F. Schutzen, secretary-treasurer.
Detroit Adcraft Club.—Frederick Dickinson, Hupp Motor Car Company, president; Merritt J. Chapman, secretary-manager.
Detroit Women's Advertising Club.—Miss Mary Yeats, president; Miss Katherine Cornell, secretary.
Direct Mail Advertisers' Association.—Joseph R. Mills, J. L. Hudson Company, Detroit, president.
Erie (Pa.) Advertising Club.—C. W. Chabot, Hammermill Paper Company, president; A. J. West, Erie Letter Shop, secretary.
Federation of Women's Advertising Clubs.—Miss Katherine Mahool, Baltimore, chairman; Miss Helen Hill, New York, vice-chairman.
Financial Advertisers' Club, Minneapolis.—B. S. Woodworth, Minneapolis Trust Company, chairman; L. A. Clausen, Hennepin County Savings Bank, secretary.
Galveston Advertising Club.—G. B. Clarke, advertising manager Clark W. Thompson Company, president; H. C. Hague, secretary.
Grand Rapids (Mich.) Advertising Club.—Allen G. Miller, president.
Greater Buffalo Advertising Club.—Joseph F. Meila, Buffalo News, president; De Forest Porter, secretary.
Great Falls (Mont.) Advertising Club.—A. H. Jester, president.
Hamilton (Ohio) Advertisers' Club.—Carl Greer, president; John Northway, secretary.
Houston Advertising Association.—H. C. Howard, president (resigned and succeeded by

NORTH AMERICAN NEWSPRINT PRODUCTION 1913-1923



Comparative production of United States and Canadian newsprint mills is here shown for ten years ending 1923. United States production is shown to have increased from 1,265,000 tons in 1913 to 1,465,000 tons in 1923. Meanwhile Canadian production has risen from 254,000 tons to 1,283,000 tons. The United States increase is 12 per cent, while the Canadian increase is 260 per cent. The chart is reproduced by courtesy of the Newsprint Service Bureau, which also compiled the mill production figures given below.

NEWSPRINT MILLS IN NORTH AMERICA

Table listing newsprint mills in North America, categorized by country (United States and Canada) and region (Newfoundland, Mexico). Columns include Company, Head Office, and Daily Output.

# St. Joseph, Missouri GAZETTE

Practically 100% of the Gazette's 23,000 paid circulation is concentrated within the trade area of St. Joseph. Line rate 6c flat daily, 7c Sunday.

The Gazette's Merchandising Department is equipped to deliver most efficient co-operation.

We go way beyond merely publishing your advertising to make your campaign a success.

**National Representatives**

**E. KATZ**

**Special Advertising Agency**

New York Chicago Kansas City  
Atlanta San Francisco

## The NORWALK HOUR NORWALK, CONN.

**Population 30,000**

Read by Everybody  
in town and in the  
suburbs.

Norwalk is the only  
Connecticut city that  
enjoys a five-cent fare  
and The Hour is the  
newspaper which won  
this trolley fare for the  
city.

*Liveliest small town newspaper  
in Connecticut*

**National Representative**  
**GEORGE B. DAVID CO.**  
171 Madison Ave. New York

**FOREIGN CORRESPONDENTS IN  
THE UNITED STATES**

- Agence Havas, Paris—A. Lieberfeld, 51 Chambers street, New York City; R. Bemp, Albee Building, Washington, D. C.
- American-Swedish News Exchange—Dr. B. H. Belloth, Room 827, 154 Nassau street, New York City.
- Amsterdam (Holland) De Telegraaf—G. J. M. Simons, 44 Beaver street, New York City.
- Amsterdam Handelsblatt—D. J. de Balluseck, Room 310, 75 Broad street, New York City.
- Amsterdam Nieuwe Rotterdamse Courant—Mrs. Albert Boni, 317 E. 17th street.
- Australian Press Association—A. Rothman, Times Annex, W. 43rd street, New York City.
- Brussels La Politique—F. J. J. Merckx, 240 W. 14th street, New York City.
- Buenos Aires, La Nacion—W. W. Davies and A. Mayer, 51 Chambers street, New York City.
- Buenos Aires, La Prensa—R. Ronconi, 51 Chambers street, New York City.
- Central News of London—Edward Rascovar, 26 Beaver street, New York City.
- Copenhagen (Denmark) Berlingske Tidende—Julius Moritzen, Room 422, 136 Liberty street, New York City.
- Craoov (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City.
- Havana (Cuba) El Mundo—R. E. Govin, 90 West Street, New York City.
- Havre (France) Eclair—A. E. Slepser, 109 West 54th street, New York City.
- Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York City.
- Jerusalem and Palestine Haaretz—A. Agronsky, 132 Nassau street, New York City.
- Liverpool (England) Echo—Harold Butcher, 420 West 121st street, New York City.
- London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City.
- London Daily Express—Warren Mason, 316 World Building, New York City.
- London Daily Mail—W. F. Bullock, 280 Broadway, New York City.
- London Daily Mirror—T. Walter Williams, 253 West 42d street, New York City.
- London Daily News—P. W. Wilson, 227th street and Independence avenue, New York City; George C. Briggs, 2011 Park avenue, New York City.
- London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 66 Broadway, New York City.
- London Evening Standard—F. W. Hall, 112 West 59th street, New York City.
- London Financier—Leopold Grahame, 542 West 112th street, New York City.
- London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.
- London Times—L. E. Hinrichs, 250 Broadway, New York City; W. Lewis, Wilkins Building, Washington, D. C.
- London Westminster Gazette—Richard Eaton, 10 Jackson Pl., N. W., Washington, D. C.
- Madrid (Spain) Press Association—Dr. V. R. Beteta, 44 West 78th street, New York City.
- Manchester (England) Guardian—A. Wyn Williams, 230 West 42d street, New York City.
- Mexico City, El Universal—J. M. Doran, 3507 Woolworth Building, New York City.
- Mexico City Revista de Hacienda—L. M. Strauss, 139 Liberty street, New York City.
- Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, P. O. Box 5, Annapolis, Md.
- Montreal Gazette—F. B. Owen, 427 Ft. Washington avenue, New York City.
- Montreal, La Presse—Joseph Bourgeois, 37 West 16th street, New York City.
- Montreal, Le Soleil and Le Canada Musicale—Arthur LaMalice, 245 West 51st street, New York City.
- Montreal Star—306 World Building, New York City.
- Osaka (Japan) Mainichi—T. Nehara, 407 Tribune building, New York City.
- Paris, Express de Mulhouse—Clement Rueff, 1 East 47th street, New York City.
- Paris Herald—Roland Kilbon, 280 Broadway, New York City.
- Paris, L'Information—Max Loewy, 112 19th street, Jackson Heights, L. I.
- Paris "Le Matin"—Leonce Levy, care New York World, 63 Park Row, New York City.
- Paris L'Ouvro—Raymond Loewy, 47 West 42d street, New York City.
- Reuter's, Ltd., London—F. Douglas Williams, T. A. Dixon and I. M. Norr, 280 Broadway, New York City.
- Rome (Italy) La Tribuna—A. Arbib-Costa, 500 W. 140th street, New York City.
- St. Johns (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Jackson Heights, L. I., N. Y.
- Santiago de Chile La Nacion—Severo Salcedo, 165 Broadway, New York City.
- Shanghai (China) Evening News—E. K. Moy, 1338 Woolworth Building, New York City.
- Tokio Japan Advertiser—Joseph P. Barry, 120 Broadway, New York City.
- Tokyo Asahi Shimbun—I. Fukuda, 308 World Building, New York City.
- Tokyo (Japan) Chugai Shogio Shimo—Room 234, 150 Nassau street, New York City.

**BRITISH SCHOOLS OF  
PRINTING**

Regular classes are arranged at the following:  
London: L. C. C. School of Printing, Stamford Street, S. E.  
The Aldenham Institute, St. Pancras, Camberwell School, S. E.  
and instruction is also given for juniors at the L. C. C. school, Theobald's Road, London, W. C. The technical and art schools in the following cities and towns also include regular classes in the Winter Session—Birmingham, Nottingham, Leicester, Manchester, Liverpool, Bradford, Leeds, Bristol, Hull and Huddersfield. In Scotland there are classes at Edinburgh, Glasgow and Aberdeen. In Ireland, at Belfast, and Dublin.

# NEWSPAPERS and the CHURCHES

The churches in your town are seeking only to make the town better. You are trying to do the same thing. Churches are coming to realize that they can use the advertising columns of dailies to urge general church going—with profitable results.

Many papers help the churches to see the opportunities thus open for a larger hearing of the gospel through paid space—to the benefit of themselves and the town.

The Church Advertising Department is concerned with spreading the idea that display space can be used to advantage in getting people to church. It has offered several series of prepared advertisements. For these a slight charge has been made in order to pay printing and clerical costs. Series 3, 52 ads, enough for a year, with special ads for special days; and Series 4, 25 ads of the same sort, are available to a large number of towns. Permission to use these is sold one paper in a town. The price averages four dimes a week. For proofs address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

There is also available Series 5, 23 advertisements by various authors. These are offered for free use, the cost of printing having been donated by a friend of the cause. Some of these ads were written by advertising men, others by public officials. These proofs are available only from E. H. Harris, Palladium, Richmond, Ind.

*Perhaps the best plan is to have local men write the copy, but ministers often talk in too many theological terms to reach the man outside church. Look over these proofs.*

## Church Advertising Department

A.A.C.W.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

Compiled by William M. Hewitt, Special Foreign Language Advertising Representative, 345 Madison Avenue, New York City

Table with columns: City, Language, Newspaper, Publication Frequency, Circ., Rate. Lists newspapers across various states including Arizona, Arkansas, California, Delaware, Florida, Illinois, Colorado, and Connecticut.

(Continued on page 230)



# *"To Every People According to its Language"*

## A Market of Vast Possibilities For American Business

Right here, within the borders of the United States, there are nearly 30 millions of people that are not being reached by many American advertisers. Yet these people, the 13,-712,754 foreign born and their 15,-694,539 children, comprise more than one-fourth of our total population.

The possibilities for developing this market for American manufacturers are tremendous. Like all homes on "Main Street" these six million homes are potential buyers of everything modern science and industry produce.

Do you want to sell this market?

The H. L. Winer Special Agency has for many years successfully co-operated with American manufacturers, helping them sell their products through the medium of the American foreign language newspapers.

We furnish dependable marketing data, based on authentic analyses of the entire field. Because of our intimate knowledge of the various racial groups, their customs and habits, we know how to sell them.

Many of the leading American manufacturers are being served through this organization, in co-operation with their advertising agencies. Their continued use of our service year after year is perhaps the most eloquent testimonial of its merit.

### H. L. Winer Special Agency

Representatives of Leading American Foreign-Language Newspapers  
Tribune Building, 154 Nassau Street, New York



FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 228)

Table listing newspapers by state and city, including Chicago, Indiana, Iowa, and others. Columns include City, Language, Newspaper, Publication Frequency, Circulation, and Rate.

Table listing newspapers by state and city, including Kansas, Kentucky, Louisiana, New Orleans, Maine, Maryland, Massachusetts, and others. Columns include City, Language, Newspaper, Publication Frequency, Circulation, and Rate.

(Continued on page 232)

**A** DISCRIMINATE sense of value might prompt any business man who retains a Public Accountant to inquire with due propriety as to what he may expect to receive in exchange for the liability which he incurs.

He receives in return only that amount of knowledge, judgment and skill contained in the concept of Accountancy held by the man doing the work.

The good will of my practice has been built up through a personal service of the highest type, gained through experience in the practice of accountancy over a great many years.

As a Tax Consultant, I have specialized in investigations to find the true invested capital of Corporations engaged in the publications of newspapers, and have had remarkable success in obtaining large refunds of taxes overpaid in prior years.



*References on Application.*

**Clifford Dewdall**

A.S.A. (LONDON, ENG)

C.P.A. (INDIANA)

**ACCOUNTANT & AUDITOR**

**33 WEST 42<sup>ND</sup> STREET**

**NEW YORK CITY**



# THE NEW ENGLAND MARKET

Distinctly a Region by Itself and the Upper Corner Stone of These United States

These six busy states as a group lead the country in many lines and a wise advertiser or manufacturer will advertise a path to their door.

Total Population .....	7,400,909	Males .....	3,672,591
Native White .....	5,445,425	Females .....	3,728,318
Foreign White .....	1,870,654	Number of Families .....	1,703,812
Colored .....	79,051	Number of Dwellings.....	1,255,964

New England has maintained her industrial supremacy and her growth compares favorably with that of the entire country.

Number of Plants.....	25,519	Value of Product.....	\$7,188,636,000
Capital Invested .....	\$5,781,679,000	Persons Engaged .....	1,535,974
Cost of Materials.....	\$3,954,029,000	Salaries and Wages....	\$1,835,368,000

People are wont to speak of New England as a manufacturing community—which is true—the product of its mills and looms and factories amounting to an enormous figure.

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

*These Papers Introduce You To The Right People — Use Them.*

MASSACHUSETTS—Population, 3,952,356				Circulation	2,500	10,000
		lines	lines	lines	lines	lines
**Attleboro Sun .....	(E)	5,344	.0275	.0175		
†Boston Globe .....	(M&E)	282,437	.45	.45		
†Boston Globe .....	(S)	222,418	.35	.35		
**Fall River Herald .....	(E)	14,620	.045	.045		
**Fitchburg Sentinel .....	(E)	11,191	.055	.045		
**Haverhill Gazette .....	(E)	15,500	.055	.04		
**Lynn Item .....	(E)	16,499	.06	.045		
††Lowell Courier-Citizen and Evening Leader .....	(M&E)	21,096	.06	.06		
**New Bedford Standard-Mercury .....	(M&E)	32,425	.08	.08		
*New Bedford Sunday Standard (S)		26,987	.08	.08		
†North Adams Transcript.....	(E)	9,334	.0375	.03		
††Fittsfield Eagle .....	(E)	16,907	.04	.035		
††Salem News .....	(E)	20,702	.05	.07		
Taunton Gazette .....	(E)	3,353	.04	.03		
**Worcester Telegram-Gazette .....	(M&E)	30,506	.24	.21		
**Worcester Sunday Telegram..	(S)	48,539	.12	.15		
MAINE—Population, 763,014						
††Bangor Daily Commercial....	(E)	14,443	.05	.04		
**Portland Press Herald.....	(M&S)	32,472	.08	.08		
**Portland Express .....	(E)	23,400	.10	.07		
**Portland Telegram .....	(S)	23,734	.10	.07		
(Sunday Edition Express)						
††Waterville Sentinel .....	(M)	5,886	.035	.025		
NEW HAMPSHIRE—Population, 443,633						
**Concord Monitor-Patriot ....	(E)	5,173	.0375	.025		
†Keene Sentinel .....	(E)	3,422	.03	.024		
**Manchester Union Leader.....	(M&E)	23,277	.10	.07		
RHODE ISLAND—Population, 604,397						
††Newport Daily News.....	(E)	6,530	.0336	.0293		
Pawtucket Times .....	(E)	25,070	.10	.07		
†Providence Bulletin .....	(E)	61,233	.15	(A).215		
**Providence Journal .....	(M)	35,129	.09	(A).215		
**Providence Journal .....	(S)	52,167	.14	.14		
††Providence Tribune .....	(E)	22,343	.10	.09		
**Westerly Sun .....	(E&S)	4,601	.025	.025		
**Woonsocket Call .....	(E)	13,353	.04	.04		
(A) Combination rate Daily Journal and Eve. Bulletin.						
VERMONT—Population, 352,428						
**Barre Times .....	(E)	6,719	.03	.025		
††Bennington Banner .....	(E)	5,951	.0125	.0125		
**Brattleboro Free Press.....	(M)	12,330	.05	.05		
**Rutland Herald .....	(M)	10,245	.04	.04		
††St. Johnsbury Caledonian-Record						
(E)		3,310	.0214	.015		
CONNECTICUT—Population, 1,320,631						
†Bridgeport Post-Telegram..	(E&S)	45,301	.14	.14		
†Bridgeport Post .....	(S)	19,926	.09	.09		
**Hartford Courant .....	(D)	23,157	.08	.05		
**Hartford Courant .....	(S)	50,135	.11	.11		
††Hartford Times .....	(E)	45,125	.12	.12		
**Meriden Record .....	(M)	7,255	.045	.025		
**Middletown Press .....	(E)	7,897	.05	.025		
††New Haven Register.....	(E&S)	37,003	.11	.10		
**New London Day .....	(E)	11,350	.06	.045		
††Norwich Bulletin .....	(M)	12,248	.07	.05		
**Norwalk Hour .....	(E)	5,300	.03	.03		
**Stamford Advocate .....	(E)	8,627	.0375	.03		
**Waterbury Republican American						
(M)		22,337	.08	.07		
**Waterbury Republican .....	(S)	15,298	.08	.05		
* A. E. C. Statement, April 1, 1923.						
† Government Statement, April 1, 1923.						
* A. E. C. Statement, Sept. 30, 1923.						
†† Government Statement, Sept. 30, 1923.						

### If you, as an advertising agent

had instructions from your client to place his advertising in such newspapers as would cover all the cities in the state of New York with populations of 100,000 or over, you would use the leading paper in Syracuse, wouldn't you?

### Suppose your space buyer would overlook

this important city and your contracts were issued in such a way that no additional appropriation would be available—wouldn't you feel that a serious mistake had occurred?

### And yet not realizing it

You are daily passing by a city of 161,310 people right here in New York. Within the great city of New York there is a city of Poles which you have not given a thought to perhaps and which you should consider just as much as you would a city like Syracuse.

### Within this coveted market

there is the Polish market—a different market—unapproachable in the ordinary way and yet within your grasp. Rich, because it is virgin. Responsive, because it is curious about the new things which it is surrounded with. It is ready to be educated.

### Only ten cents a line

is the cost of delivering your message to this city of Polish people in their language through their newspaper. Tell the Polish housewife *what* your product is and *what* for it is, then when she sees it displayed on the retailer's shelves she'll take it. Otherwise the sight of the package is "FOREIGN" TO HER. She'll pass it by—she lived so many years without it, anyway.

### If you believe in advertising

send us your request for a complete presentation of the merits of the Polish market and the medium for reaching it.

**Nowy Swiat**  
THE POLISH MORNING WORLD

24 Union Square Member A. B. C. New York

## FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 232)

City	Language	Newspaper	Publication Frequency	Circ.	Rate	
<b>NEW JERSEY—Continued</b>						
Paterson	Italian	Il Messaggero	Sat.	5,800	.0225	
Nicola Parrillo, Pub. & Ed.	Hollandish	Het Oosten	Fri.	2,000	.0125	
Lont & Overkamp Publishing Co., Inc.	Hungarian	Fuggetelenség	Th.	1,600	.0225	
Trenton	Italian	Italo-Americano	Sat.	2,000	.025	
Alexander Zambory, Pub. & Ed.	German	N. J. Staats-Journal	Sat.	2,100	.025	
Italo-Americano Publishing Co., Pub.—Attilio Ferilli, Ed.	Polish	Nowiny Trentonskie	Sun.	2,000	.025	
Wm. Zenzer, Pub. & Ed.	Italian	Il Secolo XX	Th.	3,000	.025	
Andrew F. Czopek, Pub. & Ed.		20th Century Publishing Co.				
<b>NEW MEXICO</b>						
Albuquerque	Spanish	Bandera Americana	Fri.	1,200	.0175	
Bandera Americana Publishing Co., Pub.—F. M. Chacon, Ed.	Spanish	Hispano Americano	Sat.	600	.015	
Belen	Spanish	Voz del Pueblo	Sat.	2,500	.025	
Arthur E. Flores, Pub. & Ed.	Spanish	La Estrella	Sat.	1,200	.0225	
East Las Vegas	Spanish	El Independiente	Th.	2,300	.02	
Martinez Publishing Co., Pub.—Jose Mena Costello, Ed.	Spanish	El Independiente	Sat.	600	.0175	
Las Cruces	Spanish	Nuevo Mexicano	Th.	3,000	.025	
Guillermo P. Lapoint, Pub. & Ed.	Spanish	Defensor del Pueblo	Fri.	900	.015	
Las Vegas	Spanish	Boletin Popular	Wed.	1,465	.025	
Independent Publishing Co., Pub.—F. M. Chacon, Ed.	Spanish	Revista de Taos	Fri.	1,600	.0225	
Mountairair	Spanish	Nuevo Estado	Mon.	2,300	.0175	
Mountainair Printing Co., Pub.—P. A. Speckman, Ed.	Spanish	El Nuevo Estado	Pub.—E. M. Valdez, Ed.			
Santa Fe	Spanish	La Capitale	Sat.	4,000	.025	
Santa Fe New Mexican Publishing Corp., Inc., Pub.—E. Dana Johnson, Ed.	Italian	Gazzetta di Albany	Sat.	5,000	.025	
Socorro	Arabic	Al-Bayan	Tu., Th., Sat.	5,000	.0475	
A. C. Torres, Pub. & Ed.	Jewish	Brooklyn-Brownsville Post.	Fri.	11,000	.025	
Taos	Polish	Brooklyn-Brownsville Post.	Fri.	7,800	.025	
El Boletin Popular Publishing Co., Pub.—E. D. Armijo, Ed.	Arabic	Eagle	D/S.	2,500	.035	
Revista de Taos	Swedish	Finska Amerikanaren	Th.	5,875	.0515	
Taos Printing & Publishing Co., Pub.—Isidoro Armijo, Ed.	Lithuanian	Garsas	Th.	21,500	.05	
El Boletin Popular Publishing Co., Pub.—E. D. Armijo, Ed.	Lithuanian	Revista de Taos	Fri.	1,600	.0225	
Tierra Amarilla	Spanish	Nuevo Estado	Mon.	2,300	.0175	
El Nuevo Estado Publishing Co., Pub.—E. M. Valdez, Ed.	<b>NEW YORK</b>					
Albany	Italian	La Capitale	Sat.	4,000	.025	
G. Farinacci, Pub. & Ed.	Italian	Gazzetta di Albany	Sat.	5,000	.025	
Guido Marsala, Pub. & Ed.	Arabic	Al-Bayan	Tu., Th., Sat.	5,000	.0475	
Brooklyn	Jewish	Brooklyn-Brownsville Post.	Fri.	11,000	.025	
S. Baddour, Pub. & Ed.	Polish	Brooklyn-Brownsville Post.	Fri.	7,800	.025	
Brownsville Publishing Co., Inc.	Arabic	Eagle	D/S.	2,500	.035	
Czas Publishing Ass'n., Pub.—Czeslaw Kozlowski, Ed.	Swedish	Finska Amerikanaren	Th.	5,875	.0515	
N. G. Badran, Pub. & Ed.	Lithuanian	Garsas	Th.	21,500	.05	
N. Y. Finnish Publishing & Printing Co., Pub.—E. J. Antell, Ed.	Lithuanian	Revista de Taos	Fri.	1,600	.0225	
Lithuanian Roman Catholic Alliance of America.	Lithuanian	Nuevo Estado	Mon.	2,300	.0175	
Lithuanian	Lithuanian	Revista de Taos	Fri.	1,600	.0225	
Lithuanian Co-operative Publishing Society, Inc., Pub.—V. Paukstys, Ed.	Finnish	New Yorkin Uutiset	Tu., Th., Sat.	7,877	.0225	
Finnish Newspaper Co., Inc.	Nor.-Dan.	Nordisk Tidende	Th.	12,800	.0225	
Norwegian News Co., Inc., Pub.—A. N. Rygg, Ed.	Lithuanian	Vienybe	Tu., Fri.	11,500	.035	
Lithuanian Vienybe Publishing Co.	German	Aurora und Christliche Woche	Fri.	9,500	.0225	
Buffalo	Catholic	Orphan Asylum	Pub.—F. Schifferli, Ed.			
Catholic Orphan Asylum, Pub.—F. Schifferli, Ed.	Italian	Corriere Italiano	Sat.	3,700	.04	
Corriere Italiano Publishing Co., Pub.—Joseph J. Longhino, Ed.	Polish	Dziennik dla Wszystkich	D/S.	21,313	.09	
Everybody's Daily Publishing Co., Inc., Pub.—M. Nesterowicz, Ed.	Polish	Telegram	Inv., Pub.—M. Haiman, Ed.			
Buffalo Telegram, Inv., Pub.—M. Haiman, Ed.	Polish	Unista	Wed.	18,000	.04	
Charles J. Urban, Pub. & Ed.	German	Volksfreund	D exSun.	8,200	.05	
Buffalo Volksfreund Printing Co., Inc.	Italian	Risveglio	Sat.	3,000	.04	
Dunkirk	Il Risveglio Publishing Co., Pub.—Joseph B. Zavarella, Ed.	Swedish	Skandia	Th.	5,577	.025
Jamesstown	Liberty Printing Co., Inc., Pub.—C. E. Lindstone, Ed.	Swedish	Vart Land	Th.	2,300	.0175
Vart Land Co., Pub.—Samuel A. Carlson, Ed.	German	Wochenblatt	Th.	1,652	.0175	
Lockport	Rochester German Publishing Co.	Italian	Cronaca Illustrata	Th.	2,900	.02
Mt. Vernon	Cronaca Illustrata del Westchester Co., Inc.	Arabic	Al-Hoda	D/S.	5,000	.07
New York City	Naoum A. Mokarzel, Pub. & Ed.	Hungarian	Amerikai Magyar Népszava	D/S.	35,865	.12
B. D. G. Co., Inc., Pub.—Géza D. Berko, Ed.	Hungarian	Amerikai Magyar Ujsag	D/S.	7,150	.06	
Frank Bokor, Pub.—Lorand Simay, Ed.	Jewish	Amerikaner	Fri.	17,349	.10	
American Hungarian Daily Pub. Co.	Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.	German	Amerikanische Schweizer Zeitung	Th.	5,500	.07
Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.	Swiss Pub. Co. of N. Y.	Esthonian	Amerika Teekajja	M.	1,000	.11
Swiss Pub. Co. of N. Y.	Esthonian Gospel So., Pub.—Andres Teterman, Ed.	Swedish	Arbetaren	Th.	7,500	.025
Esthonian Gospel So., Pub.—Andres Teterman, Ed.	Scandinavian Socialist Labor Federation.	Arabic	Ash-Shaab	D exSun.	2,000	.025
Scandinavian Socialist Labor Federation.	Joseph M. Khoury, Pub. & Ed.	Arabic	As-Sayeh	Mon., Th.	2,500	.045
Joseph M. Khoury, Pub. & Ed.	A. A. Haddad, Pub. & Ed.	Greek	Atlantis	D/S.	33,784	.08
A. A. Haddad, Pub. & Ed.	Atlantis, Inc.	Greek	Atlantis	M.	25,000	.25
Atlantis, Inc.	Atlantis, Inc.	Jewish	Big Stick	Fri.	33,992	.10
Atlantis, Inc.	Jacob Marinoff, Pub. & Ed.	Greek	Campana	Fort., Sat.	6,500	.07
Jacob Marinoff, Pub. & Ed.	Leonidas N. Stellakis, Pub. & Ed.	Chinese	Chinese Reform News	Wed.	5,275	.08
Leonidas N. Stellakis, Pub. & Ed.	Chinese Reform News Pub. Co., Pub.—Kung V. Sang, Ed.	Chinese	Chinese Republic News	Sat.	5,500	.0175
Chinese Reform News Pub. Co., Pub.—Kung V. Sang, Ed.	Chinese Rep. News Pub. Co.	Italian	Corriere d'America	D/S.	60,000	.17
Chinese Rep. News Pub. Co.	Tiber Pub. Co., Pub.—Luigi Barzini, Ed.	Italian	Corriere della Domenica	Sun.	15,000	.0275
Tiber Pub. Co., Pub.—Luigi Barzini, Ed.	Association of the Italian Clergy of North America, Inc.	French	Courrier des Etats Unis	Daily Sun.	7,952	.0715
Association of the Italian Clergy of North America, Inc.	H. P. Sampers Co., Pub. & Ed.	Jewish	The Day	D/S ABC.	67,256	.21
H. P. Sampers Co., Pub. & Ed.	American-Jewish Pub. Corp., Pub.—William Edlin, Ed.					

(Continued on page 236)

*The Most Effective Advertising  
Medium In the Jewish Field—*

# The Jewish Daily Forward

Possessing a reader faith resulting in consumer responsiveness which has no parallel in any other field.

The most vital force in the Jewish community—its influence is as far reaching as its position is dominant.

The Forward is first in the minds of the vast Yiddish reading population. It is read by a greater number of intelligent, progressive and well-to-do Jews than the total reader constituency of nine other

Jewish dailies published in this country.

The Forward, because of its result-producing power, concentrates in itself the greatest number of local and national advertisers, many of which are using the Forward to the exclusion of other media.

3c daily and 5c on Sunday, with a special Graphic Sunday section—its circulation is now substantially beyond 200,000.

## Jewish Daily Forward

*The Gateway to the Jewish Market*

Eastern Plant:  
NEW YORK: 175 East Broadway

Western Plant:  
CHICAGO: 1128 Blue Island Ave.

Rate  
.0225  
.0125  
.0225  
.025  
.025  
.0175  
.015  
.025  
.0225  
.02  
.0175  
.025  
.015  
.025  
.0475  
.055  
.035  
.035  
.0515  
.05  
.05  
.0325  
.0925  
.035  
.0225  
.04  
.13 .09  
.73 .06  
.00 .04  
.200 .05  
.000 .04  
.577 .035  
.800 .0175  
.652 .0175  
.900 .02  
.000 .07  
.865 .12  
.629 .05  
.150 .06  
.349 .10  
.500 .07  
.000 .11  
.500 .035  
.000 .035  
.500 .045  
.784 .08  
.000 .25  
.992 .10  
.500 .07  
.275 .08  
.500 .1075  
.000 .17  
.000 .0575  
.952 .0715  
.760 .09  
.256 .23

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY STATES AND CITIES  
(Continued from page 234)



**The National Jewish Daily**

The most potent influence in the life of the Jew.

The most effective medium to reach the Jewish community direct.

Read by every member of the family.

Lord & Thomas say that in a campaign during the early part of December, 1923, conducted by the Cellucotton Products Company, **THE DAY**, the only foreign language publication used in this campaign, brought greater practical returns on a basis of cost than any of the other daily mediums used in Greater New York.

A Merchandising Service Department that renders genuine service is at the disposal of National Advertisers.

Every form of investigation is cheerfully undertaken, and authentic information made available.

For the Women a special page—For the Youth an English section.



**The National Jewish Daily**

**NEW YORK CITY**

**MEMBER A. B. C.**

City	Language	Newspaper	Publication Frequency	Circ.	Rate
<b>NEW YORK—Continued</b>					
	Carpatho-Russian	Den	D/S	17,310	.08
Orient Pub. Co., Inc.	Slovak	Den	D/S	9,000	.12
Slovak Newspaper & Book Co., Inc.	German	Deutsch-Amerika	Sat.	25,000	.25
Staats-Herold Corp.	Italian	Domenica Illustrata	Sat.	13,000	.12
La Domenica Illustrata Pub. Co., Inc.	Italian	L'Eco D'Italia	Th.	6,000	.06
Carlo Calvosa, Pub. & Ed.	Hungarian	Előre	D/S	10,900	.12
American Hungarian Workingmen's Federation	Italian	La Follia di N. Y.	Sun.	25,000	.09
Marziale Sisca Publ., Pub.	Jewish	Freie Arbeiter Stimme	Fri.	7,000	.07
Free Voice of Labor Assn.	Jewish	Freiheit	D exSun.	42,410	.15
Freiheit Pub. Assn., Inc.	Jewish	Gerechtigkeit	Fri.	42,360	.12
International Ladies' Garment Workers' Union	Italian	Giustizia	Sat.	17,750	.07
Internati. Ladies' Garment Workers' Union	Slovenian	Glas Naroda	D exSun.	10,350	.075
Slovenia Pub. Co., Pub.	Carpatho-Russian	Golos Rusi	Wed.	1,600	.025
Carpatho-Russian Pub. Assn., Pub.	Armenian	Gotchnag	Sat.	2,500	.035
Gotchnag Pub. Co., Inc.	German	Herold	D	42,434	.21
Staats-Herold Corp., Inc.	Croatian	Hrvatski List and Danica	Tu, Th, Sat.	8,000	.06
Hrvatski Pub. Co., Inc.	Japanese	Japanese Times	(Wky. Ed.), Sat.	5,000	.18
S. Midzalani, Pub. & Ed.	Japanese	Japanese Times	(S/W. Ed.), Wed., Sat.	2,000	.04
S. Midzalani, Pub. & Ed.	Jewish	Jewish Daily Forward and Eastern Editions	D/S. ABC.	110,227	.30
Forward Ass'n, Pub.—Abraham Cahn, Ed.	Jewish	Jewish Daily News	D/S. exSat.	59,111	.18
Sarasohn & Son, Pub.—G. Bublik, Ed.	Jewish	Jewish Farmer	M.	11,500	.125
Jewish Agricultural & Industrial Aid Society	Jewish	Jewish Gazette	Fri.	18,000	.12
Sarasohn & Son, Pub.—G. Bublik, Ed.	Jewish	Jewish Morning Journal	D/S exSat., ABC, 74,349	23	
Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.	Jewish	Journal Woman's Home	M.	10,000	.28
Jewish Almanac Pub. Corp.	Croatian	Jugoslavenski Svijet	D/S exMon.	4,637	.04
Southern Slav News Co., Inc.	Polish	Kuryer Noworski	D/S	4,000	.08
Polish Illustrated New York Courier, Inc.	Polish	Kuryer Narodowy	D/S	6,000	.06
Varsovia Pub. Co., Inc.—Wladyslaw Wuzza, Ed.	Bohemian	New Yorske Listy	D/S	11,750	.06
New York Listy Pub. Co., Inc.	Jewish	La Luz	Sun.	9,355	.07
Sephardic Pub. Co., Pub.—Simon S. Nessim, Ed.	Jewish	Mediator	Fri.	6,734	.13
Mediator Pub. Co., Pub.—M. Frenkel, Ed.	Arabic	Meraat-ul-Gharb	D exSun.	4,000	.045
Najeeb M. Diah, Pub. & Ed.	Greek	National Herald	D/S	32,663	.08
Greek	Greek	National Herald	M.	27,000	.075
Enosis Pub. Co., Inc.—Nicholas G. Sakellarios, Ed.	Bohemian	Nedelni Listy	Sun.	12,500	.06
New Yorske Listy Pub. Co., Inc.—John Krobost, Ed.	Nor. Dan.	Nordlyset	Th.	5,778	.07
Opffer Pub. Co., Pub.—Emil Opffer, Ed.	Swedish	Nordstjerman	Fri.	11,778	.12
Nordstjerman Pub. Co.	Russian	Novove Russkoye Slovo	D/S	10,000	.12
Victor Shimkin, Pub.—Ivan Okrentsoff, Ed.	Polish	Nowy Swiat	D/S, ABC.	17,139	.18
Nowy Swiat Pub. Co., Inc.	Russian	Nowy Mir	D exSun.	10,000	.10
Nowy Mir Pub. Co.	Spanish	Nueva Democracia	M.	1,853	.145
Committee on Co-operation in Latin America	Italian	Il Popolo, Bollettino della Sera	D/S	76,517	.15
Bollettino della Sera, Pub.—Vincenzo Giordano, Ed.	Spanish	La Prensa	D/S, ABC.	8,343	.10
La Prensa Pub. Co. of N. Y., Inc.	Italian	Il Progresso Italo-Americano	D/S. ABC.	87,648	.22
Carlo Barsotti, Pub & Ed.	Russian	Russky Golos	D/S	9,445	.07
Russky Golos Pub. Corp.	German	Sonntagsblatt Staats-Herold	Sun.	95,801	.41
Staats-Herold Corp., Inc.	Serbian	Srpski Dnevnik	D exSun.	2,800	.06
Bozo Rankovich, Pub. & Ed.	Serbian	Srpska Straza	Th.	10,000	.03
Serbian Sentinel Pub. Co.	Slovak	Slovak V Amerike	D exSun.	18,500	.06
Slovak Press, Inc., Pub.—Christopher I. Orbach, Ed.	Slovak	Slovensky Pokrok	Th.	5,000	.025
V. J. Nemeec, Pub. & Ed.	Serbian	Srbadiah	S/M.	4,500	.045
Loyal Serb Society	German	Staats-Zeitung	D, ABC.	53,367	.26
Staats-Herold Corp., Inc.	Polish	Telegram Codzienny	D/S	7,642	.07
Polish Daily Telegram Pub. Co., Inc.	Lithuanian	Tevyne	Fri.	12,000	.056
Lithuanian Alliance of Amer.	Spanish-Jewish	Vara	Fri.	2,424	.045
Morris Carten, Pub. & Ed.	Jewish	Volksadvocat	Fri.	4,000	.03
American Jewish Pub. Corp.	German	Volkszeitung	D/S	19,800	.095
Socialist Co-operative Pub. Assn.	German	Vorwärts	Sat.	8,000	.095
Socialist Co-operative Pub. Assn.	Jewish	Yiddishe Folk	Fri.	24,000	.09
Zionist Organ of Amer.	Jewish	Zukunft	M.	25,000	.08
Forward Association.	Italian	Risveglio Italiano	Sat.	3,000	.03
Niagara Falls	German	Abendpost	D/S	8,216	.05
Rochester	German	Abendpost	Th.	2,024	.015
Rochester German Pub. Co.	German	Abendpost	Th.	2,024	.015

(Continued on page 238)



# PENNSYLVANIA

**NO OTHER LIKE AREA IN THE WORLD CONTAINS SUCH NATURAL RESOURCES**

**P**ENNSYLVANIA stands first in total production of mineral wealth and first in coal, coke, cement, stone, sand, gravel and slate, and second in natural gas and clay products. The total annual mineral output is more than \$600,000,000.

Nearly a third of all the Portland cement made in the United States comes from Pennsylvania. The 1920 production was over 27,000,000 barrels. About a fifth of all the lime in the United States is made in Pennsylvania.

The coal production is worth about \$200,000,000 annually. The coke output \$160,000,000. Natural gas is worth approximately \$28,000,000.

The slate output of Pennsylvania is nearly 70 per cent of the country's total and is worth \$3,609,000.

Pennsylvania is increasing her production not only in minerals, but in agriculture and manufacturing. The greater the production of wealth, the greater the ability to buy.

Share Pennsylvania's prosperity by using this list of daily newspapers in your advertising campaigns.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call (M)	28,398	.09	.09	**Pottsville Republican and Morning Paper (E&M)	16,239	.08	.07
**Allentown Call (S)	17,114	.09	.09	††Scranton Republican (M)	32,645	.12	.10
††Bloomsburg Press (M)	6,990	.029	.029	††Scranton Times (E)	39,412	.12	.10
**Chester Times (E)	14,110	.055	.055	**Sharon Herald (E)	5,861	.021	.021
††Coatesville Record (E)	6,097	.035	.03	††Sunbury Daily Item (E)	4,302	.025	.021
**Connellsville Courier (E)	6,006	.02	.02	**Warren Times-Mirror (E&M)	6,905	.036	.036
††Easton Express (E)	21,039	.07	.07	**Washington Observer and Reporter (M&E)	16,971	.06	.05
††Easton Free Press (E)	12,711	.05	.05	††West Chester Local News (E)	11,057	.03	.03
††Erie Times (E)	28,595	.08	.08	**Wilkes-Barre Times-Leader (E)	22,599	.08	.05
**Harrisburg Telegraph (E)	39,537	.095	.095	††York Dispatch (E)	17,873	.05	.05
††Johnstown Ledger (M)	15,879	.05	.05	††York Gazette and Daily (M)	17,360	.05	.05
**Oil City Derrick (M)	6,296	.035	.035				

\*\*A. B. C. Statement, Sept. 30, 1923.  
 ††Government Statement, Sept. 30, 1923.

# LA PRENSA

SPANISH DAILY OF NEW YORK

**D**OMINATE in contact and influence, all the peoples here from their twenty-one Hispanic countries.

There is no other daily published in the East and no other with a corresponding national circulation in every State of the United States.

In representing the interests of this exclusive and yet important field we have become the satisfying interpreter of American life to them and the connecting link between this highly prized class of customers and American Business.

Intelligent and discriminating, they prove faithful and highly susceptible buyers of goods and services appropriately advertised in their own language medium.

# LA PRENSA

MAIN OFFICE  
245 CANAL ST., NEW YORK CITY

MEMBER OF  
A. B. C.  
A. N. P. A.

TEL. { 5526 }  
{ 5527 } FRANKLIN  
{ 0250 }

*We Are Not Talking Foreign Language Field so Much as*

## ARE YOU COVERING MANCHESTER, N. H.



Local advertisers, in 1923, used 2,678,760 lines of display in L'Avenir National. This local lineage is very near that of the leading English daily and about double that of the other English paper.

**REASON:** Over 40% of the population of Manchester is French-speaking.

Local advertisers know local conditions and use full copy in "The French Daily." National advertisers must do likewise to get full sales quotas in Manchester.

L'AVENIR NATIONAL, established in 1888, daily since 1900, is not an experiment.

Full service to National Advertisers. Write us today.

## L'AVENIR NATIONAL

"The French Daily"  
of Manchester and New Hampshire

Member Audit Bureau of Circulations since 1919  
Charter Member of the  
Association of Foreign Language A. B. C. Publishers  
Member New England Daily Publishers Association

### FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 236)

City	Language	Newspaper	Publication Frequency	Circ.	Rate	
<b>NEW YORK STATE—Continued</b>						
	Italian	La Stampa Unita	Fri.	3,400	.05	
		Rechester Alliance Press, Inc., Pub.—Clement G. Lanni, Ed.				
Schenectady	Italian	Corriere di Schen.	Th.	3,000	.02	
		Il Corriere di Schenectady Pub. Co.				
	Polish	Gazeta Tygodniowa	Fri.	4,000	.0225	
		C. S. Ogonowski, Pub. & Ed.				
	German	Herold-Journal	Fri.	2,000	.025	
		Schenectady Herold Printing Co.				
Syracuse	Italian	Corriere di Syracuse	Fri.	7,500	.01	
		Fulco Pub. Co., Pub.—Giulio Fulco, Ed.				
	Italian	Gazzetta di Syracuse	Fri.	2,000	.0475	
		Ray Pub. Co., Pub.—Joseph Ray, Ed.				
	Polish	Polonia	Fri.	2,000	.025	
		Polonia Pub. Co.				
	German	Union	Fri.	1,145	.02	
		Alexander E. Oberlander, Pub. & Ed.				
Troy	German	Freie Presse	Sat.	2,800	.015	
		Gedman Ptg. & Pub. Co., Pub.—Jacob Birkmayer, Ed.				
Utica	German	Deutsche Zeitung	Fri.	2,500	.025	
		Utica Deutsche Zeitung Co., Pub.—Otto Poppe, Ed.				
	Welsh	Y Drych	Th.	3,737	.055	
		Thomas J. Griffiths				
	Italian	Il Pensiero Italiano	Fri.	3,000	.025	
		A. Capeclatro, Pub. & Ed.				
	Polish	Rekord Tygodniowy	Fri.	5,000	.025	
		F. Markon & M. Murczkiewicz, Pubs.—Francis Markon, Ed.				
	Polish	Slowo Polskie	Tu., Fri.	2,000	.04	
		M. K. Gomska				
<b>NO. DAKOTA</b>						
Ashley	German	Tribune	Th.	900	.01	
		McIntosh County Farmer Press, Inc., Pub.—August Pohl, Ed.				
Bismarck	German	Nordlicht	Th.	2,100	.0125	
		North Light Pub. Co.				
	German	Staats-Anzeiger	Tu., Fri.	7,900	.0275	
		Bismarck Ptg. Co., Pub.—Frank L. Brandt, Ed.				
Fargo	Nor. Dan.	Nord-Dakota Tidende	Th.	4,000	.025	
		Grand Forks American, Pub.—J. L. Rindal, Ed.				
Grand Forks	Nor. Dan.	Normanden	Fri.	6,100	.04	
		Normanden Pub. Co., Pub.—Simon Johnson, Ed.				
Minot	Nor. Dan.	Nordwesten	S/Mo.	2,800	.025	
		Western Pub. House, Pub.—J. C. Hoff, Ed.				
Richardton	German	Volksfreund	Th.	2,500	.0225	
		Boniface Stutz, Pub. & Ed.				
<b>OHIO</b>						
Akron	Hungarian	Akroni Hirlap	Fri.	4,600	.0225	
		A. Tarnócy, Pub. & Ed.				
Cincinnati	German	Christliche Apologete	Wed.	10,742	.10	
		Methodist Book Concern, Pub.—Rev. H. J. Bacher, Ed.				
	German	Freie Presse	D/S.	22,424	.10	
		Cincinnati Freie Presse Co., Pub.—F. W. Elven, Ed.				
Cleveland	Roumanian	America	D exSun.	21,123	.09	
		Union of Roumanian Societies Pub. Co., Inc., Pub.—G. Stanculescu, Ed.				
	Bohemian	American	D/S.	13,735	.0225	
		Frank J. Svoboda, Pub.—Frank Sindelar, Ed.				
	Slovenian	Ameriska Demovina	Mon., Wed. Fri.	5,587	.045	
		American Home Pub. Co., Pub.—Louis J. Pire, Ed.				
	Hungarian	Az Ujsag	Fri.	4,000	.0275	
		Louis Tereal, Pub. & Ed.				
	Slovenian	Cas	Mo.	19,547	.0275	
		Cas Pub. Co., Pub.—Frank Kerza, Ed.				
	German	Christliche Botschafter	Th.	10,500	.10	
		C. Hauser, Pub.—Rev. T. C. Meckel, Ed.				
	Lithuanian	Dirva	Fri.	11,645	.025	
		Ohio Lithuanian Pub. Co., Pub.—K. S. Kazpsevicius, Ed.				
	Slovenian	Enakopravnost	D.	7,175	.025	
		American-Yugoslav Ptg. & Pub. Co., Inc., Pub.—Vatro Grill, Ed.				
	German	Evangelische Magazin	Mo.	6,000	.10	
		C. Hauser, Pub.—Rev. C. Staehler, D. D., Ed.				
	Roumanian	Foia Poporului	Tu., Th.	9,000	.05	
		George M. Ungureanu, Pub. & Ed.				
	Slovenian	Glasilo K. S. K. Jelnote	Wed.	12,400	.05	
		Grand Carniolian Slav. Cath. Trin. Pub.—J. B. Zupan, Ed.				
	Polish	Gwiazda Zjednoczenia	Tu.	11,340	.05	
		A. Wielowiejski, Pub. & Ed.				
	Slovak	Denny Hlas	D exSun.	14,463	.06	
		Slovak Print. & Pub. Co.				
	Jewish	Jewish Guardian	Fri.	9,000	.025	
		Jewish Guardian Pub. Co.				
	Jewish	Jewish World	D/S. exSat.	19,982	.09	
		Rocker Pub. Co., Pub.—S. Rocker, Ed.				
	Polish	Jutrzenka	Th.	14,050	.04	
		A. Wielowiejski, Pub. & Ed.				
	German	Kirchenzeitung	Sat.	3,452	.0225	
		Central Pub. House, Pub.—G. Dolch, Ed.				
	Polish	Kuryer	Th.	14,038	.06	
		A. E. & W. T. Wielowiejski, Pub.—W. Wielowiejski, Ed.				
	Polish	Monitor Clevelandski	D exSun.	7,965	.025	
		United Pub. Co.				
	German	Siebenbuergisch-Amerikanisches Volksblatt	Th.	6,345	.025	
		Geo. Schneider, Pub. & Ed.				
	Svet	Svet	D exSun.	10,975	.045	
		Svet Ptg. & Pub. Co., Pub.—E. J. Krjat & Vaclav Khop, Eds.				
	Hungarian	Szabadsag	D exSun.	36,497	.12	
		Szabadsag Ptg. & Pub. Co., Pub.—Andrew Cherna, Ed.				
	Italian	Voce del Popolo	D/S. exMon.	10,510	.09	
		Italian Pub. Co., Pub.—F. Melaragno, Ed.				
	German	Stern des Westlichen Ohio	Th.	750	.0275	
		New Bremen				
		The Home Ptg. Co., Pub.—F. C. Conradi, Ed.				
Steubenville	Italian	Messaggero	Sat.	1,500	.0225	
		Niccolo Tripode, Pub. & Ed.				
Toledo	Polish	Ameryka-Echo	D.	24,320	.09	
		Polish	Ameryka-Echo	Sun.	105,000	.10
		A. A. Paryski, Pub. & Ed.				
	German	Express	Th.	7,000	.025	
		Express Pub. Co., Pub.—Henry C. Vortved, Ed.				
	Polish	Kuryer Katolicki	Th.	10,150	.025	
		Adam Solarczyk, Pub. & Ed.				
Youngstown	Hungarian	Amerikai Magyar Hirlap	Th.	5,200	.025	
		United Ptg. Co., Pub.—E. Nemenyi, Ed.				
	Italian	Cittadino Italo-Americano	Sat.	8,750	.025	
		Cittadino Pub. Co., Pub.—M. Guggino, Ed.				

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**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY STATES AND CITIES**  
(Continued from page 238)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
<b>YOUNGSTOWN, O.—Continued</b>					
	Italian	Nuova Italia	Fri.	7,000	.0475
City Pgs.	Pub.—V. Coscioni, Ed.				
	Roumanian	Romanul	Sun.	17,325	.055
	Pub.—J. N. Barbu, Ed.				
	German	Siebenburgisch Amerikanischer Bote	Fri.	6,600	.0225
George Schuster, Pub. & Ed.					
	Slovak	Slovenske Noviny	Fri.	3,220	.04
United Pgs. Co., Pub.—M. Mraz, Ed.					
<b>OKLAHOMA</b>					
Enid	German	Oklahoma Staats-Zeitung	Fri.	1,200	.02
	Pub. & Ed.				
Oklahoma City	German	Oklahomske Noviny	Mo.Tb.	2,000	.025
	Pub.—V. A. Geringer, Ed.				
Perry	German	Oklahoma Neugkeiten	Tb.	950	.02
	G. Pietrusky, Pub. & Ed.				
<b>OREGON</b>					
Astoria	Finnish	Toveri	D exSun.	3,927	.0475
	Western Workmen's Pub. So., Inc., Pub.—S. W. Syvanen, Ed.				
	Finnish	Toveritar	Tu.	12,837	.06
	Western Workmen's Pub. So., Inc.				
Portland	German	Nachrichten	Th.	6,000	.1075
	A. E. Kern & Co., Pub.—A. E. Kern, Ed.				
	Japanese	Oregon News	D exSun.	1,200	.07
	Toyaji S. Abe, Pub. & Ed.				
	Swedish	Oregon Posten	Wed.	3,100	.035
	F. W. Longren, Pub. & Ed.				
	Italian	Tribuna Italiana	Fri.	5,800	.0225
	Italian Pub. Co., Pub.—Albert B. Ferrera, Ed.				
St Benedict	German	St. Josephs-Blatt	Fri.	26,200	.15
	Benedictine Press.				
<b>PENNSYLVANIA</b>					
Allentown	German	Friedens-Bote	Wed.	7,843	.03
	F. J. Lamm & Golatz, Pub.—Julius Bodisch, Ed.				
Altoona	German	Deutscher Volksfuhrer	Fri.	1,980	.0225
	Volksfuhrer Pub. Co., Pub.—I. G. Lanade, Ed.				
Erie	Italian	Gazette Di Erie	Sat.	2,911	.02
	A. & L. Agresti, Pub.—Egidio Agresti, Ed.				
	German	National Zeitung	Fri.	2,500	.03
	Erie Tageblatt Pub. Co.				
	German	Tageblatt	D/S.	3,726	.03
	Erie Tageblatt Pub. Co.				
Greensburg	Italian	Stella d'Italia	Sat.	6,000	.03
	Italian Star Pub. Co., Inc.				
Hazleton	Slovak	Slovensky Obcan	Fri.	7,735	.05
	Janosov Pub. Co.				
	Italian	Il Trentino	Sat.	6,000	.055
	Il Trentino Pub. Co., Pub.—P. C. Flaim, Ed.				
	Italian	Unione Italiana	Sat.	4,000	.0425
	Union Prg. Co., Inc., Pub.—Egidio Caccese, Ed.				
Homestead	Carpatho-Russian	Amerikanskij Russkij Vjestnik, Rusian Ed.	Th.	8,000	.03
	Slovak Ed.		Tb.	40,000	.10
	Greek Catholic Union of the U. S.				
	Carpatho-Russian	Sokol Sojedinenija	Tu.	12,500	.05
	Greek Catholic Union of the U. S., Pub.—Peter J. Murcko, Ed.				
Indiana	Italian	Il Patriota	Sat.	1,300	.01
	Francesco Biamonte, Pub. & Ed.				
Johnstown	Hungarian	Hiradó	Tb.	1,600	.03
	Ernest Porzolt, Pub. & Ed.				
McKeesport	Carpatho-Russian	Prosvita	Th.	7,800	.035
	Prosvita Pub. Co.				
Mahanoy C.	Lithuanian	Saule	Tu., Fri.	7,650	.035
	W. D. Doczowski & Co.				
Middletown	Slovak	Iednota	Wed.	38,662	.095
	First Cath. Slovak Union of America.				
Olyphant	Ukrainian	Nowe Zytia	S/Mo.	2,000	.025
	Concord of Olyphant Societies, Pub.—J. Hmdich, Ed.				
Philadelphia	Ukrainian	America	Tu., Tb. Sat.	7,500	.03
	Ukrainian Catholic Assn. of Providence, Pub.—Anthony Curkowsky, Ed.				
	Jewish	Day	D/S.	7,680	.07
	(See New York.)				
	Jewish	Daily News	D/S. exSat.	3,849	.10
	(See New York.)				
	Italian	LaForbice	Sat.	10,650	.03
	Fortice Pgs. Co., Pub.—V. Terracciano, Ed.				
	Jewish	Forward	D/S.	14,865	.10
	(See New York.)				
	Polish	Gazeta Narodowa	Sun.	4,000	.0175
	A. Lewandowski & Bro.				
	German	Gazette-Democrat	D/S.	48,351	.17
	Philadelphia Gazette Publishing Co.				
	Polish	Gwiazda	Th.	11,000	.045
	Stephen M. Nowaczyk, Pub. & Ed.				
	Italian	Italica Gente	Sun.	2,000	.0175
	Italian Augustinian Fathers, Pub. & Ed.				
	Polish	Jednosc	Fri.	5,000	.03
	William Wende, Pub.—F. J. Wenzl, Ed.				
	Jewish	Jewish Morning Journal	D/S. exSat.	9,384	.10
	Jewish Journal Pub. Co. (See New York.)				
	Jewish	Jewish World	{ D. } Sun.	32,017	.15
	Jewish World Pub. Co., Pub.—Jacob Ginsburg, Ed.			25,000	.20
	Italian	Libera Parola	Sun.	15,000	.05
	A. Giuseppe di Silvestro, Pub. & Ed.				
	German	Lutherischer Herold	Tb.	7,800	.07
	United Lutheran Pub. House.				
	Italian	L'Opinione	D/S.	30,609	.12
	L'Opinione Italian Pub. Co. of Del., Inc.				
	Polish	Patryota	Fri.	10,000	.045
	T. Wasowicz, Pub. & Ed.				
	Russian	Pravda	Tu., Fri.	5,000	.06
	Pravda Pub. Co., Pub. & Ed.				
	Polish	Przyjacieli Ludu	Sun.	10,000	.03
	J. Lastowski, Pub. & Ed.				
	Italian	Sigaretta	Sun.	5,690	.035
	L. De Benedicis, Pub. & Ed.				
	German	Sonntagsblatt	Sun.	20,000	.16
	Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.				
	German	Tageblatt	D/S.	17,500	.16
	Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.				
	Lithuanian	Zvaigzde	Th.	3,770	.02
	A. Milukas & Co.				
Pittsburgh	Slovak	Americky Slovak	Mon., Th.	10,000	.035
	International Pgs. Co., Pub.—P. Jarmiska, Ed.				
	Bohemian	Alleghenske Listy	Mon., Th.	3,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Serbian	Amerikanski Srbobran	D exSun.	6,000	.0575
	United Society Srbobran-Sloga.				
	Slovak	Amerikansko Slovenske Noviny	Wed.	15,000	.08
	American Slavonic Gazette Pub. Co.				
	German	Beobachter	Fri.	8,545	.05
	Catholic American Pub. Co., Pub.—Mathias Winbauer, Ed.				
	Hungarian	Magyar Hiradó	Tu., Fri.	5,000	.06
	B. T. Tarkányi, Pub. & Ed.				

(Continued on page 240)

# THE MERIDEN RECORD

**Dominates Meriden and Wallingford, Connecticut**

It covers like a blanket a field of

**50,000 Population;**

90% of The Record's circulation goes into the HOMES; 95% of the Total Circulation is delivered within an 8-mile radius of Meriden City Hall, thus making The Record's so-called "Suburban Circulation" actually CITY CIRCULATION.

RECORD advertisers get not only THE LARGEST QUANTITY of CIRCULATION, but the BEST CHARACTER of Circulation as well.

The Record's Milline rate is the lowest in Meriden.

## GILMAN, NICOLL & RUTHMAN

Advertising Representatives

New York Boston Chicago San Francisco

To cover Idaho there is no Substitute for the

# Idaho Statesman

Established 1864

At Boise, the State Capital

**40% MORE PAID CIRCULATION GUARANTEED TO ADVERTISERS than can be secured in any other newspaper.**

Leased Wire Associated Press Service. Member of the Audit Bureau of Circulations.

## Wm. J. Morton Company

Salaried Representatives

Chicago—New York

**B.F. DRAKENFELD & CO., INC.**  
Sales Agents

**BRITAINS LIMITED**  
Old Mill Number 630  
**STEREOTYPE TISSUE**

In sheets and rolls.  
All standard sizes in  
stock—other sizes to  
order.

**MATRIX PAPER**  
**MACHINE WHITE—RED RAG**

**B.F. DRAKENFELD & CO., INC.**  
50 Murray Street New York City



Bureau of  
Canadian  
Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are considering the establishment of your industry in Canada, either to develop your Canadian business or export trade, you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to Canadian industrial raw materials. Information as to such raw materials as well as upon any practical problem affecting the establishment of your industry, including markets competition, labor costs, power, fuel, etc., is available.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

**Canadian Pacific Railway Company**  
Department Colonization and Development  
C. P. R. Building  
Windsor Station Montreal, Can. Madison Ave. at 44th St. New York 165 E. Ontario St. Chicago, Ill.

**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES**  
(Continued from page 239)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
<b>PITTSBURGH—Continued</b>					
	Hungarian	Magyar Világ	Fri.	1,500	.0325
	Slovak	Národné Noviny	Wed.	28,752	.0675
	Slovak	Národný Denník	Tu., Th., Fri.	12,500	.07
	American Slovak Pub. Co., Inc., Pub.	Ladislav Plech, Ed.			
	Polish	Pittsbureczanin	D exSun.	8,900	.06
	Pittsburgher Polish Daily Pub. Co.				
	Russian	Russky Viestnik	Wed.	3,000	.035
	Russian Orthodox Brotherhood				
	Slovak	Slovensky Hlasnik	Th.	11,200	.055
	Slavonic Evangelical Union of America, Pub.—Karol Belohlavek, Ed.				
	Polish	Sokol Polski	Th.	16,876	.08
	Polish Falcon's Alliance of America, Pub.—B. Mruzek, Ed.				
	German	Sonntagsbote	Sat.	18,420	.085
	German-American Trg. & Pub. Co., Pub.—John E. Joes, Ed.				
	Italian	Trinacria	Fri.	3,000	.07
	La. Trinacria Ptg. & Pub. Co., Inc.				
	Italian	Unione	Sat.	12,500	.0925
	Italian Consolidated Press, Inc.				
	German	Volksblatt und Freieits Freund	D/S.	11,479	.09
	Neeb-Hirsch Pub. Co., Pub.—F. Sommer, Ed.				
	Jewish	Volksfreund	Fri.	6,500	.05
	Jewish Volksfreund Pub. Co., Pub.—Louis Borken, Ed.				
	Polish	Wielkopolanin	Th.	15,875	.05
	Polish Ptg. & Pub. Co., Pub.—L. Machnikowski, Ed.				
	Reading	Popolo	Sat.	4,000	.05
	Il Popolo Pub. & Ptg Co., Inc.				
	Scranton	Il Minatore	Fri.	8,000	.0715
	Minatore Pub. Co., Inc., Pub.—Gaetano A. Lizzie, Ed.				
	Ukrainian	Narodna Wola	Tu., Th., Sat.	10,200	.045
	Ukrainian Working Men's Ass'n.				
	Slovak	Ohrana	Tu., Fri.	12,500	.05
	Ubrana Pub. Co., Pub.—Karol Stiasny, Ed.				
	Polish	Republika Gornik	Sun.	15,140	.0475
	John Dende, Pub. & Ed.				
	Polish	Straz	Th.	13,000	.05
	Polish National Pub. Co.				
	Shenandoah	Tygodnik Gorniczy	Sat.	4,200	.02
	Polish Pub. Co., Pub.—W. Pietkiewicz, Ed.				
	Wilkes-Barre	Bratstvo	Th.	16,000	.10
	Bratsivo Pub. Co., Pub.—Richard C. Chladek, Ed.				
	Polish	Gornik	Wed., Sun.	17,500	.07
	Gornik Pub. Corp., Inc.				
	Polish	Fraca	Th.	6,400	.03
	S. J. Tyburski, Pub. & Ed.				
	Ukrainian	Svit	Th.	4,800	.03
	Russian Orthodox Catholic Mutual Aid Society, Pub.—Rev. Peter Kohanik, Ed.				
	Lithuanian	Tevynes Balsas	Wed., Sat.	5,000	.025
	Lithuanian Industrial Corp., Pub.—B. Bumas, Ed.				
	German	Wächter	Th.	3,600	.035
	Felix Wenger & Gustav Siesing, Pub. & Ed.				
<b>RHODE ISLAND</b>					
	Newport	Alba	Sat.	1,400	.02
	Russo Pub. Co., Pub.—Marco A. Russo, Ed.				
	Pawtucket	Le Jean Baptiste	Fri.	5,600	.035
	J. B. B. Brazeau, Pub. & Ed.				
	Providence	Corriere del R. I.	Sat.	3,000	.025
	La Libertà, Pub.—Alfredo Pino, Ed.				
	Italian	L'Eco del R. I.	Th.	4,000	.025
	Frederico Curzio & Co.				
	Woonsocket	La Tribune	D exSun., A.B.C.	3,271	.035
	La Tribune Pub. Co., Inc., Pub.—J. B. A. Savard, Ed.				
<b>SOUTH DAKOTA</b>					
	Canton	Viserzutton	Th.	9,925	.0425
	Viserzutton Pub. Co., Inc., Pub.—Gustav Amlund, Ed.				
	Eureka	Rundschau	Th.	3,256	.0215
	Gustav Mauser & Otto H. Froh, Pub. & Eds.				
	Sioux Falls	Fremad	Th.	4,700	.035
	Fremad Pub. Co., Pub.—J. F. Strass, Ed.				
<b>TENNESSEE</b>					
	Memphis	Corriere Italiano	Th.	1,500	.025
	Corriere Pub. Co., Pub.—Marie Chiozza, Ed.				
<b>TEXAS</b>					
	Austin	Texas Posten	Th.	4,572	.035
	Texas Posten Pub. Co., Pub.—J. M. Ojerholm, Ed.				
	German	Wochenblatt	Th.	2,640	.02
	W. A. Treckmann, Pub. & Ed.				
	Dallas	Tribuna Italiana	Sat.	8,102	.04
	Papa & Adin, Pub. & Ed.				
	El Paso	La Patria	D/S, exMon.	8,054	.04
	Compania Editora de la Patria, Pub.—Silvestre Tarrazas, Ed.				
	Spanish	Revista Catolica	Sun.	11,471	.08
	Jesuit Fathers, Pubs. & Eds.				
	Spanish	Revista Ilustrada	Mo.	4,000	.09
	Camilo Padilla, Pub. & Ed.				
	Fayetteville	Vestnik	Wed.	6,434	.035
	Vestnik Pub. Co., Pub.—Joseph Tapal, Ed.				
	Fredericksburg	Wochenblatt	Th.	2,100	.0245
	Fredericksburg Pub. Co., Pub.—O. R. Schumacher, Ed.				
	Giddings	Deutsche Volksblatt	Th.	900	.015
	J. A. Proske, Pub. & Ed.				
	Hallettsville	Novy Domov	Mon., Th.	3,750	.02
	Jos. Kopecky, Pub. & Ed.				
	Houston	Bohemian	Th.	3,000	.0275
	J. Drozda, Pub. & Ed.				
	La Grange	Deutsche Zeitung	Th.	1,300	.02
	George Hauser, Pub. & Ed.				
	Bohemian	Svoboda	Th.	2,200	.0275
	A. & George L. Haiduck & Jos. Koss, Pubs. & Eds.				
	Laredo	Annunciador de Laredo	W.	2,000	.025
	Idar Pub. Co., Pub.—Eduardo Idar, Ed.				
	New Braunfels	Zeitung	Th.	2,825	.025
	New Braunfels Zeitung Pub. Co., Pub.—G. F. Oheim, Ed.				
	San Antonio	Freca	Sun.	7,000	.03
	La Epoca Pub. Co., Pub.—Jose Outroza, Ed.				
	German	Freie Presse für Texas	Wed.	10,100	.045
	Robert Penniger, Pub. & Ed.				
	Spanish	Imparcial de Texas	Th.	9,500	.04
	F. A. Chapa, Pub. & Ed.				
	Spanish	La Prensa	D/S.	17,355	.0575
	La Prensa	Wed.	12,000	.04	
	Ignacio E. Lorzano, Pub. & Ed.				
	Seguin	Zeitung	Th.	1,100	.02
	The Co-operative Pub. Co., Pub.—Ed. Hering, Ed.				
	Taylor	Nasinec	Th.	1,900	.02
	Nasinec Pub. Co.				
	Bohemian	Tevasky Rolnik	Mo.	5,282	.035
	Nasinec Pub. Co., Pub.—Louis Dungs, Ed.				
	Waco	Post	Th.	3,500	.0325
	Ad. Schaek, Pub. & Ed.				
	West	Czechoslovak and Westskee Noviny	Fri.	3,500	.03
	Czechoslovak Pub. Co.				

(Continued on page 241)

**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY STATES AND CITIES**

(Continued from page 240)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
<b>UTAH</b>					
Salt Lake City	German	Beobachter	Th.	2,000	.025
	Pub. Co., Pub.	Willy Wehler, Ed.			
	Nor.-Dan.	Bikuben	Tu.	2,600	.02
	Pub. Co., Pub.	John S. Hansen, Ed.			
	Japanese	Utah Nippo	D/S.	3,000	.18
	U. Terasawa, & Ed.				
	Swedish	Utah Posten	Wed.	2,600	.02
	Utah Posten Pub. Co.				
<b>WASHINGTON</b>					
Seattle	Italian	Gazzetta Italiana	Fri.	4,000	.045
	Chiappa & Bassetti, Pubs. & Eds.				
	Japanese	Great Northern	D exSun.	5,517	.035
	Japanese	Daily News	D exSun.	8,451	.0575
	S. K. Arima, Pub.—M. Mikami, Ed.				
	Swedish	Svenska Pacific Tribunen	Th.	9,500	.0375
	Pacific Tribune Pub. Co., Inc., Pub.—Mills Gillgren, Ed.				
	Nor.-Dan.	Washington Posten	Fri.	14,800	.0475
	Gunnar Lund, Pub. & Ed.				
	German	Washington Staatszeitung	Th.	9,000	.04
	Seattle Ptg. & Pub. Co., Pub.—J. Jackle, Ed.				
	German	Washington Post	Tb.	7,000	.025
Spokane	A. E. Kern, Pub. & Ed.				
	Swedish	Puget Sound Posten	Th.	1,600	.025
Tacoma	T. Sandegren, Pub. & Ed.				
	Nor.-Dan.	Tidende	Fri.	5,500	.03
	O. M. Overn, Pub. & Ed.				
	German	Wacht am Sunde	Th.	960	.025
	Aurthier Weichbrod, Pub. & Ed.				
<b>WEST VIRGINIA</b>					
Wheeling	Polish	Polak w West Virginii	Fri.	3,470	.035
	West Virginia Pcle Pub. Co.				
<b>WISCONSIN</b>					
Antigo	German	Banner	Fri.	1,000	.02
	Ed. Goebel, Pub. & Ed.				
Appleton	German	Velksfreund	Tb.	3,348	.025
	Meyer Press, Inc., Pub.—Otto W. Schaefer, Ed.				
Eau Claire	Nor.-Dan.	Reform	Th.	4,300	.0175
	Fremad Pub. Co., Pub.—Waldemar Ager, Ed.				
Fountain C.	German	Buffalo Co. Republikaner	Th.	623	.01
	Justin Landwehr, Pub. & Ed.				
Hamburg	German	Geflügel-Züchter	Mo.	7,823	.05
	Geflügel-Züchter Pub. Co., Pub.—Henry E. Voight, Ed.				
La Crosse	Bohemian	Vlastenec	Th.	4,800	.03
	John Soukup, Pub. & Ed.				
Madison	Nor.-Dan.	Amerika	Fri.	9,313	.03
	Amerika Pub. Co., Pub.—Rasmus B. Anderson, Ed.				
	German	Wisconsin Botschafter	Fri.	2,600	.02
	Blid Ftg. Co.				
Manitowoc	German	Post	Th.	1,480	.0175
	Manitowoc Ptg. Co., Pub.—Walter Wittman, Ed.				
Milwaukee	German	Amerika	Tu.	47,491	.25
	H. C. Brunder, Pub.—Gustav Haas, Ed.				
	Bohemian	Czechoslovak	Sat.	10,560	.0715
	J. V. Klabouch, Pub. & Ed.				
	Bohemian	Domacnost	Wed.	8,000	.035
	Damacnost Pub. Co., Pub.—F. W. Kubis, Ed.				
	German	Excelsior	Tb.	5,800	.0425
	Excelsior Pub. Co., Pub.—Henry Hermann, Ed.				
	German	Hausfrau	Mo.	33,000	.40
	Die Hausfrau Pub. Co.				
	German	Haus und Bauernfreund	Fri.	50,224	.25
	H. O. Brumder, Pub.—Hans Buschbauer, Ed.				
	German	Herold	D exSun.	27,642	.10
	H. O. Brumder, Pub.—Gustav Haas, Ed.				
	Jewish	Jewish Press	Wed.	5,000	.05
	Jewish Pub. Co.				
	Polish	Kuryer Polski	D.	32,090	.08
	Kuryer Pub. Co., Pub.—S. Zowski, Ed.				
	German	Landmann	Sat.	10,700	.08
	Excelsior Pub. Co.				
	Polish	Nowiny Polski	D exSun.	10,400	.065
	Nowiny Pub. Co., Pub.—T. A. Jaziorowski, Ed.				
	German	Fundschau	Wed.	20,160	.10
	H. O. Brumder, Pub.—Albert W. Schultz, Ed.				
	Slovenian	Slovenija	Fri.	1,377	.03
	Frank X. Veranich, Pub. & Ed.				
	German	Sonntagspost	Sun.	35,240	.10
	H. O. Brumder, Pub.—Gustave Haas, Ed.				
	Jewish	Wochenblatt	Fri.	5,000	.05
	Isador S. Horwitz, Pub. & Ed.				
Racine	Nor.-Dan.	Folkets Avis	Fri.	5,000	.025
	C. Rasmussen Co.				
Sauk City	German	Pionier Presse	Tb.	875	.025
	Max H. Niman, Pub. & Ed.				
Shawano	German	Wechenblatt	Th.	1,342	.0175
	Arthur Mathwig, Pub. & Ed.				
Sheboygan	German	Amerika	D.	1,368	.02
	Sheboygan Pub. Co., Pub.—Oscar F. Huhn, Ed.				
	German	National Demokrat	Wed., Sat.	2,500	.015
	Demokrat Ptg. Co., Pub.—William Gottsacker, Ed.				
	German	Zeitung	Tu., Fri.	740	.015
	Sheboygan Pub. Co., Pub.—Oscar F. Huhn, Ed.				
Stevens Pt.	Polish	Gwiazda Polarna	Sat.	100,143	.18
	Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.				
	Polish	Roinik	Fri.	23,566	.06
	Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.				
Superior	Finnish	Funikki	S/Mo.	10,500	.07
	Tyomies Pub. Co.				
	Nor.-Dan.	Tidende	Fri.	5,000	.0275
	Fuhr Pub. & Ptg. Co., Pub.—J. J. Fuhr, Ed.				
	Finnish	Tyomies	D/S. exMon.	12,430	.0475
	Tyomies Pub. Co., Pub.—Henry Koski, Ed.				
Watertown	German	Weltbürger	Sat.	2,750	.02
	Kreuger & Schwundke, Pub.—Otto R. Krueger, Ed.				
Wausau	German	Wisconsin Wochenblatt	Fri.	9,600	.04
	Westlicher Herold Pub. Co., Pub.—Herman Reimann, Ed.				

**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY LANGUAGES**

City	Newspaper	Publication Frequency	Circ.	Rate
<b>ALBANIAN</b>				
Boston	Dielli	Tu. Fri.	2,285	.025
	Pan-Albanian Federation "Batra"			
<b>ARABIC</b>				
Brooklyn	Al-Bayan	Tu. Tb. Sat.	5,000	.0475
	S. Kaddour, Pub. & Ed.			
Brooklyn	Eagle	D/S.	2,500	.035
	N. G. Badran, Pub. & Ed.			

(Continued on page 242)

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### FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 241)

	City	Newspaper	Publication Frequency	Circ.	Rate
<b>ARABIC—Continued</b>					
	New York	Al-Hoda	D/S	5,000	.07
	Nacum A. Mokrzel, Pub. & Ed.				
	New York	Ash-Shaab	D. exSun.	2,000	.035
	Joseph M. Khoury, Pub. & Ed.				
	New York	As-Sayeh	Mon. Th.	2,500	.045
	A. A. Haddod, Pub. & Ed.				
	New York	Meraat-ul-Gharb	D. exSun.	4,000	.0475
	Najeeb M. Diab, Pub. & Ed.				
<b>ARMENIAN</b>					
	Fresno, Cal.	Asbarez	Tu. Fri.	2,900	.015
	Asbarez Pub. Co.				
	Chicago	Eritassard Hayastan	Mon. Wed. Fri.	25,000	.015
	Eritassard Hayastan Pub. Co.				
	Boston	Baikar	D/S	5,000	.03
	Baikar Publishing Co.				
	Boston	Hairenik	D/Sun exMon.	5,000	.04
	Armenian Revolutionary Federation, Pub.—R. Tarpinian, Ed.				
	New York	Gotchnag	Sat.	2,500	.035
	Gotchnag Pub. Co., Inc.				
<b>ASSYRIAN</b>					
	Hartford, Conn.	Assyrian American Courier	W.	5,000	.07
	Joel E. Werda, Pub. & Ed.				
<b>BOHEMIAN</b>					
	Chicago	Amerikan	Mon., Th.	34,686	.0711
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Denni Hlasatel	D.	34,100	.08
	Denni Hlasatel				
	Chicago	Denni Hlasatel	S.		.10
	Denni Hlasatel Printing & Pub. Co.				
	Chicago	Duch Casu	S.	34,742	.07
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Hlasatel	Tu. Fri.	46,000	.12
	Denni Hlasatel Printing & Pub. Co.				
	Chicago	Hospodarske Listy	S/M	3,442	.035
	Bohemian Benedictine Press				
	Chicago	Katolik	Tu. Fri.	9,681	.06
	Bohemian Benedictine Press				
	Chicago	Narod	D/S	3,369	.04
	Bohemian Benedictine Press				
	Chicago	Pritel Ditek	Th.	5,195	.035
	Bohemian Benedictine Press				
	Chicago	Slavie	Tu. Fri.	22,161	.07
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Spravodlnost	D/S	9,000	.05
	Bohemian Socialist Party, Pub.—V. Miniberger, Ed.				
	Chicago	Sotek	Wed.	7,000	.04
	Sotek Publishing Co., Pub.—Frank N. Novak, Ed.				
	Chicago	Svornost	D/S	28,680	.08
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Zajmy Lidu	Mon Th.	6,000	.05
	Bohemian Socialist Party, Pub.—V. Miniberger, Ed.				
	Chicago	Zenske Listy	Fortn. Th.	3,000	.0375
	Zenske Listy Pub. Co.				
	Cicero, Ill.	Predmestske Listy	Sat.	4,500	.04
	Bohemian Pub. Co., Pub.—Dagobert Novak, Ed.				
	Cedar Rapids, Ia.	Jovskij Vestnik	D/S	1,214	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Listy	Th.	2,211	.025
	Frank Hradecky, Pub. & Ed.				
	Baltimore	Telegraf	Fri.	1,000	.051
	Bohemian-American Pub. Co.				
	Baltimore, Md.	Baltimorske Listy	Mon. Th.	3,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	St. Louis	Ceska Zena	S/M	17,986	.07
	Bohemian Literary Society, Pub.—Hynek Dostal, Ed.				
	Chicago	Hlas	Tu. Fri.	18,432	.10
	Bohemian Literary Society, Pub.—Hynek Dostal, Ed.				
	Chicago	Listy	Sat.	7,800	.08
	Lotis Novak, Pub. & Ed.				
	Clarkson, Neb.	Domaci Noviny & Osvena			
	Zapadu		Tu.	5,800	.025
	Odvarka Brothers, Pub. & Ed.				
	Omaha, Neb.	Bratrsky Vestnik	M.	20,500	.1075
	Stanislav Serpan, Pub. & Ed.				
	Chicago	Hospodar	S/M	28,876	.15
	National Printing Co., Inc., Pub.—Joseph Brzacek, Ed.				
	New York	New Yorkske Listy	D/S	11,750	.06
	New York Listy Pub. Co., Pub.—John Krobst, Ed.				
	New York	Nedelni Listy	Sun.	12,500	.06
	New York Listy Pub. Co., Pub.—John Krobst, Ed.				
	Cleveland	Amerikan	D/S	13,735	.0535
	Frank J. Svoboda, Pub.—Frank Sindelar, Ed.				
	Chicago	Svet	D. exTh.	10,985	.045
	Svet Printing & Publishing Co., Pub.—E. J. Kritik and Vaclav Khop, Eds.				
	Oklahoma City	Oklabomske Noviny	Mon., Th.	2,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Pittsburgh, Pa.	Alleghenske Listy	Mon Th.	3,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Fayetteville, Tex.	Vestnik	Wed.	6,434	.035
	Vesnik Publishing Co., Pub.—Joseph Tapal, Ed.				
	Hallettsville, Tex.	Novy Domov	Mon. Th.	3,750	.02
	Joseph Kopecky, Pub. & Ed.				
	Houston, Tex.	Texan	Th.	3,000	.0275
	J. Drozda, Pub. & Ed.				
	La Grange, Tex.	Svoboda	Th.	2,200	.0275
	A. & Geo. L. Haidnsek & Jos. Koss, Pub. & Ed.				
	Taylor, Tex.	Nasinec	Th.	1,900	.02
	Nasinec Pub. Co., Pub.—Louis Dugres, Ed.				
	Chicago	Texasky Rolnik	M.	5,282	.035
	Nasinec Pub. Co.				
	West, Tex.	Cechoslovak & Westske	Fri.	3,500	.03
	Noviny				
	Cechoslovak Pub. Co.				
	La Crosse, Wis.	Vlastenec	Th.	4,800	.03
	John Soukup, Pub. & Ed.				
	Milwaukee, Wis.	Cechoslovak	Sat.	10,560	.0715
	J. V. Kloubouch, Pub. & Ed.				
	Chicago	Democnost	Wed.	8,000	.035
	Damocnost Pub. Co., Pub.—J. W. Kubis, Ed.				
<b>BULGARIAN</b>					
	Granite City, Ill.	Naroden Glas	D. exSun.	5,785	.08
	Naroden Glas Pub. Co., Pub.—Vasil Grammaticoff, Ed.				
<b>CARPATHO-RUSSIAN</b>					
	New York	Den	D/S	17,310	.08
	Orient Pub. Co., Inc., Pub.—M. J. Hanchin, Ed.				
	Chicago	Golos Rusi	Wed.	1,600	.025
	Carpatho-Russian Pub. Assn., Pub.—W. S. Cherniak, Ed.				
	Homestead, Pa.	Amerikansky Russky Vest	Russ. Ed. Th.	8,000	.03
	nik		Slovak Ed. Th.	40,000	.10
	Greek Catholic Union of the U. S.				
	Greek Catholic Union of the U. S., Pub.—Sokol Sojedeninija		Tu.	12,500	.05
	Greek Catholic Union of the U. S., Pub.—Peter J. Marcko, Ed.				
	McKeesport, Pa.	Prosvita	Th.	7,800	.035
	Poosvita Pub. Co.				
<b>CHINESE</b>					
	San Francisco	Chinese World	D. exSun.	8,079	.07
	Sti Cai Yat Bo Pub. Co., Pub.—C. K. Leong, Ed.				

(Continued on page 243)

**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY LANGUAGES**

(Continued from page 242)

Language	City	Newspaper	Publication Frequency	Circ.	Rate
<b>CHINESE—Continued</b>		Chung Sai Yat Po. Pub.—Chung Sai Yat Po. ....D. exSun. ....		5,000	.035
		Chung Sai Yat Po. Pub.—Ng Poon Chew, Ed. ....			
		Yong China. ....D. exSun. ....		6,200	.1075
		Yong China Pub. Co., Pub.—Lee Goot Chee & Fong Ming Po, Editors New York. ....Chinese Reform News. ....Wed. ....		5,275	.08
		Chinese Reform News Pub. Co., Pub.—Kung Y. Sang, Ed. ....			
		Chinese Republic News. ....Sat. ....		5,500	.1075
		Chinese Republic News Pub. Co. ....			
		Sokol Republika. ....M. ....		22,300	.1071
		Sokol Pub. Co., Pub.—Victor Vojvodich, Ed. ....			
<b>CROATIAN</b>	Los Angeles. ....	Hrvatski Glasnik. ....Th. ....		12,000	.0575
	Chicago. ....	Jugoslavia. ....Sat. ....		10,000	.10
	I. F. Lupis-Vukic. ....	Hrvatska. ....Fri. ....		2,846	.02
	John R. Palandech. Calumet, Mich. ....	Hrvatski List & Danica. ....Tu. Th. Sat. ....		8,000	.06
<b>ESTHONIAN</b>	New York City. ....	Amerika Teekajaja. ....M. ....		1,000	.11
	Estonian Gospel Society, Pub.—Andres Teterman, Ed. ....				
	Worcester, Mass. ....	Eteenpain. ....D/S. exMon. ....		7,142	.045
<b>FINNISH</b>	Eteenpain Co-operative Society. Pub. & Ed. ....				
	Fitchburg, Mass. ....	Nykyajka. ....M. ....		4,000	.055
	Raivaaja Pub. Co., Inc. ....	Raivaaja. ....D. exSun. ....		7,056	.0425
	Raivaaja Pub. Co., Inc. ....	Pohjan Tahti. ....Tu. Th. Fr. Sa. ....		1,552	.025
	North Star Pub. Co., Inc., Pub.—August Kangas, Ed. ....				
	Calumet, Mich. ....	Walvoja. ....Tu. Th. Sat. ....		5,600	.0325
	Finnish Rep. Ptg. Co., Pub.—Victor M. Burman, Ed. ....				
	Hancock, Mich. ....	Amerikan Suometar. ....Tu. Th. Sat. ....		6,500	.0325
	Finnish Lutheran Book Concern. ....	Aura. ....M. ....		1,200	.0325
	Finnish Lutheran Book Concern. ....	Nuorten Ystava. ....M. ....		2,500	.0325
	Finnish Lutheran Book Concern, Pub.—Rev. H. Hillila, Ed. ....				
	Ironwood, Mich. ....	Auttaja. ....Th. ....		2,100	.035
	Finnish Evan. Lutheran Nat'l Church of America, Pub.—Rev. Arne Waasanta, Ed. ....				
	Duluth, Minn. ....	Industrialisti. ....D/S. ....		8,450	.06
	Workers Socialist Pub. Co., Pub.—Paul Miller, Ed. ....				
	Finnish Daily Pub. Co., Pub.—A. Lundqvist, Ed. ....				
	Siirtolainen. ....Wed. ....			6,000	.045
	<b>FRENCH</b>	Los Angeles. ....	Union Nouvelle. ....Sat. ....		5,000
U. N. Pub. Co., Pub.—Maurice Fog, Ed. ....					
San Francisco. ....		L'Echo de L'Ouest. ....D/S. ....		1,965	.03
Leon L. Ray. ....		Franco Californien. ....D/S. ....		2,162	.0175
Franco California Pub. Co. ....		Convent, La. ....Sat. ....		350	.015
E. J. Dicharry, Pub. & Ed. ....		New Orleans. ....Guepe de La N. Ori. ....Sat. ....		3,800	.05
J. G. De Baroncelli, Pub. & Ed. ....		Biddeford, Me. ....Justice de Biddeford. ....Tu. Fri. ....		2,000	.0225
Justice Pub. Co., Pub.—J. C. Bolduc, Ed. ....					
Lewiston, Me. ....		Le Messenger. ....Mon., Wed., Fri. ....		1,520	.025
J. B. Couture, Pub. & Ed. ....		Fall River, Mass. ....L'Independant. ....D. exSun. ....		2,761	.03
Independant Pub. Co., Pub.—G. De Tonnancour, Ed. ....					
Haverhill, Mass. ....		Le Citoyen. ....Th. ....		2,149	.011
Lambert & Co. ....		Holyoke, Mass. ....La Justice. ....Th. ....		3,800	.025
La Justice Pub. Co., Inc., Pub.—Joseph Lussier, Ed. ....					
Lawrence, Mass. ....		Courrier de Lawrence. ....Fri. ....		2,800	.04
The Wood Press, Inc., Pub.—Herigault H. Pelletier, Ed. ....					
Lowell, Mass. ....	Le Clairon. ....Sat. ....		2,200	.01	
Le Clairon Pub. Co. ....	L'Etoile. ....D/S. ....		4,450	.025	
L'Etoile Pub. Co. ....	Lynn, Mass. ....Le Lynnois. ....Wed. ....		3,500	.015	
Lynnois Pub. Co. ....	New Bedford, Mass. ....L'Independant. ....D. exSun. ....		2,298	.03	
Independant Pub. Co., Pub.—J. A. Smith, Ed. ....					
Fatnam, Mass. ....	Reveil. ....Fri. ....		1,450	.0225	
Le Reveil Pub. Co. ....	Salem, Mass. ....Courrier de Salem. ....Th. ....		3,750	.025	
Courrier Pub. Co. ....	Worcester, Mass. ....L'Opinion Publique. ....D. exSun. ....		5,689	.0325	
Belisle Ptg. & Pub. Co., Pub.—Henri De Vitry, Ed. ....					
Detroit, Mich. ....	Francias Pourtous. ....M. ....		5,200	.18	
French Pub. Co., Pub.—George O. Lory, Ed. ....					
Minneapolis. ....	L'Eco de L'Ouest. ....Fri. ....		5,000	.035	
A. H. Demeules, Pub. & Ed. ....	Manchester, N. H. ....L'Avenir National. ....D. exSun. A.B.C. ....		4,039	.035	
L'Avenir Nat'l Pub. Co., Pub.—J. E. Bernier, Ed. ....					
Nashua, N. H. ....	L'Impartial. ....Tu., Th., Sat. ....		2,565	.02	
L. A. Biron, Pub. & Ed. ....	New York. ....Courrier des Etats Unis. ....Unis D. ....		7,952	.0715	
H. P. Sampers Co., Pub. & Ed. ....	Pawtucket, R. I. ....Le Jean Baptiste. ....Fri. ....		5,600	.035	
J. B. B. Brazeau, Pub. & Ed. ....	Woonsocket, R. I. ....La Tribune. ....D. exSun. A.B.C. ....		3,271	.025	
La Tribune Pub. Co., Inc., Pub.—J. B. A., Savard, Ed. ....					
<b>GERMAN</b>	Little Rock, Ark. ....	Arkansas Echo. ....Th. ....		2,200	.02
	Arkansas Echo Pub., Co., Pub.—C. Meurer, Ed. ....				
	Fresno, Cal. ....	California Post. ....Th. ....		3,000	.075
	German Pub. Co. ....	Los Angeles. ....Cal. Staats-Zeitung. ....Fri. ....		9,400	.0475
	Edward Stuetz, Pub.—Otto Vogel, Ed. ....				
	San Francisco. ....	California Demokrat. ....Sun. ....		4,590	.045
	California Demokrat Co. ....	Denver. ....Colorado Herald. ....Wed. & Sun. ....		14,300	.05
Colorado Herald Pub. Co., Pub.—H. H. Fast, Ed. ....					

(Continued on page 244)

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St. Louis, Mo.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 243)

Table with columns: City, Newspaper, Publication Frequency, Circ., Rate. Includes entries for German, French, and other languages.

(Continued on page 245)



**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY LANGUAGES**  
(Continued from page 244)

Rate	City	Newspaper	Publication Frequency	Circ.	Rate
	<b>GERMAN—Continued</b>				
.0425	New York, N. Y.	Sonntagsblatt Staats-Herold	Sun.	95,801	.41
.0175	Staats-Herold Corp., Inc., Pub.—Jacob Crammer, Ed.	Staats-Zeitung	D/ABC	53,367	.26
.015	Staats-Herold Corp., Inc., Pub.—Jacob Crammer, Ed.	Volkszeitung	D/S.	19,800	.095
.18	Socialist Co-Operative Association.	Vorwärts	Sat.	8,000	.095
.1425	Socialist Co-Operative Pub. Association.	Rochester, N. Y. Abendpost	D/S.	8,216	.05
.05	Rochester German Pub. Co.	Abendpost	Th.	2,024	.015
.18	Rochester German Pub. Co.	Schenectady, N.Y. Herold-Journal	Fri.	2,000	.025
.04	Schenectady Herold Printing Co.	Syracuse, N. Y. Union	Fri.	1,145	.02
.0325	Alexander E. Oberlander, Pub. & Ed.	Troy, N. Y. Freie Presse	Sat.	2,800	.035
.04	The German Ptg. & Pub. Co., Pub.—Jacob Birkmayer, Ed.	Utica, N. Y. Deutsche Zeitung	Fri.	2,500	.025
.0325	Utica Deutsche Zeitung Co., Pub.—Otto Poepel, Ed.	Ashley, N. D. Tribune	Th.	900	.03
.04	Melntosh County Farmer Press, Inc., Pub.—August Pohn, Ed.	Bismarck Nordlicht	Th.	2,100	.0215
.065	North Light Pub. Co.	Staats-Anzeiger	Tu., Fri.	7,900	.0375
.035	Bismarck Ptg. Co., Pub.—Frank L. Brandt, Ed.	Richardton Volksfreund	Th.	2,500	.0215
.02	Boniface Stuts, Pub. & Ed.	Cincinnati, O. Christliche Apogete	Wed.	10,742	.10
.04	Methodist Book Concern, Pub.—Rev. A. J. Bucher, Ed.	Freie Presse	D/S.	22,424	.10
.02	Cincinnati Freie Presse Co., Pub.—F. W. Elven, Ed.	Cleveland, O. Christliche Botschafter	Th.	10,500	.10
.0175	C. Hauser, Pub.—Rev. T. C. Meckel, Ed.	Evangelischer Magazin	M.	6,000	.10
.0425	C. Hauser, Pub.—Rev. C. Staebler, D.D., Ed.	Kirschenzeitung	Sat.	3,452	.0715
.015	Central Pub. House, Pub.—G. Dolch, Ed.	Siebenburgisch Amerikanisches Volksblatt	Th.	6,345	.055
.04	Geo. Schneider, Pub. & Ed.	Wächter und Anzeiger	D/S.	11,000	.06
.08	German Consolidated Newspaper Co.	Ohio Waisenfreund	Wed.	28,000	.25
.0545	Pontifical College Josephinum, Inc.	Dayton, O. Gross-Daytoner Zeitung	D exSun.	6,712	.05
.035	Paul R. Gruner, Pub. & Ed.	Mansfield, O. Courier	Th.	950	.025
.025	Courier Pub. Co., Pub.—C. Hegnauer, Ed.	New Bremen, O. Stern des Westlichen Ohio	Tb.	750	.0175
.025	The Home Ptg. Co., Pub.—E. G. Conradi, Ed.	Toledo, O. Express	Tb.	7,000	.03
.04	Express Pub. Co., Pub.—Henry C. Vortriede, Ed.	Youngstown, O. Siegenburgisch Amerikanischer Bote	Fri.	6,600	.0225
.015	George Schuster, Pub. & Ed.	Enid, Okla. Oklahoma Staats-Zeitung	Fri.	1,200	.02
.055	Ernst Denner, Pub. & Ed.	Perry, Okla. Oklahoma Neuigkeiten	Th.	950	.02
.0225	G. Pietrusky, Pub. & Ed.	Portland, Ore. Nachrichten	Th.	6,000	.1075
.0225	A. E. Kern & Co., Pub.—A. E. Kern, Ed.	St. Benedict, Ore. St. Josephs-Blatt	Fri.	26,200	.15
.07	Benedictine Press.	Allentown, Pa. Friedens-Bote	Wed.	7,843	.03
.065	F. J. Lamm & Goltz, Pub.—Julius Bodisch, Ed.	Altoona, Pa. Deutscher Volksfuhrer	Fri.	1,980	.0225
.045	Volksfuhrer Pub. Co., Pub.—L. C. Lamade, Ed.	Erie, Pa. National Zeitung	Fri.	2,500	.03
.15	Erie Tageblatt Pub. Co.	Erie Tageblatt	D/S.	3,726	.03
.10	Erie Tageblatt Pub. Co.	Philadelphia, Pa. Gazette Democrat	D/S.	48,351	.17
.20	Philadelphia Gazette Pub. Co.	Lutherischer Herold	Th.	7,800	.07
.025	United Lutheran Pub. House.	Sonntagsblatt	Sun.	20,000	.16
.10	Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.	Tageblatt	D/S.	17,500	.16
.25	Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.	Pittsburgh, Pa. Beobachter	Fri.	8,545	.05
.09	Catholic American Pub. Co., Pub.—Mathias Winbauer, Ed.	Sonntagsbote	Sat.	18,420	.05
.15	German-American Ptg. & Pub. Co., Pub.—John E. Joos, Ed.	Volksblatt und Freiheitsfreund	D/S.	11,479	.09
.1075	Neeb-Hirsch Pub. Co., Pub.—F. Sommer, Ed.	Wilkes-Barre, Pa. Wächter	Tb.	3,600	.035
.12	Felix Wenger & Gustav Stiesing, Pubs. & Eds.	Eureka, S. D. Rundschau	Tb.	3,356	.0215
.09	Gustav Mauser & Otto H. Froh, Pubs. & Eds.	Austin, Tex. Wochenblatt	Th.	2,640	.02
.055	W. A. Trencmann, Pub. & Ed.	Fredericksburg, Tex. Wochenblatt	Tb.	2,100	.0245
.025	Fredericksburg Pub. Co., Pub.—O. R. Schumacher, Ed.	Giddings, Tex. Deutsche Volksblatt	Th.	900	.015
.05	J. A. Proske, Pub. & Ed.	LaGrange, Tex. Deutsche Zeitung	Th.	1,300	.02
.015	George Hausler, Pub. & Ed.	New Braunfels, Tex. Zeitung	Th.	2,825	.025
.025	New Braunfels Zeitung Pub. Co., Pub.—G. F. Oheim, Ed.	San Antonio, Tex. Freie Presse für Texas	Wed.	10,100	.045
.0225	Robert Penninger, Pub. & Ed.	Seguin, Tex. Zeitung	Tb.	1,100	.02
.05	The Co-Operative Pub. Co., Pub.—Ed. Hering, Ed.	Waco, Tex. Post	Th.	3,500	.0325
.0175	Ad Schack, Pub. & Ed.	Salt Lake C. Utah. Beobachter Anzeiger Wash.	Th.	2,000	.025
.07	Beobachter Pub. Co., Pub.—Willy Wehler, Ed.	Seattle, Wash. Washington Staatszeitung	Tb.	9,000	.04
.25	Seattle Ptg. & Pub. Co., Pub.—J. Jackle, Ed.	Spokane, Wash. Washington Post	Th.	7,000	.025
.34	A. E. Kern, Pub. & Ed.				

(Continued on page 246)

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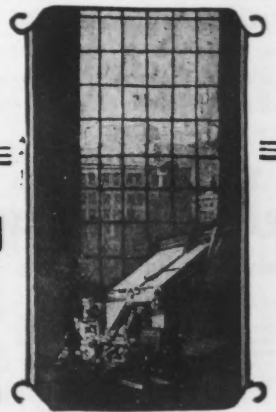
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FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 245)

Table listing foreign language newspapers by city, publication frequency, circulation, and rate. Includes sections for GERMAN, GREEK, HOLLANDISH, FLEMISH, and HUNGARIAN.

Throughout the Length and Breadth of Britain.

WHEREVER you may go in Britain—in ancient City, busy manufacturing Town or peaceful Hamlet—you will find "JOHN BULL" in evidence.

It is read by all classes. Its articles are discussed in the home, debated in the club, preached upon from the pulpit. Its bluff honesty is proverbial. The phrase, "If you see it in 'JOHN BULL' it IS so!" has become part of the language of the British people.

The reputation of its advertising columns is no less to "JOHN BULL" than the reputation of its editorial pages. No "doubtful" advertising is ever accepted, and all trade announcements that appear are fully guaranteed.

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JOHN BULL

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(Continued on page 247)

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 246)

City	Newspaper	Publication Frequency	Circ.	Rate
<b>HUNGARIAN—Continued</b>				
Frank Bokor, Pub.—Lorand	Amerikai Magyarorsag.....Th.		1,629	.05
American Hung. Dly. Pub. Co.	Amerikai Magyar Ujsag...D/S.		7,150	.06
American Hung. Workingmen's Federation, Pub.—Ladislaus, Eber, Ed.	Elore.....D/S.		10,900	.12
A. Tarnoc, Pub. & Ed.	Akron, O.....Akroni Hirlap.....Fri.		4,600	.0325
Louis Tarcai, Pub. & Ed.	Cleveland, O.....Az Ujsag.....Fri.		4,000	.0275
Szabadsag Ptg. & Pub. Co., Pub.—Andrew Cherna, Ed.	Lorain, O.....Lorain es Vidéke.....		36,497	.12
Michael M. Barta, Pub. & Ed.	Youngstown, O.....Amerikai Magyar Hirlap.....Fri.		5,200	.04
United Ptg. Co., Pub.—E. Nemenyi, Ed.	Johnstown, Pa.....Hirado.....Th.		1,600	.03
Ernest Porzsolt, Pub. & Ed.	Pittsburgh, Pa.....Magyar Vilag.....Fri.		1,500	.0325
Stephen Gyongyosi, Pub. & Ed.	Magyar Hirado.....Tu, Fri.		5,000	.06
<b>ITALIAN</b>				
B. T. Tarkanyi, Pub. & Ed.	Sacramento, Cal.....Capitale.....Sat.		2,500	.03
Capitals Pub. Co.	San Francisco.....Corriere del Popolo.....Tu, Fri.		9,561	.0325
Pedretti Bros.,	L'Italia.....D/S.		16,940	.12
L'Italia Press Co., Pub.—Ettore Patrizi, Ed.	Sentinella.....M.		4,000	.0575
Castone G. Bertini, Pub. & Ed.	Unione.....Sat.		5,000	.0425
Italian Catholic Union, Inc.	Voce del Popolo.....D exSun.		13,015	.10
Voce del Popolo Pub. Co., Pub.—O. D. Ronchi, Ed.	Stockton, Cal.....Agricoltura Italiana.....M.		8,000	.1075
Flavio & John Flavius, Pub. & Ed.	Sole.....Sat.		5,000	.0275
Flavio Flavius, Pub. & Ed.	Denver, Col.....La Capitale.....Sat.		9,800	.05
La Capitale Pub. Co.	Risveglio.....Wed.		2,500	.025
Italian-American Pub. Co.	Sun.....3,000		.03	
Italian-American Pub. Co.	Roma.....Sat.		2,000	.02
Unien Pub. Co., Pub.—Vincenzo, Massan, Ed.	Pueblo, Col.....Unione.....Fri.		8,000	.035
M. Jacketta, Pub.—Pasquale Albo, Ed.	Vindice.....Sat.		2,826	.03
Courier Pub. Co.	Trinidad, Col.....Corriere di Trinidad.....Sat.		2,000	.02
L'Aurora Pub. Co.	Bridgeport, Conn.....Aurora.....Th.		2,500	.045
P. Altieri, Pub. & Ed.	La Sentinella.....Sat.		1,650	.025
Vincenzo Campora, Pub. & Ed.	Hartford, Conn.....Il Giornale di Hartford.....Sun.		2,000	.035
Capitale Pub. Co., Pub.—G. Erriehello, Ed.	N. Haven, Conn.....Corriere de Conn.....Sat.		2,000	.03
Joseph Santella, Pub. & Ed.	Forche Caudine.....Sat.		2,700	.02
A. Pisani, Pub. & Ed.	Giornale Italiano del Conn.....Th.		1,500	.03
C. Erriehello, Pub. & Ed.	Parola Cattolica.....Sat.		3,000	.025
L. Maturo, Pub. & Ed.	Shelton, Conn.....La Luce.....Sat.		2,000	.025
P. Cobianchi, Pub. & Ed.	Torrington, Conn.....La Tribuna di Torrington.....Th.		910	.0215
Tribuna Pub. Co., Pub.—V. Sica, Ed.	Waterbury, Conn.....Congresso del N. Eng.....Sat.		2,500	.03
C. P. Lanza, Pub. & Ed.	Verita.....Sat.		2,000	.0225
Frank De Feo, Pub. & Ed.	Voce Italiana.....Fri.		3,000	.03
Antonio Ferrari, Pub. & Ed.	Chicago, Ill.....L'Idea.....Sat.		7,000	.025
Italian Pub. Co., Pub.—Oscar Durante, Ed.	L'Italia.....Sun, Tu, Th., Fri.		20,000	.095
Cairoli Gigliotti, Pub. & Ed.	Nuovo Venuto.....Sat.		10,000	.035
A. M. Valeria, Pub. & Ed.	Tribuna Italiana.....Sat.		5,000	.0715
Nicola Accomanda, Pub. & Ed.	Corriere del Popolo-Italo.....Sat.		9,000	.07
Bart Molica, Pub. & Ed.	Gary, Ind.....Americano.....Sat.		4,000	.0325
Edorado Caffaro, Pub. & Ed.	Des Moines, Ia.....Tribuna Italiana.....Fri.		2,000	.0175
Colonial Voice Pub. Co.	Pittsburgh, Kans.....Lavoratore Italiano.....3 Tu.M.		17,576	.06
J. V. Donnaruma, Pub. & Ed.	New Orleans, La.....Voce Coloniale.....Sat.		14,243	.08
Il Pungolo Pub. Co.	Boston, Mass.....Gazzetta del Mass.....Sat.		9,680	.03
Notizia Pub. Co., Pub.—G. C. Grillo, Ed.	Il Pungolo.....Sat.		22,000	.07
Italia Ptg. & Pub. Co., Pub.—F. S. Marinio, Ed.	Springfield, Mass.....Eco della Nuova England.....Fri.		3,750	.05
Italian Tribune d'America Pub. Co., Pub.—V. Giuliano, Ed.	Detroit, Mich.....Tribuna Italiana d'America.....Fri.		2,800	.04
A. C. Marinelli, Pub. & Ed.	Voce del Popolo.....Fri.		4,000	.065
La Stampa Pub. Co., Pub.—Alfred C. Pini, Ed.	Laurium, Mich.....Minatore Italiano.....Sun, Wed, Fri.		5,000	.025
Italian Pub. Co., Inc., Pub.—Cesare A. Viemi, Ed.	St. Louis, Mo.....Il Pensiero.....Sat.		14,500	.08
Stampa Pub. Co.	Omaha, Neb.....Stampa di Omaha.....Fri.		2,000	.045
John Granata Co., Pub.—John Granata, Ed.	Reno, Neva.....Bolletino del Nevada.....Sat.		1,500	.02
Tribune Pub. Co., Pub.—Olindo Marzulli, Ed.	Newark, N. J.....La Tribuna.....Sat.		6,500	.05
Nicola Parrillo, Pub. & Ed.	Paterson, N. J.....Il Messaggero.....Sat.		5,800	.0225
Italo American Pub. Co., Pub.—Attilio Ferilli, Ed.	Trenton, N. J.....Italo Americano.....Sat.		2,000	.025
Twentieth Century Pub. Co.	Il Secolo.....Th.		3,000	.025
G. Farinacci, Pub. & Ed.	Albany, N. Y.....La Capitale.....Sat.		4,000	.035
Guido Marsala, Pub. & Ed.	Gazetta di Albany.....Fri.		5,000	.025

(Continued on page 248)

PICTURESQUE SPOTS IN HISTORIC LONDON

The Church That Pepys Saved—A Link with Dr. Johnson—Where He Wrote the Famous Dictionary.

The church of Saint Olave, Hartstreet—the Hartstreet that runs into Mark-lane, not the one near Cripplegate—is one of the churches which escaped the fire in 1666. From it we may therefore gain some idea of what London churches were like in the Middle Ages.

It was built about 1450 and is full of interesting and venerable monuments.



The Church of St. Olave

This church was his usual place of worship during the nine years, 1660 to 1669, covered by his wonderful diary.

It was largely due to him that this church and the neighbouring one, All Hallows Barking, were not destroyed. He obtained permission to employ men from the naval dockyard to blow up and pull down houses in the vicinity of the Navy Office. And in saving the office he also preserved the churches.

A very ancient door leads from the church into the vestry, a delightful old room with an ornamented ceiling, which is to-day very much as it was when Pepys knew it.

The square tower is ascended by a spiral staircase. The entrance to the churchyard in Seething-lane has a grim ornament of skulls and spikes, said to have been put up as a memorial of the great plague.

A genuine "Queen Anne house" is left to us in No. 17 Gough-square. This is the house which Dr. Johnson took in order that he might have a place both commodious and quiet in which to carry out his scheme of compiling a dictionary of the English language.

You ring the bell, and in a trice you are in what was probably the dining-room. This, like all the other rooms, is panelled.

The paneling is not oak, but American red pine. At the time that the house was built, there were restrictions as to the use of oak for building, as a shortage of timber for the Navy was feared.

The other room on the ground floor, the parlour, has a delightful old cast-iron fireplace with hobs. Here, too, is the "powdering closet," with the shelf on which, no doubt, the good doctor's wig often stood, while being spruced up by the perruquier for some important occasion.

As you go up the stairs, notice on your right the cupboard for candlesticks.

At the very top is the room which Dr. Johnson described as the "garret." It runs the whole length of the house. Here the work of compiling the dictionary was actually done.

Advertisement inserted by THE DAILY MAIL (London) in the interests of the 1924 Advertising Convention.



Dr. Johnson's House

SIR CHARLES HIGHAM

desires to thank all his friends in America for their great kindness to him during his visit. He returns home a happier and better Advertising man and looks forward to July when he hopes to return some of the great hospitality which he invariably receives on his visits to your great Country.

Au revoir.

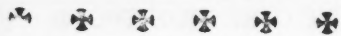
FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES

BY LANGUAGES

(Continued from page 247)

City	Newspaper	Publication Frequency	Circ.	Rate
<b>ITALIAN—Continued</b>				
Buffalo, N. Y.	Corriere Italiano	Sat.	3,700	.04
Corriere Italiano Pub. Co., Pub.—Jos. J. Lughino, Ed.				
Dunkirk, N. Y.	Risveglio	Sat.	3,000	.04
Il Risveglio Pub. Co., Pub.—Jos. B. Zavarrella, Ed.				
Mt. Vernon, N. Y.	Cronaca Illustrata	Th.	2,900	.02
Cronaca Illustrata del Westchester Co., Inc.				
New York	Corriere d'America	D/S.	60,000	.17
Tiber Pub. Co., Pub.—Luigi Barzini, Ed.				
Corriere della Domenica		Sun.	15,000	.0575
Association of the Ital. Clergy of North America, Inc.				
Domenica Illustrata		Sat.	13,600	.12
La Domenica Illustrata Pub. Co., Inc., Pub.—Romen Ronconi and Ugo. D'Annunzio, Eds.				
L'Eco d'Italia		Th.	6,000	.06
Carlo Calvosa, Pub. & Ed.				
La Follia di N. Y.		Sun.	25,000	.09
Marzilale Sisca Pub. Co., Pub.—Luigi Roversi, Ed.				
Guistizia		Sat.	17,750	.07
International Ladies Garment Workers Union, Pub.—R. Rende, Ed.				
Il Popolo, Bollettino della Sera		D/S.	76,517	15.
Bollettino della Sera, Pub.—Vincenzo Giordano, Ed.				
Il Progresso Italo Americano		D/S, ABC.	87,648	.22
Carlo Barsotti, Pub. & Ed.				
Niagara Falls, N. Y.	Risveglio Italiano	Sat.	3,000	.03
Il Risveglio Pub. Co., Pub.—Jos. B. Zavarrella, Ed.				
Rochester, N. Y.	La Stampa Unita	Fri.	3,400	.05
Rochester Alliance Press, Inc., Pub.—Clement D. Lanni, Ed.				
Schenectady, N. Y.	Corriere di Schen.	Th.	3,000	.02
Il Corriere di Schen. Pub. Co.				
Syracuse, N. Y.	Corriere di Syracuse	Fri.	7,500	.03
Fulco Pub. Co., Pub.—Giulio Fulco, Ed.				
Gazzetta di Syracuse		Fri.	2,000	.0475
Ray Pub. Co., Pub.—Joseph Ray, Ed.				
Utica, N. Y.	Il Pensiero Italiano	Fri.	3,000	.035
A. Capeclatro, Pub. & Ed.				
Cleveland, O.	Voce del Popolo	D/S. exMon.	10,510	.09
Italian Pub. Co., Pub.—F. Melaragno, Ed.				
Stuebenville, O.	Messaggero	Sat.	1,500	.0215
Niccolo Tripodo, Pub. & Ed.				
Youngstown, O.	Nuova Italia	Fri.	7,000	.0475
City Ptg. Co., Pub.—V. Coscioni, Ed.				
Cittadino Pub. Co., Pub.—M. Guggino, Ed.		Sat.	8,750	.05
Portland, Ore.	Tribuna Italiana	Fri.	5,800	.0225
Italian Pub. Co., Pub.—Albert B. Ferrara, Ed.				
Erie, Pa.	Gazzetta di Erie	Sat.	2,911	.02
A. & L. Agresti, Pub.—Egidio Algresti, Ed.				
Greensburg, Pa.	Stella d'Italia	Sat.	6,000	.03
Italian Star Pub. Co., Inc.				
Hazleton, Pa.	Il Trentino	Sat.	6,000	.055
Il Trentino Pub. Co., Pub.—P. C. Flaim, Ed.				
Unione Italiana		Sat.	4,000	.0425
Union Ptg. Co., Inc., Pub.—Egidio Caccese, Ed.				
Indiana, Pa.	Il Patriota	Sat.	1,300	.01
Francesco Biamonte, Pub. & Ed.				
Philadelphia	La Forbice	Sat.	10,650	.03
Forbice Ptg. Co., Pub.—V. Terracciano, Ed.				
Italia Gente		Sun.	2,000	.0175
Italian Augustinian Fathers, Pub. & Ed.				
Libera Parola		Sun.	15,000	.05
A. Giuseppe di Silvestro, Pub. & Ed.				
L'Opinione Ital. Co. of Del., Inc.	L'Opinione	D/S.	30,609	.12
L. De Benedictus, Pub. & Ed.	Sigaretta	Sun.	5,690	.035
Pittsburgh, Pa.	Trinacria	Fri.	3,000	.07
La Trinacria Ptg. & Pub. Co., Inc.				
Unione		Sat.	12,500	.0925
Italian Consolidated Press, Inc.				
Reading, Pa.	Popolo	Sat.		
Il Popolo Ptg. & Pub. Co., Inc.				
Scranton, Pa.	Il Minatore	Fri.	8,000	.0715
Minatore Pub. Co., Pub.—Gaetano A. Lizzie, Ed.				
Newport, R. I.	Alba	Sat.	1,400	.02
Russo Pub. Co., Pub.—Marco A. Russo, Ed.				
Providence, R. I.	Corriere del R. I.	Sat.	3,000	.025
La Liberta, Pub.—Alfredo Pino, Ed.				
Eco del R. I.		Th.	4,000	.025
Ferericio Crucizo & Co., Pub. & Ed.				
Memphis, Tenn.	Corriere Italiano	Th.	1,500	.025
Corriere Pub. Co., Pub.—Mario Chiozza, Ed.				
Dallas, Tex.	Tribuna Italiana	Sat.	8,102	.08
Papa & Aidin, Pub.—L. E. Aidin, Ed.				
Seattle, Wash.	Gazzetta Italiana	Fri.	4,000	.045
Chiappa & Passetti, Pub. & Ed.				
<b>JAPANESE</b>				
Los Angeles, Cal.	Japanese Daily News	D. exSun.	6,520	.0225
Los Angeles News Pub. Co.	La Japanese American	D. exSun.	6,500	.03
S. Kikuchi.				
San Francisco	Japanese American News	D/S.	15,502	.05
K. Abiko.				
New World		D/S.	13,000	.03
New World, Inc., Pub.—T. Faruya, Ed.				
New York	Japanese Times	(S/W. Ed.) W. S.	2,000	.04
		(W. Ed.)	5,000	.18
S. Midzatani, Pub. & Ed.				
Portland, Ore.	Oregon News	D. exSun.	1,200	.07
Toyaji S. Abe.				
Salt Lake City	Utah Nippo	D/S.	3,000	.18
U. Terasawa, Pub. & Ed.				
Seattle, Wash.	Great Northern	D. exSun.	5,517	.035
Daily News				
K. Takeuchi, Pub. & Ed.				
North American Times		D. exSun.	8,451	.0575
S. K. Arimma, Pub.—M. Mikami, Ed.				
<b>JEWISH</b>				
Chicago	Jewish Call	D/S. exSat.	38,950	.10
J. M. Wolfsohn, Pub. & Ed.				
Jewish Courier		D/S. exSat.	43,226	.10
M. P. Ginsburg, Pub.—S. M. Melamed, Ed.				
Forward Assn.	Jewish Forward, West. Ed.	D/S. AEC.	40,441	.14
A. M. Liebling.	Jewish Press	D/S. exSat.	25,000	.08
A. M. Liebling.	Jewish Progress	Fri.	15,000	.06
Jewish Record, Co., Inc.	Jewish Record	Fri.	32,324	.055
Jehiel D. Liebling, Pub. & Ed.				
Goston, Mass.	Jewish American	Fri.	7,928	.07
Jewish Press Pub. Co. of New England, Pub.—S. B. Freidson, Ed.				
St. Louis, Mo.	Jewish Record	Fri.	12,000	.08
Sol. Goldman, Pub. & Ed.				
Jersey City, N. J.	Hudson Jewish News	Fri.	8,000	.05
I. Untermau, Pub. & Ed.				

(Continued on page 249)



EDITORS SAY IT

Not "with flowers"—though we have had more than our share of bouquets—but with publication continued throughout the years.

No advertisement we could write, and no words of testimonial that could be framed by appreciative Editors and Readers, can possibly have the weight of this simple fact:—

For Twenty-five Years, Editors of first-class Newspapers have been running the "Different" Ellis Sunday School Lesson every week.

Every possible question concerning the desirability of this Standard Religious Feature is answered by this fact.

All the Tests of Time have been met by the weekly Ellis Lesson.

Ask any of the more than seventy papers that run it.

**READABLE  
JOURNALISTIC  
AUTHORITATIVE  
NON-SECTARIAN  
NON-CONTROVERSIAL  
—AND TREMENDOUSLY TIMELY**

The highest magazine quality at modest newspaper rates. A Once-A-Week Feature that Holds Readers all the Year.

**THE ELLIS SERVICE**

Swarthmore, Pennsylvania  
Offering a "Different" Sunday School Lesson.



*The*  
**FITCHBURG  
SENTINEL**

*Is the master-key to an  
Important district of  
Northern  
Massachusetts*

77% of its circulation is local, entirely covering Fitchburg with 43,000 people and many prosperous and diversified industries.

20% is in near-by towns for which Fitchburg is the most convenient trading center.

There Is No Substitute  
For The Sentinel

**JULIUS MATHEWS**

Special Agency

Boston New York Chicago Detroit

**STAMFORD  
CONNECTICUT  
Population 45,000**

Judged by the per capita earning capacity and the savings deposits of its inhabitants; by the high percentage of steady employment and the number and value of owned homes; and by most of the indices of community welfare,

**STAMFORD IS  
PROSPEROUS**

Complete coverage of this fruitful territory is to be had only through the

**STAMFORD ADVOCATE**

Circulation over 8,500.  
Over 7,000,000 lines for 1923  
The Julius Mathews Special Agency  
Boston New York Detroit Chicago

**EVERY  
EVENING**

*Delaware's  
Leading Daily*

A Newspaper with a mission, appealing to the intelligent element of a community which it has faithfully served for over fifty years.

Daily Average Circulation  
January 1st Over  
**18,000**

**THE FIRST  
Newspaper in  
Wilmington, Del.**

**FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY LANGUAGES**

(Continued from page 248)

City	Newspaper	Publication Frequency	Circ.	Rate
<b>JEWISH—Continued</b>				
Newark, N. J.	Morgenstern	Fri.	7,000	.07
I. Unterman, Pub. & Ed.				
Brooklyn, N. Y.	Bronsville Post	Fri.	11,000	.055
Bronsville Pub. Co., Inc.				
New York	Amerikaner	Fri.	17,349	.10
Jewish Press Pub. Co., Pub.	Peter Wiernik, Ed. Big Stick	Fri.	33,992	.10
Jacob Marinoff, Pub.—Pub. & Ed.	The Day	D/S. ABC	67,256	.23
American-Jewish Pub. Corp., Pub.—Wm. Edlin, Ed.	Freie Arbeiter Stimme	Fri.	7,000	.07
Free Voice of Labor Assn.	Freiheit	D. exSun.	42,410	.15
Freiheit Pub. Assn., Inc.	Gerechtigkeit	Fri.	42,360	.12
International Ladies Garment Workers Union, Pub.—S. Yanovsky, Ed.	Jewish Daily Forward & Eastern Editions	D/S. ABC	110,227	.30
Forward Assn., Pub.—Abraham Cahan, Ed.	Jewish Daily News	D/S. exSat.	59,111	.18
Sarasohn & Son, Pub.—C. Bublik, Ed.	Jewish Farmer	M.	11,500	.125
Jewish Agricultural and Industrial Aid Society, Pub.—Benj. C. Stone, Ed.	Jewish Gazette	Fri.	18,000	.12
Sarasohn & Son, Pub.—G. Bublik, Ed.	Jewish Morning Journal	D/S. exSat. ABC	74,349	.23
Jewish Press Co., Pub.—Peter Wiernik, Ed.	Jewish Woman's Home Journal	M.	10,000	.28
Jewish Almanac Pub. Co.	La Luz	Sun.	9,355	.07
Sephardic Pub. Co., Pub.—Simon S. Nessim, Ed.	Mediator	Fri.	6,734	.13
Mediator Pub. Co., Pub.—Morse M. Frankel, Ed.	Vara	Fri.	2,424	.045
Morris Garten Pub. & Ed.	Volksadvocat	Fri.	4,000	.03
American Jewish Pub. Corp.	Yiddishe Folk	Fri.	24,000	.09
Zionist Organ. of Amer.	Zukunft	M.	25,000	.20
Forward Assn.	Cleveland, O.—Jewish Guardian	Fri.	9,000	.075
Jewish Guardian Pub. Co.	Jewish World	D/C. exSat.	19,982	.095
Rocker Pub. Co., Pub.—S. Rocker, Ed.	Philadelphia, Pa.—Day	D/S.	7,680	.07
(See New York.)	Jewish Morning Journal	D/S. exSat.	9,384	.10
Jewish Journal Pub. Co. (See New York.)	Jewish World	D.	23,017	.15
	Sun.		25,000	.20
Jewish World Pub. Co., Pub.—Jacob Ginsburg, Ed.	Jewish Daily News	D/S. exSat	3,849	.10
(See New York.)	Jewish Forward	D/S.	14,865	.10
(See New York.)	Pittsburgh, Pa.—Volksfreund	Fri.	6,500	.05
Jewish Volksfreund Pub. Co., Pub.—Louis Borkin, Ed.	Milwaukee, Wis.—Jewish Press	Wed.	5,000	.05
Jewish Pub. Co.	Wochenblatt	Fri.	5,000	.05
Isidor S. Horwitz, Pub. & Ed.				
<b>KOREAN</b>	San Francisco—New Korea	Tu., Th., Sat.	1,200	.015
	Korean Nat'l Assn. of North America, Pub.			
<b>LITHUANIAN</b>	Chicago—Draugas	D/S.	13,470	.04
Draugas Pub. Co., Pub.—Francis Bucis, Ed.	Kardas	M.	15,000	.055
Lithuanian Freethinkers Federation of Amer.	Naujienos	D. exSun.	21,050	.055
Lithuanian News Pub. Co., Pub.—Pius Grigaitis, Ed.	Boston, Mass.—Darbinankas	Tu., Th., Sat.	6,015	.05
St. Joseph's Lithuanian R. C. Assn. of Labor.	Kelvis	Wed.	23,940	.07
J. G. Geguzis & Co.	Sandara	Th.	4,649	.04
The Lithuanian Natl. League of Amer., Pub.—Vincent J. Szliakys, Ed.	Worcester, Mass.—Amerikos Lietuvis	Th.	6,000	.025
M. Paltanavicia, Pub. & Ed.	Brooklyn, N. Y.—Garsas	Th.	21,500	.05
Lithuanian Roman Catholic Alliance of Amer.	Laisve	D. exSun.	8,445	.05
Lithuanian Co-operative Pub. So., Inc., Pub.—V. Paukstys, Ed.	Vienybe	Tu., Fri.	11,500	.035
Lithuanian Vienybe Pub. Co.	New York—Tevyne	Fri.	12,000	.0545
Lithuanian Alliance of America	Cleveland, O.—Dirva	Fri.	11,645	.035
Ohio Lithuanian Pub. Co., Pub.—K. S. Kazpavicius, Ed.	Mahanoy City, Pa.—Saulė	Tu., Fri.	7,650	.035
W. D. Doczkowska & Co.	Philadelphia, Pa.—Zvaigzda	Th.	3,770	.02
A. Milukas & Co.	Wilkes Barre, Pa.—Tevynės Balsas	Wed., Sat.	5,000	.025
Lithuanian Industrial Corp., Pub.—B. Bumaz, Ed.				
<b>NORWEGIAN—</b>				
<b>DANISH</b>	San Francisco—Bien	Fri.	4,000	.05
Sophus Hartwick	Chicago—Evangelisten	Wed.	8,000	.045
Evangelisten Pub. Soc., Pub.—H. F. Josephson, Ed.	Chicago Posten	Th.	5,000	.03
C. Rasmussen Co.	Chicago—Evangelisk Tidende	Th.	5,000	.035
The Methodist Book Concern.	Revyen	Sat.	4,500	.02
Christian Botker, Pub. & Ed.	Scandia	Sat.	5,000	.04
Scandia Co.	Skandinaven	D.	13,654	.05
	Wed., Fri.		26,105	.10
	Sun.		15,000	.07
John Anderson Pub. Co., Pub.—John Benson, Ed.	Cedar Falls, Ia.—Dannevirke	Wed.	2,775	.02
Martin Holst, Pub. & Ed.	Cedar, Rapids, Ia.—Hemmet	M.		
M. Fr. Hansen Pub. Co., Pub.—Mrs. Ida Hansen, Ed.	Decorah, Ia.—Decorah Posten	Tu., Fri. ABC.	43,441	.14
The Anundsen Pub. Co.	Harlan, Ia.—Vagteren	Tu.	1,379	.015
J. C. Lunn	Duluth, Minn.—Skandinav	Fri.	4,200	.02
Fuhr Pub. & Ptg. Co., Pub.—J. J. Fuhr, Ed.	Fergus Falls, Min.—Ugeblad	Wed.	2,175	.015
Ugeblad Pub. Co., Pub.—N. T. Moen, Ed.	Minneapolis, Min.—Familiens Magazin	M.	12,500	.10

(Continued on page 250)

**Equipment for Sale**

By reason of absorption of The Fresno Herald by The Fresno Bee there is for sale practically complete equipment for newspaper, including eight machines, stereotyping machinery, makeup tables, chases, but not press. If interested, write or wire for details to

**THE FRESNO BEE**

Fresno California

**LEADERS  
AUTOMOBILE  
and  
RADIO FEATURES**

Finely illustrated and written in clear, understandable language. Now used by over 100 papers in U. S. and Canada, including Los Angeles Times, Pittsburgh Press, Chicago American, Cincinnati Enquirer, Brooklyn Eagle, Washington Post, Minneapolis Journal, Times Picayune, New Orleans, Columbus Dispatch.

Write or Wire for Proofs and Prices  
S-N-L TECHNICAL SYNDICATE  
822 Reaper Block  
CHICAGO

**PICTURES**

THE UNIVERSAL LANGUAGE

Realistically Printed  
for

NEWSPAPER SUPPLEMENTS  
MAGAZINE INSERTS  
ADVERTISING CATALOGUES  
by the

**NEO-GRAVURE  
Printing Co., Inc.**

200 William St., New York City

**CIRCULATION**

Automobile and house and lot campaigns our specialty for over NINETEEN years. We conduct all campaigns on a commission basis and furnish the personal services of experts to carry out every detail. No losers in our contests and no after contention possible.

We conducted 38 contests for newspapers in 1923. Send for list of references from publishers for whom we have conducted THREE OR MORE contests.

Look up our rating with R. G. Dun & Co., or with Bank of Wisconsin, Madison, Wis., with whom we have done business continually for over nineteen years. We were established in 1905 and have a paid in capital of \$100,000.00.

**THE BIRD SYNDICATE**  
209 Pioneer Block, Madison, Wis.

**PALMER, DEWITT  
& PALMER,  
NEWSPAPER PROPERTIES**

Announce  
the opening of their new  
offices in  
SUITE 1311,  
350 Madison Ave.,  
New York

**Unusual Opportunities**

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

**HARWELL & CANNON**

Newspaper and Magazine  
Properties

Times Building, New York  
Established 1910

**WE CONNECT THE WIRES**

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.  
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**Circulation  
Manager**

An old, well established, live evening newspaper in a mid-west metropolitan city wishes to employ the highest grade circulation manager, in ability and experience, to be found. He will be paid whatever salary and bonus for increases he can establish that he is worth. He must be an expert in both system and promotion, as well as a successful executive. Replies will be treated in the strictest of confidence. Address Box C-985, care Editor & Publisher.

We can increase your business—you want it increased.  
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

**BURRELLE**

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

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

Published every Saturday in  
London

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 249)

Table with columns: City, Newspaper, Publication Frequency, Circ., Rate. Includes categories like NORWEGIAN-DANISH, POLISH, and various newspaper titles such as Folkebladet, Tidende, and Dziennik.

The Salt Lake Tribune

has been building reader confidence since 1871.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta

Pacific Coast Representatives

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation. Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000 Total Sunday over 77,000

1922 advertising gain, 1,625,432 agate lines.

Greatest record in the South. Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by

JOHN M. BRANHAM CO.

Chicago, Atlanta, St. Louis, Kansas City, San Francisco

S. C. BECKWITH SPECIAL AGENCY NEW YORK CITY

PORTSMOUTH, OHIO

EVENING TIMES MORNING SUN SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative

ROBERT E. WARD, INC.

1 So. Wabash Ave. Chicago 501 Fifth Ave. New York

In New Orleans it's THE ITEM

The Deseret News SALT LAKE CITY, UTAH

Ninety per cent. of its circulation is within retail trade territory of Salt Lake City—splendidly effective.

Foreign Representatives

CONE, HUNTON & WOODMAN

New York Chicago Detroit Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON

Los Angeles San Francisco

The Right Size Plot

The size and shape of the plot on which you erect your new building will have a direct effect on future costs. We have assisted several prominent newspapers in the satisfactory determination of this factor.

S. P. WESTON

Newspaper Buildings Plant Layouts Production, Operation

120 West 42nd St. New York

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

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

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

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

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

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

Few Papers—(if any)—surpass the

TRENTON NEW JERSEY TIMES

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.

Marlborough Bldg. New York Lytton Bldg. Chicago

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES  
BY LANGUAGES  
(Continued from page 250)

	City	Newspaper	Publication Frequency	Circ.	Rate		
<b>POLISH—Continued</b>	New York	Nowy Swiat	D/S. ABC.	17,139	.10		
	Nowy Swiat Pub. Co., Inc.	Telegram Codzienny	D/S.	7,642	.07		
	Schenectady	Gazeta Tygodniowa	Fri.	4,000	.0225		
	C. S. Ogonowski, Pub. & Ed.	Syracuse, N. Y.	Polonia	Fri.	2,000	.025	
	Polonia Pub. Co.	Utica, N. Y.	Rekord Tygodniowy	Fri.	5,000	.025	
	F. Markon & M. Murczkiewicz, Pub.—Francis Markon, Ed.	Slovo Folskie	Tu., Fri.	2,000	.04		
	M. K. Gomolska, Cleveland, O.	Gwiazda Zjednoczenia	Tu.	11,340	.06		
	A. Wielowiejski, Pub. & Ed.	Jutrzenka	Th.	14,050	.06		
	A. Wielowiejski, Pub. & Ed.	Kuryer	Th.	14,038	.06		
	A. E. & W. T. Wielowiejski, Pub.—W. Wielowiejski, Ed.	Monitor Clevelandski	D exSun.	7,965	.075		
	United Pub. Co.	Wiadomosci Codzienne	D/S.	9,500	.0525		
	S. A. Dangel, Pub. & Ed.	Toledo, O.	Ameryka Echo	D.	24,320	.06	
	A. A. Paryski, Pub. & Ed.	Ameryka Echo	Sun.	105,000	.18		
	A. A. Paryski, Pub. & Ed.	Kuryer Katolicki	Th.	10,150	.035		
	Adam Solarczyk, Pub. & Ed.	Philadelphia, Pa.	Gazeta Narodowa	Sun.	4,000	.0175	
	Gazeta Narodowa	Gwiazda	Th.	11,000	.045		
	Stephen M. Nowaczyk, Pub. & Ed.	Jednosc	Fri.	5,000	.03		
	Wm. Wendt, Pub.—F. J. Wendt, Ed.	Patryota	Fri.	10,600	.045		
	T. Wasowicz, Pub. & Ed.	Przyjacieli Ludu	Sun.	10,000	.03		
	J. Lastowski, Pub. & Ed.	Pittsburgh, Pa.	Pittsburgher Polish Daily Pub. Co.	D exSun.	8,900	.06	
	Pittsburgher Polish Daily Pub. Co.	Sokol Polski	Th.	16,876	.08		
	Polish Falcons Alliance of America, Pub.—B. Mruzek, Ed.	Wielkopolska	Th.	15,875	.05		
	Polish Ptg. & Pub. Co., Pub.—L. Machnikowski, Ed.	Scranton, Pa.	Republika Gornik	Sun.	15,140	.0475	
	John Dende, Pub. & Ed.	Straz	Tb.	13,000	.05		
	Polish National Pub. Co.	Shenandoah, Pa.	Tygodnik Gorniczy	Sat.	4,200	.02	
	Polish Pub. Co., Pub.—W. Pietkiewicz, Ed.	Wilkes Barre, Pa.	Gornik	Wed., Sun.	17,150	.07	
	Gornik Pub. Corp., Inc.	Praca	Th.	6,401	.03		
	S. J. Tyburski, Pub. & Ed.	Wheeling, W. Va.	Polak w West Virginii	Fri.	3,470	.035	
	West Virginia Pole Pub. Co.	Milwaukee, Wis.	Kuryer Polski	D.	32,090	.08	
	Kuryer Pub. Co., Pub.—S. Zowaki, Ed.	Kuryer Polski	Sun.	51,233	.10		
	Kuryer Pub. Co.	Nowiny Polski	D exSun.	10,400	.065		
	Nowiny Pub. Co., Pub.—T. A. Jazirkowski, Ed.	Stevens Point, W.	Gwiazda Polarna	Sat.	100,143	.18	
	Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.	Rolnik	Fri.	23,566	.06		
	Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.	Oakland, Cal.	Uniao Portuguesa	Mon.	1,500	.035	
	<b>PORTUGUESE</b>	Manuel F. M. Trigueiro, Pub.—Jos. S. Marshall, Ed.	San Francisco	Jornal de Noticias	Sat.	3,500	.0485
	L. C. Silveira	Tulare	O Lavrador Portugues	Mon., Th.	3,500	.0375	
	Arthur A. Avila and Alfred D. Silva, Pub. & Ed.	Fall River, Mass.	Novidades	Th.	4,200	.0425	
	Novidades Pub. Co., Pub.—John B. Machado, Ed.	N. Bedford, Mass.	A Alvorado Diaria	D exSun.	3,000	.02	
	Guilherme M. Luiz, Pub. & Ed.	O Independente	Th.	2,500	.02		
	Portuguese Newspaper Co., Pub.—Jose M. Almeida, Ed.	Polycarpo & Vieira-Antonio, Pub.—C. Vieira, Ed.	O Popular	Th.	3,000	.025	
<b>ROUMANIAN</b>	Cleveland, O.	America	D/S.	21,123	.09		
Union of Roumanian Societies Pub. Co., Inc., Pub.—G. Stanculescu, Ed.	George M. Ungureanu, Pub. & Ed.	Foasi Poporului	Tu., Th.	9,000	.05		
George M. Ungureanu, Pub. & Ed.	Youngstown, O.	Romanul	Sun.	17,325	.055		
Romanul Co., Inc., Pub.—J. N. Barbu, Ed.	San Francisco	Russian Life	Fri.	6,000	.07		
<b>RUSSIAN</b>	San Francisco	Russian Co-operative Assn., Pub.—Boris P. Lapatin, Ed.	D exSun.	19,000	.04		
Free Russia Pub. Co., Pub.—Gregory Baka, Ed.	New York	Nowy Mir	D exSun.	10,000	.10		
Nowy Mir Pub. Co.	New York	Novoye Russkoye Slovo	D/S.	10,000	.12		
Victor Shimkin, Pub.—Ivan Okuntsoff, Ed.	Russky Golos	D/S.	9,445	.07			
Russky Golos Pub. Corp.	Philadelphia, Pa.	Pravda	Tu., Fri.	5,000	.06		
Pravda Pub. Co.	Pittsburgh, Pa.	Russky Viestnik	Wed.	3,000	.035		
Russian Orthodox Brotherhood	San Francisco	Serbian Herald	Sat.	12,105	.03		
<b>SERBIAN</b>	San Francisco	Serbian Educational Society, Pub.—"Luca," Ed.	Tu.	10,000	.10		
John R. Palendech	New York	Srpski Dnevnik	D exSun.	2,800	.06		
Bozo Rankovich, Pub. & Ed.	Srbiska Straza	Th.	10,000	.03			
Serbian Sentinel Pub. Co.	Srbadja	S/S/M.	4,500	.0425			
Loyal Serb Society Srbadja, Pub.—J. K. Duletich, Ed.	Pittsburgh, Pa.	Amerikanski Srbobran	D exSun.	6,000	.0575		
United Society Srbobran-Sloga	Bridgeport, Conn.	Telegraf	Tu., Fri.	4,000	.035		
Slovak Catholic Pub. Co.	Chicago	Ludovy Dennik	D exSun.	16,500	.05		
<b>SLOVAK</b>	Chicago	Ludovy Dennik Pub. Ass'n., Pub.—J. E. Chudatsik, Ed.	D exSun.	15,860	.05		
Ludovy Dennik Pub. Ass'n.	Passaic, N. J.	Katolicky Sokol	Tb.	6,000	.045		
Slovak American Pub. Ass'n.	New York	Slovak v Amerike	D exSun.	18,500	.06		
Roman & Greek Catholic Slovak Gymn. Union Sokol, Pub.—Gustav Kosik, Ed.	Slovak Press, Inc., Pub.—Christopher L. Orbach, Ed.	Slovensky Pokrok	Th.	5,000	.025		
Slovak Press, Inc.	New York	New Yorske Dennik	D/S exMon.	9,000	.12		
V. J. Nemeck, Pub. & Ed.	Slovak Newspaper & Book Co., Inc., Pub.—Michael Kovacic, Ed.						

(Continued on page 252)

**The Daily and Sunday FOOD SERVICE**

BY  
**Winifred Stuart Gibbs**  
Will Increase Your Home Circulation and Double Your Food Advertising

Scientific and Practical

Already Running in Twenty-Six Papers

Ask us for samples

**THE McCLURE NEWSPAPER SYNDICATE**

373 Fourth Avenue, New York City

**Million Dollar Hearst Features**

The World's Greatest Circulation Builders

International Feature Service, Inc.  
New York

**Detroit**

Fourth Largest City

Complete coverage with one paper.

**The Detroit News**

Offers advertisers unusual opportunities

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**NEA**

**America's Best Magazine Pages**

Daily and Sunday

**Newspaper Feature Service**

241 WEST 58TH STREET  
New York City

**WIRE NEWS**

For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York

**RADIO**

By Frank Chapman

Six years in Navy radio.  
Seven years with Marconi.  
Instructor Y. M. C. A. wireless school.

THE INTERNATIONAL SYNDICATE  
213 Guilford Ave., Baltimore, Md.

**MOST NEWS**

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post**

MORNING AND SUNDAY

Daily Circulation ... 118,000  
Sunday Circulation ... 175,000

Member A. B. C.

**FINING PRESS SYNDICATE**

1161 Arcade Building, St. Louis  
Features \* Editorials \* Specials  
Unusual, Illustrated Features for Every Holiday  
Expansion Plans Now in Preparation.  
Standard in Every Respect.

**To sell CANDY**

for the sweet tooth of 9,000,000 people in the New York market use the paper that is

**FIRST IN CANDY advertising**  
**NEW YORK EVENING JOURNAL**

SEE THAT THIS GREAT STATE IS PUT ON YOUR ADVERTISING LIST

# ILLINOIS

Illinois, the third most populous state, is the center of mighty railroads, vast grain and meat packing industries, the dominating core of the progressive West, with vessels and barges crowding its numerous waterways, and offers unique opportunities to the National Advertiser and Manufacturer.

Illinois has 237,181 farms with 31,974,775 acres and produces crops whose value exceeds \$850,000,000 annually.

Even with this great agricultural activity, Illinois' industrial interest far exceeds its agricultural.

Illinois ranks third in the country in point of view of manufacturing. It has 18,500 manufacturing establishments with a total product valued at over \$5,400,000,000.

These establishments pay out over \$1,000,000,000 annually to their workers.

In Illinois, producer and consumer have a common meeting ground. Both come from all over the country to buy and sell.

Illinois is a great commercial state and a great market.

The Illinois daily newspapers listed below cover this great state and co-operate with manufacturers in creating and maintaining sales.

	Circulation	Rates for	
		2,500	10,000
		Lines	Lines
**Aurora Beacon-News..... (E)	16,351	.055	.055
Bloomington Pantagraph..... (M)	17,841	.05	.05
††Chicago Herald-Examiner..... (M)	337,364	.55	.55
††Chicago Herald-Examiner..... (S)	754,601	1.00	1.00
Chicago Daily Journal..... (E)	117,483	.26	.24
††Chicago Tribune..... (M)	567,628	.80	.80
††Chicago Tribune..... (S)	877,467	1.15	1.15
**La Salle Tribune..... (E)	3,041	.025	.025
**Moline Dispatch..... (E)	10,148	.045	.045
†Peoria Journal-Transcript.. (M&E)	32,648	.03	.03
**Peoria Star..... (E)	27,083	.075	.06
††Rock Island Argus..... (E)	10,405	.045	.045
**Sterling Gazette..... (E)	5,755	.03	.03

†Government Statement, April 1, 1923.  
\*\*A. B. C. Statement, Sept. 30, 1923.  
††Government Statement, Sept. 30, 1923.

## FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

	City	Newspaper	Publication Frequency	Circ.	Rate
<b>SLOVAK—Continued</b>					
	Cleveland, O.	Denny Illas	D exSun.	14,463	.06
	Cleveland, O.	Zenska Jednota	S/M.	24,941	.055
	Youngstown, O.	Slovenske Noviny	Fri.	3,200	.04
	Hazleton, Pa.	Slovensky Obcan	Fri.	7,735	.05
	Middletown, Pa.	Jednota	Wed.	38,662	.095
	Pittsburgh, Pa.	Americky Slovak	Mon., Th.	10,000	.015
	Pittsburgh, Pa.	Amerikansko Slovenske Noviny	Wed.	15,000	.04
		Narodne Noviny	Wed.	28,752	.0675
		Narodny Dennik	Tu., Th., Fri.	12,500	.07
		Ladislav Plech, Ed.	Th.	11,200	.055
		Slovensky Hlasnik	Th.	12,500	.05
		Karol Belohlavek, Ed.	Tu., Fri.	16,000	.06
		Karol Stiasny, Ed.	Th.	16,000	.05
		Richard C. Chladek, Ed.	Th.	16,000	.05
<b>SLOVENIAN</b>					
	Chicago	Edinost	Tu., Th., Sat.	5,200	.035
	Chicago	Glas Svobode	Mon., Wed., Fri.	22,503	.07
		Martin V. Konda, Ed.	Wed.	9,120	.065
		Prosveta	D exSun.	11,428	.0715
		Prosveta	Wed.	24,361	.075
	Joliet, Ill.	Slovenian Amerikanski	Tu., Fri.	2,800	.03
	New York City	E. A. Kochl, Ed.	D/S.	10,350	.045
	Cleveland, O.	Ameriska Domovina	Mon., Wed., Fri.	5,587	.075
		Louis J. Pirc, Ed.	M.	19,547	.1075
		Frank Kerza, Ed.	D.	7,175	.05
		Vatro Grill, Ed.	Wed.	12,400	.07
		J. B. Zupan, Ed.	Fri.	1,337	.03
<b>SPANISH</b>					
	Tucson	Tucsonense	Tu., Th., Sat.	1,365	.025
	Los Angeles	Heraldo de Mexico	D/S exMon.	5,000	.035
		Juan De Heras, Ed.	Sat.	2,200	.035
	San Diego, Cal.	Hispano Americano	Sat.	2,000	.025
	San Francisco	Hispano America	Sat.	5,600	.03
		Julio G. Arce, Ed.	Fri.	600	.015
		Heraldo del Valle	Sat.	1,050	.015
	Tampa, Fla.	La Prensa	D exSun.	3,800	.03
		J. Cortez Labrado, Ed.	Sun.	7,000	.03
		Jose De La Campo Gonzalez, Ed.	Fri.	1,200	.0175
		F. M. Chacon, Ed.	Sat.	600	.015
		Jose Mena Costello, Ed.	Sat.	2,500	.025
		Las Cruces, N. M.	Sat.	1,200	.0225
		El Independiente	Th.	2,300	.02
		F. M. Chacon, Ed.	Sat.	600	.0175
		El Independiente	Sat.	3,000	.025
		E. Dana Johnson, Ed.	Fri.	900	.015
		Boletin Popular	Wed.	1,465	.025
		E. D. Armijo, Ed.	Fri.	1,600	.0225
		Isidoro Armijo, Ed.	Mon.	2,300	.0175
		E. M. Valdez, Ed.	M.	1,853	.1425
		Juan Ortiz Gonzalez, Ed.	D/S ABC.	8,343	.10
		La Patria	D/S exMon.	8,054	.04
		Silvestre Terrazas, Ed.	Sun.	11,471	.08
		Revista Catolica	M.	4,000	.09
		Revista Illustrada	W.	2,000	.025
		Eduardo Idar, Ed.	Sun.	7,000	.03
		Jose Quiroga, Ed.	Th.	9,500	.04
		La Prensa	D/S.	17,355	.0575
		La Prensa	Wed.	12,000	.04
<b>SWEDISH</b>					
	Los Angeles	Calif. Veckoblad	Th.	5,800	.03
	San Francisco	Vestkusten	Th.	4,760	.03
	Turlock, Cal.	Missionstidningen	Th.	4,000	.03
	Chicago	Chicago Bladet	Tu.	9,400	.055
		Forbundets Veckotidning	Tu.	9,766	.055
		Missions Vannen	Tu.	15,000	.0545
		Sandebudet	Tu.	5,000	.035
		Svenska Amerikanaren	Th. ABC.	57,170	.18
		Svenska Kuriren	Th.	47,276	.12

(Continued on page 254)



# THE SOUTH OF TODAY

THE new South is of modern scientific construction. It is established upon a secure basis of diversified production and trade.

The volume of the following diversified revenue producing activities strikingly show great expansion in the South's growth.

<b>AGRICULTURE</b>	<b>\$5,900,000,000</b>	<b>MANUFACTURES</b>	<b>\$9,808,000,000</b>
<b>MINERALS produced</b>	<b>2,285,000,000</b>	<b>PETROLEUM barrels</b>	<b>254,239,000</b>
<b>LUMBER CUT feet</b>	<b>16,648,614,000</b>	<b>PIG IRON tons</b>	<b>4,402,000</b>
<b>COAL MINED tons</b>	<b>169,957,000</b>	<b>COKE MADE tons</b>	<b>8,439,000</b>

This diversified industrial progress has created a dependable year 'round field for a wide range of commodities.

The people of the South have money to buy what they need for the comfort of their homes and the upbuilding of the community.

There is one way to reach this market and that is through daily newspaper advertising.

These are the dailies to use to reach the buyers in their respective communities.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines			
<b>ALABAMA</b>				<b>NORTH CAROLINA</b>						
*Birmingham Age-Herald (M)	29,113	.08	.08	††Asheville Times (E)	8,969	.04	.04			
*Birmingham Age-Herald (S)	33,721	.10	.10	†Asheville Citizen (M)	12,978	.045	.045			
**Birmingham News (E)	72,847	.15	.15	†Asheville Citizen (S)	11,720	.045	.045			
**Birmingham News (S)	80,451	.15	.15	**Greensboro Daily News (M)	21,530	.07	.08			
Mobile News-Item (E)	10,392	.05	.05	**Greensboro Daily News (S)	29,308	.07	.07			
Mobile Register (M)	21,264	.07	.07	**Raleigh News and Observer (M)	26,423	.06	.06			
Mobile Register (S)	32,715	.085	.086	**Raleigh News and Observer (S)	30,943	.06	.06			
*Montgomery Journal (E)	17,446	.06	.06	*Winston-Salem Sentinel (E)	13,653	.05	.05			
<b>FLORIDA</b>				<b>SOUTH CAROLINA</b>						
**Florida Times-Union, Jacksonville (M&S)	36,159	.09(.10S)	.09(.10S)	**Columbia State (M)	22,286	.06	.06			
Pensacola News (E)	4,750	.03	.03	**Columbia State (S)	24,286	.06	.06			
Pensacola News (S)	6,100	.03	.03	Greenwood Index (E&S)	4,185	.025	.025			
†St. Petersburg Independent (E)	5,420	.03	.03	Spartanburg Journal (E)	4,185	.04	.04			
*Tampa Times (E)	14,009	.05	.05	Spartanburg Herald (M) 5538 (S)	7,156	.04	.04			
*Tampa Tribune (M&S)	22,411	.07(.08S)	.06(.07S)	<b>TENNESSEE</b>						
<b>GEORGIA</b>				**Chattanooga Times (M)				24,058	.07	.07
††Augusta Herald (E)	13,438	.05	.05	**Chattanooga Times (S)	24,145	.07	.07			
††Augusta Herald (S)	13,438	.05	.05	††Nashville Banner (E)	47,738	.10	.10			
**Macon Telegraph (M)	25,422	.07	.07	††Nashville Banner (S)	47,732	.11	.11			
**Macon Telegraph (S)	26,350	.07	.07	<b>VIRGINIA</b>						
**Savannah Morning News (M) 20,552 (S)	22,437	.06(.07S)	.06(.07S)	*Alexandria Gazette (E)	3,900	.025	.025			
<b>KENTUCKY</b>				**Bristol Herald Courier (M&S)				8,714	.04	.04
**Lexington Leader (E)	17,761	.05	.05	**Danville Register and Bee (M&E)	12,952	.05	.05			
**Lexington Leader (S)	17,827	.05	.05	Newport News Times-Herald (E)	9,041	.05	.05			
††Paducah Sun (E)	7,920	.03	.03	Newport News Daily Press (S&M)	6,051	.05	.05			
				**Roanoke Times & World-News (M&E)				23,984	.07	.06
				*Roanoke Times (S)				16,876	.07	.06
				††Staunton News-Leader (M), Leader (E)				6,292	.03	.03

\* A. B. C. Statement, April 1, 1923.  
 † Government Statement, April 1, 1923.  
 \*\* A. B. C. Statement, Sept. 30, 1923.  
 †† Government Statement, Sept. 30, 1923.

# 287% GAIN

The value of products of all mines and quarries, petroleum and natural gas in

# WEST VIRGINIA

according to the latest figures show a gain of 287 per cent.

The State ranks first in output of natural gas, second in production of coal, and eighth in petroleum output.

It has many manufacturing establishments of great importance including the largest pottery, largest drug and extract factory, largest stogie factory, largest axe factory and largest sheet glass factory in the world.

It ranks sixth in the steel works and rolling mill industry and among the first in the production of glass and glassware.

As a market of about 1,500,000 people it takes the widest variety of commodities, and BUYS with astonishing liberality, all the best advertised specialties that use these Daily West Virginia newspapers.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
<b>Bluefield</b>			<b>Parkersburg</b>		
**Telegraph (M)	10,495	.94	††News (M)	7,327	.925
<b>Charleston</b>			††News (S)	8,919	.925
**Gazette (M)	19,097	.96	**Sentinel (E)	7,486	.93
**Gazette (S)	24,135	.97			
<b>Clarksburg</b>			<b>Wheeling</b>		
*Exponent (M&S)	8,091	.93	†Intelligencer (M)	12,797	.925
**Telegram (E)	10,410	.94	†News (E)	15,261	.95
**Telegram (S)	13,198	.945	†News (S)	18,719	.97
†Fairmont Times (M)	7,675	.93			
<b>Huntington</b>					
††Advertiser (E)	10,598	.935			
**Herald-Dispatch (M)	13,506	.935			
**Herald-Dispatch (S)	13,458	.94			
<b>Martinsburg</b>					
*Journal (E)	4,037	.93			

\*A. B. C. Statement, April 1, 1923.  
†Government Statement, April 1, 1923.  
\*\*A. B. C. Statement, Sept. 30, 1923.  
††Government Statement, Sept. 30, 1923.

## FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 252)

City	Newspaper	Publication Frequency	Circ.	Rate
<b>SWEDISH—Continued</b>				
Chicago, Ill.	Svenska Standaret	Tu. ABC	8,292	.055
	Swed. Baptist General Conference of America, Pub.—Wald Skoglund, Ed.			
	Svenska Tribunen Nyheter, Wed.	ABC	50,672	.18
	Swedish Publishing Co., Inc.			
Rock Island, Ill.	Augustana	Th.	18,705	.08
	Augustana Book Concern, Pub.—L. G. Abramson & C. Kraft, Ed.			
	Cedar Rapids, Ia. Kvinden og Hjemmet	M.	58,961	.30
	N. Fr. Hansen Pub. Co., Pub.—Mrs. Ida Hansen, Ed.			
Sioux City, Ia.	Svenska Monitoren	Fri.	2,500	.035
	Swedish Monitor Pub. Co., Pub.—Mrs. Lillian Hampson, Ed.			
Lindsborg, Kan.	Posten	Tu.	7,200	.0175
	Bethany Ptg. Co., Pub.—Dr. C. A. Dorf, Ed.			
Lynn, Mass.	Vasastjernen	M.	7,125	.0475
	F. Ortengren, Pub. & Ed.			
Worcester, Mass.	Svea	Wed.	35,947	.14
	Svea Pub. Co., Pub.—A. H. Trulson, Ed.			
	Twin Ports Ed. of Svenska			
Duluth, Minn.	Amerikaniska Posten	Fri.	8,600	.055
	Magnus Martinson Pub. & Ed.			
Minneapolis	Svenska Amerikaniska Posten	Wed.	54,812	.18
	Magnus Martinson, Pub. & Ed.			
	Svenska Folkets Tidning	Wed.	29,899	.09
	Swedish Ptg. Co., Pub.—Andrew G. Johnson, Ed.			
Carl L. Oleson	Svenska Roman-Bladet	Sat.	8,000	.03
	Veckobladet	Tu.	7,000	.06
Minneapolis Veckoblad Pub. Co., Pub.—Erik Darheim, Ed.				
St. Paul, Minn.	Minnesota Stats Tidning	Wed.	8,200	.0475
	Minnesota Stats Tidning, Inc.			
Brooklyn, N. Y.	Finska Amerikanaren	Th.	5,875	.0515
	N. Y. Finnish Pub. & Ptg. Co., Pub.—E. J. Antell, Ed.			
Jamestown, N. Y.	Skandia	Th.	5,577	.0375
	Liberty Ptg. Co., Inc., Pub.—C. E. Lindstone, Ed.			
Vart Land Co., Pub.—Samuel A. Carlson, Ed.				
Vart Land Co., Pub.—Samuel A. Carlson, Ed.				
New York	Arbetaren	Th.	7,500	.035
	Scandinavian Socialist Labor Federation			
	Nordstjernen	Fri.	11,778	.12
	Nordstjernen Pub. Co.			
Omaha, Nebr.	Omaha-Posten	Th.	15,000	.05
	Omaha-Postin Pub. Co., Pub.—O. M. Nelson, Ed.			
Portland, Ore.	Oregon Posten	Wed.	3,100	.035
	F. W. Longren, Pub. & Ed.			
Austin, Tex.	Texas Posten	Th.	4,572	.035
	Texas Poster Pub. Co., Pub.—J. M. Ojerholm, Ed.			
Salt Lake City	Utah Posten	Wed.	2,600	.02
	Utah Posten Pub. Co.			
Seattle, Wash.	Svenska Pacific Tribunen	Th.	9,500	.0375
	Pacific Tribune Pub. Co., Inc., Pub.—Mils Gillgren, Ed.			
Tacoma, Wash.	Puget Sound Fosten	Th.	1,600	.025
	T. Sandergren, Pub. & Ed.			
<b>UKRAINIAN</b>				
Chicago	Osa	S/M.	10,000	.05
	P. Markeyvych, Pub. & Ed.			
	Ukraina	Sat.	5,000	.025
	Ukrainian Pub. Co., Inc.			
Jersey City, N. J.	Svoboda	D/S.	18,000	.05
	Ukrainian National Ass'n. Inc., Pub.—Emil Reviewk, Ed.			
Olyphant, Pa.	Nowe Zytia	S/M.	2,000	.025
	Concord of Olyphant Societies, Pub.—J. Hundlich, Ed.			
Philadelphia, Pa.	America	Tu., Th., Sat.	7,500	.03
	Ukrainian Catholic Ass'n. of Providence, Pub.—Anthony Curkowsky, Ed.			
Scranton, Pa.	Narodna Wola	Tu., Th., Sat.	10,200	.045
	Ukrainian Working Men's Ass'n.			
Wilkes Barre, Pa.	Svit	Th.	4,800	.03
	Russian Orthodox Catholic Mutual Aid Society, Pub.—Rev. Peter Kohanik, Ed.			
<b>WELSH</b>				
Utica, N. Y.	Y Drych	Th.	3,737	.055
	Thomas J. Griffiths			

## NEWSPAPERS OF CUBA

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
<b>BANES, 5000</b>				
El Pueblo (E)	1,000	...	Fernando Rodriguez	...
<b>BAYAMO, 3,022</b>				
Heraldo de Bayamo	...	.25	Palacio & Co.	Dr. Feo Soto
<b>CIENFUEGOS, 80,000</b>				
El Comercio (M)	...	.30	Pedro Antonio Aragones	...
<b>HAVANA, 500,000</b>				
El Mundo	...	1.20	Antonio G. Mora	...
Heraldo de Cuba (A) (D-S)	...	.80	Dr. Orestes Ferrarera	Augustin Lazo
Dario de la Marina (M-E)	...	1.10	Jose I. Rivero	...
El Triunfo (M)	...	.50	Modesto Morales Diaz	...
Avisador Comercial (E)	5,000	.60*	Soland Garcia, S. en C.	...
La Prensa (E)	...	...	Compania Mundial	Dr. Juan O'Naghten
La Noche (E)	...	...	...	...
Mercurio (D)	...	...	Jose M. Capmany	E. Taboada
Post (D)	...	.80	Havana Post Corporation	J. T. Wilford
Telegram (D)	...	.80	Havana Telegram Co.	Glenn Alter
<b>MATANZAS, 60,000</b>				
El Regional	2,000	.10	Carmelo Saavedra Mato	Aurora de Yumbri
El Correo de Matanzas	1,300	.10	La Pluma de Bros.	Manuel Alberner
La Nueva Aurora	6,000	.18	Corpus H. Iraeta Leucana	...
El Republicano	3,500	.10	Seles & Henos	...
<b>SANTIAGO, 100,000</b>				
El Cubano Libre	2,000	.20	Daniel Fajardo	...
La Independencia (E)	3,000	...	Juan E. Ravelo	...

Note—Rates quoted are per inch column width. (E) indicates evening newspapers. (M) indicates morning newspapers.

## CHANGES IN NAMES

Anaheim (Cal.) Orange County News-Herald to Anaheim Herald.  
Cleveland Commercial to Cleveland Times and Commercial.  
 Fargo (N. D.) Courier-News to Fargo Tribune.  
 Hudson (N. Y.) Republican to Hudson Star.  
 July 2.  
 Lancaster (Pa.) Examiner and New Era to Lancaster New Era (and Examiner).  
 Mexia (Tex.) Evening News to Mexia Daily News.  
 Miami (Fla.) Metropolis to Miami News-Metropolis.  
 New Bedford Times to New Bedford Sun.  
 New York Morning Call to New York Evening Leader.  
 Reading (Pa.) News-Times to Reading Times.  
 Redondo (Cal.) South Beach Daily Breeze to Redondo Breeze.  
 Santa Ana (Cal.) Orange County News-Herald to Santa Ana News.  
 San Luis Obispo (Cal.) Obispan to Morning Herald.  
 Venice (Cal.) Vanguard & Herald to Venice Vanguard & Ocean Park Herald.  
 Virginia (Minn.) Daily Virginian to Virginia Daily Press.

*The Greatest Market on the Face of the Earth*

# NEW YORK STATE

With 49,204 square miles, New York State has more possible customers for any kind of merchandise than any other state and in some cases, groups of states.

There are more possible customers per square mile than in any similar stretch of country in America.

## THIS GREAT MARKET UNIT RANKS

- FIRST IN POPULATION
- FIRST IN MANUFACTURES
- FIRST IN ASSESSED VALUATION
- FIRST IN TOTAL BANK RESOURCES
- FIRST IN MOTOR VEHICLES

New York is a state of the greatest newspaper circulation—the state which leads all others in the number of its daily newspapers. The population of the cities represented in this list is over seven million people, or 70% of the population of the entire state.

Daily newspaper advertising is the thing—daily newspaper advertising in New York State will reap results for any National Advertiser.

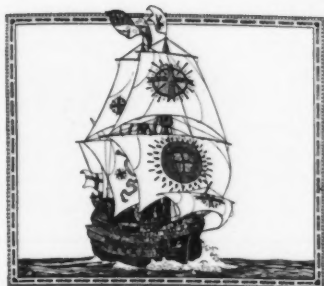
The daily newspapers, as listed here cover the best part of the best ground in the country.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
**Albany Evening News (E)	14,228	.08	.08	New Rochelle Standard-Star (E)	7,000	.04	.04
**Albany Knickerbocker Press (M)	31,988	.10	.10	††New York Evening Mail (E)	170,327	.45	.42
**Albany Knickerbocker Press (S)	49,311	.10	.10	**The New York Herald (M)	163,864	.49	.45
††Auburn Citizen (E)	8,831	.04	.085	**The New York Herald (S)	175,900	.49	.45
**Batavia Daily News (E)	8,888	.04	.04	††The Sun and The Globe, New York (E)	235,513	.80	.53
**Brooklyn Daily Eagle (E)	81,528	.22	.22	††New York Times (M)	333,498	.85	.637
**Brooklyn Daily Eagle (S)	74,418	.22	.22	††New York Times (S)	335,542	.80	.784
**Buffalo Courier and Enquirer (M&E)	82,869	.18	.18	*New York Tribune (M)	130,842	.40	.36
**Buffalo Courier (S)	120,758	.25	.22	*New York Tribune (S)	136,239	.40	.36
††Buffalo Evening News (E)	119,373	.21	.21	††New York World (M)	355,015	.595	.58
††Buffalo Evening Times (E)	94,385	.18	.18	††New York World (S)	371,864	.595	.58
††Buffalo Sunday Times (S)	98,099	.18	.18	††New York Evening World (E)	275,291	.595	.58
**Corning Evening Leader (E)	7,789	.04	.04	††Niagara Falls Gazette (E)	15,394	.055	.055
††Elmira Star-Gazette (E)	24,866	.11	.08	††Port Chester Item (E)	4,409	.03	.03
**Geneva Daily Times (E)	5,537	.04	.04	††Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
**Glens Falls Post-Star (M)	8,125	.035	.035	††Rochester Times-Union (E)	84,032	.20	.18
††Glensville Leader Republican (E)	8,709	.03	.03	*Syracuse Journal (E)	41,285	.12	.12
††Glensville Morning Herald (M)	5,505	.035	.035	**Troy Record (M&E)	23,427	.05	.05
**Ithaca Journal-News (E)	7,967	.04	.04				
**Jamestown Morning Post (M)	10,292	.05	.03				
**Middletown Times-Press (E)	8,000	.03	.03				
**Mount Vernon Daily Argus (E)	8,757	.04	.04				
††Newburgh Daily News (E)	11,108	.05	.05				

\* A. B. C. Statement, April 1, 1923.  
 † Government Statement, April 1, 1923.  
 \*\* A. B. C. Statement, Sept. 30, 1923.  
 †† Government Statement, Sept. 30, 1923.  
 ††† The Sun and The Globe merged June 4, 1923. Figures are 2 months on The Sun and 4 months The Sun and The Globe.

INDEX TO INTERNATIONAL YEAR BOOK CONTENTS

Table with 3 main columns: A, B, C, D, E, F, G, H, I, J, K, L, M, N. Each column lists various categories like 'Advertising Agencies', 'Books', 'Business Managers', etc., with corresponding page numbers. Includes sub-sections like 'Circulation', 'City Editors', 'General Managers', etc.



METROPOLITAN WEEKLY SHORT STORIES expertly selected for newspapers; sparkling illustrations. Each story complete, a perfect page unit for the Sunday magazine, or excellent for quick finish serialization. Page mats available.

MILDRED BARBOUR'S swiftly moving serials of romance and married life, daily installments of 1,000 words; suspended interest.

NOVELETTES 10,000 to 30,000 words.

STANDARD SERIALS by widely known authors.

EXPLOIT AND ADVENTURE. Authentic narratives by famous explorers, hunters of big game, gentlemen rovers; issued in a weekly series; illustrated; page mats available.

LOVE, MARRIAGE AND MODERN WOMAN. Widely known writers giving their own experiences and convictions on love and marriage, etc. weekly.

STEPHEN LEACOCK. Weekly humorous article; delicious fooling with poets and plumbers; satire and slapstick. Illustrated by Kessler.

GAS BUGGIES, BY BECK; 6-column daily comic strip; joyous adventures of a flivverist and his family.

DOWN THE ROAD, BY BECK; amusing automobile situations; 4-column cartoon for Saturday or Sunday.

KESSLER'S DAILY COMIC CARTOON. 3 and 2 columns; "A Look is a Laugh."

BUDDIE AND HIS FRIENDS; an all-dog cartoon once each week by Robert L. Dickey, the national dog artist.

GRANT OVERTON'S BOOK BEAMS; weekly book chat, informative, entertaining.

"DIARY OF A PROFESSIONAL MOVIE FAN" by Gladys Hall; close-ups of the stars and studios; four times weekly.

"YOUR HOME AND YOU," new ideas in home-making, covering all phases of the household; brightly illustrated; daily by Helen Kendall.

— AND OTHER FEATURES —

*We sell newspapers features;  
Our features sell newspapers.*

# Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr., General Manager,

EARL J. HADLEY, Associate

150 NASSAU STREET

NEW YORK

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La Prensa. Nowy Swiat. INFORMATION BUREAUS Canadian Pacific Railway Company. INTAGLIO PRINTERS Neo-Gravure. NEWSPAPER BROKERS Harwell & Cannon. Falmer, DeWitt & Falmer. NEWSPAPER DEALERS Hotalings News Agency. NEWSPAPER LEADERS, CANADA Brockville (Ont.) Recorder & Times. Charlottetown Guardian. Montreal Gazette. Toronto Telegram. NEWSPAPER LEADERS, CUBA El Mundo. Havana Post. Havana Telegram. La Prensa. NEWSPAPER LEADERS, ENGLAND African World & Cape-to-Cairo Express. John Bull. London Daily Mail. Odhams Press, Ltd. NEWSPAPER LEADERS, JAPAN Ji Ji Shimpo. NEWSPAPER LEADERS, UNITED STATES Akron Beacon-Journal. Akron Press. Allentown Morning Call. Altoona Mirror. Baltimore American. Baltimore News. Baltimore Post. Baltimore Sun. Birmingham Press. Bridgeport Post-Telegram. Buffalo Evening News. Buffalo Times. Chicago Daily News. Christian Science Monitor. Cincinnati Post. Cincinnati Times-Star. Cleveland Press. Columbus Dispatch. Danville Commercial News. Des Moines Capital. Des Moines Register & Tribune. Detroit News. Detroit Times. Elizabeth (N. C.) Advance. Eric Times. Fitchburg (Mass.) Sentinel. Fort Wayne Journal-Gazette. Fort Worth Star-Telegram. Idaho Statesman. Of Illinois. Indianapolis News. Of Indiana. Of Iowa. Jersey Journal. Kansas City Journal-Post. Los Angeles Examiner. Los Angeles Herald. Los Angeles Times. Meriden (Conn.) Record. Milwaukee Journal. Mount Vernon (N. Y.) Argus. Of New England. New Haven Register. New Orleans Item. New Orleans Statesman. New Orleans Times-Picayune. New York Herald. New York Evening Journal. New York Journal of Commerce. New York Mail. New York State. New York Sun and The Globe. New York Times. New York World. New York Evening World. New Rochelle Standard-Star. Norwalk Hour. Of Ohio. Oregon Journal. Paducah Evening Sun. Paterson Press-Guardian. Pawtucket Times. Of Pennsylvania. Philadelphia Pulletin. Philadelphia Record. Pittsburgh Post. Portland (Me.) Express. Portland (Me.) Press-Herald. Portsmouth (Ohio) Sun. Portsmouth (Ohio) Times. Providence Journal. St. Joseph Advocate. St. Louis Globe-Democrat. St. Louis Post Dispatch. St. Louis Star. St. Louis Times. Salt Lake City Desert News. Salt Lake City Tribune. San Antonio Express. San Francisco Chronicle. San Francisco Examiner. San Francisco Daily Herald. San Francisco Daily News. Of South. Spokesman-Review. Stamford Advocate. Superior (Wis.) Evening Telegram. Syracuse Herald. Tacoma News-Tribune. Toledo News-Bee. Topoka Capital. Trenton Times. Tulsa World. Utica Daily. Vermont Allied Dailies. Washington Daily News. Washington Star. Washington Times. Westchester Newspapers. Of West Virginia. Wilkes-Barre Telegram. Wilmington Every Evening. Youngstown Telegram. NEWSPAPER DIRECTORIES N. W. Ayer & Son. NEWSPAPER PHOTOGRAPHERS Kadel & Herbert. NEWSPRINT DEALERS Beaver Pulp & Paper Company. Bower Paper Company. NEWS SERVICES Consolidated Press Assn. International News Service. United Press. PRESS CLIPPING SERVICES Burrell. PRINTING INKS The Ault & Wiborg Company. L. M. Huber, Inc. George H. Morrill Company. PRINTING PRESSES Duplex Printing Press Company. Goss Printing Press Company. R. Hoe & Company. Walter Scott. PUBLIC RELATIONS Church Advertising Dept., A. A. C. W. ROTOGRAVURE ADVERTISING Gravure Service Corporation. SPECIAL PAGES AND SPECIAL EDITIONS Thos. W. Briggs Company. Channon-Souder Company. SPECIAL REPRESENTATIVES S. C. Beckwith Special Agency. Benjamin & Kentnor. John Budd Company. College Special Advertising Agency, Inc. E. Katz Special Agency. Inside Front Cover. Robert E. Ward, Inc. H. L. Winer Special Agency.

# Nearly a Million Want Ads Carried in 1923

Baltimore, among other things, is to be reckoned as a want ad town. The classified lineage carried by The Sunpapers in 1923 attests that.

Nearly a million want ads (946,592 to be exact) appeared in The Sunpapers during the twelve months of 1923. That record signifies both buyer and seller interest. Baltimore takes the want ad seriously.

The business man may lose his stenographer. Suddenly the home may be left without a cook. The trade-in offer for the old bus may seem trifling. Baltimore doesn't worry. It turns instinctively and confidently to the Sun want ad for a solution.

And where you find the populace so thoroughly awake to the importance of classified advertising, it is not surprising that they scrutinize the entire paper. In the homes of Baltimore you find The Sunpapers, as these circulation figures show.

Average net paid for six months ending September 30, 1923

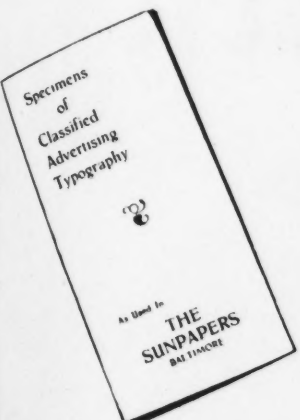
Daily (Morning and Evening)	. . . . .	241,972
Sunday	. . . . .	176,150

*Everything in Baltimore  
Revolves Around*

**THE**  **SUN**  
**MORNING** **EVENING** **SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago



As Useful as a Dictionary to the Classified Advertiser  
A Free Copy of this Booklet Will Be Sent to Any Publisher Upon Request.

*Baltimoreans Don't Say "Newspaper;"  
They Say "SUNpaper"*

# *Automobile big sales possibilities in* Philadelphia

Keeness of Philadelphians for information about automobiles was strongly shown by the fact that the Philadelphia Auto Show broke all its attendance records, and more people than ever inspected the exhibits during the week.

When you consider there are half a million families in Philadelphia and vicinity, you'll get an idea of the big sales possibilities here.

Business is good in Philadelphia and its workers are well employed making money.

This spring will bring forth large sales of automobiles here.

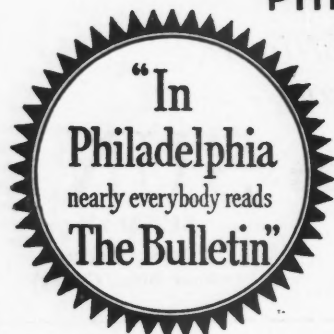
The only question is: Are you going after this business?

## Dominate Philadelphia

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

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—

**505,035** copies  
a day

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

NEW YORK  
814 Park-Lexington Bldg.  
(46th St. and Park Ave.)

CHICAGO  
Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

(Copyright 1924—Bulletin Company)

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

SAN FRANCISCO  
Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

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

PARIS  
Ray A. Washburn  
5 rue Lamartine (9)



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