

# EDITOR & PUBLISHER

*The Oldest Publishers and Advertisers Journal in America*

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Vol. 54. No. 47

NEW YORK, SATURDAY, APRIL 22, 1922

By Mail in Advance 44. U. S. A.: 34.50. Can. & For. 10c Per Copy

## March Advertising in Chicago

This statement of display advertising for the month of March, 1922, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

<b>Automobiles</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 45,365 lines. The next highest score, The Post, 44,770 lines.		
<b>Books</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 17,106 lines. The next highest score, The Post, 10,917 lines.		
<b>Churches</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 5,368 lines. The next highest score, The Daily Tribune and The Sunday Tribune combined, 3,267 lines.		
<b>Clothing</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 202,565 lines. The next highest score, The Daily Tribune, 165,591 lines.		
<b>Department Stores</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 493,134 lines. The next highest score, The Daily Tribune and the Sunday Tribune combined, 296,867 lines.		
<b>Educational</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 3,168 lines. The next highest score, The Daily Tribune, 2,472 lines.		
<b>Out of the Loop Stores</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 71,244 lines. The next highest score, The Journal, 23,098 lines.		
<b>Foodstuffs</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 62,869 lines. The next highest score, The American, 44,803 lines.		
<b>Furniture</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 72,850 lines. The next highest score, The Daily Tribune, 32,578 lines.		
<b>Household Utilities</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 11,096 lines. The next highest score, The Daily Tribune and The Sunday Tribune combined, 8,812 lines.		
<b>Jewelers</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 6,694 lines. The next highest score, The American, 6,531 lines.		
<b>Real Estate</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 4,723 lines. The next highest score, The Daily Tribune and The Sunday Tribune combined, 4,289 lines.		
<b>Shoes</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 26,993 lines. The next highest score, The Daily Tribune, 25,254 lines.		
<b>Total Display Advertising</b> - - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 1,213,767 lines. The next highest score, The Daily Tribune, 857,544 lines.		

## THE CHICAGO DAILY NEWS

**FIRST** in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

# The Intertype

## History

The first Intertype built was installed by the New York Journal of Commerce in 1913. The Journal of Commerce has since purchased—

- 2 Three-magazine Intertypes in 1917
- 1 Three-magazine Intertype in 1918
- 4 Three-magazine Intertypes in 1919
- 1 Three-magazine Intertype in 1920

and in 1917 the original single-magazine machine was converted into a modern three-magazine Intertype.

Publishers quickly recognized the merits of the Intertype and the advantages of competition in this field.

A booklet called "The First Fifty Intertypes," issued in 1914, contained endorsement letters from every one of the purchasers of the first fifty Intertypes built.

## World-wide Use

American-built Intertypes are now being used in eighteen European and South American countries, and in Japan, India, Iceland, Palestine, South Africa, Australia, New Zealand, Hawaii, and the Philippine Islands.

## Typical Installations

(Figures indicate number of Intertypes used)

New York Times.....	35
Montreal Daily Star.....	35
New York World.....	34
Cincinnati Enquirer.....	26
Cleveland Plain Dealer.....	23
Providence Journal.....	19
Detroit Times.....	18
Memphis Commercial-Appel.....	18
Portland (Oregon) Telegram.....	17
Omaha World-Herald.....	16
Louisville Herald.....	15
F. A. Munsey, New York.....	15
Seattle Post-Intelligencer.....	15
New York Globe.....	14
Nebraska State Journal.....	13
New York American.....	12
St. Louis Globe-Democrat.....	11
Trenton Times.....	11
Seattle Star.....	10
St. Paul Dispatch.....	10
Peoria Journal-Transcript.....	10
Detroit Journal.....	10
Des Moines Capitol.....	9
Tacoma News-Tribune.....	9
Jersey City Journal.....	9
N. Y. Journal of Commerce.....	9
Dallas News.....	9
Philadelphia Gazette.....	8
Lexington Herald.....	8
Minneapolis Star.....	8
Chicago Tribune.....	8
Camden Daily Courier.....	8
Hartford Courant.....	8
Springfield Union.....	8
Lafayette Journal-Courier.....	7
Pittsburgh Dispatch.....	7
Wilkes-Barre Record.....	7
New Britain Herald.....	7
Fawcett Times.....	7
Butte Miner.....	7
Toledo Blade.....	7
St. Louis Star.....	7

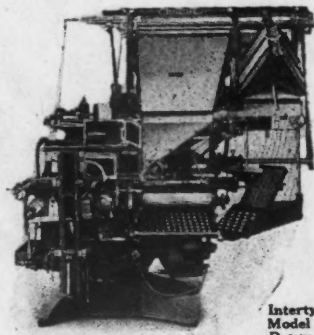
Jackson Citizen Patriot.....	6
Brooklyn Standard Union.....	6
Rochester (N. Y.) Times-Union.....	6
Kennebec Journal, Augusta, Me.....	6
Syracuse Post-Standard.....	6
Burlington Hawk-Eye.....	6
Il Progresso Italo-American, N. Y.....	6
Jewish Morning Journal, N. Y.....	6
Seattle Union-Record.....	6
Boston Advertiser.....	5
Washington Daily News.....	5
Washington Post.....	5
Binghamton Press.....	5
Los Angeles Herald.....	5
Elmira Herald.....	5
Birmingham News.....	5
Madison Democrat.....	5
Los Angeles Record.....	5

## Intertype Factories

The Intertype is manufactured complete in the Corporation's own factories. Factory No. 1, where the machines are built, has excellent shipping facilities, being located on the East River and New York Dock Terminal Railroad, Brooklyn, N. Y. The building was designed especially for making Intertypes and is modern in every respect.

Factory No. 2 is a five-story building devoted exclusively to making matrices.

The original Intertype factory capacity was 50 machines per month. The present capacity is 125 machines per month, besides enormous quantities of supply parts and matrices.



Intertype Model D-s.m.

## Models A, B, C, C-s.m.

These Intertypes are all standardized and perfectly interchangeable. Model A has one magazine; Model B two magazines; Model C three magazines; and Model C-s.m. has three standard and one auxiliary or side magazine. The latter can also be applied to Models A, B, and C, either before or after shipment.

## Model D-s.m.

This is a special text-and-display Intertype, designed to set large advertising type faces, bold display figures, head-letter, and ordinary "straight" composition. It sets all sizes from 5-point up to 36-point bold, full width type faces, and up to 60-point condensed faces.

Wide Measure Model D-s.m. is the same as the regular D-s.m. except that it sets 42-em lines—the FIRST 42-em line composing machine.

## Improvements

The Intertype embodies about thirty major improvements and simplifications, including—

- Accurate screw-bearing knife block
- Solid-blade universal ejector
- Sensitive gas governor
- Extra large metal pot
- Light-touch keyboard
- Extra heavy base
- Improved spaceband box
- Auxiliary gas burner
- Convenient font distinguisher
- Improved distributing mechanism
- Auxiliary right-hand spaceband key
- Convenient vise jaw adjustment

and many others. Literature describing Intertype improvements, most of which are patented and cannot be used by other manufacturers, will be sent on request.

## Matrices and Supply Parts for Other Machines

Intertype matrices are perfectly interchangeable with matrices of other manufacture and can be used for "sorting up" other fonts. The Intertype Corporation also manufactures a large number of supply parts for use on other than Intertype machines.

Many publishers who do not own Intertypes purchase all their matrices and practically all supply parts from the Intertype Corporation.

Send for Parts Catalogue and Matrix Specimen Book.

## Independent

The Intertype Corporation is entirely independent. It is not controlled, directly or indirectly, financially or otherwise, by any other organization.

# Intertype Corporation

General Offices: 805 Terminal Building, Brooklyn, N. Y.

MIDDLE WESTERN BRANCH, 548 Rand-McNally Building, CHICAGO  
SOUTHERN BRANCH, 301 Glaslyn Building MEMPHIS

PACIFIC COAST BRANCH, 301 Aronson Building, SAN FRANCISCO  
CANADA TORONTO TYPE FOUNDRY CO., Ltd.

BRITISH BRANCH, Intertype Limited, 15 Britannia Street, King's Cross, London, W. C. 1



## Most Widely Quoted In Foreign Press

WYTHE WILLIAMS, special correspondent of the Public Ledger, recently cabled from Paris, as follows:

"The Public Ledger leads all American and English newspapers this week in the quotations from the English language press appearing in Continental newspapers. The Havas Agency and its connections, covering virtually all of Europe, give the Public Ledger the leading position in cable reports of the editorial comment on the Conference, especially on the Public Ledger article

supporting the justice of Rene Viviani's 'fervent' speech at the conclusion of the quadruple entente.

"It is notable that the Public Ledger is quoted above the British Press, which because of the short time between Paris and London, usually receives most attention in the reflection of Anglo-Saxon opinion on questions of world importance."

∴

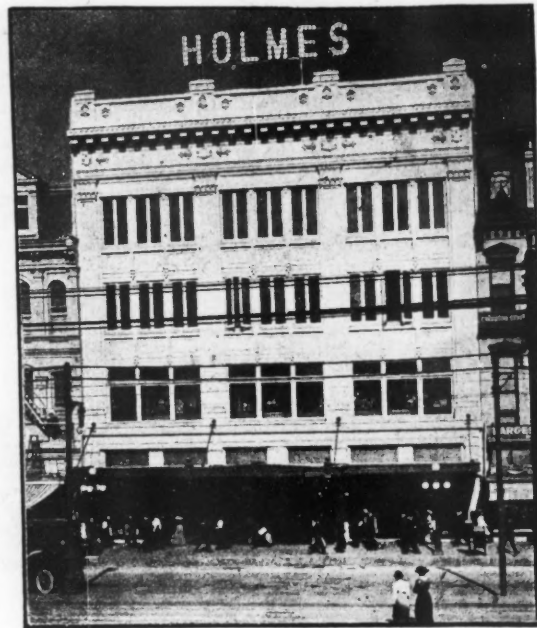
*Through the Ledger Syndicate, newspapers may obtain exclusive city rights to the Public Ledger Foreign News Service*

**PUBLIC**



**LEDGER**

PHILADELPHIA



## Department Store's Sales 20% Above 1920 Peak

*That's how good Business is in New Orleans*

When a merchandise manager becomes an optimist there is usually a reason. G. A. Barnum, assistant general manager of the D. H. Holmes Co. department store at New Orleans, is likewise merchandise manager and here is what he told the Young Men's Business Club at a recent meeting:

"Louisiana never suffers any great industrial depressions and always maintains an even keel. The few sales held by D. H. Holmes are planned months ahead and upon a study of our market.

"Our anniversary sale in 1920 looked like a high wall, never to be exceeded, but the April anniversary sale just over was 20 per cent greater than the 1920 sale. Our investigations show that business is increasing now and we expect this April as a month to exceed April, 1920, by 30 per cent. Our facts on this market warrant this hope. If there is anything to be gained from the Holmes' experience, I believe it is that New Orleans has a lot of money to spend for sensible needs and is only waiting for the proper appeal and the proper aggressive approach."

*D. H. Holmes Co. Department Store Buys More Space in The Times-Picayune at a Higher Rate than in Any Other New Orleans Newspaper*

# The Times-Picayune

*New Orleans' Largest Newspaper*



Scene of huge cargoes of rice and sugar awaiting shipment to all parts of the world

## New Orleans is the Second Largest Port in the U. S. and is the Key Market for Southern Distribution

Louisiana has more navigable water than any other state and is exceeded only by Washington in the value of its lumber products. There are 135,455 FARMS in Louisiana. The Port of New Orleans, second in the United States, has over 30 miles of docks, with public warehouses and facilities worth more than \$35,000,000. Huge industrial canal costing \$20,000,000 is just being completed. Both imports and exports are far greater now than last year and are steadily increasing.

The prospering 400,000 city population and entire trading area of New Orleans can be covered effectively by The Times-Picayune. More than 80 per cent of its City Circula-

tion is Home Delivered. The Times-Picayune is conducting no subscription contests, giving away no premiums, accepting no returns. Its circulation is real circulation. Complete circulation and lineage figures for all New Orleans newspapers gladly furnished on request.

The largest and most highly organized Merchandising Bureau in the South renders actual service to Times-Picayune advertisers and makes market surveys which show the advertiser the many local deep-seated customs which will affect the sale of his goods in this market. Its critical nature makes this market desirable as a "try-out" field for national campaigns.

### Representatives —

Cone, Hunton & Woodman, New York, Chicago, Detroit, Atlanta and Kansas City. R. J. Bidwell Co., San Francisco and Los Angeles.

# The Times-Picayune

New Orleans' Largest Newspaper

# The Philadelphia Bulletin

1847

in celebrating its

1922

## Diamond Anniversary

wishes to extend thanks to its many well-wishers for their congratulations.

## Dominate Philadelphia

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

# The Bulletin

The circulation of The Philadelphia Bulletin is one of the largest in America.

Net paid daily average circulation for March:

# 502,354

 copies a day

No artificial methods of stimulating circulation are used by The Bulletin



### NEW YORK

Dan A. Carroll,  
150 Nassau Street.

### DETROIT

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

### CHICAGO

Verree & Conklin, Inc.  
28 East Jackson Blvd.

### SAN FRANCISCO

Allen Hofman  
Verree & Conklin, Inc.  
681 Market Street

### LONDON

125 Pall Mall, S. W. 1.

### PARIS

5 rue Lamartine (9).

(Copyright, 1922—Bulletin Company)



# EDITOR & PUBLISHER



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Vol. 54

NEW YORK, SATURDAY, APRIL 22, 1922

No. 47

## PUBLISHERS STIRRED TO RESIST UNION AGGRESSION

No Conflict Is Sought by Publishers, But They Will No Longer Tolerate Bulldozing by Labor Leaders, Editor & Publisher Finds—Million Dollar Fund for Defense Up for A. N. P. A. Consideration

By ARTHUR T. ROBB, JR.

CHIPS on the shoulder will not be part of publishers' equipment in dealing with the several printing trades unions during the next year, whether the international arbitration agreements between the A. N. P. A. and the unions are renewed, or whether they are allowed to lapse because of disagreement on terms of renewal, as now seems likely.

Local arbitration has been agreed upon in some parts of the country as final and binding on both parties in contracts which have been signed for the current year or longer periods, provided the present international agreements fail of a new life. In most of the replies to a letter sent by EDITOR & PUBLISHER to men in close touch with newspaper labor matters, there is voiced the conclusion that open warfare is not to be thought of until every measure of co-operation and submission of the dispute to public opinion has been tried and found fruitless.

The one note of discord that is sounded is in reference to the spirit of violence that has characterized union methods in several disputes where the conciliators' or arbitrators' decision was not to the liking of the union men affected. Sometimes the violence and disregard of contract obligations has been exhibited by individual members, sometimes by local officers and one or two instances are pointed out where the national officers did not prevent, if they did not connive at, local violations of good faith.

As the International Typographical Union and its locals are the organizations with which most publishers come into closer contact than with the other unions, the chief national negotiations of the past year have been between committees representing the I. T. U. and the A. N. P. A. for the renewal of the arbitration agreement. The Publishers' Committee has been working under instructions from the 1921 convention of the A. N. P. A. that any new agreement must not exempt from arbitration the international laws of the union, affecting economic production and its cost, the publishers maintaining that arbitration must be whole-hearted on both sides.

Perhaps the most representative view on this subject is presented by G. J. Palmer, special commissioner of the Texas Newspaper Publishers' Association, who says:

"I think you will find that the Texas publishers agree with the A. N. P. A. that a renewal of the present arbitration agreement should not be made, if union laws are excluded from arbitration. On the other hand, I think you will find most of them willing to agree that certain international laws should be excluded from arbitration, as, for instance, the eight-hour law and the question of one-and-a-half for overtime, which have become so commonly recognized that they are no longer a bone of contention."

"As a matter of fact," Mr. Palmer comments, "I think there are very few of the International Typographical Union laws that might not be excluded from arbitration and the only two outstanding exceptions are the priority laws and the production law."

With this moderate view most publishers are aligned, EDITOR & PUBLISHER finds, but there is a strong sentiment among them against laying all their cards on the table in arbitration and allowing the union to keep its books of laws exempt from the arbitrator's scrutiny, and, further, against binding themselves by contract to observe all the laws of the union, present and future.

Another picture is painted by an executive who has found it necessary to disagree with union procedure on several occasions.

"Briefly stated, I feel," he says, "that as long as the International Typographical Union stands with a foot upon the neck of a publisher while it smilingly offers to sign—with a hand soiled by innumerable contract violations—a new international arbitration agreement, we can have no faith in its sincerity of purpose. The international arbitration agreement properly observed by both parties is the ideal machinery for preventing industrial strife in the newspaper industry, but during the period that the international arbitration agreement has been on trial, I feel that the evidence conclusively proves that under existing conditions it is of small value to the publisher."

"By existing conditions, I mean the spirit of violence which permeates the ranks of the unions to an extent which makes its members and officers find ways and means to circumvent or violate flagrantly any or every provision of the international arbitration agreement whenever it is expedient to do so. I believe that the underlying cause of this condition is the helplessness of the national association of publishers to protect the individual. When a local union dons its war paint, it goes into the contest with the knowledge that back of it is a national organization of great wealth and power which will be expended ruthlessly to support its contentions, right or wrong.

"When an individual publisher faces the representatives of that local union, he knows that he is standing alone, and that the national association has no machinery to extend to him more than moral support.

"The same condition prevails upon the International Arbitration Board. This situation over a term of years has bred the inevitable arrogance which is born of unbridled power.

"Union representatives will blandly inform you that contracts in force are not affected by amendments to the inter-

national law, but upon the expiration of contracts, publishers almost invariably must accept in new contracts such international laws as have been passed or amended. It would be just as reasonable for the A. N. P. A. to build up a set of laws and commence to make reservations upon the arbitrable points because they were included in A. N. P. A. law."

Consideration of this inequity has marked the meetings of several regional publishers' associations which have endorsed a plan for an A. N. P. A. million-dollar welfare fund. The five associations which have approved this plan, as noted from time to time in EDITOR & PUBLISHER, embrace in their membership 39 States. Their action has taken the following forms:

Pacific Northwest Newspaper Association passed favorable resolution December 5, 1921.

New England Newspaper Association Board of Governors passed a similar resolution January 19.

Texas Newspaper Publishers' Association took no official action, but members endorsed the plan.

Inland Daily Press Association passed favorable resolution February 22.

New York State Newspaper Publishers' Association passed favorable resolution January 17.

Southern Newspaper Publishers' Association board of directors endorsed plan February 27.

Details of the proposed plan are published in a box on this page. It will undoubtedly receive considerable discussion at the A. N. P. A. convention and its adoption, possibly in amended form, is predicted by many publishers.

Warfare is distinctly and emphatically disclaimed as a use for the fund by those who favor it. They urge its administration by a board of experienced and conservative publishers so that there will be no opportunity afforded to establish unjust working conditions in their plants and enforce them by the common fund of the association, to the detriment of all concerned. The fund's aim is to put publishers of small means and unable to resist unjust demands of an arrogant labor organization, on a fighting plane with their opponents, with the expectation that the issue will seldom be joined in conflict. It appears that the net result of the welfare fund, if adopted, will rest with the character of the board of publishers named to administer it.

Publicity is another weapon which is being urged upon publishers as a defense against unfair aggression by the labor organizations. It was used recently by the A. N. P. A. committee on arbitration contracts in the form of a statement to the public through daily newspaper news columns on the state of the negotiations between the committee and the I. T. U. executive council. This statement has not been followed up.

Possibly the last sentence may be explained by the fact that in some big city newspaper offices the copy desk did not recognize that the statement was very carefully worded and, in editing it down,

### PROPOSED NEWSPAPER WELFARE FUND PLAN

1. WHEREAS, in recent years there has been widespread organization of various factors bearing on the interests of the printing industry, and

2. WHEREAS, these various organizations have possessed themselves of general welfare funds and machinery for collectively protecting the individual members thereof and for advancing the welfare of said individual members, and

3. WHEREAS, the A. N. P. A. has not possessed itself of such a general welfare fund and machinery for protecting individual publishers and advancing the welfare of such individual publishers, and

4. WHEREAS, the lack of such general welfare fund and such machinery for protecting individual publishers has resulted in many instances in individual publishers being submitted to unjust treatment from these highly organized interests

5. NOW, THEREFORE, BE IT RESOLVED, that the American Newspaper Publishers' Association, in convention assembled, find it necessary and expedient to raise a general welfare fund and to provide machinery for the proper administration thereof and to that end does hereby direct that a general welfare fund of one million dollars, (\$1,000,000) be appropriated from the proceeds of an assessment levied upon the members and others as hereinafter provided, and that this fund shall be used for protecting individual publishers from unjust treatment and advancing the common welfare of publishers in such manner as may be decided upon by this association or its authorized representatives.

6. BE IT FURTHER RESOLVED, that the levy hereinafter described shall apply to all members of the A. N. P. A., and to any daily newspaper publisher in the United States and Canada, whether a member of the A. N. P. A. or not, who may come under the protective provisions of this plan by the payment of such assessments as have become due and payable under the system hereinafter described. Pro-

vided: That application from non-members of the A. N. P. A. who wish to participate in the benefits of this plan must previously be presented to and be approved by the governing board hereinafter provided for.

7. BE IT FURTHER RESOLVED, that this fund shall be supplied by members of this association and others in proportion to the number of type-setting machines or other mechanical compositors including all machines that cast material for use in composing rooms owned or operated or the product of which is used by such active members of the association and other publishers who become parties of this plan, by an assessment of five dollars per month on each such machine or machines, (payable quarterly in advance) for a period of thirty months or until the general welfare fund shall have reached the sum of one million dollars (\$1,000,000).

It is understood that in the event of an emergency the governing board hereinafter provided is empowered to call immediately such number of said installments as the exigencies of the situation require.

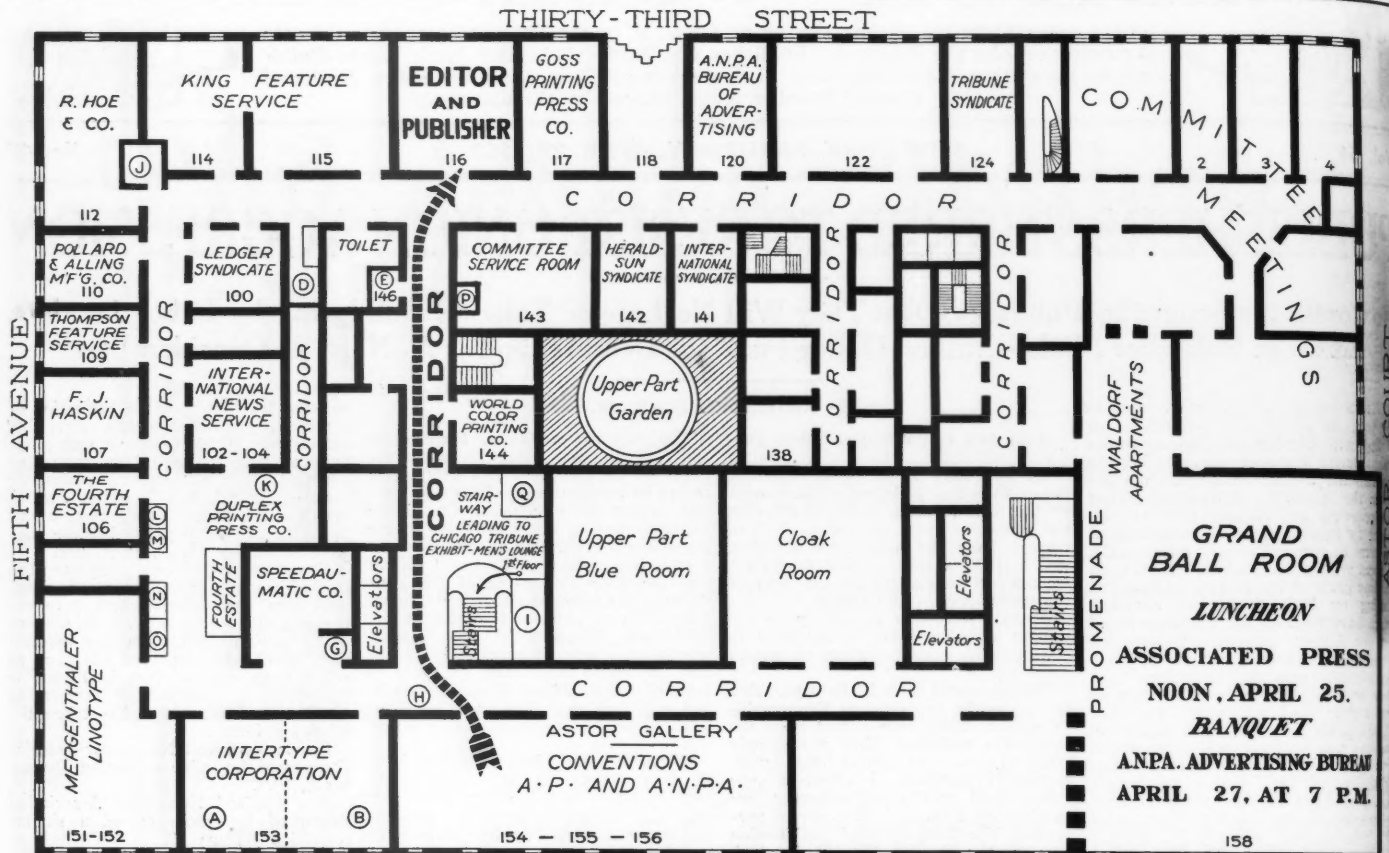
8. BE IT FURTHER RESOLVED, that the welfare fund shall be kept at one million dollars (\$1,000,000). If any appropriation or allotment reduces it below that amount, members and other participants in the plan shall be called upon to restore the said sum to the total above mentioned, the payments to be made in the proportion and by the same system used in accumulating the original welfare fund.

9. BE IT FURTHER RESOLVED, that all the contributions to this fund shall as fast as collected be invested in government bonds if no emergency requiring the expenditure of said funds confronts the governing board, hereinafter provided. The interest from said bonds shall be used to defray the expenses of administering the fund and to pay appropriations or allotments to participants in this plan—so far as it can be applied. The surplus, if any, shall be added to

(Continued on Page 66)

(Continued on Page 66)

# A. P. AND A. N. P. A. CONVENTIONS FLOOR DIRECTORY



**GRAND BALL ROOM**  
**LUNCHEON**  
**ASSOCIATED PRESS**  
**NOON, APRIL 25.**  
**BANQUET**  
**ANPA. ADVERTISING BUREAU**  
**APRIL 27, AT 7 P.M.**

## THIRTY-FOURTH STREET

- |   |  |  |  |
|---|--|--|--|
| <p><b>AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION</b><br/>                 Convention, Astor Gallery, Rooms 154, 155, 156<br/>                 Headquarters, Room 153, Space B<br/>                 Committee meetings, Rooms 1, 2, 3, 4<br/>                 Committee service, Room 143<br/>                 Bureau of Advertising headquarters, Room 120<br/>                 Bureau of Advertising banquet, Grand Ball-room<br/>                 General offices, 63 Park Row</p> <p><b>ASSOCIATED PRESS</b><br/>                 Convention, Astor Gallery, Rooms 154-156<br/>                 Annual luncheon, Grand Ballroom<br/>                 Committee meetings, Rooms 1, 2, 3, 4<br/>                 Committee service, Room 143<br/>                 General offices, 51 Chambers street</p> <p><b>ARTGRAVURE CORPORATION</b>, Space H, in corridor<br/>                 Arthur H. Sherin Frederick D. Murphy</p> <p><b>BELL SYNDICATE</b>, Space D, in corridor<br/>                 John N. Wheeler H. N. Snevily<br/>                 E. J. Clode, Jr.</p> <p><b>BENJAMIN ADVERTISING CORPORATION</b>, Space G in corridor<br/>                 L. Benjamin C. D. Pratt<br/>                 W. W. Sweet Arthur Woods</p> <p><b>BUREAU OF ADVERTISING A. N. P. A.</b>, Room 120<br/>                 William A. Thomson Wayne Bortzner<br/>                 Thomas H. Moore Miss C. M. Weinman<br/>                 William C. Flad, Jr. Miss Edith Bode</p> <p><b>CHICAGO TRIBUNE</b>, Men's Lounge, main floor<br/>                 S. E. Thomson Arthur W. Crawford<br/>                 E. S. Beck Frank J. Markey<br/>                 William Whalen Charles F. Mathieu</p> <p><b>CLINE ELECTRIC &amp; MANUFACTURING COMPANY</b>, Space O in corridor<br/>                 A. J. Cline A. H. Parks<br/>                 Charles A. Dresser H. S. Patterson<br/>                 H. H. Heinrich</p> | <p><b>CUTLER-HAMMER MFG. CO.</b>, Space K in corridor<br/>                 T. H. Rodman G. E. Booth<br/>                 F. W. Schnell F. W. Barnecott<br/>                 George P. Stone</p> <p><b>DUPLEX PRINTING PRESS COMPANY</b>, Space K in corridor<br/>                 I. K. Stone Wesley Dames<br/>                 I. C. Squires Charles S. Brown<br/>                 Henry S. Bechman M. M. Farley<br/>                 John N. Cole</p> <p><b>EDITOR &amp; PUBLISHER</b>, Room 116<br/>                 J. W. Brown J. W. Ferguson<br/>                 J. F. Redmond Fenton Dowling<br/>                 Ben Mellon J. B. Keeney<br/>                 Arthur T. Robb C. B. Groomes<br/>                 T. H. Ormsbee F. W. Payne<br/>                 Miss Higgins J. G. Tanner<br/>                 Miss Sheldrick George Strate<br/>                 Mrs. Bridge Jack Roche<br/>                 Miss Lovett Miss McMahon<br/>                 Miss Thompson Miss Smith<br/>                 Miss Clougher Miss Montanye<br/>                 Miss Ferro Mrs. Robbin.</p> <p><b>ELROD CASTER COMPANY</b>, Space M in corridor<br/>                 See Ludlow Typograph Co.</p> <p><b>FOURTH ESTATE</b>, Room 106</p> <p><b>GOSS PRINTING PRESS COMPANY</b>, Room 117<br/>                 M. L. Pedford H. F. Sheldon<br/>                 M. W. Brueshaber R. P. Thomas<br/>                 J. W. Spencer E. M. Arnold</p> <p><b>FREDERICK J. HASKIN</b>, Room 107<br/>                 E. J. Haskin William J. Cobb<br/>                 Polly Pretty</p> <p><b>HERALD-SUN SYNDICATE</b>, Room 142<br/>                 T. O. Davidson Edward August<br/>                 Philip L. Dietz Miss Emma Elters<br/>                 W. C. Pearce</p> <p><b>R. HOE &amp; CO.</b>, Room 112<br/>                 A. J. Gallien C. B. Peterson<br/>                 Oscar Rosen, Jr. O. L. Crain<br/>                 H. V. Ball G. H. Higgins<br/>                 H. S. Mount P. J. Gallien<br/>                 W. S. Smart E. R. Dodd</p> <p><b>J. M. HUBER</b>, Room 144</p> | <p><b>INTERNATIONAL FEATURES SERVICE</b>, Rooms, 114-115<br/>                 See King Features Syndicate</p> <p><b>INTERNATIONAL NEWS SERVICE</b> Rooms 114-115<br/>                 See King Features Service.</p> <p><b>INTERNATIONAL SYNDICATE</b>, Room 141<br/>                 Howard E. Miller</p> <p><b>INTERTYPE CORPORATION</b>, Room 153<br/>                 H. R. Swartz W. C. Lund<br/>                 G. C. Willings S. H. Hayles<br/>                 T. A. MacElwett R. O. Van Horn<br/>                 F. A. Hill S. H. Dunham<br/>                 B. F. Chittick B. O'Connell<br/>                 W. S. Scudder B. O. Brinson<br/>                 T. A. Homans H. W. Coleman<br/>                 A. M. Berry B. R. Lipe<br/>                 E. M. Goodbody O. J. Houck<br/>                 J. W. Schuh</p> <p><b>KING FEATURES SYNDICATE</b>, Rooms 114-115<br/>                 J. D. Gortatowski Guy Fisher<br/>                 J. A. Easton J. A. Brogan<br/>                 S. S. Paquin J. D. Karidan<br/>                 J. V. Connolly C. B. Travis<br/>                 Walter Moss Marlen E. Pew<br/>                 Frank Nicht Barry Farls<br/>                 Shirley Olympius Eugene K. Campbell<br/>                 F. R. Margeson George T. Hargreaves<br/>                 U. Erhard</p> <p><b>LEDGER SYNDICATE</b>, Room 100<br/>                 John E. Watkins Edgar J. Parker</p> <p><b>LUDLOW TYPOGRAPH COMPANY</b>, Space L in corridor<br/>                 W. A. Reade D. E. Roseman<br/>                 P. P. Merrill J. F. Hawkins<br/>                 J. O. King F. T. Flynn<br/>                 H. H. Muir Robert McLaughlin<br/>                 M. O. Menaige G. M. Stone<br/>                 W. F. Mulcahy E. C. Maydole</p> <p><b>MCAUGHT SYNDICATE</b>, Space E, Room 146<br/>                 V. V. McNitt C. V. McAdam</p> <p><b>MERGENTHALER LINOTYPE COMPANY</b>, Room 151-152<br/>                 Fred C. Grumman F. C. Van Schaick<br/>                 Walter C. Bleloch Thomas Bland<br/>                 Fred W. Bott Alfred Archer<br/>                 Jack Sterrett</p> | <p><b>METROPOLITAN NEWSPAPER SERVICE</b>, Space E, Room 146<br/>                 Maximilian Elser, Jr. Mrs. H. O. Perkins</p> <p><b>MILLER SAW TRIMMER COMPANY</b>, Space Q in corridor.<br/>                 Dan Casey E. R. Colgrove<br/>                 E. Rotsaert</p> <p><b>NEA SERVICE, INC.</b>, Space I in corridor<br/>                 Earle E. Martin Frank J. Ryan<br/>                 Frank W. Rostock N. C. Ferguson</p> <p><b>NEWSPAPER FEATURE SERVICE</b>, Room 114-115<br/>                 See King Features Syndicate</p> <p><b>POLLARD-ALLING MFG. COMPANY</b>, Room 110<br/>                 William Stretch</p> <p><b>SPEEDAUMATIC COMPANY</b>, Space G in corridor<br/>                 F. M. Simmons A. H. Peck<br/>                 L. F. Callahan H. M. Pierce<br/>                 Wendell Walker</p> <p><b>STAR ADCRAFT SERVICE</b>, Rooms 114-115<br/>                 See King Features Syndicate</p> <p><b>THOMPSON FEATURE SERVICE</b>, Room 109<br/>                 R. S. Thompson J. P. Glass<br/>                 A. L. Fowle</p> <p><b>TRIBUNE SYNDICATE</b>, Room 124<br/>                 W. H. Johnson Harry Station</p> <p><b>UNITED FEATURE SYNDICATE</b>, Rooms second floor<br/>                 Norris A. Huse</p> <p><b>UNIVERSAL SERVICE</b>, Rooms 144-115<br/>                 See King Features Service</p> <p><b>CHRISTY WALSH SYNDICATE</b>, Space R in corridor<br/>                 Christy Walsh Thomas R. Law</p> <p><b>WOOD NEWSPAPER MACHINERY COMPANY</b>, Space N in corridor<br/>                 C. E. Hopkins Nelson Maynard</p> <p><b>WORLD COLOR PRINTING COMPANY</b>, Room 144<br/>                 R. S. Grable Edith Yormark<br/>                 W. H. Heine</p> |
|---|--|--|--|



# THEY ARE ALL IN THE DAY'S NEWS

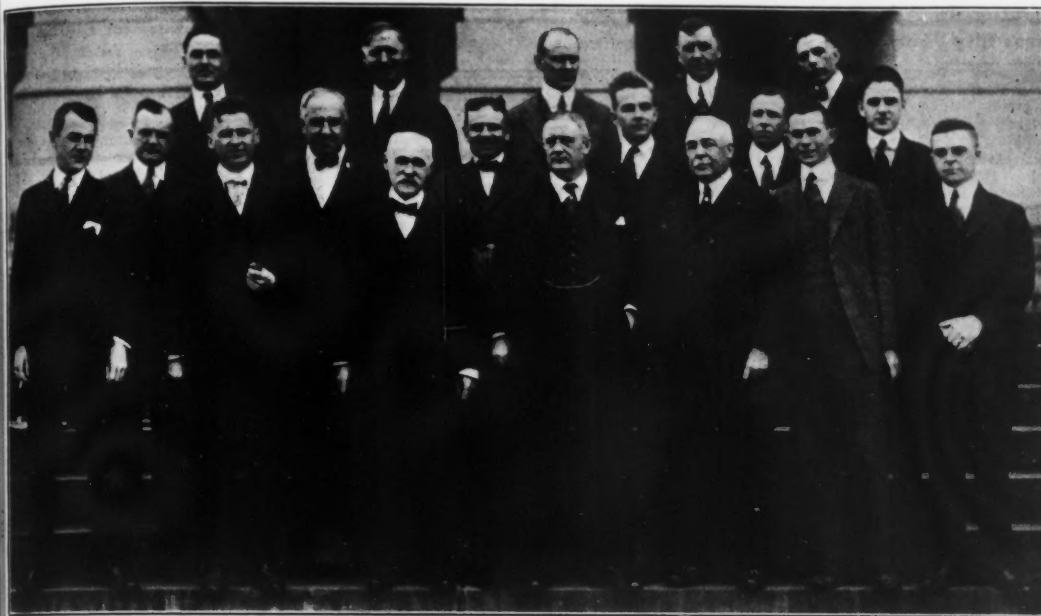


Photo by Underwood & Underwood

Ohio may furnish the Presidents. Who cares along her western boundary so long as Indiana makes—and breaks—them journalistically. To be born in Indiana is one of the main qualifications of a Washington correspondent. Above we have: Left to right (front row)—George R. Holmes, International News Service; John J. Carson, Baltimore Evening Sun; Chas. A. Albert, New York World; Senator Harry S. New, 25 years an Indianapolis editor and publisher; James P. Hornaday, Indianapolis News; Maurice B. Judd, New York Sun; E. Ross Bartley, Associated Press. Second Row — Mark Thistlethwaite, Indianapolis News; Frederic W. Wile, Philadelphia Public Ledger; Byron Price, Associated Press; Stanley H. Smith, Traffic World, Chicago; Glenn I. Tucker, New York World. Back Row—Chas. C. Hart, Portland Oregonian; E. B. Johns, Sandusky Register; Harry B. Hunt, Newspaper Enterprise Association; Louis Lullier, Columbus Dispatch; Everett Watkins, Indianapolis Star.



It's the editor that has the hard life. Ask any of them. Now, take the case of C. K. McClatchy, at our left. He arrived from Europe this week. Gone only a couple of years. In a day or two he will again be making an awful fuss around the office of the Sacramento Bee about—well, what does every editor need?



"Be more democratic," was probably Norman E. Macck's parting shot to Palm Beach before moving down to Miami where the picture to shown above was snapped. "Why not?" echoed the Buffalo Times.



Get your eye on the ball—ask dad, he knows. Appointment of C. P. Eddy to the Frank Mumby Golf Committee of the New York Advertising Club brought the smile.

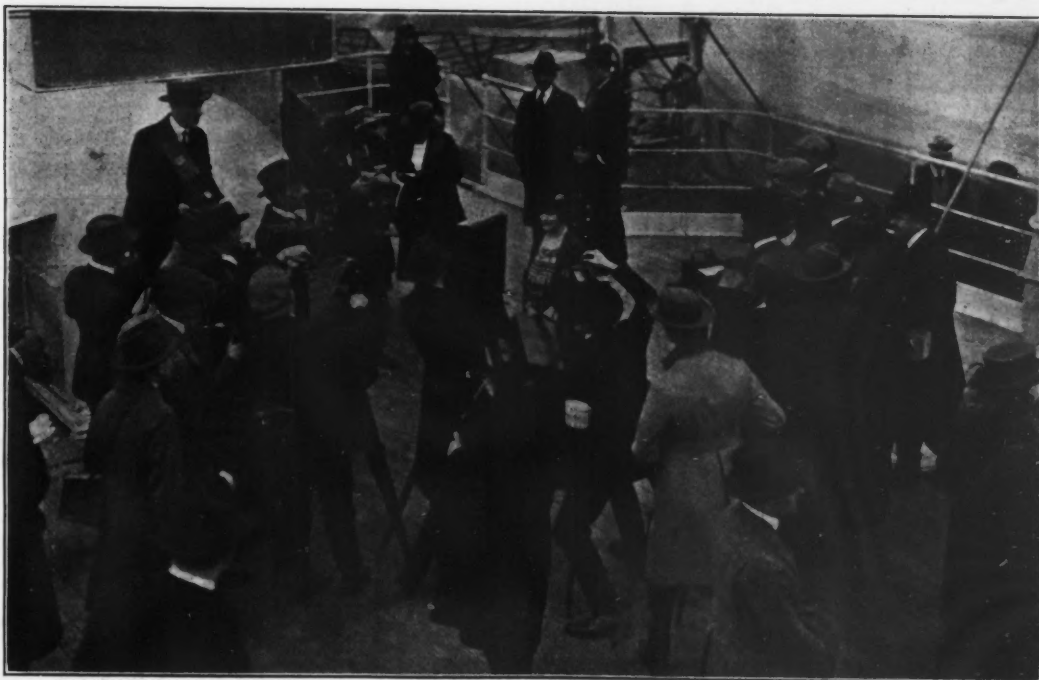


Photo by International

Lady Astor comes to town! She arrived Wednesday on the Olympic and most of the newspaper men and photographers who could get away from their regular assignments were down at the dock to meet her. Below we have a picture of the informal welcome that followed. Why should she mind—her husband owns a newspaper in London, her brother-in-law, the one that did his bit in making the family famous, is editor of Life and she is going to tell it to the A. F. crowd next Tuesday.

# RADIO AND ELECTION OF MEMBERS, A. P. ANNUAL MEETING AGENDA

**Record Vote is Expected Because of Interest in Communications and Large Registration in Advance—Contest Over Kansas City Journal**

**E**LECTION of new members and use of radiophone for broadcasting news are likely to be the chief topic of discussion at the annual meeting of the Associated Press membership in the grand ballroom of the Waldorf-Astoria, April 25. The board of directors and executive committee went into session Thursday morning and were still behind closed doors when EDITOR & PUBLISHER went to press. They will meet again on Monday, and the new board will go into executive session for election of officers on Wednesday morning.

No information is available as to applications for membership before the board, but it became known in Kansas City last week that the Journal had presented its application and was seeking proxies for use at the general meeting to override the protest of the Star.

Radiophone broadcasting is likely to come up for considerable discussion, in view of the wide interest it has aroused among newspapers all over the country and in view of the A. P. warning to its members that their news must not be published in any manner that would permit its use by those not entitled to the privilege. The Canadian Press, Ltd., which buys American news from the A. P., will consider the resolution to prohibit broadcasting of its news or local news to which it is entitled by members receiving its service and it is possible that the A. P. may take like action at this meeting.

These topics and the election of new directors will probably keep the members busy all day Tuesday and it is likely that the vote cast for directors will surpass even the record poll of last year. Indications are that attendance will be larger than ever and if one or two contests arise among the candidates for directors or over admission of applicants to membership proxies of absent members will probably be a considerable factor in the balloting.

Directors whose terms expire at this meeting are:

- Clark Howell, Atlanta Constitution.
- V. S. McClatchy, Sacramento Bee.
- Charles Hopkins Clark, Hartford Courant.
- Charles A. Rook, Pittsburgh Dispatch.
- Elbert H. Baker, Cleveland Plain Dealer.

These have all been renominated, in addition to the following candidates for the same places, terms of which expire in 1925:

- Powell Glass, Lynchburg (Va.) Advance.
- William J. Kline, Amsterdam (N. Y.) Recorder.
- J. R. Knowland, Oakland (Cal.) Tribune.
- Frank Knox, Manchester (N. H.) Union.
- E. Lansing Ray, St. Louis Globe-Democrat.

In addition to the above, two candidates have been nominated for the directorship vacated by resignation of D. E. Town, Louisville Herald, whose terms expired in 1924. They are:

- Marellus E. Foster, Houston Chronicle.
- Frank B. Shutts, Miami (Fla.) Herald.

The offices of president and two vice-presidents are also to be filled by the new board at its meeting April 26. There is little doubt that Frank B. Noyes of the Washington Star will be re-elected to the presidency, which he has held since the reorganization of the Associated Press over 20 years ago. Officers to be elected and the present incumbents are:

- President, Frank B. Noyes, Washington Star.
- First vice-president, Herbert F. Gunnison, Brooklyn Eagle.
- Second vice-president, Stuart H. Perry, Adrian (Mich.) Telegram.

Secretary and counsellor, Melville E. Stone.

Assistant secretary and general manager, Frederick Roy Martin.

Treasurer, J. R. Youatt.

New advisory boards will also be chosen by the membership to fill the places now held by those named below:

**Eastern Division** (comprising the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey,

Seattle (Wash.) Times; Dwight B. Heard, Phoenix (Ariz.) Republican; C. A. Morden, Portland Oregonian.

**Southern Division** (comprising the States of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas, and Kentucky)—H. C. Adler, Chattanooga Times, chairman; J. N. Heiskell, Little Rock (Ark.) Gazette, secretary; J. L. Horne, Jr., Rocky Mount (N. C.) Telegram; John S. Cohen, Atlanta Journal; L. J. Wortham, Fort Worth Star-Telegram.

Announcement was made this week by the Associated Press of the death of the following members since the last meeting:

- V. B. Cheshire, Anderson (S. C.) Tribune.
- George T. Melvin, Annapolis (Md.) Evening Capital.

## CONVENTION WEEK CALENDAR

### MONDAY

10.00 A.M.—Associated Press Directors' Meeting, 51 Chambers street. American Newspaper Publishers' Association directors' meeting, Boston Globe office, in World Building.

11.00 A.M.—A. N. P. A. Advertising Bureau Committee meeting in Bureau's Office, World Building.

2.00 P.M.—A. N. P. A. Paper Committee's meeting in A. N. P. A. Office, World Building.

### TUESDAY

10.00 A.M.—Associated Press Annual Business meeting opens in Waldorf-Astoria.

12.30 P.M.—A. P. Annual Luncheon in Grand Ballroom, Waldorf-Astoria; Lady Astor, speaker.

2.00 P.M.—A. P. Meeting Afternoon Session in Waldorf-Astoria; Election of Directors and Committees.

5.00 P.M.—A. P. Meeting Adjournment.

4.6 P.M.—Meeting Editorial Executives to Form Professional Society; Sun Parlor, Waldorf-Astoria.

7.45 P.M.—Entertainment for A. P. and A. N. P. A. members at Friars' Club as guests of M. Koenigsberg.

### WEDNESDAY

10.00 A.M.—American Newspaper Publishers' Association Annual Convention Opens at Waldorf-Astoria.

11.00 A.M.—Associated Press New Board of Directors Meets in Waldorf-Astoria to Elect New Officers.

2.00 P.M.—A. N. P. A. Afternoon Convention Session. Informal Labor Conference I. D. P. A., S. N. P. A. and P. N. N. A., Waldorf-Astoria.

3.30 P.M.—Audit Bureau of Circulations Directors' Meeting at Hotel Biltmore.

7.00 P.M.—Dinner to Will Hays at Hotel Commodore.

### THURSDAY

10.00 A.M.—A. N. P. A. Convention, Labor Session.

7.30 P.M.—A. N. P. A. Advertising Bureau Banquet; Grand Ballroom, Waldorf-Astoria.

### FRIDAY

10.00 A.M.—A. N. P. A. Convention Morning Session. Consideration of Unfinished Business.

Annual Business Meeting. Election of Officers and Appointment of Advertising Bureau Committee.

Appointment by Directors of New Chairman Standing Committee on Labor.

Pennsylvania, Maryland, District of Columbia, Delaware, and West Virginia)—Alexander P. Moore, Pittsburgh Leader, chairman; Richard Hooker, Springfield Republican; W. H. Dow, Portland Express & Advertiser; Edward H. Butler, Buffalo News, secretary.

**Central Division** (comprising the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, Oklahoma, South Dakota and North Dakota)—Marellus M. Murdock, Wichita (Kan.) Eagle, chairman; F. F. Rowe, formerly of Kalamazoo (Mich.) Gazette; H. G. Spaulding, Shawnee (Okla.) News; Lee P. Loomis, Muscatine (Ia.) Journal; Mrs. Zell Hart Deming, Warren (Ohio) Tribune, secretary.

**Western Division** (comprising the States of California, Wyoming, Oregon, Colorado, Montana, Washington, Idaho, Nevada, Utah, New Mexico and Arizona)—A. N. McKay, Salt Lake Tribune, chairman; J. R. Knowland, Oakland (Cal.) Tribune, secretary; C. B. Bletten,

General Charles H. Taylor, Boston Globe.

Jose A. De Cortejarena, Buenos Aires La Razon.

D. R. Hanna, Cleveland News.

R. W. Page, Columbus (Ga.) Ledger.

R. A. James, Danville (Va.) Register.

Chris O. Codrington, DeLand (Fla.) Daily News.

J. B. Adams, El Dorado (Kan.) Times.

Willie O. Burr, Hartford Times.

M. M. Coronado, Havana (Cuba) La Discusion.

Mrs. Ida H. Nelson, Kansas City Star.

M. F. Ihmsen, Los Angeles Examiner.

J. C. Barbosa, San Juan (Puerto Rico) El Tiempo.

H. B. Terrell, Sweetwater (Tex.) Reporter.

### Proverbs in Richmond

The Richmond News-Leader has been running a proverb contest, offering a \$1 prize for the best original proverb published daily.

## U. S. NAVY RADIO PRESS SERVICE RENEWED

**President Harding Signs Joint Resolution Extending Use of Trans-Pacific Government Facilities for Three Years**

BY SAMUEL W. BELI

**U**SE of the navy's radio facilities for press and commercial purposes for a period of another three years became an accomplished fact Friday, April 14, when President Harding signed the Congressional joint resolution authorizing the extension for which the newspapers of the country have been fighting for nearly a year.

By the provisions of the resolution private messages will be transmitted by Naval radio from June 5, 1922, when the present permission expires, to June 30, 1925. The full period of the extension, however, does not apply to China. The service to Chinese stations will be terminated on January 1, 1924, because of international wireless agreement for China made at the Washington Conference on the Limitation of Armaments and Far Eastern Questions.

As outlined in EDITOR & PUBLISHER last week, the three-year extension amounts to a compromise of the views of the House and Senate conferees on the resolution, and is considered by the newspapers as the best arrangement which could be made in the face of strong Congressional opposition to any form of extension. The sentiment of several members of the House against continuance of what they regarded as "government business," was overcome only with the greatest difficulty through intervention by President Harding, who heartily concurred with the newspaper view that use of the navy radio was essential if adequate and reasonably-priced communication was to be had with Hawaii, the Philippines and other outlying sections of the Far East.

The resolution in its details follows closely the terms of Public Resolution No. 48, approved June 5, 1920, by which existing press radio communications were carried on. The text of the new resolution, which was passed by the House June 22, 1921, and reported to the Senate on January 18, 1922, as finally approved by the President on April 14 is as follows:

"To amend Section 2 of the joint resolution entitled 'Joint resolution to authorize the operation of Government-owned radio stations for the use of the general public, and for other purposes,' approved June 5, 1920.

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That Section 2 of the joint resolution entitled 'Joint resolution to authorize the operation of Government-owned radio stations for the use of the general public and for other purposes,' approved June 5, 1920, be, and the same is hereby, amended to read as follows:

"Sec. 2. That the Secretary of the Navy is hereby authorized, under the terms and conditions and at rates prescribed by him, and that rates shall be just and reasonable, and that upon complaint, shall be subject to review or revision by the Interstate Commerce Commission, to use all radio stations and apparatus wherever located, owned by the United States and under the control of the Navy Department—(a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States, in foreign countries, or by press association of the United States, and (b) for the reception and transmission of private commercial messages: Provided, That rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska and the Orient, shall not be less than the rates charged by privately owned and operated stations for such messages and service; Provided further, That the right to use such stations for any of the purposes named in this section, except for reception and transmission of press messages other than press messages between the Pacific coast of the United States and ships at sea, shall terminate and cease as between the United States and ships at sea, and as between the United States and privately operated ships, whenever privately owned or operated stations are capable of receiving and transmitting such messages.

(Continued on Page 42)

# EXPECT RECORD BREAKING ATTENDANCE AT A. N. P. A. CONVENTION

## Labor Looms Up as Leading Point of Interest—Editorial Executives to Organize Professional Society—Annual Luncheon Abandoned

ON the eve of the annual convention of the American Newspaper Publishers' Association labor looms up as the big point of discussion and action. With the international arbitration contracts which have been in force for years between A. N. P. A. and the printing trades unions expiring, probably not to be renewed, possibly organization of a labor defense fund and the necessity for the appointment of a new chairman of the special standing committee on labor to succeed H. N. Kellogg retiring there will be no lack of points for argument. Of course, too, there will be newsprint, taxation, postal matters, advertising rates and mechanical problems to draw on whenever time allows. All in all, the program is serving to draw to New York probably the largest attendance of newspaper publishers that has ever signed an A. N. P. A. convention register. EDITOR & PUBLISHER's advance list, published elsewhere in this issue, shows that more than 500 newspaper representatives have made advance reservations in New York hotels for the week.

For the first time in the history of the A. N. P. A., there will be neither an organization banquet or luncheon. The place of the luncheon in the week's program will be taken by a banquet given under the auspices of the Bureau of Advertising, which will be held Thursday evening at the Waldorf-Astoria. The usual Bureau of Advertising luncheon will be dispensed with.

Many publishers have made reservations for the dinner to be given in honor of Will Hayes at the Hotel Commodore, Wednesday evening, at which the speakers will include Dr. John B. Finley of the New York Times; Senator Medill McCormick of Illinois; Congressman Martin B. Madden, Arthur Brisbane, Senator Capper of Kansas and George Ade.

Tuesday evening M. Koenigsberg of the Hearst feature services will entertain the publishers at a "best seller lark" at the Friars' Club.

Another side affair in which A. N. P. A. members will participate during the week will be an informal labor conference Wednesday afternoon called by the Inland Daily Press Association, the Pacific Northwest Newspaper Association and the Southern Newspaper Publishers' Association and other sectional publishers' associations at the Waldorf-Astoria. The exact time has not been announced.

A meeting also has been called for Tuesday afternoon, from 4 to 6 p. m., in the sun parlor of the Waldorf-Astoria by a group of editorial executives of newspapers throughout the country to form a professional editorial society. Casper S. Yost, of the St. Louis Globe-Democrat, is temporary chairman and E. O. Hopwood, of the Cleveland Plain Dealer is temporary secretary. Ninety-one editorial executives have expressed sympathy with the aims of the proposed organization and 60 have promised to attend the meeting with several others tentatively promising to be present.

A new president of the A. N. P. A. undoubtedly will be elected, as T. R. Williams of the Pittsburgh Press, the present incumbent, is now completing his second consecutive term in office. It is generally considered that Paul Patterson of the Baltimore Sun and Evening Sun, now vice-president, will move up into the executive's chair.

The officers whose terms expire are: President, T. R. Williams, Pittsburgh Press; Vice-president, Paul Patterson, Baltimore Sun; Secretary, John Stewart Bryan, Richmond News-Leader; Treasurer, Howard Davis, New York Tribune;

Directors—Frank G. Bell, Savannah News; Harry Chanler, Los Angeles Times; Charles H. Taylor, Boston Globe; Hopewell Rogers, formerly Chicago Daily News.

Following is the official bulletin of the A. N. P. A. convention schedule: The annual convention of the A. N.

tion picture of the woodland operations and actual manufacture of newsprint as conducted by Price Bros. & Company, Ltd., will be shown in the Astor Gallery, through the courtesy of the Canadian Export Paper Company, Ltd.

### A. B. C. TO MEET IN NEW YORK

#### Directors Session Wednesday in Conjunction With Publishers

The directors of the Audit Bureau of Circulations will hold their monthly meeting in New York, at the Biltmore Hotel, Wednesday, April 26. Managing Director Stanley Clague will be at the Belmont Hotel Tuesday morning.

## RADIOPHONE BROADCASTING Room 116

EDITOR & PUBLISHER extends a cordial invitation to all convention visitors to hear its radiophone broadcasting demonstration at our convention headquarters, Room 116, convention floor.

This demonstration is being given especially for newspaper and advertising men and women in conjunction with the Radio Corporation of America and will be available to all interested throughout the days and evenings of convention week. All are welcome.

As usual Editor & Publisher's convention headquarters are at the service of all newspaper and advertising folks at all hours.

The convention staff of Editor & Publisher consists of: Mr. Brown, Mr. Redmond, Mr. Mellon, Mr. Robb, Mr. Ormsbee, Miss Higgins, Miss Sheldrick, Mrs. Bridge, Miss Lovett, Mr. Ferguson, Mr. Keeney, Mr. Dowling, Mr. Tanner, Mr. Groomes, Mr. Payne, Mr. Strate, Mr. Roche, Miss McMahon, Miss Montanye, Miss Ferro, Miss Thompson, Miss Smith, Miss Clougher, Mrs. Robbin.

### EDITOR & PUBLISHER

will issue its

### ANNUAL A. N. P. A. and A. P. CONVENTION NUMBER

THURSDAY, APRIL 27

and a

### SPECIAL CONVENTION EXTRA

SATURDAY, APRIL 29

P. A. will open on Wednesday, April 26, at 10 a. m., at which session the reports of the various committees will be presented.

No set time is made for the discussion of any particular subject, except labor, which will probably be scheduled for Thursday morning.

All who address the convention will be limited to five minutes, and all who address the convention are urged to announce their name and publication.

No member will be permitted to discuss any topic more than once so long as any other member desires the privilege of the floor.

Morning sessions will open at 10 o'clock; afternoon sessions will open at 2 o'clock. Members are urgently requested to be on hand promptly at hours named. The program is subject to change without notice.

All sessions of the convention beginning with the opening session at 10 a. m., Wednesday, April 26, will be started promptly at the hour stated. This will be necessary in order to complete the program.

Members will register by signing a card giving the name of the individual representing the publication, the name of the publication and its location. The registration desk will be opposite the entrance to the convention hall.

The information bureau will be in the Myrtle Room, where representatives of the association will be constantly in attendance.

A Post Office has been arranged where all mail addressed to members in care of the convention will be held on call. A representative of the association will be present at all times, and members are urged to call at the Post Office to receive their mail.

Immediately following the afternoon session on Wednesday, April 26 a mo-

### HAWKINS LEAVES FOR HOME

#### U. P. Chief Feted in Buenos Aires Before Visit to Chile

Following a visit to Buenos Aires which was productive of good feeling between North and South American newspaper interests, W. W. Hawkins, president of the United Press Association, left April 16 for Chile. After a brief visit at Santiago, he sailed from Valparaiso, Chile, for New York on April 9.

Many social affairs were held in honor of Mr. Hawkins during his stay at Buenos Aires. April 11, he was guest at a luncheon given by United States Ambassador Riddle at the Jockey Club. He was guest of honor at a dinner given April 13 by Ezequiel P. Paz, editor of La Prensa, attended by the chief editors of that newspaper. A feature of this dinner was an operatic concert received by radio telephone. Ricardo C. Aldao, a prominent attorney, gave a luncheon April 14.

An elaborate farewell supper was served Saturday night in the building of La Prensa, attended by leading business men of the city and by the newspaper's department heads. After the supper the party inspected the plant of La Prensa.

### Minnesota Daily Suspends

The Winona (Minn.) Morning Leader suspended April 15 and the Republican-Herald took over its subscription list. The Leader was established Oct. 12, 1921.

### One Less in Florida

The Fort Pierce (Fla.) News-Tribune has suspended as a daily and gone back to a twice a week basis.

## EUROPE'S FAITH GONE, SAYS C. K. McCLATCHY

### People Take Little Stock in Genoa Conference or Other "Pow-Wows"—Thinks Condition Worse Now Than Ever

Charles K. McClatchy, for the past 47 years editor of the Sacramento (Cal.) Bee, returned April 19 from a two year trip abroad during which Mr. and Mrs. McClatchy traveled throughout Western Europe and took a side trip to Egypt, going 200 miles up the Nile.

"I was in England, France, Germany, Holland, Belgium, Switzerland, and Italy and I am sorry to say that with the exception of Germany, conditions in Europe were worse when I left than when I arrived," said Mr. McClatchy the afternoon he landed in New York. "After I had been in Germany I told an Englishman in Paris that I was better treated and enjoyed myself better in Germany than anywhere else and he replied quite hotly that it was all part of the German propaganda to get the good will of American visitors.

"I told him that my idea of Germany had not changed one bit from what they were three years ago, but that the rest of Europe, France, Holland, and Belgium especially, had better take a lesson from the Germans because the travelers were running away from cities in these countries and going to the resorts of Germany where they can live better and at a quarter of the cost.

"I do not know a thing about newspaper conditions in Europe, because I have been on a vacation and have religiously stayed away from newspaper offices.

"The papers all over Europe have devoted columns daily to the Genoa Conference. The average man over there seems to take no stock in these international pow-wows—he has lost faith practically in everything.

"Even the average Englishman will tell you the world in general, England included, is far worse off than before the war, and this notwithstanding that he fought in that war, and would fight again under similar circumstances.

"Let any men today point out where the world democracy has improved since 1914; where self-determination of weaker nations has been strengthened. It is too bad that a victory in such a good cause so dearly bought, has been followed by a constant succession of broken national promises.

"No matter what national European mouthpieces may say, the general belief 'across the pond' is that none of the Allies will have to pay the principal of her debts to the United States, that in fact in a few years everything will be forgiven, even the interest."

### Hall With Lorenzen & Thompson

Fred L. Hall is now representing Lorenzen & Thompson, Inc., newspaper representatives, in San Francisco, Seattle and Portland. T. F. Magrane, Los Angeles manager of Lorenzen & Thompson, Inc., handles the list of Western newspapers represented in San Francisco by Mr. Hall. The latter has been appointed to represent the Albuquerque (N. M.) Herald, Tucson (Ariz.) Star, and the Omaha Bee, on the Pacific Coast.

### Miami Herald Names McKinney

The Miami (Fla.) Herald has selected as its advertising representatives I. P. McKinney & Son, New York, San Francisco and Chicago. George M. Kohn of Atlanta, Ga., continues as the Herald's advertising representative in the Southern states.

### Branham Company Moves

The John M. Branham Company, New York, publishers' representatives, are now located at 342 Madison avenue, corner 43d street, in the Canadian Pacific building. The firm formerly was at 225 Fifth avenue.

DIRECTORY OF A. N. P. A. AND A. P. CONVENTIONS DELEGATES

Table with columns: Name of Paper, Representative, New York Address, Date of Arrival. Lists delegates from various newspapers across the United States, including Akron (Ohio) Beacon-Journal, Alton (Ill.) Daily Times, and many others.

DIRECTORY OF A. N. P. A. AND A. P. CONVENTIONS DELEGATES

Table listing delegates with columns: Name of Paper, Representative, New York Address, Date of Arrival. Includes entries for Lancaster (Peuna.) Intelligence, Lafayette (Ind.) Journal & Courier, Leavenworth (Kan.) Post, Lexington (Ky.) Herald, Lima (Ohio) News, Lincoln (Neb.) Star, Little Falls (N. Y.) Times, Lock Haven (Pa.) Express, Logansport (Ind.) Pharos-Tribune, Long Island City (N. Y.) Daily Star, Los Angeles (Cal.) Evening Express, Louisville (Ky.) Courier Journal, Louisville Evening Post, Louisville Herald, Louisville Times, Lynchburg (Va.) News, McKeesport (Pa.) Daily News, Macon (Ga.) News, Madison Telegraph, Marietta (Ohio) Journal, Massillon (Ohio) Independent, Meadville (Pa.) Tribune-Republican, Meriden (Conn.) Journal, Meriden (Conn.) Record, Milwaukee (Wis.) Journal, Miami (Fla.) Herald, Middletown (N. Y.) Times-Press, Minneapolis (Minn.) Journal, Minneapolis Daily News, Minneapolis Tribune, Moline (Ill.) Daily Dispatch, Morgantown (W. Va.) New Dominion, Moscow (Idaho) Star Mirror, Mount Vernon (N. Y.) Daily Argus, Muskegon (Ind.) Star, Muskogee (Okla.) Phoenix, Nashville (Tenn.) Banner, New Castle (Pa.) News, New Haven (Conn.) Times-Leader, Newark (N. J.) Sunday Call, New Orleans (La.) Item, New Orleans Times Picayune, Newark (N. J.) Evening News, New Bedford (Mass.) Standard, New Bern (N. C.) New Bernian, New Britain (Conn.) Herald, Newburgh (N. Y.) Daily News, New Haven (Conn.) Register, New London (Conn.) Day, Newport (R. I.) Daily News, New York Herald-Sun, New York Jewish Morning Journal, New York Globe, New York La Prensa, New York Times, New York World, Norfolk (Va.) Virginian-Pilot, Norfolk (Neb.) Daily News, Norristown (Pa.) Times, North Adams (Mass.) Herald, Norwalk (Conn.) Hour, Oakland (Cal.) Tribune, Oklahoma City Oklahoman, Olean (N. Y.) Times, Olean Evening Herald, Omaha (Neb.) Bee.

Table listing delegates with columns: Name of Paper, Representative, New York Address, Date of Arrival. Includes entries for Omaha Daily News, Ottawa (Ont.) Journal, Ottumwa (Ia.) Courier, Owensboro (Ky.) Messenger, Passaic (N. J.) Daily Herald, Passaic Daily News, Paterson (N. J.) Press Guardian, Perth Amboy (N. J.) Evening News, Petersburg (Va.) Progress and Index Appeal, Philadelphia Bulletin, Philadelphia Record, Phoenix (Ariz.) Republican, Pittsburgh Gazette Times, Pittsburgh Post, Pittsburgh Dispatch, Pittsburgh (Pa.) Press, Pittsburgh Sun, Pittsburgh Chronicle Telegraph, Pittsfield (Mass.) Eagle, Pittston (Pa.) Daily Gazette, Plainfield (N. J.) Courier News, Port Huron (Mich.) Times-Herald, Port Jervis (N. Y.) Union Gazette, Poughkeepsie (N. Y.) Star & Enterprise, Portland (Me.) Express, Portland (Ore.) Journal, Portland (Ore.) Telegram, Portsmouth (Ohio) Times, Pottsville (Pa.) Republican, Providence (R. I.) Journal & Bulletin, Providence (R. I.) Tribune, Raleigh (N. C.) Times, Raleigh News & Observer, Reading (Pa.) Eagle, Richmond (Va.) News-Leader, Roanoke (Va.) Times & World News, Rochester (N. Y.) Democrat & Chronicle, Rockford (Ill.) Star, Rockford Register-Gazette, Rock Island (Ill.) Argus, Rocky Mount (N. C.) Evening Telegram, Rutland (Vt.) Herald, Sacramento (Cal.) Bee, St. Johnsburg (Vt.) Caledonian Record, St. Augustine (Fla.) Record, St. Joseph (Mo.) Gazette, St. Louis (Mo.) Globe-Democrat, St. Louis Post-Dispatch, St. Paul (Minn.) Daily News, Salem (Mass.) Evening News, Salt Lake City (Utah) Deseret News, San Francisco Bulletin, San Francisco Chronicle, Springfield (Mo.) Leader, San Jose (Cal.) Mercury Herald, Saratoga Springs (N. Y.) Saratogian, San Antonio (Tex.) Express, Savannah (Ga.) Morning News, Schenectady (N. Y.) Union Star, Scranton (Pa.) Republican, Seattle (Wash.) Times, Sharon (Pa.) Telegraph, Shreveport (La.) Journal, Sioux City (Ia.) Journal, Sioux City (Ia.) Tribune, South Bend (Ind.) Tribune, South Bend (Ind.) News Times, Springfield (Ill.) State Journal, Springfield (Ill.) State Register, Spartanburg (S. C.) Herald.

# DIRECTORY OF A. N. P. A. AND A. P. CONVENTIONS DELEGATES

Name of Paper	Representative	New York Address	Date of Arrival	Name of Paper	Representative	New York Address	Date of Arrival
Syracuse (N. Y.) Herald	E. H. O'Hara	Waldorf-Astoria	April 22	Walla Walla (Wash.) Union	C. A. Morden	Waldorf-Astoria	April 24
Syracuse (N. Y.) Journal	E. A. O'Hara	Waldorf-Astoria	April 22	Washington (D. C.) Herald	J. E. Rice	Pennsylvania Hotel	April 24
Toledo (Ohio) Blade	H. S. Talmadge	300 Park Avenue	April 25	Washington (D. C.) Star	Frank B. Noyes	Ritz-Carlton	April 25
Toledo (Ohio) Times	N. C. Wright	Ritz Carlton	April 25	Washington Post	Fleming Newbold	Ritz-Carlton	April 25
Tacoma (Wash.) Ledger	Grove Patterson	225 Fifth Ave., R. 511.	April 25	Waterbury (Conn.) Republican & American	Artbur D. Marks	Waldorf-Astoria	April 25
Tampa (Fla.) Tribune	R. C. Patterson	Hotel McAlpin	April 25	Washington (Pa.) Observer	I. B. Meyers	Hotel Astor	April 25
Terre Haute (Ind.) Star	J. D. Dunn	Hotel McAlpin	April 25	Reporter	John L. Stewart	Waldorf-Astoria	April 24
Terre Haute (Ind.) Tribune	Frank S. Baker	Waldorf-Astoria	April 24	Waterloo (Ia.) Evening Courier	A. W. Peterson	Martinique Hotel	April 23
Tauton (Mass.) Gazette	W. F. Stovall	Vanderbilt Hotel	April 23	Westerly (R. I.) Sun	George B. Utter	D. K. E. Club	April 24
Topeka (Kan.) Daily Capital	J. E. White	Allerton Hotel	April 24	Wheeling (W. Va.) Register	William L. Brice	Hotel Claridge	April 24
Topeka (Kan.) State Journal	H. H. Reed	Hotel Breslin	April 26	Wichita (Kan.) Beacon	Henry J. Allen	Hotel Astor	April 21
Toronto (Ont.) Globe	Frederic E. Johnson	Hotel Breslin	April 24	Wichita Eagle	M. M. Murdock	Hotel Astor	April 21
Toronto (Can.) Mail & Empire	Marco Morrow	Wolcott Hotel	April 25	Wichita Falls (Tex.) Times	B. D. Donnell	Ambassador Hotel	April 24
Troy (N. Y.) Record	J. C. Feeley	Wolcott Hotel	April 25	Wilkes-Barre (Pa.) Times-Leader	Col. Ernest G. Smith	Ambassador	April 26
Tulsa (Okla.) World	Frank P. MacLennan	Waldorf-Astoria	April 19	Williamsport (Pa.) Sun	George E. Graff	Hotel McAlpin	April 25
Utica (N. Y.) Herald-Dispatch	William Findlay	Hotel Plaza	April 24	Williamsport Grit	William I. N. Cox	Hotel McAlpin	April 26
Utica (N. Y.) Press	J. S. Douglas	Hotel Seymour	April 26	Wilmington (Del.) Every Evening	William F. Metten	Waldorf-Astoria	April 24
Vancouver (B. C.) Daily Province	George E. Scroggie	Hotel Seymour	April 26	Woonsocket (R. I.) Call	Charles W. Palmer	Astor	April 22
Waterloo (Ia.) Evening Courier	D. B. Plum	Waldorf-Astoria	April 24	York (Pa.) Dispatch	William L. Taylor	McAlpin	April 25
	Eugene Lorton	Waldorf-Astoria	April 22 or 23	York Gazette and Daily	J. W. Gitt	Waldorf-Astoria	April 25
	F. O. Larsen	Waldorf-Astoria	April 22 or 23	Youngstown (O.) Vindicator	W. O. Brown	Ambassador	April 24

## A. P. CONTROLLED BY PEOPLE THROUGH 1200 EDITORS WHO OWN IT

**Democratic Character of Co-Operative News-Gathering Body Assured by Limiting Expenditures and Keeping Assessments Small—World Growth Seen for Idea**

By W. H. COWLES

EDITORIAL NOTE.—Mr. Cowles, who is publisher of the Spokesman-Review, Spokane, Wash., has been a director of the Associated Press for many years. His title for the following article was "The Associated Press—What It Means to the People of America," "a subject," he says, "which I am very glad to discuss, as I am immensely impressed with the importance of the co-operative idea in news-gathering from the standpoint of the public."

TO secure united action by the nation, we must have the same dependable facts simultaneously communicated throughout the nation.

For years the Associated Press has, with increasing success, supplied that information simultaneously whereby the American people have been able to act together intelligently. When given all the facts necessary for important decisions, our voters almost invariably come to correct conclusions. Without a nationwide and reliable distribution of the news each day, as now made by the Associated Press, one section of the country would of necessity base its judgment on the particular information in its possession, while another section would form perhaps an opposite opinion based on different information. If the conclusions of the great majority are to be sound, resulting in united action, the information on which those conclusions are based must be complete and accurate and not made up of half-truths or colored by opinion. A half-truth is in effect a falsehood.

That the Associated Press is regarded as dependable by the people of this country and by newspaper publications the world over is the natural result of its co-operative character. Its owners are its members and their main interest is to get truthful news reports and to see that their organization develops its administrative methods and extends and improves its news gathering facilities to the limit. Each member watches his daily news report with a jealous eye for any possible favoritism to his political or religious opponents and for neglect of his own party or religious sect.

The system approaches closely to a news service conducted by the general public, each small section of the country having a vote in the management of the



W. H. COWLES

members. To render its membership available to the smaller newspapers of limited financial resources and thereby insure the democratic character of the organization, extravagant expenditures have been avoided. Considering the large value of the service secured, Associated Press members have maintained remarkably low membership assessments to cover the cost of their organization. In spite of the increase of annual expenses from \$3,000,000 before the war to \$5,000,000 in the present year, the increase in assessment of the individual member has been negligible except in those cases where wire time has been extended or local improvements in service made for his particular benefit. This has been rendered possible by the large growth in membership.

Fortunately the value of nationwide co-operation in news-gathering is beginning to be recognized in other countries. Within a few years the Canadian newspapers have organized on lines similar to the Associated Press, refusing an offered subsidy from the British government, and there is considerable discussion in England and France looking toward a co-operative organization among the dailies of each of those countries.

When the newspapers in every civilized country are co-operatively organized and their co-operatively-gathered news is exchanged between the national groups, many of the misunderstandings, due to false information and which often lead to war, will be eliminated and political, financial and industrial control of news services now common in European countries, will be ended.

Where government is autocratic and the people have no voice in selecting their rulers, the control of the news is of less importance, but in those countries where the lawmakers and the framers of national and international policies are chosen by popular vote, the character and ability depend on the understanding of the millions of ordinary citizens whose votes determine their selection.

The great value of the Associated Press to the people of the United States lies in its co-operative character—in the fact

that it is owned and controlled absolutely by its 1,200 members in all parts of the country from Maine to California and from Florida to the State of Washington, editing newspapers of opposing political views and different religious convictions.

## PUBLIC LEDGER LOSES N. Y. TIMES SUIT

**U. S. Supreme Court Declines to Repeal Case Based on Reprint Lord Grey's Letter from London Times**

The United States Supreme Court has refused to review the decision of the lower court in the action brought by The Philadelphia Public Ledger against The New York Times, the decision of the lower court being that The Times had not infringed the copyright of The Ledger by printing in this country a letter by Sir Edward Grey originally printed in The London Times of January 31, 1920.

Through the declination of the Supreme Court to reopen the case The New York Times is cleared of the allegation. No comment on its action was made by the Supreme Court other than the formal legal phrase "petition for writ of certiorari denied."

The suit in question was brought in the Federal Court for the Southern District of New York after The New York Times printed the Grey letter Feb. 1, 1920. The Ledger contended that it had exclusive rights to publish articles from The London Times in the United States and that The Times acted unlawfully when it printed the Grey statement, which the London Times correspondent of The New York Times obtained permission from the office of The London Times to cable to The New York Times after it had appeared in The London Times.

Two allegations were made by The Ledger, first that The Times had infringed the copyright and second that there had been unfair trade competition. The District Court dismissed the first complaint, but the second was left to stand and is yet undecided. The United States Circuit Court of Appeals sustained the lower court in a formal opinion, and The Ledger appealed to the Supreme Court, taking the first complaint to this tribunal and setting forth that it could not press its case with regard to the second count until the first was decided.

## New Press in Ogdensburg

The Ogdensburg (N. Y.) Republican-Journal is installing a 16-page web press and a new Mergenthaler linotype. The paper will go to 8 columns, 12 ems wide, when the new press is installed, about April 25.

## 'EMPIRE GROUP' FORMED IN NEW YORK STATE

**Utica Herald-Dispatch and Sunday Tribune Bought by Owners of Rochester, Elmira and Ithaca Dailies**

(By Telegraph to Editor & Publisher)

UTICA, N. Y., April 18.—Frank E. Gannett, Woodford J. Copeland, and Erwin R. Davenport, new owners of the Utica Herald-Dispatch and Utica Sunday Tribune, announce that all of their publications will hereafter be known as "the Empire Group," members of this group, in addition to the two Utica papers are the Rochester Times-Union, Elmira Star-Gazette and Ithaca Journal-News. The Sunday Tribune is the only Sunday paper between Syracuse and Albany. Policies in vogue on the Rochester, Ithaca and Elmira publications will be inaugurated on the Herald-Dispatch and Sunday Tribune the new owners announce. The Herald-Dispatch, Republican under the old owners, becomes independent while the Sunday Tribune continues as an independent publication under the name of Herald-Dispatch.

Mr. Gannett, president of the New York State Publishers Association, becomes editor-in-chief of the two Utica papers and Mr. Davenport will be business manager. Mr. Gannett will also direct the editorial policies of the other papers in the group.

John C. Fulmer, president of the Utica Sunday Tribune Company and one of the founders of the Herald-Dispatch, retires from newspaper work to devote his time to other extensive interests.

It was stated today that no changes are contemplated at present in the editorial and reportorial staffs.

## Photo Man Accidentally Shot

Howard Weber, staff photographer of the Springfield (Ohio) Morning Star, was accidentally shot by W. H. Smeltzer, Sun reporter, while the two were "covering" a tornado story near Springfield, Ohio. Both had taken revolvers along and were preparing to return when Smeltzer, in examining his revolver, accidentally discharged it. The bullet struck Mr. Weber in the right hip.

## Church Ads in Baltimore

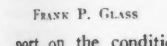
The Baltimore News of last Saturday contained what its publishers believe to be the largest representation of church advertising ever carried by any one in a single issue of an American newspaper, without special effort to obtain it. Incidentally the News' usual Saturday run of religious advertising averages 12 to 14 columns.

# CHINA A PROPAGANDIST PLAYGROUND, GLASS TELLS PRESS CONGRESS

## Americans in Orient Censure A. P. for Link With Reuter's, He Says—Japan Keeps Heavy Hand on Korean Press, Fearing Revolution

AMERICANS in China, in all lines of business, are complaining of the paucity and sensational qualities of American news that is placed before them, declares Frank P. Glass, of Birmingham, Ala., formerly president of the American Newspaper Publishers' Association and chairman of a commission of the Press Congress of the World, which has just finished a report on the condition of the press in China and Korea.

FRANK P. GLASS



"The charge is common among Americans in China," Mr. Glass continues, "that the co-operation of the Associated Press with Reuter's is a serious blunder, that the British control of Reuter's is a handicap, and they pertinently ask why the strong American news association does not break away from any connection with Reuter's and send its own fine type of service into the Orient."

They are hoping that the increasing American investments in the East and the prospective responsibilities of America in the new four-power treaty may arouse a greater demand in the United States for more and better news from the Orient, with the result that the Associated Press will soon step into the field and supply a good and reasonably priced service of genuine, uncolored news into China, while gathering the proper sort for use in American papers. This criticism of Reuter's may be severe, but the Americans want the unadulterated Associated Press to which they are accustomed and in which they have confidence. And who can blame them?"

Mr. Glass was authorized to investigate the Chinese and Korean press by a resolution passed at the Press Congress of the World in Honolulu last October. Associated with him on the commission were B. W. Fleisher, of the Tokyo Japan Advertiser, and Don Patterson, one of the editors of Millard's Review of Shanghai.

Mr. Glass outlined his procedure at the outset of his report as follows: "The chairman consulted freely with Mr. Fleisher in Tokyo and from him learned much useful information. At Shanghai, Mr. Patterson proved to be a mine of information arising out of an abundant experience on Chinese journals. The chairman alone of the commission at this time visited Korea. However, in Tokyo, Seoul, and Peking, the commission had constantly the privilege of consultation with President Williams, already familiar with the Orient from previous tours, who had extended his trip from Honolulu to Japan, Korea and China.

"Therefore, this report, though not the result of a continued conference of all the members of the commission on the ground in the two countries with which the report deals, is substantially the outcome of the observations and knowledge of the several persons named. For its statements and conclusions, however, only the chairman is responsible.

"Your chairman, when in Honolulu along with Dean Williams and other newspaper men, had the pleasure of dining with the Japanese consul, Mr. Yada, an able and kindly gentleman. Your chairman told him of the action of the Congress in authorizing the commission to make a report on Korean newspaper conditions, and requested him to use his kindly offices with his government at Tokyo, to the end that the Japanese Governor General in Seoul might afford proper facilities and co-operation. Mr. Yada expressed his sympathy, and he must have had an influence in the matter, for when your chairman reached Seoul, he was offered every opportunity to see Korean newspaper men, to visit their offices, to attend a dinner with a number of them and other Korean leaders, and to listen

to speeches which were unhampered in utterance. Furthermore, after the first day and evening spent entirely in Korean hands, the Japanese government officials devoted a second day under their supervision, to visits and investigations affording an admirable insight into the welfare work of that progressive power.

"In China, your chairman had the utmost assistance from Hollington K. Tong, who is one of the editors of Millard's Review, but

official regulations of the Press. They are strict and sweeping enough in their provisions, but are made all the more severe by the method of administration, which is through the individual judgment and *ipse dixit* of one official, the Director of Police, who makes the public welfare, meaning, the Koreans say, the Japanese welfare (or police), the standard of decision. Certainly, the method of administration tempts an official to autocratic action.

"Korean newspaper men reported that their editions were confiscated many times after they were printed in the last few years, entailing direct financial losses, as well as failures to reach their readers. Occasionally, too, editors have undergone prison sentences, and sometimes newspapers have been suppressed.

"Your commission saw abundant evidence that Japan has done and is doing Korea great services in a material and educational way—in road-building, bridge-building, extensive reforestation, improved agriculture, and above all, in an extending system of public schools.

interest, in all countries where there are great newspapers, because of the place China holds in the world's eye through the discussions of the disarmament conference in Washington. The vast territory of China with 400,000,000 population, its steady development socially, commercially and industrially is forcing world attention, and that means press attention.

"Your chairman spent over a month in China visiting its greater cities and penetrating by rail into the interior, to Hankow and down the great Yangtze river to Nanking and Shanghai. In nearly all the cities your commission was met by native Chinese newspaper committees, and in Peking, as already stated, by the Government officials, so that the utmost facilities for information were afforded.

"In Shanghai, particularly, where native Chinese newspapers are strongest, your commission had the benefit of the long residence of one of its members, who had in advance organized sub-committees in leading Chinese cities for co-operation with him in gathering material for this report. In consequence, the larger part of the report herewith as to China is the work of Mr. Patterson of Millard's Review, who is an American and trained newspaper man.

"It gives me pleasure to state also that your commission has had the benefit of the observation and co-operation of two other American newspaper men, W. J. Smith of the Waukegan (Ill.) Sun, and of Mr. Frank P. Glass, Jr., assistant to the foreign news editor of the New York World, who were making the same tour as your chairman.

"A playground for propaganda is the best concise description to be given of China in the field of foreign news service. China is at one and the same time one of the oldest, if not the oldest, of the ancient nations of the world, and one of the most immature of the modern. The vast expanse of the country and its gigantic population, its undeveloped natural resources, its commercial potentialities, troubled foreign relations and its peculiar position with regard to the peace and harmony of the extreme East, have attracted to it world-wide attention, both in the sphere of diplomacy and in the realm of foreign trade.

"To many, China is the new Eldorado.

"Its unsettled domestic conditions, resulting from mass ignorance, political disintegration and commercial stagnation, with the factors of greed and avarice ever present, have made it a fertile field for the uses of the propagandist, and have consequently strongly colored its foreign news. But it is not to be inferred that all of the foreign news coming into China is of a self-seeking and ulterior nature.

"China has one of its greatest weaknesses in its lack of communications, both by rail and by wire, and it is consequently hampered in news dissemination and transmittal. The news centers, both in the matter of incoming and outgoing news, are those most easily accessible by land or by water and by wire, with Shanghai, Canton, Hankow, Nanking, and Tientsin—Peking and Canton on a comparative parity.

"With this as a background, conditions of foreign news coming into China may be discussed with greater clarity.

### NEWS AGENCIES AND SERVICES

"The press of China is served (as in this report we have taken largely the viewpoint of the native rather than the foreign press, which almost necessarily is actuated by the national interest of its owners and editors) by the following news agencies:

"1. Reuter's, which combines the Reuter's service proper and the Reuter Pacific service, the latter dealing solely with Far Eastern matters. This service is British in its ownership and operation.

"2. Eastern, a service largely devoted to Far Eastern news, but also giving occasional reports outside of this field. This agency is Japanese in its ownership and operation.

"3. Kuo Wen, a Chinese owned and edited service, dealing with domestic and foreign affairs, though little with events happening outside the Far East.

"4. Chung Mei, though formerly an American service, has now become Chinese, still retaining its American staff. It is a free lance in domestic and foreign news, obtaining the latter from scattered wireless and mail reports.

"5. Asia, a Sino-Japanese enterprise, largely confined to domestic Chinese and Japanese news.

"6. Dalta, the official propaganda service of the Far Eastern Republic of Siberia at Chita.

"7. Rosta, the government-owned agency for the dissemination of news reports from the Soviet at Moscow and European Russia.

"8. French Wireless, a service not under the direction of any agency, but sent daily by the French government wireless station in Paris, and distributed largely through Reuter's from Shanghai.

"9. Chiao Tung Wireless, a Chinese government wireless report made up of such messages as are caught from other stations when news is broadcasted.

"10. Telefunken, the official German wireless service, caught largely by the Chiao Tung

## NEWS NEEDS OF THE ORIENT

HIGHLIGHTS in the report on condition of the press in China and Korea by Frank P. Glass, of Birmingham, Ala., as submitted to the Press Congress of the World, are:

All Korean news sources are controlled by the Japanese Government and the press is regulated by the Japanese director of police. Japan is credited with having conferred many benefits on Korea in a material way, but at the cost of repressing Korean public opinion. No hope of better conditions is held out until Japan feels more sure of her hold on Korea and relaxes her vigilance against revolution, although it is suggested that American and British free press influence may change the Japanese attitude.

The vernacular press in China is pictured as hampered by poverty, which makes it an easy prey to news services whose chief aim is propaganda for special national or private interests. There are many news services, but few which supply a comprehensive service on foreign affairs at a price that the native press can afford to pay. Wide variance is noted in the costs of foreign news reports, which in some cases are based upon ability of the client to pay rather than on quality of service rendered.

Americans in China complain against the co-operative arrangement that exists between the Associated Press and Reuter's, Ltd., and are demanding that the A. P. supply a good and reasonably priced service of genuine, uncolored news into China, while at the same time gathering the proper sort of news for use in American newspapers.

Remedies for Chinese conditions are suggested in the form of greater knowledge of China and the Chinese by those who supply news to the nation; the sending of more "straight news" and less interpretative propaganda; the establishment of a national domestic news distributing agency along the lines of the Associated Press; and finally reduction in cable and radio tolls.

spends most of his time in Peking. He is a very able man, who made a fine impression with the World's Press Congress. He has had the advantage of an American newspaper education in the Missouri School of Journalism. Mr. Tong preceded us to Peking and had already arranged for conferences with the various newspaper clubs, native and foreign, and with all the officials of the Republic, including President Hsu and Dr. W. W. Yen, Secretary for Foreign Affairs, who spent eight years in American Universities, speaks English perfectly, and is a very progressive leader. Later on, similar privileges and opportunities were enjoyed in Shanghai, under the guidance of Mr. Patterson.

"All these facts are given to form a preliminary background for the belief that the commission has had abundant opportunity to get the truth, the whole truth, in a judicial comprehensive way. It is safe to say that in the investigation hundreds of authorities have been consulted, British and American, as well as native newspaper men—there is an International Newspaper Club with a large membership in Peking—officials and diplomats, with prominent business men and many native newspaper workers, particularly in Seoul, Peking and Shanghai.

"Only the limitations in capacity on the part of the commission can make the report valueless. Your commission recognizes these limitations, and its members regret that they could have not travelled together and have had the manifest advantages of constant attrition of brain and of steady conference."

### KOREA

First consideration was given to Korea, as follows:

"Conditions in Korea are most trying for newspapers. Probably eighty per cent of the people are illiterate, and necessarily newspaper circulations are small. However, it has been most difficult for native newspapers to obtain or publish news. The Japanese government restrictions are severe.

"All news sources are controlled by the Japanese government. Your commission was given by the Japanese Director of Police in Seoul a copy, written in English, of the

But it cannot be denied that in many of her reforms in Korea, Japan has been harsh, as is always the case when one country undertakes to dominate another against its will by military methods.

"Yet with this due credit for progressive and uplift work, it cannot be denied that Japan has been most severe on that recognized modern engine of education and uplift, the press.

"There is no free press in Korea, except technically in the case, perhaps, of the paper that is generally accredited with being a government organ, controlled and printed and distributed by the Japanese for the benefit of Japanese propaganda.

"It is useless to make recommendations for newspaper service improvement in Korea until Japan feel sure of her hold there, is much less vigilant of revolutionists, and revolution, so that Korean newspapers may be permitted to gather local news, to receive uncolored foreign news, to send out real news of interest abroad.

"The struggling Korean newspapers are not yet able to buy a first-class foreign service, or to reciprocate with a full and dependable domestic service to go to the outside world, nor can such services be received or printed, under present autocratic restrictions. Japan is progressing resolutely, but slowly, in reconciling Korea to her rule. It is alleged by Korean leaders that she is trying in her new schools to raise up Japanese citizens, trained in the Japanese religion as well as in Japanese culture. She may succeed in another generation, through her material improvements and her schools to reconcile the proud Koreans to her suzerainty.

"In the meantime Korea is being materially benefited, but the process is heroic. No real news service, uncontrolled by the Japanese government, can be sent in or sent out, no matter how many news organization there may be, or how cable rates may be lowered. The only remedy is for Japan to relax in her restriction. Possibly the influence of her free press Allies, the United States and Great Britain, may be useful to that end.

### THE CHINESE SITUATION

"Next, the situation in China will be considered. In that field is probably the greater

(Continued on Page 50)

# NEWSPAPERS CAPITALIZE RADIO CRAZE IN MANIFOLD WAYS

Some Spend Thousands on Broadcasting Apparatus, Others Limit Indulgence to Printing Programs—Effect on Circulation Doubtful, Say Experienced Users

By THOMAS H. ORMSBEE

"WHEREFORE art thou, Radio!" is the burden of many a newspaper editor's and manager's thoughts these days.

Some have found out, some are paying to find out and others, the great majority, seem to be waiting for the decisive jump of the radiophone cat before investing heavily in investigation or machinery. They are waiting to learn what other publishers are doing for radio and what radio is doing or can do for or to the newspaper.

To date, application of radio telephony to newspaper publishing seems to be following these broad main lines:

1. Broadcasting from the newspaper's own transmitting plant of news, educational lectures, concerts, stock reports, weather, etc.
2. Broadcasting from a convenient plant owned by the government, by one of the great electrical corporations, or by an affluent amateur.
3. Printing as news daily programs of broadcast by the electrical corporations from their several plants in all parts of the United States.
4. Printing as a supplement or department of the newspaper news of interest to radiophone amateurs and technical articles prepared or secured by local experts or staff men who have specialized in the field.
5. Using a receiving set for public demonstrations.

The first idea is that which has been followed by the Detroit News with success during the past two years. No part of the News' circulation increase can be traced directly to this one of its many activities, but there is no doubt of the effect it has had in increasing good will toward the newspaper. Its operation is described to EDITOR & PUBLISHER by George E. Miller, editor-in-chief of the News, as follows:

"At the present time our radio station is operated by a staff of ten people, including three operators, a radio director, a director of programs, a reporter, a clerk, and three stenographers. The latter are necessary to handle the mail which comes to us on this subject from nearly all parts of North America, and even from points in Cuba and Central America.

"Probably the principal benefit to a newspaper in an operation of this kind comes from the creation of good will. There is no indication of any material or unusual effect upon newspaper circulation. Our experience seems to indicate that the activities of the broadcasting station naturally fall into a field quite distinctly separated from that covered by newspaper circulation. This leads us to the confirmed opinion that the broadcasting station never will supplant to any material extent the daily newspaper as the source of popular information. Nor does the range of entertainment sent out by the broadcasting station appear to affect in any predatory sense any of the features in the newspaper.

"As to whether the publication of the daily programs of broadcasting stations is a good thing for the newspaper, that is a question which each newspaper must answer for itself. At the present time, owing to the extraordinary development of the public interest in the radio, these programs probably have a very wide interest. Whether that interest will continue sufficiently strong to entitle the program to be considered a permanent and important news, is something which the future must decide.

"Our experience indicates that the use of advertising matter in the radio program is not feasible for a newspaper broadcasting station. Our efforts have been directed toward the complete elimination of anything leaning in the direction of advertising, and so far we are very well satisfied with the operation of our station under a license which precludes the use of the station for any commercial purpose. We are strongly inclined to think that this will prove to be the correct policy in regard to all broadcasting stations.

"In addition to the amusement program, the chief value of our station to those within its range lies in the dissemination of market reports, weather reports and the like. It does

not seem to us that the general dissemination of news matter can be successfully accomplished by this method. One chief reason for this is found in the fact that the news gathering agencies of the country necessarily must have contractual relations with the newspapers of a nature to interfere with broadcasting."

Shortly before Mr. Miller's statement was made, the Associated Press had issued an order warning members that news sent to them by the Associated Press remained the property of the A. P. and must not be used in any way that would make it available to those who were not entitled to it. Similar action is likely to be put in the form of an amendment to the working laws of the Canadian Press, Ltd., at its coming meeting next month.

Nevertheless the Associated Press recently found it necessary to use the radiophone—The Detroit News plant, in fact—to serve its members when a sleet storm downed all wires in Northern Michigan. This is cited merely as an interesting circumstance, as it does not involve any modification of the A. P. claim of property right in its news, a claim which has been upheld by the courts.

But news is discounted as a part of a newspaper's radiophone service by most newspaper executives. Frank E. Gannett, editor of the Rochester (N. Y.) Times-Union, which installed a station several weeks ago, has this to say about the use of news:

"I am firmly convinced that the radio telephony will not interfere with the sale of a newspaper. Instead, I think it will stimulate the sale.

"The various press associations have put restrictions on the use of their news matter in broadcasting and no newspaper broadcasting station will be allowed to give out more than the barest bulletins which they receive over ticker service or from special sources. This scant bulletin service is likely to arouse interest in some particular news item and cause the listener in on a radio set to want to buy a newspaper.

"Furthermore, the radio will not supply the receiver with editorial comment or the various features that go to make up a paper. Nor will it be able to carry any illustrations. I feel that the radio will promote the use of pictures more than ever before, for this is surely something that cannot be sent by wireless.

"I doubt if a newspaper is sold merely for its news items. Advertisements are an essential part of a newspaper. Many people buy papers for the ads they contain. This is particularly true of women who follow department store advertising. This is another feature that the radio cannot handle.

"I think printing of the daily programs of broadcasting stations is a fine feature for the newspaper. Subscribers will cut out these programs and know when to listen in for what they want.

"The Government does not permit any advertising matter to be broadcasted and the announcements must be confined entirely to the simple statement of facts.

"I don't see how advertising rates could be charged for the programs. Who would pay for them and how could it be done? Broadcasting stations are operating purely for public service, except possibly where manufacturing concerns are interested in promoting the sale of radio apparatus. That being so, there is no one to pay the newspaper for advertising or promotion.

"I see no way for a newspaper operating a broadcasting system to get any return for the money expended. Our equipment here will cost us \$10,000 and it will cost \$10,000 a year to maintain it and operate it. The only return that we can get on this investment and expenditure is the advertising that it will give the Times-Union.

"In the meantime, makers of radio outfits are reaping great profits. As soon as the urgent demand for outfits is satisfied, these companies must, of course, do advertising. This naturally will go to the papers that are interested in radio work and in this way only can a newspaper get any direct return.

"When we talked of establishing our radio station, someone suggested that we should become interested in some concern which sold the apparatus, but we at once turned our face against any such proposition, for fear our move might be misunderstood. We put in the broadcasting station to serve the public and we feel that already our work is greatly appreciated."

From another pioneer in the field, the Pittsburgh Post, comes information as to how a newspaper situated near a large plant owned by an electrical firm can use the radiophone to advantage. The Post has been using the East Pittsburgh station of the Westinghouse Electric & Manufacturing Company—code call KD-KA—since November, 1920, and the paper's progress since then is outlined by A. E. Braun, president of the Post and Sun, as follows:

"At the outset, our work was confined to the sending out of such news as we received through the permission of the United Press, with other features of general interest, such as the baseball scores, first after the games at 5.30, 6.05, 7.05 and 8.05, and later in the year, inning by inning; and during the World Series games, play by play. Similarly boxing bout reports were sent out by radio, blow by blow, and in the fall of 1921, important football games were sent out play by play.

"A later feature added was that of having theatrical stars and prominent people sing and play from a special studio which we have fitted up in the Post building. In addition to this, our people tied up all this service by publishing daily the programs.

"It was felt that the children should not be overlooked in connection with these programs, and we therefore introduced into our program a 15-minute talk every evening. We have used the "Uncle Wiggily Bedtime Stories" and they have made a wonderful bit with the kiddies.

"We have also endeavored particularly to interest women in the home, and talks have been given by the authorities on dress, civic

(Continued on page 36)

# RADIOPHONE AT E. & P. CONVENTION QUARTERS

Will Give You a Chance to Listen in on the Air—Experienced Man to Be in Charge—Broadcasting Heard All Day

Radio telephony and how it works will be available for a close-up inspection to the visitors at the American Newspaper Publishers' Association convention at the Waldorf-Astoria next week. Through the co-operation of the Radio Corporation of America, EDITOR & PUBLISHER will have a receiving set installed in its headquarters, Room 116, which will be operation throughout the entire week.

This will give you a chance to inspect the most recent means of communication at first hand and to listen in at all times to what is passing through the air.

A special antennae, 150 feet long, will be rigged up on the roof of the hotel. From this a lead wire will run into headquarters of EDITOR & PUBLISHER, where the receiving set will be installed. This will consist of the most recent RC type of radio telephony to which several sets of head pieces will be attached. In addition there will be an Aeroela Grand, by means of which during the evenings Room 116 will be flooded with the broadcasting programs which are being conducted by the large sending stations within 300 miles of New York.

This radio installation will be in charge of A. H. Morton, Washington representative of the Radio Corporation of America, who has handled a large amount of state department messages. He will not only keep the receiving station tuned up but will be ready to discuss radio telephony from all its angles.

From 11 a. m. until 7 p. m. radio messages are broadcasted on the hour and these will be heard by those who care to put on a headpiece and listen in. After that until 11 p. m., the broadcasting stations provide almost continuous programs and the loud speaker will be connected up to afford everybody a chance to hear the speeches, weather report, vocal and instrumental music, and other entertainment features provided by the broadcasting stations at Newark, Schenectady, Medford Hillside, Bedloe's Island, Springfield, Rochester and Philadelphia, in addition to the messages which are flashed from the ships on the Atlantic.

The receiving set itself consists of a Westinghouse RC type instrument which is fitted with three vacuum tubes, one the detector and the others the amplifier. Before the electric waves caught by the antennae pass through these tubes, it look like strange electric bulls, it is first tuned by rotating control disks. To complete the circuit this instrument will be connected with a ground wire so that by using the ether waves for one wire and the ground for the other the necessary two wires for an electric circuit are provided.

In order that these vacuum tubes may function properly, it is necessary that they be actuated by means of electrical energy. Here, a six volt storage battery similar to that used in automobile work lights the filaments of the vacuum tube, a series of small dry cells totaling approximately 225 volts being used to actuate the plate sections of these vacuum tubes. This use of electrical power is necessary because the signals received by the aerial are altogether too small and weak to be able to actuate a reproducing device loud enough to be heard clearly. In other words, to tap in on the ether waves it is necessary to utilize a small amount of energy to make reception satisfactory.

## A Daily Radio News Hour

The Boston Traveller on April 17 began a daily afternoon radio telephony service for broadcasting news bulletin from the Amrad station at Medford Hillside, Mass. "Make three o'clock your news hour every day" is being featured up by the Traveller in connection with the stunt.



It looks like a trick safe combination, but it's not. This is the machine that will comb the ether for EDITOR & PUBLISHER at the Waldorf



## EDITORS PLAN PROFESSIONAL SOCIETY; WILL ORGANIZE NEXT WEEK

Caspar Yost of St. Louis Globe-Democrat, Temporary Chairman, Has Invited Executives from Cities of Over 100,000—91 Editors Approve Idea—Meet at Waldorf April 25

EDITORIAL executives of daily newspapers are about to unite along professional lines for the first time in American newspaper history, if success attends a meeting called for April 25 in the Waldorf-Astoria sun parlor after the Associated Press meeting. The meeting will be called to order at four o'clock and the program calls for the submission of a tentative constitution and perfection of a permanent organization.

Caspar S. Yost, editor of the St. Louis Globe-Democrat, several months ago sent letters to a number of editorial leaders throughout the country, suggesting the idea of an organization of a national society of newspaper editors connected with the larger newspapers. Much interest was manifested and a meeting was held last month in Chicago attended by Mr. Yost, E. S. Beck of the Chicago Tribune, Charles H. Dennis of the Chicago Daily News, George E. Miller of the Detroit News, and E. C. Hopwood of the Cleveland Plain Dealer. Mr. Yost was chosen chairman and Mr. Hopwood secretary. Others who expressed sympathy with the plan, but were unable to attend were H. R. Galt, St. Paul Pioneer Press; Frank I. Cobb, New York World, and Joseph Garretson, Cincinnati Times-Star.

Mr. Hopwood, on request of EDITOR & PUBLISHER for a statement of the new association's purposes and progress, made the following statement:

"It was decided by the committee to send out letters generally to the editorial executives of newspapers in cities of more than 100,000 population, setting before them the purpose of the proposed society and asking their participation in an organization meeting to be held later in New York.

"The responses to this communication have been almost universally favorable and enthusiastic. Representatives of 60 newspapers have signified their intention of attending the meeting, 13 have accepted tentatively, while 18 others have replied that while it is impossible for them to attend the meeting, they are in sympathy with the idea and wish to become members.

"It is in no sense the purpose of this association to encroach upon the field of any other organization in the newspaper profession nor in any sense to supplant those now in existence.

"In his preliminary announcement, Mr. Yost stated that the purposes of the organization shall be to promote acquaintance among its members, to develop a stronger professional esprit de corps, to maintain the dignity and rights of the profession, to consider and perhaps establish ethical standards of professional conduct and management, to interchange ideas for the advancement of professional ideals and for the more effective application of professional labors, and to work collectively for the solution of common problems."

"The growing complexity of newspaper work and the number of problems facing every executive editor make the institution of such a society, where problems of common interest may be considered, almost imperative at this time. Naturally many details of the organization remain to be worked out. For example, the placing of 100,000 population as the limit for membership in the society is only tentative."

The following editors are expected to attend the organization meeting:

E. A. Dickson, Los Angeles Examiner; C. M. Lawrence, San Francisco Examiner; Andrew M. Lawrence, San Francisco Journal; C. L. Sherman, Hartford Times; Norris G. Osborn, New Haven Journal-Courier; Clark Howell, Jr., Atlanta Constitution; John S. Cohen, Atlanta Journal; William A. Curley, Chicago American; C. B. Dennis, Chicago News; J. C. Shaffer,

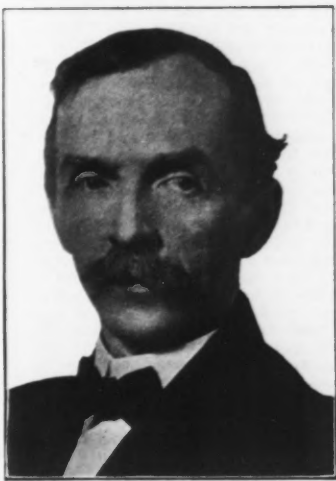
Chicago Post; E. S. Beck, Chicago Tribune; Lafayette Young, Des Moines Courier. Robert Bingham, Louisville Courier-Journal; Robert Montgomery, Louisville Herald; A. B. Krock, Louisville Times; Charles Harwood, Baltimore American; Stanley Reynolds, Baltimore Evening Sun; J. E. Murphy, Baltimore Evening Sun; J. H. Adams, Baltimore Morning Sun; Hamilton Owens, Baltimore Evening Sun; Willis J. Abbot, Christian Science Monitor; T. V. Ranck, Boston Advertiser; J. W. Reardon, Boston Advertiser; William H.

tional magazines; \$1,148 for advertisements in Mexico City newspapers, and \$887 for booklets.

Two issues of newspapers in 90 cities of 14 states were used in advance of the spring season of 1921. For the fall campaign, the newspapers of 119 cities of 19 states were used, and for the season just passed newspapers of 125 cities were used. These newspaper advertisements gave definite reasons why it is profitable for merchants to buy in St. Louis.

Two new features proposed in the 1922 campaign are the adoption of one symbolic trade mark to be used by all St. Louis business houses in their national advertising and the establishment of a city news bureau to prepare and secure the publication of important news affecting St. Louis.

Many editors have felt the need for a society which would help them in dealing with purely editorial problems, but it remained for Caspar S. Yost, editor of the St. Louis Globe-Democrat, to put the need in concrete form and convince his fellow editors that the time was ripe for its solution.



Pardy, Boston Telegram; J. T. Williams, Jr., Boston Transcript; M. S. Sherman, Springfield Union; Roland F. Andrews, Worcester Gazette; George T. Richardson, Worcester Post.

N. C. Wright, Detroit Journal; Grove Patterson, Detroit Journal; George E. Miller, Detroit News; Arthur H. Vandenberg, Grand Rapids Herald; E. W. Booth, Grand Rapids Press; L. T. Russell, Newark Ledger; John P. Czakley, Newark Star-Eagle; Martin H. Olynn, Albany Times-Union; Arthur M. Howe, Brooklyn Eagle; Harris M. Crist, Brooklyn Eagle; Arthur Dore, Brooklyn Citizen; D. S. Taylor, Buffalo Courier; W. A. Thayer, New York American; William L. Cheney, New York Globe; Arthur Brisbane, New York Journal; J. Luby, New York Journal of Commerce; Henry L. Stoddard, New York Mail; T. E. Niles, New York Mail; Merton E. Burke, New York News; Simeon Strunsky, New York Evening Post; Charles M. D. Puckette, New York Evening Post; Fred A. Walker, New York Telegram; Frank I. Cobb, New York World.

W. Kee Maxwell, Akron Times; W. F. Wiley, Cincinnati Enquirer; Joseph Garretson, Cincinnati Times-Star; E. C. Hopwood, Cleveland Plain Dealer; Arthur C. Johnson, Columbus Dispatch; D. E. Kumer, Dayton News; J. D. Dun, Toledo Times; D. J. Sterling, Portland (Ore.) Journal; J. E. Wheeler, Portland Telegram; J. T. Custis, Philadelphia Inquirer; John Spurgeon, Philadelphia Public Ledger; C. M. Morrison, Philadelphia Public Ledger; John P. Dwyer, Philadelphia Record; Charles W. Danziger, Pittsburgh Chronicle-Telegraph; Charles A. Reok, Pittsburgh Dispatch; W. U. Christman, Pittsburgh Post; John R. Ratham, Providence Journal; James M. North, Fort Worth Star-Telegram; A. W. Grant, San Antonio Express; H. G. Grant, Milwaukee Journal; Albert W. Cummins, Wilmington News; Caspar S. Yost, St. Louis Globe-Democrat.

### BIGGEST SHARE TO DAILIES

St. Louis Municipal Advertising Goes Increasingly to Newspapers

St. Louis, April 17.—Of the \$56,000 appropriated for the St. Louis Municipal Advertising Campaign of 1921, \$32,811 was spent in advertisements in newspapers in the St. Louis trade zone, the report of H. M. Morgan, chairman of the advisory committee in charge of the campaign, shows. Of the remainder, \$340 was spent in one trade paper; \$20,820 went for advertising in eight na-

## WIVES LOOK TO PAPER FOR HOME ADVICE

Los Angeles Express Experiment of 1919, Now Accepted by People as City's Good Housekeeping Institute, Has Floor to Itself

A department for the public started in a small way by the Los Angeles Evening Express about two and a half years ago has developed to such an extent that it is now popularly known as the "The Good Housekeeping Institute of Los Angeles." It now occupies an entire floor of the Express Building, under the direction of Mrs. Kate B. Vaughn and ten assistants.

The department is the only organization of its kind connected with a newspaper in the West. Advertising agencies, teachers of home economics and clubs all recognize the Express institution as the center of "good housekeeping" activities in Southern California. One of its features is the electrical display, which is now exhibiting the newest thing in iceless refrigerators.

"The Express home economics department is far from being merely a cookery department," declared Mrs. Vaughn. "Almost every branch of home industry is represented. We have a style show once a month featuring frocks of Los Angeles manufacture and our Better Babies' Club is becoming widely known through its work for the children from 2 to 6 years of age, who are examined here by competent physicians free of charge.

"There are classes in china painting, classes in millinery, dressmaking and Spanish in connection with the Express Woman's Club. The exhibits in booths about the auditorium contain a varied selection of the best products for home use, while other booths are filled with suggestions for home furnishings or decorating, placed there by the foremost home furnishers and decorators in the city.

"Every Monday, Wednesday and Friday we have cookery classes in the auditorium, when questions are answered and recipes given out and demonstrated. The work of the department is becoming known to thousands of women about the city and in surrounding towns through the practice of entertaining members of clubs, especially the smaller organizations, at luncheon at the institute Fridays, at each of which we serve nearly 70 persons."

In addition to these varied activities Mrs. Vaughn and her assistants aid individuals who come to them for advice on various home and family problems. Experts in particular lines connected with the home also are called in to speak on many occasions.

### BARRY HEADS LEDGER BUREAU

Wile on Roving Commission Over World for Curtis Service

Frederic William Wile, for the past two years chief of the Washington bureau of the Philadelphia Public Ledger, will be succeeded on June 1 by Robert Barry of the Ledger's Washington staff. Barry, who is now in Europe covering the Genoa Conference, is expected to sail for the United States about the middle of May.

Mr. Wile, who came to the Ledger from the London Daily Mail, is to have a roving commission with the Ledger which will take him to any of the hot news spots in the world.

Announcement of his new assignment and the elevation of Mr. Barry, who also acts as Washington correspondent for EDITOR & PUBLISHER, was made by Mr. Wile at a recent luncheon of the Overseas Writers, the organization of Washington correspondents with foreign experience.

### Branham Adds to List

John M. Branham Company, New York special representative, will add the Columbus (Ga.) Ledger to its list May 1.

### BAD NEWS FOR CAPITAL GREENS

Washington Bureau Men Plan Golf Tournament in May

Arrangements for the spring golf tournament of Washington newspaper men will be made at a meeting of golf enthusiasts in the Senate press gallery next Monday. The tournament, which will be held in May, will be for the purpose of picking a team to represent the Washington writers in the Invitation Tournament of New York Newspaper Golf Club in June. Teams representing the newspaper men of Boston and Philadelphia also will participate in the New York tournament.

A letter received by the Standing Committee of Washington Correspondents which is making the arrangements for the meeting here, assigned by Allan F. Poinsette, president of New York Newspaper Golf Club, said that the Engineers' course at Roslyn, L. I., would be used for the June tournament.

The May tournament will be the second held by the Washington newspaper golfers. The first held last August was won by Robert Bender of the United Press, with President Harding tying for third place with Richard Lee of the Universal Service.

### Sturms Buy Ohio Weekly

The New Vienna (Ohio) Reporter has been sold by Eleanor S. Hall and B. J. Long to Mr. and Mrs. C. E. Sturm of Wilmington, Ohio. The Sturms have also purchased the newspaper's building. Mr. Sturm has been with the Wilmington Daily News-Journal. It is the intention of the former owners to enter a larger field in Ohio in the near future.

### Buys Into Middlesborough Paper

F. D. Hart, Jr., has purchased all stock of the Middlesborough (Ky.) Daily News, except that owned by H. R. Chandler, the editor, who will continue with the paper.

## HUMAN TOUCH VITALIZES EFFICIENCY IN WASHINGTON STAR'S PLANT

Observer Sees Modern Machinery Arranged to Eliminate Waste,  
But Executives Call Attention to Ideas for Enhancing  
Health and Happiness of the Working Force

"If you want to see the last word in newspaper plants, drop into the Evening Star office next time you're in Washington," said a recent visitor to EDITOR & PUBLISHER headquarters. "You'll find some ideas carried out there that will interest every daily newspaper man in the country."

That sounded promising, coming as it did from one who had no parental interest, merely the enthusiasm of an expert, and it was remembered a few days ago when the writer found himself on Pennsylvania avenue with two hours on his hands. He alighted at the sixth floor of the new Star Building, entered the business department and was directed to the office of Fleming Newbold, business manager.

Favorable impressions began to register at once. Mr. Newbold's secretary learned the visitor's name and, without the usual big city "Whaddya want see him about?" disappeared into the business manager's office. She returned a moment later and asked the visitor to be seated, indicating a luxurious overstuffed armchair. Mr. Newbold was engaged, but would be free at once.

He was, and his greeting continued the favorable impression. Several range-finding shots on general newspaper topics put conversation on the correct target—and there was no more general conversation.

"Just what do you want to know?" asked Mr. Newbold.

"I want a 1500-word story on the Star's plant and floor plans and photographs to illustrate the departments in which publishers are interested—the layout of the news and editorial rooms, the composing room, the stereotype and pressrooms and the course of the printed newspapers from press to street."

"You can have whatever you want," answered Mr. Newbold, "but there's nothing particularly extraordinary in our arrangements in those departments. There's a good story for you in some things we have that are not found in many newspaper offices—our cafeteria, employees' clubroom and our dental clinic."

The reporter agreed to the last, but demurred to the casual dismissal of mechanical affairs. He mentioned one piece of equipment that is visible from the 11th street side of the building, and added that he had an hour to spend in looking around. Mr. Newbold's reply was a question which shed light on a situation previously obscure.

"Are you a writer?" he asked. Evidently satisfied by the reply that his caller had no concealed rate card on his person, Mr. Newbold introduced him to his assistant, Henry G. Hanford, with the statement that Mr. Hanford knew all about the new building and the pilgrimage started.

"The really interesting departments are upstairs—the cafeteria, the employees' clubroom and the dental clinic," Mr. Hanford confided as the business manager's door closed. "But there are one or two things in the advertising department that you might like to see."

Windows on three sides in plenty of Washington sunlight. Solicitors' desks, all of metal, and vacant, as is proper at 11 a. m., were ranged in two straight files, not a paper on their flat tops and not a scrap on the floor. Flanking them was a flat-topped metal table about 12 feet long, four feet high and six wide.

"That's for files," Mr. Hanford explained, swinging open a door under the top. "Here we carry files for two years, and here"—lifting a flush section of the top—"are stick files of current issues. They are out of sight, but convenient and free from dust."

Steel cabinets of the same make as the desks and file-cases kept the advertising cuts and mats, under the direct super-

vision and control of the advertising department. Formerly, as in many other newspaper offices, they were kept in the composing room, but the present system, Mr. Hanford explained, has reduced to a minimum opportunity for loss or damage. The accounting department occupied the other half of the large open space fronting the executive offices.

Three stories higher the tour really started. Luncheon was getting its final touches in the employees' cafeteria. The writer had had a late breakfast, but he almost asked his host for the privilege of sampling the Star's cookery. Kitchen odors were absent as the door from the corridor swung open and disclosed a dozen or so onyx-topped tables surrounded by comfortable-looking chairs. At one side was the nickel-rattled counter of spotless white vitrolite and behind it a door to the kitchen.

"We've got the best pie-baker in Washington," declared Mr. Hanford, as he opened the double-hinged door and stepped beside the white-uniformed darky whose knife was trimming a healthy-looking apple pie. Several specimens rested on a shelf above his head and behind him in the oven steamed juicy hamburger steaks and great cuts of roast beef, with the kettles on the stove singing merrily under the eye of the chef, whose business at that hour did not include visitors. At the far end of the kitchen is a chute, through which the dishes come from the dining room and are carried through the electric washing and drying machines, with a minimum of human handling.

Back in the dining room, a question suggested itself.

"Do the men from the mechanical departments also dine here?" inquired

the EDITOR & PUBLISHER representative.

"Yes, the 'Overalls' eat here," Mr. Hanford answered. "That was a delicate situation, but we met it by reserving that room to the right for them and telling them to bring their pipes and enjoy an after-dinner smoke. They take full advantage of it, too."

"We serve meals for a little less than cost"—naming an astonishing list of victuals that the Star folks get for 25 cents—"and we are pleased with the results. We know and our men and women know that they are getting better food here, in more pleasant surroundings, than they can get anywhere in Washington. They are paying less for it and they don't have to waste part of their lunch-hour in traveling to and from a restaurant. You understand, of course, there is nothing compulsory in this, but most of our people eat here because they like it and get more for their money."

A door at the far end of the dining room led to a balcony overlooking the clubroom, several billiard and pool tables being the chief objects in sight. Two of the tables were in use. As in the other departments visited, windows on three sides shed plenty of light, which was supplemented by soft indirect illumination.

"There's the club," said Mr. Hanford, "but we'll look it over closely when we go downstairs."

It runs the length of the new building, the trip downstairs revealed. Besides the billiard and pool tables, there are a dozen card tables, which are said to be well patronized after the paper goes to press.

"Red-dog, poker and the rolling bones are the only games taboo," informed the guide, adding that "the boys found plenty of entertainment in the rest of Hoyle." There are also tables for reading and writing, artistic dark green metal construction prevailing throughout.

Mr. Hanford spoke enthusiastically of the Evening Star Club.

"Dues are \$1 a month," he said. "For this a member has the use of the room, and a monthly get-together party with entertainment and refreshments. We are soon going to rig a stage at one end and

give moving picture shows. Then we have an annual dinner, which is attended by the highest officials of the Government."

"The club was organized in 1900 and it wasn't a year old when it proved its value to the paper by keeping the men in the building after the day's work is done. When President McKinley was shot at Buffalo in 1901, the news reached us after the force had been dismissed for the day. We found a couple of compositors and a stereotyper and pressman or two in the club, however, and lost no time in getting out an extra."

The reporter reflected that many so-called rich men's clubs boast no more substantial or luxurious furnishings than those enjoyed by the Star men, and moved across the hall to a balcony overlooking the composing room. It was built to accommodate future additions to the line-casting battery and appears to afford room with working space for about 25 additional machines.

At one end of the balcony is a room devoted to the Monotype casters, keeping their fumes and clatter out of the composing room. In the composing room itself the Linotype battery is arranged in an "L," beside one arm of which are the ad alley and the imposition trucks. It is a fair-sized room, but probably not among the ten largest composing rooms in the country. Nevertheless, it is said to handle the third largest volume of retail advertising composition in the United States.

Proofs and copy are borne by cable carriers from bank and ad alley to the proofroom, an ingenious clip device opening automatically at the "in" basket in the proofroom and other deposit points. This room is walled against noise and, by the way, is in the corner of the composing room, a few steps from the imposition tables and the foreman's office. The arrangement has the hearty approval of Foreman H. K. Southland.

Across the hall is the steam-table room, lighted on three sides and with plenty of fresh air. A matrix chute in the wall leads to the street floor, where the autoplates and presses stand.

"Pretty fine, isn't it," commented R. D. Brown, the stereotype foreman. "You wait till you get downstairs. You'll see autoplates working in broad daylight, with windows all around them. Don't find that very often, do you?"

No chance to disagree, nor anything novel about a bank of steam-tables, as new fields were sought. They were found in the dental clinic, where electricians were completing connections on the most modern implements depicted in dental catalogs.

"You've quite a heavy investment here," the reporter remarked.

Mr. Hanford nodded, adding that the Star's employees also represented a big investment.

"Every member of the organization is to visit the clinic twice a year," he said. "their teeth are X-rayed and cleaned and they are told of any work to be done by their own dentist. Our dentist checks up on all cases to see that his advice is carried out."

"But why does the Star spend so much money and go to so much trouble on something which would seem to be the private concern of each employee?" Mr. Hanford was asked.

"Because an employee with bad teeth is not in good health and cannot be of use to himself, to his fellow workers and to the Star," was the reply.

"I don't think it is generally known that employees of the Star enjoy a pension, disability and death benefits, all expenses of which are borne by the paper. It was started about three years ago."

"Any employee 60 years old who has been 25 years with the Star, or any employee who has been 30 years with the paper, or one with 15 years' or more service who has been totally disabled in the course of his employment, can retire on a pension at the discretion of the board of directors of the Star."

"His pension is two per cent of his annual pay during the last ten years before retirement, multiplied by the number of years of service. The minimum

(Continued on Page 44)



The new building of the Washington Evening Star, which houses its mechanical and production departments, is shown in the rearground of this photograph. It is connected on all floors with the old building in the foreground.

EVE

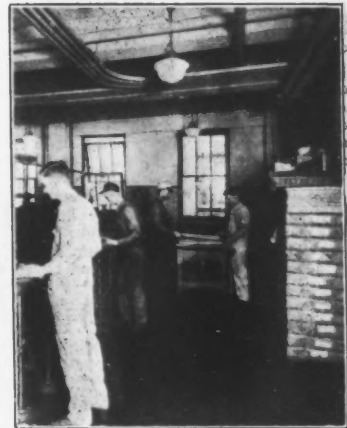
The only thing  
is the top of the  
machinery on  
a big press

Last month's  
title of the  
to bed. Read

# EVENING STAR IS GREEDY FOR THE SUN'S RAYS



Green eye shades are not worn in this composing room, which handles a great volume of difficult local retailers' copy. Half of the Linotype battery is under the balcony where the photographer stood when he took this picture, and accommodations for another 25 machines are afforded by the balcony.

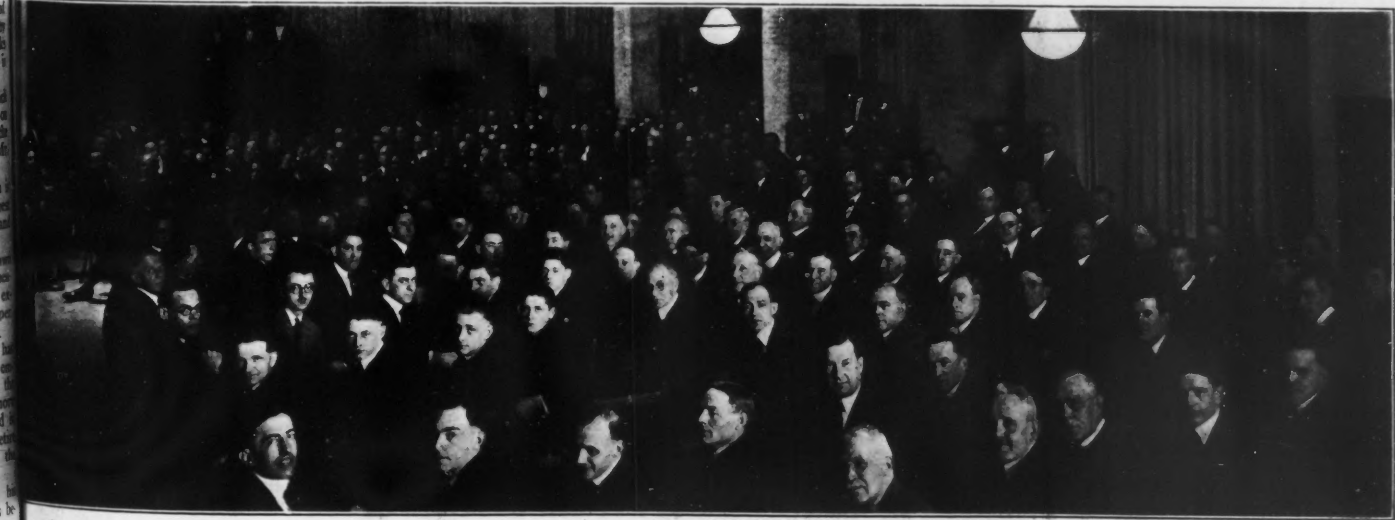


Lots of room for speed in the room where time counts heavily. The steamtables have their place across the hall from the make-up alley and their product drops through a chute directly to the autoplates half a dozen floors below.



The only thing in the stereotype department that isn't open to the sun and fresh air is the top of the metal pot. Powerful electric lights chase the shadows from around the machinery on dark days, but the regular illumination on afternoons when the Star is racing to press can be guessed at from the wall under the clock.

No acrobats need apply for press-climbing jobs here. All presses (below) are surrounded by the brass-railed wooden platform, the height of a man's chest from the floor. It's only a step from the tail of the plate-casting machine to the cylinders and the finished papers can be seen climbing through the ceiling to the mailing room and circulation department above. In the picture on the opposite page, the back-in platform where the auto-trucks and wagons load is seen in the new building in the background.



Last month's smoker of the Evening Star Club brought out this gathering, which is said to be the usual size. Movies and other attractions, in addition to the weeds implied by the title of the gathering, bring the entire male staff of the Star together one evening every month, but the clubroom on the eighth floor is well occupied every night after the paper is put to bed. Readin' and writin' attract some and arithmetic is not barred, so long as the counters refrain from the Alabama Abacuses, Red Dog and Poker as proofs of their proficiency.

## PRODUCTION FOLLOWS GRAVITY'S DROP IN NEW YORK TRIBUNE'S NEW PLANT

Copy Starts at Top and Finishes at Bottom Directly Under Starting Point—No Tubes or Conveyors Needed to Aid Acceleration of Operations

"THEY'VE got the devil by the tail, with a downhill pull," said the Irishman, when he saw the plans for the new building of the New York Tribune on 40th street between 7th and 8th avenues, filed with the city building department last week. And he said it all—in one sentence.

Once a piece of news or advertising copy gets into the works of the Tribune after next January, when the new home opens, it will start at the top and work to the bottom of the building and never once retrace its steps. Here is the floor layout that makes this ideal routine practicable, starting at the top:

Roof—Tennis court and recreation.  
Seventh—Features, syndicate, assembly, etc.

Sixth—Administration, advertising, business, and accounting.

Fifth—Editorial and News.

Fourth—Composing room, steam tables, photo-engraving department.

Third—Press room and stereotype foundry.

Second—Reel rooms.

First—Main entrance, counter office, circulation department, mailing room and deliveries.

Basement—Paper storage and special machinery.

Reinforced concrete construction will be used, the outside of the building being cast stone with granite finish. The lot area is 150 feet frontage and 98 feet, 9 inches depth. The building will be slightly under 100 feet high, in order to avoid expensive complications under the new city zoning laws.

Detail plans, specifications and engineering were done by Lockwood, Greene & Co., engineers, and the general layout, operating plan and newspaper engineering were done by S. P. Weston.

Mr. Weston, a newspaper publisher of many years' experience, before laying out the Tribune plan of a "straight gravity line on production," visited newspaper plants of all kinds and sizes in every part of the country. He pointed out to EDITOR & PUBLISHER that the idea is not new in newspaper engineering, although there are few plants in which it is carried out to the extent that the Tribune plans call for.

"Newspaper operations must accelerate as they move toward their conclusion," he said. "The business office has the full 24 hours of the day for its work, the news and editorial departments have 12 hours in which to gather and prepare the morning's news and to comment upon it; the composing room must put it together in eight hours; the pressroom has six hours in which to turn out the finished product, and the circulation departments have to 'fan out' and distribute the papers within, say, a radius of 100 miles, within four hours.

"Without criticism of other newspaper plants, I believe the new Tribune plant more closely approximates the ideal of a straight line of production than any to date, considering location in relation to transport, property values, etc. Located where frontage costs more per foot than anywhere in the world, we have had to make every machine in the plant and every department prove its right to the space it will occupy. No waste could be afforded.

"To accomplish this, we have not introduced any startling innovations in the way of special machinery, but we have made gravity do the work.

"News copy is prepared on the fifth floor, goes to the copy desk and is dropped through a chute to the copy cutter's desk, directly below, in the composing room. Linotype machines are reached by a few steps from the copy cutter and the set matter is dumped alongside the proof-press outside the proof room door. Correction banks and

machines are between the proof room and the make-up stones, which adjoin the steam tables.

"Then we take the next drop, through a chute to the third floor; plates are made on the two junior Autoplates, the tails of which lie beside the presses.

"Provision has been made for eight octuple presses with Stone reels. The initial installation will be Hoe octuples—one superspeed and three unities. A special end drive will permit operation of the three unities octuples as four sextuples, the three end units of each press being disconnected from the three remaining units of each press and run on one drive as a sextuple.

"The composing room will be equipped with 54 linotypes and typesetting machines.

"There will be no pneumatic tubes or conveyors. The main feature in the layout is a straight line of production, departments being so located as to put operations on a straight line from copy through composing room, pressroom and mailing room to street delivery, the motion being that of a gravity drop.

"Building service is grouped at both ends, with passenger elevators and stairways at one end and freight cars and stairs at the other. Paper will be handled by a chute, one end of which is in the "back-in" section for delivery wagons and the other beside the scale in the paper storage room, which has space for 1,600 tons of newsprint in addition to other supplies.

"The only public room on the street floor will be a small counter for the advertising and circulation departments, which in New York do a relatively small proportion of their business in this manner. The rest of the floor is given over to the men who distribute the papers. There is no carrying of heavy bundles of printed papers up or downstairs or in the elevators, as the trucks, five abreast, line up at the loading platform on the level with the mailing room.

"As the illustration shows, there will be abundant light during the day from front, side and rear windows and the latest lighting ideas have been applied to night illumination. Air will be filtered, but not washed, and supplied to the several departments by the most modern

methods. Electric vacuum cleaners will be provided throughout the building and every department will have a constant supply of iced water.

"As the entire building will be devoted exclusively to the Tribune, the plans have been developed on the basis of a manufacturing operation and it will probably be the first newspaper plant of this type erected on the Atlantic seaboard."

## EMORY REPORTS SWING STILL TO DAILIES

Coast Manager of A. N. P. A. Ad Bureau Says Manufacturers Who Never Used Newspapers Have Recently Joined the Ranks

Many manufacturers who never used newspaper advertising space in the past are becoming convinced that the daily press offers the best field for economic and effective advertising, according to Thomas L. Emory, Pacific Coast manager of the bureau of advertising of the American Newspaper Publishers' Association. Mr. Emory's headquarters are in San Francisco and he recently made a business trip to Portland, where he formerly had an advertising agency.

Mr. Emory said that without any special drive or campaign, national advertisers who in the past took little or no newspaper space are greatly increasing their newspaper appropriations to meet current conditions.

"One by one," he continued, "manufacturers who consistently used newspaper advertising during 1921 are acknowledging success despite a supposed abnormal business condition and are centering their advertising in the daily press more extensively than ever."

Citing instances, Mr. Emory stated that the makers of a cleanser who have been out of the newspapers for several years, are now conducting a national campaign through the press, and the manufacturers of a confection who never in the past used the newspapers will this year go into the dailies on a big scale, and the manufacturers of electric appliances, who formerly did not use newspapers extensively, are carrying displays in the papers of a number of cities.

### Sunday Paper for Middletown

The Middletown (N. Y.) Daily Herald has discontinued its Saturday edition and is issuing in its place a 24-page Sunday edition.

## NEW YORK TRIBUNE'S NEW HOME



## AD RATES DEBATED BY WESTERN N. Y. PRESS

One Sees Benefits to Follow Reduction—Paper Supply Will Last 3 Months if Strike Comes May 1

That a reasonable reduction in advertising rates will justify itself by an increase in number of advertisers, as well as contribute toward immediate betterment of economic conditions, was the belief of Edward M. Perkins, president of the Western New York Newspaper Publishers' Association, who spoke at its annual meeting in Rochester, April 15.

Replying to Mr. Perkin's statement, William Sanders, president of the New York State Publishers' Association, stated that in his opinion no publisher in Western New York could now accept any lower rates for advertising without losing money in view of freight rates, price of paper and wage scales.

Some discussion arose over the advisability of abolishing the publishing of railroad and trolley schedules, but it was pointed out that such information as obtained was of benefit to the subscribers and helped to increase the circulation of the paper.

The threatened tie-up of the mill manufacturing newsprint paper, which is scheduled for May 1, would affect the country weeklies in much the same manner that it will the dailies of the large cities, it was said. The country publications, however, were believed to have a larger reserve supply on hand. If the strike lasted over three months, however, it was believed that many of the smaller newspapers would have to close down until new supplies were available.

One member of the association proposed calling upon the A. N. P. A. Legislative Committee of the national organization to confer with the Interstate Commerce Commission on repeal of the law forbidding publishers to give advertising space in exchange for railroad passes. Considerable opposition developed and it was the opposition maintained that anyone desired to travel on the railroad it was up to him to pay for his tickets.

The following officers were elected: President, Edward M. Perkins, Le Roy Gazette-News; vice-president, Thomas Alvord, Livonia Gazette; secretary-treasurer, C. Reed Clarke, Perry Record; executive committee: Allyn T. Gilbert, Newark Courier; Hyland Cooper, Hilton Record; Howard Teller, Naples Record; T. P. Hause, Interlaken Review.

The next meeting will be held in July.

### SPORT MAD IN ST. LOUIS

Afternoon Papers Put Out Color Sections to Meet Fans' Demand

ST. LOUIS, April 17.—With two major league baseball teams regarded as pennant winners, St. Louis has gone ball mad. The keen interest in the press of the two clubs has caused a great demand for sport news than the town has ever known before.

All of the afternoon newspapers are issuing colored sport sections. The Post-Dispatch issues what is known as "sport extra," printed on salmon colored paper. This is out after the games, and consists of four pages devoted to sport, including a full page of photographs.

The Star uses a green sheet of paper for its sport news, while pink is the color used by the Times, two of the papers being for sport news.

The Globe-Democrat features sport news in its 9 p. m. edition, and has a two-page sport section.

The Sunday Post-Dispatch also has a salmon sport section of four pages.

### Robert E. Ward Firm Incorporated

Robert E. Ward, Inc., has been incorporated in Illinois as a newspaper representative with offices at 5 South Wabash avenue, Chicago. Officers are: Robert E. Ward, president; R. S. McCormick, vice-president, and T. M. Weber, secretary.

# Waterbury, (Conn.)

EFFECTIVE MAY 1, 1922

The largest

daily newspaper . . . .

THE WATERBURY  
**REPUBLICAN**

*A. B. C. Auditor's Report 11,672 Net Paid*

and the largest

evening newspaper . . . .

THE WATERBURY  
**AMERICAN**

*A. B. C. Auditor's Report 8,936 Net Paid*

now sell their space in . . . .

**COMBINATION**

*Combined Circulation, 20,608 Net Paid*

Almost 3 times the circulation of the other Waterbury daily paper and at a *much lower* milline rate.

**A** REMARKABLE DEVELOPMENT! Space in this new Combination will be sold at a substantial reduction from the old rates combined. No space sold except in combination, except on Sundays. Thus, in Waterbury you can now cover the city and trading area in the most thorough manner possible and at the most economical cost.

**GILMAN, NICOLL & RUTHMAN, Representatives**

CANADIAN PACIFIC BLDG.  
NEW YORK

TREMONT BLDG.  
BOSTON

TRIBUNE BLDG.  
CHICAGO

## FEAR OF RAISING CLASSIFIED AD RATES COSTS ONE PAPER \$10,000 A YEAR

Daily, Alone in Field, Stopped at \$20 as Salary Limit for Want Ad Manager, and Refused to Change to Line Basis of Charges

By C. L. PERKINS

Executive Secretary Association of Newspaper Classified Advertising Managers

IN a modern Middle Western city with a population of about 40,000 there is a newspaper that is depriving itself of about \$10,000 net profit per year. This paper, which is the only one in its city, recently decided that it should make greater effort to sell classified, or rather that it should make some effort, as practically none was being made. The business manager looked over the field for a good classified manager. He wanted to pay about \$20 per week, providing he could secure an exceptionally competent person.

He soon discovered that many publishers, particularly those with able classified managers, realize the importance and value of classified, and are aware of the fact that it takes ability to build want ads. After this discovery he decided not to build classified intensively because he could not afford a classified manager.

And this position was reached after the most promising applicant for the position had proposed a plan whereby he would immediately increase the revenue and profits enough to pay for his salary.

The proposed plan was quite simple and practical. It was merely to change the rate from a word to a line basis and raise it 3 cents per line. The line basis was advocated because it brings more revenue per column and because with it rates can be raised in smaller degrees without getting into fractions and their troublesome computation.

But the offer was turned down. Why? Because the manager of the paper was afraid. They were afraid that the man wanting to sell an automobile, who now pays 48 cents for a four-line advertisement would not pay 60 cents. Their contention was that the average transient advertiser would refuse to pay 10 cents or 12 cents more for an advertisement.

Transient advertisers do not know rates and do not want to know them. Many papers over the country have during the past years raised rates, some of them many times, and none ever had any serious difficulty with transient advertisers.

Regular advertisers—real estate, automobile brokers and others using space consistently in the conduct of their business—are a different class. They know rates and generally complain about any rate raises—just or unjust.

On the paper mentioned the proposal was to solve this problem by making the increase smaller for contract advertisers and to give them an opportunity to come in before the raise on a year's contract at the old rate.

Remember this paper is the only one in its city—that it has a good circulation—that its want-ads, now all voluntary, produce a rate below the average for such papers. Yet fear prevented a just raise in rates which would have secured enough additional revenue to increase the profits and also employ a competent classified manager who would have produced a greatly increased volume.

ARRANGEMENTS for the third annual convention of the Association of Newspaper Classified Advertising Managers are taking definite form and the prospects are that this year's meeting in Milwaukee, June 11 and 15, will be even more successful than that held in Atlanta last year.

During the previous conventions, the members of the association have been quartered at various hotels in the convention city making reservations through their local advertising clubs. This year all the classified men will have rooms in

the same hotel. Classified managers desiring to make reservations should notify the secretary of the association at once.

President Boughner has appointed J. L. Irvin, classified manager of the Des Moines Register & Tribune, as chairman of the "On to Milwaukee" committee. Mr. Irvin and his organization have already started plans that will increase the attendance, thus making the meetings all the more valuable as a clearing house of Want Ad building plans.

H. C. MacDonald of the Cleveland Plain Dealer has just returned from a trip through the east in the interest of the convention. He reports the program rapidly nearing completion. According to Mr. MacDonald any newspaper could afford to send its classified manager 5,000 miles to attend the various sessions on the program.

W. R. ARMSTRONG, manager of the real estate division of the Chicago Herald and Examiner's classified advertising department, has just completed a contract drive. During the campaign more than 250 Chicago real estate brokers signed contracts calling for a minimum of three lines per day for the period of one year. All of the contracts were signed to begin April 15 and with the provision that none were to be effective unless 150 were signed. The success of the campaign has added almost a page a day to the Herald and Examiner's Want-ad section.

THE OMAHA World Herald, Ferd Reichman, classified manager, published a page promotion advertisement recently, which deserves mention for two reasons.

First—It explains, in a better than usual manner, the romance and utility of the want-ad; second—it makes a most daring offer to Omaha advertisers.

Following are extracts from the advertisement setting forth lucidly what has been termed the "Want-ad idea."

Since the first publisher conceived the idea of classifying public announcements, for easy reference, there has followed an ever increasing number of both readers and advertisers. There is just enough of the air of romance, of pathos, of humor, and of mystery in the WANT-ADS to make their reading highly entertaining as well as very profitable to those who read and use them wisely.

"Under the heading 'Help Wanted' we find, 'Wanted, a bright, capable young

married couple to travel in the Orient as representatives of a large manufacturing concern, must be,' etc., etc. Can't you picture the romance in connection with a trip of this character, for the right couple. Then a glance at the 'For Sale Misc.' gives us, 'Baby carriage for sale, good condition,' etc. With very little imagination we conjure up the picture of a mother whose babies have outgrown their crib. A turn to the 'For Rent Rooms' reveals the following: 'For rent, south front room by elderly lady with large front windows.' Here we have the subtle wit of unconscious humor. A further reading and we find this: 'Lost, strayed, or stolen, seven of my best barred Plymouth Rocks.' Here is mystery to test the steel of a modern Sherlock. Truly, the WANT-ADS run the whole gamut of human emotions and therein lies the secret of their popularity, they are so downright human.

"And because they are popular they are profitable. The WORLD-HERALD WANT-AD pages may be likened to the great market place of the multitudes. Here buyer and seller meet on equal terms, the seller profitably disposing of the hundred and one things that accumulate around the home, a used car or the home itself if need be. The buyer buying advantageously the things for which he has need."

The advertisement states that the Omaha World-Herald because of its supremacy in volume of Want-ads, is the most productive Omaha medium and closes with this paragraph:

"As proof we make this guarantee: Three times the number of replies from

### HERBERT L. KNIGHT TELLS ABOUT HIMSELF

TO begin at the beginning I was born at Menola, N. C., in 1894, and reared on a farm. Education—public school, high school, Trinity Park School and Business College. Entered newspaper career September 17, 1916, on Raleigh (N. C.) News & Observer. Have since served on Richmond (Va.) Times Dispatch in foreign advertising department; classified advertising manager on the Winston-Salem (N. C.) Journal and Charlotte (N. C.) News; advertising manager on Henderson (N. C.) Daily Dispatch. Joined staff of Raleigh (N. C.) Times (present connection) January 25, 1922, in capacity of classified advertising manager. Now 28 years old and enthusiastic about the development of classified.



H. L. KNIGHT

a WORLD-HERALD WANT-AD as the same ad published in any other Omaha newspaper will produce, or YOUR MONEY BACK."

## A Word to Our Friends of the A. N. P. A.



The NEWS and the AMERICAN believe so thoroughly not only in Baltimore's present, but also in the great future that is before her, that no opportunity is lost to reiterate to our newspaper friends the service they can render to national manufacturers by urging them to make use of the NEWS and AMERICAN in putting their products on the Baltimore market.

It is perfectly natural for the Baltimorean who sees a product advertised in the NEWS or the AMERICAN to go to his store and ask for it. Thus the influence of these two papers,—each with its own following—gives advertisers a wonderfully efficient means of reaching every worth while home in and near Baltimore.

In the morning, it's the AMERICAN—fresh and crisp as the new day itself—that will take these advertising messages to its throng of readers throughout Baltimore and Maryland.

In the evening, men, women and children turn naturally to the NEWS—the great family paper—wielding an influence with its policy of independent thought that gives its columns such valuable pulling power for advertisers.

In Baltimore and close vicinity 180,000 homes are reached by the NEWS or AMERICAN—one paper or the other—every day.

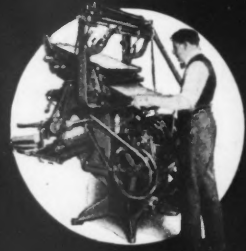
The combined rate for 1,000 lines or more is 30c daily, Sunday, 35c; Sunday American Rotogravure, 35c per line flat.

Mr. Moses Morris, president of the firm of Morris & Company, is one of Baltimore's big business builders.

This firm is the originator of the "Paul Jones" Middy Blouse, worn in practically every country in the world.

The annual output of Baltimore Middy Blouse factories is \$20,000,000.

## THREE-MAGAZINE INTERTYPE



ALL magazines easily removable

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



## The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

How a web  
ADVERTISING MANAGER

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

NUMBER SIXTEEN OF A SERIES

## MERCHANDISING SERVICE

*Another Reason for the  
Boston American's*

# Proved value to Advertisers

The BOSTON AMERICAN'S Promotion Department maintains vital, intimate connection with nearly 10,000 dealers. Three monthly publications---the Grocer Link, the Druggist Link and the Tobacco Link---supply dealers with live merchandising and advertising news. No other Boston paper has such publications.

Trained field men are in constant personal touch with the trade. Statistics and certified reports proving that the AMERICAN does get actual dealer enthusiasm and co-operation may be had on request.

*A Remarkable 3-cent Evening Newspaper*

**BOSTON AMERICAN**  
LARGEST EVENING CIRCULATION IN NEW ENGLAND

*Research and Promotion Departments at Service of Advertisers*

# To Serve and Deserve

**O**UR earnest, honest desire is to give the best quality of service, to grow bigger, better, stronger every year so that ours may be everywhere recognized as the dominant organization in our business.

We believe we have grown bigger and stronger and better every year. The publishers we serve tell us so, and encourage us to carry on.

We could do business with smaller and less expensive offices, with fewer men, and with a smaller organization and get by very nicely. But we do not want to just get by. We do want to serve and deserve.

If intelligent effort, if constructive work, if unstinting expense will help us, why, we are on our way.

*Isn't a progressive, aggressive organization such as ours a real one to consider?*

*Come see us in our new offices in New York.*

## E. Katz Special Advertising Agency

ESTABLISHED 1888

*Publishers' Representatives*

58 WEST 40TH STREET (between 5th & 6th Avenues) NEW YORK CITY  
Branches: CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO



# A Record Unsurpassed

Years Represented by  
E. Katz Special Advertising Agency

Hutchinson News .....	24
Erie Times .....	22
Joplin Globe .....	22
Jacksonville Metropolis .....	21
Lexington Leader .....	21
Evansville Journal .....	20
Oklahoma City Oklahoman.....	19
Ansonia Sentinel .....	18
Muskogee Times Democrat .....	16
Ft. Smith Southwest American.....	15
Cheyenne Tribune .....	11
Montreal La Patrie .....	8
Shreveport Journal .....	8
Huntington Advertiser .....	5
Ardmore Ardmoreite .....	5
Wichita Falls Times .....	4
Asheville Citizen .....	4
Colorado Springs Telegraph .....	2
Butte Post .....	2
Massillon Independent .....	2
Okmulgee Times .....	2
Sharon Telegraph .....	2
Long Beach Telegram .....	2
Wichita Beacon .....	4 months

*Why don't you write to or talk with these publishers and find the reason for this record?*

## E. Katz Special Advertising Agency

ESTABLISHED 1888

*Publishers' Representatives*

58 WEST 40TH STREET (between 5th & 6th Avenues) NEW YORK CITY

Branches: CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

# TORONTO TELEGRAM AUXILIARY PLANT SAVES 20 MINUTES ON EACH DIVISION

## Crowded Downtown Streets Impeded Delivery to Fast-Growing Home Sections and New Building Is at City's Geographical Center

By W. A. CRAICK

To understand the reasons which convinced the management of the Toronto Evening Telegram of the desirability of locating an auxiliary plant in an uptown section of the city, one must take into account certain conditions surrounding the growth of the city. Like many other places, Toronto originated on a waterfront. As one result of this loca-

tion, the business center has become concentrated within a few blocks of this waterfront; as another, expansion has been forced east and west and north, the lake opposing a barrier to development to the south.

With growth, there came increasing congestion in the downtown district, a condition which has been aggravated by the rapid increase in the use of automobiles and trucks and by other impediments to quick transit. Delivery of afternoon editions to outlying sections began to be seriously delayed and there were prospects that traffic conditions would become even more difficult.

It was largely owing to this consideration that the Telegram took the somewhat bold and novel step of placing an auxiliary plant on Dupont street, about three miles from its downtown headquarters on Melinda street. Geographically, the site of the new plant is almost exactly in the center of the city, even though it is a long way from the present business center. This fact, coupled with the information that provision has been made for a very large expansion in the future, points to the possibility that in process of time, the auxiliary plant may become the main plant. The foundation has been laid to carry four stories, while enough adjacent land has been acquired to permit of the erection of large additions from time to time.

The physical location of the plant is admirable. It fronts on Dupont street, an important east-and-west thoroughfare, with street-car line. It backs at a depth of about 150 feet on the Canadian Pacific Railway's cross-town line. This means on the one hand immediate access for the delivery cars to a main street and on the other, economical handling of paper, coal, machinery and other incoming supplies. The Telegram has its own railway siding, with platform and elevator, so that paper can be transferred direct from freight car to pressroom. Arrangements are now being made for the construction of coal bins immediately under the track in order that coal may be dumped right from the car into the bins.

The building is of brick with reinforced concrete floors and roof and at present consists of basement and first floor. The pressroom, which is the main feature of the plant, is carried through the two floors, so that the first floor is in effect a mezzanine floor, circling round the pressroom. From the main entrance steps lead up to the first floor level and down to the basement level. On the first floor to the right is the office. To the rear of the office is a long and commod-

Two-thirds of the pressroom floor, which extends the full width and depth of the building, is available for paper storage.

The auxiliary plant is a press proposition and except for a little last-minute copy, which is received over a special wire and which is inserted in the sporting edition, no composition is undertaken. Mats are rushed up by motor from the downtown office; these are stereotyped and the plates are slapped on the press. So expeditiously is the work despatched that it is calculated a gain of 20 minutes is made in the delivery of paper in the northwestern section of the city. At present the auxiliary plant is producing between 25,000 and 30,000 copies a day, or approximately one-fourth of the circulation of the Telegram.

The plan of the building show that processes are carried out on the chain system and all practically, with the exception of the press-feed, on one level. The mats, on receipt, pass directly from the motor into the stereotyping department. The latter opens directly into the pressroom and from the pressroom the papers are carried by conveyor into the adjoining mailing-room, through which they pass out to the loading platform and so into the waiting trucks.

The location of the building gives the Telegram a considerable advantage in serving suburban centers reached by train, especially north and west. It is in fairly close proximity to three outlying railroad stations. This makes it possible to get later news into the various editions and still have them ready for delivery to the afternoon trains as they pass through these stations. Under the late John Ross Robertson, the Telegram paid very little attention to circulation outside Toronto, but now that the automobile is bringing outside points into closer touch with the city, and city stores are being more extensively patronized by the people of outlying districts, the desirability of building up suburban circulation is making itself felt.

Plans are being made for the erection of a large garage on the property for the accommodation of the Telegram's delivery trucks. This will ultimately hold 30

machines, while provision will be made in the basement for extra paper storage amounting to about 50 carloads.

Altogether the Telegram management feels greatly pleased with the results of their experiment and believe that the move made has been fully justified by the results. Indeed, they are considering the possibility of putting another auxiliary plant in the northeastern section of the city, where growth is also very rapid.

## NEWSPAPERS COVERING NATION'S LIFE

### Lee White of Detroit News Says Papers Today Give Space to Fewer Details of Felonies and Abnormalities

Newspapers do not reek with crime news and comparison with papers of former years proves that the trend away from detailed stories of sortidities and abnormality, according to Lee White, editorial secretary of the Detroit News in a speech to the Jackson (Mich.) Rotary Club on March 28.

"An analysis of metropolitan newspapers shows that they contain 300 to 1,100 items, and that only 2 per cent to 6 or 7 per cent refer to crime or scandal," said Mr. White.

"You ought to read some of the papers published years ago. The New York Transcript of Sunday, June 5, 1893, contained 24 columns, and 18 of them were devoted to the story of the murder of a prostitute by a clerk. The other columns were all filled with ads.

"The average American spends 15 minutes on his newspaper, mostly reading the headlines. You read the first column you are interested. Perhaps the first column you will find a story about the economic conference, and you say, 'That conference has got to go without me so far, and I guess it does not need any of my attention now,' and pass to the next column, where you find an article about the Siamese twins. You think you ought to be informed about scientific fact, and stop and read a column. Next you find something about a change in the rate of exchange, and you are not interested. You glance at the next story, and find it is about a new witness in the third Arbuckle case.

"You have read accounts of the mer trial trials, think you ought to be informed about this new witness, proceed to read the story. In the next column you discover something about the symphony orchestra being in disarray and mentally observing that those who support the orchestra should be more concerned, you jump to the sports page, intending to look over the editorial the following day.

"The next day another paper comes and you never get to read the editorial you passed up. I spend two and a half hours reading a metropolitan newspaper critically. You cannot get through one in 45 minutes. When you do read, you find what you like, and you are one of those who charge that much space is given to crime and that it is because you have been reading stories of that character.

"The same holds true of those who discover something they do not want to believe. They say, 'It's only a paper story.' Probably they will disagree with the next man they meet something they do wish to believe, and then they will say, 'I know it is true, because I saw it in the paper.'"

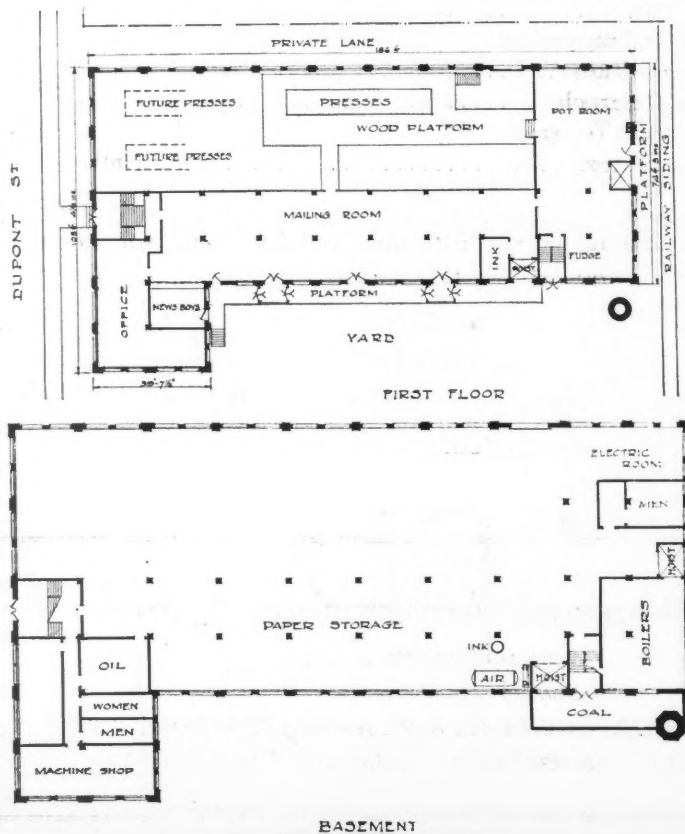
**Journalism Week, May 22-27**  
COLUMBIA, Mo., April 20.—Plans for the thirteenth annual Journalism of the School of Journalism of the University of Missouri, which will be here from May 22 to May 27, are practically completed, Dean Walter W. announced today. Nationally known speakers have been obtained for week's program, which promises one of the best ever held. The Missouri Writers' Guild and the Missouri Association also will meet during week.



Exterior View of the Toronto Telegram's Auxiliary Plant

units on the straight-line plan, but at present contains but 6 units. The press, a Hoe Superspeed, has achieved a record of 21,000 36-page papers in 34 minutes and has a registered capacity of 36,000 48-page papers per hour. The management attribute its fine performance, in part to the excellence of the machine, in part to the favorable conditions under which it is operating and in part to the zeal and efficiency of the crew, who have all along taken great pride in its work.

## FLOOR ARRANGEMENT OF TELEGRAM PLANT





**Robert J. Bender**  
Political authority and Manager  
United News Washington Bureau

**H. Wickham Steed**  
Editor The London Times

Mr. Steed's dispatches from the Genoa Conference are now being published in America exclusively by United News client papers.

Bender is writing on conditions from States where Senatorial and Congressional campaigns are hottest.

These are but two of the many big features in the news field—foreign, sports, financial, human interest, industry and business—available through the report of the

# UNITED NEWS

UNITED PRESS HEADQUARTERS, World Bldg., NEW YORK

## SUSPENSION SUBTERFUGE FOR BREAKING "NON-CANCELLABLE" CONTRACTS

Newspaper Falls in Retailer's Eyes When Agency Breaks Faith in Guaranteed Business—N. A. N. E. Member Puzzled By Negative Position Requests

By RALPH PERRY

Secretary National Association of Newspaper Executives

I CAN always depend on my good friend, J. K. Groom, director of national advertising for the Northern Illinois Group, to say the right thing at the right time, and while he says at the outset in the *Dope Street* this month that he is peeved, I take it that he expressed it more forcibly than he really meant because of the black type used in his heading. Harken, friends, to what he says:

"I am peeved. About the time my genial friends, the specials, get me to

The N. A. N. E. standard of merchandising practice for newspapers is elastic enough for any publisher who is selling advertising in his paper. When a paper apparently usurps the function of the agency by either entering into the same line of endeavor or becomes a subsidiary to said agency in the furnishing of data (at no cost to the agency), then I wonder if sympathy should be extended.

The standard has been bumped pretty hard the past year. Some agencies have made it mighty unpleasant for the news-

dising managers who have studied the problem of a separate organization carefully, there is a big question as to the safety of such an organization, and whether or not its functions could be clearly enough defined to make a separate community.

Those who are opposing the plan recall that early meetings in New Orleans and Indianapolis were well attended by men with the title of merchandising manager, foreign advertising manager, advertising manager, and business manager.

In Atlanta last June, at the little dinner given by those interested in merchandising, the attendance was very slim, because the advertising and business managers were obliged, most of them, to go to a banquet given in honor of E. St. Elmo Messengale. In other words, when the merchandising managers were left to themselves they were not many.

If it is intended to have a merchandising managers' association, most of the men actually in charge of merchandising work could not belong because they have other titles. In the smaller cities, at least, one man must do the work of several. If, on the other hand, it was attempted to include everybody interested, it would be necessary to have all foreign advertising managers, some advertising managers, and an occasional business manager. It would result, of course, in direct competition with our association, which would also result in fewer convention meetings that devote so much of their time to merchandising, and such

activities, it is predicted, would be harmful instead of helpful.

It develops, too, that the best merchandising managers are continually leaving the ranks through the avenues of promotion. Bartholomew, of San Antonio, is foreign advertising manager; Tom Lyon, of the Baltimore Sun, has become foreign advertising manager; Walter Merrill, of the Chicago Tribune, likewise. Dreuhl, of the Boston Herald and Traveller, and Woodward, of the Post, are said not to be strictly merchandising managers any longer. In countless instances, on many papers merchandising managers are actually foreign advertising managers.

\* \* \*

ONE of our members in Oklahoma has apparently solved that vexatious question of proof of insertion for classified advertising through the use of regular Government postcard, which seems to answer the purpose very well except for the publisher who prefers to send one or more marked copies of his paper to both advertiser and agency in the case may be.

The paper in question uses the regular Government one-cent postcard. On the blank at the top is printed these words: "Proof of Insertion of Classified Advertisement." Three inches of blank space is then left—a double one-point rule and then the words: "Above ad is classified under . . . . . followed by the name of the paper.

## NEW ENGLANDERS TELL ADVERTISERS WHAT THEY CANNOT EXPECT

CO-OPERATION was the main topic of a recent meeting of the New England Newspaper Advertising Managers' Association, in an effort to stem the tide of requests for service from those not entitled to any degree of newspaper help. "You will realize," says President E. L. Witham, of the Salem (Mass.) Evening News, "that newspapers are flooded with questionnaires from all sorts of people, some of whom are legitimate advertising agencies while others are irresponsible, in the sense that they are practically, and, in most cases, totally unknown. In addition, we receive all sorts of requests from advertisers, for such simple things as lists of dealers, and for others like selling, display and guaranteeing of merchandise and securing an inventory of dealer stocks."

This association adopted the following as things its members will not do:

1. Will not sell merchandise for advertisers.
2. Will not print, distribute or mail broadsides, circulars or letters unless the cost is paid by the advertiser or agency and then only at the discretion of the publisher.
3. Will not install window displays.
4. Will not endorse any merchandise as against competing merchandise.

thinking it might be all right to be a little more liberal in co-operation than the standard set by the N. A. N. E., some firm spills the beans by not fulfilling its agreements to the letter.

"I don't find that a (so-called) non-cancellable contract is any real protection, for in the last little while I have had two advertisers send us orders to omit all advertising until further notice, because they find the 'copy is not pulling' as it ought and they will order resumption as soon as 'new copy is prepared'.

"Of course the local dealers are peeved and as I assured them we had a contract, they hold me responsible for the advertising having stopped long before it should.

"The next fellow who gets more than a pleasant look and my best wishes, will come duly qualified and well-recommended, and his agency will have to be one I know has a reputation for doing all it promises without any evasion or mental reservation.

"I am willing to render any service I can to advertisers or would-be advertisers, but I am getting pretty well fed up on this thing of advertisers not doing their share by keeping faith with me and our retail dealers.

"It might be a good idea to return to the way we used to do it in the good old days of 25 or 30 years ago, when we made strangers arrange for the local dealers to pay us. Then there was no chance to cancel or 'suspend'.

"But since then the dealers have got wise and are pretty 'hard boiled,' while the newspapers have become easy marks.

"Anyway, new and unknown agencies will have a hard time getting by me hereafter. I am going to confine my intimate efforts to those agents who will keep faith with me. I know plenty of such agents, so our lineage will not suffer seriously, not near so much as it will by helping strangers to deceive the local dealers."

These are truly words of wisdom.

papers who have stood by it loyally, but when the auditor runs up and down the ledger papers, I'm inclined to think that his report will be more satisfactory to that newspaper than to the one, or rather several, which have used rubber type in their interpretation of the standard.

\* \* \*

EVERY once in a while I hear rumblings of an attempt to organize a merchandising managers' association, and here and there I catch fleeting glimpses of propaganda sent out, and also replies thereto. Not long ago, I had occasion to call attention to the plan of organization in EDITOR & PUBLISHER, and for a long time afterwards it seemed to have been rather dormant. Now it seems to be coming to life again, but the seed of thought has apparently not been sown on fertile ground, for to those merchan-

## 10,054 NET PAID

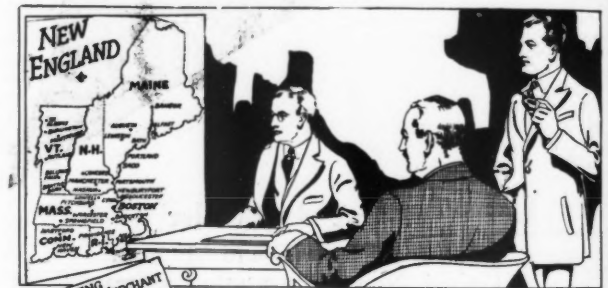
THE Post Office statement of The Passaic Daily News for the six months' period ending March 31, 1922 shows an average net paid circulation of 10,054 copies daily.

THIS is a gain of 1,300 copies daily over the statement for the six months' period ending March 31, 1921.

A Truly Remarkable Growth  
A. B. C., of course.

## DAILY NEWS Passaic, New Jersey

G. M. HARTT, Editor. R. E. LENT, Gen'l Mgr.



## Ask Us for Facts Regarding Boston and New England

It is the function of the Merchandising Service Department of the Boston Sunday Advertiser to

1. Make Trade Investigations and submit detailed and unbiased reports visualizing actual trade conditions in this territory.
2. Prepare the dealer canvass, route salesmen in Metropolitan Boston, introduce your representatives to wholesale houses, brokerage offices and retailers.
3. Help you secure the co-operation of wholesalers and retailers through personal calls and letters.
4. Assist with window displays, obtain dealers' authorization for window displays, attend to the distribution of display material, and check up on installation.

Send Requests for Information to Merchandising Service Department

## BOSTON SUNDAY ADVERTISER

82 Boylston Street Boston, Mass.  
Largest circulation of any newspaper in New England, daily or Sunday.

# The Chicago Tribune Film At the Old Waldorf Bar

The Chicago Tribune has secured the men's lounge room, formerly the famous Waldorf bar, on the main floor of the Waldorf Hotel as headquarters during the A. N. P. A. Convention, April 24 to April 28 inclusive.

## The Chicago Tribune Will Show the Greatest Industrial Film Ever Produced

to portray the entire sequence of Newspaper progress from the cutting of the spruce and balsam through the paper mills to the presses and the newsstands.

There will be three shows daily:—one at 11.00 A. M., one at 2.00 P. M. and one at 4.30 P. M.

*Publishers attending the convention are invited to witness this movie and to make this room their headquarters.*

**The Chicago Tribune**  
**THE WORLD'S GREATEST NEWSPAPER**

Tribune Building, CHICAGO

512 Fifth Avenue, NEW YORK

Haas Building, LOS ANGELES

## WOMEN CAN SUCCEED AS "SPECIALS" SAYS ANNA McLEAN—AND PROVES IT

Hard Work, Knowledge of Media, Loyalty and Sense of Conscience Requisite to Achievement, Believes Only Woman Representative in Country

By ROSALIE ARMISTEAD HIGGINS

HER card reads "Anna Mason McLean, special representative, Chicago Daily News, Cleveland Plain Dealer, Boston Globe, Baltimore Sun, and Minneapolis Tribune." A very imposing list, but when I met Anna McLean and talked with her, I was not in the least surprised, for she possesses a personality that is immediately suggestive of capability and the accomplishment of unusual things.



ANNA MASON McLEAN

In the field of New York special representatives she stands alone, having blazed the trail in a profession which heretofore has been confined to men.

Just ask the advertising managers of any of those five newspapers what they think of Anna McLean and her work, and you'll hear some interesting facts about a woman advertising solicitor, for to her they look for all of their rotogravure advertising.

And to their praise, John B. Woodward, special New York representative, in whose organization Miss McLean has been for a number of years, added his approbation in warmest terms.

"Miss McLean is a splendid woman, with a most unusual knowledge of mediums, unusual executive ability and a most conscientious worker," Mr. Woodward said to me, when unknown to Miss McLean, I went to see him.

If Anna McLean can be said to have a fault in business, it is her reticence in speaking of herself and her work, so it was really necessary to find out from other people something about what she has done.

G. H. Buck, president of the Alco Gravure Company, said that "she was the best-informed rotogravure solicitor in the country," which is praise from Sir Hubert.

Perhaps the secret of Anna McLean's success has been her perseverance and her indomitable will. With ill-health as a handicap, she never gave up, believing that anything which is worth doing is worth doing well. She was born in New Jersey and educated in private schools, with the thought all the time that she would be an artist, for she had decided talent and a great longing for such a career. And then unexpectedly circumstances changed, and she went into the business world, entering the office of

John B. Woodward as a stenographer. Mr. Woodward soon discovered that she was far beyond the average stenographer in ability and that she had originality and ideas and an eagerness to learn everything possible about the business of a special representative. Starting in this manner, she soon went higher, making estimates on newspaper advertising for many agencies in New York. Though the space buyers and others with whom she dealt had never seen her, they all felt that they knew Miss McLean, for over the 'phone she furnished them the desired information in a highly satisfactory manner.

Advertising agents and managers all recall with little difficulty the intricate rate card used by the Chicago Daily News before that newspaper adopted the standard rate card, and Miss McLean was constantly giving estimates on advertising in the Daily News. Just about this time, a well-known advertising man commented one day that "he did not see how John B. Woodward kept looking so young, particularly when he had to figure the rate card of the Chicago Daily News." He was smilingly informed by another man in the group that Mr. Woodward could afford to look young, for it was Miss McLean who figured the Daily News rate card.

And so Miss McLean grew in efficiency until when Mr. Woodward went to Chicago as advertising manager of the Chicago Daily News, she was made office manager. In this capacity she handled all the finances of the company, the general correspondence and had charge of the office force.

And then in 1919, rich in experience and with a knowledge of the advertising field from A to Z, she by preference went out as a solicitor of rotogravure advertising.

She took absolute and sole charge of all rotogravure advertising of the newspapers which I have mentioned, and she found a cordial welcome from the agencies, to whom for years she had rendered over the 'phone such efficient service.

"Of course rotogravure advertising is more difficult to secure than black and white," said Miss McLean, "because it is more expensive, and also because manufacturers have only used it to advertise certain products, though it is growing in popularity all the time. Sometimes it

takes weeks, and I make a half a dozen calls before a man is convinced that the product he is handling should be advertised in rotogravure, but I feel rewarded for waiting when I have gained the account. The bulk of rotogravure advertising is handled out of New York, but I also go to Philadelphia and Boston now and then in the interest of my newspapers.

"Certainly other women can do what I have done," Miss McLean said in answer to a question, "for I have faith in my sex. It simply means work—and hard work. I think the biggest factor in success is absolute honesty and straightforwardness, and avoidance of incorrect statements. As for selling advertising, I think it requires thorough groundwork and a thorough knowledge of one's media. I do not ask and I do not want any favors in the business world because I am a woman. It really is embarrassing. All I want and ask is the same courtesy any man would ask. I think that loyalty and a sense of conscience are the important things one must possess to succeed in her job, and I am sorry to say that I think they are missing qualities with many young women in the business world. I find my work fascinating, and I think my attitude toward it can be summed up, when I tell you that if I started my life over again I would follow the same business career."

Miss McLean takes an active part in the advertising activities of women in New York. She is one of the directors, and one of the most active members of the New York League of Advertising Women. She is also a member of the Women's City Club.

Anna McLean, with all of her activities, is never too busy to help a sister

advertising woman along, and she clearly indicated the splendid woman that she is one day recently when she said, "After all, I am a woman's woman, and I like women."

### HOW TO ADVERTISE GAS

Not as a Sop to Newspapers but for Business It Will Bring in

Publicity utility companies should buy advertising space just as merchants do and not with the vain idea of getting into the good graces of the newspapers according to Joe Carmichael, director of the Iowa Committee on Public Utility Information who spoke at the annual meeting of the Iowa District Gas Association held at Davenport, Iowa, April 19, 20 and 21.

"You should buy advertising space because you expect to get value received," said Mr. Carmichael in his address, "not merely for the purpose of placating the newspaper publisher, throwing him a sop, and in order to ingratiate yourself into his good graces and buy his editorial support. The merchant down the street does not buy advertising space with this end in view. He knows better."

### Waco Times-Herald Builds Annex

The Waco (Tex.) Times-Herald is building a 2-story and basement annex to its building to be ready within 4 months.

### Papers in Wichita Hotel Rooms

The Wichita (Kan.) Eagle now awaits each guest of the Hotel Hamilton when he wakes up. Copies of the paper are left at each room every morning.

## FURNISHING A CITY'S EVENING RECREATION



**S**INCE August, 1920, the Radio Station of The Detroit News constantly sought wider channels for service. At first the scarcity of receiving stations confined its efforts. To overcome this obstacle, The Detroit News undertook to educate the Michigan public to the wonders of Radio.

It was thus not only the first newspaper in America to begin broadcasting of regular programs but it was also the first newspaper to encourage amateurs and to devote its columns to the promotion of radio interest.

That The Detroit News has succeeded admirably is apparent to even a casual visitor to the dynamic city. Thousands of housetops bear visible witness. Antennae form a network of bridges over which is led the daily program of The News, which furnishes entertainment to a whole city.

And it is not only Detroit but the surrounding population for 100 miles or greater that is impregnated with radio enthusiasm, and is installing receiving sets by the thousands to get The Detroit News program.

In six years The Sunday Edition of The Detroit News has doubled its circulation, reaching a total of 243,232 for the six months ending March 31, 1922.

**The Detroit News**  
"Always in the Lead"

### THREE-MAGAZINE INTERTYPE



ALL magazines  
easily removable

## The Atlanta Journal

ATLANTA, GA.

Government circulation statements, March 31st.

	Daily	Sunday
1922	63,733	90,510
1921	59,485	81,869

Gain . . . 4,248 8,641

No prize contests. No free insurance. No reduced R. F. D. rates. Five cents Daily; ten cents Sunday.

Advertising in The  
Journal Sells the Goods

# A Manufacturer's Introduction to 850,000 People



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

Net Paid Daily  
Circulation  
for March—  
231,424

*THE SUN has on file the address of every one of its Individual Carrier Subscribers in the city of Baltimore. These people are served REGULARLY by THE SUN'S Regular Carrier Organization, which consists of 100 adult Carriers, each owning a different route in the city and each requiring the services of several Assistant Carriers to assist them in serving. The market value of some of these routes, carrying with it the privilege of serving THE SUN, morning, evening and Sunday, to the residents of that particular district, ranges as high as \$5,000 or \$6,000. Here is a picture of the SUN Route Cabinets containing the Carrier Route lists. It is corrected day by day and audited annually—something very few other newspapers can show.*

**W**HEN a manufacturer writes to the Merchandising Service Department of THE SUN asking for information about the Baltimore market, he is seeking an introduction to 850,000 people.

The kind of introduction he gets will have a lot to do with the future standing of him and his product in the minds of these people.

Will it be kindly? Will it be receptive? Will they be glad to meet him the first time, and willing to have him come into their homes again as often as he would like?

A manufacturer can't

be too careful about the method of approach which he adopts towards his prospective customers. Let him make a mistake in the first place and it may take him years to get back into their good graces.

\* \* \* \*

**HUNDREDS** of manufacturers have come into the Baltimore territory with the introduction of the Sunpapers and been received with a cordiality which has exceeded their best expectations.

People in Baltimore believe in the Sunpapers.

They look at them as they look to their colleges

or public men—as institutions; as purveyors of information that can be relied on.

The Sunpapers have an enviable reputation, not only in Maryland, but throughout the country, as organs of truth and decency.

\* \* \* \*

**NOT EVERY** manufacturer can live up to the standards required by the thousands upon thousands of Baltimore and Maryland people who read the Sunpapers.

But to those who can, THE SUN offers its heartiest cooperation when they come to Baltimore.

Everything in Baltimore  
Revolves Around

**THE**  **SUN**  
MORNING EVENING SUNDAY

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

# More Than Twentyig for Whi

In 1921 the Hearst Newspapers and Magazines The  
spent for white paper \$28,743,278.90. hom

This was an increase of \$2,373,371.88 over the The  
corresponding 12 months of the previous year. mos

The combined circulation of these publications patr  
is 7,142,439 net paid. Loca

## Here is a List of the Hearst Publications with the Late C.

Sunday		Morning	
The New York American	1,092,239	The New York American	350,3
Chicago Herald and Examiner	737,722	Chicago Herald and Examiner	396,8
The Boston Sunday Advertiser	422,184	The San Francisco Examiner	150,5
The San Francisco Examiner	299,341	The Los Angeles Examiner	126,0
The Los Angeles Examiner	257,028	Boston Advertiser (Tabloid)	60,0
The Washington Times	110,574	Seattle Post-Intelligencer	54,5
Atlanta Sunday American	108,035		
Seattle Post-Intelligencer	113,429		
The Milwaukee Telegram	102,305		
<b>Total</b>	<b>3,242,857</b>	<b>Total</b>	<b>1,138,3</b>

*The American Weekly (a part of the Sunday newspapers) total circulation 3,242,857, which is not figured.*

*\*Nash's Magazine of London has the high-pri*

**More than Three Million families re the**



# Eight Million Dollars in Paper

They reach an average of *one out of every four* homes in the entire United States.

The Hearst Newspapers and Magazines are the most powerful agency in America to increase patronage, extend prestige, and multiply profits for Local and National Advertising.

## U.S. or Publishers' Statements of Net Paid Circulation

Evening		Magazines	
New York Evening Journal	654,952*	Cosmopolitan	1,000,273
Chicago Evening American	415,056*	Good Housekeeping	724,731
Boston American	258,751	Hearst's International	307,831
Detroit Times	83,222	Harper's Bazar	100,000
Washington Times	66,070	MoToR	38,142
Wisconsin News	59,243	MoToR BoatinG	19,321
Atlanta Georgian	50,394	Orchard & Farm	46,236
		Nash's Magazine (London)	251,067*
<b>Total</b>	<b>1,587,688</b>	<b>Total</b>	<b>2,487,601</b>

The Home Journal, just started, sells for 5c. (a part of the Saturday issue). New York 808,329—Chicago 469,464  
\*These figures—not used in totals.

has the highest-priced circulation in all England

the American Weekly each Sunday

## NEWS FIRST, EDITORIALS AND FEATURES BEST CIRCULATION GETTERS

Editor's Trip Over His Newspaper's Territory Told Him Why  
People Bought His Paper or His Competitor's—All the  
News and Heads With Punch Hard to Beat

By **SIDNEY D. LONG**

(Manager of Business and Circulation, Wichita Eagle.)

A FEW days ago I was talking to an editor who had just returned from a trip through an important district of his newspaper's territory. He talked with many citizens, farmers, merchants, bankers, lawyers, politicians, professors and newspaper agents. He wanted to know what the people were thinking about, what they believed in, what their ambitions were, and what they read and liked best.

In restaurants and hotels, seeing a patron reading a paper, he would start a conversation, incidentally inquiring about the paper his new acquaintance was reading.

Many interesting facts and comparisons were developed. Especially instructive were they as they dealt with his own paper, its news, editorials and features, as well as that of his competitor.

In the lawyer's office the editor and lawyer went over the local situations in city and country and often the lawyer circled around to the different metropolitan newspapers entering the community, becoming quite earnest at times as he warmed up to editorials that he agreed or disagreed with.

So this editor went the rounds in rather an old-fashioned way, missing few who had time to talk. All were glad to tell him of things that were right or wrong with their community. It was a great newspaper education to him. He had an opportunity to weigh his ideals with the practical in this particular part of his territory, and the practical with their ideals. He returned convinced that the folks visited were news readers first, editorial readers next, and feature readers next and last. They liked the comic pages and illustrations, but based the merits of the newspapers, his own included, on the news. Volume of news stood out first, with character of news second. Vigorous and fearless comparisons were made in reference to sport news, with little or no reluctance in naming the newspaper in the field that had the best sport section. In most instances in sports the editor's opposition paper was the favorite—much the favorite.

He found without inquiring that one of his pet daily news pages had for three or four months been very weak, but now it had become better. It was not difficult for him to discern in what towns he had failed to have a correspondent. The townsmen of such communities were loud in their demand for news from their town or city. He absorbed another interesting fact regarding district readers, in that they wanted to read news items, even though not long articles, of all of

the towns and cities in their district. The communities are interwoven by relationship, by business interests, by political and marketing interests. Each item of district news interests some group in particular and others in general.

It was found that even a reader who had been a faithful subscriber, if another paper coming into the district furnished more of his kind of news than his accustomed paper, he would quit, perhaps reluctantly, and go to the other paper.

The reader watches the news standard of the paper he is reading closely. He not only considers it from the amount of subscription price he has invested in it, but the importance of the news from all standpoints in which he is interested.

This editor reached his home town with enough notes, so he told me, to keep

writing an editorial or two every day concerning that district, for a year or more. Of course he may have exaggerated that a little, being influenced by the enthusiasm of the good folks he visited on the trip, but it did at least prove to him that you write best about those that you actually meet and mingle with in their own town and community.

A circulation manager can easily spend money on high-powered promotion plans that might be accomplished by him with less expense and effort by a more complete set of news. The prime purpose of the newspaper is to furnish the readers in the newspaper's territory the news, editorial comment, and the truth in advertising. News is a commodity that can be procured only through a newspaper, unless, perhaps, by conversation over the garden fence or at the meeting in the town hall.

A subscriber wants the world, state, county and town and city news. He can only get it from his local metropolitan paper. He should be furnished all of the news, even though some of the items be short. This seems to be an age of headlines, quick-reading, fast-driving, etc. The newspaper of today has the opportunity to furnish more items in the same amount of space. The public is trained to read the short articles and rate them at their full value. The tend-

ency of newspaper readers is to simplify. They want the facts and not all of the details, except on the big news stories. This gives an opportunity to cover all news and keep your clientele of readers posted on all news. Your reader will remain with you year in and year out, if he finds all the news in your paper.

The circulation manager on the paper that furnishes all of the news has an easier job. It costs the publisher less money for the circulation department. The circulation manager watches the service and sees that the papers arrive at the reader's door at the earliest possible moment and with clock-like regularity and the big end of his battle is over. The reputation of a paper that makes news its hobby and prints all of the news spreads like the proverbial wildfire. No salesman can surpass the pleased reader. He is a talker and is eternally telling his friends, neighbors and patrons about the paper he reads. He calls it his paper.

A paper of this caliber is hard to pry loose from a subscriber. You can offer all kinds of arguments, premiums and discounts galore, and the best you can do is to get him to take your paper, too, as he says, "for a while." The sad thing about it, he doesn't stop his "reliable" paper, as he calls it—"The paper with all

(Continued on Page 42)

# Reg'lar Fellers

by Gene Byrnes

In a recent article in the "Literary Digest," Gene Byrnes was classed as one of this country's seven greatest comic artists, and the classification was undoubtedly merited. And only four other of these seven are comic "page" artists. That made his classification as one of the five greatest "comic page" artists. The biggest point, however, is this: Of the pages drawn by these five greatest comic page artists, "Reg'lar Fellers" is the only one which appeals to men, women and children. Did you ever stop to realize that most pages have a specialized appeal—to men who like sports, to city folks alone, or to some other limited class? Few, indeed, are the comic features which appeal equally to boys, girls, men, women, city folks and "country" subscribers, lawyer and laborer—and Reg'lar Fellers DOES.

*We can furnish this page in full page matrices, full color, black and red, or black alone, or as the first page of a printed comic section.*

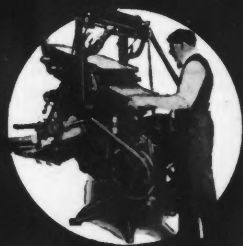
## HERALD-SUN SYNDICATE

280 Broadway

New York City

You are cordially invited to visit the Herald-Sun Syndicate, Room 142  
Convention Floor, Waldorf-Astoria.

THREE-MAGAZINE  
INTERTYPE



ALL magazines  
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*Business Revival Is Under Way In Pittsburgh*

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## FIRST IN CIRCULATION IN ADVERTISING

Thoroughly Covers Pittsburgh, Western Pennsylvania, Eastern Ohio and West Virginia—the World's Richest Industrial Center, With the Greatest Per Capita Buying Power and the Most Responsive to Advertisers in the World.

THE PRESS has carried for the past year an average of approximately

**2,000,000** *Agate Lines* Advertising a Month

Reflecting good business conditions and the pulling power of THE PRESS—a record placing THE PRESS among the FIRST PAPERS OF UNITED STATES.

**Color Advertising** Printed in four colors is a feature of the Superbly printed color magazine Section of THE SUNDAY PRESS. Nearly 100 pages of page advertisements in four Colors published in the past year and bookings for nearly the same number for the balance of this year.

Daily Circulation  
*Now More Than*

**160,000**

Sunday Circulation  
*Now More Than*

**200,000**

# THE PITTSBURGH PRESS

*Western Representative*  
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Ft. Dearborn Building  
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H. C. MILHOLLAND, *V. Pres. and Adv. Mgr.*

*Eastern Representative*  
I. A. KLEIN,  
50 E. Forty-second Street  
New York

### NEWSPAPERS CAPITALIZE RADIO CRAZE

(Continued from Page 16)

conditions, improvement of the poor, uplift organizations of one kind or another, suggestions on thrift, building a home, better government, etc.

"Though the Post started publishing the programs less than a year ago, the use of these programs has become a regular thing, and I understand that at present some 500 newspapers are publishing the Westinghouse KDKA program. J. C. McQuiston, manager of the department of publicity of the Westinghouse Electric Manufacturing Company, has taken a very active part in the initiation and development of this broadcasting service.

"Of course, it will be understood that the features referred to are only those in which the Pittsburgh Post is intimately interested. The Westinghouse Company at East Pittsburgh puts on a regular high grade music program, and intersperses our features with theirs. Every evening the program begins at 7.30, though on special occasions there may be a speech at 7.00 or 7.15. At 7.30 the 'Uncle Wiggily Bedtime Stories' occupy about 45 minutes. From 7.45 until 8.00, Government reports, market reports, weather reports, etc., are given. From 8.00 to 8.30, talks and songs by artists at theaters, and addresses by well-known men and women in civic and uplift work are given. Most of the features referred to are given at the studio in the Post building. From 8.30 to 9.30, concerts are staged at the KDKA broadcasting station.

"On Sundays, church services are broadcasted from this station, at the present time from the Point Breeze Presbyterian Church in the morning and on alternate Sundays the Emory Methodist Episcopal Church. Sunday evening services from the Calvary Episcopal Church are broadcasted. Every Sunday afternoon chapel is held and pastors and leaders from any and all religious denominations speak, with suitable music on the program.

"The matter of installing an independent transmitting station is, of course, a more serious matter. There will be considerable outlay in the erection of a station. Then the expense of operating a station would be considerable and this would be continuous. An additional staff would be necessary to carry on the announcing, arranging of the program, etc.

"You will appreciate that the carrying on of a broadcasting service by a newspaper, or by any organization, is a very important matter and carries with it grave responsibilities. The program must be of a very high tone and order, and from our experience, must avoid the frivolous and cheap, and by all means, low grade jazz. This kind of work, to be of the greatest benefit to the organization doing it, must have as its general guiding theme, that of being constructive. This radio service will make for better thinking and for better execution, so long as it is tempered with good judgment, which will have underlying it the object of improving our social relations."

The New York Tribune, which has not yet installed a broadcasting plant but which was one of the first in New York City to investigate the possibilities of radio, through Jack Binns, a member of its staff who sent the first distress signal by radio from a ship at sea, prints a daily list of programs similar to that carried by hundreds of other newspapers, but makes a Sunday feature of Mr. Binns' technical articles, which are written in non-technical terms. It is said that the Tribune's circulation on Sunday has increased 5,000 since the inauguration of the feature. Of other aspects of the service, Howard David, business manager of the Tribune, says:

"In my opinion, the radiophone will never supplant the newspaper as a source of popular information. It is impossible to transmit news at a greater speed than 30 words a minute. In other words, a short 300-word dispatch takes 10 minutes to transmit by speech, while a full column story would take from 30 to 35 minutes. Therefore you can readily see how long it would take to transmit the average story in a newspaper.

"I learn that most of the broadcasting stations have given up the transmission of news bulletins on account of this condition.

"The question of printing the program as news is of course a matter of policy. You will note that the Tribune is publishing the programs daily. It does not mention the names of the broadcasting companies. We look upon the daily program purely as a circulation proposition, or rather as a service to the reader.

"I do not believe it would be wise for newspapers operating broadcasting stations to include advertising matter in their programs. In the first place, I do not think it would be good advertising and secondly, for obvious

reasons, I think it would be poor business policy.

"The broadcasting stations to my mind are at the present time performing a function which the newspapers are already beginning to capitalize in an advertising way to a considerable degree. I think it will not be long before the advertising of radiophone apparatus and accessories will become a very large source of revenue to the newspapers.

"When the market for these goods has become saturated, or if the companies controlling the broadcasting devise a way to collect toll for their service, then, of course, the attitude of the newspapers should undergo a radical change, but in the meantime, I believe an ethical handling of the radiophone programs and information, in a manner similar to the way we do it in the Tribune, is of considerable value both from a circulation and advertising standpoint."

The advertising question raised by Mr. Davis is answered for the Seattle Post-Intelligencer, which has conducted its own transmitting station for several months, by Lester J. Clarke, its publisher, who says:

"The only advertising we give out through our broadcasting station, outside of advertising our own features, is credit for the records we use. This has stimulated the sale of phonograph records and has also stimulated phonograph record advertising in our newspaper.

"While we have created a great demand for radio equipment in this field, which has resulted in the number of receiving stations within reach of our broadcasting to be increased from a few hundred to 20,000 in nine months, we have also created several hundred inches weekly of display advertising from radio equipment concerns which is all new business."

Walter M. Harrison, managing editor of the Oklahoma City Oklahoma and Times, believes that communication by radiophone will stimulate the sale of morning and evening newspapers, rather than reduce them. He does not see the radiophone ever supplanting the newspaper as a source of information. Programs of the principal broadcasting stations are news, in his judgment, and should be printed as such, but no advertising should ever be carried in a newspaper's broadcasting program.

"I find almost universal interest in the radiophone in Oklahoma," he concluded, "and I believe the radio features and the radio news are the best constructive material in the paper at the present time."

As Mr. Gannett has pointed out, transmission apparatus that will stand up represents an initial outlay of \$10,000 and an upkeep expense of \$10,000 per annum. These figures are probably minimum, and the initial cost will increase if a newspaper desires more powerful apparatus than that used by the Rochester Times-Union. In the cognate field of radio telegraphy, transmission apparatus capable of transoceanic communication, represents, it is said, from \$3,000,000 to \$4,000,000 expenditure.

Receiving apparatus, however, is far less expensive, and its uses to the newspaper are more limited. Nevertheless, this kind of apparatus can be used advantageously to announce detailed stories of sporting events, or can be located in front of the newspaper office to give the public broadcasted concerts speeches, etc. It can also be used at banquets or entertainments of local organizations, transmitting concerts and other features, with some advertising benefit to the newspaper. This has been tried by several newspapers, but none with so much success that they are ready to talk about it. Their chief difficulties have been purely mechanical, however, and are likely to be eradicated with practice.

These sets range in price from \$10 up, serviceable instruments for newspaper use being available at \$250, with the necessary amplifiers extra. These devices, which would be essential in places where head receivers cannot be supplied to the audience, sell for \$100 or more. Cheaper instruments are sold, but are not powerful enough or reliable enough for this work.

In addition to the mechanical difficulties reported, all of which can be solved by competent operators, there is the trouble known as "static" which is likely to plague newspaper owners who indulge in a public receiving set. What "static" is and why is not known, but when it is present, concerts and speeches are impossible of transmission. The fair diva's

song is likely to dissolve in a series of raucous squawks. No remedy has yet been discovered.

Neither is there a satisfactory remedy or explanation of "dead areas," which have been seen in several parts of the country. The writer was recently told by a representative of the General Electric Company that a message sent from San Diego was not heard in Los Angeles or San Francisco (but was picked up by a steamer in Mid-Atlantic, and of another message sent from the Newark station of the Westinghouse Company which passed unheard over New York but was caught by a ship near the Hawaiian Islands. These things may arise to harass the publisher whose knowledge of radio is small and to disappoint his readers during the immediate future, but it is probable that the widening interests among amateurs and scientists will produce a cure for the present defects shortly.

This interest is indicated by reliable statements that there are over 750,000 receiving sets in use in the United States, with radio equipment dealers unable to fill their orders. There are said to be over 100 licensed broadcasting stations, of which 11 are newspapers and 7 department stores. Philadelphia has three of these stores, New York, one; Newark, N. J., one; St. Louis, one, and Los Angeles one, and their existence is proof of the fact that the retailer is alert to the possibilities for merchandising of radio appliances.

The National Retail Dry Goods Association, at an executive meeting in New York this week, heard officials of the Radio Corporation of America explain the development of radio telephony and appointed a committee of five to investigate the field. The Association members, it was stated, do not contemplate any campaign of broadcasting advertising, but plan to stabilize prices and enforce delivery of sets on dates named in their orders.

There are several newspaper angles in this, aside from, but related to the advertising that will accrue to the newspapers. The radio equipment sold by the large department stores will almost invariably measure up to advertised specifications, but there are arising in all cities dealers whose only aim is to get the quick money while the idea is fresh.

Radio magazines are springing up everywhere, some of them probably with the intention of promoting radio inventions whose value on investigation will prove to be that of wild-cat oil and mining stock. Their appearance is so recent that vailliance is not yet apparent, but the history of other inventions holds many lessons.

Against the advertising of crooked promotion companies or fly-by-night magazines the newspapers have a duty to protect their readers. Close scrutiny and investigation should be made of all radio copy submitted and it is possible that abuses which have crept into the columns of other advertising can be prevented from entering the radio department.

Protection against the fake retailer will also give employment both to the advertising and the news departments of newspapers and reporters may find a good story in the shop of a merchant who advertises radio goods for sale at far below regular prices. A story is related of a cut-price store which advertised a demonstration of its remarkable cheap equipment. Several hundred sets were sold on the strength of the demonstration, but the purchasers found when they unwrapped the goods that they had acquired a cheap "crystal set" with a detector of very short range and uncertain life and detecting quality. The demonstrator hadn't told them that his own set contained high quality vacuum tubes and five stages of amplification concealed under the counter.

Newspaper men at the A. P. and A. N. P. A. conventions who are interested in the subject will find much of interest in Editor & Publisher's equipment in Room 116 of the Waldorf. Complete details are given in another column. Licensed radiophone broadcasting stations listed to date by the Amateur Radio Directory, published by the Radio

Directory & Publishing Company, New York, are given below. Several newspapers will be noted in the list and others may have received licenses before this appears in type. Editor & Publisher will be pleased to make additions or corrections as they arise in the list which follows:

Call	Location	Company
1XAD	Pawtucket, R.I.	Thomas Gibline
2JA	Jersey City, N. J.	Jersey Review
2XJ	Deal Beach, N. J.	American T. & E. Union College
2XQ	Schenectady, N. Y.	Westinghouse test
2XAI	Newark, N. J.	W. F. Z. Howlett
3AWI	Philadelphia	G. L. Light
4BQ	Rome, Ga.	Garter Electric Co.
4CD	Atlanta, Ga.	State University
5ZU	Austin, Tex.	Warner Brothers
5XAM	Oakland, Cal.	Precision Equipment
8XB	Cincinnati	Ohio State University
9YO	Columbus, Ohio	Cox Mfg. Co.
8ACS	Cleveland, Ohio	Electrical Springs Co.
8BYV	Columbus, Ohio	Wisconsin State University
9XM	Madison, Wis.	University of Nebraska
9YY	Lincoln, Neb.	Western Radio Co.
9XAB	Kansas City, Mo.	Reynolds Radio Signal Corp.
9ZAF	Denver, Colo.	A. Presidio
AGI	San Francisco	Noble Electric Wm. Raymond F. Farber
DDV	Monterey, Cal.	Leo J. Meyberg
10J	Pawtucket, R. I.	Seattle Post-Intelligencer
KDN	San Francisco	Precision Shop
KFC	Seattle, Wash.	E. J. Lorden
KFU	Gridley, Cal.	Electric Lighting
KGB	San Francisco	Pomona Fixture Winding Co.
KGC	Hollywood, Cal.	Louis Wanner
KGF	Pomona, Cal.	Reynolds Radio Radio Shop
KHO	Seattle, Wash.	C. O. Gould
KIZ	Denver, Colo.	Vincent I. Kraft
KJJ	Sunnyvale, Cal.	Bible Institute of Los Angeles, Inc.
KJO	Stockton, Cal.	J. J. Dunn & C.
KJR	Seattle, Wash.	Colin B. Kennedy
KJS	Los Angeles	Warner Brothers
KLB	Pasadena, Cal.	W. M. C. A.
KLP	Los Altos, Cal.	Western Radio Electric Co.
KLS	Oakland, Cal.	Arno A. Kluge
KOA	Denver, Colo.	Doubleday-Hill Electric Co.
KOG	Los Angeles	C. D. Herrold
KOL	Los Angeles	St. Louis Patch
KOV	Pittsburgh, Pa.	San Francisco Engineer
KOW	San Jose, Cal.	J. C. Hobrecht
KSD	St. Louis	Portable Wireless Telephone Co.
KTO	San Francisco	Herold Laboratory
KVO	Sacramento, Cal.	Leo J. Meyberg
WGK	Stockton, Cal.	Westinghouse Station Radio Telephone
KWO	San Jose, Cal.	Western Radio Electric Co.
KYJ	Los Angeles	Preston D. Allen
KYW	Chicago	Atlantic & Pacific Radio Supply
KYY	San Francisco	Westinghouse Electric & Mfg. Co.
KZC	Los Angeles	Board of Health
KZO	Oakland, Cal.	McCook Field Station
KZY	Oakland, Cal.	W. B. May Company
KDKA	E. Pittsburgh, Pa.	City of Chicago
NOF	Washington, D. C.	Westinghouse Electric & Mfg. Co.
NOE	Dayton, Ohio	A. C. Gilbert Co.
WBS	Newark, N. J.	Church of the Goodnamant
WBU	Chicago	Ship Owners Radio Service
WBZ	Springfield, Mass.	Radio Constructors Co.
WCJ	New Haven, Conn.	Radio Corporation of America
WDM	Washington, D. C.	Marshall Gettes
WDT	New York City	Rike Kumlir Co.
WDW	Washington, D. C.	C. D. Tusk Co.
WDY	Roselle Park, N. J.	Montgomery Light Water Power Co.
WDZ	Toledo, Ohio	American Radio Search Co.
WFO	Dayton, Ohio	Thomas F. J. B. General Electric
WGB	Hartford, Conn.	N. Y.
WGH	Montgomery, Ala.	University of Wisconsin
WGI	Medford Hillside, Mass.	W. H. Warren R. Cox
WGL	Philadelphia	Rochester Union
WGN	Schenectady, N. Y.	William R. Duff
WHA	Madison, Wis.	Stuart W. Seeley
WHK	Cleveland, Ohio	White & Boyer Co.
WHQ	Rochester, N. Y.	Service Radio Equipment Co.
WHU	Toledo, Ohio	DeForest Radio Co.
WHW	East Lansing, Mich.	Westinghouse Co.
WJH	Washington, D. C.	University of Wisconsin
WJK	Toledo, Ohio	Hamilton Mfg. Co.
WIN	New York City	Crosley Manufacturing Co.
WJZ	Newark, N. J.	I. S. Army Station
WLB	Minneapolis	Precision Equipment Co.
WJK	Indianapolis	Jersey Journal
WLW	Cincinnati	N. I.
WI2	Fairfield, Ohio	Rock Island, Ill.
WMI	Cincinnati	Indianapolis
WNO	Jersey City	Pine Bluff, Ark.
WOC	Rock Island, Ill.	Kansas City, Mo.
WOH	Indianapolis	
WOK	Pine Bluff, Ark.	
WOO	Kansas City, Mo.	

(Continued on Page 40)

# United Feature Syndicate

(NORRIS A. HUSE, General Manager)

Convention Headquarters  
Floor Above Convention Hall

Room 235  
Waldorf

Home Office, World Building, New York

We'll be glad to see you and to show you the  
greatest newspaper story since the war—

## The Memoirs of the German CROWN PRINCE

Also our other high grade features including—  
23 *New* Unpublished Short Stories by 23 Great American Authors.  
—The greatest fiction program ever assembled.

The Adventures of Raggedy Ann and Raggedy Andy,  
Just beginning the most fascinating Children's stories ever written

W. L. George's Daily Article on WOMAN  
Davis's Daily RADIO Article  
Tridon's Daily PSYCHOANALYSIS

And Two Corking New Comic Strips —

“Casey, the Cop”  
“Them Days Is Gone Forever”

# ALL THAT THE WORLD HAS LEARNED IN 36 YEARS OF PRINTING

Since the first Linotype composed the first newspaper, Experimental and Mechanical departments and Inventors who are life-members of the Mergenthaler Linotype Company organization, have worked on printing problems without intermission.

The past of the Linotype is its living asset. The man who buys a Linotype today buys 36 years' knowledge and experience. The machine is what it is today because it is the product of incessantly searching activity. Every part in the Linotype is there because every one of the 43,500 Linotypes at work around the world is better for it.

*There are no compromises, no make-shifts, no evasions, no "Simple-Simon" expedients in the LINOTYPE.*

It is simple and fool-proof, not because it lacks parts, but because it has them.

*A. P. and A. N. P. A. members and all others interested are invited to visit the Linotype exhibit in the East Room of the Waldorf Astoria during the convention. This exhibit is full of suggestions you can carry home and profitably adapt to your own composing room.*

*Drop in between the business meetings of the convention. The East Room is right on the convention floor.*

## MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO  
646 Sacramento Street

CHICAGO  
1100 South Wabash Avenue

NEW ORLEANS  
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO



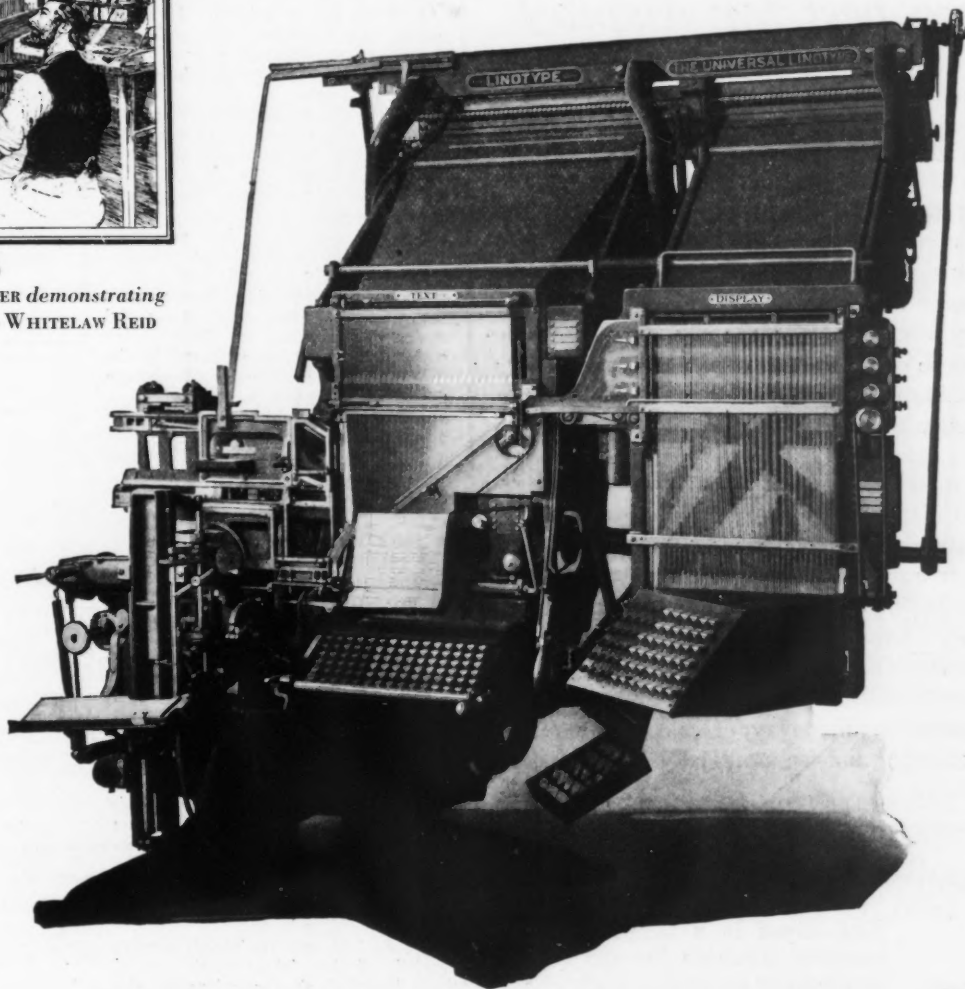
1886

Ottmar Mergenthaler demonstrating the first LINOTYPE to Whitelaw Reid

MORE THAN 43,500 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS



## TODAY—THE MODEL 24 LINOTYPE

Four Model 9 Magazines, with a Display Unit carrying Two Display Faces of Caps and Lower Case. Continuous Composition and Distribution to All Magazines



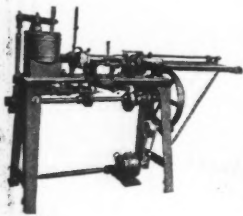
## Big dailies demonstrate Ludlow best for display

Composing room display equipment that has unfailingly met the peak-load needs of big newspapers has successfully withstood the hardest tests possible.

Take such big dailies as the Bulletin, Inquirer and North American in Philadelphia; the Tribune, Daily News and Evening Post in Chicago; and the Chronicle and Daily News in San Francisco. They must get results from every piece of equipment in their plants—or discard it. These are only a few of the many leaders who have found the Ludlow right for their display—by the test of actual use for from two to eight years.

Ludlow brass matrices are hand-set by compositors trained on good display—who get production because every font is instantly available for any number of lines. There are neither waits nor shortages—in any size from 12 to 60 point, including bold and extended faces, roman, gothic and italic. Every line in fresh new faces—on slugs. When the day's copy is up, the job is done. There is no distribution to follow. Decks are always clean. The Ludlow meets every display typeface requirement—promptly, effectively, and economically—and makes satisfied advertisers.

## Elrod Caster for strip material



The Elrod is a simple, single-purpose machine for the rapid, economical casting of leads, slugs and rule—automatically cut to any length desired.

Ample supply of this important material speeds the work of the composing room and completes the non-distribution plan.

The Elrod requires the very minimum of attention—usually the helper keeps it running—that is, supplies the metal and takes away the finished product.

## Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

## IT HELPS TO TRY ON ANOTHER'S SHOES

If You Don't, How Are You Going to Find Out Whether or Not They Fit Him, and Just Why?—Why Not Do It?

By J. B. KEENEY

Try standing in the other fellow's shoes once in a while. It will become a habit in no time.

Don't climb into his boots with the idea of dancing through your life and wearing down the heels, or leaving him barefoot for the rest of his life.

What am I driving at? Just this. The "shoes" of the other fellow in this instance, are his thoughts, his ideas, his ambitions, his desires; and the "Sunday-go-to-meeting" pair is nothing more than his good common sense.

And the "other fellow"? He's your client, your customer, your neighbor in business, your salesman, your office assistant, your factory employee—yes, your own family.

Sounds as though we had enough angles to this subject to write a book. Not this time. Going to practice what is preached. Standing in your shoes, I certainly would not care to digest a long drawn out yarn.

But let's pick up the idea as applied to some of the theory in copy-writing.

To drive right into this subject, how many copy writers place themselves in the position of the manufacturer and dealer who must pay for the space the copy fills? How many "stand in the shoes" of the man or woman for whom the advertised article is intended?

While on the subject of shoes, how many copy writers will study the class of buyers desired rather than the shoes to be advertised?

Watch them. A conference is on. The manufacturer (or dealer) has called in his expert on shoe manufacturing. The authority on foot troubles is on hand. The finest models are displayed on the directors' table. The artist is there and the authority on the market has a few things to say in his turn.

The copy writer is there. Sure, the copy writer is there. A few weeks later—the result.

But not the results. Something went wrong.

Everybody at the conference must have been wearing those comfort-assuring shoes. But the poor devil who does not wear those wonderful shoes was not there. He was not there either in person or in the minds of those copy creators.

Nobody had seen the poor tired factory girl hobbling home.

Nobody had seen the society woman carefully slip her dainty tootsies out of those beautiful shoe creations as she sped home in her limousine.

Nobody had seen dad throw his "dog killers" across the kitchen.

Nobody had seen the society "blue list" of the fashionable chirpologist.

Nobody had seen the business man—he who rules over the palatial offices—sneak the "old kicks" out of the bottom drawer.

Nobody had seen a whole lot of other human things.

The result had been wonderful copy from the point of art and clever wording.

But the human stuff was lacking. The real results were no results.

This "standing in the other fellow's shoes" idea applies to copy writing in every other line of business. Think it over.

Get out to the ball game. Get on a street car when the men and women from the factories are headed home.

Drop into the neighborhood hotel for dinner some evening; not the downtown palace for the traveler. There you will find humanity most unreal.

Talk with the clerk in the store. Stand up that fellow as he buys his favorite cigar or puts up an argument because the dealer has failed to order a stock. Watch the women of the homes as they shop and dicker over the price of this or that. Watch your neighbor at work at home and at play.

Do it and get human so that you can put humanity into the copy.

You will be standing in the other fellow's shoes.

You are not going to write words beating copy as a result. Oh, no. The other fellow will come along with something a little better and your copy will be forgotten.

Then you will get to be a bit more human yourself (it comes natural from practice) and you will "out-copy" the other fellow.

So it will go. And as it goes the copy will work. It will get the real results.

It is fun standing in the other fellow's shoes.

Sometimes you find out that your "shoes" are more comfortable than yours.

Sometimes, too, you find out just what he has been running ahead faster than you.

## NEWSPAPERS CAPITALIZE RADIO CRAZE

(Continued from Page 36)

WOR—Newark, N. J.	L. Bamberger & Co.
WOS—Jefferson City, Mo.	Missouri State Marketing Bureau
WOU—Omaha, Neb.	Metropolitan District
WOV—Omaha, Neb.	R. B. Howell
WOZ—Richmond, Ind.	Richmond Palladium
WFB—Pittsburgh	Pittsburgh Times & Courier
WOB—Hartford, Conn.	C. D. Tuska Co.
WRK—Hamilton, Ohio	Doran Bros. Electric
WRL—Schenectady, N. Y.	Union College
WRK—Dallas, Tex.	Police Department
WRW—Tarrytown, N. Y.	Tarrytown Radio search Laboratory
WVP—New York	Amateur Radio
WWI—Detroit	Police Dept. New York
WWZ—New York City	John Wanamaker
XDA—Mexico City, Mexico	City of Mexico
WHN—Ridgewood, N. Y.	Ridgewood Times
WFI—Philadelphia	Strawbridge & Thier
WPI—Philadelphia	Gimble Brothers
WOO—Philadelphia	John Wanamaker
WKC—Baltimore	Store
KFZ—Spokane, Wash.	Joseph M. Zamm
KQT—Yakima, Wash.	Co.
SWPA—Fort Worth, Tex.	Doer Mitchell Electric
WEV—Houston, Tex.	Co.
WBP—Charlotte, N. C.	Electric Power & Light
KOP—Detroit	Fort Worth Radio
WEW—St. Louis	Hurlburt Still Electric
WEY—Wichita, Kan.	Co.
WKN—Memphis, Tenn.	Southern Radio
WAAM—Newark, N. J.	Police Department
WNJ—Albany, N. Y.	University of Louisville
KMJ—Fresno, Cal.	Louis
	Cesarlo Co.
	Riechman-Crosby
	I. R. Nelson
	Shooting Radio
	Co.
	San Joaquin Light
	Power Corp.

## Pi Delta Epsilon Meets April 29-30

Pi Delta Epsilon will hold its annual convention at Champaign, Ill., on April 29 and 30. More than 20 additional chapters are expected to be admitted. William W. K. Freeman, of Massachusetts Institute of Technology, won a gold medal offered as first prize by Pi Delta Epsilon for the best editorial, "The Practical Value of a Cultural Education." Clifford S. Raymond and O'Donnell Bennett, editorial writers of the Chicago Tribune, headed the committee of judges. Shelby H. Atchley, of the University of Idaho, won the silver medal offered as second prize and Ralph Chase, Union College, and William Woods, a senior at Hamilton College, tied for third place.



# TWO YEARS OF ACHIEVEMENT



**T**HE months following the amalgamation of two great newspapers — "The Sun" and "The New York Herald," pioneers in American journalism, mark a striking period in metropolitan advertising and journalistic achievement.

At the close of 1919 The New York Herald was fifth among New York morning newspapers in Local and Total Display Advertising. Immediately after the amalgamation with The Sun—February 1st, 1920—a new impulse was felt in Herald advertising. The Display lineage rapidly rose and passed that of The Tribune, The American and The World. Within five months The New York Herald had reached second place in Local and Total Display Advertising which position it retained to the close of 1920.

1921 was a violently competitive year in the New York morning field when general deflation tested the metal of all advertising mediums. How successfully The New York Herald withstood this competition is shown by the fact that The Herald not only retained second place in Local and Total Display advertising, but was 1,206,759 lines nearer the first paper in local Display and 1,458,767 lines nearer the first paper in Total Display advertising than during the preceding year.

With increased and revitalized circulation, enlarged local and foreign news connections, numerous new features and with twenty-five columns of financial, shipping and business news every day, The New York Herald is the best in its history and bears out this statement carried on its front page:

"The New York Herald, with all that was best of The Sun intertwined with it, and the whole revitalized, is a bigger and better and sounder newspaper than ever before."

## THE NEW YORK HERALD

280 Broadway

New York City

## The man on the ground

—has the advantage of facing facts instead of trifling with theories.

That's why the two evening newspapers carry the bulk of local daily advertising copy in Washington, D. C.

And national advertisers have been following this local lead for quite some time.

First in Sunday circulation and selling to the reader at twice the price of competition.

Second in Daily circulation and selling to the reader at 50 per cent more than competition.

## The Washington Times

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

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

## NEWS IS FIRST FACTOR IN CIRCULATION

(Continued from Page 34)

of the news." He reads it regularly as before and uses your paper as a fill-in, perhaps to stop at the end of the subscription you sold him.

The old-fashioned reporter with his notebook and pencil has not lost his savor. His news is in just as great demand, if not greater, as of old. The reader not only wants the complete press dispatches from all parts of the world, but also the markets, and those complete every day. He not only wants the sports, society, the editorials and all of the usual divisions of news, but he wants the same kind of news from the territory covered in a circulation way by your paper. This is his immediate news neighborhood, though it may cover a whole state.

The reader, like the reporter, understands and recognizes a real news story as he runs his eye down over the paper. He is soon found to be a regular purchaser and subscriber of the paper with the real news.

The classified columns are fast becoming a reader-holding factor. The man likes to be a reader of the paper that carries his ad, just like he falls in love with the paper that prints his name and picture.

A circulation manager once told me that he ordered his extra street sale run the minute he glanced at the first paper as it fell into the folder box. If the heads had the punch that would sell the paper he increased his order and loaded the delivery wagons. His judgment seldom failed, and the wagons came back for more. The paper with the news at any cost is the paper that sells and makes a "rarin'" newsboy with big sales. Forget the news, and you have a drooping, peepless news kid with a minimum sale and a disgusted look.

All of the news played up well with newsy headlines is a great inspiration and help to the carrier, newsdealer and solicitor. He, too, soon tells everyone of his customers and prospective customers that his paper has all of the news and more news than any other paper in his town. The paper with all of the news will more than any other paper be the one that will cause the solicitor to be greeted with the welcome words, "Yes-sir, I am glad to see you. My neighbor has been telling me about your paper and I want to take it."

## NAVY RADIO FOR PRESS FOR NEXT THREE YEARS

(Continued from Page 10)

meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Secretary of Commerce shall have notified the Secretary of the Navy thereof, and all rights conferred by this section shall terminate and cease on June 30, 1925, except that all such rights conferred by this Section in the Republic of China shall terminate and cease on January 1, 1924."

The text of the original resolution, approved June 5, 1920, which gave permission for private use of the Navy radio for two years follows:

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That all land, ship and airship radio stations, and all apparatus therein owned by the United States may be used by it for receiving and transmitting messages relating to Government business, compass reports, and the safety of ships.

Section 2. That the Secretary of the Navy is hereby authorized, under terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Interstate Commerce Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under control of the Navy Department,—

(a) for the reception and transmission of press messages offered by any newspaper published in the United States, its territories or posses-

sions, or published by the citizens of the United States in foreign countries or by any press association of the United States and (b) for the reception and transmission of private commercial messages; Provided, That the rates fixed for the reception and transmission of commercial messages, other than press messages, shall not be less than the rates charged by privately owned and operated stations for like messages and service: Provided further, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries and localities or between any locality and privately owned ships, whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Secretary of Commerce shall have notified the Secretary of Navy thereof, and all rights conferred by this section shall terminate and cease in any event two years from date this resolution takes effect.

Section 3. That all stations owned and operated by the Government, except herein otherwise provided, shall be used and operated in accordance with the provisions of the Act of Congress entitled "Act to regulate radio communication," approved August, 13, 1912.

Approved June 5, 1920.

## F. R. Martin Is Host

The Pilgrims of the United States entertained at a dinner at the Plaza Hotel on the evening of April 21 in honor of Sir Auckland Geddes, K. C. B., British Ambassador to the United States. Frederick Roy Martin, general manager of the Associated Press, who is a member of the Pilgrims entertained as his guests the following A. P. officials: Herbert F. Gunnison, Brooklyn Eagle; Stuart H. Perry, Adrian (Mich.) Telegram; Melville E. Stone; V. S. McClatchy, Sacramento Bee; Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Dispatch; Elbert H. Baker, Cleveland Plain Dealer; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; John R. Rathom, Providence Journal; W. H. Cowles, Spokane Spokesman-Review; Frank P. MacLennan, Topeka State Journal; D. D. Moore, New Orleans Times-Picayune; Kent Cooper.

# THE ALL-ART INVISIBLE COLOR BOOK

just five weeks old and already enjoys a circulation exceeding

## TWO MILLION COPIES PER WEEK

DRAWING MASS CIRCULATION FOR:

Baltimore Sun  
Boston Globe  
Buffalo Times  
Cleveland Plain Dealer  
Des Moines Register Tribune

Detroit Free Press  
Evansville Courier  
Fort Wayne News Sentinel  
Louisville Courier Journal  
Philadelphia Public Ledger

Pittsburgh Gazette Times  
Portland Oregonian  
St. Louis Globe Democrat  
San Antonio Light

THIS IS THE BIGGEST AND BEST SUNDAY FEATURE IN MANY YEARS

See this feature at our convention headquarters (Room 144) or write us quick. Exclusive territory is being snapped up over night.

We are the exclusive sale agents for the patent rights for newspaper supplements in the United States and Canada. We will furnish you the mats and information as to printing or we will print the supplement for you complete.

## A Feature Service That Meets Every Newspaper Requirement

### ROTOGRAVURE SUPPLEMENTS:

We sincerely believe that our Gravure Service is equal to the best in the United States. See our display or write us for samples and prices. Four or eight page full newspaper size of eight page tabloid.

### COMIC SUPPLEMENTS:

The Famous "Slim Jim" Comic is the Kiddies Favorite. Children love ACTION and "Slim" gives them plenty of it. We supply an all-comic section in colors or a combined comic and magazine supplement in three colors. In fact, this service is made to fit your every requirement.

No Matter How Big or How Small your Newspaper Property, We have a Feature for YOU.

### The World Color Printing Co.

(Established 1900)

701-703 Lucas Ave., St. Louis, Mo.

R. S. Grable, Manager

### WITNESS EXHIBITION OF WORLD COLOR FEATURES

CONVENTION HEADQUARTERS  
ROOM 144

### EMERGENCY FEATURE MATS:

Sunday or Daily Features in Mat form. Size 20" or 21", 7 or 8 column. Can be used as full page or can be cut as desired. This Service is COMPLETE in every respect. YOU'LL find just what you are looking for here. Cartoons in Mat Form. Short Stories and Serials in Mat and Copy Form. Comic Strips in Mat Form.

### TABLOID MAGAZINE SECTION

Sunday Tabloid Section, 8 illustrated pages, weekly, mats only. Variety of high class subject matter for entire family. A complete section.

# How We ADVERTISED An Advertisement

Exploiting an advertisement as part of the original plan to induce the advertiser to invest in it is nothing new. But advertising an advertisement for its own sake—because of its intrinsic “editorial” value—because the advertisement is a feature likely of itself to attract desirable circulation—is, we believe a most significant development in the art of intensive advertising.



## 2000 Years Apart!

TWO great men more exactly alike in personality and method, yet more abysmally apart in ideals than the late Senator Boies Penrose, and the Russian dictator, Nicolas Lenin would, perhaps, be impossible to discover. Alive at the same time, their standbys of popular government were fully 1000 years apart! Yet in Hearst's International for April, you will find a sympathetic personal study—no corner off an understood the great past—of each. In the same vein you will find a study of Mexico and its people by Lincoln Steffens, and a remarkable personal narrative of the marvelous Italian. Besides this vital personal narrative, you will find an abundance of equally vital Fiction.

READ A Conan Doyle's starting new story, "Trapped"—an escape from the top of a giant tower while a man's body the elevator in mid-air! Donn Byrne's "Happy Ending" adds an astounding new twist to the theme of the country girl and Broadway hero. H. G. Wells, Rex Beach and Robert W. Chambers all have novels in this April number. John Russell, Roland Parovee, Owen Johnson, and Bruno Lonnig, all have striking short stories—the cream of their latest work. So, if you want a magazine that has the very best of the most important sort of Fiction without being merely a fiction magazine, you may, perhaps, be particularly interested in the Special Offer below.



Of particular interest in this issue, to *advertisers and business men* generally, is a four-page advertisement of the American Druggists' Syndicate telling how this enterprise—which now numbers 26,000 druggists — started from nothing; grew in eleven years into a gigantic business. If your newsdealer hasn't saved your copy of Hearst's International for April containing this great advertisement, send in his name and address and we will send you a copy with our compliments.

### SPECIAL OFFER FOUR GREAT NUMBERS for \$1.00

to those who don't like magazines, particularly to those who think they waste the money's investment. If you, for example, don't really know Hearst's International, or what it can do for you, we will send you four numbers for one dollar. It will cost you only \$1.00 to see how a good book is made and how it can give you the best of all the news you can get for your money.

THE full page newspaper advertisement reproduced in miniature above was printed in the New York American, New York Times and other newspapers. In its smaller 5-column form, it was run pretty generally in the leading newspapers throughout the United States.

Prominent in the lower left hand corner of every copy was the "A.D.S." box shown here, advertising to the public the four-page advertisement of the American Druggists' Syndicate in Hearst's International for April.

In some respects, at least, this "A.D.S." advertisement is certainly the most ambitious and, perhaps, even the greatest advertisement ever attempted in any magazine. Besides being the cooperative advertising of 26,000 retail druggists, it is even more notable as being the first real SERIAL advertisement ever printed. Starting in the April number, it is running four pages a month as a CONTINUED story!

The offer, with our compliments, of a copy of the April Hearst's International containing the first installment holds good, of course, for any reader of Advertising and Selling.

**Hearst's International**  
A LIBERAL EDUCATION

## BRITISH PRESS INVADES PARIS BY PLANE

Paris Edition of Daily Mail Sees Its Fleet Street Brethren on Stands in Morning Instead of Evening

By G. LANGELAAN

Paris Editor, EDITOR & PUBLISHER

PARIS, April 7.—When an aeroplane alighted before ten o'clock on Monday morning last at the Le Bourget aerodrome with a cargo of newspapers printed that morning in London it marked a new era in newspaper transportation. Within a few minutes its cargo was transferred to waiting automobiles, and less than half an hour later, through the distribution service of Messrs. Hachette, copies of the London newspapers of the same day were being purchased by English and Americans from the kiosks along the Boulevards.

A hundred years ago copies of the Times and Morning Post reached Paris after a journey of at least a week by ships that could only cross the Channel when the breezes blew in the right direction, and stage coaches that lumbered up slowly from the coast to the capital.

Today, London's newspapers are loaded into an airplane, which flies over land and sea in a couple of hours, and are on sale on the boulevards as we walk to our daily business.

While creating no difficulty for the Paris edition of the New York Herald, this new air service is the cause of a serious problem for the Paris edition of the London Daily Mail. Founded in 1905, it brought the news of London edition to the Englishmen in Paris in the morning, whereas the other London papers reached Paris only by five-thirty in the evening. Now, however, it is suddenly faced with the competition of the London papers dumped down on its territory in the morning by aeroplane. It is obvious that the airplane service will get better and better, will be more and more regular as time goes on, and the time is not far distant, a year at most, when the Paris edition of the Daily Mail will have no advantage whatever in time of publication over the newspapers printed in London.

It is anticipated that the Paris Daily Mail will become more than ever a newspaper containing not only the latest English news but also an organ of the Britisher abroad. Along these lines it may develop more into a connecting link of commerce between England and France. The newspapers coming from England are essentially English papers for English people at home. The Paris Daily Mail will probably develop into an English paper for Britishers abroad. There is a resident population of British nationality quite large enough to support such a paper.

## MUST BUCK FALLING MARKET

Mackintosh Sees Hard Sledding for Next 25 Years

The importance of adjusting salesmanship to the new kind of market American business must face perhaps for the next 25 years was emphasized by Charles H. Mackintosh, president of the Associated Advertising Clubs of the World, in an address to members of civic and business organizations of Washington at the City Club on Monday. Mr. Mackintosh spoke under the auspices of the Advertising Club of Washington.

"We will have to do business for the next 25 years on a falling market, instead of on a rising one, as we have for the last half century," said Mr. Mackintosh, "and from the standpoint of merchandising this means a big problem. Very few of our business people have had experience in doing business as we will be required to do it for the next quarter century. On a falling market merchants will be confronted with a greater sales resistance than ever before."

Advertising, except in the case of mail order houses, Mr. Mackintosh asserted, seldom sells goods outright. Its function is to bring customer into store where sales people may either sell the goods or kill the possible sale, as they do in 55 per cent of the cases.

A test recently conducted by the A. A. C. W., he said, demonstrated that of the 100 average persons who entered a store only 45 made purchases. He then described the plan being carried forward by the Advertising Clubs, but explained that no matter how effective the advertising of the manufacturer or the merchant, the final outlet of goods is through the retail salesman.

"It doesn't take brains to do business on a rising market," he continued, "but it does take brains to sell goods successfully on a falling market. I don't want to appear brutal, but my prediction is that unless business changes its present selling methods, between 25,000 and 30,000 firms will be put out of business every year for the next 25 years as the result of inefficiency."

## 700 JOURNALISTS AT GENOA

Represent 40 Nations and All Kinds of Political Beliefs

Seven hundred newspaper men and women are accredited representatives at the Economic Conference at Genoa. They are of almost every conceivable political complexion, and represent more than forty nations and States.

Leading delegations at the conference thus far have treated these newspaper workers with consideration. Almost all statesmen and diplomats seem to be on the alert to have their respective points of view set right before the newspaper readers of the world.

More than two hundred newspaper men are quartered in a hotel provided for them by the Italian Government, but the really important clearing house for news is established near the royal palace, where the workers prepare and file their copy. It is a wild scramble every evening after 7 o'clock when the newspaper men gather to complete details of the day's work. The place takes on the bustle of a dozen metropolitan newspaper offices combined into one, and the copy boys actually fall over one another in their eagerness to get first place into the telegraph room.

More than 210,000 words were sent by telegraph on the opening day of the conference, and 150 hours were used in telephone calls.

Many of the European newspaper men are partial to long beards, and Rumania has sent one representative whose long black hair has aroused much comment.

## Northcliffe a Healthy Invalid

PARIS, April 7.—Reports of the ill health of Viscount Northcliffe should be received with all reserve. Seen recently in Paris, his Lordship, while not so stout, was looking quite fit, and was as active and vigorous as ever. He left Paris for Pau, in the Pyrenees almost on the Spanish frontier, and the number of telegrams received from that resort by members of his numerous newspapers in London as well as by correspondents working for him in France, calling upon them to proceed forthwith to meet him in almost daily conferences, prove that Lord Northcliffe is not nearly so sick a man as his political opponents might like.

## Readers Vote on Making Paper a Daily

The Provo (Utah) Herald is asking its readers to vote whether they prefer the paper to remain a tri-weekly with a minimum of 8 pages, or become a morning or afternoon daily of 4 pages. If the Herald is made a daily it will confine itself to county news and not try to compete with the Salt Lake City dailies in telegraph news.

## To Advertise Trade Week

Burlington, Vt., merchants are to spend \$3,000 in advertising a Trade Week sale in May. Half of this money will be spent for newspaper advertising.

## HUMAN EFFICIENCY IN WASHINGTON STAR

(Continued from Page 18)

pension is \$20 per month and the maximum pension is \$5,000 a year.

"Disability benefits are paid to employees who are unable to work because of sickness or injury arising in the course of their employment. If a man's period of service has been ten years or more, he receives full pay for 13 weeks and half-pay for 39 weeks. If he has been five to ten years with the Star, he is paid in full for 13 weeks and half-pay for four weeks and half-pay for nine weeks.

"Death benefits are also paid, the amount based on the length of service under a scale recently worked out. There is no delay in payment, and more than once I have gone to an employee's home immediately after learning of his death and advanced his family enough money to pay for his funeral. It is that kind of assistance that counts.

"Another way in which the Star helps its men and women is in the purchase of homes. Rents were very high in Washington during the war and some still are, and many of our employees permanently protected their families by purchasing homes. We have helped about sixty of them to buy or build their own homes, arranging with the bank for the first mortgage, the Star taking a second trust. Payments were made weekly to us by the employee, who quite often did not have any money to finance the purchase himself. Most of the homes have been of the \$3,000-\$4,000 kind, but we helped one member of the editorial department to build a \$9,000 home. And, incidentally, he made the final payment on that account this morning."

As the explanation proceeded, so did the explorers, with the news room as their objective. They found dark green metal desks, wide open aisles between them—and, mark it well, not a loose piece of paper in sight. At the end of the room was the horseshoe copy desk. It is of art-metal design, green-enameled steel and brass trimmings, with facilities for handling local, telegraph and cable copy. Pneumatic tubes at the chief's elbow communicate with the composing room and other departments. There are few "C-o-p-y boys."

Telephones on flexible brackets each serve two reporters' desks, which are of the inevitable restful green metal, flat-topped, with disappearing typewriters.

In a railed enclosure at the front of the news room are two typewriter desks, with telephones, and chairs for visitors. These are used for interviewing callers who have a story to tell.

Outside of the news room rail and across the corridor are the private offices of the editorial executives.

Around the corner lie the photographic and art departments and cut and morgue rooms. In the photographic department dark room with light-proof wickets, through which a telephone can be passed from one to the other. The usual camera and enlarging equipment is new and modern.

The art department and the studio of C. K. Berryman, the Star's cartoonist, face the north and are splendidly lighted.

Along the hall in the old Star Building there has been built a large well-lighted library, the stacks of which are being steadily filled. Directly across the corridor is the file-room, where are kept the bound volumes of the Star since its inception, on roller-bearing racks, which extend from floor to ceiling. With the present equipment there is space for the files for fifty years to come and only one side of the room is now fitted.

Just a peep behind a closed door revealed a tastefully decorated rest-room for the ladies. The observer is unskilled in these matters, but he saw a tall lamp, several chairs and settees draped in flower-patterned material, overhead lights similarly masked, and, of course, a tall mirror. He passed along.

Another peep disclosed what he called the "general's mess." It was a cosy

room, with a large round mission wood table and flat-backed mission chairs. Appetizing aromas floated from a little room on one side, and he was informed that the proprietors of the Star took their luncheon here. It is Sybaritic in its simplicity.

Gradually the inspectors were working down to what had first drawn the Editor & Publisher man when he saw the building—the press machinery. They were on the third floor, above the presses, when Mr. Hanford remarked, "Take a look at the floor of this room when you go downstairs. You will notice that it is ribbed by girders every few feet. It is strengthened to support additional presses in case the Star outgrows its present pressroom capacity."

It is strengthened. The floor below is devoted to circulation, with long tables taking the papers as the conveyor delivers them from the flies of the presses on the first floor. Here they are bundled and dropped through chutes to the loading platform where the wagons wait. The Star has only one edition—slightly under 100,000 copies—and it is usually run before the afternoon crowds pass through 11th street from the Post Office on Pennsylvania avenue. The wagons and motor trucks load about fifteen feet behind the building-line under shelter of the building. They cross the sidewalk to the street, but there is no interference with traffic as the wagons move out.

Newsboys are handled in a room by themselves at the end of the circulation department. They have washrooms and sanitary facilities for their own particular use and pay for their papers and collect them without interfering with distribution to the route agents. The circulation manager and mail room have commodious quarters on this floor.

Directly below the circulation department are the presses, which, as stated, pass their papers by wire conveyors up through the floor to the distributing force. If presses are installed upon the third floor, the circulation department will be like the meat in a steel sandwich. Papers will be fed into it up and down and will feed out and down to the level of the loading platform. There is no backward motion, and Galt Burns, circulation manager, likes to tell of the speed his force can make between the starting of the presses and the end of the run.

Neither is there waste motion in the handling of white paper. A hydraulic elevator raises its platform to the level of the truck's floor. The rolls are not "bounced" on the street, with attendant splits. At the other end of the elevator's passage, the paper is rolled to a scale, weighed and moved directly to the miniature railway trolley, which deposits it wherever desired in the bright, clean, dry storage room. So far as the press can insure it, paper rolls reach the press as perfect as when they left the mill.

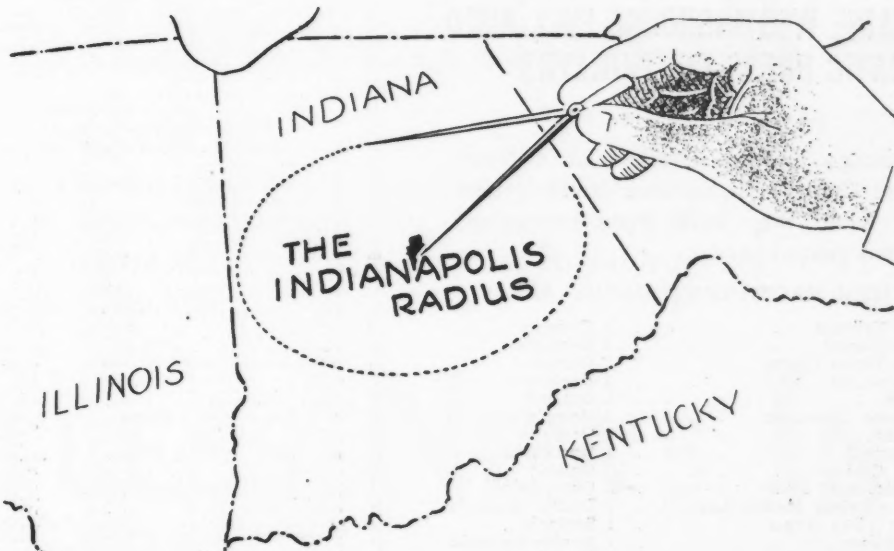
On the same level in the old building is a complete ice-water plant in full commission and a battery of power-house machinery left from the days when the Star made its own electricity and ready for emergency if the present outside source goes dead. The boilers are those originally installed in the old Star Building and, Mr. Hanford said, seem still to have something in reserve.

The return trip included an inspection of the advertising counter in the front office, which presents no features unfamiliar to most publishers, except the magnificent mural decorations, and a glance at the offices of Theodore W. Noyes, editor, and Frank B. Noyes, publisher of the Star. Both reflect the human atmosphere that pervades the institution. So did the final remark of Mr. Newbold when the writer returned for his overcoat and a word of congratulation.

"Mr. Newbold," he asked, "do you find that the financing of homes for your employees and your pensions and benefits reduce your labor turnover?"

"Of course," he replied. "We have practically no turnover among our employees. Our force is steady and loyal. But whether their loyalty springs from what we are able to do in their interest or whether our desire to help them results from the loyalty they demonstrate would be a difficult question to answer."

A REWARDING MARKET FOR EFFORT NOW



*Fight for  
business  
where  
there's  
a chance  
of winning*

## INDIANAPOLIS

**B**ABSON says: "Sell goods in territories that show results. Don't scatter your efforts all over the map. Go after the live buying communities."

The Indianapolis Radius is one of those communities. The Department of Labor has noted its high percentage of employment. Bank clearings are above the national average. Building is active. Retail trade is thriving.

The Indianapolis Radius has the money and is buying. If you analyze your trade map for the spots that will best reward intensive effort now, the available facts will direct you to this territory.

The Indianapolis Radius is a separate and distinct trading area. Its buying power is the buying power of a million and a half people. (Twenty-sixth in population, Indianapolis ranks thirteenth in retail sales.) This territory can be covered effectively and economically with one advertising medium, The Indianapolis News.

# The Indianapolis News

*For 50 Years a NEWSpaper*

New York Office  
DAN A. CARROLL  
150 Nassau St.

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
Tower Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

# QUALITY and SERVICE WIN

## THE CHICAGO TRIBUNE HAVE ADDED FOUR MORE CLINE WESTINGHOUSE FULL AUTOMATIC PRESS CONTROLLERS

The Chicago Tribune installed Cline-Westinghouse Control Equipment on their new presses when they built their new plant about two years ago.

### OTHER PROMINENT USERS ARE

The Chicago Tribune	6	Octuples
Los Angeles Herald	3	Decuples
Los Angeles Times Mirror	1	Octuple
San Francisco Call	3	Decuples
Seattle Times	1	Octuple
St. Louis Globe Democrat	5	Octuples
St. Louis Star	2	Octuples
LaFayette Journal	1	Quadruple
Des Moines Capital	1	Octuple
Columbus Dispatch	2	Octuples
Akron Press (Scripps McRae League)	1	Double Sextuple
Elizabethport (SA) Press	1	Sextuple
Fresno Republican	1	Double Sextuple
Houston Chronicle	1	Octuple
Daily Oklahoman	1	Octuple
Omaha Bee	2	Sextuples
Illinois State Journal	1	Sextuple
Wisconsin State Journal	1	Sextuple
Portland, Oregon, Journal	1	Octuple
Stockton Record	1	Sextuple
Hamilton Journal	1	40 Page Press
Olean Times	1	Quadruple
Buffalo News	1	Decuple
Dayton Journal	1	Octuple
Danville Commercial News	1	Sextuple
Johnstown Tribune	1	Sextuple
Akron Beacon Journal	2	Sextuples
Green Bay Press Gazette	1	Quadruple
Akron Times	1	Octuple
Warren Tribune	1	Quadruple
LaVanguardia (Manila, P. I.)	1	Quadruple
Kansas City Star	3	Octuples
Seattle Times	1	Octuple
Middletown Journal	1	Quadruple
Harrisburg Patriot	1	Sextuple
Kalamazoo Gazette	1	Sextuple
Tulsa World	1	Sextuple
Jackson Patriot	1	Quadruple
Trenton Times	1	Octuple
Nashville Banner	1	Sextuple
Rockford Register Gazette	1	Sextuple
New York News	3	Octuples
Minneapolis Journal	1	Octuple
Dallas News	1	Octuple
Hazeltown Standard Sentinel	1	Quadruple
Davenport Times	1	Octuple
Raleigh Times	1	Quadruple
Wilmington Every Evening	1	Sextuple
Ohio State Journal	2	Quadruples
Worcester Telegram	1	Octuple
Newark Advocate	1	Quadruple
LaJanardo (Spain)	1	Quadruple
Paducah (Ky.) Sun	1	Quadruple
Englewood (Ill.) Times	1	Quadruple

## FOREIGN ADVERTISING AGAIN BOOSTS N. Y. NEWSPAPER LINEAGE

FOREIGN advertising is coming back to the newspapers, not in the flood that swamped them in 1919 and 1920, but in considerably greater volume than last year. Detailed analysis is available for the Greater New York newspapers, prepared by the New York Evening Post Statistical Department, but the proportionate increase in many cities in total lineage is approximately that of the New York papers and it is probable that the

causes of increase are generally the same. While foreign business and classified advertising during March, 1922, showed considerable increases over the same month in 1921, local display fell slightly. Morning papers made the largest gain in total advertising and in foreign business, also in number of pages used. Totals for morning, evening and Sunday papers for March, 1922, and March, 1921, follow:

TOTAL SPACE.....	1922		1921		1922		1921	
	Morning	Evening	Morning	Evening	Sunday	Sunday	Sunday	Sunday
Amusements	6,597,234	6,372,754	7,307,034	7,023,454	3,291,640	3,180,000	3,180,000	3,180,000
Art	294,380	279,422	246,980	245,922	153,268	150,000	150,000	150,000
Auction Sales	112,344	123,570	6,482	3,524	18,744	15,000	15,000	15,000
Automobile Display	185,246	189,134	243,972	282,126	197,358	187,000	187,000	187,000
Automobile Undisplay	45,488	46,158	117,466	100,854	23,136	20,000	20,000	20,000
Boots and Shoes	63,108	65,700	85,764	102,240	16,432	15,000	15,000	15,000
Building Material	41,026	18,922	11,186	19,932	16,054	15,000	15,000	15,000
Candy and Gum	15,446	18,342	42,162	41,242	1,608	1,608	1,608	1,608
Charity and Religious	41,508	55,347	61,856	76,700	15,712	15,000	15,000	15,000
Dancing	12,984	13,824	7,880	5,162	4,604	4,604	4,604	4,604
Deaths, Etc.	63,716	66,930	36,092	30,478	16,788	16,788	16,788	16,788
Druggist Prep.	171,380	84,280	134,012	94,932	90,116	88,000	88,000	88,000
Dry Goods	1,172,546	1,221,364	2,790,772	2,613,952	864,682	840,000	840,000	840,000
Financial	552,714	457,286	233,792	254,554	33,130	33,130	33,130	33,130
Food Stuffs	100,596	110,776	340,692	246,146	45,730	45,730	45,730	45,730
Furniture	261,538	207,085	222,464	218,964	254,080	254,080	254,080	254,080
Hotels and Restaurants	28,606	31,968	54,080	72,158	15,456	15,456	15,456	15,456
Jewelry	21,206	19,054	22,572	21,846	9,228	9,228	9,228	9,228
Legal	42,582	33,856	225,566	164,332	.....	.....	.....	.....
Men's Furnishings	249,242	246,664	207,516	254,940	13,656	13,656	13,656	13,656
Musical Instruction	12,262	3,384	11,756	7,448	6,476	6,476	6,476	6,476
Musical Instruments	92,576	94,433	113,740	151,497	58,322	58,322	58,322	58,322
Miscellaneous Display	409,918	278,394	471,162	269,750	206,578	206,578	206,578	206,578
Miscellaneous Undisplay	270,142	313,863	328,484	427,663	127,466	127,466	127,466	127,466
Newspapers	62,512	14,680	18,602	10,164	1,588	1,588	1,588	1,588
Office Appliances	31,470	30,764	5,010	2,720	4,828	4,828	4,828	4,828
Prop. Medicine	81,430	58,056	149,264	133,622	35,620	35,620	35,620	35,620
Public Service	31,658	16,792	15,940	12,598	1,370	1,370	1,370	1,370
Periodical (Mag.)	50,726	34,830	16,204	32,856	7,600	7,600	7,600	7,600
Publishers	107,486	76,620	27,606	17,714	9,848	9,848	9,848	9,848
Railroads	17,558	13,370	15,434	12,440	5,062	5,062	5,062	5,062
Real Estate	327,388	602,862	55,414	350,698	211,982	211,982	211,982	211,982
Real Estate Undisplay	278,700	.....	340,198	.....	188,950	188,950	188,950	188,950
Resorts	86,224	30,792	23,202	20,216	17,458	17,458	17,458	17,458
S. S. & Travel	301,146	290,946	53,774	47,730	60,808	60,808	60,808	60,808
Schools and Colleges	37,000	27,294	16,260	15,856	17,914	17,914	17,914	17,914
Tobacco	58,398	47,932	61,784	44,732	11,054	11,054	11,054	11,054
Wants	612,736	697,368	71,988	84,864	203,288	203,288	203,288	203,288
Non-Intox. Beverages	4,974	7,610	1,382	7,540	720	720	720	720
Women's Spec. Shops	269,848	329,008	414,132	510,754	227,628	227,628	227,628	227,628
Foreign Advertisements	1,415,406	1,070,774	1,355,455	1,032,430	726,716	726,716	726,716	726,716
Local Display	3,830,587	3,870,723	4,807,273	4,928,001	2,017,704	2,017,704	2,017,704	2,017,704
Undisplay Advertisements	1,323,161	1,304,265	1,145,306	1,063,024	543,124	543,124	543,124	543,124
S. S. & Travel Guide	31,080	27,392	.....	.....	4,096	4,096	4,096	4,096
European	6,292	4,009	1,684	676	4,002	4,002	4,002	4,002
Brooklyn	266,970	246,232	344,852	315,250	267,292	267,292	267,292	267,292
Harlem and Bronx	72,620	79,496	24,968	49,880	67,820	67,820	67,820	67,820
New Jersey	20,790	19,912	6,516	9,436	.....	.....	.....	.....
Graphic Section	181,192	171,202	23,210	25,330	195,212	195,212	195,212	195,212
Affiliated Advertisements	9,800	10,154	56,844	69,894	4,564	4,564	4,564	4,564
Office Advertisements	105,576	125,442	112,058	56,643	38,400	38,400	38,400	38,400
Total Pages	6,826	5,974	6,916	6,254	3,208	3,208	3,208	3,208

## NEW MANUAL OF ADVERTISING

THE Merchants' Manual of Advertising," edited and published by M. O. Blackmore, Chicago, is, as its title indicates, designed for the use of storekeepers. It is a stout volume of 608 pages and contains over 9,000 descriptions of general merchandise that are available for instant use in the preparation of advertisements, form letters, etc.

While there has been a great improvement in the character of retail advertising in the smaller cities there is still room for improvement. Many storekeepers would be better advertisers than they are if they knew how to prepare their announcements for publications. Some have not had sufficient education to make the task possible and because of pride do not want to reveal the fact to their employees by asking any of them to write advertisements for them. Storekeepers who have had the advantage of even high school training are not always good at composition, although they may be successful business men and able to hold their own in an argument.

Moreover, merchants who can prepare advertising matter sometimes are short of ideas. They get into a rut writing about the same things week in and week out and often wish they could hit upon something different. Mr. Blackmore's book should be mighty helpful to all retailers, whether they employ an advertising manager or write their own copy. The new compilation of "ready to

use" advertising copy is the result of several years of planning, assembling and editing. The author does not out advertisements, give the space they should occupy or mark the type in which they should be set, but furnishes plans and descriptions of various kinds of articles such as can be used by the merchants in preparing regular store advertisements.

In order to make the material available, Mr. Blackmore has arranged it under various heads, such as "Ladies' and Misses' Apparel" and "Girls' Apparel" (ready to wear); "Ladies' and Misses' Apparel," "Girls' Apparel," "Children's Apparel" (furnishings).

All the busy drygoods, clothing and grocery dealer has to do is look up the index the name of the article he wants to advertise and turn to the page indicated, where he will find a worded piece of copy describing the article which he can incorporate in his advertisement, a blank being left for the price. Although the present volume contains advertising matter for the three classes of merchants mentioned above, it is evident that Mr. Blackmore intends in another volume to take up other retail businesses.

Such a well-written manual could be of great service to all merchants, especially those who must every day every week get up advertisements. They hope will bring many customers to their stores."

# CLINE ELECTRIC MFG. CO.

MAIN OFFICE  
FISHER BUILDING  
343 S. DEARBORN ST.  
CHICAGO



EASTERN OFFICE  
MARBRIIDGE BUILDING  
BROADWAY AT 34th ST.  
NEW YORK

# Solve Your Ink Troubles During Convention Week

Among the many problems to be solved in the interest of better newspapers, the ink question should not be overlooked. Therefore, it is to your interest to investigate the Ault & Wiborg Co.'s

## GRITLESS NEWS INK

Give us the opportunity to prove that:—

- Gritless News Ink saves time
- Gritless News Ink guarantees better printing

Let us discuss with you the economy of using Gritless News Ink and tell you about the experiences of many of the largest newspapers in America which have thoroughly tested this ink and found it superior in every respect. Visit our New York office and accept our invitation to inspect our plant.

# The Ault & Wiborg Co.

Meet our representatives at The Waldorf—Visit our office, 57 Greene St.

**NOTE:—Prompt delivery is assured through the branch nearest your office. Which of the following branches do you desire to deal with—**

CINCINNATI  
NEW YORK  
BOSTON  
BALTIMORE

PHILADELPHIA  
CHICAGO  
CLEVELAND  
DETROIT

BUFFALO  
ATLANTA  
FORT WORTH  
ST. LOUIS

MILWAUKEE  
MINNEAPOLIS  
SAN FRANCISCO  
LOS ANGELES

## MUST CUT MAIL RATE BUT NOT PRICES

**New York Circulators Endorse Publishers' Action and Notify A. N. P. A.—Radio Seen as Asset to Newspaper**

(By Telegraph to Editor & Publisher)

SYRACUSE, N. Y., April 19.—Endorsement of the action of the New York State publishers on the revision of zone postal rates and a unanimous resolution opposing reduction in the selling price of newspapers were the outstanding features at the semi-annual gathering of the New York State Circulation Managers' Association held Tuesday and Wednesday in the Hotel Onondaga, Syracuse.

The importance of radio was one of the most discussed features of the two-day-gathering. Officers will be elected at the Fall meeting to be held in October at Watertown.

More than 60 circulation managers came from all parts of the State. In addition to the morning and afternoon sessions at which business and addresses alternated, the circulation managers found time to enjoy a motor trip through the Salt City. A Keith vaudeville show and luncheon fathered by Syracuse optimists, at which Murray Hulbert, president of the New York Board of Aldermen, discussed the barge canal.

E. H. O'Hara, publisher of the Herald, Jerome D. Barnum, publisher of the Post-Standard, and Harvey D. Burrill, publisher of the Journal, entertained managers at luncheon Tuesday morning and was followed by Blanchard M. Preble, of the Staten Island Advance, who talked on "Newsdealer Co-operation."

"Essentials for Building Solid Circulation" was the topic on which F. S. Levy, of the New York Evening Mail, talked in the afternoon, and the remainder of the session was devoted to a discussion of radio, its possibilities, its future as a circulation builder, all managers uniting in agreeing that radio opens up new avenues of value to newspaper circulation, and all scouting the idea that it was a passing fad.

A. W. Cockerill, of the Utica Press, speaking at the Wednesday morning session, talked about the syndicating of features and its effect on papers circulated in the same territory.

C. E. Blewer, of the Binghamton Press, talked on "Circulation in Manufacturing Towns."

Service, promotion, postal regulation, the use of canvassers, the use of circular letters, street sales, bettering co-operation between office, agent and subscriber, reduction of delivery costs, holding the interest of newsboys, prices and economy of supplies and the effect of industrial conditions, were among the topics discussed at the various sessions from the floor.

W. C. Hixson, of the Syracuse Post-Standard, is president of the association, and other officers are: First vice-president, F. S. Levy, of the New York Evening Mail; second vice-president, C. H. Congdon, Watertown Times; secretary-treasurer, J. W. O'Connor, Albany Knickerbocker Press.

Watertown publishers invited the circulation managers to hold the Fall gathering as their guests. This motion was passed with rousing cheers. The managers also voted at the closing session to advise publishers of their action in regard to price reduction and postal revision and to work actively in co-operation with newspaper publishers toward the happy solution of these problems.

### Tribune Wins Legal Point

(By Telegraph to Editor & Publisher)

CHICAGO, April 20.—The Chicago Tribune won a victory Wednesday in its suit to recover \$1,065,000 paid two city building experts in a little more than a year. Judge Charles M. Foell overruled all demurrers—general and special—of all defendants, which means that all of them must answer. It means that the city officials concerned cannot by de-

murrer sidestep a hearing on the merits of the suit. In effect the decision holds that Mayor Thompson, Michael J. Flaherty, head of the Local Improvements, and City Controller George F. Harding are individually and personally liable for the \$1,065,000—if the Tribune "bill of complaint" is true—as well as Frank H. Mesce and Austin J. Lynch, the two experts.

### CIRCULATOR A SALES MANAGER

**Should Have Voice in Making Product He Must Sell, Says Troup**

(By Telegraph to Editor & Publisher)

NEW HAVEN, Conn., April 20.—The outstanding feature of the New England Association of Circulation Managers, held here yesterday and today, was a talk by Philip Troup, publisher of the New Haven Union, on the clientele of a newspaper and the need for co-operation between the circulation manager and the editorial departments. Mr. Troup laid great stress on the point that a circulation manager is a sales manager and he should have some voice in the making of the product he has to sell.

A discussion on accident insurance as a circulation builder took up most of the afternoon's session. R. H. Gore of the North American Insurance Company, Chicago, gave an instructive address on this subject.

Five new members were admitted to the organization—A. B. Croshere, New Bedford (Mass.) Standard; Edward Byron, Lewiston (Me.) Journal; F. B. Crawford, Bridgeport (Conn.) Post-Telegram; J. M. Gilpatrick, Burlington (Vt.) News; John Sullivan, New Haven Union.

### NEW AD CLUBHOUSE IN N. Y.

**Executives Refuse Details to Give Their House Organ Exclusive Story**

The Advertising Club of New York will erect a new building at a cost of \$2,000,000. It will be located north of 42nd street, though the exact address was not obtainable. Officers stated that the Advertising Club News, the house organ of the club, will carry the details this week as an exclusive story, and they refused to give out any information concerning the plans. A meeting of members of the club will be held April 27 to discuss the new house.

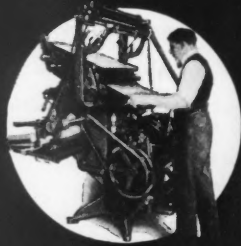
### J. P. McKinney & Son Move

After fifteen years at their present location at 334 5th avenue, New York, J. P. McKinney & Son, New York Special Representatives, announce their removal to 19 West 44th street.

### Readers Write Editorials

The Spokane Press split its editorial column between itself and anybody who cared to volunteer as assistant editor. Hundreds of editorials have been printed in "Your Half."

## THREE-MAGAZINE INTERTYPE



ALL magazines  
easily removable

## POLICIES AND POSTAGE OHIO TOPICS

**Radio as a Circulation-Builder and Semi-Annual Post Office Statements Discussed by State Circulators at Columbus**

(By Telegraph to Editor & Publisher)

COLUMBUS, Ohio., April 19.—The insuring of readers against travel accidents by newspapers and reduction of transportation expenses were the outstanding topics considered by the Ohio Circulation Managers' Association at its 10th semi-annual meeting held April 19, at Columbus, Ohio.

A. E. Forrest, general manager of the North American Insurance Company of Chicago, spoke in detail about free accident insurance policies for newspaper readers; H. C. Klockner, circulation manager of the Cincinnati Enquirer, spoke on the reduction of transportation charges. The other speakers and their subjects were Carl F. Hall, circulation manager of the Detroit Journal, on "The Radio, How Far Should a Newspaper Go, and What Effect Will It Have on Circulation," and W. T. Test, the Toledo

News-Bee, on "The Semi-Annual Post Office Statement; Is It Fair and Does It Work a Hardship on A B C Members?" H. S. Seymour, circulation manager of the Akron Beacon-Journal, president; J. J. Ulman, circulation manager of the Youngstown Vindicator, was secretary and Leslie E. Neafe, circulation manager of the Toledo Blade, was chairman of the program committee. Present officers and committee members will be over until the October meeting.

The following members were present: H. C. Klockner, Cincinnati Enquirer; T. Kavanaugh, Dayton News; Leslie E. Neafe, Toledo Blade; Clem O'Rourke, Dayton Journal; C. S. Wilson, Columbus Dispatch; Carl F. Hall, Detroit Journal; C. L. Stink, Zanesville Signal; Herbert Denman, Coshocton Tribune; R. Corcoran, Lima News; George H. Rohn, Cleveland Ohio Farmer; F. S. Morhead, Cambridge Jeffersonian; S. J. Dorgan, Mount Vernon Banner; Edw. C. Angert, Marietta Times; E. S. Seymour, Akron Beacon-Journal; J. J. Ulman, Youngstown Vindicator; E. Matthews, Springfield News; Vera Test, Toledo Blade; C. C. Sedgwick, Martins Ferry Times; John Spencer, Newark Advocate.

### Veterans' Paper for Texas

The Texas Veteran, official state paper of Veterans of Foreign Wars will be published in Austin, Tex. The first issue will appear this month, with Bryan Rupert in charge.



## Does Your Circulation Statement Embarrass You?

When comparisons are made, actual figures tell a story stronger than words. To say "First!"—and prove it with a big majority—will win more revenue than a wealth of excuses. There is no substitute for circulation.

More than one circulation statement has told a story of leadership as the direct result of a Hollister Circulation Campaign.

Big newspapers know the value of Hollister circulation-building methods—for instance, The San Francisco Chronicle, Philadelphia Inquirer, Cleveland Plain Dealer, Washington Post, Los Angeles Times, and others.

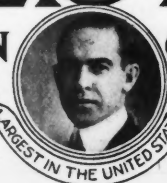
And now it's The Louisville Herald. Write or wire for complete details of such a campaign.

Mr. C. B. Hollister will gladly meet publishers at the Publishers' Convention in New York. He will maintain headquarters at the Waldorf-Astoria.

# HOLLISTER'S

## CIRCULATION ORGANIZATION

300 MERRITT BLDG. LOS ANGELES, CALIF.



LARGEST IN THE UNITED STATES



# Intrinsic Value

As a general rule you get only what you pay for in buying machinery or anything else, and it is false economy to buy a printing press merely because the price is low. *True economy* lies in buying that machine which will show the greatest return in the saving of time and labor with the lowest cost of up-keep; which can be depended upon to give the greatest net production, day in and day out; and which will have the greatest *intrinsic value* should it ever become necessary to resell it.

Hoe Newspaper and Magazine Presses have been giving just this sort of service all over the world for over a hundred years, and it is for this reason that they are preferred to all others by discriminating publishers, who realize that *first cost* should not be the prime consideration if *true economy* is desired. Used Hoe Presses have always had a higher intrinsic value than any others, and for this reason they always greatly enhance the value of a plant of which they form a part.

A good illustration of this is the fact that Hoe Rotary Web Press No. 1, built in 1874, is now being offered for sale by another press manufacturer, after having been in active service for forty-eight years.

Having the largest and most efficient shop equipment with an output several times that of any other press builder we are able to manufacture the finest class of printing machinery in the most economical manner. We do not build *cheap* presses, but our prices will be found to be as low as, if not lower than, those of other manufacturers when compared on the basis of pound for pound of metal, coupled with quality of materials and workmanship. This together with their greater *efficiency* and *intrinsic value*, is the reason why

---

*Hoe Machines are today printing the great majority of the Daily Newspapers and Magazines throughout the world.*

---

**R. HOE & CO.**

**504-520 Grand Street, New York City**

827 Tribune Building  
Chicago, Illinois

109-112 Borough Road  
London, S.E. 1, Eng.

7 Water Street,  
Boston, Mass.

**CHINA PLAYGROUND FOR PROPAGANDISTS**

(Continued from Page 15)

Wireless and distributed by various free-lance agencies.

"11. United States Naval Radio, a news service originally intended for distribution to the Far Eastern fleet of the United States Navy, broadcasted from Manila and received by various wireless stations in China. This news is largely distributed by Reuter's.

"12. Philadelphia Public Ledger and Trans-Pacific service, an American service which is sent to China via Japan from the New York office of the Japan Advertiser. It is a combination of the Philadelphia Public Ledger and other services. Mail reports are received from the Public Ledger-Trans-Pacific service and from Reuter's.

"From this list it will be seen that China receives a variety of reports from a widely-distributed number of agencies, and it is not infrequent that reports upon the same subject will conflict. Representing a number of nationals, and receiving reports from a number of capitals, it is often the case that viewpoints will be expressed that vary, yet that run true to the nationality of the editors and the agency sending the report.

**EXPENSE OF FOREIGN SERVICES**

"Cost of the various foreign news services to the Chinese newspapers is of vital importance. The Chinese daily press in its present form is the result of a recent development extending over a period of less than 50 years. The time has not been long in passing since the newspapers were compelled, because of the limited field, to exist upon subsidies from various individuals and parties. At this moment only a few are self-supporting and these exist in the trade centers of Shanghai and Tientsin, where the advertising revenue is sufficient to bring about such a condition.

"Being forced to import paper from Sweden and elsewhere, the cost of production makes subscription profit a negligible quantity. The largest circulation in China is that claimed by the Sin Wan Pao, 80,000, and the next largest is that of the Shun Pao, 50,000, both of these being located in Shanghai, a city which has a Chinese population of more than 1,000,000 persons.

"With the great percentage of illiteracy, the unsettled general conditions, and the factor of production costs, the lack of a real national consciousness, the number of provincial dialects, it is obvious that the Chinese press must obtain news services that will be comparatively inexpensive.

"It would not be inaccurate to make the statement that a majority of the Chinese papers are forced to depend upon free news services because of their inability to pay for the others, and naturally free services are more or less propaganda.

"A tabulation is here given of approximately the cost of those services for which the Chinese newspapers are paying, and a notation is made of these that are free. These latter sometimes ask delivery boy hire, which amounts to \$5 to \$10 Chinese currency a month, the Chinese dollar being at an approximate ratio of \$2 to \$1 American gold currency.

1. Reuter's runs a scale from \$175 to \$50 Chinese currency, with additional prices for additional reports. The Reuter Washington conference special service sold for \$166 a month. Editors of Chinese newspapers report that this service is sold largely on the ability of the individual journal to pay, and that the reports are often the same total as to words.

"2. Eastern formerly required no payment except coolie hire. There are conflicting reports with regard to this agency, some newspapers paying \$40 Chinese currency a month and some delivery boy hire as noted.

"3. Kuo Wen: \$30 Chinese currency a month.

"4. Chung Mei: \$30 Chinese currency a month.

"5. Asia: No payment.

"6. Delta and Rosta: Gratis.

"7. Philadelphia Public Ledger-Trans-Pacific: Exact information not obtainable, although a member of the foreign press is reported as saying that it costs \$3,000 a year, probably plus cable tools from Tokyo to Shanghai.

"8. Cbiaotung Wireless: \$100 to \$150 a month Chinese currency.

"9. The remainder of the services noted are distributed either free or through one of the agencies named.

"Shanghai, the largest center from a press point of view, has approximately eight journals talking foreign service reports. Reuter's Agency, for instance, derives its largest income from commercial and financial reports furnished, not to the press, but exclusively to business houses and banks.

**SPECIAL CORRESPONDENTS**

"The same lack of funds which prevents the average Chinese newspaper from subscribing to foreign news services also prevents the employment of special foreign correspondents. This financial shortage has been aggravated by

what, in terms of a Chinese editor, might be styled *excessive cable tolls on press messages*. "During the Washington conference several of the Shanghai newspapers had correspondents at the American capital but their reports were hampered by the cable tolls. One newspaper used a code as the best means of surmounting this difficulty. From the eastern coast of the United States the cable rates to Shanghai are 75 to 85 cents a character, this referring to a Chinese code in which all native press messages are sent.

"There is also another difficulty, which will be discussed more in detail in a later portion of this report, in that Chinese correspondents abroad who are able to gather intelligent news and comment are few, and the average foreign correspondent is unable to get the Chinese viewpoint.

**Hughes Pleads for Temperance in Handling News of Foreign Affairs**

**F**AILURE of some sections of the American press to realize its civic responsibilities is one of the most regrettable developments of the present time, Secretary Hughes recently asserted in an informal talk to a gathering of Daughters of the American Revolution. He stressed the importance of temperance and accuracy in all forms of public statements and utterance, particularly when dealing with the relationship of nations.

"In field of international affairs, recklessness of statement is especially injurious," said Mr. Hughes. "Some of our editors and public men write and speak as though what they said could not be seen or heard beyond the three-mile limit. The first duty of a people that desires peace is to cultivate good will and the only cure for intemperate statement is the resentment of an intelligent community. Let it be understood that those who indulge in diatribes against foreign peoples and their governments, who hold them up to ridicule, who impute to them base motives and asperse their honor, are enemies first of their own country and as such deserve universal censure.

"Public opinion should demand not only of our public servants, but of all those who try to influence the public either on the platform or through the press, a sense of civic responsibility."

"Added to this difficulty, there is no way at the present time in which the news may be syndicated in the country as is done by the newspapers of the United States and Great Britain.

**PROPAGANDA**

"Although propaganda has been a much-abused word in the post-war period, there is no equivalent in discussing the foreign news service in China. Everybody tells you that there is little uncolored news in China. It might be well to pause here, as has been done elsewhere, to explain that it is not the intention to show that all propaganda contained in the foreign news services entering China is malicious.

"The point of view of the news will largely be that of the agency, the correspondent or the editor, arising from entirely human and understandable patriotism, an attempt to interpret news in the light of the nationality represented. None of these services has a corps of reporters and editors trained, as those of the Associated Press, to prepare colorless facts in a judicial way.

"Straight news of a routine nature is customary in China when times are dull internationally, but at critical moments all reports become interpretative. The interpretations are largely of a political nature, sympathetic with the cause of the government under which the agency is operating, not necessarily as a subsidized service, but as a private corporation.

"A large amount of propaganda is perhaps in its first analysis not intentional, since almost without exception all foreign news services entering China are sent with the idea of filling the needs of the foreign press of the country. The Chinese press is a secondary consideration. Confusion arises because the Chinese newspapers print the reports as they are received, without any great measure of editorial caution, or without any re-writing, crediting the agency to avoid misunderstandings and libel actions.

"An example of the possibilities of incomplete reports is given in an incident that followed a news dispatch from the Washington conference. The first announcement of the action of the conference in making an attempt to settle the Sbantung question contained only the words 'direct action.'

"This meant only one thing to Chinese readers, and that was that the country had been betrayed by its delegates, and that the conference had permitted Japan to obtain a direct parley rather than concerted discussion on the most touchy of all China's difficulties.

"Cablegrams were sent in a flood to the Chinese delegation at Washington, mass meetings were held denouncing them, the United States in particular was severely criticized, and the faith of the Chinese people was generally shaken.

"A day later a second report arrived telling of the mediation services of representatives of the United States and Great Britain. In the meantime the Chinese delegation threatened to resign. Chinese correspondents verified the direct negotiations dispatch without adequate explanation.

"It was necessary for Dr. W. W. Yen, Minister of Foreign Affairs, to issue an official report before the atmosphere was cleared. This was undoubtedly unintentional on the part of the correspondent writing the report, but the damage was nevertheless done.

"Similar instance might be given as in the case of the Lansing-Ishii agreement, which was published by a Japanese news agency before the American minister in Peking was notified of its conclusion.

"Foreign correspondents are more or less hampered in their work even in the national capital of Peking through propaganda, or apparent propaganda, from the embassies of the various nations. Statements given out by one embassy are frequently contradicted by another, and even by the embassy issuing the first news. One correspondent, laughing over

his troubles, told how he had been given an official statement in the morning, only to have the same embassy deny having issued the statement later in the day after another power had called on the first to protest against the earlier statement.

"Some of the domestic news agencies are affected by political alignment in the country, and hence distort foreign news so as to weaken the position of their political opponents. This is particularly prevalent in domestic news proper, and is no more than can be expected in a nation having two central governments and several semi-independent or independent states or provincial governments, with at least two great war lords contending for supremacy.

**SUGGESTIONS FOR IMPROVEMENT**

"Possibilities for the improvement of the foreign news services in China have necessarily two angles, that of the foreign and that of the Chinese.

"The greatest need for improvement from the foreign viewpoint is first, a greater knowledge of China and the Chinese. There is no foreign news agency which employs men at its sources of news who are so familiar with the nation and people of China as to know what is of particular interest to them. As has been stated the news coming into China is largely intended first for the foreign press, and hence is written for those publications.

"The Chinese object to this, but it is apparently an unavoidable circumstance at present, since the native press cannot pay sufficiently for a service to warrant the employment of men to prepare reports particularly for them. China is practically an unknown country from the viewpoint of the foreign press—the experience of foreign correspondents in China early brings this conclusion, and up to the present little attention has been paid to the news of the nation.

"On the other hand, Chinese newspaper readers as a whole are not particularly interested in foreign news, and turn to it only when such events as the Washington Conference are happening.

"The Chinese press publishes what it can reasonably afford to buy, or what is sent gratis, and in so doing, because of the competition in the larger centers, the newspapers are forced to print news derogatory to China. The conditions described have made the newspapers ask for more general news and less of a political nature. Few attempts have been made to ascertain what the Chinese press actually wants, although a survey was recently made by Reuter's.

"High cable tolls contribute a very large share to the difficulties of the news agencies and curtail their activities, just as they curtail the Chinese journals in their attempts to have foreign correspondents. One Chinese newspaper has recently attempted to have Chinese students in the various nations of the world send it world news, but this must be done by mail.

"Establishment of a wireless service such as is projected under the American Federal Wireless contract, will greatly increase the amount of service coming into China. Ac-

ording to preliminary announcements, this company will itself furnish a 3,000 daily news report to the Chinese press. It is to be hoped that this report will be furnished by the Associated Press.

"China is also greatly hampered in its foreign news by regional understandings which exist between Reuter's, the Associated Press, Havas, Wolff, and Kokusai. Reuter's in Japan is largely distributed through Kokusai.

"The Associated Press news throughout the Far East, with the exception of the Philippine Islands, is distributed by Reuter's.

"American general news reports are meager and of a sensational nature, due perhaps not so much to negligence, as to a mistaken viewpoint on the part of the editors handling it for the Far East.

"A free and open field in China for all the news agencies of the better type in the world would materially aid the situation both for the Chinese and foreign press.

"A wider field of foreign news, greater accuracy and less interpretation would assist the press of China in educating its readers up to the value of foreign news. The newspapers of China are growing rapidly, and will within the next ten or fifteen years be able to demand and pay for better news communications. Your chairman has been surprised at and gratified with the admirable buildings and equipment of several of the Chinese papers like that of Shun Pao of Shanghai.

"From the Chinese point of view, what is most needed is a national domestic news distributing agency, such as the Associated Press. Such an agency would not only improve the tone of domestic news and reduce the cost of foreign news, but would bring the newspapers themselves to a higher plane of accuracy and popularity. The domestic news situation of China is in a much more deplorable condition than is the foreign service. The great drawback to such an organization at the present time is a lack of co-operation and a supercilious jealousy, at least from a foreign angle.

"The Chinese newspapers have not been brought to co-operate with one another, and political and personal differences are carried through the entire structure of the press and into the news services.

"The Chinese press would demand and pay for a reliable report from all countries, if a strong press organization could be established for news dissemination, but such a move cannot be effected until present customs are broken down.

"There is an incipient organization in Peking which gave your committee a delightful and instructive talk, but it is yet weak in real business co-operation.

"It must be seen that the improvement of foreign news services to China is a matter depending mainly upon foreign initiative. The monetary returns are such as practically to make this improvement by necessity altruistic in nature.

"There can be reduction in cable tolls, a move that would benefit the press of all nations; there can be a more intensive study of the needs of the press of China, an exercise of more caution and accuracy in the preparing of reports, and encouragements in the growth of the journals of the Far Eastern Republic. Two hundred dollars, Chinese currency, a month, will be a maximum for a foreign news service for some time to come. No better term than 'missionary work' in the field of journalism can be used for the labor that is necessary to give China accurate, understandable and constructive foreign news.

"In concluding this report your committee wishes to give credit to George E. Sokolsky, supervising editor of the Shang Pao; K. P. Wang, of the Shun Pao; P. J. Wang, of the Sin Wan Pao; Y. D. Shen, of Shih Pao; Peter S. Howe, a special correspondent at Hankow, and others, for the assistance rendered in gathering the information needed in its preparation and for the advancement of the viewpoint of the Chinese press.

"This report has been gathered in haste, though with the utmost effort to get at the facts accurately and to be conservative in statement. It is submitted in the earnest hope that it may illumine the Oriental news situation for the benefit of the press in those countries where the art of making newspapers is far more advanced, especially in the United States and Great Britain. It is bound to provoke discussion, and doubtless some criticism. Ventilation and agitation of the facts, whatever they are, must be wholesome and beneficial. If such an outcome follows, your committee's work will not have been in vain."

**Damaged by Cloudburst**

Overwhelmed sewers during a near cloudburst in Terre Haute, Ind., forced backwater into the basement and press-room of the Star, causing heavy damage to paper stock and supplies. Water filled the press and motor pits, delaying an edition an hour while the force was bailing out the pits. During the storm scores of basements in the retail business section were flooded.



# NEWSPAPER ADVERTISING

## THE EFFECTIVE BUSINESS CONFIDENCE BUILDER

**Cheer the Courageous—Soak the Skeptic  
Catch Step in the Better Times March**

**S**OME wise guy says: "Confidence is always the psychological force that ends depression and makes for a return of prosperity." He is wordy—but right. The same fellow also opines that: "Important indication of the business trend is the increased amount of advertising which is being placed at the present time." We believe it is really the other way about. Anyway, it is the old "egg—chicken—hen" circle, and the decision can wait.

Seller-confidence ever inspires buyer-confidence. Wise and strong advertising emphatically bespeaks seller-confidence. The other kind frightens the best of prospects. Of course you've heard the story of the recently converted barber, who nervously and timidly tried to talk the horrors of an unrepentant death to a customer he was preparing to shave. There's a right and a wrong way to go about things.

Pick your markets. There are certain cities, sections, territories, where because of customs of living, climate, transportation, wage conditions, your own merchandise distribution, response to intensive work will come more quickly and surely than from others. Pick out the good spots for a real start. All of them contain newspapers that are part and parcel of the daily lives of all the wideawake men and women therein.

Your enthusiastic, convincing, confidence-inspiring business story can be put before every blessed one of them, so speedily and economically it will amaze you. We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before you a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of these cities, wherever and whenever you say.

### THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street  
NEW YORK

Tribune Bldg.  
CHICAGO

Chemical Bldg.  
ST. LOUIS

Healey Bldg.  
ATLANTA

Examiner Bldg.  
SAN FRANCISCO

Title Insurance Bldg.  
LOS ANGELES

Securities Bldg.  
SEATTLE

**DIAMOND JUBILEE FOR PHILA. BULLETIN**

**President Harding and Press of Nation Congratulate Paper and W. L. McLean, Its Publisher, on 75th Birthday**

The Philadelphia Evening Bulletin celebrated its "diamond jubilee" last Wednesday, April 12. Congratulations and kind words from all parts of the country poured in to commemorate the 75th birthday of this successful daily. Among those from whom messages were received were:

Frank B. Noyes, Washington Star; Don C. Seitz, New York World; Clark Howell, Atlanta Constitution; Edwin F. Gay, New York Evening Post; Robert L. O'Brien, Boston Herald; Jason Rogers, New York Globe; Charles Hopkins Clark, Hartford Courant; R. A. Crothers, San Francisco Bulletin; Victor H. Hanson, Birmingham News; Joseph Pulitzer, Jr., St. Louis Post-Dispatch; Paul Patterson, Baltimore Sun; Charles H. Taylor, Boston Globe; John R. Rathom, Providence Journal; Lafayette Young, Jr., Des Moines Capital; M. H. deYoung, San Francisco Chronicle; Victor F. Lawson, Chicago Daily News; Ogden Reid, New York Tribune, and Melville E. Stone, Associated Press.

From a four-page daily with a circulation of only a few hundred the Bulletin has grown to its present size, with a circulation of over half a million. It is by far the largest daily in the State and one of the largest in the country. The paper was founded by Alexander Cummings, who later established the New York World. After passing through various hands, it was acquired by William L. McLean, the present president and publisher, and under his direction the Bulletin has become one of the foremost papers in the country.

Among the "fellow publishers" who extended felicitations to the Bulletin and Mr. McLean was Warren G. Harding. The distinguished publisher of the Marion (Ohio) Star sent the following message:

The White House, Washington.

MY DEAR MR. McLEAN: I should like to convey to the Evening Bulletin family my congratulations on the approaching 75th anniversary of the paper's establishment. As one of the distinguished achievements of American journalism, the Evening Bulletin is peculiarly entitled to felicitations on such an occasion.

Very sincerely,  
WARREN G. HARDING.  
Mr. William L. McLean,  
Publisher, Evening Bulletin,  
Philadelphia, Pa.

The stages of growth which the United States has passed through during the life of the Bulletin were summarized in an editorial on April 12 as follows:

"Seventy-five years ago today, the first num-

ber of Cummings' Telegraphic Evening Bulletin, the original title of the Evening Bulletin, was issued. The old name is, in itself, suggestive of the circumstances attending the launching of the paper. The commercial development of the telegraph was then beginning. The country was at war with Mexico.

"One of the earliest telegraph lines stretched from New York to Washington, and the public were anxious for news from the national Capital and could not wait for the slow mail and messenger service. It was an augury of the enterprise that the name of the newspaper was so identified with that invention of Morse, which more than any other one thing has put the actual news into the newspaper.

"In 1847 there were twenty-nine States in the Union. Texas had been admitted in the closing days of 1845, Iowa on December 28, 1846.

"The population of the United States was less than 20,000,000. New York City, including Brooklyn, then counted a suburb, was credited with about 500,000.

"Philadelphia, proper, boasted 90,000, and with immediately contiguous districts over 200,000, and was recognized as the second city in the nation.

"Cleveland had a population of 12,679; Cincinnati claimed 90,000; Chicago was said to have 'nearly or quite' 17,000; Detroit numbered 18,000; a hundred people formed the little settlement of St. Paul; Yerba Buena, the beginning of San Francisco, was a hamlet of only five hundred; Jersey City had a population of 5,762.

"The tide of immigration was just beginning to flow; the record of 230,279 aliens admitted in 1847 was unparalleled.

"Imports into the United States for the fiscal year of 1847 were \$146,545,638; exports were \$158,648,622. For the first eight months of the current fiscal year, in a period of unusual depression in foreign trade, the imports of the country were \$1,621,609,718, and the exports were \$2,480,174,336.

"Railroads had been in operation but about ten years in 1847; coal-burning locomotives experimented with that year were considered a great step in progress; the 'Mail Pilot' made a 'record' passenger train trip from Jersey City to Philadelphia in three hours and fifty minutes.

"There were but 2,350 miles of telegraph wire in the United States in 1847, the lines between Philadelphia and Cincinnati and between Washington and New York were notable achievements of the previous year.

"In 1847 there were 1,555 newspapers and periodicals in the United States. Today there are 20,431, with an aggregate circulation of fifteen and a half billion copies in the year.

"Such are glimpses of the strides of progress making in the 75 years mere outlines of the transformation which has taken place. It has been the privilege and the duty of the newspaper to keep pace. The extension of the telegraph, the cables linking up the continents, the development and perfection of railroad service, the telephone, and wireless telegraphy have facilitated the gathering of news and now the radio telephone is at hand.

"Hoe's revolutionizing improvement of the printing press had but recently become available in 1847, a primitive forerunner of the masterpiece of production of today. Mechanical genius has come to the newspapers' aid in typesetting and casting, in stereotyping, in

the production of print paper, in the art of illustration and in a thousand and one of the facilities of publication."

**EXPECT NEW PAPER STRIKE**

**Newspapers in General Have Stocks on Hand for Month or More**

Paper mill workers are almost certain to strike May 1, it was learned this week, following a conference between the Paper Makers' Union and representatives of 17 large manufacturers. The International Paper Company, which has no relations with the union, is not affected. Principal demands of the manufacturers are for 10 per cent reduction in the wage of skilled workers, elimination of a standard rate for unskilled labor and abolition of all overtime pay for Sundays, holidays and other time worked over the regular hours each day.

Despite a steadily increasing use of print paper by newspapers, with the return of national advertising in greater volume than last year, publishers' stocks are generally in shape to stand a strike of 30 days or more duration. Some newspapers are reported to have a three months' supply of newsprint on hand.

The union will fight all wage cuts and will not work Sundays at regular pay, its spokesman told the manufacturers.

**The Miami Herald**

A Seven Day Morning Paper

**LEADS IN CIRCULATION**

GOVERNMENT SWORN STATEMENT

**FOR SIX MONTHS' PERIOD ENDING APRIL 1st**

The Miami Herald

**13,615**

TWELVE MONTHS AGO, APRIL 1, 1921,  
HERALD'S CIRCULATION WAS **9459**

The Miami Metropolis

**11,061**

TWELVE MONTHS AGO, APRIL 1, 1921,  
THE AFTERNOON PAPER'S WAS **9932**

**HERALD'S 12 MONTHS AVERAGE GAIN 4,156**

**NET PAID CIRCULATION FOR LAST DAILY AND SUNDAY ISSUES OF THE MIAMI HERALD FOR MARCH, 1921, AND MARCH, 1922**

**DAILY**  
MARCH 31ST, 1922... **15,286**  
MARCH 31ST, 1921... **9,622**

GAIN ..... **5,644**

**SUNDAY**  
MARCH 26TH, 1922... **20,481**  
MARCH 27TH, 1921... **12,489**

GAIN ..... **7,992**

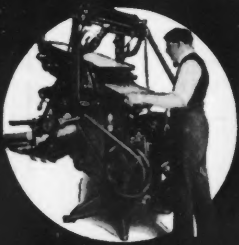
The Herald has a complete Engraving Plant and makes its own News Pictures—  
The Herald is illustrated more completely than any of the Metropolitan Newspapers.

**The Miami Herald**

FRANK B. SHUTTS, Publisher

**IN MIAMI THEY SAY "THIS IS OUR MIAMI PAPER"**

**THREE-MAGAZINE INTERTYPE**



**ALL magazines easily removable**

# Come to Room 144!

We want to meet the makers of newspapers, and to show them what HUBER'S INKS can do for their publications.

Our service men will be on hand during the entire A. N. P. A. and A. P. conventions to help publishers solve their mechanical problems.

We will have on exhibition regular editions of newspapers showing our Rotogravure, Colored Supplement, and Black News Inks.

And above all, we will be glad to make the acquaintance, and become personal friends with those with whom we have, or expect to have, business contact.

## J. M. Huber

*Manufacturer of*

**Dry Colors, Carbon Black, Varnishes, Printing Inks**

**ROOM 144**

**Waldorf Astoria Hotel**

*Home Office*

**65-67 WEST HOUSTON STREET, NEW YORK**

*Service Branches:*

BALTIMORE, MD.  
BOSTON, MASS.  
CHICAGO, ILL.  
CINCINNATI, O.  
OMAHA, NEB.

PHILADELPHIA, PA.  
ST. LOUIS, MO.  
SAN FRANCISCO, CAL.  
TORONTO, CANADA  
LONDON, ENGLAND

*Factories:*

*Ink Factories*  
BAYONNE, N. J.  
BROOKLYN, N. Y.

*Varnish Factory*  
BROOKLYN, N. Y.

*Carbon Black Factories*  
DOLA, W. VA.  
SWARTZ, LA.

*Color Factory*  
BROOKLYN, N. Y.

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***Huber's Colors in Use Since 1780***

## NATL. BETTER BUSINESS COMMISSION MEETS

**Standard Terms for Furniture Trade Approved—Conference with Farmers, Classified Managers and Shoe Dealers**

A meeting of the board of governors of the National Better Business Commission, an organization affiliating the National Vigilance Committee and Better Business Bureaus, was held in Chicago on April 13 and 14. Conferences with various trade organizations on advertising matters were held.

Standard furniture terms for use in selling furniture were adopted at a meeting with a committee of the Cleveland Conference of the Furniture Industry. Ezra Anstead of the Ohio Farm Bureau Federation appeared before the governing board and discussed both the forming of a Better Business Commission for Ohio with county commissioners to be affiliated with the 5 commissions now in operation in cities in Ohio and a state-wide investigation of financial and commercial schemes by a special staff.

A committee of the Newspaper Classified Advertising Managers Association met with the board of governors and suggested a plan for close co-operation between the Better Business Commission and members of their association by which information could be exchanged confidentially. George Spangler of the National Shoe Retailers' Association conferred with the board on the curbing of comparative price abuses.

The organization of a Better Business Bureau for Chicago was discussed with the executive committee of the Advertisers and Investors Protective Bureau of the Chicago Association of Commerce.

## SEATTLE TABLOID NOT TILL JUNE

**Delay in Equipment Given as Reason for Postponing of American**

(By Telegraph to EDITOR & PUBLISHER)

SEATTLE, April 20.—Publication of the first issue of the Seattle American evening tabloid, which was to have come from the press today, has been delayed until June 24. W. J. Davis, publisher, said the delay has been caused by failure to get complete mechanical equipment. It is understood from other sources that American has delayed publishing also until further financial assistance for the newspaper is assured. The Seattle American Publishing Company is organized as a common law trust. Mr. Davis said today that the shareholders include former Secretary of the Interior R. A. Ballinger, R. H. Parsons, Moritz Thomsen, W. B. Monks and other prominent Seattle residents.

## Open Chicago Office

Hamilton-DeLisser, Inc., New York, has opened a Chicago office at 127 North Dearborn street in charge of Palmer Terhune, formerly of the Rankin Advertising Agency.

## Illinois Meeting Next Week

The annual convention of the Illinois Press Association will be held in Chicago April 27-28.

## Golfer Scribes to Play

The New York Newspaper Gold Club will hold a one-day tournament over the course of the Lido Country Club, Monday, April 24. A. F. Poinsette is president.

## New Boston Business Manager

Charles E. Jarvis has succeeded John R. Watts as business manager of the Christian Monitor.

## National Newspapers Appoint Meyer

Organization has been perfected by the National Newspapers, Inc., it was announced this week, with the appointment as general manager of Einar F. Meyer, formerly for 13 years advertising man-

ager of Everybody's Magazine and recently president of the Meyer-Brann Company. M. A. Bergfeld, for four years Eastern manager of the Chicago American, advertising manager of the Chicago Herald, and lately with Ruggles & Brainard, has been appointed assistant to Mr. Meyer. A Chicago office will be opened shortly, to be followed later by a San Francisco branch. Offices in other cities are being considered. C. B. Blethen of the Seattle Times is president of the corporation, S. E. Thomason of the Chicago Tribune is vice-president, and Henry Varian, New York World, is secretary.

## ADDS EARLY PRE-DATE EDITION

**New York Evening World Now Has Eight Issues—Two Illustrated**

Publication of a pre-dated edition of the New York Evening World began April 18. It is the "See the News in Pictures" edition and is printed to catch the midnight trains out of New York the day before. The edition has a green outside sheet. The front, rear and second pages are given over to news pictures. The third page carries late news. Scattered through the paper are four comic strips. The editorial page is the same as that of the later editions, with a cartoon. Sports take two pages and the rest of the paper is given over chiefly to special features, continued novels and a radio telephone department.

The Evening World now has 8 editions. They are the City, Home, Latest, Final, Final Extra, Night, 7 o'clock Illustrated, and the new early pictorial.

## ST. LOUIS FIGURES FOR 7 DAYS

**Error in Editor & Publisher's Analysis Causes Misunderstanding**

In the comparative circulation figures published in EDITOR & PUBLISHER for April 8 on the St. Louis newspapers, it was not made clear that the six-month averages covered both daily and Sunday circulation. The St. Louis Times average was for six days, but those for the Post-Dispatch, Globe-Democrat and Star were seven-day figures.

Comparative average daily and Sunday circulation of St. Louis papers for April 1, 1921, October 1, 1921, and April 1, 1922, follow:

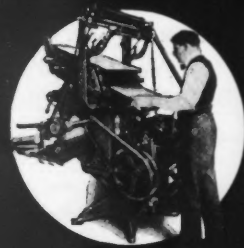
	April, 1922	October 1921	April 1921
Globe-Democrat	179,705	179,217	194,970
Post-Dispatch	191,553	176,298	187,188
Star	95,697	98,665	101,783
*Times	47,856	46,118	49,087

\*Publishes six days only.

## Appleby With Lorenzen & Thompson

Ernest W. Appleby has resigned as general manager of the Stanley E. Gunnison Advertising Agency to join the New York staff of Lorenzen & Thompson, special representatives.

## THREE-MAGAZINE INTERTYPE



ALL magazines easily removable

## BOOKS WORTH READING

ONE book which enjoys the distinction, it is claimed, of having been read by and received the approbation of more prominent men than any book issued during the year 1921, is "Jack in the Pulpit," a collection of short essays on every-day subjects, which have been written by Arthur Gray Staples, (A. G. S., he signs himself) editor of the Lewiston Journal. These essays appear daily on the editorial page of his paper under the caption, "Just Talks of Common Themes." Mr. Staples is editor of the Lewiston Evening Journal (Me.) and the paper, be it mentioned, incidentally, reflects him from title on the top page, to the closing word on the last. Some folks will tell that Mr. Staples grew up on the Lewiston Journal, but this is not exactly true, for he was a reporter on a Bath, Me., paper, for a short time before coming to Lewiston.

\* \* \*

EVERY newspaper has its own list of "Dont's" and its own style of presenting news and editorial matter. An expression that would be regarded as good form by one newspaper might be taboo by another. There are, however, certain rules that are followed by practically all newspapers—rules in regard to punctuation, capitalization, construction, grammar and typography with which journalists should be thoroughly familiar.

Questions relating to these subjects are continually arising in newspaper offices and the desirability of having constantly within reach a handbook in which they are discussed and answers given has long been rec-

ognized. Brief pamphlets have appeared that have aimed to meet the need, but usually they have been limited to a few topics.

In the "Handbook for Newspaper Workers," by Grant Milnor Hyde, associate professor of journalism and editor of the press bureau of the University of Wisconsin, published by D. Appleton & Co., New York, attempt has been made to produce a book that shall more nearly meet newspaper requirement than any heretofore published. An examination of Prof. Hyde's book shows that he succeeded in assembling with reasonable compass a large amount of information that is of inestimable value to reporters and others who write for newspapers and other publications.

## An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL

33 West 42nd Street  
New York City

## Getting to the Farmer:—

The EXAMINER is a member of the A. P., N. E. A., Oklahoma Daily League, and the AUDIT BUREAU OF CIRCULATIONS.

Is a difficult problem for the national advertiser in Washington County, Oklahoma—if he doesn't use THE MORNING EXAMINER.

Farming is a secondary but fast growing resource for Bartlesville and the man and woman on the farm—like the people in Bartlesville and the small towns of the county and the oil field worker dependent on THE MORNING EXAMINER, it is their newspaper bible.

The EXAMINER reaches more farmers in Bartlesville's trade territory than any other combination of mediums published in or circulating in this territory. And it gets there the same day of publication by R.F.D., Star route and special delivery system.

## THE MORNING EXAMINER

Bartlesville, Okla.

G. LOGAN PAYNE CO.

Chicago  
St. Louis

Detroit  
Los Angeles

PAYNE, BURNS & SMITH

New York  
Boston

For Speed and  
Simplicity

# GOSS

For Service and  
Dependability

## A FEW RECENT ORDERS RECEIVED

### GOSS "HIGH SPEED" STRAIGHTLINE PRESSES

POST-DISPATCH, ST. LOUIS, MO. .... 3—OCTUPLES  
 HERALD-EXAMINER, CHICAGO. .... 1—DOUBLE SEXTUPLE  
 WISCONSIN NEWS, MILWAUKEE, WIS. .... 1—DOUBLE SEXTUPLE  
 EXPRESS, LONDON, ENGLAND. .... 2—OCTUPLES  
 HERALD, MELBOURNE, AUSTRALIA. .... 3—OCTUPLES  
 WEST AUSTRALIAN NEWSPAPER CO.,  
 PERTH, W. AUSTRALIA. .... 1—OCTUPLE  
 NEWS, ST. PAUL, MINN. .... 1—OCTUPLE  
 CALL, SAN FRANCISCO, CALIF. .... 1—DECUPLE  
 SUN, MELBOURNE, AUSTRALIA. .... 4—QUADRUPLES  
 SUN, SYDNEY, AUSTRALIA. .... 1—SEXTUPLE  
 LA DISCUSION, HAVANA, CUBA. .... 1—SEXTUPLE  
 EXAMINER, NEW ERA, LANCASTER, PA. .... 1—SEXTUPLE  
 SYDNEY MAIL, SYDNEY, AUSTRALIA. .... 1—QUADRUPLE  
 SYDNEY TRUTH, SYDNEY, AUSTRALIA. .... 1—THREE-DECKER

### GOSS HIGH SPEED "UNIT TYPE" PRESSES

MESSRS. HULTON, LONDON, ENGLAND. .... 3—SUPERIMPOSED OCTUPLES  
 NEWS OF THE WORLD, LONDON,  
 ENGLAND. .... 1—SUPERIMPOSED OCTUPLE  
 NEWS, BUFFALO, N. Y. .... 1—FIVE UNIT  
 REGISTER AND TRIBUNE, DES MOINES,  
 IOWA. .... 1—OCTUPLE WITH EXTRA COLOR  
 TIMES, NEW YORK CITY. .... 1—OCTUPLE  
 TIMES, SHREVEPORT, LA. .... 1—SEXTUPLE  
 GAZETTE-DAILY, YORK, PA. .... 1—SEXTUPLE  
 POST-TELEGRAM, CAMDEN, N. J. .... 1—QUADRUPLE

### GOSS INTAGLIO, COLOR AND MAGAZINE PRESSES

PROMINENT EASTERN PAPER. .... 1—12 CYLINDER COLOR PRESS  
 TRIBUNE, CHICAGO. .... 2—SPECIAL THREE COLOR INTAGLIO  
 R. R. DONNELLEY AND SONS, CHICAGO. .... 64-PAGE HALF TONE MAGAZINE  
 SPEAIGHT AND SONS, LONDON. .... 64-PAGE HALF TONE MAGAZINE  
 SPEAIGHT AND SONS, LONDON. .... SPECIAL COVER PRESS  
 PATHFINDER PUB. CO., WASHINGTON,  
 D. C. .... 96-PAGE HALF TONE MAGAZINE

### MISCELLANEOUS

10—GOSS COMET PRESSES SOLD SINCE JAN. 1st, 1922  
 11—SPECIAL GOSS "HIGH-SPEED" FOLDERS FOR VARIOUS PRESSES  
 5—EXTRA DECKS FOR GOSS STRAIGHTLINE PRESSES

Hope to See You at Room 117—Waldorf-Astoria

## THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS  
 1535 SOUTH PAULINA ST.  
 CHICAGO

NEW YORK OFFICE  
 220 WEST 42nd ST.

THE GOSS PRINTING PRESS CO., OF ENGLAND, LTD.—LONDON

# EDITORIAL

## THE HIGH PRIEST OF THE CRAFT

NOW and then we hear men say that newspapers are not what they were yesterday and that individualism has disappeared. That is not true. The individual is merely readjusting himself to new conditions, which are so revolutionary that they leave the old crowd behind.

Daring individual journalism is more pronounced today than ever before, but its power is now vested in the reporter instead of the editor, as it was in the days of Dana and Greeley, and a dozen others whose achievements are the inspiration of modern journalists. Responsibility for the weaknesses of the newspaper of today, as compared with that of 50 years ago, does not rest entirely with the reporter. A large share of the blame, if there is any blame, rests with the men who give assignments. It is they who have not kept pace with mechanical advancements, except in a mechanical way.

The men who write the news today are more brilliant and of a higher type than ever before graced the ranks of journalism. Only last week we had two examples of brilliant reporting in New York City. One was a story of Gussie Humann's tragic love affair, and was written by Joseph Van Raalte of the New York World, and the other was the story of the funeral service of Chinatown Gertie Merritt, and was written by W. A. Davenport of the New York Herald.

Both were commonplace subjects, but in the hands of these reporters they were made interesting narratives that rightly belong among the newspaper masterpieces of any day. Davenport, with Donald Clark, also of the Herald, is now combing the country for outstanding examples of American reporting, to be used in a book that will shortly be issued. In his quest he should not overlook these two stories. We would also commend them to students of journalism.

Victor Murdock, vice-chairman of the Federal Trade Commission, but better known as the editor of the Wichita Eagle, writing in retrospect on the 50th anniversary of that newspaper says:

"It is an obvious thing, but worth repeating, that the basis of a newspaper's existence is the news. I believe that the reporter naturally is the high priest of the craft. If haste, the telephone, a practice called 'rewrite,' multiplied editions, and other innovations, have made him latterly something less, I persist in believing that he will yet return to the full estate I claim for him. There is no more difficult thing in the world than accurate narration. It is more difficult than expression of opinion, vigorous or otherwise. To know a fact and to be able to state that fact—well, to do that is to call upon every resource of mind and art. And Mind and Art do not sleep comfortably three-abled with Haste."

Mr. Murdock has here prescribed for the newspaper that is sick. It is certainly worth a trial—it is better by far than the so-called "cures" that are being offered by some quacks. The matter is largely in the hands of the editorial executives. We come to fully realize this when we consider what the names of many individual reporters mean to the casual readers of politics, finance and sports.

## A NEEDED ORGANIZATION

A NEW movement for the formation of a national organization composed exclusively of editors has gained such headway that it is expected that at least fifty of the leaders of journalism of the larger cities of the country will attend the first formal meeting in this city next Tuesday.

There is no greater need in the profession of journalism than an organization such as that proposed. All present organizations deal entirely with the business side of newspaper-making. It is right that they should, but the professional side has been neglected too long and it is to be hoped that the present effort will be successful, that it will be kept in capable hands and that no haste will be shown in extending its membership until the men interested decide just where they want to go.

Past attempts to organize editorial men have failed often because membership lines were drawn all too carelessly.



## AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER  
Vicksburg (Miss.) Herald

*GIVE to him that asketh thee, and from that would borrow of thee turn thou not away—(Matt. v : 42). If thou lend money to any of my people that is poor by thee, thou shalt not be to him as an usurer, neither shalt thou lay upon him usury. If thou at all take thy neighbor's raiment to pledge, thou shalt deliver it unto him by that the sun goeth down—(Ex. xxii; 25, 26). And if thy brother be waxen poor, and fallen in decay with thee, then thou shalt relieve him; yea, though he be a stranger, or a sojourner; that he may live with thee. Take thou no usury of him, or increase; but fear thy God; that thy brother may live with thee. Thou shalt not give him thy money upon usury, nor lend him thy victuals for increase—(Lev. xxv:35-37). A new commandment I give unto you, That ye love one another; as I have loved you, that ye also love one another. By this shall all men know that ye are My disciples, if ye have love one to another—(St. John xiii: 34, 35.)*

## YOU ARE CORDIALLY INVITED

EVERY newspaper executive who can possibly do so should make it a point to be at the Waldorf-Astoria Hotel in New York on Tuesday, Wednesday and Thursday of next week, April 25, 26 and 27. These are the important days of the meetings of the members of the Associated Press and the American Newspaper Publishers' Association. Even if you haven't a membership in either association, you will be able to meet in the corridors and the lounge the men who are doing big things these days for the newspapers, and you will gather many business building ideas and much information.

EDITOR & PUBLISHER will maintain convention headquarters as formerly in Room 116, convention floor, on the 33d street side of the hotel directly across the building from the Astor Gallery where the Associated Press meeting will be held on Tuesday and the American Newspaper Publishers' convention starting Wednesday.

All newspaper men are cordially invited to make EDITOR & PUBLISHER headquarters their headquarters—telephones and typewriters will be easily available. A radio telephone demonstration will be the feature of this year's EDITOR & PUBLISHER headquarters. Here it will be possible for visitors to listen in, day or night, to the voices in the air. The Radio Corporation of America is making the installation in exclusive co-operation with the Waldorf-Astoria Hotel and the Bureau of Advertising.

This, the "A. P." Number of EDITOR & PUBLISHER, contains 76 pages. It is the largest pre-convention issue we have ever distributed. On Thursday morning, April 27, the A. N. P. A. Number will be on distribution at the hotel. It will contain a rotogravure section of 32 pages from the presses of the Alco Gravure Company containing action and sport pictures of important newspaper people.

The main offices of EDITOR & PUBLISHER in the World Building have come to be a "service station" for publishers, advertisers and advertising agents. We trust that you will not hesitate to 'PHONE BEEKMAN 4330 for any service you think we may be able to perform. Our switchboard is connected with our headquarters in the hotel and it is possible to reach us either through the hotel or the Beekman exchange.

We are doubling our floor space as of May 1, but despite the presence of carpenters and painters, will be able to serve in the same old helpful way.

## MR. DODGE HIT HARD

MR. PHILIP T. DODGE is the big, outstanding figure in the newsprint field today, just as he was during the war. He has the respect and good-will of a very large number of newspaper men, largely because of his commanding ability, trustworthiness, straightforwardness and fearlessness. His public talks are always worth hearing and printing because he always has something to say worth saying and he says it in a manner to command attention.

His straight-from-the-shoulder talk to newsprint manufacturers last week was a masterpiece of logic and vigorous presentation. It was undoubtedly deserved. Unfortunately, in some of the copies of EDITOR & PUBLISHER carrying the exclusive report of Mr. Dodge's address, he was quoted as having said that the newsprint capacity of North American mills had increased from 2,100,000 tons a year to 3,700,000 tons. This was a stenographic error. Mr. Dodge's statement was, that the capacity had increased from 2,100,000 tons to approximately 2,700,000, an increase of about 600,000 tons in a short period of time.

Mr. Dodge's observation that his company is operating at a loss on an average price of 3½ cents, although wood accounts last year were written down \$6,000,000, will occasion no alarm as the explanation is undoubtedly that overhead, strike expenses, and higher prices for wood are still the prevailing practice in establishing costs.

EDITOR & PUBLISHER is not able to discern any feeling of antagonism on the part of newspaper publishers at the present time against newsprint manufacturers. On the contrary, there seems to be quite a pronounced feeling of good will. Moreover, there is a hopeful note on the eve of the conventions that newsprint prices may be brought down in 1923 to about 3 cents, or \$60 per ton, F. O. B. mills, and the prevailing conviction is that newsprint can be manufactured and sold at that price with a reasonable and honest and profitable return to the maker.

Mr. Dodge's pronouncement with respect to labor is very positive and unequivocal. He proposes to operate his own plants and will not even permit a union man to cross the threshold if on union business bent. His references to members of Congress being amenable to suggestions from publishers and newspaper owners was rather complimentary after all.

## CONSERVATIVE LABOR IN REVOLT

THE refusal to pay dues or to have anything to do with the Typographical Union or its officers on the part of some of the trusted and tried employees of Mr. Charles Hopkins Clark's paper, the Hartford Courant, and Mr. Clark's loyalty to these faithful independent, and true American, as chronicled in last week's EDITOR & PUBLISHER, is rather significant of the present attitude of conservative labor and newspaper proprietorship.

The number of so-called "open shop" newspapers is on the increase, largely due to the high-handed, unreasonable and dictatorial methods of radical union officials, many of whom have been in the saddle altogether too long.

The Hartford case will have a large influence on the labor policy to be decided upon at the A. N. P. A. meeting next week, for no one who knows Mr. Clark, or his manager, Mr. Conland, can conceive of either of them doing anything unjust or unfair to union labor, or anyone else.

Conservative labor is in revolt against the tactics of assessing workers in one field to carry on a losing fight in another field—witness newspaper workers supporting the fight for the fifty-four hour week against the book and job shops.

EDITOR & PUBLISHER predicts that the efforts of the Northwest publishers to organize a defense fund will in time be given the backing of the regional associations and that the A. N. P. A. will be made a clearing-house for labor in a larger measure than ever before. Also that some fair-minded, well-informed newspaper executive of the type of H. N. Carey, or Lester L. Jones, will be placed in charge of the special standing committee to carry on an aggressive fight for the elimination of the present abuses of labor on daily newspapers.



PERSONAL

**JOHN STEWART BRYAN**, publisher of the Richmond (Va.) News Leader has been appointed to head a committee to raise funds for the establishment of a public library in the city of Richmond.

James T. Williams, editor-in-chief of the Boston Transcript, spoke recently on the peace conference before the Boston chapter of the Military Order of the World War.

Maj. Carroll J. Swan, Boston, publishers' representative and head of the Boston chapter of the Military Order of the World War, recently was elected commander-in-chief of the national organization.

Judge Robert W. Bingham, publisher of the Louisville Courier-Journal, was recently a guest of Dr. and Mrs. Harrison Randolph in Charleston, S. C.

Dietrick Lamade, president of the Williamsport (Pa.) Grit, is in China after a trip of several months through Europe and to the Far East by way of Suez.

Mr. and Mrs. Thomas Steep are now in Tokyo en route to Peking, where Mr. Steep will be temporary correspondent for the Associated Press. After the return to China of Walter Whiffen, who will soon leave for the United States, Mr. and Mrs. Steep will go around the world, returning to New York via Europe.

E. C. Compton, former editor of the Hilo (Hawaii) Tribune, accompanied by Mrs. Compton, is touring Japan and China.

Isah Yamagata, proprietor of the Seoul (Korea) Press, who made a trip to the United States and Europe after attending the Press Congress of the World in Honolulu last October, has returned home.

G. S. Griswold, publisher of the Batavia Daily News, is ill at his home. Mr. Griswold is prominent in the Western New York Publishers' Association and at the annual meeting of that association held in Rochester on April 15, a vote of sympathy was extended to him.

William H. Hill, who recently resigned as associate editor of the Wilmington (Del.) Morning News after 40 years on the paper, has sailed from New York on a year's trip around the world.

James F. Allee, editor of the Dover (Del.) State Sentinel, will be admitted to the bar of the State shortly.

George Carter, editor of the Wilmington (Del.) Evening Journal, was a speaker at a banquet in Wilmington recently in honor of William J. Highfield, grand warder of the Grand Encampment, Knights Templar of the United States.

M. Zumoto, publisher of the Herald of Asia, Tokyo and a member of the party which recently visited America with Viscount Shibusawa at its head, has been decorated since his return to Japan with the Third Cordon of Merit and the Cross of the Rising Sun.

Roderick O. Matheson, editor of the Japan Times and Mail of Tokyo, has resigned. Mr. Matheson formerly was on the staff of the Honolulu Advertiser and later of the Japan Advertiser in Tokyo.

E. T. Meredith, publisher of Successful Farming and former Secretary of Agriculture will start publication of a new magazine June 1. It will be called Fruit, Garden and Home.

Assemblyman Charles H. Betts, editor of the Lyons (N. Y.) Republican, recently gave a dinner to 125 Lyons businessmen for the discussion of community co-operation and advertising.

Frank E. Gannett, editor of the Rochester (N. Y.) Times-Union, publisher of the Ithaca Journal-News and one of the publishers of the Elmira Star-Gazette, has been spending several weeks in Asheville, N. C.

Col. Harvey Elwood Parker, editor and publisher for the past 41 years of the Bradford (Vt.) United Opinion and

president of the Vermont Editors and Publishers Association, spent the season at Miami, Fla.

George Chipman, editor and manager of the Winnipeg Grain Growers' Guide, is mentioned as the next Premier of Manitoba if the Farmers party is returned to power at the coming provincial elections.

Maj. Edwin Clark, who, on September 28, 1857, started the Falls Evening News, the first daily in Minneapolis, is believed to be on his death bed. He is 88 years of age, and is one of the last four survivors of the Minnesota Territorial Pioneers' Association.

Leo E. Owens has been appointed assistant mechanical superintendent of the New York World. Mr. Owens was formerly mechanical superintendent of the Minneapolis Tribune and the Louisville Courier-Journal and is a nephew of the late W. J. Murphy, for years publisher of the Minneapolis Tribune.

Ben Batsford, cartoonist of the Winnipeg Free Press is leaving shortly for New York. His comic strip "Unk and Billy" is now being syndicated to a number of papers in the United States.

John S. Knight, editor of the Akron Beacon-Journal and one of the new owners of the Springfield (Ohio) Sun, recently visited Springfield. He is shortly to add editorial direction of the Sun to his duties.

S. S. McClure is chairman of the committee of trade, technical and class papers of the New York Salvation Army campaign of \$500,000.

James M. Thomson, publisher of the New Orleans Item, accompanied by Mrs. Thomson, left Palm Beach recently for Miami to spend a short time before returning to their home.

Col. W. L. Visscher, old-time Chicago newspaperman, is ill in his home.

Leman A. Guild, managing director and editor of the Kingston (Ont.) Daily British Whig, represented the Kingston Rotary Club at the annual convention in Rochester.

Louis Wiley, business manager of the New York Times, spoke to the Times Educational Class on April 12 and outlined the history and policy of the paper.

Fred and George Naeter, publishers of the Cape Girardeau (Mo.) Daily Southeast Missourian, have returned from their annual visit to Florida. They made the trip by motor and visited newspaper plants in nine States.

A. S. Crockett, editor and newspaper man, was elected president of the World Traveler Publishing Company April 16, succeeding F. de Ojeda. He has been editor of the World Traveler since 1920 and the compiler of Ocean Records, a traveler's handbook.

IN THE EDITORIAL ROOMS

**FRED SMITH**, former city editor of the Chicago Tribune and war correspondent, is now editor of the tabloid section of the Chicago Herald and Examiner. His wife is assisting him in the trade paper field and they are also publishing the Radio Age, intended for juveniles.

Robert T. Corbell, who was connected with the Virginia department of game and inland fisheries for several years, is now assistant telegraph editor of the Richmond Times-Dispatch.

Adin W. Lee, city editor of the Terre Haute (Ind.) Star, put his power boat through a severe test by cruising across Sugar Creek township to neighborhoods usually reached only by trolley or motor car. Ira O. Welborn, news writer, wrote the "log" of the cruise, which passed several submerged manufacturing concerns and crossed in 18 inches of water a section of the National Old Trails highway. Stops were made in West Terre Haute, where Miss Mary Ruth Donovan, staff writer and an active member of the Indiana State Normal Press Club, joined the party for the return trip.

W. T. Cottingham of the Louisville Bureau of the Associated Press and H.

FOLKS WORTH KNOWING

**ANNOUNCEMENT** is made by John C. Shaffer, publisher of the Shaffer Group of newspapers, of the appointment of Carroll Shaffer as general manager of



CARROLL SHAFFER



FRANK R. HUSSEY

the Chicago Evening Post, and Frank R. Hussey as business and advertising manager. Carroll Shaffer has been business manager of the Post for several years, having begun his newspaper career at the bottom and worked his way up. Mr. Hussey, who has been advertising manager of the Post for 15 years, formerly was advertising manager of the Chicago Herald and previous to that was connected with the Tribune. The Shaffer Group is composed of The Chicago Evening Post, The Indianapolis Star, Terre Haute Star, Muncie Star, Louisville Herald, Rocky Mountain News and Denver Times.

J. Wymer, an Iowa newspaperman, have joined the night staff of the A. P. in Chicago.

M. B. Campbell of Louisville and J. M. Baker of Chicago are now members of the A. P. Chicago "early edition" staff.

C. K. Eastman has been made assistant news editor of the A. P. in Chicago.

Mason E. Taylor is now day manager of the Associated Press in Chicago. Hugh Miller has succeeded Mr. Taylor as assistant day manager.

H. R. Smith has been made day "east wire" editor of the Associated Press in Chicago.

L. J. Sullivan has taken over the A. P. Coast wire in Chicago.

B. G. Wyrick, Chicago managing editor of the Associated Press, took Easter week off to see his son, Austin, at the University of Illinois, and his daughter at De Pauw University. They all spent a happy Easter in Chicago.

J. P. Madison, formerly police reporter of the Richmond News-Leader, Richmond, is now running a news bureau in that city.

Miss E. Cora Hind, agricultural editor of the Winnipeg Free Press, is spending an extended holiday in Europe.

Mrs. Miriam Green Ellis, agricultural and live-stock editor of the Edmonton (Alta.) Bulletin, spent the week in Calgary attending the annual spring horse show.

Harold B. Allen has resigned as secretary to John F. Miller, member of Congress from the First Washington District, and joined the New Haven Register staff. He will do editorial writing and political reporting.

Thomas C. Bradley, for the past three years managing editor of the Canandaigua (N. Y.) Messenger, has acquired a half interest in the Ontario County Times and will leave the Messenger to take up duties as manager of the Times on May 1. The Canandaigua Messenger is a daily afternoon paper, while the Ontario County Times is a weekly. Charles F. Milliken, editor, retains a half-interest in the paper. Miss Katherine L. Durand, city editor of the Messenger, will go with Mr. Bradley to the Times. Harry R. Smith of the Gloversville Herald staff will succeed Mr. Bradley on the Messenger staff.

Edward Kintz, formerly of the Reading (Pa.) News-Times, has joined the news staff of the Allentown Record.

William T. Coyle, formerly sports editor of the Reading News-Times, is doing sports for the Washington Herald. Other Reading men on the Herald are J. Harold (Jeff) Keen, staff correspondent, and Lee Friday, formerly of the Reading Eagle, on the police beat.

O'Dell Hauser of the Philadelphia Public Ledger is touring Pennsylvania, digesting and reporting the political situation preliminary to the May primaries.

Mayor John K. Stauffer of Reading, who left newspaper work in Washington to enter politics in his home city, spent several days in Washington renewing old acquaintances. He was correspondent for the Eagle and other dailies while located in Washington.

James Whittaker, dramatic critic of the New York Daily News was in Chicago this week.

James O'Donnell Bennett, "Eye Witness" writer of the Chicago Tribune, Theodore B. Hinkley, editor of the Drama Magazine, and Walter Pritchard Eaton, are among the speakers scheduled for the Drama League of America meeting in Evanston April 20-22.

O. T. Durnee has joined the re-write

The check-up on subscriber interest afforded by the Haskin Service is an invaluable aid to the publisher of any newspaper.

desk of the Chicago Evening Journal. He was formerly with the Gary Tribune.

Oscar Aleshire has transferred to the Chicago Evening American assignment staff from the copy desk.

Everhardt Armstrong, dramatic critic on the Seattle Post-Intelligencer, is lecturer in literary and dramatic reviewing the spring quarter in the School of Journalism, University of Washington.

Arthur E. L. Nelson, for a year and a half editor of the Olympia (Wash.) Standard, Olympia, Wash., has gone to the Bellingham (Wash.) American, an afternoon daily to be launched May 1.

Parker Lamoore, formerly Washington correspondent for a number of Dakota papers, has joined the staff of the Oklahoma City Daily Oklahoman as a capitol reporter. Herbert C. Henderson is now assistant city editor.

Miss Nell Battle Lewis, formerly society editor of the Raleigh (N. C.) News and Observer, has resigned and will devote her time to special writing.

Miss Evelyn Johnson has resigned as society editor of the Ellensburg (Wash.) Evening Record. Her place is taken temporarily by Miss Helen Hale.

Mitchell V. Charnley, for six months member of the staff of the Honolulu Star-Bulletin, has joined the editorial staff of the Walla Walla Bulletin.

J. H. Woods, managing director of the Calgary (Alta.) Herald, is spending a month in Victoria, B. C., for the spring golfing season.

Charles C. Jenkins is now assistant city editor of the Toronto Globe.

Harry W. Flannery, formerly with the Hagerstown (Md.) Daily Mail, has been elected a director of the Juggler, humorous monthly of Notre Dame University, where he is taking a journalism course.

Frank Baldwin is again managing editor of the Waco (Tex.) News-Tribune, returning from the Austin (Tex.) American.

Lawrence T. Stallings, assistant Sunday editor of the Washington Times, has gone to New York to take a desk job with the World. Stallings, who was a captain in the marine corps in the war, came to Washington from the Atlanta Journal.

William Spahr, Jr., of the Passaic (N. J.) Daily Herald, is the happy father of a baby boy—his second.

M. M. Capps, former managing editor of the Wilmington (N. C.) Dispatch, is now telegraph editor of the Norfolk Virginian-Pilot.

Ralph D. Casey of the Seattle Chamber of Commerce Publicity Bureau, formerly member of the staff of the New York Herald, gave a series of lectures on "Opportunities in Journalism," under the auspices of the department of vocational education of the Seattle public schools.

B. K. Pratt, formerly criminal courts reporter for the Chicago Evening American, has been placed in charge of news concerning "Flappers" in Chicago.

H. C. Longhorst, formerly of the New York Daily News, is now on the staff of the Manila (P. I.) Daily Bulletin.

Walter J. Johnson, formerly city editor of the Savannah Press, has bought an interest in the Florence (S. C.) Daily Times and is its managing editor.

Miss Jeanette Wiggins and Lynn Davis, both members of the news staff of the Oregon Journal, were married in Portland on April 8.

R. N. Moffat, formerly of the Buffalo News, is now on the Buffalo Commercial city staff.

Charles B. Driscoll, editorial writer on the Wichita (Kan.) Eagle, has returned from a week's trip to various Oklahoma towns.

Carl H. Getz, formerly news editor of Editor & Publisher, is now with Ivy L. Lee and Associates, New York. He has been in publicity work since returning from war service.

Ralph A. Picard, late of the Bogalusa (La.) Enterprise, has joined the St. Paul Dispatch-Pioneer Press sports department.

Ben Ross has returned to the St. Paul Dispatch-Pioneer Press after service with the Minneapolis Tribune and is at the copy desk in place of J. P. Ferguson, called to Fort William, Ont., by his brother's illness.

Sam DePass, night sports editor of the St. Paul Dispatch-Pioneer Press, is in hospital. His work is being looked after by Halsey Hall.

Harry Cohen of London, England, is now on the copy desk of the Dayton (Ohio) Daily News.

Thomas Hook and Bernard Losh are new reporters on the staff of the Dayton (Ohio) Daily News.

Penelope Perrill, who conducts a weekly page in the Dayton (Ohio) Daily News, has been ill.

Jimmie Baugh, formerly with the Joplin (Mo.) News-Herald and the Globe, has become sports writer on the Omaha Bee.

K. O. Davenport, formerly on the staffs of the Joplin (Mo.) News-Herald and the Globe, has joined the staff of the Omaha Bee.

Fred S. Hunter, city editor of the Omaha Bee, is back at his desk after an attack of la grippe.

Jack Lee, commercial reporter on the Omaha Bee, has resigned to become head of the traffic safety bureau of the Omaha Chamber of Commerce.

Mrs. Myrtle Mason, editor of the woman's department of the Omaha Bee, is making preparations for a tour of Europe this summer.

Guy Housley, re-write man of the Chicago Evening Journal, was called to his home in Oklahoma City because of illness of his mother.

Julien Buckner, formerly of the Chicago City News Bureau, is now on the Chicago Evening Journal.

Mr. and Mrs. Robert Casey leave this week for a six months' tour of Europe. Mr. Casey is a re-write man for the Chicago Daily News. He plans to gather material for another novel.

Carl D. Groat, of the Washington staff of the United Press, will shortly return to Berlin, where he acted as correspondent for the United Press for a term of two years immediately after the war. Mr. Groat, who recently was married, will take his bride with him to the German capital.

Lloyd Jacquet has been made assistant editor of the daily radio page and weekly radio magazine of the New York Evening Mail.

James H. Dougherty, composing room foreman of the San Diego (Cal.) Evening Tribune, and editor and publisher of the Southern Cross, a Catholic weekly, has recently opened the Catholic book store in San Diego.

Milo E. Taylor, former editor of the Brunswick (Neb.) Independent, has opened a commercial printing plant at Randolph, Neb.

Lloyd N. Prince, former city editor of the Sioux City Journal, now is publicity director for the Eppley hotel system, with headquarters at Fontenelle Hotel, Omaha, Neb.

William Fort, Federal building reporter for the Chicago Daily News, has returned from a two weeks' vacation in New York.

David O'Connor, formerly with the Chicago City News Bureau, has joined the Waukegan (Ill.) Herald-News.

Theodore Selman of the Chicago Daily News left during the week for a trip to Alaska via Mexico.

Clarence Smith has returned to the Waco (Tex.) Times-Herald staff, having sold his interest in the Blooming Grove Times.

Roger Foster, formerly of the Springfield (Ohio) Daily News, and now on the copy desk of the Cleveland Commercial, and Miss Marjorie Gurvan were married April 15.

Harold High, former Michigan newspaper man, is now business manager of the Business Magazine and Burroughs

Adding Machine Clearing House, both Burroughs publications.

Charles W. Dunkley, sporting editor for the Associated Press in Chicago, is recovering from a long illness.

Phil E. McCleary, copy reader on the Houston Post staff, has become telegraph editor of the Beaumont Journal. Before going to Beaumont he returned to Fort Worth and was married to Miss Ruth Naugle, formerly of the Star-Telegram circulation staff.

William Barlow, special writer for the Beaumont Journal, has been called to Lima, Ohio, because of the serious illness of his wife and baby.

A. R. Nordstrom has bought the Marquette (Kan.) Tribune from H. E. Bruce, its owner and editor for the last 23 years. Mr. Nordstrom recently graduated from the School of Journalism of the University of Kansas.

Horace R. Harris, former sports writer for Denver papers, is now telegraph editor of the Omaha Bee.

Frank T. Cameron, former member of the staffs of the Portland Oregonian, the Seattle Times and the Seattle Post-Intelligencer, is editor of the Naches (Wash.) News.

Mrs. Harry J. Walker, feature writer on the Battle Creek Enquirer-News, spent the past week in Chicago.

John P. Medbury, the California satirist, has joined the staff of the King Feature Syndicate, Inc.

Jess Puryear, formerly sports editor on the San Antonio (Tex.) Times, has succeeded Lewis H. Falk as sports editor on the San Diego (Cal.) Union, Mr. Falk handling publicity for the Tia Juana (Mex.) Jockey Club.

W. M. Sahud, formerly of the Chicago Evening American and the Milwaukee (Wis.) News, is now a copyreader on the Chicago Evening Post.

John E. Kennebeck, motion picture editor of the Omaha Bee, has assumed the duties of radio editor to take charge of that new department which has been added to the Bee.

Joe Jacobs, veteran police reporter, has been assigned to the court house run on the Omaha Bee.

John B. Long, Jr., assistant city editor of the Omaha Bee, has been transferred from head of the copy desk to rewrite.

Duncan McCready, special writer on the Johnstown (Pa.) Democrat, has resigned to represent the Johnstown Tribune at Ebensburg.

Malcomb Eddy, formerly of the Galesburg Register staff, is now with the Rock Island (Ill.) Argus.

E. R. Moak, managing editor of the Madison (Wis.) State Journal, has resigned to go with a moving picture theatre company. Kenneth Duncan of Aberdeen, S. D., succeeds him.

Hannah Mitchell and Bernice Griswold, former newspaper women, have opened offices in the Brokaw Building, New York, to handle publicity work, besides writing stories for newspapers and magazines. Miss Griswold was formerly on the Cleveland Plain-Dealer and later did publicity for the War Work Council of the Y. W. C. A. Miss Mitchell was for several years a feature writer on the New York Tribune and later did special assignments for Ivy L. Lee.

Rodney Kellas, formerly of the Cincinnati Enquirer, has been appointed head of the editorial staff of the Waterbury (Conn.) Sunday Tribune.

#### THE BUSINESS OFFICE

W. F. ROGERS, advertising manager of the Boston Transcript, recently gave a talk on "Automobile Camping" to members of the Appalachian Mountain Club at the club rooms. Mr. Rogers is president of the organization. Mrs. Rogers also spoke on the same subject.

Merle Taylor, formerly advertising manager of the Omaha Daily News, and

president of the Omaha Lions Club, has joined the advertising department of the Omaha Bee.

E. C. Jelley, formerly of the El Paso (Tex.) Herald and Los Angeles Examiner, has joined the display advertising staff of the St. Paul Dispatch-Pioneer Press.

Sidney L. Staples has returned to the advertising department of the St. Paul Dispatch-Pioneer Press as successor to A. Moe, resigned.

Miss Florence L. Mickelsen of the St. Paul Dispatch-Pioneer Press circulation department has just become the bride of Peter Merrill of that city.

Charles Montgomery White, of the New York World cashier's department and president of the World Masonic Club, will be a candidate for the presidency of the National League of Masonic Clubs of the United States, at its convention to be held in Atlantic City, May 22-27.

Walter W. Scheerer, circulation manager of the St. Paul Dispatch-Pioneer Press at South St. Paul, and Miss Frieda Fossum of Zumbrota, Minn., have just been married.

Phil M. Knox is now in charge of the mail circulation department of the St. Paul Daily News. A. J. Truesdell has the city circulation in hand. C. J. Kutill, circulation manager, is devoting most of his time at present to the Minneapolis Daily News, whose circulation department he is also supervising.

W. Chester Cornell of the Boston Transcript Boston office has been taking the place of Joseph A. Klein, the Transcript's Wall Street advertising representative, for several weeks during the latter's illness.

Miss Blanche Bassett, who for over thirty years was in the service of the St. Paul Dispatch, most of the time as book-keeper, has resigned and gone to California.

Jerry G. Tappins, advertising manager of the Madison (Wis.) State Journal, has resigned to go with a moving picture theatre company and has been succeeded by his former assistant, Edward J. Usher.

George H. Gardner, treasurer of the Pontiac (Mich.) Daily Press, has returned from Florida.

Marcus B. Eaches, advertising manager of the Reading (Pa.) News-Times and Herald-Telegram, is leading the fight for Gifford Pinchot for governor in Berks and nearby counties.

Wallace E. Sherlock has been appointed circulation manager of the St. Paul Dispatch and Pioneer Press, succeeding E. C. White, who is doing special promotion work on the Omaha World-Herald. A. A. Blandin remains as city circulator of the Dispatch-Pioneer Press.

Shirley Olympius, for many years connected with the Hearst newspapers and now with the King Features Syndicate, Inc., and Mrs. Blanche Helen Scott of New York City were married in Detroit on April 16. They will live in New York.

J. L. Irvin, classified advertising manager of the Des Moines Register and Tribune, spent the past week in Chicago.

H. J. Barriger, manager of the classified ad branch of the Indianapolis News, was a visitor in Chicago during the week.

Garland Ferrell, of the Wichita (Kan.) Eagle advertising department, has been taking a two weeks' vacation at his ranch in Butler county.

Miss Ruth Welsh has succeeded Miss Ethel Blose in the foreign advertising department of the Springfield (Ohio) Daily News. Miss Blose will be married shortly.

Laureston Craig, formerly of the New York Commercial advertising department, has sailed for Russia for the American Relief Administration.

M. R. Ballard, formerly circulation manager of the Salt Lake City Desert News, is now manager of the Covey-Ballard Motor Company of Salt Lake City.

(Continued on page 60)



*The "Sterling Mark" of Circulation*

## The Standard Circulation Authority For Two Nations

**F**ROM the day of organization over seven years ago, the Audit Bureau of Circulations filled an economic need in the advertising field. The lack of a suitable and efficient means to verify the circulation of publications had been for years a deterrent to the proper development of the advertising business.

To buy advertising on a commodity basis it was necessary to have a standard of measurement to replace the various units then in common use among sellers of space. The united efforts of level-headed pioneers were required to determine and maintain this standard. The movement crystallized in the formation of the Audit Bureau of Circulations.

From every section of the United States and every province in Canada there came to its support the leaders in the fields of advertising and publishing. Sure and steady growth has followed, until today the A. B. C. is the recognized authority on all questions of circulation.

Nearly 100% of the mediums necessary for the use of national advertisers in any campaign are members of the A. B. C. On the roster are the leading agents and advertisers of the United States and Canada.

With publishers, agents and advertisers working together, the whole industry profits by the elimination of wasteful and unorganized methods which formerly prevailed.

# Audit Bureau of Circulations

202 South State Street  
Chicago

152 West 42nd Street  
New York

A Co-operative Organization for the Standardization and Verification of Circulation Statements

PERSONALS

(Continued from page 58)

John O. Babbage, New England manager of the Miller Saw Trimmer Company, located in Boston, and Mrs. Babbage are receiving congratulations on the arrival of Westmoreland Babbage on Good Friday. This is their second son.

H. M. Van Dusen, formerly of the circulation departments of Minneapolis and St. Paul papers, is now circulation manager of the American Fruit Grower of Chicago.

T. J. Desmond, circulation manager of the Denver Express, is now circulation manager of the El Paso Times. He was presented with a Hamilton watch by the Express Employees' and Carrier's Association when he left the Express.

J. D. Lorentz, eastern business manager of both the Dallas (Tex.) News and the Journal, with headquarters in New York, is in Dallas for a brief visit, the first since 1885.

NEWS OF THE AD AGENTS

THE James Advertising Agency, New York, has moved to the Wurlitzer Building. The following additions have been made to the staff: R. H. Gillmore, copy director; S. L. Meulendyke, general manager; and J. A. Scott, art director. Miss D. K. Colledge, now on vacation, will continue as space buyer

Stanley Ellis, son of Albert W. Ellis, head of the A. W. Ellis Company Advertising Agency, Boston, on April 15 sailed for England, where he will study the British wool business.

John Buchanan of the John Buchanan Advertising Agency, Boston, Mass., has been confined to his home for a short time with an abscess in his ear.

Charles H. Denhard & Co. has been organized as a general advertising agency by Charles H. Denhard and Walter E. Thwing, with offices at 297 4th avenue, New York.

Raymond E. Walz and Edwin J. Weinstock were given a farewell dinner by their associates of the Remington Advertising Agency, Buffalo, just before leaving that firm to form a new advertising agency which will be known as Walz-Weinstock.

J. Hoyt Cummings, who has been associated with the Sam B. Anson Company of Cleveland for some time, has opened his own publicity and advertising offices in the Finance building. The publicity accounts of the Anson Co., have been turned over to him by Mr. Anson. Charles Leach, formerly with Associated Artists; James Richards, advertising writer and A. E. Williams, commercial artist, will be staff members of this agency.

Fred G. O'Grady, for five years Canadian general manager of the Atlantic Sugar Refineries has been appointed manager of J. J. Gibbons, Ltd., advertising agency, Montreal.

The General News & Advertising Agency, Inc., now in the Guarantee Bldg., Beaverhall Hill, Montreal, will move shortly to the new Canada Cement Building.

Group meetings of the Washington State Press Association are now being held. Its 36th annual convention will meet at Pullman July 14, 15 and 16.

The Utica (N. Y.) Newswriters' Club last week elected these officers: President, Amon W. Foote; vice-president, Harry A. Fox; recording secretary, G. A. Bradley; financial secretary, E. A. Spears; treasurer, Harry Gourley; governors for two years, F. P. Carney and Ethel Berkowitz; for one year, George Waldron and Harry Stearns.

G. W. Bauerlein has organized the advertising agency of Bauerlein, Inc., at New Orleans. For the last year, he has been manager of the Ferry-Hanly Advertising Company at Chicago and was

previously New Orleans manager of the same agency.

R. H. Gillmore, who has joined the James Advertising Agency, New York, as copy director, was for three years with George Batten Company, Inc., and was copy director of the Capital Advertising Agency. J. A. Scott has also joined the James Agency as art director.

J. Albert Heppes has been appointed Chicago manager of the Albee Corporation, Detroit advertising agency, succeeding A. L. Gale, vice-president, who has gone to the Detroit office.

A. W. Boden who has been president of the Southern Advertising Service, Inc., of Richmond, Va., is now with the Virginia Stationery Company of Richmond, as sales and advertising manager. Mr. Boden was formerly advertising manager of the C. F. Sauer Company, manufacturer of extracts.

Frank J. Mooney, for many years with Theodore F. MacManus, Inc., Detroit, and later with Critchfield & Co., has joined the Western staff of Grandin-Dorrance-Sullivan, Inc.

WITH THE AD FOLKS

HARRY W. COFFY, for twelve years with the advertising and publicity department of H. M. Byllesby & Co., has become associated with De Wolf & Co., as advertising and mail sales manager.

William Schlosser has resigned as advertising manager of the West Disinfecting Company, New York, effective May 1. He will become director of sales and promotion for the R. L. Watkins Company, New York and Cleveland, maker of "Mulsified Coconut Oil Shampoo" and other products. H. W. Brokenshaw succeeds Mr. Schlosser at the West Company.

Harlow P. Roberts has been appointed advertising manager of the Pepsodent Company, Chicago. He was formerly advertising manager of the Emerson-Brantingham Company, Rockford, Ill.

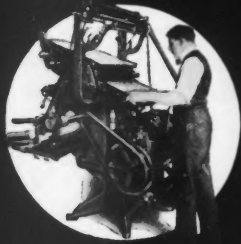
Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World, spoke before the Philadelphia Club of Advertising Women at the Bellevue Stratford Hotel on the night of April 11. He predicted that women will, in time, conduct the most important advertising departments in the country. Women, he said, do more than 90 per cent of the buying and women are, therefore, better able to make the best appeal through their ads.

Leslie B. Mills, president of the San Diego (Cal.) Advertising Club, is on an extended eastern trip.

\$1,000 for a Name

The Schwartz-Herrmann Steel Works, Inc., Brooklyn, are offering \$1,000 for a suitable trade name for an iceless automatic refrigerating machine. The name must mean iceless refrigeration and be suitable for a trade name. The contest closes October 1, 1922.

THREE-MAGAZINE INTERTYPE



ALL magazines easily removable

GATHERED AT RANDOM

IN 1896 big splurges in retail advertising were still uncommon enough to attract wide attention.

Albert Fox was then with the New York Herald, and was more than surprised one day when a contract from the Siegel Cooper Company came through for a double page advertisement, to be run in the color supplement of the Christmas number.

After some revision, the contract was accepted. In those days, \$2,500 for a single advertisement, even though it filled a page, was an extraordinary thing. Naturally a \$5,000 order was almost beyond belief—although today it is a very ordinary thing to accept contracts for much larger amounts.

About the time this advertisement appeared, in conversation with Lord Northcliffe, in London, Mr. Fox told him that the Herald got \$2,500 a page for advertising.

This astonished Northcliffe, who called in his staff at once, and giving them the information he had received from Mr. Fox, asked why the Daily Mail could not get \$500 for full pages of advertising.

A few months ago, when Lord Northcliffe was in New York on his trip around the world, he and Mr. Fox met. In the course of their conversation, his Lordship leaned over confidentially and said "I beat you now, Mr. Fox, instead of \$2,500, I now get nearly \$4,000 for a page of advertising."

The late John R. McLean, who owned both the Cincinnati Enquirer and the Washington Post, used to tell this story of the days when he was actively in charge of the Cincinnati newspaper: An Enquirer reporter was sent to a town in Southwestern Ohio to get the story of a woman evangelist who had been greatly talked about. The reporter attended one of her meetings and occupied a front seat. When those who wished to be saved were asked to arise, he kept his seat and used his notebook. The evangelist approached, and gave him a special invitation.

"Madam," said the newspaper man, "I'm here solely on business—to report your work."

"Brother," said she, "there is no business so important as God's."

"Well, may be not," said the reporter; "but you don't know John R. McLean—The Ohio Newspaper."

Hal B. Donly, for forty years editor and publisher of the Simcoe (Ont.) Reformer, is somewhat of a humorist, and he has told many good stories as stories go. But he adds another chuckle when he tells one on himself.

For sometime past the Reformer has been running a series of articles on "What Happened Sixty Years Ago." It so happened that when Hal's birthday came around the great event was chronicled in that particular column giving the original birth notice. A few days later a letter arrived addressed to Hal's mother, who is long since deceased, advising her that if she would wish her bouncing baby boy to be healthy to feed him ——— baby food.

Special Number for Shriners

The San Francisco Examiner on June 12 will publish a special Shriners' edition in honor of the Golden Jubilee of the Shriners, who will convene at San Francisco. The special issue is in charge of Dolman and Hopkins, 336 New Call Building, San Francisco.

More Room for Business Staff

The Boston Transcript has added a mezzanine floor for its business department. It recently leased its corner store at Milk and Washington streets to the Regal Shoe Company.

"Pink" for Boston American

The Boston American on April 17 began the publication of the Pink, a morning sporting section printed on pink paper.

Montreal to Have New Morning Paper?

The Tribune will be the name of an English newspaper which, it is reported, will be started in Montreal shortly.

If attending the Convention, be sure to drop in Room 141.

FEATURES

- Weekly Fashion Page.....By Joel Feder
Handicraft in the Home.....By Alice U. Fewell
Daily Fashion Hints.....By Mabel Whitney
Hints for the Motorist.....By Albert L. Clough
Us Kids (the new 6-col. strip).....By O'Neill
Daily Comic Cartoon (3-col.).....By Hanny
Noozie, the Sunshine Kid.....By Hop
Daily Puzzles and Jingles.....By Wellman
Weekly House Plans.....By Charles S. Sedgwick
Lessons in Boxing.....By Spike Webb
Useful Bird Citizens.....By J. Hammond Brown
Classified Promotion Series.....By T. R. Longcope
The Ad-route (house organ).....By W. S. Ball
Also Weekly Camera News, Children's and Feature Pages;
Daily 1-col. Comics and Portraits.

Proofs, prices and sample mats with pleasure on request.

The International Syndicate

Catering to your feature needs since 1899

213-215 GUILFORD AVE.

BALTIMORE, MD.

## HOW THE LIVE SMALL TOWN NEWSPAPER CAN GET MORE ADVERTISING

When Business is Dull There Are Many Ways in Which Advertising Can Be Increased and Additional Dollars Attracted to Local Merchants—Many Practical Ideas

By FRANK H. WILLIAMS

DURING the recent newspaper advertising slump when the regular local advertisers were cutting down the amount of space they were using or were entirely eliminating their ads for the time being, the papers in the larger cities resorted to the expedients of getting up group pages of advertising in order to keep their advertising lineage up to the regular standard.

For instance, a group page of this sort which was put over by a prominent middle western newspaper consisted of six advertisements of local concerns who are members of the National Association of Dry Cleaners. The boost for these concerns stated that there were over thirty dry cleaners in the city of which just seven were members of this national association and it urged all patrons of dry cleaning establishments to patronize only the national association members.

Another group page of ads put over with success by another middle western newspaper consisted of a page of ads of firms located on the second floors of down-town store buildings. The page carried a boost for upstairs shopping in which it was said that in many cases a step up really meant a saving because of the fact that the upstairs stores do not have to pay such high rentals.

Now these group pages are interesting to all publishers, but it is only in the larger cities that such an aid in times of slump can be utilized by newspaper publishers. It is only in the larger cities that there are enough possible advertisers in particular lines of business to give the papers a chance to get such pages over in the way that they should be put over.

In the smaller towns, for instance, this most customary method of increasing the advertising lineage by getting up group pages of ads of concerns in the same line of business, can't be put over with much success because where there are thirty dry cleaning establishments in the larger city there may be two or three or none at all in the smaller town. And where there are a score or more of second story stores in the larger city there are none at all in the smaller town. And the same proportions hold true in all other lines of mercantile activity.

All this, then, being the case, just how can the smaller town paper increase its advertising?

Let us look at this proposition carefully and see just what might be done by the small town paper along this line of getting in more advertising during normal times or of keeping up the advertising patronage to the usual standard during times when advertisers are curtailing their expenditures.

Let us suppose that there are 100 or 150 possible advertisers in the town from which the paper must draw its patronage. What can the paper do in the way of increased service for their prospects so that the prospects will want to use larger advertising space in the paper or start advertising in the paper if they haven't been doing so?

On the face of it this looks like a rather difficult problem, but it really isn't as difficult as it looks.

Each present and prospective advertiser in the small town paper is out to make more money. So if the paper can

show these present and prospective advertisers how to put on sales and merchandising events which will attract a lot of attention and bring in more custom, it is a certainty that the paper will get additional advertising from these concerns.

But what sort of sales and merchandising events can the paper suggest to the local merchants which they haven't already tried out?

Well, for one thing, the paper can suggest birthday anniversary sales to the merchants in the city who are not now observing their birthdays with extra special sales events.

It wouldn't be a very difficult matter to ascertain when the birthdays of all the present and prospective advertisers in the city occur. Of course some of the firms are already observing their birthdays with sales events—the dry goods stores probably being the ones to take the greatest possible advantage of this sales opportunity. But suppose that the store obtains the birthday dates of eighty or ninety present and prospective advertisers who have never mentioned their birthdays in their regular advertising and who have never done anything toward cashing in on the sales possibilities of these events.

Suppose that among the birthdays secured are those of a firm of lawyers; a drug store; a garage; the local interurban line, etc.

Now it is against the ethics of lawyers to advertise regularly for business under ordinary conditions. But upon extraordinary occasions almost any law firm is perfectly willing to pay for a "card" of varying size in the local newspaper. Suppose, then, that the paper gets up an interesting write-up of the history of this law firm. Suppose that it has cuts made of the members of the firm and suppose that it goes to the law firm with the proof of all this material and puts up this sort of a talk to the members of the firm:

"We're going to run this history of your firm on the birthday of your firm. We feel that it is quite an event for a local law firm of your standing to have a birthday. The birthdays of this firm have heretofore gone unnoticed; we propose to see to it that your birthday is mentioned this year. As we say we are going to run this write-up regardless of whether you use any advertising space with us or not. But we'd suggest that you take a full-page advertisement in which to give some reminiscences of the early experiences of the firm and to tell about some of your notable cases and so on. Everybody in town would be interested in such an advertisement and it would be sure to do you a tremendous amount of good."

Wouldn't the average successful small town law firm feel quite flattered at such a thing as this and wouldn't the firm, in most instances, gladly take the page ad as suggested?

Or suppose that the firm having the birthday is the drug store. In such a case the paper could get up some good ideas for window displays which the drug store could have during its birthday week and could suggest sales slogans and store decorations for the store and could even go so far as to write some snappy advertising copy for the store in which all the folks in town were urged to come to the store during

# March Breaks All Records

The excess of advertising carried by The Lincoln Star, over its competitor, is greatest in the paper's history.

160,776 LINES MORE IN THE STAR DURING MARCH.

Here's the score:

	STAR	OTHER PAPER	STAR'S LEAD
Local .....	26,968 inches	20,387 inches	6,581 inches
National .....	10,038 inches	6,010 inches	4,028 inches
Classified .....	5,888 inches	5,013 inches	875 inches
	42,894 inches	31,410 inches	11,484 inches

FOR 48 CONSECUTIVE MONTHS THE STAR HAS HELD THE ADVERTISING LEADERSHIP IN LOCAL, NATIONAL AND CLASSIFIED.

The above figures prove the increasing predominance of The Star.

THE REASON IS:—

THE STAR'S BLANKET-LIKE COVERAGE OF LINCOLN AND ITS SURROUNDING TERRITORY WITH THE STAR'S ABSOLUTELY CLEAN, FULLY-PAID, NON-CONTEST, NON-PREMIUM, NON-DUPLICATED CIRCULATION MEANS SURE RESULTS FOR ADVERTISERS.

In Lincoln and for Nebraska Your Selection Should Be The Star.

## THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:  
BENJAMIN & KENTNOR CO.,  
225 Fifth Ave., New York

Western Representatives:  
THE FORD-PARSONS CO.,  
930 Marquette Building, Chicago

CIRCULATION OVER 31,000 NET PAID

the birthday week and secure a little souvenir—which might be a sample package furnished by the manufacturers of any of the goods carried by the store.

Most druggists would welcome really constructive sales suggestions along this line and would be glad to advertise in the paper in the way suggested provided the copy prepared for them was interesting and snappy enough.

If the firm having the birthday is a garage it would be an easy matter to get up a good sales theme, based on the birthday, and to suggest the idea to the garage in such a way that the garage would feel like adopting the plan and using extra heavy advertising space in the paper to put the idea over.

Or if the birthday is that of the local interurban company it should be an easy matter for the paper to induce the company to use advertising space for the purpose of telling what the interurban has done for the community during the time of its existence, how its service has been extended since it was first opened, what new improvements are contemplated and so on.

Surely it should be possible for the average small town newspaper to put over ten or twelve birthday pages a year in this way. And if it does put over these pages it will be increasing its advertising space by just that much, for the advertising thus used would otherwise never be secured by the paper.

Another way in which the paper could increase its advertising revenue in a satisfactory manner would be to get up special sales days in which the merchants of the city could co-operate and on which it would be good business for them to use extra large advertising.

The paper might, for instance, inaugurate a "Farm and City Get-Acquainted Week." The idea of this week might be presented in a co-operative page advertisement which would be signed by as many of the leading retail stores of the city as the paper could get to co-operate on the proposition. This announcement might read in this way:

**"FARMERS, FARM WIVES, FARM CHILDREN, FARM HANDS—HERE'S YOUR CHANCE TO GET ACQUAINTED WITH THE GOOD FOLKS IN BRAMPTON.**

"Brampton is going to have a big 'Farm and City Get-Acquainted Week' two weeks from now.

"During this 'Get-Acquainted Week' there will be special events in Brampton for your entertainment—farm folks. There will be morning and afternoon performances at all the movie theatres to which free tickets will be given to you by applying to any of the stores whose names appear at the bottom of this page.

"There will be specially low prices at all the stores whose names appear at the bottom of this page, as the merchants want you to get better acquainted with the splendid values and fine goods they are offering.

"There will be daily concerts each afternoon in the court house by the Brampton Band to which admission will be free.

"There will be horseshoe pitching contests at Smith's feed barn where the cold weather will not interfere with the progress of the games.

"And here's an event which will interest all the women folks—there will be a Baby Contest with splendid prizes on Wednesday, Thursday and Friday of 'Get-Acquainted Week' which will be open only to farm babies, no city babies being allowed to compete. Prizes for this contest are now on view in the lobby of the First National Bank.

"Now is the time for all the people on the farms to come to Brampton and

get acquainted with the people in this city. There isn't much farm work to hinder you from coming to the city at the present time and it's high time that all of us get better acquainted all around. This city and the surrounding farms are all mutually dependent on each other. We ought to be the best sort of friends. This is our chance to form acquaintanceships that will ripen into lifelong friendships.

"Remember the date of this big event and make up your mind now to come to the city during 'Get-Acquainted Week' with all your family and all your workers."

This sort of an advertisement would be sure to arouse a lot of interest, not only among the farms around the city but also among the people in the city itself. The idea on which the event would be based is told in the above suggested copy and, surely, it wouldn't take any very great amount of work to put the affair over in big style along the lines suggested in this advertisement.

Most merchants in the average small town would welcome the opportunity of getting in on an event of this sort which gave promise of bringing a lot of extra people into the city and of stirring up interest in their own establishments. And most of the merchants would feel like taking extra advertising space, in addition to that in which they were co-operatively interested, for the purpose of urging folks to come in and get acquainted and for the additional purpose of presenting the special bargains they were offering during the week.

Of course it would be the object of the newspaper to increase this extra space used by the merchants as largely as possible. And for the purpose of doing this it would be a good plan for the newspaper to suggest special stunts which the merchants as individuals could put over during the week and which, if properly advertised, would bring a lot of additional trade to the stores.

The paper might, for instance, suggest to some store which handles phonographs that it offer a prize of a half dozen or a dozen records to the farm school child who sent in the best essay on "Why I Wish We Had a Phonograph in Our House." If it was made evident that this contest was limited only to the farm folks it would be sure to create a lot of interest among all the farm children. And, of course, in every instance where the store got an essay from a farm child in whose home there was no phonograph, the store would have a splendid prospect for the sale of a machine.

All the contestants might be urged to call around at the store during the week

and listen to free concerts specially staged for their benefit and this would serve to bring a lot of additional people into the store. The award of the prize might be made on Thursday of "Get-Acquainted Week" and this could be made one of the big features of the day, thereby getting more publicity for the store and thereby getting more people into the store. And, of course, all this sort of thing would call for the store using extra advertising for the purpose of telling about the contest, inviting people into the store, telling about the award and so on.

The paper, again, might suggest to the local Ford dealer that he have a "Ford Home-coming Week" during "Get-Acquainted Week" during which all the Ford owners in the county and in the city would be invited around to the garage to register their names and to participate in a contest for a new tire to be awarded to the Ford owner who put his car to the greatest variety of uses during the past six months or something like that. The Ford dealer might, in connection with his home-coming, also have a picture show if he could secure a movie machine and a screen. The movie would be one of the many films available depicting uses of Fords and Fordson tractors.

Of course this sort of a stunt on the part of the local Ford agent would call for the use of extra advertising by the dealer for the purpose of telling all the folks about the event. It might be suggested to the dealer that he run in his advertising a list of all the folks to whom he has sold cars or tractors and that he extend a warm invitation to all these people and to all other Ford owners to come to his home-coming. Also it would be up to the dealer to advertise any other special events he might have in addition to the contest suggested

above, such as demonstrations of what can be done by Ford cars and tractors. The paper could impress on the dealer the fact that the more advertising he would do the more people he would get into his garage and the more new prospects he would get from the present owners.

The paper, too, might suggest to some leading local dry goods store that it stage a style show during "Get-Acquainted Week." Such a show would be sure to draw a lot of people into the store, especially if it was strongly enough advertised by the store. It should be urged by the paper that the store go into details about the style show, giving the names of the young women modeling the gowns and coats and giving all particulars about the styles shown and the exact descriptions of each dress displayed. To do all this would add immensely to the interest of the visitors in the event and would help the store immensely in making more sales during the week.

The paper, too, could get all the professional men in the city—doctors, lawyers, etc.—to run cards during the week asking people to come around to their offices at certain hours and get acquainted. Most of the professional men would welcome this opportunity of doing some legitimate advertising which would not be in violation of the ethics of their professions.

As has been said before it wouldn't be such a very difficult task to put on affairs of this sort, provided the paper went at it enthusiastically enough and was sanguine enough about the results to be achieved so that the merchants would feel that it would be a good plan to co-operate in the proposition. And think of how much extra advertising the paper could work up with such an event as the excuse!

## Can The MULTI-MAILER SYSTEM Solve Your Mailing Problems?

Will it reduce your mailing costs and efficiently speed up the proper handling of your mail circulation?

The experience of over 50 of the larger publications in the country says "Yes," but—

Find Out **A. N. P. A. Convention**  
At The **April 24-28, New York City**

At the Waldorf-Astoria, take a step to the right on the main staircase on the Mezzanine Floor and visit the Speedautomatic Booth where the MULTI-MAILER SYSTEM will be demonstrated.

Tell us what your mailing problems are. If the MULTI-MAILER SYSTEM will not solve them, we'll tell you frankly. If it will, we'll show you *how* and *why*.

Be sure and call on us. You'll be a welcome guest any time.

**The**  
**Speedautomatic**  
Company  
MANUFACTURING  
**THE MULTI-MAILER SYSTEM**  
817-825 WASHINGTON BLVD.  
PHONE HAYMARKET 7865  
CHICAGO

### Features by

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**Fontaine Fox**  
**Hugh Fullerton**  
**Rube Goldberg**  
**Ed Hughes**  
**Burns Mantle**  
**T. L. Masson**  
**Frederick Palmer**  
**H. J. Tuthill**  
and others

**The McNaught Syndicate, Inc.**  
Times Building, New York

# NEW ENGLAND

## LOOK IT OVER

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	4,979	.025	.0175
*Boston Sunday Advertiser(S)	416,358	.55	.55
Boston Globe .....(M&E)	284,724	.45	.45
Boston Globe .....(S)	322,907	.55	.55
†Boston Post .....(M)	400,009	.60	.60
†Boston Post .....(S)	408,945	.55	.55
†Boston Telegram .....(E)	168,075	.20	.20
Boston Transcript .....(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,905	.035	.035
*Fitchburg Sentinel.....(E)	10,067	.05	.035
*Haverhill Gazette.....(E)	15,379	.055	.04
**Lynn Item .....(E)	16,071	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury .....(M&E)	30,659	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle .....(E)	15,845	.035	.03
*Salem News .....(E)	19,685	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,014			
Bangor Daily Commercial(E)	14,469	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express .....(E)	25,424	.10	.07
*Portland Telegram .....(S)	25,966	.10	.07
NEW HAMPSHIRE—Population, 443,683			
Keene Sentinel .....(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,649	.10	.06
RHODE ISLAND—Population 604,397			
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,663	.07	.06
†Pawtucket Valley Daily Times (Arctic) .....(E)	2,475	.021429	.021429
*Providence Bulletin.....(E)	59,767	.135	.135
*Providence Journal.....(M)	30,662	.06	.08
*Providence Journal.....(S)	54,629	.12	.12
*Providence Tribune.....(E)	22,501	.10	.09
*Woonsocket Call .....(E)	13,024	.04	.04
VERMONT—Population, 352,428			
*Barre Times .....(E)	6,644	.025	.02
†Brattleboro Daily Reformer. (E)	2,885	.03	.015
Burlington Daily News....(E)	7,001	.04	.04
*Burlington Free Press..(M)	10,889	.05	.05
St. Johnsbury Caledonian-Record .....(E)	3,124	.0214	.015
CONNECTICUT—Population, 1,380,631			
**Bridgeport Post-Telegram (E&M)	45,045	.145	.14
**Bridgeport Post .....(S)	20,052	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,606	.10	.09
Hartford Times .....(E)	44,077	.12	.12
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin.....(M)	11,629	.07	.05
††Norwalk Hour .....(E)	4,460	.025	.025
*Stamford Advocate .....(E)	8,254	.0375	.03

Government Statement, April 1, 1922.  
 \*A. B. C. Statement, April 1, 1922.  
 ††A. B. C. Auditors Report Dec. 31, 1921.  
 †Government Statement, October 1, 1921.  
 \*\*A. B. C. Statement, October 1, 1921.

and when you realize its vast opportunities you'll never overlook New England when you do your National Advertising.

In this group of Northeastern States there are over 25,000 industrial establishments employing approximately 1,500,000.

How much of their needs do you supply?

How much would you like to have in trade orders as your share of the more than \$5,000,000 they earn a day.

What would you figure as your share of the more than \$1,800,000,000 they earn yearly.

Acquaint them with your goods by advertising in the daily papers of New England.

All New England watches its local papers, for all that is best and new in reliable trade marked brands.

## TIPS FOR ADVERTISING MANAGERS

**Adamars Company**, Pine and 21st street, St. Louis. Placing advertising for the Standard-Tilton Milling Company, St. Louis, Alton, Ill., and Dallas.

**F. Wallis Armstrong Company**, 16th street and Locust avenue, Philadelphia. Handling account for the Scott Paper Company, "Scott's Sani Tissue Towels," Chester, Pa., and 30 Church street, New York.

**Alfred Austin**, 244 Fifth avenue, New York. Will place account for J. J. Preis & Co., "Jack-O-Heather," Boys' Clothing, New York.

**N. W. Ayer & Son**, 300 Chestnut street, Philadelphia. Placing account for the Tiffany Never-Wind Clock Corp., Buffalo, N. Y. Will handle advertising for Columbia Graphophone Company, beginning July 1.

**Barrows & Richardson**, Drexel Bldg., Philadelphia. Sending out 100-line orders to run 10 times for Otto Eisenlohr & Bros. (Cineo Cigar).

**J. D. Bates Adv. Agency**, 292 Main street, Springfield, Mass. Has been placing some copy for New England Tire & Rubber Company, Holyoke, Mass.

**George Batten Company**, 381 4th avenue, New York. Has announced that its connection with the advertising of the Columbia Graphophone Company will end on July 1.

**Bloodhart-Soat Company**, 418 Arthur Bldg., Omaha. Handling the following accounts: Geneva Paint Mills, Geneva, Neb., and Omaha Life Insurance Company, Omaha.

**Bowers Advertising Company**, 304 South Walbash avenue, Chicago. Making some additional trade deals on Morrison Hotel.

**Victor C. Breysstraak Company**, 109 North Dearborn street, Chicago. Placing some advertising on Charles Tire Company. Mr. Tracy, of this agency, is preparing propositions on Kirk Auto Accessory Company.

**Brooke, Smith & French**, Kresge Bldg., Detroit. Placing account for Spencer-Smith Machine Company, Howell, Mich.

**Chambers Agency**, Maison Blanche Bldg., New Orleans. Placing advertising for George Porter, "Highland Farm" maple sugar and syrup, Alstead, N. H.

**Chatham Advertising Agency**, 3 West 29th street, New York. Placing advertising for S. A. Magnus & Co., selling agents for John Shannon's English Clothes.

**Churchill-Hall**, 50 Union square, New York. Making 5,050-line contracts for the Hennafoam Corporation.

**E. H. Clarke Advertising Agency**, 28 East Jackson Blvd., Chicago. Sending out 50-line orders for James S. Kirk & Company, "Nap Rose Soap."

**Cox Advertising Agency**, Tremont street, Boston, Mass. Will conduct Spring advertising for I-Car-de Mayonnaise soon.

**Douglas Wakefield Coutlee**, 1 West 34th street, New York. Handling account for the Felman Institute of America, 2575 Broadway, New York.

**Critchfield & Co.**, 223 West Jackson Blvd., Chicago. Will place copy on Oldfield Tire if the local dealer will make recommendation.

**J. H. Cross Company**, 214 South 14th street, Philadelphia. Placing advertising for the Fox Motor Company, "Fox Air Cooled Car," Philadelphia. Will use magazines and newspapers for the Allied Wall Paper Industry, 132 West 32nd street, New York.

**Dake Advertising Agency**, 121 Second street, San Francisco, Cal. Making 3,000-line contracts for Hills Bros. (Red Can Coffee).

**Charles H. Denhard & Co.**, 297 4th avenue, New York. Placing the following accounts: D. Appleton & Co., books, 35 West 32d street, New York; G. P. Putnam's Sons, books, 2 West 4th street, New York; John W. Masury & Son, paint, 42 Jay street, Brooklyn, N. Y.; Dodd, Mead & Co., books, 47 4th avenue, New York; William Schollhorn & Co., New Haven, Conn.; Thomas Nelson & Sons, books, 381 4th avenue, New York, and Ronald Press Company, books, 20 Vesey street, New York.

**C. L. Doughty Agency**, 448 Main street, Cincinnati. Will make up lists in May for the Perry G. Mason Company, 102 West Pearl street, Cincinnati.

**George L. Dyer Company**, 42 Broadway, New York. Making 10,000-line contracts for the United States Tire Company. Placing advertising for the Hazel-Atlas Glass Company, "Atlas Jelly Glass," Wheeling, W. Va., and 250 Broadway, New York.

**Erwin, Wasay & Co.**, 58 East Washington street, Chicago. Using Iowa papers on contracts for U. S. Gypsum Company.

**Farnsworth, Brown & Schaefer, Inc.**, 2 West 45th street, New York. Placing advertising for the Cultured Coffee Company.

**Federal Advertising Agency**, 6 East 39th street, New York. Placing orders with newspapers in selected sections for the Van Raalte Company, "Hosette," New York.

**Charles Daniel Frey Company**, 104 South Michigan avenue, Chicago. Issuing contracts and orders on Earle Motors.

**Charles H. Fuller Company**, 623 South Walbash avenue, Chicago. Sending out 8-time orders for the Druesen Kraft Chemical Laboratory. Issuing contracts on Stutz Motor Car, Glaser Corporation, Thorndike Building, Bos-

ton, Mass. Reported will make up a New England list in near future for H. Traiser and Company, Boston, cigars.

**Grandin-Dorrance-Sullivan, Inc.**, 130 West 42d street, New York. Placing advertising for George K. Culp, Inc., "Culp Plan Associated Stores, New York City." Will handle Studenbaker account beginning May 1.

**Dr. Charles C. Green**, 225 5th avenue, New York. Placing orders with newspapers in Newark and New Orleans for Rogers Evaporated Milk, New Orleans.

**Gundlach Advertising Company**, 122 South Michigan avenue, Chicago. Making contracts for Hieneman Brothers.

**Hall & Parker**, 17th and Sansom streets, Philadelphia. Reported will use newspapers, this spring for the Bartlett Tours Company, Philadelphia.

**Hanser Agency**, 601 Broad street, Newark, N. J. Making 2,800-line contracts for the Newark Shoe Company. Making 1,000-line contracts for M. Daniels & Co.

**Hanff-Metzger, Inc.**, 95 Madison avenue, New York. Will use women's magazines for the Greeting Card Association, New York.

**Hanser Agency**, 601 Broad street, Newark, N. J. Making 5,000-line contracts for the Pompeian-Ramaza Corporation.

**E. W. Hellwig & Co.**, 299 Madison avenue, New York. Renewing contracts with newspapers where old ones have expired for Dictograph Products Company, "Acousticon" electric instrument for hearing, 220 West 42d street, New York.

**Henke, Inc.**, 59 East Huron street, Chicago. Will use Chicago newspapers on the advertising of Sheridan Plaza Hotel. Newspapers in the South and Southwest may also be used.

**Hewitt, Gannon & Co.**, 52 Vanderbilt avenue, New York. Placing account for the American Hard Rubber Company, "Ace" rubber combs, New York.

**Hoyt's Service**, 116 West 32d street, New York. Reported will make up list of newspapers during May for the Piso Company, "Piso Cough Remedy," Warren, Pa.

**H. B. Humphrey Company**, 581 Boylston street, Boston, Mass. Has been placing some copy for Whitcomb Tours.

**Martin V. Kelley Company**, 327 South LaSalle street, Chicago. Making 5,000-line contracts for the Fisk Rubber Company.

**Henry Knott Advertising Agency, Inc.**, 789 Boylston street, Boston, Mass. Is making several changes in newspaper list on Waltham Watch.

**Littlehale Advertising Agency**, 175 5th avenue, New York. Placing orders with some New York city newspapers for the Moth Proof Products Corp., Moth K-L, 100 Broad street, New York.

**Lord & Thomas**, 400 North Michigan avenue, Chicago. Making 10,000-line contracts for Van Eas Laboratories; sending out 5,000-lines for Pepsodent Company.

**Theo F. MacManus, Inc.**, 82 Hancock avenue, East, Detroit. Handling advertising for the Packard Motor Car Company, Detroit.

**McJunkin Advertising Agency**, 5 South Wabash avenue, Chicago. Will handle the advertising of the Owl Drug Company, chain of drug stores in Chicago. Newspapers will be used; issuing contracts to Southern newspapers on Michigan Tourist Association, will make trade deals on Melbourne Hotel, Chicago.

**Harry C. Michaels Co.**, 113 Lexington avenue, New York. Placing orders with newspapers in selected sections for Johann Hoff Co., malt extract, New York.

**Morse International Agency**, 449 4th avenue, New York. Making 3,000-line yearly contracts for the Potter Drug & Chemical Company.

**Morse International Agency**, 449 4th avenue, New York. Using 10 inches 4 times in cities over 50,000 for Sapolio.

**William T. Mullally**, 198 Broadway, New

York. Making 1,000-line contracts for the New York American.

**Harry Porter Co.**, 15 West 44th street, New York. Placing advertising for the Vin-Sok Food Products Company of California.

**Potts-Turnbull Advertising Company**, Gates Bldg., Kansas City. Using 3 inches every other day in Southwestern newspapers for the Loose-Wiles Company.

**John O. Powers Company**, 50 East 42d street, New York. Making 5,000-line yearly contracts for Stroehmann Baking Company.

**Frank Presbrey Company**, 456 4th avenue, New York. Placing advertising with newspapers in selected sections for the Old Dominion Transportation Co., Norfolk, Va., placing orders with rotogravure newspapers for Tootal, Broadhurst & Co., "Lissue" handkerchiefs, 389 4th avenue, New York.

**William H. Rankin Company**, 104 South Michigan avenue, Chicago. Making 1,000-line contracts for Wilson & Co., Chicago.

**William H. Rankin Company**, 1 West 37th street, New York. Sending out schedules for the National Carbon & Allied Companies.

**Irwin L. Rosenberg Company**, Wrigley Bldg., Chicago. Placing account for Blackstone Knitting Mills of Chicago.

**Ruthrauff & Ryan**, 410 4th avenue, New York. Using 525 lines for the True Story Magazine published by the Physical Culture Corporation.

**Frank Seaman, Inc.**, 470 4th avenue, New York. Making 2,800-line contracts for the Thermoid Rubber Company. Will make up lists in May for Cheney Brothers, 215 4th avenue, New York.

**Russell M. Seeds Company**, 330 North Meridian street, Indianapolis. Will release copy next week wherever they have distribution on Berghoff Products Company, 2761 East 87th street, Chicago.

**Seelye & Brown**, 721 Cass street, Detroit. Handling account for the King Motor Car Company, Detroit.

**Floyd Short & Partners**, 30 North Michigan avenue, Chicago. Placing copy of H. Mueller & Sons Manufacturing Co., Decatur, Ill.

**Shuman-Pomeroy Advertising Agency**, 117 North Dearborn street, Chicago. Placing page copy on Marathon Motors.

**Snodgrass & Gayness, Inc.**, 489 5th avenue, New York. Handling account for the Standard Motor Car Company, Pittsburgh, Pa.

**William G. St. Clair Company**, Witherspoon Bldg., Philadelphia. Sending out 450-line orders to run 6 times for Roenwald & Weil.

**Stack Advertising Agency**, 29 East Madison street, Chicago. Placing copy schedules in Ohio papers on Haden, Pyle, Hardy Co. (Illinois Power Co.).

**Stavrum & Shafer, Inc.**, 14 E. Jackson Blvd., Chicago. Handling the following accounts: Bonney Co., toilet articles, Chicago; Fabik Co., novelties, Chicago, and Wever Lifeline Fly Co., fishing tackle, Stevens Point, Wis.

**Street & Finney**, 171 Madison avenue, New York. Placing orders with some New York newspapers for the Chalmers Knitting Company, "Country Club" underwear, Amsterdam, N. Y.; will place advertising for Elms & Sellon, Standish Mills, art draperies, New York.

**J. Walter Thompson Company**, 14 East Jackson Blvd., Chicago. Has secured the account

of Joseph N. Eisengrath Company, Chicago, leather work gloves. Newspaper campaign may be planned for the near future.

**J. Walter Thompson**, 244 Madison avenue, New York. Making 3,000-line contracts for the American Writing Paper Company.

**Vanderhoof & Co.**, 167 East Ontario street, Chicago. Will place orders with newspapers in selected sections for the White City Amusement Company, Chicago.

**Wales Advertising Company**, 141 West 36th street, New York. Making contracts for the Boston Varnish Company.

**Wells-Ollendorf Company**, 7 South Dearborn street, Chicago. Placing copy of Gordon & Gordon Co., Chicago (Princess Pat Face Powder).

**Whitman Advertisers Service**, 5 Union Square, New York. Will make up lists in May for the National Importing & Manufacturing Company, 425 Broadway, New York.

**Williams & Cunningham**, 6 North Michigan avenue, Chicago. Placing orders with newspapers in selected sections for the Northwestern Yeast Company, "Yeastfoam" Tablets, Chicago.

**Wood, Putnam & Wood Company**, Oliver Ditson Bldg., Boston. Placing orders with some New England newspapers for the Standard Neckwear Company, "Wearplus Ties," placing orders with newspapers that have rotogravure sections for the Whiting & Davis Company, "Princess Mary" mesh bags, Plainville, Mass.

## Paper and Agency in Counter Suits

CHARLESTON, S. C., April 17.—Much interest is being manifested in a newspaper case to be heard at the present session of the Court of Common Pleas here. Some time ago the Atlanta Georgian Publishing Company filed suit against the Palmetto News Agency, owners and their bondsmen, alleging a shortage of about \$1,500 in the accounts of the agency. In the answer the agents denied any shortage and put in counterclaims aggregating \$21,000 for alleged damages resulting from cancellation of contracts without notice. Mayor John P. Grant was one of the bondsmen for the agency and was accordingly made a party to the suit instituted by the Georgian Company. While the case is set for a hearing at this term of court, it is doubtful if it will be reached before the statutory time for adjournment, the docket being so congested.

## Masque to Support Oakland Bureau

Irving Kahn of the Oakland (Cal.) Advertising Club has announced that the Better Business Bureau of Oakland will be financed in the future by 75 per cent of the proceeds of the annual masque club.

## MUST PRODUCE RESULTS

A keen observer of church advertising said the other day:

"In all our efforts to stimulate churches to advertise we must be careful that we suggest copy which will produce results. If churches find they don't get results there will be a revulsion and a consequent large decline in volume."

We are trying to furnish constructive copy. Church ad series No. 2, "Why I Go To Church," is being used by many papers. Ten short ads. Price \$5 or \$10, according to circulation.

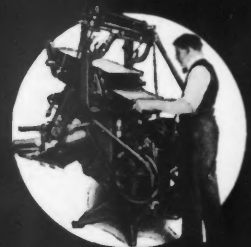
Send orders to Herbert H. Smith, 156 Fifth Avenue, New York City. Copy will be sent on approval for a stamp.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. of W.

Editor & Publisher is cooperating by donating this space.

## THREE-MAGAZINE INTERTYPE



ALL magazines easily removable



# “OHIO FIRST”

Ohio is a big state on our map. Her people have ambitions, tastes, needs and desires which can be roused by advertising in Ohio's own home newspapers.

She is *FIRST* in the making of pottery, *FIRST* in rubber industry, *FIRST* in production of cash registers, *FIRST* in glass electrical goods.

Of wheat, corn and oats Ohio produces annually approximately 275,000,000 bushels.

Of tobacco she grows each year over 77,000,000 pounds.

Wealth is distributed in all parts of the state. Cities, towns, villages, suburban and urban districts have cash at their disposal.

Ohio distributes annually among her industrial workers \$1,400,000,000 annually.

These Ohio Daily Newspapers are read regularly by the industrial workers as well as by the rural population.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
†Akron Beacon Journal ..... (E)	32,587	.085	.085	*Marietta Times ..... (E)	6,160	.025	.025
*Akron Times ..... (E)	19,230	.06	.06	†Middletown Journal ..... (E)	4,674	.025	.025
*Akron Sunday Times ..... (S)	22,070	.07	.07	Newark American-Tribune ..... (E)	6,573	.025	.025
*Athens Messenger ..... (E)	9,775	.03	.03	†Piqua Call and Press-Dispatch ..... (E)	6,039	.025	.025
Bellefontaine Examiner ..... (E)	4,407	.0179	.0179	Portsmouth Sun and Times... (M&E)	16,286	.06	.06
Cincinnati Enquirer ..... (M&S)	73,120	.17-.35	.17-.35	Portsmouth Sun-Times ..... (S)	10,059	.04	.04
Cleveland Plain Dealer ..... (M)	181,185	.32	.38	*Toledo Blade ..... (E)	95,683	.25	.23
Cleveland Plain Dealer ..... (S)	221,084	.37	.43	Toronto Tribune ..... (E)	1,092	.011	.011
Columbus Dispatch ..... (E)	72,317	.15	.14	Warren Daily Chronicle ..... (E)	6,405	.025	.025
Columbus Dispatch ..... (S)	74,654	.15	.14	**Youngstown Vindicator ..... (E)	24,587	.07	.07
Conneaut News Herald ..... (E)	3,094	.017	.0179	**Youngstown Vindicator ..... (S)	25,277	.07	.07
†Dover Daily Reporter ..... (E)	4,103	.02	.02				
*Hamilton Daily News ..... (E)	8,143	.04	.04	Government Statement, April 1, 1922.			
†Ironton Irononian ..... (M)	3,150	.0179	.0179	*A. B. C. Publisher's Statement, April 1, 1922			
†Kenton Democrat ..... (E)	2,400	.014	.014	†Government Statement, October 1, 1921.			
*Lima News and Times-Democr't (E&S)	16,083	.07	.05	**A. B. C. Statement, October 1, 1921.			
†Lima Republican-Gazette ..... (M&S)	11,736	.035	.035				

## MACON SCHOOL BEST WORK OF A. N. P. A.

Publishers Who Are Sponsor for Idea Hurt It by Sending Young Printers to Small Local Schools, Says  
W. T. Anderson

MACON, Ga., April 14.—"The Macon Printing School is the biggest and most tangible work the American newspaper publishers have ever undertaken," W. T. Anderson, publisher of the Telegraph, declared here today in discussing the contract which was recently made with the Macon Typographical Union, establishing friendly terms.

"In two years 40 machines have been installed and some 350 qualified students have been turned out. The school excels all the paper mills and other things-on-paper that have been before the publishers for several years."

Mr. Anderson, who is chairman of the A. N. P. A.-S. N. P. A. printing school committee declared the school was not organized in a spirit of hostility toward the union, although some members of the International Typographical Union so viewed it.

"We sought to treat it as religion, leaving to the individual's judgment whether he should join the union or seek employment outside of it. It is not for the school to say whether a student shall join the union or not."

Under the new contract which permits union men to become teachers in the school, proselyting by the union can be carried out even more extensively than before the school was established, but it is admitted on all sides that a better feeling has been created. Before the contract was signed there was said to have been a concerted effort by printers to keep printing students from attending the school.

The union, it is understood, has agreed to abandon this fight, realizing, apparently, that printers can be developed through proper schooling in less than five years' apprenticeship.

"Competition begun by the publishers themselves has done more to injure the Macon Printing School than anything else," declared Mr. Anderson. "Some of the publishers in different sections of the country have established little schools that could not be a success, in an effort to develop printers for that immediate territory. In the Macon Printing School no locality is fed by the school. Students are taken from any point in the world and they go out to fill openings in the ranks. If the school fails, it will be due more to this competition of the publishers than anything else, because they are not only withdrawing support of the school but diverting to their schools students who should come here. But I see no chance for the Macon school to fail. I believe that it has come to be a permanent thing."

Mr. Anderson declared that under the contract just closed with the union advantages have been obtained by the public, the union and the school, which did not exist before, notwithstanding the fact that there was no hostility shown toward the union by the publishers behind the school.

### Telegram Finds Wet Spots

Three Boston newspaper men testified before a grand jury recently in a probe of illegal liquor selling in Hyde Park, Mass. The Boston Telegram created widespread comment by a page one exposure of conditions under which "moonshine" was sold even to police officers in the Boston suburb. The Telegram city editor, Ray M. Russell, who wrote the story from facts obtained by Walter Kane of the staff and another investigator related what was learned as the result of a night's investigation by the Telegram.

### College Daily 30 Years Old

The University of Wisconsin Daily Cardinal celebrated its 30th anniversary April 5.

## PUBLISHERS RESIST UNION AGGRESSION

(Continued from Page 7)

stressed incidentals and buried the main facts, with the result that the published statements, in some instances badly garbled, were used by the Typographical Union as a basis for denials and explanations that did not touch the main points of the A. N. P. A. statement. It is probable that the union denials more than offset in the public mind the essentials that the A. N. P. A. wished to drive home. Some publishers believe that display advertising would best serve the desired end, holding that what is chiefly the concern of the newspaper business has a tenuous news interest.

No matter how the publicity is secured, or its accuracy guaranteed, it is being looked upon with greater favor than ever as a fair weapon for publishers in their industrial troubles. A New York State publisher, whose relations with the typographical union have been cordial on the whole, points out that there are a "number of abuses on the part of the Typographical Union that would not stand the light of day and which public sentiment would compel the union to abandon. That, it seems to me, is the only way that the union can be brought to a reasonable basis regarding its arbitration contract, and until a systematic publicity campaign is carried on in every newspaper in the United States, the Typographical Union will have us at its mercy, and can only be brought to terms after a most disastrous and costly fight."

Unfavorable comment is centered on the International Typographical Union, the present leadership of which stands in very little favor with employers anywhere, as refractory and less amenable to reason than any of its recent predecessors. Its assessments for the fight to enforce the 44-hour week in job printing shops have eaten up for the past year most of the increased pay that local unions have gained and are highly unpopular with publishers and members of newspaper chapels. Nevertheless, defections from the union ranks have not been abnormally high—probably no higher than they were when similar assessments were collected to enforce the eight-hour and the nine-hour-day strikes. Present indications are that publishers who expect the union to disintegrate because of the heavy strike assessments are likely to be disappointed.

Other unions have their troubled spots, too, the pressmen in particular, although there are signs that President Berry of the latter is getting his organization in hand after a bad two years. He was recently re-elected, with a sympathetic group of officers, and since his election has evinced a spirit of co-operation with the publishers. It is believed that the International Printing Pressmen's & Assistants Union of North America will sign a renewal of the international arbitration agreement, with a proviso that international law affecting wages and working conditions will not be reserved from arbitration.

This union has several laws that are hostile to publishers and tend to hamper pressroom operations, but most of them are not strictly interpreted in many cities. One law, that was recently upset in New York, provides that no member of a press crew shall work on more than one press during any workshift, and it is probable that it will be abrogated in other cities as old agreements expire.

The International Stereotypers' & Electrotypers' Union has, as a rule, caused little trouble in recent years. It is regarded by publishers as an organization of "good business men," who generally get what they go after. It agreed to abide by the result of the negotiations between the A. N. P. A. and the I. T. U. regarding the new arbitration agreement and has not indicated further than that what its future course will be.

Stereotypers' international laws contain some sections that are not uniformly enforced and are objectionable when

some local union tries to make them effective. One law, for example, provides that men shall not work for less than a full day's pay, which, strictly interpreted, means that a man who is discharged for cause, can collect a full day's pay even if he works only half an hour.

Another of the stereotypers' laws is that a man may not be barred from an office unless the local union has so voted, and strictly interpreted, this means that the foreman might discharge a man for cause and he could appear the next night in the same office as a sub.

It is felt that if these laws were subject to arbitration, the union would not attempt to force them and resultant friction would be eliminated.

But with all the kinks in union laws ironed out, and relations handled on either a national or on a local scale, the best weapon possessed by publishers is a knowledge of the innermost facts of their business and the exchange of this information with other publishers.

With this in view, it is likely that the A. N. P. A. will continue its special standing committee. The International Arbitration Board will, by agreement, settle all cases arising before and up to April 30, in case the present agreements expire then, and in the case of many of the 322 newspapers which have contracts under this agreement, local arbitration is provided in local scale contracts.

The new era which seems to be dawning will require closer attention than ever to details of labor affairs by the owners of newspapers—the hands which sign the payroll checks—as the question of reducing wages is admittedly difficult of settlement either by conciliation or arbitration. Yet wages must come down, all agree. Facts, hard facts, of the business of the newspaper and the relation thereto of the scales paid and desired, have been found to be the best evidence before arbitrators selected with a reasonable degree of care.

In New York, the recent Manton award in the pressmen's case was secured by the publishers after months of gathering and collating from all parts of the country evidence which had a direct bearing on the questions at issue—chief of which was the right of a publisher to determine how many men he shall employ to do a given piece of work and in what capacities he shall employ them, rights which had been usurped during the past twenty years by the union through inattention to detail by the newspaper owners.

The process of gathering and digesting the information was probably highly illuminative and its product would have repaid the owners for their trouble even had the decision of the arbitrator not been in such close accord with the publishers' contentions. As matters stand, the millennium has not been reached in Greater New York pressrooms by any means, but conditions are more satisfactory to the publishers than at any time in 20 years and the union has working conditions that it will not feel called upon to hide when the scale is re-opened next year. The entire situation is now in the open, with a "day's pay for a day's work" as the publishers' guiding principle, one which will have to be accepted as basic by all parties to labor agreements if the present system of employment is to continue.

As stated above, the publishers, on the whole, want wages lowered from wartime peaks, not precipitately, but by steps in accord with drops in the cost of living. They want reductions to be effected by agreement, not by edict. "Union busting" is not the concern of most newspaper owners, as the slow progress of the "American Plan" or open shop movement in newspaper offices proves. But—union leaders should read EDITOR & PUBLISHER—recent events in Bridgeport and Hartford indicate that the open shop, with all its initial inconvenience, is an alternative that will not be shunned by publishers if their union labor prefers the strong arm to cigars in the council room when subjects of mutual concern are under discussion. In such a test of strength, the unions cannot win today.

## PROPOSED PLAN FOR WELFARE FUND

(Continued from Page 7)

the welfare fund until such time as said interest and the assessments hereinbefore described shall have brought the welfare fund up to one million dollars, (\$1,000,000) after which all surplus interest shall be paid to the contributors to said welfare fund in annual dividends and the amount paid the individual subscriber as dividends shall bear the same ratio to the entire surplus available for distribution that his total contribution bears to the total welfare fund.

10. BE IT FURTHER RESOLVED, that the administration of the said welfare fund shall be by a governing board consisting of five (5) members, and an advisory board consisting of fifteen (15) members, said governing board and advisory board to be appointed by the president of the A. N. P. A. with the approval of the board of directors. The governing board members shall be selected with consideration for their proximity to each other in order that they may with slight expense convene for the purpose of administering the fund. The advisory board members shall be selected with due regard to a country-wide representation and to the special fitness of the individual for passing upon questions which will be submitted to him for advice by the governing board in the natural course of administering such a fund.

Members of the first governing board and the first advisory board shall hold office for terms of from one to four years, said terms to be designated by the president when making the appointment.

Thereafter one member of the governing board and four members of the advisory board shall be appointed for terms of four years at each annual convention of the A. N. P. A. in the same manner prescribed for the appointment of the original board. Appointees shall in all cases perform the duties of the office until a successor is appointed and qualifies.

In the event of vacancies occurring between conventions on either the governing board or the advisory board, a successor shall be named by the governing board with the approval of a majority of the advisory board to complete the unexpired term.

The governing board shall act through an executive-secretary employed by, accountable to, and properly bonded by the governing board, or it shall act through the chairman of the joint standing committee of the A. N. P. A. if such course is thought more expedient by said governing board when a practical working plan is studied out.

It is necessary that broad, discretionary powers be vested in the governing board, but it is directed that a policy of administering the welfare fund shall be outlined and approved through a mail referendum vote by a two-thirds majority of the advisory members, and it is the will of this association that no action constituting a deviation from the established policy of the complete board shall be taken until the governing board shall have secured from the advisory board through a mail or telegraph referendum vote, an approval by at least two-thirds of the members of the advisory board. A permanent record of each and every referendum shall be kept by the office of the representative of the governing board.

11. BE IT FURTHER RESOLVED, that no funds be disbursed, and no assistance of any kind shall be rendered from this fund to any publisher unless said publisher is a subscriber to this plan and shall have first advised the governing board of the course of action contemplated, and said course of action shall have been approved by the governing board. A member of the governing board may go personally to the cities from which applications for assistance are received, or the governing board may appoint a special representative to visit such places and secure information at first hand before any appropriations are approved or allotted, and publishers who fail to secure the approval of the governing board as aforesaid, shall not be entitled to special use of any part of the funds as hereinbefore described.

### Atlanta Mailers Revive Old Case

In reply to posters placed all over the city of Atlanta, reading "Locked Out—Union Mailers," the three Atlanta papers, the Journal, the Georgian and the Constitution, have issued a public statement in which they deny that the union mailers were locked out. The statement refers to an occurrence of about 10 months ago when the mailers quit work because the papers refused to meet their demands. The publishers state the Union Mailers walked out of their own accord after earnest conferences and after every possible effort had been made to induce them to stay. The union placard accuses the Atlanta Georgian and Sunday American of running a non-union mail room without mentioning the other two papers.

# PUT THE KEYSTONE STATE

## IN YOUR PYRAMID OF MARKETS

Pennsylvania has 169 cities of over 5,000 population. Collectively, they have 58 per cent of the population of State.

Consider the tremendous purchasing power of all these people who are close to the retail outlets for your goods.

Put your message before the eyes of nearly

# 5,000,000 PENNSYLVANIA PEOPLE

Pennsylvania daily newspapers permit co-operation with local dealers — a vitally important adjunct to any selling campaign and something unobtainable through other media.

The Pennsylvania newspapers listed here will do wonders for you. Figure out the circulation and rate, and you will be agreeably surprised at the comparative small cost.

### A LIST THAT GETS RESULTS

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M)	29,021	.09	.09	Pottsville Republican (E)	11,558	.055	.05
Allentown Call (S)	16,104	.09	.09	†Scranton Republican (M)	33,135	.12	.10
Bethlehem Globe (E)	8,066	.04	.04	*Scranton Times (E)	37,701	.12	.10
†Bloomsburg Press (M)	6,069	.029	.029	Sharon Herald (E)	4,888	.021	.021
*Chester Times and Republican (M&E)	14,752	.065	.05	Sunbury Daily Item (E)	3,911	.021	.018
†Coatesville Record (E)	5,394	.021	.021	*Warren Times-Mirror (E&M)	7,931	.036	.036
*Connellsville Courier (E)	5,652	.0179	.0179	*Washington Observer and Reporter (M&E)	15,426	.06	.05
Easton Express (E)	16,019	.05	.05	West Chester Local News (E)	11,010	.03	.03
*Easton Free Press (E)	12,557	.05	.05	*Wilkes-Barre Times-Leader (E)	21,234	.08	.05
*Erie Times (E)	26,428	.08	.08	York Dispatch (E)	16,549	.045	.045
*Harrisburg Telegraph (E)	36,478	.095	.095	York Gazette and Daily (M)	16,614	.045	.045
*Lancaster Intelligencer and News-Journal (M&E)	21,867	.08	.08				
**Oil City Derrick (M)	6,263	.035	.035				
Pittsburgh Dispatch (M)	54,541	.17	.15				
Pittsburgh Dispatch (S)	63,767	.22	.18				
Pottstown Ledger (E)	1,590	.025	.025				

Government Statements, April 1, 1922.  
 \*A. B. C. Publishers' Statement, April 1, 1922.  
 †Government Statement, October 1, 1921.  
 \*\*A. B. C. Statement, October 1, 1921.

# IOWA

The leading Swine state of the nation, sold in one week hogs to the value of \$3,000,000

This tremendous sale was made during the first week in March 1922. At the beginning of the year, there were 7,546,000 swine upon Iowa farms, worth an average price of \$11 per head.

Since that time the price of swine has risen to such a point that the wealth of the state has been increased over \$3,000,000 a month—and this item is only 33% of the farmers' income.

## Tremendous Buying Power Accumulating

It must be remembered that Iowa leads the nation also in number or value of horses, poultry, eggs, corn and oats, which constitute 67% of the farmers' income. When these items have been realized upon, it can be imagined what the true buying power of the state will be.

There are only 2,404,021 people in Iowa to share in the first distribution of this huge sum, resulting from the sale of Iowa's farm products alone. Many factories and other industries produce vast wealth. It is obvious why Iowa leads the country in wealth per capita.

This is the place to center your sales effort. Concentrated advertising will produce results not to be attained over a wider area.

Cover this wonderful market through the following newspapers

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,510	.035
Burlington Hawk-Eye (S)	13,171	.035
†Cedar Rapids Gazette (E)	19,568	.06
*Council Bluffs Nonpareil (E&S)	14,749	.05
*Davenport Democrat & Leader (E)	14,649	.06
*Davenport Democrat & Leader (S)	17,080	.06
*Davenport Times (E)	23,839	.07
Des Moines Capital (E)	60,186	.14
Des Moines Sunday Capital (S)	33,608	.14
*Des Moines Register and Tribune (M&E)	122,074	.20
*Des Moines Sunday Register (S)	116,465	.20
*Iowa City Press-Citizen (E)	6,320	.035
†Mason City Globe Gazette (E)	10,379	.035
*Muscatine Journal (E)	7,868	.035
*Ottumwa Courier (E)	13,186	.05
*Sioux City Journal (M&E)	50,804	.11
*Sioux City Journal (S)	38,168	.11
**Waterloo Evening Courier (E)	15,280	.05

Government Statements, April 1, 1922.

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

†Government Statements, October 1, 1921.

\*\*A. B. C. Statement, October 1, 1921.

## FOORD, FORMER EDITOR OF N. Y. TIMES, DEAD

Injuries in Auto Accident Fatal—Exposed Tweed Ring in 1870—Active in Journalism for Fifty-four Years

John Foord, editor of the magazine Asia, published in New York, and at one time editor-in-chief of the New York Times, died in Washington, D. C., April 17, as the result of injuries sustained when struck by an automobile two days before. Mr. Foord was 78 years old. Born in Perthshire, Scotland, on Oct. 12, 1844, he was educated in Dundee and spent his young manhood in the service of newspapers in London. In 1869 he became a reporter on the New York Times. The Tweed exposures were Foord's greatest news job. Soon after he turned to writing editorials, displaying a wide grasp of affairs and proving particularly able in what he had to say on financial and commercial topics.

In 1876 Mr. Foord became editor-in-chief of the Times, then still a Republican newspaper. He held that position until 1883. From the Times he went to the Brooklyn Union, of which he became editor and part owner. Next he edited Harper's Weekly. For the last twenty years he was a member of the editorial staff of the New York Journal of Commerce, devoting himself to economics and international topics. Foord worked for fair and liberal dealing with the peoples of China and Japan. The growth of his interest in the Orient led him to the formation in 1898 of the American Asiatic Association.

Mr. Foord was the founder and editor of the Journal of the American Asiatic Association, published from 1898 until 1917. In that year the late Williard Straight, who was president of the American Asiatic Association, agreed to finance the development of the journal into a broad general popular magazine, and he and John Foord united in organizing Asia, with Foord as editor. In 1914 Mr. Foord joined with James A. Farrell, president of the United States Steel Corporation, the late Willard Straight and Robert H. Patchin in organizing the National Foreign Trade Council, and a little while later Mr. Foord was one of those associated with Williard Straight in the founding of India House.

## Obituary

W. E. CAGE, aged 68, publisher of the Pharr (Tex.) Clarion, and mayor of Pharr, died April 11 of apoplexy.

DR. CYRUS NORTROP, president emeritus of the University of Minnesota, who died in Minneapolis recently, was editor of the New Haven (Conn.) Palladium 60 years ago.

PAUL FLAGLER TURNER, 19 years old, a student of Haverford College and the son of the late Albert E. Turner, former financial editor of the Philadelphia North American, was accidentally killed when he was struck in the head by a golf club April 11.

ALFRED D. CRIDGE, aged 61, suburban editor of the Portland, Oregon Journal, died recently at his home in Portland. He had been in newspaper work for many years.

MRS. IRVING STONE, aged 66, wife of the superintendent of the mechanical department of the Chicago Daily News, died at her home in Chicago after a four months' illness.

ARMON D. CHAYTOR, aged 69, a former newspaper man, died in Wilmington, Del., April 10.

ALFRED H. PADDON, for 50 years an employee of the Buffalo Commercial, died recently.

MRS. A. E. RICHMOND, aged 61, wife of the former managing editor of the Buffalo Commercial, and mother of George Richmond of the Buffalo Times city staff, died recently.

JOHN S. SHYROCK, aged 67, who set type on the first poem of Eugene Field and for 16 years on the Kansas City Post, died recently.

LEON D. GRAY, editor of the Rockford (Ala.) Chronicle, died April 15.

JOHN W. FOX, for more than thirty years a reporter for the Brooklyn Citizen, died April 19, after a lingering illness. He was fifty-six years of age.

ROBERT MCKIE, who for twenty years was editor of the Covina (Cal.) Chronicle, died at Long Beach, Cal., April 15, aged eighty years. He was born in Kentucky, but had resided in California for thirty years.

## Honor Peggy Shippen's Memory

Fourteen organizations with which Mrs. Cornelius Stevenson, well-known Philadelphian writer and newspaper woman, was associated have united to pay tribute to her memory at a memorial service to be given in the University of Pennsylvania Museum on April 29. The service is not to be thrown open to the general public, but because of the respect and affection in which "Peggy Shippen" was held by those who had never heard of Mrs. Stevenson, a section of the hall will be reserved for those unknown friends of Mrs. Stevenson who wish to sit and take part in the services.

## PRICES DON'T MAKE PROSPERITY

Business Can Be Good on Rising or Falling Market, Says Harrington

Howard Harrington, advertising manager of the Moline (Ill.) Plow Works, told the St. Paul Town Criers' club at a recent meeting that business prosperity is not governed by high prices. He illustrated his talk with charts. In 1892, Mr. Harrington declared, when prices were at their lowest, prosperity had reached the highest point yet known. "We can find as much prosperity today in a market of falling prices as we did in a market of rising prices, provided we understand the fundamentals of selling and know how to apply them," said he. "Turnover is the answer to the merchant who wants to obtain prosperity, and with the proper turnover a merchant can expect as abundant prosperity as his business ability will admit."

Mr. Harrington said that no matter what means a merchant took to obtain proper advertising, he must conform to the principles upon which advertising is based, which are vision, service, personality, quality, responsibility and integrity.

## Prizes for Tribune Bowlers

Prizes were awarded winners in the Chicago Tribune employees' bowling tournament at a dinner given by the newspaper this week. The composing room carried off first honors, a silver trophy. In addition, each member was presented with a camera and a set of military hair brushes. Edward Classen, engraving room, led the individual scores and received a chest of silver. Frank Nessinger, composing room, second, and Frank Allison, third, were presented with a seal ring and traveling bag, respectively. R. Myers of the press room was fourth and W. H. Whalen, assistant to the business manager, was fifth, each receiving a gold watch. The B. L. T. bowling ball handicap contest was won by Art Richter of the circulation department. In addition to the ball that B. L. T. had used for years, Mr. Richter was presented with a gold watch as a personal gift. The presentations were made by S. E. Thompson, business manager, and Capt. J. M. Patterson.

## Painter's Assailant Must Pay

W. H. Knox, former state law enforcement officer, must pay a fine of \$500 and serve 30 days in jail for attacking Phil Painter of the Birmingham (Ala.) Advance, the State Supreme Court having denied a petition for review of the case.

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NEWS OF THE ASSOCIATIONS AND CLUBS

**PRESIDENT HARDING** expects, if Congress adjourns by July 1, to attend the National Editorial Association convention at Missoula, Mont., July 19 to 22. A special train will leave Chicago July 9 and the party will stop over to participate in the semi-centennial of the opening of the Yellow Stone National Park. They will also visit the Glacier National Park and stop at Medora, N. D. where a tribute to Theodore Roosevelt will be paid by the unveiling of a monument. A daily newspaper will be printed on the train and a copy mailed each day to every newspaper in the country. The sessions of the convention will be held in the Elks Temple at Missoula.

At a dinner given recently at the Pen and Pencil Club of Philadelphia, Victor Rosewater, assistant to the president of the Sesqui-Centennial Committee was the guest of honor. One of the projects under discussion was a "Press Palace" where members of the newspaper fraternity could meet for business and social purposes and where newspapermen from other states and other countries could gather and enjoy the friendship and hospitality of their Philadelphia confreres. Mayor Moore endorsed the idea of a press exhibit and expressing it as his belief that Philadelphia newspaper men, not only the writers but all others, should be well represented. Jay E. House of the Public Ledger, was the first speaker, and he outlined tentatively, the plans of the club. Mr. Rosewater responded. Among other things he spoke of the great good that the club could do in extending hospitality to visiting writers. Among the speakers who followed were Major S. E. Turner of the Chester Times; Jacob Ginsberg, publisher of the Jewish World; W. Orton Tewson.

The annual convention of the Pacific Coast Association of Advertising Clubs of America is to be held in San Diego, Cal., June 25 to 29.

W. W. Pigue, advertising manager of the Fort Worth, (Tex.) Record, spoke before the Dallas Advertising League last week on the advertising outlook for 1922. Walter A. Dealey, assistant general manager of the Dallas Morning News, spoke on co-operation.

The Associated Advertising Clubs of Texas will hold their annual convention in Fort Worth the first week in June. Those who attend this meeting will go to the National Convention in Milwaukee leaving Fort Worth on June 9.

The Adsters, the advertising club of Paris, Tex., has launched a campaign for establishing a public library in Paris. Advertising men of Ardmore (Okla.) are planning an Ad Club, and Charles Whitman, president of the Oklahoma City Advertising Club, accompanied by Reed Jones, an active member of that organization, have pledged their co-operation in its formation.

The San Francisco Ad Club recently had a radio luncheon. President Fred H. Manton addressed the club from the San Francisco Examiner's broadcasting station.

The executive committee of the re-organized San Francisco Newspapermen's Club was announced last week. It includes Edward H. Hurlburt, chairman, Bulletin; Thomas Gallagher, Associated Press; Rollin Saunders, Chronicle; Edward A. Charlton, Examiner; Ed Kneass, Journal; Hale Shields, Call; Fred Goodcell, Bulletin; Fred V. Williams, Daily News and United Press, Jack Gum, International Film service; Kenneth C. Adams, W. F. Benedict, Franck Havenner, Judge Sylvester J. McAttee, Timothy Healy, W. A. Mundell, Edward Rainey and W. L. Levings. Mr. Hurlburt is president; Mr. Gallagher, vice-president; and Mr. Shields, secretary.

The Pica Club, the editorial body of Northern New Jersey, will hold its annual meeting in the Muzzy Building,

Paterson, April 28 and it is expected that the present officers will be re-elected. They are John J. Sweeney, Paterson Call, president; Harold Gras, Passaic News, vice-president; G. H. Burke, treasurer; and Charles Winans, Paterson Call, secretary.

The Kansas Editorial Association will hold its 13th annual meeting at Lawrence May 5 and at Kansas City May 6. William Allen White will be the chief speaker.

The Virginia Press Association will hold its summer meeting in Staunton July 20, 21, 22. During the convention the editors will tour the Valley in automobiles, visiting Harrisonburg and Winchester on the trip. Plans for the erection of a tablet in memory of William Parks, the first printer in Virginia, were discussed at the session of the executive committee.

The Springfield (Mass.) Publicity Club, on April 26 will have its annual advertising dinner.

The Terre Haute (Ind.) Advertising Club, April 17, elected the following officers: W. G. Valentine, president; A. C. Anderson, vice-president; J. F. Eggers, secretary, and Miss Florence May, treasurer. Directors are Lawrence H. Joseph, W. R. Bell, Maurice Fox, Herman Meyer and Frank Shannon. The club is taking an active part in arrangements for the quarterly conference of the Associated Advertising Clubs of the Wabash Valley to be held in Terre Haute May 11 and 12.

The Michigan Press Association, composed of editors and publishers of Michigan weekly newspapers, was formed last week at the Michigan Agricultural College, Lansing, by 75 rural newspapermen. The association will retain affiliation with the Michigan Typothetae Federation, with which most of the publishers are already identified. Action was taken to hire a permanent field secretary. Officers were chosen as follows: F. D. Kiester, Ionia County News, president; G. W. Feighner, Nashville News, vice-president S. R. Wilson, Saline Observer, secretary-treasurer.

The Vermont Press Association has offered a \$100 scholarship at the University of Vermont for the best work in a Vermont preparatory school paper in the state during the year. Howard L. Hindley, Rutland Herald, John T. Cushing, St. Albans Messenger, and Otto R. Bennett, Manchester Journal, are to be judges.

Walter C. Johnson, secretary of the Southern Newspaper Publishers Association, has announced that the program for the 1922 meeting is now being prepared by a special committee of which E. Munsey Slack, general manager of the Johnson City (Tenn.) Chronicle, is chairman. Several members of the association have been at the hearing held in Atlanta, Ga. on the re-classification of rates on ink in carload lots. Similar hearings will be held during April in Chicago and New York. Southern publishers are also complaining of newspaper freight rates to the South and it is expected that a reduction in this rate will be asked for by the S. N. P. A. Secretary Johnson says that he expects that most of the Southern delegates will arrive in New York a day in advance to participate in a meeting at the Waldorf to discuss the "Welfare Plan" to be presented to the A. N. P. A. convention.

The San Francisco Press Club staged its annual commemoration of the San Francisco disaster April 16 at the Orpheum Theatre. A play written and acted by members of the club was presented.

The Chicago Press Club, Ashland Building, has extended the lease on its club rooms for three years. The rooms are to be re-decorated.

GO AFTER BUSINESS IN



No other state enjoys the stability of Commerce and Industry that is peculiar to Indiana. These figures help to show why Indiana stands out.

<b>People</b>	<b>2,930,390</b>
Urban .....	50.6 per cent
Rural .....	49.4 per cent
<b>Banks</b>	<b>1,057</b>
Resources .....	\$960,617,000
Deposits .....	\$678,178,000
<b>Farms</b>	<b>205,126</b>
Value .....	\$3,042,311,247
Land .....	\$2,202,566,336
Buildings .....	\$451,077,637
Implements .....	\$127,403,086
<b>Autos</b>	<b>332,707</b>

There is a big market in Indiana for your goods. Cultivate it now. These newspapers will carry your sales message to receptive people in an effective manner.

	Circulation	Rate for 5,000 lines
Decatur Democrat .....	(E) 3,151	.025
*Evansville Courier .....	(M) 22,938	.05
*Evansville Courier .....	(S) 21,392	.05
*Fort Wayne Journal-Gazette .....	(M) 23,528	.10
*Fort Wayne Evening Press .....	(E) 15,054	
*Fort Wayne Journal-Gazette .....	(S) 24,661	.07
**Fort Wayne News-Sentinel .....	(E) 31,718	.08
**Fort Wayne News-Sentinel .....	(S) 31,418	.08
*Gary Evening Post and Tribune .....	(E) 8,953	.05
**Indianapolis News .....	(E) 115,958	.20
LaPorte Herald .....	(E) 3,721	.025
†South Bend News-Times .....	(M) 9,021	.05
†South Bend News-Times .....	(E) 9,170	
†South Bend News-Times .....	(S) 18,864	.05
South Bend Tribune .....	(E) 15,817	.055
*Terre Haute Tribune .....	(E&S) 22,381	.06
*Vincennes Commercial .....	(M&S) 5,010	.025

Government Statements, April 1, 1922.

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

†Publisher's Statement.

\*\*A. B. C. Report, December 31, 1921.

# MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Hough, co-editor and publisher of the *Martha's Vineyard Gazette*, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

A WEEKLY newspaper made a successful campaign for advertising from neighboring cities on the strength of its good local circulation. The advertising manager clipped every inch of items from the local column for a month. At the end of that time he had several yards of short, interesting notes about people. He pasted them all together, wound them up like a movie film and unreeled them before his prospect, letting the yards of items extend freely upon the floor. The city man saw the point. He was convinced that a paper with exhibit of local items must be thoroughly and consistently read. This is an easy way of getting the attention of a prospect and showing him what sort of a newspaper yours is.—H. B. H.

The subscription price of your paper tells what you can afford to pay to get a subscription or to get a check for one that has expired. Too many publishers are selling their papers too cheaply with the idea of encouraging circulation, whereas, if the price were raised they could afford to go out after new subscribers and also after old ones. If for no other reason than to stand the cost of this troublesome business, the small newspaper ought to keep up its subscription price. Before crossing off a tardy subscriber's name it is often worth while to send him a stamped, addressed envelope and a last form letter. If a publisher can do this, the last long chance often proves a good one and a check comes back in the mail.—H. B. H.

A good way to use some spare time and any spare pieces of odd card or paper around the office is to print up some forms on which can be pasted a clipping which mentions the name of someone who should be a subscriber. This is an effective way of canvassing subscriptions among newcomers. The clipping and pasting usually cannot be done in spare time, but the materials are handy when needed and every now and then there will be an occasion to shoot a clipping about someone with the suggestion that the paper will interest them.—H. B. H.

Country newspapers are short on writing letters. It is harder to get an answer from a country paper than almost anyone or anything else, and this is bad for the paper. The country editor is also likely to neglect his own stationery and scratch off such letters as he does write on poorly conceived paper which does him no good advertising. It is important that the country paper work out a scheme for answering letters, and then that every letter coming into the office be acknowledged promptly. This is business-like and it pays in the long run for a good deal of extra effort and some extra cost. A little time every day, regularly, will keep up with the mail and help the foreign relations immensely.—H. B. H.

Some newspapers use colored wrappers for the papers every week and they also work out a line of writing paper, envelopes, bill-heads, etc., to match. This is a top-notch hunch for a small town where such a progressive system is bound to be outstanding. Every time the color pink or yellow or blue or whatever it may be is in the mail, the man who gets it thinks of the newspaper.—H. B. H.

Where a weekly newspaper has plenty of room it may be a good idea to keep a number of back copies for some time in arrears and sell them when called for at an advance in price. There are frequent calls for back copies which contain obituaries, etc., and without much trouble the newspaper can oblige and make a profit at the same time.—H. B. H.

One way to please an advertiser is to strike off some proofs of his ad on inexpensive cardboard for him to use as window advertisements. This costs but little and is a good investment. Not only is it a good gesture, but its theory is sound. The merchant gets in the habit of coming to the newspaper for all his advertising, and when he pays the bill he feels he has got a little something extra for his money.—H. B. H.

An idea which has been going around for a long time with variations is still good. It

originated sometime back with a person or persons unknown. Start a column headed, "They Say—" and quote anything or everything that anybody in town has been heard to say. Something funny, something pathetic, something sensible—and you have a good department started which will be a sure circulation-getter. For example, the column might start: "Joe Frish says he is going to work hard this winter and smoke good cigars next summer." It is possible to get any atmosphere desired.—H. B. H.

A daily in a small town and in a locality where the roads are not paved puts a reporter on a motorcycle, when the weather is rainy and sends him in all directions to inspect the roads. The conditions of the roads around the town are reported the next day with directions how to avoid the worst places, in going anywhere out of or into the town. This renders an appreciated service both to the farmers and townsmen.—B. F. C.

A Kansas daily ran a prize-contest offering \$10 for the best letter on "How I Bought My First Home." This contest was run for several months. It was not only a good advertisement for the paper, but helped to encourage home building and buying in the town and community.—B. F. C.

Is a merchandising survey worth while for a daily with a circulation of 6,000? I believe it is. A year ago our competitor was getting considerable foreign advertising—much more than we, in fact. We held a staff meeting to figure out a way of getting our share of the foreign business. It was decided to try out the merchandising survey idea on a small scale as a starter.

We began with a survey of cigar sales. We sent a man to every tobacco store in town. It was his business to tabulate the ten cigars that were in greatest demand and the five cigars for which there was the least call. When we had all the information classified we sent letters to cigar manufacturers calling their attention to the way their cigars were selling in our city. Several manufacturers responded with contracts.

We applied the same system to other products, shoes, tires, tooth paste, etc. The expense of making a survey is slight; a man or girl can do it at odd hours. It pays to do it.—W. J. R.

"Every person who gets a copy of our weekly paper," said one country publisher, "should have at least one reason for patronizing our advertising columns during the course of a year. Since we feel this is the case it is natural for us to use our subscription list as an advertising prospect list. We go over our subscription list each month and check off on the list those folks who have advertised with us during the month. Then we make up, from the subscription list, a list of those folks who ought to have something to advertise during the coming month and we go after these latter people hard. You'd be surprised to know how much advertising we get into our paper in this way. Many folks, you know, don't realize that they have reasons for advertising in the country weekly until the publisher of the weekly tells them these reasons."—F. H. W.

Link up the psychology of the news columns with your advertising. For instance, start talking Christmas in your editorials and news items long before Thanksgiving. This will get the merchants to thinking about Christmas. They will consequently start advertising sooner. We have been doing this for the last two years with the result that it has moved our whole schedule of Christmas advertising up two or three weeks and we are getting just that much more revenue.—N. J. R.

A bane of any business is the small account. The Cottage Grove (Ore.) Sentinel solved the problem by charging 25 cents for bookkeeping on all accounts of less than \$1.00 and by charging 10 cents for all statements after the first on accounts of less than \$5.00.—E. B.


## A Mighty Force Intelligently Directed

The Merchandising Plan of the Chicago Herald and Examiner assures adequate dealer distribution in the great Chicago Market in advance of advertising. It is a plan that many a manufacturer has congratulated himself upon using—so effective has it proven in winning dealer good will and co-operation.

Following the execution of this plan, comes the advertising campaign—wherein the Herald and Examiner demonstrates the usual responsiveness of its readers.

### Chicago Herald and Examiner

FIRST IN PUBLIC SERVICE



The World and The Evening World have a combined circulation, daily, of 650,000 for \$1.20 per square line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year.

**The Evening World**  
Pulitzer Building, New York  
Muller's Building, Chicago  
Ford Building, Detroit

### Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

## The Pittsburg Dispatch

and know you get the "Best Always"

Branch Offices:  
Wallace G. Brooke,  
Brunswick Building, New York  
The Ford-Parsons Co.,  
Marquette Building, Chicago, Ill.

## Perth Amboy, N. J.

Plants are putting on men.  
Plant managers are optimistic regarding future.  
Building trades active.

## Evening News

F. R. NORTHROP  
350 Madison Avenue, New York City  
Foreign Representative

# FIRST

The New York Times in March published 226,598 agate lines of financial advertising, a gain of 39,114 lines over March of last year, and 109,166 lines more than the second New York newspaper.

## BUFFALO EVENING NEWS

Again Leads All Six-Day Publications in United States in National Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership.

National Advertising 1921—2,517,574 agate lines.

### THE BUFFALO MARKET.

The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year. It is significant to note that at the present time there is no retail store for rent.

Buffalo is busy.  
Buffalo is prosperous.  
Buffalo is withstanding the onslaught of the reconstruction period.

Your campaign will pay in Buffalo.

## BUFFALO EVENING NEWS

E. H. BUTLER, Editor & Publisher.  
Kelly-Smith Company, Representatives, Marbridge Bldg., New York, N. Y.; Lytton Bldg., Chicago, Ill.

# BOSTON TELEGRAM

The newest, up-to-date and fastest growing newspaper in

## Metropolitan Boston

HAVING  
Largest Evening  
Circulation

REPRESENTED BY

## BENJAMIN & KENTOR

Los Angeles Chicago  
Van Nuys Bldg. Mallers Bldg.  
New York  
225 5th Ave.



## LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID ADVERTISING

National, Local Display and Classified.

Total for first three months of 1922

# Lines 4,161,108 lines

New York Chicago  
H. W. MOLONEY G. LOGAN FAYNE CO.  
604 Times Bldg. 432 Marquette Bldg.

## New Haven Register

is New Haven's Dominant Newspaper

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

## New Haven Register

The Julius Mathews' Special Agency  
Boston—New York—Detroit—Chicago

In New Orleans it's

# THE ITEM

### RENFRO HORN

The Juvenile Sherlock Holmes is the ideal newspaper carrier. He will instruct your carriers and entertain them in the Renfro Horn books, built to make better carriers. The first volume is "THE MYSTERY OF THE MISSING EYEBROWS"

Others will follow. These are regular \$1.50 books and will be sold to the newspapers at 75 cents each. The books are ideal prizes to secure carrier increases, because they help to improve carrier service. "A prize plus a service."

Write the R. H. GORE PUBLISHING COMPANY Rooms 6-7, Naylor-Cox Building Terre Haute, Indiana

## The Best Paper in New Orleans—New Orleans States

Watch for next A B C Statement from New Orleans Papers.

### Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS 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. Marbridge Bldg. New York Lytton Bldg. Chicago

## Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

### The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

### The amalgamation of the two leading progressive Jewish newspapers of New York

## THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field



The National Jewish Daily

# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communications to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.

THE Nashville Tennessean recently published two series of cartoon sketches which proved good space-producers. The first was an airplane view of the various business blocks. Names of firms were inscribed on the roofs of their buildings, delivery wagons and various other inserts along streets and scattered in vacant spaces carrying names of well-known concerns. A series of four full pages was secured on this scheme, which appeared to be as near a competitor of outdoor-poster advertising as a newspaper could produce. Readers naturally looked at the ads as they would at any map to locate their favorite stores, and the idea was sold with a minimum of soliciting, as no merchant cared to have his building shown with any other sign than his own.—R. L. S.

One newspaper stationed a representative in a drug store one day to check the number of calls for articles, the trademark of which was made popular by advertising. The result was surprising and made good material for use of solicitors.—B. A. T.

Why not inaugurate a column or department of thrift advertisements to carry the messages of the savings banks, the real estate firms selling building lots, the mortgages brokers, life insurance agencies, stock and bond houses catering to small investors, etc. Only reputable advertisers offering legitimate investments should be permitted space. An editorial in the department on the general subject of thrift would help pull the advertisers and help the advertisements pull the business.—C. W. V. B.

A Kansas newspaper is running a history of the county. As each important town comes into the story a special section is carried as a Saturday feature. The story is illustrated with cuts of important buildings which can be spread on the first page of the section and the other pages filled with advertising from merchants in the town. This feature is going good, not only from the historical standpoint, but the merchants in the small town are realizing that the newspaper in the larger city is a business getter.—B. R. A.

Interview all the hotel managers in your town and convince them that it will greatly please their guests if they will place a newspaper in each room daily as the large metropolitan hotels do. The small cost of the paper is greatly overbalanced by the appreciation of the guests. The first hotel will do this to have the edge on its competitors and then the rest will follow in order to keep up with the more initiative competitor.—D. R.

"Shabby Sam" was a cartoon character run in "strip" form, but in column length instead of across several columns. "Shabby" invariably started at the top of the column in dire need of certain articles of apparel or adornment and finished at the bottom well supplied. Readers were asked to make the best suggestion for the next of the series, and the winner received \$5. This plan was also sold to individual merchants whose lines "Shabby Sam" was shown to have adopted.—R. L. S.

Arrange with local women's shops and a movie theatre to give to the woman or girl most closely resembling the movie star being shown on the screen during the current week, a \$100 wardrobe, selected from shops whose advertising is already in the paper. For the extra publicity the shops will be glad to provide the apparel. The movie theatre can be induced to run extra space. The paper stages a unique contest, interesting many women readers at no expense.—C. L. M.

Co-operating with local insurance agencies and the various companies, one Ohio newspaper launched an insurance week with successful results from every standpoint. Daily articles were carried during the week explaining the various forms of insurance now being sold, some forms of which were not familiar to the average reader. Two solid pages of insurance advertisements were used daily during the week, including the Sunday.—B. A. T.

I have heard it said that a drug store has more different pieces of merchandise in it than any mercantile establishment other than a department store. If this be true, especially where the store carries stationery, cameras, etc., it should be an easy matter to prepare

a short piece of copy on some timely or seasonable product every day. A solicitor with a knack for writing short copy, or a service department, should be able to build up a good account with some live druggist on this basis, using spring remedies, liniments for the early gardenworkers, foot remedies for the hikers, etc., at this time, summer products later, and so on.—C. W. V. B.

If you do not carry the classification, "Suburban Property," in your want ad section, send a good solicitor to all smaller adjoining towns and make a thorough canvass of the real estate dealers. Sign them up on a three-months' basis to run twice a week, giving a separate sub-head for each town. Their ads will soon attract owners to advertise under the heading of their own town, and you will soon have a new and flourishing classification which can be expanded indefinitely and will bring good results.—H. R. P.

A series of stories by well-known outdoor lovers, fishermen, campers, mountain climbers and hunters on the subject of "Where I am Going to Spend My Vacation, and Why," will create wide interest among your readers and will prove a powerful lever in securing resort advertising.—F. L.

Print a half-tone cut of some house in your city having a distinctive style of architecture, and offer a prize to the high school boy who gives the location, name of owner, and best description of the building, all within one hundred words. This feature may be continued profitably for many weeks before the interest begins to decrease. Owners of buildings and high school students will be equally interested in watching for the pictures and the descriptions.—W. H. M.

A newspaper in a small New England city made a feature of "foreign" lines and the number accumulated soon grew from a bare half column to two full columns a day, netting a nice profit. An office girl gave up each morning to going through exchanges and clipping out all want, special notice and other similar ads. Each one was pasted on a card stating that the paper would run the advertisement for three days for a given amount. There was also a statement as to the field covered by the paper and the character of the people among whom it circulated. The response was very gratifying.—G. L. K.

Big advertisers in many cities find it worth while to run catchy reader advertisements throughout the paper calling attention to their big ads or giving newsy little items about their store which would be rather out of place in a big ad. Such items, for instance, as those telling about the big number of visitors at the store on the previous day, the large number of out-of-town folks at the store, favorable comments by customers, and so on. Considerable additional revenue can be secured by suggesting such a use of readers to big advertisers and by continuously working up this business.—F. H. W.

The next time an automobile burns up on the road secure a good photograph of it and run it in your automobile section. Beneath this you will be able to secure display ads from the various Firms who carry automobile insurance.—F. L.

A state-wide campaign to encourage "out-of-towners" to trade in your city would help you land a harvest of advertising. The Manchester, N. H., retail merchants' bureau of the Chamber of Commerce is pushing the plan under way in that state. The plan is for each section of the state to be given a particular day on which it is to be guest of Manchester. This means advertising, not spotted on any one day or two or three days, but over a considerable period. Here is an idea well worth talking over with your Chamber of Commerce. You and your chamber should be able to work together to put this across, with any modifications necessary for your particular territory.—J. M. M.

"Buy Made in Rutland Product, Patronize Home Industry" is the catch lines over a half page in the Rutland News, that has been sold to local industries for 26 insertions extending over a period of 26 weeks. The same idea may appeal to your manufacturers.—F. C. S.

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

They Are Best Covered by the

## Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily With a General Kansas Circulation

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

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

Arthur Capper

PUBLISHER

MEMBER A. B. C. - A. N. P. A.

## The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

## NEWSPAPER ADVERTISING DEPARTMENTS

together with circulation and business offices taken over on a percentage basis Profit guaranteed Indemnity bond given

NEWSPAPERS BOUGHT AND SOLD

JOHN B. GALLAGHER CO.

52 VANDERBILT AVENUE NEW YORK CITY

Because of its diversified resources the North Jersey Shore is doing an excellent business despite the depression in other sections. Advertisers should remember that this prosperous section can be thoroughly covered by using

## THE ASBURY PARK PRESS

(Evening and Sunday editions)

FRANK R. NORTHRUP

Special Representative

350 Madison Avenue, New York City Association Building, Chicago, Ill. J. LYLE KINMONTH Publisher Asbury Park, N. J.

## THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

ALL HOE OFFICERS RE-ELECTED

Plant Full for 1922, Stockholders Are Informed

At the annual meeting of the stockholders of R. Hoe & Co., April 12, all of the old board of directors were re-elected, namely, Robert Hoe, Arthur I. Hoe, Dr. Samuel M. Evans, Robert D. Sterling, George E. Hite, Jr., Mrs. Olivia Hoe Slade, Mrs. Laura Carter, Richard Kelly and Addison J. Gallien. Messrs. Kelly and Gallien are old members of the Hoe concern, Mr. Kelly having been with the company for over 36 years and Mr. Gallien for 35 years. Other directors are heirs or direct representatives of heirs of the late Robert Hoe, ownership of the company remaining in the Hoe family.

Mr. Kelly was re-elected president and general manager for the third time. Other officers were also all re-elected, Mr. Gallien first vice-president, Charles MacInnes, treasurer, Harold M. Tillinghast,

secretary, and Otto L. Raabe, assistant secretary. Mr. Raabe has been with the Hoe concern for 47 years, Mr. Tillinghast for 12 years and Mr. MacInnes for 10 years.

The Hoe company reports that, notwithstanding the general business depression, it installed more newspaper and magazine presses in 1921 than during any previous year in the history of the business and that at the present time the factory has more unexecuted press orders on hand than ever before, equivalent in volume to over 300 16-page press units.

Receivers for Wilmington Dispatch

WILMINGTON, N. C., April 18.—Appointment of L. C. Wright and William B. Campbell, of this city, as receivers for the Dispatch Publishing Company, and the setting of the date for public sale of the newspaper property for May 15, resulted from a hearing before Judge E. H. Cranmer, April 12. Messrs. Wright

and Campbell, who are named as temporary receivers in the first court action, were instructed to continue the operation of the business until confirmation of the sale by the court. In order that the operation of the property may be uninterrupted before the sale, the expenses of receivership were made a first lien on the business.

Four New Papers in West Virginia

Establishment of a string of newspapers in the southernmost tier of West Virginia counties is indicated by the granting of a charter to the West Virginia News Company, of Williamson. The incorporators are George Byrne, former editor of the Charleston Gazette, Earl W. Mauck, Sherwood F. Smith, George S. Ziegler and Frank M. Hinkle, all of Williamson. The applicants announced their intention of establishing and selling newspapers at Williamson, Welch, Bluefield and Kenova. The company is capitalized at \$50,000.

Capital Changes in Virginia

Authority to make changes in its capital stock has been granted the News-Leader Company, Richmond, in an amendment to its charter. It is understood that the company plans to reduce all its outstanding preferred stock of \$450,000 with a view of converting it into common stock. The common now has \$50,000 of common stock.

The Bulletin Printing and Publishing Company, Inc., of Martinsville, Va., is contemplating increasing its capital stock from \$5,000 to \$25,000, its charter having been amended with that end in view. The amendment also grants authority for a change in corporate name to Bulletin Printing and Publishing Company, Inc.

New Company for Quebec Daily

The Evènement Company, Ltd., has just been formed to take over the Quebec Evènement, French daily.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale

Double steam table and rocker casting box, casts 7 columns, 13 ems, 21-inch column. Can be changed to 8 column. Both decided bargains if bought at once to make room. Daily Home News, New Brunswick, N. J.

For Sale

Equipment from newspaper and job printing company. Will sell in unit or separately. Includes No. 1 and No. 3 Linotypes, Whitlock Press, Folder, 10 H. P. A. C. Westinghouse Motor, Baler, Imposing Stones, Type, Stands, Proof Presses, Planes, etc. Box 300, Peekskill, N. Y.

For Sale

Goss newspaper web press, will print up to 24 pages straight, or up to 48 pages tabloid, or four pages with four colors one side and three colors on the reverse. That is, it will print regular papers, tabloid papers or "comics." Unusually useful machine—good quality, high speed, low price. Write or wire for details, Baker Sales Company, 200 Fifth Ave., N. Y. City.

For Sale

Twenty page press with complete stereotype equipment. Would take Duplex Flat Bed in trade. Address B-954, Editor & Publisher.

For Sale

Special bargain in Goss Semi-Rotary, printing 4, 6, 8, 10 pages. Goss Semi-Rotary, 4 and 8 pages, at very low price. Peckham Machinery Co., Marbridge Bldg., 34th and Broadway, New York City.

For Sale

Twenty Duplex Press chases, several lots stereotype chases. Book chases. Peckham Machinery Co., 1328 Broadway, cor. 34th St., New York City.

For Sale

Cox Duplex Web press. Prints four, six or eight pages of newspaper size from a roll and delivers papers folded. Address B-932, care Editor & Publisher.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Advertisement for PECKHAM MACHINERY CO. featuring various printing equipment like the 36-page Hoe Press, 16-page Potter Web, and American Type Founders Co. machinery. Includes a list of cities served.

Advertisement for POWERS Photo Engraving Co. highlighting their 24-hour service and fast engraving capabilities. Located at 154 Nassau St., Tribune Bldg., New York City.

Advertisement for WALTER SCOTT & COMPANY Used Press Room Equipment. Lists various press types like Duplex Tubular 16 Page Press, Goss Two Deck Straight Line Press, and Scott Three Deck Speed King Press.

Large advertisement for EDITOR & PUBLISHER containing detailed terms and rates for advertising, classified ads, and subscriptions. Includes sections for General Advertising, Time Contracts, Classified Advertising, and Mechanical Requirements.

Vertical text on the far right edge of the page, partially cut off, containing various notices and advertisements.



# Introduction to Employer and Employee

## SITUATIONS WANTED

**3c** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

**Advertising Man**  
My wishbone hasn't displayed my backbone, even in depression. I have a stiff spine with a set of university trained brains on top. I'm working longer, harder, and producing more than ever. I know how to sell advertising, how to plan and write both transient copy and extended campaigns. Have succeeded in directing solicitors. Can manage department. Will accept staff position if opportunity is there. References—both newspapers and advertising agencies, all former employers. A publisher with a record at 28. Box B-983, Editor & Publisher.

**Assistant to Publisher**  
Office Manager who has had eight years' experience would relieve an owner or publisher of all the detail work of his paper. Understands modern newspaper accounting, advertising records, A. B. C. records and has the knowledge and ability to build up the general morale of the business office. Has served on papers of 30,000 circulation as circulation manager, classified advertising manager, purchasing agent, and office manager. Member of the International Circulation Managers Association. With present paper four years. Am not a roaster. Now employed but would consider an offer of \$60 per week, if there is an opportunity for growth. May I have an interview. Am thirty-three years of age and my record is clean. Christian. Box B-990, Editor & Publisher.

**Capable, Experienced Desk Man,**  
city, telegraph or news editor; competent to take entire editorial charge of afternoon daily in city up to 50,000 population. Married, with family, good habits and good health. B-977, care Editor & Publisher.

**Circulation Manager**  
Open for position after May 15th. Ten years' experience. Now employed on large metropolitan newspaper. Good reasons for leaving present position. Address B-966, Editor & Publisher.

**Composing Room Executive**  
With reputation for improving and increasing production and cutting costs, which will be verified by recommendations furnished inquiring publishers, desires to hear only from those who will pay salary commensurate with unusual results obtained. B-995, Editor & Publisher.

**Editor of a Weekly Newspaper**  
A university trained, thoroughly experienced, newspaper man desires position editing weekly semi-weekly. Successful editorial, news and feature writer, advertising solicitor, business manager; good mixer. Best of references. Box B-982, Editor & Publisher.

**Editor and Business Manager of trade magazine** crowded out by high costs desires permanent connection with live newspaper or magazine. Capable executive; brilliant writer; successful, widely-traveled organizer. Personally connected national organization and established national trade journal. Excellent references. Available now. Interview solicited. Address Cletus Stambaugh, York, Pa.

**Editorial Writer**  
Man of ripe experience has good reason to desire change in position. Has been on editorial staff of several of the leading papers of the West and Middle West. Best of references both as to personal character and ability as a writer. Address H. W., B-984, Editor & Publisher.

**Experienced Newspaper Man**  
Unmarried, seeks connection with growing afternoon daily as city or telegraph editor. Highest references. New England preferred. Address Box B-989, Editor & Publisher.

**Experienced Newspaper Man**  
Married and residing in Westchester county, desires a metropolitan connection where special qualifications, keen intelligence, industry and initiative will be of value to the organization. Has been in editorial work with this publications recently. Is devoted to constructive publicity. Can organize a department. Is not afraid of responsibility. Has been news editor, telegraph editor, managing editor. Expert copy reader, clever writer; thorough, sunny and sincere. Address B-962, Editor & Publisher.

**Do Garcia Got Your Message?**  
Someone must carry it through; you may need me. Ten years of experience in the newspaper and advertising field. Now advertising manager for large trade journal. Only reason for change is search for larger opportunity. College education; 28 years of age. Constantly in touch with large accounts and agencies. Advertising is a business—I go after it. Thorough knowledge of engraving, makeup and copy problems as part of selling. Photo and references if you desire them. Available in thirty days. Prefer West Coast. Do you want me at \$400 per month? Address Box B-988, Editor & Publisher.

**Wanted**  
position as road man to cover any part of Pennsylvania. Have had 14 years' experience. Can furnish best of references and show records on either morning or evening sheet. Address B-981, Editor & Publisher.

## SITUATIONS WANTED

**Man Among Men**  
Equipped by natural ability and experience to be successful executive, desires position as head of news department on afternoon paper. City editor now on morning daily in city of over 100,000 population. Desire to leave night work reason for seeking change. Box B-957, Editor & Publisher.

**Mr. Publisher, Mr. Business Manager**  
Let me convince you that your thought that your composing room costs should be lower is correct. Am practical composing room executive who will prove it by doing it. References from leading publishers. Can be seen in New York during A. N. P. A. convention. C-501, Editor & Publisher.

**Newspaper Composing Room Superintendent**  
or foreman would make change; efficiency expert, commanding maximum production of any composing room; who has kept abreast with modern efficiency in every line of the business. East preferred, but will consider any location where inducements warrant. Address B-993, Editor & Publisher.

**Progressive Young Man**  
28 years of age, with 12 years' experience in newspaper advertising work seeks connection in foreign or local advertising department of daily paper. Can be interviewed at National Convention in Milwaukee. Best of references as to intelligence, industry, integrity and general qualifications. B-994, Editor & Publisher.

**Publishers**  
On your staff there is a place for a man of character and ability. A man, twenty-seven, who for the past nine years has been in the business office, selling and advertising department of a publishing organization. Credentials are excellent, and connection must assure a future. Wm. J. Bauer, 19 Horatio St., New York City.

**Solicitor**  
Would like to join staff of special agency. Well known to agencies and advertisers in New York and eastern territory. C-507, Editor & Publisher.

**Superintendent**  
Capable, experienced newspaper superintendent prepared to guarantee results in operation of composing, stereotype, press, engraving and mail rooms. Chicago, St. Louis and other references as to character and ability to perfect effective organization. Want position with newspaper doing big business but having trouble getting results. Address B-978, care Editor & Publisher.

**To Owners of Large Weekly**  
Wanted, the editorial management of a large weekly that can be built larger, where owners are determined to develop editorial standards, widen its activities and increase steadily a profitable business. Only a substantial, reputable business considered—a business that requires and must have sound, dependable editorial and business management—a business justifying complete modern equipment, with sufficient personnel. Location, a large progressive community. My experience of ten years includes country and city newspaper work, editorial writing, special writing and the editing of several favorably known semi-commercial publications. For three years, and at present, in charge of publications, printing and other similar work for a large manufacturer, a national advertiser. Experienced in management, skilled in editing, of mature judgment, aggressive in a sound way, a young man who believes in the slow, steady building up of a publication, and in making it cover every phase of local activity. A young man of 29, his ability as a writer, editor and manager proved in past and present work, who will expect and have your utmost confidence, and a salary in keeping with the demands of the work. Address B-991, care Editor & Publisher.

**Wanted**  
Editor and manager of newspaper with 3,000 circulation in city of 10,000 wants wider field. Former head of metropolitan newspaper copy desk; able editorial writer and successful as executive. Present salary \$4,000 a year and giving satisfaction. 42 years old. B-895, Editor & Publisher.

**Wanted**  
Publisher.  
played on desk, big city paper, seeks change and opportunity to expand. University education, splendid training, 12 years' experience, principally on desks, small city dailies. Has filled executive desk positions. Sound, sane writer. Ability unquestioned. C-504, Editor ideas on news selection and display. Good & Publisher.

**Your Composing Room**  
will be operated more efficiently, production increased and costs lowered, if you employ me as composing room executive. Will furnish names of publishers who will verify above statement by what I have done for them. Am practical man—not efficiency expert. B-998, Editor & Publisher.

**Young woman**  
Have you place on your staff for young woman of initiative, energy, adaptability, good talker and mixer, who is thoroughly qualified as reporter and social editor, has several years experience, can furnish best of references, can and will tackle anything. Preference, daily in small city in south or southwest. Address B-910, Editor & Publisher.

## HELP WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

**Business Manager**  
Prominently successful evening newspaper in one of New England's prosperous cities offers an active opportunity for the right man. Give full particulars of your experience and name salary expected. B-985, Editor & Publisher.

**Feature Writer Wanted**  
For Sunday staff of prominent eastern paper. Only an all-round newspaper man with news instinct and experience, initiative and human-interest ideas will fill this place. Ability to see a story and present it interestingly more essential than ambition to write essays. No poets need apply. Position will call for ability to handle desk routine at times. Knowledge of camera desirable. State age, experience and pay expected. Apply Box B-955, Editor & Publisher.

**Wanted**  
Telegraph editor immediately in live Indiana city. Permanent to right person. Write experience and salary desired. Box B-986, Editor & Publisher.

**Wanted**  
Advertising solicitor, one who can write copy for local merchants and sell space. Reference required. Address Box B-996, Editor & Publisher.

**Wanted**  
level-headed, experienced editorial writer for Democratic daily, 50,000 circulation, Southwest. Give age, experience, references first letter. C-505, Editor & Publisher.

**Wanted**  
Assistant editorial writer, with possibilities for advancement for right man, by centrally located Republican daily in city of 75,000. Address Assistant, B-933, care Editor & Publisher.

**Wanted**  
Capable man who can plan, lay out and write good advertising copy and prepare good book-lets and advertising literature. Address stating experience. Wheeling News Litho. Co., Wheeling, W. Va.

## CORRESPONDENTS AND FEATURE WRITERS

**6c** A WORD for advertisements under this classification. Cash with order.

**Newspaper and Trade Magazine**  
editor, 20 years' experience Chicago and New York, expert as feature writer, editorial writer, market analyst, industrial surveyor, in makeup and management, statistician, solicits connection as correspondent or for part time work. References and specimens of work sent on request. Terms reasonable. Address B-980, Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c** A WORD for advertisements under this classification. Cash with order.

**Will Buy**  
small daily, or will lease with option of purchase. Address B-971, Editor & Publisher.

## NEWSPAPERS WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

**I Want to Buy**  
a good county seat weekly with or without job department. I have \$10,000 cash and will act promptly. Please furnish with reply particulars, including price. Address "Weekly," C-506, care Editor & Publisher.

**Daily Newspaper for Sale**  
Excellent opportunity. Evening newspaper property in an eastern state, doing good business, manufacturing and farming section. Will require ready money to acquire. Reply only if interested. Address B-961, Editor & Publisher.

## Bremerton (Wash.) Papers Merged

The Bremerton (Wash.) Daily News and Bremerton Evening Searchlight has been consolidated as the Daily News-Searchlight. The Consolidated Publishing Company has been organized with H. E. Mathews, president; W. B. Jesup, vice-president; and H. W. Fredericks, secretary. Frost, Landis & Kohn are advertising representatives.

## Raffle City Editor's Auto for Widow

The friends of the late Fred Barton, city editor of the Kansas City Post at the time of his death after a long illness, rallied to the aid of Mrs. Barton and without her knowledge arranged to raffle his automobile. A substantial amount was turned over to Mrs. Barton.

# \$50,000

cash for first payment on a daily newspaper property. Locations near New York City preferred.

Proposition X. Q.

**Charles M. Palmer,**  
Newspaper Properties,  
225 Fifth Ave. New York

## Unusual Opportunities

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

## HARWELL & CANNON

Newspaper and Magazine  
Properties  
Times Building, New York  
Established 1910

## For Sale: 32-pp Hoe

Rt. angle, two docks, four plates wide, 8 cols, 12 cms, Kober Control, type case length is 22 in., tapless folder, extra roller stocks and spindles, metal furnace, carved casting box, elevating table and double steam table.

IMMEDIATE DELIVERY  
**Southern Publishers Exchange**  
INCORPORATED  
Newspaper Properties and Equipment  
No. 203, Carnal Building  
Richmond, Virginia

## WE CONNECT THE WIRES

"AS MANAGING EDITOR he was the best executive I ever had," writes the publisher of a 25,000 daily about our No. 5378. Knows every department, builds circulation, increases advertising rates and lineage. "A man you can thoroughly trust; has a faculty of gaining good-will and co-operation." Best of reasons—some owner's opportunity!

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

## HERE'S A MAN SOME PUBLISHER WANTS

General manager who knows the game from end to end and who during the past four hard years has put across one of the most difficult propositions in the country with flying colors. Never out of a position and seeks to escape limitations of present field. Exceptional business and personal record with very best of references. Would start as low as \$4,500 to prove worth. Would consider purchase of part interest in established paper. Write to Box B-992, Editor and Publisher.

# HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

HERE is the way the Logansport (Ind.) Pharos-Tribune takes advantage of the Hunches that appear each week: Each Hunch is clipped from the EDITOR & PUBLISHER and pasted on a three by five card. An index that covers practically every suggestion has been prepared. The Hunch, after it has been properly classified, is filed away. Members of the staff are urged to refer to these cards in their efforts to produce something different for the paper. The city editor refers to it often in making his daily assignments.—L. H.

ting the interviews in their own words, the interest in the story would be greatly enhanced. Also the addresses of the young ladies and the names of the firms for whom they work should also be given.—H. H. W.

Country weeklies and the smaller dailies can make a permanent and valuable feature of a "road bureau" department. This should contain, each issue, the latest information regarding the condition of important local highways. Highway commissions, rural carriers, motor clubs, and garages can supply the facts. With every other family owning a car, highway conditions are nearly as important as the weather forecast.—G. W. G.

A new slant on the marriage license story was developed under the title "Why Dad and Mother Could Afford to Marry Young." It was a comparison of living costs of this year with 25 years ago. A subhead "Pace Dad Set on \$1,500 Income—Son Must Now Earn \$3,000 to Follow" indicates angle from which story was written.—S.

The Los Angeles Times has started a daily column feature headed, "Seeing Things," which depends upon contributions from the readers of the newspaper for its contents. It draws a wealth of letters each day from subscribers telling of some humorous incident they had witnessed. The paper boils down the letters and only publishes the "meat." The feature has added a very appetizing touch of humor to the paper.—R. A.

Here is a good scheme for stimulating interest in your classified section: Devote a small space in a certain position in the want ad section of the paper daily. Divide this into two parts; in one run an ad telling why that section should be used; in the other run the day's historical interest. The history can be defined to strictly local and state incidents, or it can be made national in scope. Readers and advertisers alike will form the habit of looking for this space to see what incident of note happened on that day in the past, and the advertisement on want ad advertising will be read also. Even more attention will be given the whole classified section when the reader carries long enough to read the day's history lesson.—R. M.

Under the head, "Information for the New Investor," one newspaper is publishing a series of articles explaining the various terms used in the stock and bond markets, together with information as to the various elements which serve to cause fluctuation in security prices, methods of selecting investments, etc.—B. A. T.

College girls sometimes have peculiar ideas as to what an ideal husband consists of. If there is a girls' college nearby, talk with some members of each class and find out if their notions of a husband change as they acquire a higher education. The freshmen will have certain fixed ideas and the seniors will probably think a husband should be totally different from the freshman's conception.—C. B. E.

One paper co-operates with the public library of the town by running lists of books suitable to the various seasons of the year. Recently, during the early gardening season, a fine article was worked up on the gardening situation and the books contained in the library relating to this subject. There are always many amateur and home gardeners in the small town and they appreciate the work of the newspaper in trying to aid them.—H. J. B.

It is not too soon to begin thinking about what you are going to use this year for your Memorial Day feature. Aside from the routine covering of the news of the day's program, etc., why not have a feature story of contrasts based on an interview with the leading veteran of '65 and the world war, with suitable art work? Also keep in mind that all the public schools of your city will have exercises with veterans as guests and some pretty interesting yarns will be sprung, which would make good reading. Incidentally, by grouping the stories of the exercises themselves together as one main story, you will have a feature which will have human interest both from the fact that most of your readers are interested in children in some of the schools at least and also from the patriotic end.—J. M. M.

## A New Serial By EDGAR WALLACE Jack O'Judgment

Destined to Duplicate the Newspaper Success of "GREEN RUST" and "FOUR JUST MEN"

An unguessable Mystery. A romantic Love Story specially adapted for Short Instalments

The Boston Globe  
The Kansas City Star  
were the first to order

A line will bring the book and terms.

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

## THE RACE FOR PICTURES

The modern newspaper must be first in the newspaper field with pictures. Time is vital.

Duplication of plates and rapid presses make OFFSET GRAVURE supreme in the element of time.

Illustrations are as fine on ordinary news print as on the finest coated stock, making OFFSET GRAVURE supreme in the element of economy.

Offset Gravure Corporation

351 WEST 52d ST. NEW YORK  
Telephone Circle 7895

## Church Ads

Copy Service

Series 1 and 2, ten ads each, under auspices Church Advertising Department. Samples for a stamp.

Stimulate local church announcements

HERBERT H. SMITH  
156 Fifth Ave., New York City

"The African World"  
&  
"Cape-to-Cairo Express"  
Published every Saturday in London.

AMERICAN OFFICE  
No. 1 West Thirty-fourth St.,  
NEW YORK CITY  
Telephone Fitz Roy 2969

THE neck shave for the flapper would seem to have some wonderful possibilities. Bobbed hair, requires a neck shave frequently. Does the young lady attempt her own tonsorial work with a safety razor, does she draft her mother, father, sister or brother for the job? Are beauty parlors becoming barber shops for females? Have the druggists and hardware stores sold many safety razors to girls or do the male members of their families permit them to ruin their blades? Has any barber considered a special chair or special chairs for ladies, such as are found in some shoe-shine parlors? It's a job for the reporter with a sense of humor.—C. W. V. B.

The Worcester (Mass.) Telegram has aroused much interest among women readers recently by conducting a contest on the subject, "Can a Blonde Hold a Husband?" The contest was based on the assertion of Beth Webb Thomson, who, suing her husband for divorce on the grounds of desertion, blames her blonde tresses and blue eyes for her trouble. She claimed no blonde could hold a husband and women readers were asked to express their opinion. Every letter published won the writer \$1 and the best letter at the end of the one week's competition was awarded a \$5 prize. Blondes and brunettes were frank in passing opinions of each other and the snappy letters attracted wide attention.—J. H. G.

What are the old bartenders of your city doing? Have they become near-beer saloon keepers? Have they retired, or are they trying to keep alive the old traditions of their saloons and their recipes and formulae? They will have some interesting comments to make of pre-prohibition days.—C. B. E.

Weekly prizes are being offered by the Los Angeles Examiner to those sending it the best photographs showing "radiophone fans" gathered around the radiophone at a family circle, or showing new uses to which the radiophone is being put.—R. A.

Whenever a story is turned in on one newspaper that the editor does not consider having been well-written but which for lack of time is "deadheaded," the clipping is turned over to every member of the staff for re-writing and submission at the next staff meeting when the re-written stories are read for the general benefit of all concerned. The result is that often all get a little different viewpoint on various stories that is of future benefit. Especial attention is given to articles, otherwise trivial, but with some detail which, properly brought out, makes it a first page item.—B. A. T.

This is camera time. If you have a photo-engraving plant in your equipment, why not cash in? Let the amateurs and professionals fill a page every week for you. Give them prizes of some sort for best efforts, and to the man who turns in the best news photo for the week, pay him a little bigger prize. Photographs must be different, however. Let them include local freaks, educational subjects, nature studies, first things in town, unique inventions, labor saving devices, utility articles for the sportsman and the like. If you have a beach near your city, include unusual seashore stuff. Camera people will fall easily for this.—W. M. S.

What do the stenographers of your city eat for lunch? It would be a good stunt to question twenty-five or thirty stenographers scattered among various offices as to just what they eat for lunch each day and to then run these answers under a little lead stating that all the talk about stenographers eating unhealthy lunches is mainly bunk. By quoting the names of the stenographers and put-

Do you know that the Fairchild Fashion Service, as edited by Eleanor Gunn, is produced by the very biggest organization of its kind in the world?

Fairchild Fashions is a Metropolitan feature.

The  
Kansas City Star  
and  
Chicago Journal

have ordered  
Folks Back Home

(a once a week feature)

By ROBERT QUILLEN

ASSOCIATED EDITORS  
440 S. Dearborn St. CHICAGO

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

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

NEWSPAPER



ADVERTISING



● Indicates Cities of 30,000 or More.  
★ Indicates Beckwith Offices.

## BECKWITH COVERS UNITED STATES

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

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

The Beckwith Organization maintains 24 active advertising salesmen besides fifty other department heads and employees. It is the oldest, largest, most powerful and best known special agency in America.

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

**The S. C. Beckwith Special Agency**

Main Office—World Building, New York

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

# The Print Paper Situation

A well informed paper salesman has bet me a box of golf balls that the price of newsprint will be four cents per pound at the mill before September 1st. For several weeks there have been signs of a getting together of various dealers in spot paper indicating a purpose to hold the line firm against lower prices. The few words that came out at the recent meeting of print paper manufacturers, voicing regret that sellers had not stayed hitched and that publishers were "robbing" the market by buying as cheaply as they could, are rather indicative.

A few weeks ago I bought paper for three and a quarter cents. Today the best that is offered is 3.35 and 3.40.

Publishers will do well to remember that present prices for print paper are double what they were in 1916. They should also remember that "at the mill" and "sidewalk" are widely different terms.

The detail of writing off high prices of wood by the manufacturers is one that should be charged up against the inordinate profits they took from us in previous years. The American market will again look very interesting to European mills if domestic manufacturers attempt another squeeze play.

A mill manufacturing to approximately maximum capacity can make paper much more cheaply than one operating on a fifty or sixty per cent basis. There is no money in an idle mill, although at the present moment several rather important mills are shut down for the probable purpose of preventing such an over-production as would completely demoralize the market—an item of probably 150,000 tons a year.

While publishers undoubtedly have it in their power to break prices a fraction of a cent, I sincerely believe that we will do well to pay for our supply at present high levels so as to keep as many mills in operation as we can.

The Publishers' Buying Corporation will continue to function for collective buying of print paper and other supplies, as a sort of skeleton police force to prevent the over-zeal of certain people toward plunder of the newspaper industry.

Manufacturers seeking long-term business which will be both desirable and profitable will do well to keep clear of any further organization which aims to maintain a fictitious price level or to boost present prices, for they should realize that the best course lies at the present time in helping their customers meet a very critical situation.

Those mills fortunate enough to enjoy orders up to 80 or 90 per cent of their capacity can afford to smile quietly at the antics of those less fortunate.

Jason Rogers,

PUBLISHER THE NEW YORK GLOBE

New York, April 22, 1922.

