



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America*

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JUNE 9, 1923

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

# Buy Leadership!

A superb feature for children

## THE GRAVEL PIT PUPS

by Raymond Kelly

There are 14 dogs in the block where Raymond Kelly lives, and he numbers them all on his list of acquaintances. No two, he says, are exactly alike in character or temperament, and they all furnish inspiration for the delightful stories of the Gravel Pit Pups.

"On the matter of dog catchers," says Mr. Kelly, "I agree with my canine friends and with every small boy in our street. I do not believe that those who live by the noose should perish by it, but I should hate to be pointed out as a retired dog-catcher. I am for the dog, regardless of breed, color, or condition of ownership, and that is why I write about him for the entertainment of the small boy and his sister."

Every normal child, boy and girl alike, will make a rush for the page that carries the delectable tales of the Gravel Pit Pups. Write, wire or phone.

### LEASED WIRE SERVICE

Foreign — National — Local

### PACIFIC & ATLANTIC PHOTOS

Organized by The Chicago Tribune and The New York Daily News.  
25 Park Place, New York.

### COLORED COMICS

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

### BLACK & WHITE STRIPS

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

### W. E. HILL

Page of Comics

in Gravure or Black and White

### FICTION

Blue Ribbon Serials for Sunday  
(one release a week)

Blue Ribbon Serials, week day  
(six days a week)

Blue Ribbon Short Stories—  
from 8,000 words down.

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words

10 Weekly Short Stories by  
CAPT. E. V. RICKEN-  
BACKER. Smashingly illus-  
trated.

12 Weekly Half-page stories  
entitled "OLE RELIABLE"  
by Judge Harris Dickson.

### CARTOONS

John T. McCutcheon—  
Carey Orr—Gaar Williams

### BURNS MANTLE

Weekly New York Theatre  
Letter.

### THE POTTERS

by J. P. McEvoy

### DR. EVANS

The first and best of newspaper  
medical writers.

### DAILY and SUNDAY

Men's Fashions, Women's Fash-  
ions, Woods and Waters, Farm  
and Garden, Love and Beauty,  
Cookery, Etiquette, Science and  
Embroidery.

**F**IRST and second in the circulation race mean **LEADERSHIP!** And you can buy it! The New York News is first in morning daily circulation (over 620,000). The Chicago Tribune is second (over 560,000—150,000 more than the third paper). Both these leaders use the *same features*—a fact significant! They differ widely in age, size, purpose, display—and the same features, news, photos, that brought The New York Daily News and The Chicago Tribune *leadership* in circulation are available to you!

**The CHICAGO TRIBUNE Newspapers Syndicate**

Tribune Plant, Chicago

25 Park Place, New York

## MASSACHUSETTS—Population, 3,352,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,305	.0273	.0173
†Boston Sunday Advertiser...(S)	461,029	.70	.70
*Boston Globe .....(M&E)	280,605	.43	.43
*Boston Globe .....(S)	323,511	.55	.55
Boston Telegram .....(E)	143,113	.20	.20
†Boston Transcript .....(E)	33,233	.20	.20
*Fall River Herald.....(E)	14,206	.045	.045
*Fitchburg Sentinel .....(E)	10,739	.05	.035
†Greenfield Recorder .....(E)	3,350	.0175	.0175
*Haverhill Gazette .....(E)	13,913	.038	.04
*Lynn Item .....(E)	13,643	.06	.04
Lynn Telegram News.....(E&S)	16,333	.03	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	20,635	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.03	.03
*New Bedford Sunday Standard (S)	23,057	.03	.03
†North Adams Transcript....(E)	9,334	.0373	.03
*Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	3,263	.04	.03
*Worcester Telegram-Gazette (M&E)	73,052	.24	.21
*Worcester Sunday Telegram. (S)	44,470	.13	.15

## MAINE—Population, 733,014

†Bangor Daily Commercial...(E)	13,090	.05	.04
*Portland Press Herald...(M&S)	27,993	.07	.07
*Portland Express .....(E)	27,639	.10	.07
*Portland Telegram .....(S)	23,089	.10	.07
†Waterville Sentinel .....(M)	3,921	.035	.025

## NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,334	.03	.02
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## RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	3,123	.0333	.03
†Pawtucket Times .....(E)	24,413	.07	.03
†Providence Bulletin .....(E)	31,233	.15	.15
†Providence Journal .....(M)	32,036	.09	.09
†Providence Journal .....(S)	37,436	.14	.14
†Providence Tribune .....(E)	22,313	.10	.09
*Westerly Sun .....(E&S)	4,305	.025	.025
*Woonsocket Call .....(E)	13,306	.04	.04

## VERMONT—Population, 352,423

*Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,133	.04	.04
*Burlington Free Press....(M)	11,970	.05	.05
*Rutland Herald .....(M)	10,131	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,373	.0214	.015

## CONNECTICUT—Population, 1,330,631

†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,326	.09	.09
Hartford Conrant .....(D)	29,730	.08	.07
Hartford Conrant .....(S)	43,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
*Meriden Record .....(M)	7,160	.043	.023
†Middletown Press .....(E)	7,737	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin .....(M)	11,323	.07	.03
Norwalk Hour .....(E)	4,933	.03	.03
*Stamford Advocate .....(E)	3,503	.0373	.03

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

THE DAILY NEWSPAPERS  
circulate over 2,000,000 copies  
every day in the—

# NEW ENGLAND TERRITORY

Here more than 3,500,000 of the people live in 36 cities and most of the 3,900,000 BELONG there in a trading sense.

You concentrate when you use the New England dailies. Their 2,000,000 daily circulation enlightens not only the cities of 30,000 or more, but the 600 manufacturing towns and also the great "out doors."

Think of the trade and profit this circulation can gain for YOU, if employed skillfully and persistently to advertise your proposition.

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USE THESE NEW ENGLAND  
DAILY NEWSPAPERS

# Sell Cleveland As Cleveland Buys!

There are 1,100,000 people in "The Cleveland Market." Over 800,000 of them live in the city of Cleveland and its immediate suburbs. This is the only "market" in which Cleveland newspapers possibly can function for the National Advertiser. People living *outside* "The Cleveland Market" buy through their own home-papers, just as you buy through yours!

CLEVELAND'S HOME CIRCULATION			CLEVELAND'S HOME ADVERTISING		
April 1, 1923			for May, 1923		
<b>THE PRESS</b>			<b>THE PRESS</b>		
150,054			printed 835,674 lines		
—46,730 MORE than the News; 42,886 MORE than the Daily Plain Dealer and 21,009 MORE than the SUNDAY Plain Dealer!			—in 27 days, being 46,970 MORE lines than the News and Sunday News-Leader and 32,312 MORE lines than the Daily and Sunday Plain Dealer printed in 31 days!		
<b>THE EVENING NEWS</b> 103,324	<b>DAILY PLAIN DEALER</b> 107,168	<b>TIMES COMMERCIAL</b> 14,229	<b>THE EVENING NEWS</b> 638,036 lines	<b>DAILY PLAIN DEALER</b> 498,036 lines	<b>TIMES COMMERCIAL</b> 141,344 lines
—a LOSS of 3277 from the previous A. B. C. Statement of Sept. 30, 1922.	—a LOSS of 4960 from the previous A. B. C. Statement of Sept. 30, 1922.	—the FIRST statement of this newspaper's city and immediate suburban circulation.	Compare the News' and PRESS' HOME circulation and draw your own conclusion.	Reason: Only 57% of the Daily Plain Dealer's circulation is HOME circulation.	—which is almost 30% of the Daily Plain Dealer's similar record for May.

THE PRESS has 40% of all the LOCAL newspaper circulation and 40% of all the LOCAL display advertising in all four Cleveland daily newspapers. Cleveland department and other stores know what's-what in Cleveland advertising, like a book! Do as they do—SELL CLEVELAND AS CLEVELAND BUYS—through the PRESS. Largest circulation of any daily newspaper in Ohio!

# The Press

*First in Cleveland*

**CIRCULATION—HOME INFLUENCE—ADVERTISING**

One of the  
SCRIPPS-HOWARD NEWSPAPERS  
including Scripps-McRae League

National  
Representatives:

**ALLIED NEWSPAPERS, Inc.**  
52 Vanderbilt Ave., New York

Chicago, Cleveland, Cincinnati  
St. Louis, Atlanta, San Francisco

# The Biggest in Philadelphia



There can be no substitute for circulation.

The circulation of a newspaper is as indicative as the horse power rating of an engine when it comes to figuring what you're getting for your money.

Besides that—there is the immeasurable prestige that comes through association with size—with leadership—with dominating individuality.

The Bulletin has the largest circulation of any paper in Philadelphia.

When you think of Philadelphia, think of the Bulletin with over 500,000 copies daily.



# The Bulletin

PHILADELPHIA'S NEWSPAPER

505,098

Average Daily Circulation for six months ending March 31

Total Circulation of This Issue: 8,000



# EDITOR & PUBLISHER



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NEW YORK, JUNE 9, 1923

No. 2

## INTERNATIONALISM MADE REAL BY A. A. C. W.

### Lou Holland Re-elected as President, and London Selected as 1924 Convention City at Greatest Gathering in History of Advertising Men

By ARTHUR T. ROBB, JR.

(By Telegraph to Editor & Publisher)

"I DECLARE this 1923 convention of the Associated Advertising Clubs of the World adjourned to meet in London in 1924."

T. W. Lequatte, chairman of the general session which concluded the four-day convention in Atlantic City, dropped the final gavel with those words.

London's delegation won the 1924 convention, with promises of a large and representative American delegation; they won the lasting friendship of their most formidable rivals for next year's honor; they won a magnificent trophy presented by G. Herbert Palin and the Los Angeles Advertising Club for the club securing the next convention, and they left Atlantic City with the whole-hearted respect and admiration of the 5,000 Americans at the 1923 meeting.

Lou E. Holland will lead America to London next year, his only opponent for the presidency, Homer J. Buckley of Chicago, withdrawing his name and seconding the nomination of the 1922-1923 chief. Jesse H. Neal, secretary of the Associated Business Papers, was also returned as secretary-treasurer.

Members of the executive committee are President Holland, Past President Charles H. Mackintosh, Harwood H. Fawcett, Colorado Springs advertising agent and chairman of the Board of Advertising Club Presidents; Katherine Mahool, Baltimore; W. Frank McClure, chairman of the National Advertising Commission; E. T. Meredith, publisher of Successful Farming, and Jesse H. Neal, secretary-treasurer.

The executive committee unanimously adopted an amendment to the constitution of the association, designed to give the geographically accepted advertising clubs control of the joint assembly, which acts as a committee on nominations and resolutions for the association.

At the time of the first meeting of the joint assembly, created by a constitution which went into effect at this convention, representatives of the National Advertising Commission were in a majority and representatives of the Geographic Clubs have expressed much discontent over that fact.

Under the terms of the amendment, each of the sixteen Geographic Advertising Club districts will be represented on the joint assembly by one representative for the first five hundred members or fraction thereof, and one additional member for each additional full one thousand members. These representatives must be presidents of advertising clubs.

The district chairmen so elected will serve not only on the joint assembly during the advertising convention but will also serve as points of contact between the officers and executives at the central offices and the clubs in their districts.

Award of the trophy given by the Baltimore Women's Advertising Club to that women's advertising club doing the best organization work during the year, was made to the Women's Advertising Club of Toledo, which was active in organizing three new clubs during the year.

Honorable mention was given to the Women's Advertising Club of Providence, R. I. Another award went to the

Toledo Women's Advertising Club, for recording the best work in explaining to the home and club woman the value of purchasing advertised merchandise and how she is protected by truth in advertising. This is given by the Women's Advertising Club of Chicago.

Special mention is made of the Women's Advertising Club of Milwaukee.

In awarding the trophy given by G. Herb. Palin of Los Angeles to the London delegation, the committee said: "This trophy, designed to serve as a beautiful and continued reminder to the members of the victorious convention city club, and other business men of England of the opportunity and respon-

sibility that this coveted victory involves. No more fitting occasion could this magnificent trophy, representing and symbolizing the great state from which it came, than to have the honor of presenting it for the first time to the splendid delegation representing the next convention city. Not since the days when our forefathers sailed from the shores of England and landed upon the banks of this great country of golden opportunity, which was to be the home of the free and the land of the brave, have we had a more fitting opportunity to express our appreciation, love and gratitude to our mother country—and we present this material treasure to the beloved leader of the English delegation, Mr. John



The victor. No wonder Lou E. Holland (left) of Kansas City is happy. After a great year's work, the A. A. C. W. has shown its appreciation by re-selecting him president. The man at his right is H. H. Charles, president of the Advertising Club of New York.

Cheshire, to ever and constantly keep him, and those of his pilgrimage, reminded of their opportunity and responsibility, until our band of advertising men and women of the great States of North America shall have the opportunity to personally lay at their threshold the story of the wonderful achievements and splendid progress of American civilization."

"Sentiment, not selfishness; good, not gold, rules the heart of America," declared Chairman Lequatte after the convention had practically completed its routine of awarding London's doughty little group their honors, giving them a message to bring back to England.

Several messages that they left at Atlantic City came as a complete surprise to all except members of the delegation. The American clubs had won their trophies, President John Cheshire had accepted for the Thirty Club the gold and bronze trophy of Los Angeles, but there were still several veiled mounds on the dais.

President Cheshire was again called to the front and launched into an address in praise of the work Lou E. Holland had done to restore the clubs to working efficiency, his friendly spirit toward the British campaign for the next convention, and his general fineness as a man and gentleman, and he presented Mr. Holland in behalf of the Thirty Club an album embellished with the arms of London and bearing an engrossed, illuminated page of appreciative remarks about the A. A. C. W. president.

The pages of the heavy volume carried pictures of London scenes.

Philip Emanuel, speaking for the Advertising Managers of London, presented Mr. Holland with an engrossed invitation to the Advertising Managers of America to attend the 1924 convention in force.

B. W. Rowe, of the Publicity Club of London, carried to the platform a banner of his organization which was presented to the Atlantic City Advertising Club and accepted by A. T. Bell, who declared that it would give his organization pleasure to bear it to England next year. The banner is the gift of ex-service men members of the Publicity Club.

With the exchange of gifts concluded, the convention adopted a number of resolutions passed to it by Charles H. Mackintosh, as chairman of the Joint Assembly. Briefly, they covered:

Expression of thanks to the advertising clubs and officials and other organizations of Atlantic City and Philadelphia.

Endorsement of Truth Week, concurrent annually with Washington's Birthday.

Thanking John H. Logeman, chairman of the convention exhibit committee, under whose management the exhibit realized a profit of \$3,000.

Recording the association's approval and support of the Stone Mountain war memorial near Atlanta, Ga.

Opposing the grant of a pardon to S. C. Pandolfo and others convicted of stock sale frauds through the efforts of the A. A. C. W.

London's nomination was placed be-

fore the convention by H. C. Howard, president of the Houston Advertising Club, who had resigned Houston's claim for 1924 convention in favor of London at a meeting of the club presidents Tuesday night. As Mr. Howard rose the Texas delegation waved a huge British flag, which had been presented to them by the British at a dinner given by the latter Wednesday. The 1924 convention was awarded by acclamation and while the convention is not so committed, it is the general understanding that Houston will get the convention in 1925. Honolulu is in the field for the 1926 meeting and Seattle, which originally bid against Houston for the 1925 gathering, dropped back to first in line for 1927.

The official sign and seal of the convention, it might be said, was placed upon the award to London when Chairman Lequette addressed these words to the British:

"These delegates have sent this convention to you on faith because your picture of a world-wide organization appeals to their imagination, your magnificent courage calls for their admiration, your clean man to man appeal for co-operation reaches their hearts.

"I charge you to carry back to your fellow citizens from his Majesty the King to the most humble servant of the empire the plain message from this convention that sentiment, not selfishness, good, not gold, rules the heart of America.

"Let any American or any Briton who attempts to prostitute that fine sentiment to his own selfish purpose be branded as a traitor to his country and a traitor to this organization."

The presidential campaign that almost resulted in a battle was described by Mr. Mackintosh, who stated that six names had come before the joint assembly at its first meeting and that in the resultant ballot, Homer J. Buckley had received more votes than had Mr. Holland. The assembly then adjourned, he said, to meet again Wednesday to consider resolutions.

In the meantime, he said, it became apparent that the body of the delegates present favored the re-election of President Holland and that Mr. Buckley, recognizing this and desiring that the occasion be one of co-operation rather than bitter political campaigns, had withdrawn.

The joint assembly took cognizance of Mr. Buckley's withdrawal and presented Mr. Holland's name to the meeting.

Mr. Buckley was the first to second Mr. Holland's nomination and said that he had entered the field only to insure that London would be chosen as the next convention city. He had been influential, he said, in writing the promissory note to London that had been signed at Milwaukee. He had pledged himself to do everything possible to insure the payment of that note, and had no other reason for becoming a candidate for president. He denied with feeling the charge that he represented the poster and direct mail interests in the association as against the publication interests. He represented nothing but advertising, and not any faction of advertising, and he promised President Holland his full support as he had given it during the past year and other years.

Walter M. Weisenburger of Kansas City, Mr. Holland's home club, also seconded the nomination, as did Herbert S. Houston and others, and the ballot was cast by rising.

Mr. Neal's re-election was also made unanimous.

A telegram was read, expressing the gratification of the business and weekly press of London and extending a special invitation to their trade colleagues in this country for next year.

Victor Murdock, chairman of the Federal Trade Commission, described the work of that body and its relation to advertising in several important cases before the Thursday morning session.

The new Speakers' Bureau organized by the A. A. C. W. was the subject of George W. Hopkins, who told of the strict standards employed by the bureau in sending representative speakers before advertising clubs and other business organizations.

"We are now approaching interna-

tional idea," he said. "A lot of us do not know much about international merchandising. Those of you who do, please tie up with the Speakers' Bureau and help us get the message of what international merchandising means to us, whether it is in Wahoo or New York. Give us the benefit of your judgment, your personality to talk to the clubs, big and little throughout the United States, so that when we go to London in 1924 we go with an understanding of the fundamentals of international merchandising, and when you come back, tie up again with the Speakers' Bureau in order that the message may go over."

"The truth in advertising movement is a great cause that you advertising men and women have developed and of which you have just reason to be proud," said H. H. Robbins, chairman of the National Vigilance Commission. "Since the business world and forces of government concede the soundness of its conception and the benefit of its operations, the idealism and wisdom with which you conceived it, the ability with which you have carried it through to its present vigorous stage, to my mind offers bright promise of what you can and will do in the future."

Interpreting the educational phase of the work of the A. A. C. W. at the morning session, Paul T. Cherington of the J. Walter Thompson Company, New York, and chairman of the National Educational Committee, said that the committee's work for the past year is a continuation of what had been worked out before, with the addition of new branches, covering direct mail advertising and show card writing.

A. C. Bedford, chairman of the board of the Standard Oil Company, made a plea for government non-interference in business. "There has been time in modern history in which there was a more definite, popular consciousness than now of the inefficiency of government as such in the accomplishment of great results. We believe in democracy and in representative government, and yet we all know how extremely difficult it is for governments to reach decisions and to carry out great policies. Nevertheless, hardly a day passes but what some suggestion is made that the scope of government authority be widened and the power of the government to interfere in business be enlarged."

At a meeting of the executive committee, Wednesday, President Holland showed that the present rate of sustaining membership support of the organization was \$40,000 higher than at any time in the history of the organization. Within the last year these memberships have grown from \$118,894 to \$164,715, a net gain of \$45,821.

The highest volume ever reported was \$124,000.

The following figures are from a brief summary which President Holland gave the committee, covering the work of the

Surplus May 25, 1923:  
General Fund—\$14,461.

Vigilance Fund—\$25,402.

Total—\$39,863.

Surplus June 1, 1922:

General Fund—\$25,518.

Vigilance Fund—\$7,640.

Total—\$33,158.

"During the year was paid off a bank loan of \$10,000. Did not have to go to the bank for a loan this year. And between May 25, 1923, when our books closed, and June 4, we sold \$17,970 in sustaining memberships, not included in the figures above."

## ALL PHASES OF TRADE IN BRITISH AD GROUP

One Member of Ad Delegation Tried to Make Petrol Deal With Berengaria Captain on Way Over

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

The British delegation now among us represents millions of pounds sterling in British business activities. A list of the industries represented looks like a page torn from a commercial directory—for the industries and interests represented range from the cradle to the grave—baby carriages to easy dying. These men clothe their fellow Britons in purple and fine linen, and provide the Sunday suits for millions of England's toiling masses. Among them you will find men who will take an order for a battleship or a hair-curler.

Enterprise runs so high among them that it is stated that one of them, on the second day out, approached the captain of the Berengaria and offered to improve his "knottage per gallon" if he would substitute a particular brand of gasoline and lubricating oil.

There are men among them who will tell you in thirty words how to become a great artist or sell you the work of great artists.

Their leader is head of a concern that washes the face and the linen of the world, and there are at least two representatives of concerns that would provide the linens in question.

There are in the ranks of the delegation captains of commerce who would smile whether you asked them to quote for a shipload of shoes or just one pair specially designed for fat feet.

If you never walk and so do not need shoes, there are four experts versed in handling London's millions by electric car, bus and subway, who will advise you on similar problems, or men who will sell you an automobile if your taste lies that way.

The advocates of free thought and its adequate expression find representation in manufacturers of fountain-pens and silent typewriters. There are four printers who will set your thoughts in a form that the world will read, and photographers and electrotypers to add the pictures that tell the story.

## HOUSTON'S STAND-DOWN A MAGNIFICENT GESTURE SAYS JOHN CHESHIRE IN APPRECIATION!

Special to EDITOR & PUBLISHER

WE always believed that our mission would be crowned with success. If we had not felt that confidence we would not have come. But to find that our Houston (Texas) friends making a noble sacrifice of their aspirations and standing aside that London might have the privilege of the A. A. C. of W. Convention for 1924—this was the greatest thing of all. It has bred in every member of the British Delegation a new sense of the true American spirit. It was a magnificent gesture. It was an honour to receive such a gift from gentlemen such as they. And when the American Delegates come to London, we of the Thirty Club and those associated with us fervently hope that we may welcome among them a strong contingent of the men from Houston that we count our special friends. I thank EDITOR & PUBLISHER for this opportunity of recording our grateful thanks and appreciation.

JOHN CHESHIRE,  
President, Thirty Club of London.

Ambassador Hotel,  
Atlantic City, June 6, 1923.

Here is a Scotsman who will expatiate upon the merits of inverted boilers, and a Yorkshireman who is as ready to do a deal in taffy as in a table water drawn from a spring in a Peterborough wood.

Another clothes all England in warm underwear, while his neighbor proffers a century-old fruit salt to keep you cool and healthy in summer. And all these men are worshippers of the great god of publicity. They spend millions each year on advertising their wares, and so they bring in their retinue the experts in British publicity methods—nearly a score of them—to tell how it is done.

## POOR RICHARD CLUB IS HOST

Philadelphians Entertain 5,000 Convention Delegates

(By Telegraph to EDITOR & PUBLISHER)

ATLANTIC CITY, June 7.—Philadelphia's Poor Richard Club entertained the 5,000 delegates and guests at the A. A. C. W. convention last night with a monster beach party and "treasure hunt" on the sand in front of the Ambassador Hotel. The outdoor program included a concert by members of the Philadelphia and Reading local shop band, vaudeville, pony and foot races, a hunt for buried treasure and a big bonfire, and was followed by an entertainment and dance in the Venetian Room, Grill Room and Pool Room of the Ambassador. A swimming exhibition took place in the hotel pool. The Misses Marie Chappon, Kitty Servin, Marie Cameron and May McCannon, representing Atlantic City, New York, Poor Richard, and Texas delegations respectively, finished in the Shetland pony race behind Mrs. A. C. Agnew, wife of the director of Punch and London's representative. Mrs. Agnew wore no riding habit, as did those who trailed her across the tape, and showed even Texas a few points on horsemanship.

Miss Geraldine Duffy, of Atlantic City, won the foot race clad in an official Atlantic City bathing suit.

Small beach shovels were then handed out and the throng was set to digging for the numbers buried in the sand by Poor Richardites, each number entitling the miner to a prize which was distributed in the Ambassador grill. The rewards ranged from a basket of pears to a leather traveling bag.

## STRONG FOR CHURCH ADS

Head of Episcopal Publicity Bureau Favors Parish Campaigns

The Rev. Robert Gibson of New York, head of the national publicity department of the Episcopal church of the United States, speaking in Omaha recently, said he was a firm believer in paid church advertising.

"I regard the newspaper as a distinctive evangelistic medium," he said. "All the Christian teaching some people receive is through the newspapers. The church should print its own propaganda and pay for it. My opinion is that there should be no connection between church news and church advertisements. A newspaper should print church news if it is news and purely on the basis of news and a church should advertise because advertising pays.

"It is the policy of the publicity department of the Episcopal Church to send out through its news bureau only actual news and for that reason our stuff is widely used. We are advocating advertising by parishes. All over the United States the use of newspaper advertising by churches is growing."

## New Washington, Pa., Plant

The Washington (Pa.) Observer and Reporter, one a morning and the other an evening newspaper, are now installed in a handsome new building, a model of its kind in Western Pennsylvania. It cost several hundred thousand dollars. John L. Stewart is president of the company publishing the two papers. He also conducts daily newspapers at Beaver Falls and Beaver, Pa.

# WORLD BROTHERHOOD, WARS ENDED NOTE OF FIRST A. A. C. W. ADDRESS

## Advertising Men Summoned by Fred B. Smith, Inspirational Meeting Speaker, to Lead in Bringing Men Back to Teachings of Christ—World Court Idea Favored

WORLD brotherhood through advertising was the keynote struck for the A. A. C. W. convention at the inspirational meeting Sunday afternoon, by a speaker new to advertising club platforms. He was Fred B. Smith, of Johns-Manville, Inc., who has just finished a world tour which took him through nineteen foreign nations. Mr. Smith's address, considered by veterans of Advertising Club conventions one of the best that has ever been delivered before such an audience, followed ceremonies at which President Lou E. Holland, who had arrived in Atlantic City via airplane from New York, was welcomed in behalf of the clubs by Mayor Edward L. Bader. President Holland was also commissioned a "special detective" of Atlantic City by the Mayor.

Advertising sermons were delivered Sunday evening in local pulpits by Frederick Potter, London advertising agent, who had left the baseball game on Saturday so that he would not have to travel to Atlantic City on the Sabbath; Joseph A. Richards, New York advertising agent; Rev. Fred G. Behner, executive secretary of the Milwaukee Federation of Churches; W. Frank McClure, vice-president of Albert Frank & Co.; W. N. Bayless, Cleveland advertising agent; Rev. H. F. Vermillion, D. D., superintendent of the Southern Baptist Sanatorium; Dr. Roy B. Guild, executive secretary of the Federal Council of Churches; H. H. Smith, associate director of the publicity department of the Presbyterian Church; Samuel R. Boggs, president of the Model Mills Company, Philadelphia; John A. Goodell, National Thrift Committee, New York; John Clyde Oswald, publisher of the American Printer; Frank Le Roy Blanchard, director of public relations of Henry L. Doherty & Co., and Rev. Robert F. Gibson, D. D., publicity director of the Episcopal Church.

Mr. Smith, discussing his tour under the auspices of the Alliance for International Friendship through the Churches, and the Federal Council of Churches of Christ in America, declared that he had gained four distinct impressions in the countries visited. These he enumerated as:

1. Everywhere people have an overwhelming passion, an emotional cry, to be assured that war was a thing of the past and not in the future.
2. All of the nations referred to, except two or three, are certainly contemplating more war and believe another war is inevitable.
3. The greatest single issue before the world and the entire human race is to discover methods by which we may perhaps avert this disaster.
4. Need for the best talent we have to discuss the methods by which a period of brotherhood can be so established in the world that it will become permanent and continuous.

He then continued: "In referring to methods I want quickly to pass over some that I believe are obvious, some that are in operation now, some that give us great encouragement and upon which we are all agreed.

"Here in this convention, I am sure we would be unanimous in accepting the general doctrine of 'Arbitration' as a method by which individual groups, states and nations ought to adjust their differences.

"I am also quite sure we would be unanimous in welcoming the growing sentiment, toward holding 'conferences' as another method of adjusting these differences. It is quite evident that the younger generation will witness an entirely new theory coming into international life under the general title of conferences.

"Happily the time has now come when national leaders, when they disagree with other countries, instead of beginning to count soldiers and mobilize forces, are saying, 'Let us hold a conference upon this question.' Conferences promise much in the future.

"I think again we would all be united upon a 'World Court' of some kind that can take the place for internationalism that the United States Supreme Court now sustains to the various states of our Union. If the United States Supreme Court had had the confidence of all the people of 1860, probably our Civil War would have been impossible, but the fact is the people did not at that time have confidence in the United States Supreme Court, with the result that instead of having recourse to a judicial procedure they were driven in fury to the sword, the dreadful results of which abide in our national life even up to this hour. Today the United States Supreme Court's influence is so great that geographical or sectional differences are entirely removed from armed intervention, as all minds turn with implicit faith to the High Court. Surely that day can come among the nations and ought to come, and surely all lovers of peace and concord must welcome the good offices of the great President of the United States in his desire to have this nation fully participate in that Court.

"Once more, I think we would practically be united upon the fact that there must be some kind of an 'international instrument' or 'Association of Nations' which will bind all the nations together for the common purpose of working toward brotherhood and goodwill.

"Notwithstanding all these assurances, I must call your attention to two things which I believe must eventually be brought into action in a larger way if goodwill is to become universal. One of these is the full, complete co-operation of America in world affairs. I may say that in all the travel of last year, in every nation, at every city, without one single exception, before the Conference or Convention had closed, some delegate was on his feet saying, 'If you Americans are so much interested in peace, why in the name of God do you not bring your own

nation into full co-operation with the rest of the world to work for this purpose?' I was told everywhere, all the time, that America is the key to world peace. I have come back to my own country with a firm conviction that it lies within the power of America to either by full co-operation see that the world shall have unbroken peace, or by its neglect of duty permit the nations to drift back into another un-speakable slaughter.

"I believe the present much-talked of isolation is not only Anti-Christian, but I believe it is a certain guaranty that another war will come back to the world. We do not hesitate to send our business representatives everywhere. I did not find a spot in travel but that American products were being sold and American representatives were on the ground demanding full protection for every dollar invested—exactly what they have a right to do and what they have a right to expect. Economically our American leaders are not 'isolationists,' they are not afraid of interfering and misunderstandings, they just assume the right to go everywhere. The same is true with our educational leaders. The same can be said to be true of philanthropic and religious leaders. In other words, we are going to the ends of the earth in every realm except in the zone of the political, and when we reach that point a little clique has grown up in the country, some of them Republicans and some of them Democrats, who begin to say with insane hysteria 'America First,' with the result that America today is standing off not doing all that she might do to help the nations untangle this fearful complication.

"I want once more to say that in the realm of the remedy for war, after full recognition has been given to all that I have suggested, I come more completely to believe that the issue in its last and final analysis is essentially and vitally a religious and moral question. I was made conscious of the fact that the whole world around today somehow, in a strange and wonderful way, in this turmoil, thinking men of great power and capacity, as they try to solve the riddle of humanity's war curse, are saying, 'Christian Church! Christian Church! Christian Church!'

"Something more than legality is necessary to combat the frenzy of the materialistic world as we find it now, and, therefore, clear around the world, in every nook and corner, men are turning their thought toward the doctrine ex-

News of the A.A.C.W.  
Atlantic City  
Convention  
Will Be Found on  
Pages 5 to 12 Inclusive  
and  
Pages 30 to 37 Inclusive  
Special Pictures, Pages  
26-27

pounded by the Christian Church, because it is in its purity a spiritual interpretation of life based upon 'brotherhood' and co-operation rather than competition and the law of 'the survival of the fittest.'

"But finally, gentlemen, this turning of minds toward the Christian Church is sound and solvent because the doctrine of Christianity is essentially the very thing we are all longing for. Let us lay aside for the moment our differences—whether we are Jew or Gentile, Catholic or Protestant. Let us lay aside all prejudices and all preconceived ideals and turn once more and read the Sermon on the Mount, preached by Jesus, the founder of Christianity, and I venture to say that you may search the literature of the world from one end to the other, and no other such document can be found. Here is the hope of a peace that will not fail, and while I am no wild sentimentalist, and while I work with you shoulder to shoulder in every method, by every scheme, at the ballot box, or in the conference room, to advocate this ideal of brotherhood which I believe to be the one great supreme question, yet I am bound to say that my final conviction rests in this Christian doctrine and also in the belief that the world will never know unchanging, abiding brotherhood and goodwill until it shall have been leavened by the truth of Him of whom the angels sang at His birth 'Peace on Earth, Goodwill to all Men.'

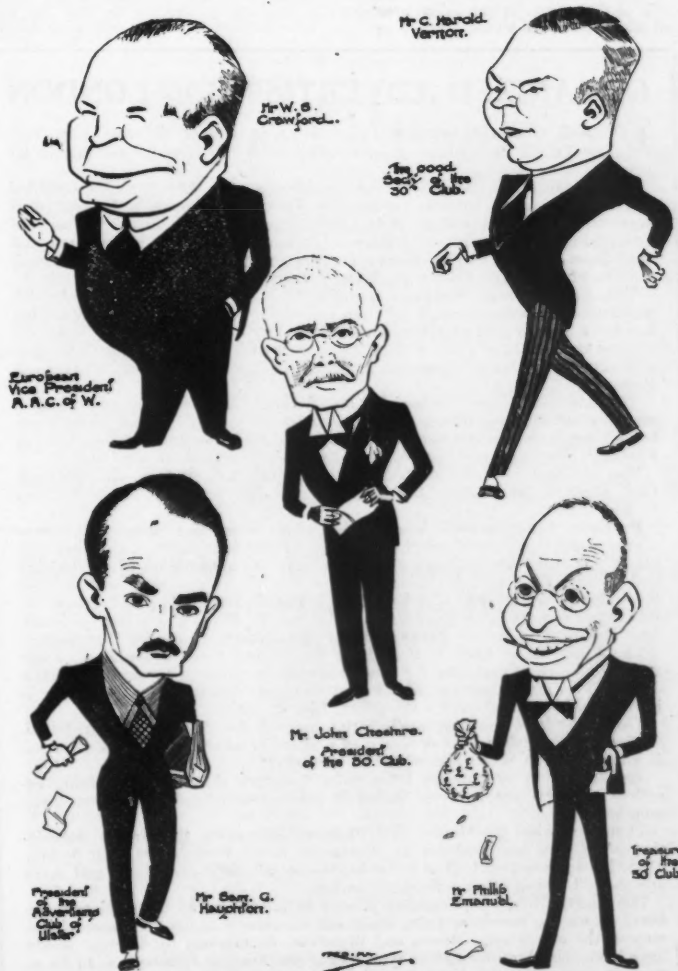
"Gentlemen of the Associated Advertising Clubs of the World, you have sounded many a high note in the past. You have stood by great captains of industry and leaders of big business, you have demanded purity in the products we are selling, you demand honesty in the administration of affairs. You have set a very high standard. I invite you today to accept as a part of your program the greatest hope that has ever crossed the threshold of human thinking. We have banished other great evils from our fair nation. We have sounded the death knell to the legalized sale of liquor and the vile corner saloon. We have said that no sections in our beautiful cities shall be turned over to the 'red light district' and termed exclusively as vice centers. You have said that the hour has come for a square deal in the industrial world. Shall we not move up to the heights and now become prophets of universal peace and goodwill to all the nations?"

### WELFARE PLAN IN OTTAWA

#### Journals Insure Employees and Loan Money for Homes

No welfare plan ever attempted by the Journal Publishing Co. of Ottawa, Ltd., publishing the Morning and Evening Journal, has proved more satisfactory all around than a group insurance plan for members of the staff, according to W. Arthur Perry, secretary-treasurer. Each employee is given insurance without cost after one year's service, starting with a \$600 minimum and reaching a \$2,000 maximum after ten years' service. For the past five or six years, benefit reserves have been set aside by the company out of profits for use in cases of sickness or death in the family of any employees, and a bonus is given upon the birth of each child to a member of the staff.

The Journal also has a considerable sum in first and second mortgages at 6 per cent on homes of employees. Where an employee has a few hundred dollars of his own, the Journal advances the amount required for the purchase of a home. The employee arranges to have a fixed amount deducted from his salary for principal and interest payments.



The victors as one of their own sees them. Here we have the officers of the Thirty Club, which is responsible for the 1924 convention going to London, as Fred May, cartoonist of the Fall Mall Gazette, sees them.

## BRITONS OPENED EYES, THEN LIPS, THEN EARS, AT EARLY SESSIONS

American Convention Strike Visitors as "Human," in Pajamas  
Rather than Swallowtails—"Tipperary" Tune Carried  
London's Invitation at First Community Singing

**The First General Session**  
Described by HERBERT RIDOUT  
(London Editor, EDITOR & PUBLISHER)

TO YOU people accustomed to the convention idea, one gathering of this kind is fully much like another, a change of venue, a few different faces, maybe, a little twist of subjects for discussion, the introduction of a new topic—but the convention idea all the time is just the expression of a year's study in practice and theory of advertising. But to Britishers like ourselves, whether we have been here to an advertising convention before, or whether it is our first visit, this sort of gathering is a revelation.

Oh, but we have conventions in Great Britain—conventions of a kind. I think too well of our own people, I am too good a Britisher to say anything to belittle my countrymen, but our conventions are puny little affairs of lack-lustre beside congregations of the Atlantic City kind.

At our Conventions everything is conventional and dignified. At your conventions everything is natural, human, and what matter if a little undignified? There really isn't a man between us who, when in his pajamas is not infinitely more natural and human, less restrained and less conventional than when he is in swallow-tails. You hold your conventions in pajamas, so to speak, with the stiff collars and hard clothes thrown off. And, judging by the behavior of everybody, you enjoy it and are all the better for it.

And we Britishers, who, when the community singing commenced at 9.30 on Monday, were a little startled and opened our eyes wide at the lustiness with which hard business of Boston sang of corns and Lynn shoes, did not take long to make up our minds that there was something about this that was beating up our enthusiasm, removing our early morning feeling, and that we needed a song, too. And so "Tipperary" was started to fill the gap. It was the first thing thought of. How quickly the Community singing idea caught hold of us may be seen from the fact that inside two minutes two Britishers were writing the words of choruses set to familiar tunes for their party to sing. One was fitted to the Soldiers' Chorus from "Faust" and ran:

### SOLDIERS' CHORUS

Now won't you come to London town?  
We want you, please don't let us down.  
Hot stuff—you'll hear the fellows say,  
But Britishers all are sounding the call; Say  
"London" today!

But Colonel E. F. Lawson hit the idea, with an adaptation to the tune of "Tipperary":

### TIPPERARY

It's an old tune is Tipperary, so let the chorus go,  
It's an old tune is Tipperary, but it's the only one we know.  
Please come and visit London.  
Come and see us soon.  
And we won't sing you Tipperary, we'll learn another tune.

It was curious that both writers should voice that tense desire animating the whole of the British party—London, 1924. And it is strangely significant that the so-called insular Britishers should have so quickly imbibed the first principles of an American convention, to create the atmosphere, to get the folks with you, and to make everybody feel good.

If we opened eyes in astonishment to start with, we pretty soon opened our mouths wider and joined in your songs as loudly as yourselves.

This is in no sense a criticism of American convention methods, but a real and

sincere confession that we are just as human as you are, and that we can sing if we want to just as you can and do.

The invocation of Dr. H. Moore Blake struck the foreign ear as unusual, in essence and in form. There were many of us who were both impressed by the spirit in which the invocation was delivered and as deeply interested in its form. It had the effect of clearing the air of any touch of frivolity that might have been imparted by the sing-song, while leaving still the atmosphere of community the songs had created. It left us in expectant mood—ready to be interested and this time with our ears open.

In the earliest stages of the Atlantic City convention, therefore, your methods had produced upon the British delegation, anyway, the effect of opening, first, the eyes; second, the lips, and third, the ears. What followed opened the hearts.

Following formal announcements of C. K. Woodbridge, chairman of the National Program Committee, came President Lou E. Holland, with the opening convention address. His remarks concerning the work of the Vigilance Committee and their efforts to cleanse the press of undesirable advertising, and the co-operation afforded by the Chambers of Commerce, International Rotary, and Better Business Bureaus, were of particular interest to the British delegates, at least fifty per cent of that party having taken firm steps on that very platform.

The improvement of the standard of retail advertising consequent upon the effective activities of the Associated Retail Advertisers' section of the National Commission, suggested to the British mind developments that may be expected from similar co-operation in the Association of Retail Distributors in their own country. President Holland, in his opening address, said:

"An arrangement has been perfected, whereby the International Rotary will co-operate very closely with our National Vigilance Committee and our forty-two Better Business Bureaus in important cities of the United States, for the effective distribution of information concerning cases of untruthful or deceptive advertising which is being handled by our vigilance committee. We also have the co-operation of chambers of commerce in hundreds of cities, as well as banks and banking organizations and, of course, we have and have had for years very close co-operation of a most effective and important character from the newspapers.

"I am especially gratified," Mr. Holland continued, "to tell you about a remarkable thing which the Associated Retail Advertisers, the Retail Department of our National Commission, are doing in co-operation with the National Commission and a committee representing the National Better Business Commission, composed of representatives of our forty-two Better Business Bureaus.

"Some months ago when E. S. Goldstein of Cleveland, president of the Associated Retail Advertisers, conceived the idea of formulating new standards for retail advertising, he co-operated with Charles Henry Mackintosh of Chicago, chairman of the Standards of Practice Committee of the National Commission, and he also called upon our Better Business Bureaus through the National Better Business Commission for counsel and help.

"The result is, that tomorrow at a session of the Associated Retail Advertisers, there will be presented for adoption twenty-four definite specific pledges committing every retail store which adopts these standards to definite policies which will instantly improve the advertising of hundreds of retail stores.

"More than that, these standards will also be advocated by our forty-two Better Business Bureaus so that to all effects these standards will become the law of the land so far as retailing is concerned, within a few months. I have said 'the law and the land,' but we do not make laws. In every case, as in this case,

we are simply interpreting the best thought there is in retailing, putting it into words, and giving it effective action in a great many communities."

Mr. Holland showed also that the Speakers' Bureau of the Associated Advertising Clubs is carrying to all parts of the country the message of the association and its various departments and how this tends to co-ordinate the work of every division of the association.

"In New York, Chicago, St. Louis and other cities," he said, "Direct Mail Advertising Departments are being established by the advertising clubs, which co-operate closely with and are directly connected with the Direct Mail Advertising Association and other departments of the National Commission.

"In like manner, the Church Advertising Department, with the co-operation of the Educational Department at the headquarters offices of the Associated Advertising Clubs in New York, is organizing Church Advertising Conferences in many cities and a movement has recently been inaugurated for similar co-operation between the advertising clubs and the Community Advertising Department."

President Holland cited an interesting example of co-ordination of effort in the case of an oil company whose fake stock selling methods were exposed by the National Vigilance Committee recently. This company had used a faked illustration, pasting three photographs of its refinery together and making a half-tone illustration of them in such a way as to indicate that the refinery was three times its actual size. Following this report, newspapers declined to accept further advertisements from this oil company, and the American Photo-Engravers' Association, another department of the National Commission, went strongly on record against the use of facilities of any photo-engraving plant for the production of fake illustrations for any type of advertising.

Senator Walter E. Edge, of New Jersey, was scheduled for an address on "What the Government of the United States Has to Advertise."

Senator Edge did not mention specific instances in which Government advertising would be of benefit to the people, but declared that it is now spending many millions annually to develop international trade, although few Americans know anything of that effort.

With the proper kind of publicity, he said, the government could make taxes pay dividends which, when understood by the people, would make taxation less burdensome than now. The Government should not attempt to compete with private enterprise, or make a profit, he concluded.

Following came the first speaker of the British delegation, W. S. Crawford. In introducing him, the president said he had corresponded long and often with him, had appraised him from his writings. He met him for the first time on Friday evening last, and the admiration he had previously formed for him grew by personal contact.

Mr. Crawford, the head of the great British advertising agency of W. S. Crawford, Ltd., made a distinct impression as he stepped forward to the speaking dais. Those who knew him as a strong and outspoken figure were not a little surprised to see that he stepped almost timidly to his position of address. It quickly transpired, however, that this was not from any reason of stage-fright or nerves, but from sheer depth of feeling—few of his friends suspected until that moment that our hard-headed Scot was capable of emotion.

W. S. C. showed himself a master of gesture, pointing his remarks with little dramatic touches that not only put him in the right place with his own people as an interpreter of their feelings, but classed him as having understanding of the American people to whom in the main his remarks were addressed.

He went straight to the common heart with his story of his early days in London. He left his Scottish home for the metropolis, and his friends related that soon after his departure folks in his village discussed him thus:

"Where's Wullie Crawford?"  
"Wullie's in London."  
"In London? And what's he doin'?"  
"Wullie's in advertising."  
"In advertising? Eh, but I thoct he wis up to nae guid."

## ORGANIZED ADVERTISING IN LONDON

LONDON treats its organized advertising in a very different way from New York. Each phase of advertising and selling has its own particular association or club.

For instance, the advertising agents have a very strong society entitled the Association of British Advertising Agents. Although only established since the war, this has done and is doing excellent work in the interests of advertising. Practically every advertising agent of note is represented and they have created the machinery for the maintenance of a British Audit Bureau of Net Sales, Chairman, James Strong of C. Mitchell & Co., Ltd.

The Advertisement Managers Association is 20 years old and the British advertisement managers of all the principal newspapers and publishing houses are members. It is partly social, partly educational, and is at the present time doing a great deal to improve British advertising and is already planning a Vigilance Committee. President, Philip Emanuel, of Odhams Press, Ltd.

The Aldwych Club is a social club of about 700 members, consisting of men representing all phases of the advertising business. It has done much toward cementing the get-together spirit and good fellowship between London advertising men to the material benefit of the business as a whole.

The political views of the day are frequently voiced from the Aldwych Club platform by leading British statesmen. The president is Sir William E. Berry, Bart.

Publicity Club has 400 keen, enthusiastic advertising men and women representing every possible phase of the advertising world, who meet regularly for no other purpose than to discuss the problems of advertising and selling. This club is endeavoring to use all its resources with a view to studying the science of why-and-what people buy. The first results of this research work have gone far to assist buyers, fillers and sellers of space. The President is Robert Thornberry of the Starmer Group of Newspapers.

The Fleet Street Club is the oldest advertising club in London. Their gatherings give opportunity for newspaper representatives to meet and while dining, to discuss matters of interest between themselves. Otherwise it is essentially a social club. President, Charles Crane.

The advertisers have an organization named the Society of British Advertisers, which takes careful record of matters of interest to buyers of space. It co-operates in this work with the publishers.

Amongst other organizations the Sales Managers Association is doing excellent work in the study of scientific salesmanship and has a very large membership.

There are also the United Bill Posters Association, the British Association of Display men, and the Association of Retail Distributors, (Sir Sydney M. Skinner, President.) The latter represents all the large stores, and there are about a dozen other influential bodies.

The Thirty Club, which consists of only 30 members and 15 associate members, draws its members from what are conceived to be the most useful men in the above associations, and therefore, its message to America would have been fairly representative even had it not been so fortunate as to be so strongly backed by the direct financial and personal support of these bodies.



THE AFTERNOON SESSION

Becoming serious and with outstretched hands to claim attention, Mr. Crawford said:

"I had prepared a fine speech to deliver to this convention. Yesterday I was present and heard speakers talking from the heart. Last night I went to my hotel, took out my speech and it was full of stilted words and phrases. I tore it up."

Speaking without notes, Mr. Crawford went on—

"There are two names that flash into my mind as I stand here. One is the venerated name of Abraham Lincoln. The other is the writer of the peoples' songs—Robert Burns. Those were men who knew the people, whose words and deeds took them into the every-day homes.

"These are the people who matter," he declared, "for they are the people who affect the international situation, in England and in America. We need a Lincoln of advertising, and a Burns with the pen, the heart, the vision, and the expression, to sing the song to the people. Don't we need it, we copy writers and layout men, visionaries—what are we compared with these men who got down to simple things? We are seeking headings and phrases. But woman in the home is not affected by them as we think she is. She is affected by her own little life and a million of her, a hundred million, are making the homes and the future vision and the future life of people.

"It doesn't matter whether it is Italy or China. These people with their hopes and loves and desires and homes. And yet we are standing merely criticizing, forgetting that we advertising men have got the opportunity if we would be Lincolns and Burns'. We need to bring a spirit of calm into our being and into our work. I admit I am dazed by America. It is so wonderful, but you are all in such a hurry. I admit, on the other hand that I wish I could stir up our people in Britain. They seem so slow and don't seem to care enough.

"Let us get together. Let us come here and study you, not with phrases, but in homes. Not only in chambers, but take us to see your people, the people in their homes. Take us, this delegation, out of amusement into homes of simplicity because that is the way to study a people.

"I have heard more about war since I came to America than I have ever heard in England. We must be too near this European condition. We don't talk of war in speeches or in homes, but you are standing at a distance, looking over Europe from the hill, and you are seeing us moving about like ants to fight or to work, and we are not seeing ourselves. International trade and friendship. What an opportunity you have, standing on the top of the hill, to come down and help us, cleansing our commerce.

"Europe needs you; and in friendship and in business, and our hands are open. It is not only that magnificent benevolence of America. Europe has enjoyed more than the world has ever known—your wonderful gifts. But, give us the gift of friendship and not of money."

Mr. Crawford wound up with a striking peroration. He said, with hand raised:

"There is yet one other name that comes to me as I stand here—Theodore Roosevelt."

The words were greeted with a storm of applause, the audience upstanding. And Mr. Crawford raised his hand again, held the people to their feet, and quoted with dramatic emphasis the Kipling lines upon Greatheart—sentiments drawing from his hearers a tornado of applause that visibly bewildered the speaker as he turned to resume his seat.

Robert Lynn Cox, vice-president of the Metropolitan Life Insurance Company, New York, followed with a brief talk on "How Advertising Can Extend the Length of Life."

The morning session ended with a talk by F. M. Feiker, formerly of the McGraw-Hill Company, New York, now special assistant to Secretary of Commerce Hoover, on the subject of "Elimination of Waste in Industry Through Advertising," making the point that the uneducated buyer is the menace of American industry. Until the buyer is educated the producer will continue to be wasteful.

As I stepped on the Boardwalk from the Steel Pier, a remark from a prominent British delegate seemed to me to sum up the situation. He said: "I've learned more in those three American hours than I've learned in the past thirty years."

ADVERTISING'S part in great commercial fields was the afternoon's theme, the fields covered being agricultural, automotive, and public utility. Added to the program was an interesting address by Horace S. Imber of the London Daily Mail on "The Daily Press and Its Standard of Ethics," which was the feature of the afternoon session.

Paying high tribute to American co-operative efforts to scotch the fake advertiser before his trail had gained length, Mr. Imber went on to describe the bars that the Daily Mail has erected to protect the public from the unscrupulous and dishonest advertiser who wished the assistance of newspaper columns in his fraudulent efforts. This work, he pointed out, is individual with the newspaper, as in England there is no counterpart of the National Vigilance Committee. Despite all of the Daily Mail's bars and prohibitions, it generally has more advertising offered than can be printed and its advertising revenue last fiscal year was \$15,000,000.

After stating that England was looking to America in London in 1924 to explain its success in stopping advertisers from fooling the people even part of the time, he continued:

"In individual ways we have already begun to solve the problem, but we have no uniform action and it is only in that way we can form an effective policy. Even at such a meeting of publicity experts as this, there may be many who do not comprehend what a ticklish question we in England have before us. Some of you, I have no doubt, are more engaged with the technique and skill which constitutes your service in salesmanship than with the actual presentation which forms the publishers' part.

"As I say, all British publishers of repute exercise a degree of censorship over their advertisements—all the London daily papers, all the famous provincial dailies, and numbers of other journals whose prestige is high though they may not be so well known outside their areas of influence.

"It was the Daily Mail which instituted and has always maintained the strictest method of advertisement censorship known in our country, or perhaps, in any other. The Daily Mail advertisement department works strictly to a system which guarantees to readers complete satisfaction for any outlay they may make in response to an advertisement in that newspaper.

"In cases where goods are bought over the counter, advertisements are only accepted from firms in whose trading methods the Daily Mail has full confidence. If, as may happen by chance, a Daily Mail customer is disappointed with a purchase, the matter is immediately taken up with the firm, which in no case hesitates to put things right. Mail order advertisers, whose goods as a rule cannot be inspected before purchase, are required to sign a guarantee form, pledging themselves to return the money in full should a Daily Mail reader have reasonable cause for dissatisfaction.

"Just before sailing, I glanced over our 'black list' as it stands. In one column are the names (and sometimes, too, the aliases) of persons whose advertisements will on no account be accepted, and in another column are the reasons why. Here are some of the reasons why:

"Delay in dealing with orders, goods inferior, readers' complaints disregarded, cash investments as condition of employment, preparations containing dangerous drugs, no balance sheet issued, managing director formerly controlled doubtful company, snowball system of selling things for prizes, offer of lessons from great singers on 'special terms,' trial samples at exorbitant prices, unsatisfactory dealings with customers, mushroom firm with name likely to be confused with great house of international reputation, misleading phraseology, no facilities for supply on big scale advertised, hair preparation with injurious ingredient, bucket shops, goods embodied special features claimed, but main fabric was rubbish.

"The bans in such instances as I have quoted apply to the advertisers themselves on account of something which is unsatisfactory about their methods of business. We have in addition another long black list of certain classes of advertisements which are automatically refused, whoever offers them. In this category are to be found announcements which offer to cure maladies which medical science declares incurable. Less blatant advertise-

ments, which only promise relief, are subjected to very close investigation, and are refused nine times out of ten. The advertisement departments of the Daily Mail have at their disposal, and regularly make use of, the services of specialists in all kinds of products. In practice they form a jury of experts—Medical experts, experts in boot manufacture, experts in clothing, etc. To them are submitted samples of any goods which are open to doubt as to quality or suitability for public distribution. While these goods are being analyzed or examined, independent inquiry is made as to the standing of the would-be advertisers, their resources, and the sort of premises from which they operate.

"Betting advertisements are rigorously excluded, as are those of brokers who are not members of the Stock Exchange. Members of the Stock Exchange are not permitted to advertise. Money-lenders are also under the ban, as in England they are usually sharks. Offers to sell land abroad are also excluded, except under adequate guarantees, as in the case of Government departments.

"In another category altogether we discovered a man who professed to teach people how to build up a big mail order business, and sold his pupils all manner of goods so that they might profit by their experience. He went on the black list, and his method of trading made an interesting addition to the ban. All these restrictions, you will understand, are made with two objects only:

"(1) To protect our readers from fraud.  
 "(2) To secure the maximum results for honest advertisers, whose publicity would suffer and whose goods would be discredited, by any kind of association with tricksters.

"As a further indication how thoroughly we put this policy into practice at the Daily Mail, let me give a few more typical examples of 'bar rage.'

"No recipes for sale.  
 "No advertisements from trade sources masquerading as private offers.  
 "No adoption announcements.

"No books or periodicals of suggestive character.

"No apartments which forbid children on the one hand or specify 'no restrictions' on the other.

"No personal advertisements making promiscuous appointments.

"No matrimonial advertisements; careful watch on 'housekeeper,' 'gentleman' and 'widower' announcements.

"No 'shares for sale,' unless previously offered through a prospectus.

"No such wording as 'no questions asked' or 'portion of lost property can be retained by finder.'

"No private enquiry agents, massage establishments, beauty specialists, and the like.

"You may think I could go on indefinitely. This is not the case, or there would be no advertisements at all in the Daily Mail and its associated newspapers, whereas we generally have more than we can carry. In fact the advertisement revenue last year amounted to fifteen million dollars.

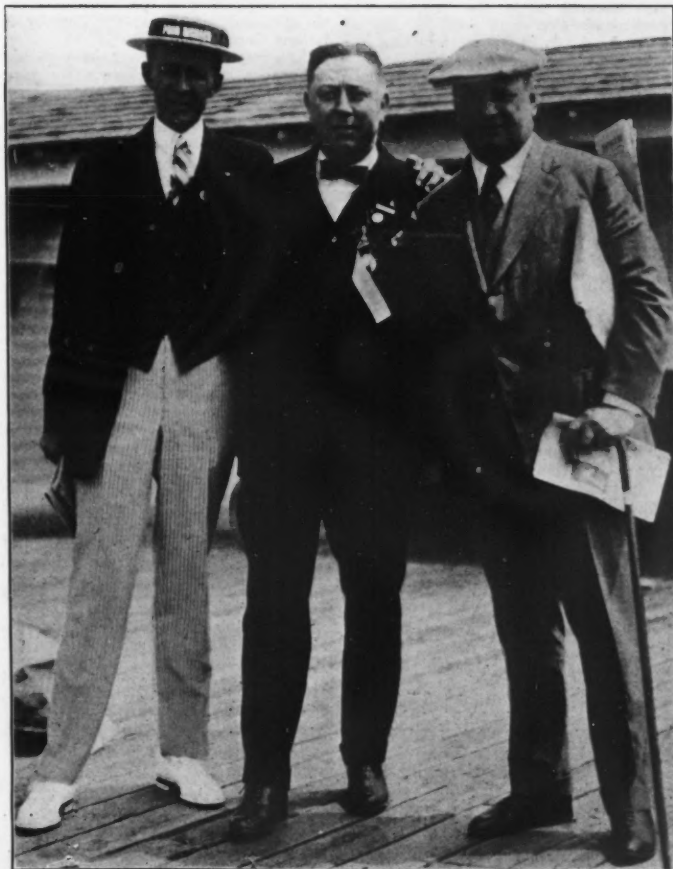
"That in itself shows the value of the policy we so rigorously carry out. In the department for which I speak we edit advertisements as carefully as we edit news. Our method is even more drastic, for our remedy is more often to reject than to amend. But this is what I wish to impress upon you, we should not set up and maintain all this elaborate machinery in a single newspaper office if we did not consider it absolutely essential. With it all, we are only able to protect the advertiser and the public so far as our own newspapers are concerned.

"We in the Daily Mail have our own system of vigilance because in Britain there is no counterpart of the national vigilance organization which carries on its work so effectively throughout the length and breadth of your country. A corresponding system is what we desire.

"It would not be feasible for every newspaper office in Britain to set up such a network of precaution as that possessed by the Daily Mail. Nor should it be necessary to go to such immense trouble and expense, bearing in mind that it would mean mostly duplication of effort. This is only one direction in which you could give us your valued assistance and advice.

"When you come to London—I will not say 'if'—for the 1924 convention, will you tell our manufacturers, our merchants, our advertisers and our publishers exactly how you manage this important matter in America. Show us how you got over your difficulties. That is just what is wanted to give us the start—to provide the impetus which I am confident would lead to the early formation of a great and efficient vigilance organization such as that which has proved so successful in America. Let me, in conclusion, use the slogan which confronts me everywhere: 'Truth in Advertising.'

Floyd W. Parsons, writer on public utility topics, was introduced by Chairman Rowe Stewart, past president of the A. A. C. W., who took the chair after the conclusion of the afternoon community singing. Mr. Parsons in a long address, declared that public utilities of the United States were spending only \$10,000,000 a year for advertising. In order

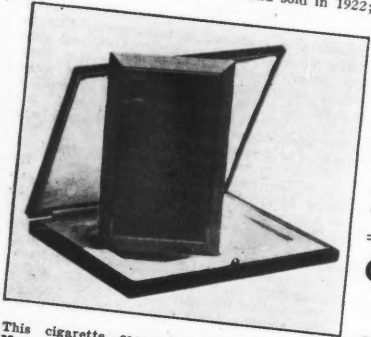


"Come over to Philadelphia," was the invitation that went forth to the British delegation. It was accepted, and yesterday they had a great time there. Among the leaders in the entertaining were: Rowe Stewart (left) of the Philadelphia Record, and Bartley J. Doyle, president-elect of the Poor Richard Club (right); C. G. Green, of the Green Advertising Agency, New York, is the gentleman in the center.

to place their appropriations on a par with those of other industries, with a minimum of 2 per cent of their sales and a maximum of 8 per cent, their expenditure would have to range between \$80,000,000 and \$320,000,000 a year. It is to sell the possibilities of their science to the men in control of the utilities, who are just beginning to realize that direct communication with the public must supplant their old attitude of "take it or leave it," Mr. Parsons stated.

Speaking on "Selling Motor Transportation Through Advertising," George M. Graham, vice-president and advertising director of the Chandler Motor Car Company, Cleveland, said:

"Through the desire of ownership created by newspapers, magazines and signboards, 2,659,000 motor vehicles were produced and sold in 1922;



This cigarette case, designed and made by Messrs. Asprey & Co. of Bond Street, was presented to Mr. C. H. Vernon by his colleagues of the British delegation as a mark of appreciation of his great organizing ability and genial personality.

\$1,500,000,000 are invested in the automobile plants; purchases of material in 1922 exceeded \$1,250,000,000; we pay in round numbers \$400,000,000 to 250,000 employees directly connected with our plants, and our dealers, garages, filling stations, etc., provide employment for perhaps 200,000 more.

"The wholesale value of cars, trucks, parts, accessories and tires sold last year exceeded \$2,500,000,000 and a close estimate indicates that motor vehicles used 5,000,000,000 gallons of gasoline.

"A foremost leader in another form of transportation, Elisha Lee of the Pennsylvania Railroad, has generously summed up automobile progress with the statement that in a score of years it has come from practically nothing till its manufacturing plants, selling establishments, fuel, storage, service and repair stations employ more hands than the railroad though the latter represents a development of nine decades.

"The wholesale value of automobiles sold by members of the N. A. C. C. last year was trarily taken 2 1/2 per cent, as being the average companies.

"This would mean in round numbers an expenditure of \$34,000,000 by members of the N. A. C. C.

"Ford advertisements would add perhaps \$1,000,000 to this total.

"Dealers, who in most cases bear 50 per cent of the cost of newspaper advertising, expend perhaps \$10,000,000 more.

"Two per cent of \$768,000,000 of the gross volume for tire and accessories manufacturers would add in round numbers \$15,000,000 more.

"This makes a grand total of \$60,000,000 dollars expended by our industry to sell its wares to the public.

"Within the industry, there seem four outstanding problems brought about by the constantly increasing use of the automobile:

"First, we must finance and expand our highways systems to take care of a volume of traffic which is fast outstripping their capacity.

"Second, tax and license charges against motor transportation must be so restrained or punitive, that, while adequate, they be not restrictive or punitive.

"Third, motor transportation must be fitted into its proper relationship with other mediums of transportation, so that the economic needs of the public can best be served.

"Fourth, a way must be formed to curtail the number of accidents and fatalities chargeable to the automobile.

"There are those who seem to believe that not enough taxation can ever be piled on the automobile, despite the fact that last year in various ways it bore a burden of \$340,000,000.

"Forty per cent of the cost of construction of the higher type of highways is permanent in character, as for example; drainage, location, and the people of the present decade to meet the entire cost of such construction.

"Therefore, as general principles we contend: (1) That all highway expenditures should be divided just as railroad expenditures are, into two classes, capital outlay and current expenses.

"(2) Since capital outlay is a permanent investment it should be paid for from the proceeds of long term bonds, and since highway construction is of benefit to all, the interest and amortization charges for such bonds should be paid for from general taxation.

"(3) Current operating expenses naturally include all the costs of keeping these highways in first-class condition. Everybody should pay some part of this maintenance cost through a general system of taxation, but the higher assessments for maintaining the highways should be borne by motor vehicle users and by agricultural and urban property owners whose valuations are enhanced by highway improvements. The proper ratios can be ascertained only by detailed study.

"Students of public affairs will do well to investigate this subject, for it is destined to fill many columns of space in all kinds of publication.

"We advocate the most rigorous punishment of offenders, and will bend every effort to the support of public activity in this direction. But we do not consider punishment to be nearly as efficient as prevention. Therefore, we are working on an elaborate program of education, which concerns itself particularly with reaching the young.

"We have proved that the total of accidents can be reduced. Massachusetts for example, despite the increasing use of cars, cut down

its motor fatalities from 544 in 1921 to 522 in 1922. Connecticut effected a reduction from 235 to 206 in the same period. Thirty other cities lowered their highway mortality."

Representing the agricultural field, Carl Williams, editor of the Oklahoma Farmer & Stockman, compared general business conditions and rising commodity prices with stagnant agricultural conditions and dropping farm prices, showing the farmer affected buying power of eral purchasing power. He showed by charts the relationship over fifty years between the acre value of farm crops in any year with the percentage and volume of business failures in cities the following year. He showed that when 40 per cent of the people lost 35 per cent of their purchasing power, the result is a decrease of 15 per cent or more in eral purchasing power, in the business that can come to city manufacturers in response to advertising.

The last hour of the general session was in charge of John H. Logeman, chairman of the International Educational Advertising Committee of the Association of Advertising Clubs, who called up hall on the Steel Pier to explain the meaning of their layouts.

6. Advertisers sometimes went to extreme of establishing new branches in order to secure local on their newspaper advertising. Other distributors, foregoing agency service with the result that their campaigns lacked the continuity that is one of the merits of a campaign conducted through an agency.

7. In some instances, advertisers were able to secure local rates by dealing direct with the publishers.

Differentials between local and foreign rates, Mr. Benson stated, had been found to range between 10 per cent. and 120 per cent, the former figure being a satisfactory.

Just as great variation, he stated, existed in publishers' rules for determining what is local and what is foreign business, some calling copy local if it bore the name and address of a local dealer, others calling it national if several distributors were named in the copy; others giving it local status if a local store was featured; others basing their decision on the nature of the product, and still others on whence the money came to pay the bills.

Reports from A. A. A. members indicated, Mr. Benson said, that about 190 national accounts were affected by the difference between the rate cards. He stated that this was the major part of the national advertising appearing in newspapers.

Jos. W. Simpson, Philadelphia Bulletin, presiding for the newspaper men, explained the Bulletin's position. He said that the local rate was accorded to local retailers, although not necessarily to all local advertisers. If an advertiser was selling the goods directly to the consumer, he was considered as a retailer and paid the local rate. If he was a Philadelphia advertiser whose goods did not go directly from his premises to the retailer, foreign rate. He declared that all advertising in the Bulletin, local, national and that efforts by national advertisers to push their copy through retailers to get the lower local rate would result unhappily for the retailer eventually, as his rate would be increased in the long run to maintain the average.

C. H. Tobey, Boston American, pointed out that local advertisers in metropolitan newspapers received benefit only from local circulation and therefore should not pay the rate based on entire circulation, while the national advertiser, receiving the full benefit of all the circulation should pay the higher rate. He stated that the American had a cost of 16 per cent for securing local business, while its cost on foreign business was 26 per cent. National advertisers could buy space in the American at local rates, he said, but in that case their copy would appear only in editions circulated locally, and not throughout the paper's circulation territory.

Frank Carroll defined local advertisers as those selling direct to consumers; natures, wholesalers, etc.

J. K. Groom of the Northern Illinois Group based his defense of the differential on the quantity discount principle. His flat foreign rate, he stated, was the average of his local rates, and in only one case did national advertiser buy sufficient space to entitle him to a rate lower than the flat rate on foreign copy. Foreign advertisers recognized the quantity discount idea in their own transactions, selling a carload lot at better terms than a gross or two, but they refused to apply that principle to the purchase of advertising.

President A. L. Shuman of the N. A. Worth Star-Telegram had ended its dispute over local and foreign differential, by going on a flat rate on both in 1917, making the rate of 6 cents a line, an average of the 1916 spread between \$1.20 the maximum and 66 cents, the minimum, per inch. No trouble was experienced with local advertisers, he said, as the newspaper made it evident that the quoted flat rate meant exactly what

## CARROLL TAKES N. A. N. E. PRESIDENCY; COLUMBUS GETS 1924 MEETING

### Newspaper Executives Who Visit British Convention of A. A. C. W. Will Report at Ohio Gathering—Closing Gap Between Local and Foreign Rates the Livest Topic

CLOSING the gap between national and local newspaper rates was the topic that created most interest at the joint meeting of the National Association of Newspaper Executives and American Breakers Hotel Tuesday afternoon. Warm exchange of opinion marked every moment after the subject was broached by President John Benson of the A. A. A. in his introductory remarks, but the afternoon ended with the newspaper executives taking no promises, despite warning by several agents that the present prevalent spread was productive of chaos and a brake on newspaper advertising.

The morning session centered on free publicity and merchandising co-operation, with an interesting interlude in which the administration of President Lou E. Holland of the A. A. C. W. was endorsed for his re-election; the nominating method by which Homer J. Buckley was placed in opposition to Mr. Holland; and the old feud between the N. A. N. E. and the Associated Advertising Clubs headed that the Wednesday afternoon session of the newspapermen had been omitted from the official program.

Wednesday morning's session was shared with the classified advertising managers and a full report will be found in connection with the news of the latter association.

Frank Carroll of the Indianapolis News was elected president to succeed A. L. Shuman. George D. Preston, advertising director of the Buffalo Express, who has been active in the association during the past year and especially so in election as first vice-president. Dis-Shuman: C. H. Tobey, Boston American; Joe E. Simpson, Philadelphia Bulletin; Nathan O. Fulmer, Salt Lake Desert News; and A. B. Clark, Nashville Banner. Two honorary directors' election received the approval of the association when they went to U. B. Walmsley of the London Sketch and Sir Robert H. H. Baird, of the Belfast Telegraph.

Selection of the next meeting place provoked considerable talk, as it was generally thought that it would be impossible to hold a large convention in London with the A. A. C. W. in 1924. Several

members stated their intention of attending the London meeting, among them Mr. Young, whose invitation to hold the 1924 meeting in Columbus, following the London convention, was unanimously accepted.

Vice-presidents for each state will be named at a later date, as will the President's appointees to the National Advertising Commission and the Agency Relations Committee.

Appointment of a committee to place newspaper speakers before other advertising organizations was authorized by a concluding resolution of the convention, the opinion of which was that the newspaper case was slighted in comparison with the opportunities offered other media in the departmental sessions.

President Shuman was given a vote of appreciation and thanks for his efficient and economical management of the association, which ended the year with a larger bank balance than it had at a last convention. Mr. Shuman was also presented with a silver coffee set, the presentation address being made by Past President Charlie Miller of Atlanta. Mr. Miller took occasion to call upon the association for more wholehearted support of the new administration, which, he said, would not suffer the handicaps of the past year or two, and should guide the association through one of its most prosperous and active periods.

President Benson put the agency position before the N. A. N. E. in the form of answers made to a questionnaire by Four A members. His points were that 1. Advertisers felt that they were being discriminated against in the newspaper policy of a wide differential between local and foreign rates.

2. Schedules were often cancelled when advertisers became dissatisfied with the various rates quoted by newspapers on the same business. Advertisers in many cases forced agents to use outdoor media in order to avoid the confusion incident to placing newspaper schedules under a variety of rates and billing arrangements.

3. Newspapers were losing national business.

4. Members of the A. A. A. in general endeavor to secure lowest rate possible for their clients, often taking the local rate in spite of the loss of their commission which resulted.

5. Ability of advertisers to buy space direct through dealers and representatives was undermining the agency business.

it seemed to mean and that it covered no special privileges to any.

Mr. Benson declared that the discrepancy between the rates made the agency man's course uncertain, as he never knew when his estimated expense of a campaign would be made ridiculous by his client's ability to secure far lower rates by direct deals with the publishers over the agency's head. He called upon H. A. Lehair of New York to explain his experiences with publishers in recent months which had led him to believe that the age of dickering for newspaper rates seemed to have been resurrected.

Mr. Lehair related how his agency had prepared four different campaigns on one product in order to secure lowest rates in all conditions for the client, with the result that the latter, after a year in which every city in which the advertising appeared had a different scheme for scheduling and billing it, had turned to the magazines. He took issue with the speakers who had defended the differential on the ground that advertisers should pay a higher rate because they could use a larger proportion of a newspaper's circulation than a local advertiser. How, he asked, could circulation which did not sell the goods of a local store sell the goods of a national manufacturer distributed through those stores.

He also criticized newspapers which captured national business from competitors with whom it had been placed by a local distributor, declaring that such actions broke up the schedule and prevented the advertiser from securing the benefit of his publicity.

F. A. Arnold of Frank Seaman, Inc., outlined a ratecard which he had prepared for a newspaper abroad, with considerable patronage from all parts of the world. The card provided a flat rate on all business, wheresoever derived, with a flat discount for all business in excess of 50,000 lines. The latter amount was that used by the smallest local advertiser. Agency commission was allowed in like percentage on all advertising placed by an agent.

John Mead of the Erie (Pa.) Times justified his unusual situation of a lower net rate to the national advertiser than the rate to local firms by stating that the greater part of the Times' business was national and that the latter gave the paper a higher net return than did the local advertising, despite the higher rate paid by the local houses.

W. J. Pattison of the Scranton Republican held that national rates should be higher than local because of the agency commission, the remuneration to special representatives and the need of frequent trips by home office men to national advertisers and agencies to secure business. Co-operation was never demanded by local firms, he said, always by national accounts. He urged the agency men to maintain the rates of an honest publisher rather than bulldoze him into cutting them by threatening to give the advertising to a competitor who would grant a lower charge.

James O'Shaughnessy, executive secretary of the A. A. A., reminded the publishers that his organization had never asked them to do anything that would mean smaller net profits to newspapers, that the present great and growing volume of foreign business placed in newspapers by A. A. A. members had been built upon the soundness of newspaper advertising and newspaper rates. Rates in themselves were unimportant, he said, the paramount question being the simplification and standardization so that the placing of newspaper advertising would be made easier and therefore more frequent and voluminous.

Mr. O'Shaughnessy, questioned by President Shuman, gave a negative answer to the following topics on the program:

1. Should publishers accept trade acceptances or any other method of deferred payment and if so should cash discount be allowed?
2. Should cash discount be allowed advertising agencies where checks cannot be used because of various restrictions?

Mr. Walmsley was vigorously applauded when he arose to inquire how American newspapers overcome the op-

position of the window dressers' association or union to the decoration of windows by newspaper employees. He was informed that the newspapers which did dress windows for advertisers were comparatively few and that they did not come in conflict with the window dressers association in their work among the smaller grocery and drug stores, as only the larger department stores employed professional window men.

Mr. Walmsley also participated in the discussion of radio and the newspapers, telling how the London dailies had agreed that they would henceforth publish broadcasting programs as advertising only, after several months of printing them as news. The agreement remained in force until Selfridge's London department store perceived an opportunity for public service by making the programs a part of its advertising. This copy was published in one newspaper only, which capitalized it by playing up the radio programs in its contents bill. That finished the agreement, the other papers being forced to resume the news treatment of the programs.

Co-operation with advertisers received considerable discussion, not all of which was favorable to the idea. William F. Rogers of the Boston Transcript gave his opinion that some co-operation belittles the value of the space newspapers gave for sale.

John Budd put the real function of co-operation as the education of the retailers and their clerks to the selling points of nationally advertised goods.

Mr. Tobey stamped as "all wrong" that co-operation which aims to secure a campaign from a national advertiser rather than to make one already secured effective.

Free publicity also received its annual inning, Mr. Groom describing the Inland Daily Press Association scheme of returning all publicity to the advertiser in whose interest it was sent out, marked with a rubber stamp to indicate that it belonged in the advertising columns.

Sir Robert Baird, K. B. C., and Thomas MacDougall of the British delegation were escorted to the platform and in-

**A CONVENTION SUGGESTION**

A BRITISH delegate, Mr. W. T. Day, put forward to EDITOR & PUBLISHER a suggestion which was put into operation at once at Atlantic City, and it may easily provide an idea for incorporation in future convention programs. Mr. Day said it was not altogether clear from the sectional Official Program which, if any, of the Inter-Departmental Sessions he and his British friends might attend, and, further, suggested that a daily diary would be generally appreciated. The editorial staff got busy and the Wednesday program in diary form appeared under EDITOR & PUBLISHER auspices in the Atlantic City Evening Union and Gazette Review.

troduced by President Shuman, Sir Robert making a short address of response.

With the conclusion of the set program, George Burbach of the St. Louis Post-Dispatch introduced a topic that had been warm the length of the boardwalk since the night before—the unexpected opposition to President Lou Holland's re-election that developed in the joint assembly. Mr. Burbach condemned the procedure under which Homer J. Buckley had been placed in the ring against the incumbent president and also the result of that procedure.

He was followed by Harvey R. Young of the Columbus Dispatch, who moved that the N. A. N. E. endorse Mr. Holland's administration, record itself in favor of his re-election, and against the joint assembly method of nomination that had been put into effect for the first time. His resolution was adopted unanimously.

President Shuman told the convention of his difficulties with the A. A. C. W. management in securing proper recognition for the N. A. N. E. activities at the convention, the latest slight in a series

extending over five years being the omission of the Wednesday afternoon session which conflicted with the Interdepartmental session. His words were applauded, but the convention took no formal action.

Local advertising was the theme of Wednesday afternoon, the discussion being led by Mr. Preston. The higher rates charged for amusement advertising were justified by several speakers on the ground that theatres get a larger proportionate return on their space than other advertisers. Others stated that attempts to put amusement advertising on the commercial rate had meant simply a loss of potential revenue with no increase in lineage, while competitive papers carried the same copy at the higher amusement rate.

Several interesting points were elicited by a discussion of bonus plans for local display salesmen. President Shuman described the plan put into effect by the Fort Worth Star-Telegram last December.

Taking 1922 local display and classified lineages as bases, Mr. Shuman offered his staff a bonus of five per cent. of all increased revenue during 1923 over the base, prorated according to salary earned by each. Salaries were adjusted at the beginning of the year, with the understanding that there would be no further increases during the year. Salesmen would participate in the bonus at the end of 1923, without regard to the lineage secured by individuals, the team total only counting. Large increases in lineage were reported by Mr. Shuman, who expected also that the plan would end requests for salary increases during the year and would stop turnover among members of the staff. Another benefit he cited was that turnovers had been reduced to a minimum as salesmen were charged with loss of lineage incident to repeated insertions of advertisements due to their own errors.

**NEWSPAPERS FIRST AS CHURCH MEDIA**

ENTHUSIASTIC sessions of the Church Advertising Department were held Tuesday in the Olivet Presbyterian Church, and Wednesday in the Criterion Theater, to permit of proper display of special church, religious and educational films, and illustration of new methods in publicity. President Christian F. Reiser presided. It was an outstanding feature of the entire program that regardless of the many other methods suggested, practically every speaker gave first place in each scheme to newspaper advertising. It was the one method of advertising upon which all opinion was unanimous in placing it at the head of the list.

Most of the speaking talent came from cities east of the Mississippi river, but more distant places, like Sioux City, Ia., and El Paso, Tex., made up in quality what it lacked in numbers. The program embraced practically every phase of advertising applying to the church, and was voted the most valuable material on the subject, and ordered printed in book form.

Six reasons why the church should advertise, given by William N. Bayless, of the Tiffany-Bayless Co., Cleveland, were: "To enlarge its membership; to inspire its present members; to deepen its influence in the community; to cooperate in the united Evangelical campaign of the other churches; to get the unchurched element to thinking; to keep abreast of modern times."

The next speaker delved deep into history to prove that we may have dressed up advertising considerably in the past few thousand years, but fundamentally advertising has been known and used ever since man saw the value in concerted effort. According to Dr. H. F. Vermillion, of El Paso, the earliest records of civilization show that the first advertisers were men and classes which sought to gain religious leadership.

"At a time when civilization was still young the priests often held the people under a stronger bond than the civil and



All in all, here are two who were satisfied with the week's work. Thomas MacDougall of the London North Eastern Railway (left), and Sir Robert Baird (right) of the Belfast Telegraph. The latter is becoming an American commuter.

military powers," he said, adding, "the organized and revered priesthood secured such a strong hold upon the people through connective and continuous publicity that often they were able to overthrow any dynasty that opposed them and to survive and control any conquering tribes that overran their land."

"Who has not read or heard of the sacred books of Zoroaster and Confucius and the teachings of Buddha. Who has not read of the Priests of On and the Magicians of Egypt, of the Oracle of Delphi and the Temple of Janus, of the Pontifex Maximus and the vestal virgins. Who has not been thrilled by the religious stories of the patriarchs, lawgivers, rulers and prophets of Hebrew history. Who does not know about Jesus, the untutored Galilean Jew, and his methods of getting the message of his new religion over to the people of his time so that they would respond to that message. Who that is interested in religion does not know of the successful propaganda of Savonarola, of Martin Luther and of John Wesley. If the leaders of these religious movements had not understood the laws of advertising and used them successfully, their ideas would have perished with them and history would not record their names."

"The laws of advertising are almost identical with the laws of teaching. The processes of advertising are also almost the same as the processes of education."

John Clyde Oswald, publisher of the American Printer, New York, told the members some of the advantages of securing co-operation in their advertising problems from advertising men. His subject was "Securing Co-operation from Advertising Experts."

"Why should not the church take advantage of the service which advertising can render it?" he asked. "I feel quite sure that if any pastor of a church who is a member of this gathering were to be confronted with a question involving a matter of law he would apply to a lawyer or if he were ill he would call a doctor; when a project is in hand to build a new edifice, which is not unusual in church activities, without doubt an architect would be brought into the consultation."

"Therefore, when the pastor comes to the point of considering what should be done to enlarge his congregation and extend the influence of his particular church, why not follow the logical course and call in an expert in advertising? I do not mean necessarily an advertising agent, although where an advertising agent is available, he should have first consideration."

"There is hardly any community in these days in which there will not be found a man who knows how to advertise successfully."

One of the features of the special sessions was the round table discussion and rapid-fire questions following each address, through which medium, President Reinsner was able to inject an unusual amount of enthusiasm into the meeting.

In his address on "Why Does the Church Need the Help of the Daily Newspaper," James Wright Brown, of Editor & Publisher, had the benefit of a sympathetic audience, since practically all previous speakers had referred to the daily newspaper as holding first place among known advertising methods. The friendly discussion which followed gave many instances of fruitful co-operation between the church and the newspapers.

Among the points emphasized was that the preacher should study the style of the newspaper in his community and follow its style. Preachers should visit the editorial sanctum in a friendly way and for co-operation. If the village paper is "sick" it certainly needs the pastoral care. Friendly co-operation is far better than adverse criticism. It is ridiculous to criticize a newspaper for an article that is inaccurate, when the church people have failed or refused to give accurate information regarding the event to the reporter or the editor. It is also very foolish to complain of lack of news in the community paper, when the church has failed to supply the data or the news to the paper.

It pays to advertise as hundreds of

preachers and churches have demonstrated by increased attendance and larger collections, as well as larger publicity. Churches should not "sponge" on the newspaper. The space in the newspapers must be sold to pay the running expenses of the paper, and the churches should advertise their wares as earnestly and as systematically as do the business men.

Speaking on the topic "The Product Behind the Church Advertising," Graham Patterson, publisher of the Christian Herald, New York, said that many churches as at present constituted have not a sound advertising proposition. In explanation of his use of the term "product," Mr. Patterson said:

"The church, of course, has many functions, but a primary one is to furnish an appealing place of worship for the encouragement of the religious and spiritual in the community. The other functions of the church are largely dependent upon this one. So within the scope of this paper we refer to the 'product' as the services held by the church, and therefore the object of church advertising is an attempt to increase church attendance. The particular faith involved may be likened to the raw materials which a manufacturer uses and is not to be considered as the finished product. Please bear this in mind when you consider the rather startling statement—many churches, as at present constituted, have not a sound advertising proposition. They are offering the public so little that their services are not ready for the light of a broader public."

"The first job I believe of a minister and his helpers contemplating the adoption of an advertising policy is careful study and a frank discussion of their own services to see if they are worthy of public participation. While I realize that this is oftentimes a very delicate matter to discuss, it is certain that unless their services will hold a goodly proportion of the new people who have responded to the advertising, they are not ready for advertising. In this connection there is no suggestion of appealing to the so-called 'popular taste' by amusing or making the meetings less religious. No greater mistake can be made than an attempt to compete with the theatre in order to hold the young people. In fact, the greatest criticism I have heard has been on this score, that there was a lack of any vital message. People go to church to get help and inspiration. When they fail to get it, they have a right to criticize. When a lazy minister tries to cover up his unpreparedness or his failure to understand the age he is living in by scriptural quotations and verbosity, he cannot get by with the young people of today. His job is a survey and an understanding of his market—a more intimate acquaintance with some of his people, particularly the young ones, and their problems before he can be of any real service to them. If he cannot do this he will have to make way for some-

one who can. This may sound brutal, but the spiritual necessities of the community should be placed above personal comfort or convenience of an individual.

"Whether you be minister or layman, having assured yourself that your services have this vital message, go just one step further, be sure that it is put up or passed out in a form that will appeal to the public. In other words, if you are going to reach out for new trade, prepare for it, please it, hold it. Remember that practically no advertising pays on the first order. Even the big mail order houses pay many times their profit on the initial order to create a new customer. All business is built upon good will and the continuing business of satisfied customers."

Church advertising should be as continuous as commercial advertising, E. P. Beebe, Iron Age Publishing Company, New York, said in a talk on "Some Practical Suggestions for Church Advertising."

The following officers were elected: President, Dr. C. F. Reinsner, New York; vice-presidents, W. Frank McClure, Chicago; Rowe Stewart, Philadelphia; Frederick E. Potter, London; Rev. Fred G. Behner, Milwaukee; Father J. H. Pickert, Chicago; recording secretary, E. A. Hungerford, New York;

treasurer, John Clyde Oswald, New York; Governing Committee—The above officers and James W. Brown, New York; William H. Johns, New York; Joseph A. Richards, New York; E. H. Harris, Richmond, Ind.; Herbert H. Smith, Philadelphia; W. N. Bayless, Cleveland; Percott Williams, New York; Graham Peterson, New York; Kerwin H. Fulton, New York; Bruce Barton, New York; Lou W. Holland, Kansas City; Frank E. Burkhalter, Nashville, Tenn.; Rev. T. Brabner Smith, Chicago; William E. Ridgway, Coatesville, Pa.; Fred E. Smith, New York; Philip Ritter, New York; Rev. Earl Hoon, Sioux City, Ia.; Dr. Roy E. Guild, New York; Dr. Robert G. Gibson, New York; E. P. Beebe, New York; E. G. Routzahn, New York; Rev. Howard R. Gold, New Rochelle, N. Y.

Members National Advertising Commission—W. Frank McClure, W. N. Bayless and Christian F. Reinsner.

Members Copy Committee—Herbert H. Smith, E. H. Harris and Rowe Stewart.

Custodian of Exhibits—A. D. Brush, Chicago.

Press Bureau—Rev. J. T. Brabner, Smith.

## ADVERTISING, RECOVERED FROM LONG ILLNESS, ENJOYS NEW POWER

### So G. Lynn Sumner Tells Joint Wednesday Session—Babson Wants Newspaper Rates to Slide Opposite to Business Ups and Downs

THE Inter-Departmental Session Wednesday afternoon at the Steel Pier, presided over by W. Frank McClure, vice-president of Albert Frank & Co., Chicago, had as its general subject "The Co-ordination of All Branches of Advertising."

The outstanding address of the afternoon was that of G. Lynn Sumner, advertising manager of the International Correspondence Schools of Scranton, Pa., whose subject was "The Advertising Architect's Plans."

Mr. Sumner said in part:

"If you were to ask me where advertising stands today, I think I should say that after two years of high-fevered illness, followed by two years of convalescence, it steps forth today with a new vigor, a new power it never knew before."

"Let me give you a cross section of the plans of 171 national advertisers for 1923 that has in it a significant indication. These 171 national advertisers were asked at the beginning of this year in what media they would increase their expenditures for the year and in what media they would decrease their expenditures. Here are the figures:

	Increase	Decrease
National Magazines.....	80	31
Farm Papers.....	38	20
Trade Papers.....	57	28
News papers.....	72	17
Posters.....	28	16
Painted Boards.....	24	15
Car Cards.....	13	7
Dealer Helps.....	96	6
Films.....	16	11
Direct Advertising.....	103	4

Charles Henry Mackintosh, of the Mackintosh Advertising & Selling Service, Chicago, and past president of the Associated Advertising Clubs of the World, spoke on the work of the National Advertising Commission.

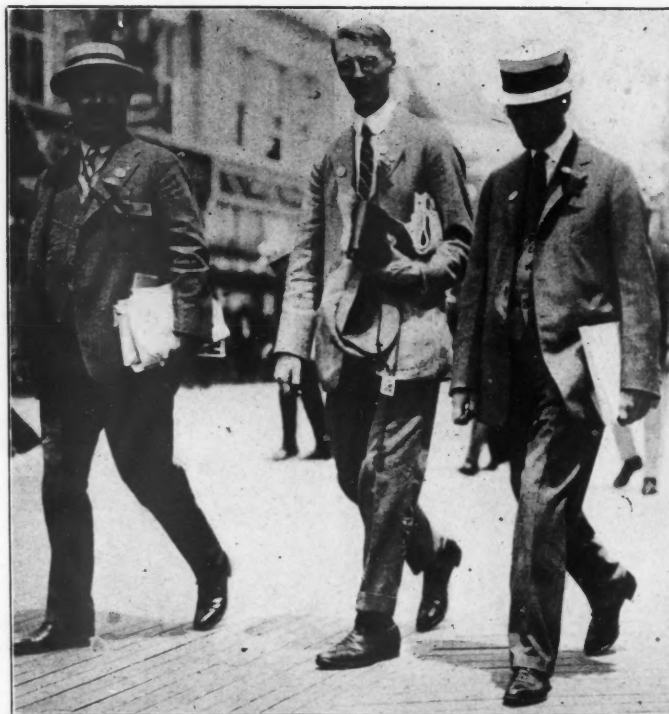
"Advertising," he said, "while the youngest of the great applied arts, already has innumerable divisions, each almost entirely distinct from all the others in its methods and practices. The director of advertising today may select his avenues of approach to his buying public, from amongst no less than fourteen entirely distinct media.

"He may use newspapers, daily or weekly; he may use magazines, quarterly, monthly, bi-monthly, or weekly; general in appeal, or appealing especially to men, to women, or to children; he may use business papers of all types, to all trades; he may use farm papers; or the religious press; he may use theatre programs, or directories; in the outdoor field, he may use posters, or painted displays, or signs; for the promotion and conservation of goodwill, he may employ specialties, or premiums; the silver screen of the 'movies' is now at his service; and then there are all the avenues of direct mail advertising—letters, cards, folders, booklets, broadsides, house-organs and catalogs.

"There is not enough co-operation between the media of advertising. There never has been enough; there never can be too much. Co-operation is the very life-blood of a business like ours, in which one form of advertising plays so directly into the hands of others to produce an ever-increasing volume of results."

Roger W. Babson, head of Babson's Statistical Organization, Wellesley Hills, Mass., gave a comprehensive address on "Advertising and the Business Barometer." Mr. Babson declared that "the three greatest factors affecting business are money rates, advertising rates and transportation rates. Given control of these three factors, one can go a long way in eliminating the hills and valleys of business. The Federal Reserve Board is doing as well as it can with only one of these tools, but at present is like a car-

(Continued on page 30)



When the London Editor gets to town, we naturally have a delegation to show him around. A. E. MacKinnon (left), who has charge of the tour of the British delegation; Herbert C. Ridout, London editor of EDITOR & PUBLISHER, and Fenton Dowling, of the same publication.

# 600 EMPLOYEES OF GLOBE DISPERSED TO CITY'S NEWSPAPER CURRENTS

## Fifty Members of Staff See Final Edition Put to Bed—Sun, Telegram, Evening World and Mail Get Features of Afternoon Paper

THE last form of the Globe and Commercial Advertiser, New York, America's oldest daily newspaper, was locked up and sent to the stereotypers at 6:30 p. m., Saturday, June 2.

Nearly 50 members of the staff had gathered around the makeup stone to help put the last edition to bed. As Judson R. Worrall, of the editorial makeup, directed Walter Askane, the late trick composing room makeup man, where to put the last few takes of type, the assembled staff gave ringing cheers for H. J. Wright, editor-in-chief; John T. Flynn, managing editor; Raymond H. McCaw, city editor, and others who have had a hand in directing the affairs of the Globe editorially. While the page was being pounded into shape for the stereotypers, those present sang, "Farewell, farewell, my own true love."

Everyone then went downstairs to see the last plates cast and the final edition run off. Each member of the staff got a copy for a souvenir. Mr. Flynn waited to get the very last paper of the run.

Announcement had been made during the day that the New York Press Club would keep open house for the Globe employees in the evening, and a large number were present for the "party."

Although the New York newspapers generally have been very generous in trying to provide places for members of the Globe editorial, advertising, circulation and business staffs not taken over by the Munsey papers, the short time intervening between announcement of the sale of the paper and its last edition made it impossible for a considerable number of the 600 persons on the Globe's payroll to complete negotiations for new positions. A few of those thrown out of employment will quit journalistic work entirely. A few will seek similar work elsewhere either in the East or in the Middle West. Several who have had experience heretofore in general advertising but who had been employed on the paper in other capacities, will devote all their time and energy hereafter to the advertising field.

While announcement had been made in the press on Saturday, May 26, one week before, that the Globe had been sold to Frank A. Munsey, there was no official notice to the employees of the Globe as to the plans of the new owner until Friday morning, June 1, when it was announced in the Sun and the Globe that the two papers would be merged on the following Monday. Notice was filed in the city room at noon Friday that the paper would be discontinued at the close of the following day and that practically none of the editorial staff would be retained, but that those who were not kept would be given two weeks' pay.

Both the Globe and the Sun announced the next day that many of the Globe features, which had made the paper so popular, were to be taken over by the Sun or the Evening Telegram. Mr. Munsey's announcement in part regarding the Globe features follows:

"The Sun, with which the Globe is to be combined Monday, has never gone in very much for features. It has always depended for its popularity on the character and excellence of its news. The Sun is and always has been primarily a News newspaper—not a feature paper.

"Nevertheless, the Sun will take over from the Globe for the consolidated Sun-Globe the following features:

"The Daily Radio Department and the Saturday Radio Tabloid Section; the School News; the Fontaine Fox Cartoon; Walt Mason's Daily Poem; the H. Addington Bruce Essay; the Enquiring Reporter, How to Keep Well, and Marquise de Fontenoy.

"There may be a few other features that may come over from the Globe to the consolidated paper. But for the most part the Globe's larger number of features—for the Globe has been conspicuously a feature paper—will be taken over by the Evening Telegram, which is another of my newspapers.

"The Evening Telegram was founded by

James Gordon Bennett. It was the first popular and popular-priced evening newspaper of good grade to be published in New York. It was the pioneer in this great field of journalism.

"The main features that will go over to the Evening Telegram are:

"Dr. Crane's Daily Editorial; the Pure Food Department; the comic strip, Keeping Up With the Joneses; We Women, by Betty Brainerd; The Right Word, by W. Curtis Nicholson; Thornton Burgess's Bedtime Story; The Daily Menu; My Neighbor Says, and Round the World, by S. Jay Kaufman.

"There are still other Globe features that will find their way into The Evening Telegram, but the above are already scheduled."

Some of the Globe features and special features, however, did not go to either of these two Munsey evening papers.

Alfred W. McCann, whose articles on pure food were considered one of the leading features of the Globe, will write hereafter exclusively for the Evening Mail.

Laura Comstock Dunlap, well known writer on church topics, who conducted a religious department in the Saturday issues of the Globe, will conduct a department of Church News and Comment every Saturday in the Evening Mail hereafter. She is taking with her to the Mail her assistant, Miss Helen Josephy.

Walter St. Denis, sporting editor of the Globe, is now a member of the sporting staff of the Evening Mail. Several members of his staff on the Globe have also gone with him to the Mail. Among these is Harry Schumacher, well known writer on baseball, and Dan Lyons, writer on fights and other sporting topics. Walter Hudson, of the Globe sport staff, will also go to the Mail.

The Evening World advertises the following news features formerly appearing in the Globe:

SCHOOL NEWS—The Educational Page conducted by Tristram Walker Metcalfe about the activities of metropolitan teachers. Mr. Metcalfe was with the Globe for 20 years, during which time he worked up the School News Page to a point where it attracted the attention of educational leaders throughout the country. Mr. Metcalfe takes his staff with him to the Evening World. This consists of William J. Whiting and J. J. Regan.

NEWS—The Chicago Daily News Wireless and Cable Despatches from a corps of correspondents, including Paul Scott Mowrer, Paris; Hal O'Flaherty, London; Hiram Kelly Moderwell, London; George R. Witte, Berlin; F. A. Mackenzie, Moscow; William H. Brayden, Dublin; Junius B. Wood, Tokio.

FINANCE—Stuart P. West, writer on the Financial Outlook, an interpretation

of business conditions; and George T. Hughes, head of the Globe financial department, who will continue his department of Investment Suggestions in the Evening World.

It is also reported at the Wall street branch of the Evening World that Charles A. Wolcott, Jr., and William Heffernan of the Globe financial staff have gone to the Evening World. The former will write Wall street features and the latter Curb Market affairs. Mrs. Alice Hilgarden, who was assistant to Mr. Hughes at the Globe, has gone to the World temporarily to assist Mr. Hughes.

SPORTS—Walter Camp, "father of football" and writer on amateur sports, will hereafter contribute all his newspaper articles to the Evening World. Lawrence Perry, writer of sporting events, in both fiction and news, has also gone to the World.

HUMOR AND COMMENT—H. I. Phillips, whose "Globe Trotter," "Dumm and Dummer," and witty comments on affairs were considered by many persons among the best of the Globe features, is continuing these features in the Evening World.

Steps have been taken by the Associated Newspapers, 114 Liberty street, to bring suit against Mr. Phillips to enforce rights which they claim to have in the aforementioned features for syndicating purposes, under a contract they allege to have with Mr. Phillips.

According to H. H. McClure of the Associated Newspapers, papers are now being drawn by the law firm of Kelsey, Emery & Cutbell, 120 Broadway, and will be filed soon.

Mr. McClure also stated to a representative of EDITOR & PUBLISHER that an effort would be made to have the Evening World enjoined from printing Mr. Phillips' work during the unexpired term of the contract, which the Associated Newspapers will contend runs for the rest of this year and next year.

The executive officers of the Globe were as follows: president, H. J. Wright; treasurer, William Shillaber, Jr.; assistant treasurer, C. D. Losee; publisher, Jason Rogers; business manager, J. C. Cook.

Mr. Shillaber is retiring from the newspaper field and will devote his time to other business interests. Jason Rogers has opened offices at 30 Church street and will act as a publishers' advisor. Mr. Cook and Mr. Losee are with the Munsey organization closing up the business affairs of the Globe and aiding in the merger of the business departments of both papers.

Mr. Wright, when reached by telephone at his home at 63 Highland avenue, Montclair, N. J., told EDITOR & PUBLISHER that he had not completed negotiations as yet for a new position.

William L. Chenery, Mr. Wright's assistant, who resides at Pelham Manor, is also undecided as to the future.

Bruce Bliven, former managing editor of the Globe and of late a contributing editor, severed his connection with the

Globe a few days before the announcement of the sale. He is now editor of the New Republic.

Among the other special editorial and feature writers were:

F. L. Duffus, who has not decided as yet whether he will go to the Herald or to World's Work.

Frank E. Hill, who goes to the Sun and Globe.

F. Cunliffe-Owen also is to be with the Sun and Globe.

Kenneth McGowan, dramatic critic and special writer, is undecided whether he will go to the Sun or the Times.

J. Pitts Sanborn, musical critic, has not yet decided as to the future.

Howard White, society news, is on the Tribune. He did work heretofore for both the Globe and the Tribune.

H. C. Nelson, art critic, unsituated. L. M. Robinson, Letters to the People, unsituated.

Miss H. M. Emery and Miss J. Price, fashions, unsituated.

E. V. Durling, feature writer, unsituated.

C. Kesler, cartoonist, unsituated. Robert Ripley, cartoonist, unsituated.

John T. Flynn, managing editor, who resides on Lawrence Boulevard, Bay Side, L. I., has not yet made connections elsewhere. He was offered the managing editorship of the Evening Telegram when the change came but did not accept. Mr. Flynn was with the Globe for four years. Before succeeding Bruce Bliven as managing editor a year ago, he was real estate editor. He is president of the New York Press Club.

E. R. Caldwell, assistant to the managing editor, who had been with the Globe for 16 years, has gone to the Evening Telegram.

Raymond H. McKaw, city editor, is now on the Times. He was formerly city editor of the Atlanta Georgian, and has been on the staffs of newspapers in Chicago, Kansas City, Denver, New Orleans and other cities.

David Arthur Carson, assistant city editor, has joined the staff of the Herald. He was on the Evening Telegram during the Bennett regime and was later with the World.

George Wood, political writer, is considering several offers, but has not decided what he will do.

George F. Dobson, Jr., city hall reporter, has gone to the Sun.

Those on the city copy desk were: A. L. Gordon, formerly identified with newspapers in Topeka and Kansas City, who has now gone to the Times; H. M. Sutherland, now on the Times copy desk, also an associate professor of the Pulitzer School of Journalism at Columbia University; Roland B. Moore, formerly of the New York Journal and before that identified with the Newark Star and several other New Jersey newspapers, including the Elizabeth Evening Times, of which he was city editor; John T. Breen, who also assisted in the morning makeup, now on the Sun.

The telegraph copy desk consisted of W. D. Evans, who has had a wide experience on many newspapers and who is now on the Sun desk, and Joseph A. Fleitzer, his assistant, who is back with the Tribune, his first love.

B. J. Lewis, cable editor, has gone with the Sun-Globe.

Sanford Jarrell, rewrite man, is back on the Tribune, where he was formerly employed. Mr. Jarrell wrote some of the "Making the Grade" stories which constituted one of the popular features of the Globe.

Henry F. Pringle, also of the rewrite staff, is now on the staff of the World. He also contributed to the "Making the Grade" series.

H. J. Kline, another rewrite man, has gone to the Evening Telegram. He frequently did special writing, including "Making the Grade" articles.

Mark Iden, rewrite, Evening Telegram. Judson R. Worrell, makeup editor, now with Evening Telegram.

E. M. Moore, "Inquiring Reporter," is on the staff of the Sun-Globe.

Lee M. Pasquin, rewrite man and special writer, has gone to the Times. He wrote many of the "Making the Grade"

## CANADA TAX

MONTREAL.—It is difficult as yet to size up the probable decision of the Dominion Government in connection with its proposal for a commission to look into the advisability of an embargo on the export of pulpwood from Canada. Under the laws of the Provinces of Ontario and Quebec export of pulpwood cut on Crown lands is forbidden; and pulpwood from privately owned lands is, of course, allowed to be exported. A strong campaign has been carried on in Canada in favor of an embargo on all pulpwood on the ground that Canadian spruce forests are being rapidly depleted, and further that the pulpwood should be manufactured into the finished article here. Opposition comes from those who argue the possibility of retaliation, as Canada is dependent on the United States for most of her hard coal and much of her soft coal, her sulphur, raw cotton and other materials.

Interesting figures are available as to how much newsprint is made in the United States and of Canadian pulpwood. The exports from Canada in 1917 were 982,671 cords; in 1919, 1,597,042 cords; and in 1921, 1,615,467,—for the fiscal year ended March 31 in each case. For the year 1922-23, the exports were 1,096,462 cords, equivalent to about 675,000 tons of newsprint.

Canada's total exports of newsprint for fiscal year ended March 31, 1923, were 1,008,704 tons, so that pulpwood exported to the States represents over two-thirds the newsprint exports; or putting it in another way, Canadian mills use about 1,600,000 cords of pulpwood, so that slightly over 40 per cent of the total cut in Canada of pulpwood is exported to the United States. If this export were forbidden, somewhat over 40 per cent of present production of newsprint in the United States would be rendered practically impossible.

stories published on the back page of the Dart was foreman of the Globe press room and F. C. Russell foreman of the stereotypers.

Among the reporters were Helena H. Smith, Elenore Kellogg, Catherine Brody, Eugene S. Bisbee, Howard V. DeVree (who of late has been in charge of the book review department), Richard Reagan (ship news), Ernest Davies, R. E. Moran (for many years the Globe's representative at police headquarters), and B. D. Cornfield.

Of the above Miss Kellogg and Mr. Bisbee are on the Evening Telegram. Miss Smith is getting ready for a trip with her aunt through the Canadian Rockies. Mr. Davies is a young Englishman who is making a study of American journalism by getting actual experience in newspaper offices in different parts of the United States. He is going West to haunt the city desks of Chicago and other cities. Miss Brody is covering assignments on the World.

Charles Burney Ward, an expert on labor news, has signed up with the Hellwig Advertising Agency of New York. He is an artist as well as a writer.

Miss Dorothy Firestone, Mr. Flynn's secretary, has not yet decided where she will go.

The staff of the Radio Globe, and the daily radio department in the Globe, which has gone over to the Sun, consists of E. L. Bragdon, F. C. Eller, Moe Entler and others. The radio advertising was in charge of C. R. Griffin, who was assisted by Milton King, Edward Flannigan, C. Newman and Miss A. Breslow. The latter was Mr. Griffin's secretary.

The members of the sporting staff not already mentioned consisted of Walter S. Flitcraft, tennis writer, who goes to the Evening Telegram; H. V. Valentine, special sport writer, the Telegram; O'Neil Sevier, the American; H. B. Martin, golf writer; William C. Wedge, Norman St. Denis, and Willie Heusler (racing).

Miss Joy Layton, who had charge of the Globe "morgue," and her assistant, Peter Dinella, will go over to either the Sun or the Herald temporarily.

The art department was in charge of John T. Cooper, who was with the Globe for 14 years. Mr. Cooper went into the art department from advertising work, with which he has kept in touch while conducting his art department. He intends to devote his whole time to advertising hereafter, but has not yet completed negotiations. Mr. Cooper's assistants were C. F. Arcieri and F. Wichtendahl.

The most popular place in the Globe building was the cashier's office. This was managed most efficiently by Ernest Weidmaier, cashier, and Agnes M. Pereira, assistant cashier. They are both remaining with the Munsey organization at their old posts in the Globe building pending reorganization settlements.

Practically all the other members of the Globe business organization are remaining with the Sun until all affairs in connection with the merger of the two papers have been closed up. These include: F. C. Holloway, auditor, and his assistants, William Mierendorff, H. Benjamin, Irving Rothstein, W. M. Gallagher, J. Ficalora, G. Dansey and C. Stingham.

E. E. Fisher, who was in charge of the telegraph department, is now engaged in the financial district. C. Madison remains at the telephone switchboard pending settlement. The advertising copy desk, consisting of M. S. Hanway, H. G. Schroeder and Arthur Beck, is closing up affairs at the old stand.

William Severen, head of the advertising department, has gone to the Evening Telegram with his staff.

There was considerable worry at first as to what would become of the mechanical force of the Globe. This has been taken over by the Munsey organization for the present, but many of the force will eventually have to do extra work.

Lester Howe, who was foreman of the Globe composing room, told EDITOR & PUBLISHER that temporarily the whole force has been taken over to the Sun. Priority lists have been made out of both the Globe and the Sun men, and it is expected to pick the future Sun-Globe force in order of priority from these two lists. Those not selected will have to do extra work.

In like manner the press room force and stereotypers will be selected. Joseph

Otis Scattergood, circulation manager of the Globe for the past eight months, is now with the Sun-Globe.

Julius Stolz, assistant circulation manager, who had been with the Globe for 14 years, will have charge of the city circulation of the Evening World. He takes with him several of his assistants, among whom are the following: Frank Brill, former superintendent of delivery, now inspector, who has been with the Globe for 12 years; Arthur Priory, inspector; Reuben Kolatkin, inspector; John McAdams, inspector.

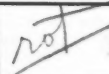
Six hundred persons were regularly employed by the Globe in the various departments, not including correspondents and space writers. The number employed in each department were as follows: Executives, five; editorial staff, 99; editorial writers and feature writers, 14; advertising department, 33; business and miscellaneous, 38; composing room, 141; pressmen and paper handlers, 63; stereo-

typing department, 18; circulation office, 20; miscellaneous and circulation canvassers, 10; deliverymen, 130; miscellaneous employees, 30.

The most valuable asset secured by Mr. Munsey by the purchase of the Globe was the Associated Press franchise, which now goes to the combined Sun-Globe. The Sun also gains the City News Association Service by the merger.

It was rumored at first that the plant of the Evening Telegram would be moved at once to the Globe building at 73 Dey street, but it is said that this plan has been given up, at least for the present, because of changes which it would be necessary to make in the Globe plant.

Fred A. Walker, publisher of the Evening Telegram, stated to EDITOR & PUBLISHER that on examination it was found that the Globe presses were sagging and that in order to continue operating them for any length of time the foundations would have to be rebuilt. The Telegram, therefore, will continue to be issued from its present quarters. Mr. Walker was uncertain as to plans for the future.



## ROGERS SCORES RIVAL PAPERS

At the request of EDITOR & PUBLISHER, Jason Rogers, who was publisher of the New York Globe before its amalgamation with the Sun, prepared a statement in connection with the amalgamation which is printed herewith.

While paying a high tribute to the staff of the Globe, Mr. Rogers attacks the attitude of other evening newspapers following the announcement of the merger.

He will devote his time hereafter to lending his services as adviser to publishers. He has opened offices at 50 Church street, New York.

His statement in part follows:

"The demonstration of dishonorable perfidy made by some of the New York evening newspapers in their effort to steal from Mr. Munsey that which he had bought with the New York Globe must stand forever as a monument to the hollowness of newspaper pretense of creditable leadership.

"To those of us on the inside and desirous of seeing what we had developed delivered a whole, the spectacle of seeing the various efforts to pluck the carcass clean to the bones was all the more horrible. Newspaper workers for years loyal to the Globe, perhaps a bit uncertain, tempted by offers of double salaries, fell before the tempters.

"Compared with the methods employed by these newspapers to steal, the process of the highwayman or holdup artist is honorable and decent, for the latter at least risks his life or imprisonment for stealing.

"We of the old Globe did our best to deliver to Mr. Munsey all that he had bought, once it was concluded that he was going on with it—the newspaper, its franchise, its features, and the services of men who had created important departments which had won wide following.

"Very naturally we would have preferred to have seen the organization go on as the Globe as we had built it, than to have it dismembered and divided between Mr. Munsey's two newspapers, but to see it cut to pieces among those not entitled to chunks of it was demoralizing and frightful.

"I am particularly proud of the workers in the mechanical and delivery departments who held firm until the last gong on Saturday night. Likewise the clerical forces, the editors and many special writers held firm, and went forth to new jobs on the Sun, Telegram or Herald, or with two weeks' salary.

"But some of the special writers, men who through permission to sign articles had won recognition, proved themselves yellow through and through, and against strong personal assurances that they would stick and carry on, accepted offers from the tempting vultures and deprived Mr. Munsey of much of the property rights he had bought.

"Monday morning's newspapers con-

taining large display ads of the different features filched by the other newspapers do not half reveal the casualties caused by the enemy.

"It is too early to know whether readers will continue to buy the Sun and the Globe, a combined newspaper, or the Telegram, legitimate assigns of the property of the Globe, or be led into the purchase of newspapers which have grabbed what Mr. Munsey bought.

"The sale of the New York Globe at the very peak of the 129th year of its career of continuous publication leaves me, aside from a purely advisory relation with Mr. Munsey, free to embark upon a service to newspaper publishers which has been developing in my mind through the many years of my efforts toward closer co-operation between them in different directions.

"Through my books and writings in the trade papers, I have developed a broader vision of the newspaper business than the publication of a single newspaper. Hardly a week passes without the receipt by me of from three to a dozen letters from publishers asking advice on various phases of newspaper production.

"In one recent case put up to me I saved parties concerned several hundred thousand dollars. In another a publisher writes that I saved him \$60,000 in connection with a sale. In case after case I have been able to give advice which the recipients acknowledge has enabled them to turn corners more profitably than they expected would be possible.

"In the past I have done these things free of charge. From now on I shall make a business of such service to publishers on the basis of: (a) the job, (b) a per diem charge, or (c) a retainer, provided there is sufficient support forthcoming to make the effort worth while.

"Local advertising situations in many cities are in a deplorable state almost impossible of adjustment by local forces. In several cases I have been able to make a disinterested study and apply broad principles of experience to the better understanding of all parties at interest.

"To produce a long term tieup between a newspaper and large local advertisers is often deemed an impossibility. I have done it in Chicago and New York, and shown several publishers how to do it, with uniformly satisfactory results. To enjoy the peace of mind which comes from more satisfactory relations allows more time for other constructive effort.

"Advertising rates are often a serious point of contention between publisher and advertiser on account of the natural inclination of one to buy as cheaply as he can and to get as high a rate as he can on the part of the other. I believe that as a disinterested outsider I can reduce friction in most cases.

"Newspapers everywhere are naturally desirous of increased circulation and frequently led into foolish and costly ven-

tures which produce no lasting benefit. A study of almost any situation will reveal new points of attack for circulation expansion without resort to gift-enterprise or other schemes which obviously cheapen the property from the viewpoint of advertisers.

"The simplified cost system which I devised and gave free of charge to the whole newspaper industry in 1917 has been adopted by well over a hundred publishers who have written assuring me of the increased comfort and peace of mind that its use has brought them. I can certify that its use made the success of the Globe a possibility under the trying conditions of the last few years.

"During the recent years I have appraised over 100 newspaper properties in connection with sales, taxation and various adjustments. My formulas have been accepted as authoritative by government authorities, and provide a sound starting point for negotiations regarding sales.

"Among the other things that I am planning to do during the next year or two will be the writing of a book presenting a study of what I will call 'The Fifty Key Newspapers of America' for the purpose of endeavoring to discover and analyze the fundamental laws of successful newspaper production.

"I plan to devote some part of my time to a course of lectures on newspaper making before students in the Schools of Journalism in the East and Middle West. These lectures will be designed for the purpose of giving the students practical ideas regarding the business principles involved in newspaper production.

"Our success in bringing the New York Globe to its highest point of recognition at the time of its sale, demonstrated to us familiar with it that an absolutely independent, clean and honest newspaper can be made an economic possibility.

"The lessons we learned through our various experiences in the most highly competitive newspaper field in the world are valuable for application to other newspapers.

"At 55 years of age, and after more than forty years in the newspaper business, I feel more confident than at any time in my life to attempt the very interesting service I have outlined. It will be more interesting than running a single newspaper."

## PULP CO. LOSES SUIT

Waterbury (Conn.) Republican Gets \$8,250 Verdict Plus Interest

The Waterbury (Conn.) Republican has been awarded a verdict for \$8,250 with interest from June, 1920, the full amount claimed, at the trial of a suit brought by that newspaper against the Inter-State Pulp & Paper Company. The case was tried in United States District Court New York City, June 5.

Suit was brought against the paper company charging non-delivery of 10 tons of Swedish newsprint ordered in December 1919, for delivery in the spring of 1920 at 7¼ cents a pound. The verdict given represents the difference between the 7¼ cent price and the price paid for tonnage replaced, averaging slightly below 12 cents.

## Will Edit War Dept. Paper

Maj. Joseph A. Green, U. S. A., son of Joseph S. Green of Cherokee, Ia., has been detailed to edit the Coast Artillery Journal for four years. The journal is published at Fortress Monroe by the Department of War.

## Paper Men Set 275,000 Trees

Men employed by the St. Regis Paper Company have recently completed the planting of 275,000 trees at a tract in the Madawska section of the Adirondacks.

## Change of Address

The Publishers Buying Corporation has moved from 73 Dey street to Room 425, 30 Church street, New York.

SMITH ACCUSES A. P. OF BREAKING FAITH

As a Result, United Press, International News Service and Special Correspondents at Albany Were Scooped, Is Claim

Governor Alfred E. Smith has issued a statement in which he charges that the Associated Press broke faith with him in the matter of the release of the story of his signing the Mullan-Gage law repealer.

"According to the practice of the Executive Chamber, my action and the memorandum accompanying it on the repeal of the Mullan-Gage law, was given to all of the newspaper correspondents in the Executive Chamber at 6 o'clock Friday evening, June 1.

"The memorandum carried a caption that the news was for release for morning papers of June 2. I further had an understanding with the correspondents that my action on the bill was also for release on Saturday morning.

"The Associated Press, however, released the news of my action immediately following my announcement and it was published by some evening papers taking its service.

"In justice to the United Press, International News Service and individual correspondents who kept my confidence, and refused to release the news until the following morning, it is but right to say that the Associated Press violated my confidence."

Russell Hathaway, manager of the Albany bureau of the Associated Press, declined to make any statement concerning the premature release of the repealer story when asked by EDITOR & PUBLISHER to do so.

The following statement in reply to Governor Smith's charges was given out at the New York office of the Associated Press, and is said to be the authorized statement of the general manager:

"I am very sorry indeed that Governor Smith has received the impression that the Associated Press violated his confidence. Handling executive documents is almost a daily routine with us and never before have we been accused of bad faith. I am sure that Governor Smith has been misinformed.

"Subsequently, we were given the Governor's memorandum which bore the caption 'Released for morning papers.' This was accepted with the understanding that it would not be published until the following morning and it was not delivered by us to any afternoon member anywhere."

SUIT BASED ON AD BEATEN

Court Holds Statement of Bread Firm Doesn't Cover Accident

Newspaper advertisements run by Friend Brothers, Inc., bakers with branch establishments in various eastern Massachusetts cities, were introduced as evidence in a trial in which a woman sued the company for damages alleged to have arisen from eating the concern's bread.

It was claimed that the woman, while eating the bread in full confidence, felt something sharp in her mouth and pulled out a piece of tin. The plaintiff claimed, in part, deceit in the firm's advertising. The Massachusetts Supreme Judicial Court, however, in reviewing the case,

holds that this cannot be claimed, as the advertising statement that "grown folks and children alike may eat as many slices as they please without fear of harm" cannot be construed as a declaration "that by no accident or mischance can there ever be any foreign substance in any loaf of bread manufactured by the defendant."

MAKING IT SAFE FOR FRANCE

Third of German Papers in Ruhr and Rhineland Suspended, Germans Say

Of 1,450 newspapers published in the Rhineland and the Ruhr, more than 400 have been suppressed by the occupation authorities for periods varying from three days to several months, according to semi-official German figures, says an A. P. dispatch from Coblenz, March 19. Suspensions in the Rhineland total 298. Forty-three of the journals have more than once been forbidden to publish, while 63 newspapers printed outside of these areas have been denied the right to circulate in occupied territory.

Prison sentences running as high as eighteen months and fines of as much as 1,000,000 marks have been imposed on 82 editors and 31 publishers. Eighteen editors and nine publishers have been deported with their families.

FULL PAGE STRIKE ADS

Philadelphia Bakeries Use Papers to Tell Their Side

Freihofer Bakeries, of Philadelphia and nearby towns, recently took full pages, in the newspapers covering the territory served by them, to tell their side why their drivers were on strike. A 42 per cent increase in commissions and a minimum wage of \$50 had been asked.

The copy stated that such an increase could not be borne by the company and that a 15 per cent increase was offered and refused.

Cheaper to Use Old Paper

Gathering up old newspapers, removing the ink, and making them into new paper is cheaper than buying new wood pulp for those mills located near big newspaper cities, figures just published by the U. S. Forest Products Laboratory at Madison, Wis., show. A saving of \$15.00 a ton has been made in this way by one mill.

Cooking School Big Success

The first newspaper in Michigan to conduct a cooking school was the Daily Ypsilantian-Press, which recently held a three-day session. The number attending exceeded all expectations and the interest and enthusiasm were so great that it is planned to have the cooking school a semi-annual affair.

New Frisco Agency Formed

The Jackson Corporation, advertising agency, has been formed at San Francisco by Otis R. Tyson, late advertising manager of the Owl Drug Company, and Hartley E. Jackson, president of the Bay Cities Printing House Craftsmen, San Francisco.

New Bridgeport Ad Officers

The Bridgeport, Conn., Advertising Club has elected the following officers: President, Hoyt Catlin, Bryant Electric Company; vice-president, William D. Griffin, Holmes & Edwards Silver Company; secretary-treasurer, A. C. Flatner, Bryant Electric Company.

Ad Dressing for Mayonnaise

The Nucoa Butter Company has launched a newspaper campaign in New York to advertise Gold Medal Mayonnaise. The Hawley Company, New York, has the account.

Leases Canton (Kan.) Pilot

Ray Anderson has assumed charge of the Canton, (Kan.) Pilot, having leased it from the owner, Mrs. G. K. Fretz.

SIoux CITY PAPERS ARE TIED UP BY STRIKE

Small Skeletonized Issues Only to Be Printed Until Deadlock Over New Wage Scale Is Broken—Publishers' Compromise Refused

(By Telegraph to EDITOR & PUBLISHER)

SIoux CITY, Iowa, June 7.—No newspapers were issued Thursday morning by Sioux City publishers, as the printers walked out at 4 o'clock Wednesday afternoon after a deadlock on the new wage scale. The union demands a \$4.00-a-week increase and the publishers offer to compromise at \$1.50. This has been flatly refused by printers.

Until some agreement is reached, small skeletonized issues will be published. Both the Tribune and Journal have published identical statements. The Tribune statement says in part:

"The publishers of Sioux City, although not pessimistic, know that economic conditions do not warrant an increase and know that the present wages are not too low. The average pay check for the regular printers in the Tribune office for 1922 was a trifle over \$45 a week, including overtime. This average is based on steady employment throughout the year. The increase demanded by the local Typographical Union would make the printers' scale in Sioux City higher than in Minneapolis, Des Moines, Omaha, St. Joseph, Topeka, Wichita and Kansas City.

"The publishers of Sioux City insist that this is unfair and unjust, that it will increase the local burden of competition with the large nearby cities who have for many years, and still are, trying to break into Sioux City territory for the benefit of their merchants and manufacturers. This would result in detriment to all in Sioux City.

"The publishers in Sioux City have always supported organized labor in its effort to obtain justice. They propose to continue fighting for the greatest good to the greatest number. As much as they would like to raise every one of the Tribune men who are earnestly helping to put out a good newspaper every day, they know that it cannot be done on the present income.

"The increase in prices at this time is economically unsound. In efforts to adjudicate costs to present conditions the Tribune reduced the price of advertising and of all mail subscriptions in 1922. Four dollars a week increase at this time would mean an annual increase of \$21,000. The publishers have offered to submit the question to impartial arbitration. The printers positively refuse this, however. They agree to put in an arbitration clause provided the \$4.00 a week increase is granted the Tribune.

"The Journal and Live Stock Record are affected by the strike. The Tribune and Journal are advertising for twenty-five machine operators, ten ad setters and two machinists. In the meantime the American plan is in effect here."

TELLS OF EGYPT'S NEWSPAPERS

Emine Yehia Pasha Has Interest in Many Papers

Emine Yehia Pasha, business man and politician, of Alexandria, Egypt, is sailing Saturday on the "Olympic" for England, after a several weeks' tour of the Eastern part of the United States. This is the first time that he has been in America, and he was much impressed with the land and the people. He has many personal friends in the States. In an interview with a representative of EDITOR & PUBLISHER he said that he had been given a warm welcome wherever he had gone.

He said that in addition to the large number of native newspapers in Egypt there are twenty-five newspapers published in European languages in the larger cities of the country—English, French, Italian and Greek. He has an interest in most of the important papers published in Egypt in different languages,

and personally very often he discusses governmental and economic questions in editorials over his own signature.

The object of his visit to America is to help bring about a better economic relationship between Egypt and the United States. He is of the opinion that American business men could secure much business in Egypt by a proper use of the advertising columns of Egyptian newspapers. Trade secured in this way now goes to European business houses as they are the principal advertisers at present.

HIGH TRIBUTES TO TIMES

The One Complete Newspaper Left to Us, Says Glass

Speaking at the School of Journalism of the University of Missouri at Columbia, Frank P. Glass, publisher of the St. Louis Star and former president of the American Newspaper Publishers Association, after bewailing the newspaper tendency to comic strips and syndicate matter, paid this tribute to the New York Times:

"The one complete and satisfactory newspaper left to us is the Times. It is the pride of American journalism. It is the most comprehensive record of contemporary events ever printed in the history of the world."

Dean Williams of the School of Journalism said regarding the Times:

"The students might well take it as their guide, pattern and example. When the Times is mentioned, it brings a thrill of pride to every lover of true American journalism. It is the fairest, most accurate, most complete of the world's newspapers."

FLOODS HAMPER PAPERS

Rail Service Discontinued in Parts of Maritime Provinces

Floods created damage to the plants of several newspapers in New Brunswick during May. The Carleton Observer, published in Hartland, N. B., and the Fredericton (N. B.) Daily Mail, were two plants affected by the overflow of the St. John River.

Owing to discontinuance of railroad traffic on the Canadian Pacific Railway main line for a week, and on the Canadian National Railways main line for three days, due to floods, distribution of newspapers in the maritime provinces was crippled during May. At some points the rails were nine feet under water. On some branch lines, service was not maintained for about three weeks. Papers could not be distributed in the sections served by these lines.

New Paper in Missouri

George G. Morris, formerly of the Huntsville (Mo.) Record, has established the Prairie Hill (Mo.) Herald. The town is on the boom following the purchase of 10,000 acres of coal land to be developed.

Erie Roto Printed in Cleveland

The roto department of the Cleveland Plain Dealer is now printing a colored Sunday section for the Erie Dispatch. The Cincinnati Enquirer roto section also is printed in the Plain Dealer establishment.

Change at Abraham & Straus

W. R. Hotchkiss has resigned as publicity director of Abraham & Straus, Inc., Brooklyn, and is succeeded temporarily by Eric W. Gibber, advertising manager. Mr. Hotchkiss will devote his entire time to his store promotion service for retailers.

Philadelphia Ad Firm

John O. Young and Raymond E. Rubicam, both former employes of N. W. Ayer & Co., have organized an advertising firm in Philadelphia which will be known as Young & Rubicam.

## N. Y. PUBLISHERS BACK SCHOOL OF PRINTING

Newspaper Vocational School With Instruction in Editorial and Business Ends Seen as Its Future

A newspaper vocational school embracing courses not only in printing but in the editorial and business sides of the business was pointed out as the future of the Empire State School of Printing June 3, by John W. Baker, chairman of the committee on education of the New York State Publishers Association.

Mr. Baker's report of the work of the School of Printing for the first year was enthusiastically received at the morning session meeting of the association in Ithaca. Publishers began to talk not only of a building to house the school plant at the end of its five-year lease on the property at 311 East Seneca street, but also of endowment to insure the permanency of the institution.

Ross W. Kellogg, director of the school, pointed out the possibilities for the expansion of territory to be served by the school. A committee of New York City publishers which inspected the school in April reported favorably on it. Mr. Kellogg believes the school can eas-

ialized industries are competing too strongly in the matter of wages. It would seem inevitable that school-trained printers and operators will man our composing rooms at the end of at least another ten years. In a score of years the printer who has not had training in the fundamentals of the trade in a school of printing may be as rare as the lawyer who never went to college or the physician who read medicine in the office of the old family doctor. We, as publishers, are usually credited with foresight and vision. We must now take a long look into the future, support the school which we have founded to the utmost—financially and morally—and keep before us the thought that when our present five-year lease expires we will be prepared to move the school into its own building and give it sufficient endowment to insure its permanency."

In an address at a luncheon of the publishers, Oswald Garrison Villard, editor of the Nation, discussed some of the problems created by current economic conditions in the newspaper business and the difficulty of maintenance, under such conditions, the highest standards of the American press, truth and fair play. He warned of the dangers of commercialization at the expense of ideals and devotion to the public service.

Three newspapers, the Jewish Forward of New York, which is run on a non-profit making basis, and has a great influence on the East Side; the Minneapolis Daily Star, a Farmer-Labor paper with over 6,000 owners and 50,000 subscribers; and the Christian Science Moni-

composed of F. A. Merriam, chairman, F. H. Keefe and F. R. Champion was appointed to confer with officers of the New York Press Association in reference to further support from the daily publishers.

The following publishers were in attendance: Charles D. Osborne and William O. Dappling, Auburn Citizen; Burrows Matthews, Buffalo Express; John F. Rolfe, Corning Leader; William H. Clark, Cortland Standard; W. A. Gracey and son, Geneva Daily Times; John W. Baker and Harry G. Stutz, Ithaca Journal News; G. E. Fitzsimmons, Lockport Union-Sun; F. P. Hall, Jamestown Journal; John Crowley, Little Falls Times; A. W. Hoffman, Kingston Freeman; F. A. Merriam, Mt. Vernon Argus; Frederick H. Keefe, Newburgh News; E. M. Waterbury and A. W. Leighton, Oswego Times; Frank E. Gannett, Rochester Times-Union; F. R. Champion, Schenectady Union-Star; J. D. Barnum, Syracuse Post-Standard; Wallace Odell, Tarrytown News; Prentiss Bailey, Utica Observer-Dispatch; William V. Jones, Utica Press; A. B. Parker, Watertown Standard; C. H. Congdon, Watertown Times; E. W. Barnes, Wellsville Reporter.

### COMPLETE MAIL ADDRESSES

#### Much Confusion Over Non-Receipt Due to Omission of Street Numbers

Much confusion over non-receipt of checking copies by agencies could be eliminated by the agencies giving their complete post office addresses, in the opinion of F. H. Burgess, business manager of the La Crosse (Wis.) Tribune and Leader Press.

"The matter of delivering checking copies of our newspaper to advertising agencies and advertisers is one that has occupied a great deal of our thought," he stated in a recent open letter sent to the agencies of the country. "We try to be very careful in getting agencies and advertisers on our mailing lists, but in spite of the care we have exercised, we have many complaints of non-receipt of checking copies.

"Lately we have been checking back on these complaints and we have found that in almost every instance the fault has been due to the fact that we did not have a complete address. The post office has sent out appeals to advertising agencies and advertisers, urgently asking that complete addresses be used.

In view of the facts stated we ask that you furnish us at once:

"Complete post office addresses of your agency and of all advertisers whose copy we are now running. Give street and number address complete. Do not use building address or street intersection. Post office clerks know street numbers only, and all mail assorted in the post office is on this basis, unless the addressee has a post office box."

### SAYS POLICEMAN HIT HIM

#### N. Y. World Reporter Makes Complaint to Commissioner

Charging that Patrolman Frederick Worst struck him on the lip, causing it to bleed, while he was watching a St. Patrick's day parade to which he had been assigned by the city editor, Charles R. McLindon, a reporter for the New York World, presented a complaint against the policeman before First Deputy Police Commissioner J. A. Leach at Brooklyn Police Headquarters May 1. The case was turned over to Police Commissioner Enright for decision.

W. E. Rogers of the Sun and William Gregory of the American testified against Worst, who denied hitting McLindon. Patrolman Walker testified he had been in the vicinity when the altercation occurred after the reporter tried to get through the police lines, and asserted that McLindon had not looked as if he had been struck. Commissioner Leach then said to Walker:

"I saw this newspaper man myself. This gives me some idea of what you people will testify to to help each out. I don't believe your story."

## WAR ON COMPARISONS OPENS IN CAPITAL

Better Business Bureau of Ad Clubs Determined to Put an End to Exaggeration in Store Copy

The Better Business Bureau of the Advertising Clubs of Washington under the revised personnel is completing a program of activities to follow more fully the preamble of its constitution "to create confidence and promote integrity in advertising and all other phases of business and do all lawful things which may help to attain such objects."

Of the major problems in advertising to be studied and corrected, the use of comparative prices to an exaggerated degree causing misrepresentation to the public will be given priority. Throughout the country in cities where there are Better Business Bureaus, the past two years have shown a steady decrease in the use of comparative prices in advertising by merchants and a growing consideration in citing values of merchandise. While Washington merchants are not felt to be taking advantage of comparisons generally, their use in Washington is widespread, and oftentimes through error exaggeration occurs.

Frank R. Black, director of the bureau, who was formerly directing textile and clothing survey for the National Vigilance Committee of the Associated Advertising Clubs of the World, has completed a survey of comparative prices in Washington. In a recent letter to a large store he states:

"Comparative prices and values are being misused extensively, not as much in Washington probably as in other cities, but enough in every place to make their advertising value doubtful. The only way to re-create their value is to have them combined reasonably and legitimately and not temporarily but consistently. It is toward this that the bureau has been and is working.

"It is interesting to note that there have been a number of prosecutions and convictions in the District of Columbia for using exaggerated comparative prices. Recently one of the smaller specialty shops in the city was fined \$300 for advertising neckties for 29 cents which were alleged to be 50 and 75 cent values; for advertising \$10 and \$12 Palm Beach suits for \$4.75, and for advertising \$2.50 shirts for \$1.29. The defense claimed that an ordinary exaggeration of value was not a misrepresentation of facts. The jury agreed otherwise.

"The value of any merchandise should be judged by the buying power of the dollar on the day's market, and so advertised. Statements of former prices are more easily substantiated and are more definite and conducive of accuracy than the mere advertised statement of value, arbitrarily established."

In this special campaign the bureau is insisting upon close adherence to the recommendations of the business practices committee. This committee, headed by B. B. Burgunder, of S. Kann's Sons Company, whose report has been approved by advertising representatives of the Washington newspapers, says:

"The Better Business Bureau disapproves of all comparative prices that are not bona fide and suggests that the use of the words 'value' and 'worth' be discouraged."

The report continues:

#### "SAVINGS"

The expressions "Savings" of \$5 or \$10 or fractional statements as "one-third" or "one-quarter off," shall be understood to mean that amount of saving below today's value.

#### "UP TO"

Where the words "up to," accompanied by a former maximum selling price are used, they shall also be accompanied by the former minimum selling price of the merchandise included in the sale.

For instance: "Dresses formerly priced up to \$50, for sale at \$31.50."

Shall read: "Dresses formerly selling from \$40 to \$50, for sale at \$31.50."

It was decided that the following basis be used to arrive at the maximum figure used in the advertisement: That at least 10 per cent of the merchandise advertised must be of a value as high or higher than the maximum price quoted.

#### "ORIGINALLY"

"Originally" and "formerly" shall mean the first price at which the merchandise was marked in the advertiser's store during a period not exceeding six months previous to date of publication of the advertisement.

#### "REGULARLY"

"Regularly" shall mean the price prevailing before the sale in the advertiser's store on the specific merchandise advertised.



New York State publishers in convention assembled in the front row, we have, left to right: F. H. Keefe, Newburgh; F. A. Merriam, Mount Vernon; Oswald G. Villard, The Nation; President F. E. Gannett, Rochester; W. A. Gracey, Geneva; A. B. Parker, Watertown; Prentiss Bailey, Utica.

ily serve all of New England, New Jersey, Pennsylvania and Ohio, and perhaps become international in its scope by serving part of Canada.

Mr. Baker's report reviewed the organization of the school in March, 1922, and its opening on May 1, 1922, with four students. During the year instruction has been furnished to forty-three men and women. Of this number twenty-seven are now holding positions in printing and publishing plants in the State.

Mr. Baker laid particular stress on the school's policy as follows:

"During the year the committee has operated the school as an educational institution, free from entanglements which might make it possible for opponents of the school plan to accuse it of ulterior motives. It is the opinion of the committee that the school cannot survive unless conducted on this plan. Friendly relations exist between the school and the unions, though no effort has been made to form an alliance. We have invited union officials to visit the school and see just what we are trying to accomplish. I think they have been convinced of our sincerity at least. They realize as we do that the old apprentice system has broken down, and they know that the school is the only solution, but they are not yet ready to admit it."

Under the heading, "A Look into the Future," Mr. Baker concluded his report as follows:

"We would never have founded the Empire State School of Printing had we not been convinced that something had to be done to increase the available supply of printers and operators. We were convinced that the apprenticeship system would not recruit the labor supply in the printing industry in sufficiently large numbers to care for the losses due to death and other causes and provide for expansion. If we were only concerned with the quantity of workmen, the investment would be a good one, but we are also concerned with quality and in both cases the school goes a long way toward solving a problem which seemed certain to get worse and worse as the months went by.

"It is not improbable that the next five years will witness a further decadence of apprenticeship in the printing industry. We are not attracting to our composing rooms today the type of boy we had ten years ago for the spe-

tor, he held up as hopeful symbols for the future. Keep close to the people, print all sides of the question, and keep independent—these were Mr. Villard's keynotes.

Frederick H. Keefe, of the Newburgh Daily News, chairman of the legislative committee of the association, made the announcement at the afternoon session that Governor Smith had signed the Baumes bill, providing for a new legal rate in all parts of the State except the first class cities. The new rate is based on circulation as explained in the EDITOR & PUBLISHER last month, when the full text of the law was published.

It is estimated that the new law will mean increased income for nearly 600 newspapers in the State. The principal loss of revenue, Mr. Keefe explained, will be in Westchester County "The Westchester County publishers, as we all know are good sportsmen," said Mr. Keefe. "They told the committee that they would take their losses with a smile, if the rest of the State was to benefit." F. A. Merriam of the Mt. Vernon Argus and Wallace Odell of the Tarrytown News, who were present, supported Mr. Keefe's statement.

Mr. Keefe also reported that Governor Smith had signed the Sheridan Bill putting the charge for treasurers' notices of tax sales under the new legal rate. Governor Smith classified as "unnecessary" a bill to provide for the publication of election district boundaries, Mr. Keefe said. He also mentioned the work of the committee in defeating the Clean Book bill, a bill to censor the advertising of optometrists, and several other measures objectionable to publishers.

The Association voted \$500 from its treasury toward the support of the office of field secretary of the New York Press Association, such action being strongly urged by Mr. Keefe and Mr. Baker who said that the work of Field Secretary Shaw has been very helpful in promoting the interests of legislation and the Empire State School of Printing. A committee



# First

**T**HE CLOSE of the first four months of 1923 finds THE WORLD first among all the newspapers of Greater New York in advertising gains, with a total increase of 690,639 lines, or 367,123 lines—the equivalent of 113%—in excess of the gains of its nearest competitor.

For ten consecutive months, THE WORLD outdistanced all other newspapers in the New York field in the matter of gains. Its increase for the first four months of the year was:

**13.0%** over the corresponding period last year, as against a gain for the field of 5.9%.

**44.0%** of the combined gains of the seven morning papers of the city.

**22.1%** of the combined gains of the fourteen morning, Sunday and evening papers of New York.

Not only did THE WORLD stand first in the actual lineage gained, but its percentage of increase surpassed that of any other New York morning newspaper with one exception, a tabloid picture paper.

In National Advertising, THE WORLD gained 106,332 lines, or 14.9%; and in Classified Advertising, an incontestible indication of its usefulness as a medium, its increase was 47%, by far the greatest ratio of gain in either morning or evening fields.

131790A



Pulitzer Building, New York

Mallers Building  
Chicago

Ford Building  
Detroit

Market and Third Streets  
San Francisco

Title Insurance Building  
Los Angeles

Securities Building  
Seattle

**CARING FOR FOREIGN  
"AD" ORDERS**

**Portland Oregonian Man Explains His  
System for Insuring Correct  
Insertion and Correct  
Billing**

By J. A. DAVIDSON

Manager, Service Department, Portland Oregonian.

The essentials of any system for handling advertising orders and plates are that it must be so arranged as to insure, first, the correct insertion of the advertising and, second, the correct charging and billing. It must be operated at a minimum of expense and labor, it must be so arranged that a given set of routine operations would insure given results, and it must provide for a minimum amount of dependence on human memory.

Under the Oregonian's system, when orders and schedules are received entries are made in duplicate on schedule cards. These entries show dates of insertion and number or other identification marks of copy. The yellow carbon goes to the composing room and becomes the insertion guide for the composing room. If copy and mats or plates are received when the order comes, the copy is marked with insertion instructions, including date, position, etc.

Each piece of copy is then filed ahead to the date when it is to run, or if the same copy runs two or more times, the individual piece of copy is filed for the first insertion date and the schedule, which has been made out automatically takes care of the insertion of that piece of copy on the remaining dates on which it is to run. At the same time memos are filed for each subsequent date.

The order department keeps two boxes or bellows files, one a monthly file with 12 compartments and the other a daily file with 31 compartments. Schedules starting later than the current month are filed ahead to the month in which they start. Schedules starting in the current month are filed to the starting date. The first of each month all schedules for that month are taken from the monthly file and distributed through the daily file and cards for each day taken out and checked.

Each morning the order clerk goes to the composing room and checks all his cards for that day to make sure that the composing room has the proper advertisements laid out in the forms, checking the order department cards against the advertisements which are laid out in the forms for next day's running.

Each piece of copy, which is to be inserted for the first time, serves as a memo for its insertion and is filed for the day on which it is to run. However, when schedules are received which provide for the use of one piece of copy two or more times, a tickler memo is made out for each insertion date, giving the number and description of the copy with size and date of insertion, and this memo is filed for the insertion date. For instance, if one piece of copy is scheduled to run every Thursday for six months, 26 memos will be made out, all alike, excepting that each bears the date of a different Thursday, and the memos will each be filed for the Thursday which they represent.

A series of seven drawers labeled from Sunday to Saturday is maintained in the advertising office. Copy for each day of the week is filed in these drawers by the order department. The composing room takes the copy from these drawers each day as needed for the following day's insertions. On Saturday the other department goes through its files for the following week, takes from them all copy which is scheduled for the days of that week, and places each piece of this copy in the proper daily drawer for the composing room. Any additional copy coming in for insertion during that week is filed at once in the daily drawer.

Each morning the day make-up man takes all the copy and insertion orders for the next day from the proper drawer. If copy is to be set it is put on the machines at once. If mats or plates are to

be used the day make-up man sorts the correct mats or plates from his files, has the stereotypes cast, and gets every advertisement corresponding with his copy and schedules before the afternoon make-up man comes on.

It has been mentioned that the composing room receives the yellow copy of the original insertion schedule. This is filed alphabetically in a bellows file in the composing room. Every Thursday the make-up man goes through this file, takes out every schedule and checks it for any insertion which may be due the following week. If repeat copy is to be inserted, he checks his galley files to see that this copy is on the proper galley.

When orders are received without mats, plates, or proofs, the order department holds them. If these orders are for some time in advance and if by a reasonable time in advance of the first insertion mats or copy have not been received, the order department notifies the advertising department, which sends the necessary wires asking that copy or mats be sent.

If copy is received without mats the schedules are made out and copy is sent to the composing room. If mats fail to arrive, it is usually possible to make etchings from the copy.

The makeup department makes each day a complete list of all advertisements scheduled for that day, this list being made from the duplicate schedules in hand. The list is then checked against paper representing the plate must be placed on the forms and when makeup time comes each slip of paper or plate on the forms must be accounted for.

Advertisements which repeat are marked in each day's paper. The composing room maintains filing shelves in single-column, double-column, and other widths up to full pages, and the plates or type matter of advertisements which repeat are filed on galleys in these shelves, each galley being marked with a type slug showing the day on which the advertisement runs. The day makeup man checks his orders each day and takes from these shelves all advertisements which are alive for the next day.

If space were available it would be preferable to have a series of shelves marked alphabetically or a series of drawers so marked, but in our plant space is not available, and it is a very simple matter for the makeup man to find the necessary mats for each day's insertions. As the mats are taken from the drawer they are entered on his daily list and slips representing them are placed on the forms. The mats are then sent to the casting room.

After insertion instructions have been made out, all original orders go to the stenographic department for acknowledgment and then to the bookkeeping department. The bookkeeping department checks each day's paper and charges each insertion direct from the paper. These charges are entered on a sheet which is in duplicate. One copy of this sheet becomes our bill for the advertiser or agency, and all that is necessary to do at the end of the month is to total this bill, make the proper footings, detach it and mail to the advertiser or agency.

The other becomes a part of our permanent records and posting into the ledgers is done from these charge sheets at the end of each month. The original sheets are filed alphabetically under the name of the advertising agency or the advertiser, in cases of direct accounts.

**PREFERS SWEDISH PAPERS**

**Scandinavian Publisher Says They Bury Sensational News**

After an investigation of American newspaper methods during his first American tour, Wilhelm Gothe, editor of a Swedish newspaper published at Wexio, Sweden, admitted that he prefers the methods and system now in use in Sweden.

He said that in Swedish publications divorces, marriages, holdups and any material of a sensational nature are printed in the less conspicuous pages of the paper while foreign and international news and political happenings occupy the most important sections of the newspaper. "Sweden has no yellow journalism," he declared.

Mr. Gothe visited in Sioux City, Iowa, last week and will soon return home.

**Noted Tramp Printer III**

Joe ("Romie") Ryan, wandering printer, well-known in almost all newspaper plants in Michigan, Indiana, Illinois and Ohio, is ill in the Hotel Weyganjd, Napanee, Ind., and police are seeking his relatives. He is a university graduate, but has been a tramp printer from choice since the early days of the linotype.

**PUBLISHERS FOR 52 YEARS**

**Yohe Brothers Founded and Still Own South Kansas Tribune**

The Independence (Kan.) South Kansas Tribune, which recently celebrated its fifty-second birthday anniversary has the unique record also of having spent its entire life under one management—that of Charles and W. T. Yohe.

The Yohe brothers were running a newspaper in Shelbina, Mo., in 1870 and in the spring of 1871 moved to Independence and started the Tribune. Lyman C. Humphrey, subsequently a governor of the state, was associated with them. Later A. M. York was a partner but the brothers bought him out. C. A. Connelly, who entered the Tribune employ in 1885, has been a member of the firm since 1898.

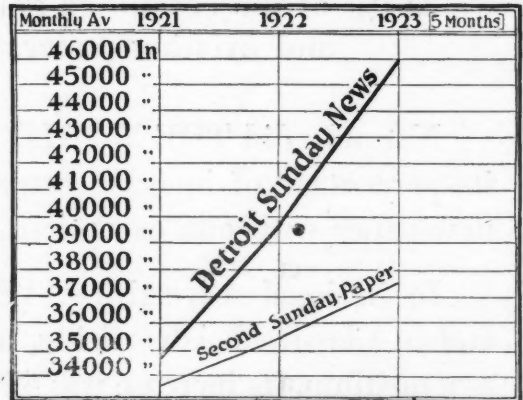
W. Y. Yohe enlisted in the Union Army in 1864 at the age of 19. He is one of the surviving three active Kansas newspaper men who are Civil War veterans, the others being W. M. Beck of the Holton Recorder and W. H. Johnson of the Salina Sun.

"There was but one brick house in the county in 1871," W. T. Yohe said in speaking of the city at the time the Tribune was founded. "Land could be bought of the government at \$1.25 an acre."

**Vaughn (N. M.) News Sold**

The Vaughn (N. M.) News has been sold by R. H. Turner to C. L. Bigler, formerly editor of the Salina (Kan.) Daily Union and the Neodesha (Kan.) Daily Sun.

**Trend of Advertising  
Favors Detroit Sunday News**



**DURING** the last two and a half years the trend in favor of Detroit Sunday News advertising has been particularly marked.

The chart above shows the average monthly volume of advertising in inches for The Detroit Sunday News and its nearest competitor in 1921, 1922, and for the first five months of this year. Note how The Sunday News line shows a distinct upward trend rising from 34,000 average inches per month for 1921 to 46,000 average inches per month for 1923, while the next Sunday paper's line shows a relatively normal rise.

In the five months of this year The Sunday News published 3,220,042 lines of advertising—a lead of 617,274 agate lines over the second paper. The pudding in Detroit has been eaten. You need not experiment. To reach the great Michigan state field without sacrificing in the city of Detroit itself there is but one paper you can use—The Detroit Sunday News.

**The Detroit News**

More Than 280,000 Daily, 270,000 Sunday Circulation.  
Greatest Circulation in Detroit and Michigan.

**Baltimore  
Now Seventh City**

Such has been its growth since 1920 that Baltimore is now rated as the seventh largest city of the country (recent Census Bureau announcement), with an estimated population of 773,850.

Most assuredly, here is a market of great fertility. When you are ready to try it out, remember that

Everything in Baltimore  
Revolves Around

**THE SUN**  
Morning Evening Sunday

# A Night Wire News Service With A Punch!



United News is delivering a night wire report that is "MUST" to the biggest newspapers in the country.

For rapid, accurate handling of fast breaking stories, for features, for sports, for all that goes to make a complete, distinctive telegraph service, United News leads.

United News staff writers are known the country over. Its features are pre-eminent. It has the news.

For morning editions, for pre-dates for strong pulling special features,

**UNITED NEWS**  
**UNITED PRESS HEADQUARTERS**

313 WORLD BLDG., NEW YORK

## JAPAN FLATLY FIGHTS "OPEN DOOR" ON WIRELESS IN CHINA

Tokyo, in Diplomat Defense of Mitsui Company's Position, Ignores Treaty Article Compelling Arbitration—Arguments Fail to Impress Washington

LATEST developments in the dispute between the United States and Japan over the conflicting claims of the American Federal Telegraph Company and the Mitsui Company on communication rights in China have served to show Japan in the light of direct opposition to the so-called "open door" policy and as seeking to ignore an important article in the report of the International Communications Conference held in Washington at the time of the Limitation of Armaments meeting.

This article, the Fourth, which virtually requires submission to arbitration of questions involved in an exclusive concession if objection is made by powers signatory to the agreement, was carefully ignored by the Japanese in the defense of the Mitsui's position issued by Japan legation in Peking in answer to American protests. The Japanese legation statement set forth the first three articles of the convention resting the Mitsui's case, for exclusive 30-year rights to wireless development in China, on the third article which reads as follows:

"Nevertheless, the powers do not intend to prejudice the development of communications by cable or radio by preventing the granting of exclusive or privileged concessions for a reasonable term of years in cases where probable traffic would not be sufficient to yield a fair return upon the capital invested in more than one system for the operation of the service in question."

"Even in the light of the treaty and the resolution signed subsequent to the signing of the contract in question," said the Japanese statement, "it is quite clear that Mitsui & Company are justified in insisting upon the contract rights to their full extent in order to secure the revenues of the wireless station in Peking and the repayment of capital and interest."

The Fourth Article, which the Japanese ignore or forget reads:

"If objection is made by one of the signatory powers to the granting or renewal of an exclusive concession within reasonable time after such power becomes aware of such grant or renewal, or of application of such grant or renewal, the question shall be submitted by the countries in interest to arbitration, in accordance with the provisions of the international telegraph convention or any convention of which it forms a part."

The American construction of this article is that exceptions such as the exclusive concession, claimed by the Mitsui, can be made to the "open door," only after conference of the signatory powers and after arbitration. Such a view was set forth by the American legation in the conclusion of its last note on the subject as follows:

"It is not too much to say that the American government have given evidence regarding the execution of the Federal Telegraph Company contract by the Chinese government as an almost crucial

test of the efficacy of the policy of the equal opportunity in China. If the whole area of China may be barricaded against overseas radio development for thirty years for the benefit of one station, equal opportunity, whether for China among nations or for other nations in China, cannot be said to exist."

Briefly the situation in China regarding wireless development and the controversy now raging between the two governments in Peking came about as the result of a Japanese contract signed by Mitsui & Company with the Chinese navy department in 1918 when the so-called Anfu clique was in control in Peking. Early in 1921, just previous to the calling of the Washington Conference, the Chinese Ministry of Communications made a contract with an American concern, the Federal Telegraph Company for the erection of several high-powered stations centering on Shanghai to be owned and operated by the Chinese government. The Mitsui contract called for the erection of a single station in Peking with a 30-year right to the exclusive development of wireless in China.

The Japanese protested and attempted to force the Chinese government to cancel the American contract. The State Department made inquiry of the Japanese for their reasons and Japan finally produced the secret agreement of the Mitsui with the former Chinese naval minister giving the Japanese company its alleged 30-year right. This led to a discussion at the Washington Conference and the promulgation of the Nine-Power Treaty designed to establish the open door in China. The Japanese signed the Nine-Power Treaty apparently in good faith and the controversy appeared settled. Later, however, Japan began to threaten the Chinese government with dire consequences if the Federal Company was permitted to erect its proposed Shanghai station.

Engineers of the Federal Company now are in China ready to begin work on a station at Shanghai and several others at interior points which will give China a workable wireless system with which to communicate with the world, but the deadlock continues.

The American State Department slowly is being convinced by the weight of evidence advanced that the Mitsui proposal is unworkable at least upon its present basis. The Japanese have been at work on the Peking station ever since the signing of the contract in 1918 and thus far have been unable to communicate beyond the limits of China. In five years, therefore, the Japanese have made little headway while the big station of the Radio Corporation on Long Island was completed within a year and one-half and took it little more than a year for the French to complete their big station on the Seine.

In view of the fact that Japanese have not been able to make their station op-

erate and know that it cannot be made to operate unless it is reconstructed, the question naturally arises as to what may be behind the Japanese attitude in protesting the American stations. Observers in Peking, including Americans, and their view has been communicated to the State Department, are of the opinion that the Japanese are trying, perhaps with the backing of another power, probably France, to put over a plan for the internationalization of radio in China. A proposal that the United States enter an arrangement with Great Britain, France and Japan to take over the Japanese station and internationalize radio in China was broached at the Arms Conference, but abandoned when the Chinese representatives protested vigorously and the American delegates upheld the protest.

### MISSOURI SCHOLARSHIPS

Journalism Awards for 1922 Are Announced at Columbia

Prizes and scholarships for 1923 have been awarded by the University of Missouri at Columbia and including the following journalism scholarships:

The Eugene Field Scholarship to Foster Bowman Hailey, Barry, Ill.  
The Frank Blair Scholarship, Mary Louise Ramsey.

The John W. Jewell Scholarship, Eva C. Chang, Washington, D. C.; Edith May Marken and Jesse Lee Sims, Keota, Okla.; Abe Swet, Columbia, Mo., and Robert Stillman Tydings, Moberly, Mo.

The Jay L. Torrey Scholarship, Myrtle Thompson, Middlesboro, Ky.

### SCORES ENGLISH PRESS

Manufacturer Says It Does Not Compare with American

Severe criticism of the English press as compared with the American was made by Frederick G. Phelps, president of the Bonar-Phelps Company of New York, upon his return from a three months' tour of Europe. He said the English papers completely ignored America. He continued:

"There is an astonishing lack of American news, even in their biggest dailies. As an American I felt humiliated by their indifference as to what is transpiring in this country. The most trivial acts of the Prince of Wales, or the doings of dukes and lords are vastly more important to them. The rest of the world simply doesn't exist. The papers on which Americans traveling abroad depend for news of this country are Paris editions of the New York Herald and the Chicago Tribune.

### Tackles City Concert Fund

The Portland (Ore.) Journal is endeavoring to raise \$6,000 to provide free concerts in the city's parks. The concerts, a regular Summer feature, were cut out of the municipal budget this year.

### Nebraska Paper Makes Bow

Volume 1, Number 1, of the Big Springs (Neb.) News has hit the exchanges. Mr. and Mrs. Grisham are chalked as editors and owners.



Isn't it logical to suppose that St. Louis dealers—knowing how big local merchants concentrate their advertising in the large evening newspapers—would prefer to have manufacturers' goods they handle advertised in the same mediums?


*It is and they do!*

**THE ST. LOUIS STAR**

don't say "Paper" Trade-Mark



—say "STAR" Registered



# CLARENCE

By CRAWFORD YOUNG

The Sterling Advocate, Sterling, Colo., is the new paper this week.

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

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

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

# SYRACUSE HERALD

Maintaining and Strengthening its Leadership

*Dominant in Central New York*

**First** *Here is the official score:*

	Total	City
EVENING HERALD....	43,065	23,528
Syracuse Journal .....	42,447	21,470

**First** *Here is the official score:*

	Total	City
SUNDAY HERALD ....	80,563	29,377
Sunday Post Standard.....	49,010	15,151

The Evening and Sunday Herald are not only first in circulation in the homes of Syracuse and Central New York but enjoy a commanding lead in all leading classifications of advertising. The Herald carries more than 2,000,000 lines more advertising a year than its nearest competitor.

**First**

in National Advertising  
in Local Display Advertising  
in Want-Ads.

**First**

in Department Store, Women's-Wear,  
Men's Wear, Furniture, Musical Instru-  
ments, Food, Automobile, Jewelry and all  
other important lines of advertising.

**First** in service to National Advertisers and maintains an active and efficient Merchandising Department.

*Advertising in the Herald Assures the Success of Any National Campaign in Syracuse and Central N. Y.*

Special Representatives:

**PRUDDEN, KING & PRUDDEN, Inc.**

Steger Building  
CHICAGO

San Fernando Building  
SAN FRANCISCO, CAL.

Sharon Building  
LOS ANGELES, CAL.

Globe Building  
BOSTON

286 Fifth Avenue  
NEW YORK

## PAPER IS ON FREE LIST, BUT WHAT IS PAPER?

**Fordney-McCumber Tariff Act Fails to Define Newsprint, so New Customs Rules Are Being Drafted**

Efforts of the Treasury Department to define newsprint paper under the free list provisions of Fordney-McCumber tariff act, have been unsatisfactory to the publishers and the agents of the customs service.

Both the publishers and the customs agents, recently asked the Treasury for an official decision on the subject to obviate the difficulties experienced in the importation of newsprint, mostly from Canada. The new tariff act merely placed newsprint on the free list without attempting to say exactly what it was, whereas the former tariff act applied paper duties specially defining what was and was not included in the free list provisions.

On May 25 the Treasury Department issued regulations under the new law which failed, in the opinion of both the publishers and the customs authorities to clarify the situation. Those regulations, which were recalled on the day of their issue, were as follows:

"The term standard newsprint paper used in paragraph 1672 of the free list of the tariff act of 1922 is defined as printing paper weighing approximately 32 pounds per ream, 24 inches by 36 inches, composed of a mixture of mechanically ground wood pulp and sulphite pulp in the relative proportions of 80 per cent and 20 per cent, but these percentages may vary not to exceed respectively 75 per cent and 25 per cent, and there may be 5 per cent variation in weight.

"This definition is applicable to newsprint paper without regard to the color thereof, or the use to which the paper may be put."

With the withdrawal of the tentative regulations, Assistant Secretary Moss, in charge of customs, announced that new rules standardizing newsprint, to clear away the existing difficulties, will be drafted.

### MEMORIAL TO FAULKNER

#### All Ohio Newspaper Workers to Get Chance to Contribute

A memorial to James W. Faulkner, Columbus correspondent of the Cincinnati Enquirer and dean of newswriters in Ohio, is to be erected soon, it was announced following a meeting of the Ohio Legislative Correspondents' Association last week.

Every newspaper man and woman in the State will be given an opportunity to help in perpetuating the memory of Mr. Faulkner, who had a remarkably wide friendship among journalists in Ohio. His ever-willing helpfulness toward young reporters is another reason why the profession as a whole will be allowed to aid in the memorial movement.

The following committee was delegated to determine what form the memorial shall take: John T. Bourke of the

Cleveland News, president of the Legislative Correspondents' Association; J. H. Galbraith, Columbus Dispatch, vice-president; former Governor James M. Cox, owner of the Dayton News and Springfield News, E. E. Cook, editor of the Ohio-Scripps-Howard League, and Claude Meeker, Columbus broker and longtime member of the association.

### PARIS TRADE FAIR GUESTS

#### Anglo-American Press Association Honored by Committee

Paris Editor, EDITOR & PUBLISHER

PARIS, May 14.—Members of the Anglo-American Press Association were today the guests of the organizing committee of the Foire de Paris, or Paris Trade Fair, which is held every year at this time on the Esplanade des Invalides.

The pressmen of America and England who had accepted the invitation were met at the main entrance to the fair by M. Roger, president of the Paris Chamber of Commerce, and conducted by him on a general tour of the stands. Everything of interest was pointed out to them, and all concerned with this trade exhibition were anxious to give every explanation called for. At the conclusion of the visit, the pilgrims of the pen were offered a vin d'honneur, in which they drank to the success of the Paris Trade Fair.

### FAKE ADS CHARGED

#### El Dorado Company Subject of Trade Commission Complaint

The Guaranty Royalties Company of El Dorado, Ark., and officers of the company, W. F. Rogers, president; W. L. Hughes, secretary-treasurer, and A. C. Loughrey, general manager, have been added to the Federal Trade Commission's list of organizations against which complaints have been filed for the "use of false and misleading statements in connection with advertisements."

Specifically the commission's citation charges the Guaranty Royalties Company and its officers with questionable statements regarding the company's ownership and interests in certain proven oil fields and paying monthly dividend. The statements, it is asserted by the commission, were made in advertisements designed to sell stock in the company.

#### Wiley Broadcasts Talk to Boys

"The lazy man has a wretched time; doing nothing is the hardest work in the world," Louis Wiley, business manager of the New York Times, said in a speech to boys broadcast for the New York Boys Week Committee.

#### New York Tribune Retains Building

Negotiations for the sale of the New York Tribune's old home on Park Row have fallen through, and the Tribune will continue to operate it as an office building.

## ALABAMA PRESS MEN IN SECRET SESSION

**Results of Association's Executive Meetings to Be Shown in Legislative Action, Says Secretary**

By F. W. STANLEY  
Secretary, Alabama Press Association

At least three precedents were established at the meeting of the Alabama Press Association at Mobile May 24-25-26, and it is safe to predict these will be followed in one form or another at future gatherings of editors and publishers in Alabama.

First of these innovations was the executive session, where the newspapermen excluded all outsiders and talked business "with the bark on." What they talked about will be shown in results at the Legislative session which convenes at Montgomery in July, and thereafter. It was an intensely practical meeting, such as would have been impossible except for the exclusion of the "gallery."

By joining the Mobile Chamber of Commerce in an invitation to the Mississippi Press Association, which resulted in the holding of the meetings of both associations in that city at the same time, the Alabama association launched something new to this section which many would be glad to see repeated in future. Already there is discussion of inviting the Florida association next year; or, maybe, some other State's press gang.

The third new thing under the sun for the Alabama Press Association was the decision to write the whole story of the

meeting at Mobile, except that part which was executive in nature, and have it plated-up by the Western Newspaper Union, and distributed in that form to the editors using plate or those having "patent insides"; the theory being that the members of the association would return to their homes too tired to write much and that the public was entitled to the information as to what its opinion moulders' union saw, said, and did. Besides, the host city has an interest in this favorable introduction.

### AERIAL PHOTOS FOR ADS

#### Faribault, Minn., Chamber to Carry on Newspaper Campaign

Faribault, Minn., will be one of the first cities in the United States to use aerial photographs for publicity purposes, according to an announcement by the Chamber of Commerce.

Arrangements have been completed by the Chamber and industries of that city to obtain at least 125 aerial views of the city. These pictures will be used to advertise Faribault to the nation in a series of newspaper and magazine advertisements.

### Women Get Out Church Paper

The Lynnhurst Herald, a Minneapolis community paper owned by St. Luke's Guild, St. Luke's Episcopal Church, is published entirely by women. Mrs. Walter C. Poehler is president and Mrs. J. C. Wade business manager and treasurer. A \$14,000 rectory has been purchased out of the paper's earnings.



## Washington is the Nation's City

—and because it is—you cannot exploit your product to wider advantage than through the channel of its stores—the shopping place of not only the 438,000 resident Washingtonians; but the great throng of visitors from every corner of the globe.

The WASHINGTON STAR puts you in touch with all these people. You only need OUR paper to cover Washington—and THE STAR IS THAT PAPER.

**The Evening Star**  
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
150 Nassau Street

Paris Office  
5 Rue Lamartine

Chicago Office  
J. E. Lutz  
Tower Building

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS  
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

**American Type Founders Company.**

Boston Baltimore Buffalo Detroit St. Louis Denver Portland  
New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane  
Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg

# BALTIMORE

*"The Port of Opportunity"*

**ADVERTISE IN THE DAILY AMERICAN**

—And it will pay six days of the week.

**ADVERTISE IN THE SUNDAY AMERICAN**

—And it will pay the seventh.



*Washington Monument, Baltimore's  
giant shaft to the Father of  
His Country*

**Y**OUR message goes into the homes of Baltimoreans who are willing to pay for the Quality they know they will find between the column rules.

## THE BALTIMORE AMERICAN

**P**RINTS all the news of the outside world while it still is news, via Universal News Service, Associated Press, and its own special correspondents; and all the really worth-while local news of life in the wonderful city of Baltimore.

**R**EADERS find its many distinctive features habit-making. Striking cartoons; a full page of comics daily and 8 pages on Sundays by the world's greatest artists; a 4-page Sports Section every day in the week; fiction and special articles from the pens of leaders in world thought—in fact, everything worth reading from Arthur Brisbane's "Today" column to Opper's cartoon "Good Uncle Samaritan."

*The Reader Interest is There, A Proved, Dependable,  
Quantity. And That, of Course*

**MAKES ADVERTISING PAY IN**

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE

# The Baltimore American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

## OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

AMONG THE JUNE MAGAZINES, the article which has possibly attracted the most editorial attention is the one that opens Harper's Magazine, "Is Our Democracy Stagnant?" This article is from the pen of Frank I. Cobb, editor of the New York World. This paragraph may be lifted to indicate the subject matter:

"The American people were never before so critical of their Government as they are now. They were never before so cynical about their Government. They rail at the politicians, they jeer at Congress, they blackguard the President, whoever he happens to be, but they never stop to inquire whether their Government was established to meet the demands they are making on it. If they did, they would be obliged to admit that it was not. They ask a rigid, inflexible government to function as a responsive and flexible government. They ask a government of checks and balances to function as a political manifestation of democracy. They ask a government of co-ordinate and independent branches to function as a unit. It cannot be done. In spite of all their ardent devotion to the Constitution, it is apparent that they know little about the Constitution. They have turned it into a fetish and they burn a vast quantity of incense before it, but they have forgotten its origin and have lost contact with its purposes. What they think it is, or what they think it must be, is something that it was never intended to be, and can never be made to be, except by a process of almost revolutionary revision."

AFTER the literary editor gets through with the review copy of Harper's Magazine for March, it ought to be passed around among members of the staff so that all might have the opportunity to read "The Reporter Speaks for Publication" by Simeon Strunsky, editor of the New York Evening Post. This article is a sort of Maxim silencer for the shots of the academic and pedantic critics of the press. Mr. Strunsky shows that the criticisms brought against newspapers could with equal justice be brought against modern books and that when a reporter leaves newspaper work to enter literature he makes no change in his work except the medium of publication. The critics possibly will come back with a query, "Why doesn't Strunsky write as well for the Post as he does for the magazines?"

REPORTERS who want to break into the fiction game should, in the language of the magazine editor, "read with interest" "The Best Short Stories of 1922," edited by Edward J. O'Brien (Small, Maynard Company). This annual volume is sometimes called "The American Year Book of the Short Story." No two critics of the short story would probably agree as to what is the best in this field of fiction. The list selected by Mr. O'Brien is probably as good as any. A more appropriate title for the book would be "Short Stories of Distinction." The appendix, as it might be called, contains the names and addresses of American magazines publishing short stories; a list of the "best books" of

short stories, although the use of the word *best* once again could be questioned; a tabulation of recent articles on the short story; an index of short stories published in American magazines; a list of the volumes of short stories published in the United States; etc.

THE tragic death of Nicholas Gonner, the publisher of the Daily American Tribune, Dubuque, Ia., gave a timely value to the appreciation of his achievements as the founder of the first Catholic daily newspaper in this country. This appreciation, found in the issue of America for February 3, 1923, is from the pen of Frank H. Spearman, well known in newspaper circles. The article contains numerous assertions which challenge the critical reader. One of the communications in this same issue, dealing with the way religious news is handled in the press, presents an interesting phase of modern journalism as one critic sees it.

"TRAINING for the Business of Advertising," a handbook by Charles Hoyt, is published by George B. Woolson & Co., New York. Appended are lists of the members of the American Association of Advertising Agencies, trade papers, national advertisers and their advertising managers, and newspaper representatives. A valuable reference book.

A SORT of "Who's Who" among women through the world is "Women of 1923, International," a handbook published by John C. Winston Company, and issued by the Women's News Service, New York. Ida Clark is editor and Laura Miller assistant. The editors state that they "desire criticisms, corrections and additions, in order that the next issue of the book may more completely cover the ground."

THE INTERCOLLEGIATE NEWSPAPER ASSOCIATION has just published a "Style Book" for its members. It is a good pamphlet to recommend to the editor of the local high school paper, who desires information about the editing and publishing of an undergraduate newspaper. Copies may be obtained upon application to Wilmot R. Jones, care Press Club, Haverford College, Haverford, Pa.

THE CLEVELAND PRESS has put out a booklet entitled "The Truth About the Cleveland Market—Where It Is, What It Is, and How to Sell It." In addition to pages devoted to the Press as an advertising medium, it gives an interesting resume of the Press as a newspaper. Mention is made of the Market Master, which the Press circu-

lates among the 14,000 wholesale and retail dealers in Cleveland as a co-operative service to the national advertisers.

THE BUREAU OF INFORMATION of the International Committee of Young Men's Christian Associations has published a little pamphlet of comments on "The Philosophy of Interpretation." To quote the official purpose:

The Bureau's aim is to be philosophically sound in counsel and service, emphasizing to the brotherhood and to the public a proper attitude toward facts and a proper use of facts, independent of bias, propaganda, and controversy.

## WHAT THE READERS SAY

### And They Called It Journalism

STERLING, Ill., June 1, 1923.  
TO EDITOR & PUBLISHER: I want to most heartily compliment you on your editorial "And They Called It Journalism," appearing in the issue of Editor & Publisher on May 26. It is high time somebody with a megaphone loud enough to reach the sanctum of the editorial managers of this country should be shouting from the house tops that the newspapers should clean their columns of the putrid, filthy wire news that is being handed them by the Press Associations. I am protesting to my leased wire service against sending us any more of the Stillman-Leeds dirty squabble. It is possible that the original story without disgusting details of a case of that kind should be given in the news columns. But to go back over years and dig up, rehash, reprint and rewrite to the papers of the country these stories of lecherous or rotten significance, are a disgrace to any decent journalism. I had a fight with my managing editor this morning, but I told him to throw all that kind of stuff in the waste basket in the future—and that goes.

I may be old fashioned, I may be a has been. I have been fifty years in the game, but I have always felt there are enough progressive upbuilding news stories every day to fill

a newspaper without making features of the putrid affairs of rich people who recognize no rules of society which they feel under obligation to obey. Down East I believe there is a newspaper which carries as its masthead "All the News That's Fit to Print." So far as our press associations and news gathering associations are concerned, they should adopt a new motto or slogan, and that slogan should read, "All the news that's unfit to print."

The solid substantial portions of the great American public have little confidence in the newspapers. That confidence has been shaken by the newspapers themselves. The sneers at prohibition, the ridicule of every measure attempted to give the boys and girls a better opportunity for a higher education and cleaner living has set the solid thinking people of the country to believe that most of the newspaper workers are simply a bunch of grafters out after the coin, and not caring what dirty messes must be dishied out necessary to fill the cash drawer.

Numerous efforts have been made during the late years to curb the freedom of the press, to curb its present tendencies of supporting lawlessness and making sensational or filthy stories the leading attractions. There will come a time when the public will be compelled to protect itself unless the press associations and the public press itself awaken to the fact that the backwash of civilization does not supply the type of news of the day for which the great body of decent, fair minded men are looking for.

D. W. GRANDON,  
Editor Sterling Daily Gazette.

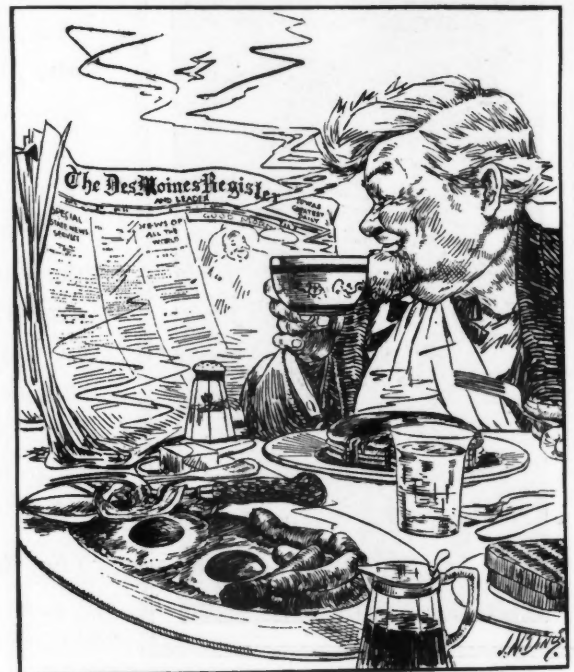
### Banquets

TOLEDO, May 18, 1923.  
TO EDITOR & PUBLISHER: I want to take this occasion of expressing my admiration for the splendid way in which EDITOR & PUBLISHER covered the A. N. P. A. Convention and the convention following, at Washington.

GROVE PATTERSON,  
Executive Editor, Toledo Blade.

BOSTON, May 26, 1923.  
TO EDITOR & PUBLISHER: I have just read your "On To London" issue dated May 19. It is most complete and very interesting. I think you are to be congratulated by all who are interested in any branch of advertising.

CLEAVLAND A. CHANDLER,  
Chandler & Co., Advertising.



A POPULAR IOWA BREAKFAST  
As pictured by "Ding"—The Register's Famous Cartoonist

Iowans, both in towns and on farms, are newspaper readers. Iowa's percentage of literacy is higher than that of any other state. The Des Moines Register and Tribune blankets Iowa with a far larger circulation than that of any other newspaper in the State.

## The Des Moines Register and Tribune

The backbone of practically every successful advertising campaign in Iowa

Daily 134,284

Sunday 124,620

Net paid Daily Average for 6 months ending March 31

## COLUMBIA DRY MATS

Superior Quality

RELIABLE

ECONOMICAL

UNIFORM

A Trial Will Convince

Write for Samples

COLUMBIA OVERSEAS CORPORATION

90 West Street

New York, N. Y.

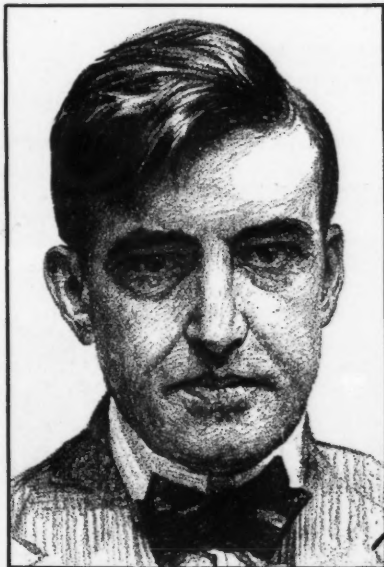


In New York City

# THE EVENING MAIL

NOW occupies ALONE a field heretofore divided with another evening newspaper—the field of liberal, optimistic opinion and policies.

THE EVENING MAIL regards itself as a vital part of the community. In its news and editorial pages it seeks to serve solely and unselfishly the interests of the community. Progressive, aggressive and absolutely independent in all alliances.



## ALFRED W. McCANN

Foremost food expert of the Nation now writes  
EXCLUSIVELY for THE EVENING MAIL

A recognized authority, his research work is the guide for thousands of housewives. His commendation is valued beyond price. His fearless exposé of food frauds of any kind is more dreaded than court rulings.

In coming to THE EVENING MAIL he finds a broad and sympathetic field for his activities.

Mr. McCann's department in THE EVENING MAIL will be eagerly followed, not alone by the housewife intent upon the food problems that come uppermost in her daily life, but by the student of modern tendencies in the law of supply and demand, in which the item of foodstuffs plays so important a part.

**CIRCULATION NOW: OVER 200,000 NET**  
THE EVENING MAIL already shows big gains  
in national and local advertising.

# THE EVENING MAIL

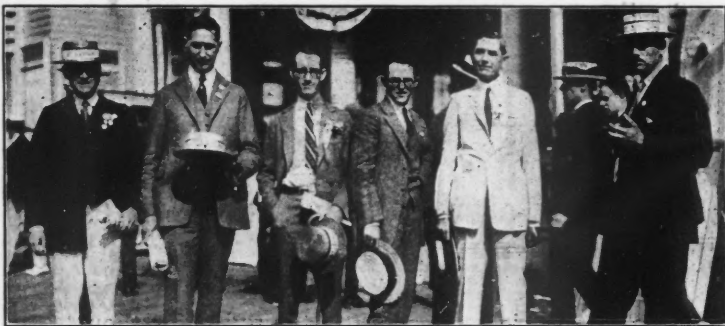
## NEW YORK CITY

Foreign Representatives—Paul Block, Inc., New York, Boston, Chicago, Detroit

# IT WAS A GREAT CONVENTION AND



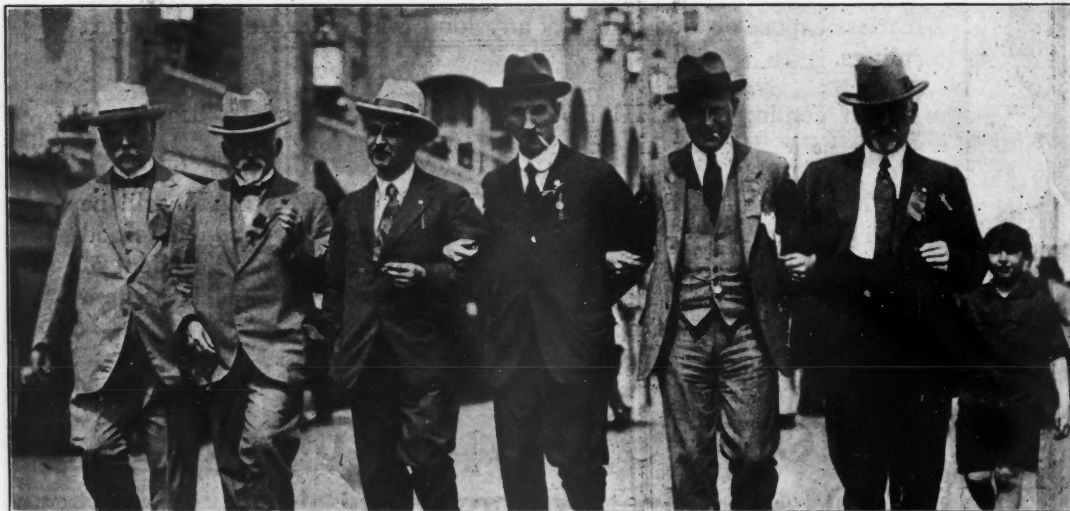
The general session (above) opened amid a flood of sunlight and to the music of the rolling waves of the Atlantic. It is estimated that 5,000 advertising men from all parts of the world were in Atlantic City for this greatest of all gatherings in the history of the A. A. C. W.



The Middle West was well represented. At our left, we have a few members of the St. Louis delegation taking in the sights of the Boardwalk.



Out for a stroll. Below we have some of the men who will welcome the delegates to England and Ireland next year.



Honolulu has tossed her hat in the ring for competition of her delegation.

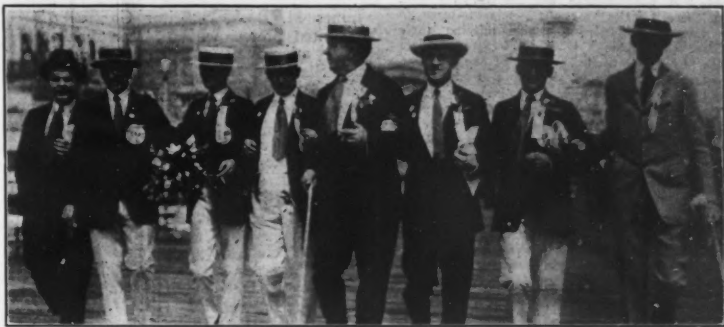
Below we have (at the extreme left) W. J. Ford, honorary treasurer of the Thirty Club; at right Birmingham, England, and Col. E. F. Lavelle, London, shows that they are enjoying things; and at the center of the week, the annual luncheon of the A. A. C. W.



# ENDED WITH EVERYBODY HAPPY



The big three of the London delegation on their way to the convention hall with a look that plainly said "We mean business." At our left we have (left to right) W. S. Crawford, vice-president of the A. A. C. W.; John Cheshire, president of the Thirty Club of London; and C. Harold Vernon, honorary secretary of the Thirty Club, and president-elect.



Winners of the hearts of the British. At our right, we have a few of the Honston delegation, which gracefully gave way to London, 1924, and will then bid for the convention of 1925.



At the end of the flight. Lon E. Holland (below) waves a welcome on his arrival at Atlantic City by airplane, to be re-elected president for the most important year in the history of the A. A. C. W.



to left) W. ... taking the air with Phillip Emanuel, ... Club; ... right, W. H. Dunkloy, advertising man of ... E. F. Law ... London Daily Telegraph, with a smile that ... ings; and ... at one of the most important functions ... n of the ... of Circulations.



## FINANCING OF PAPERS DISCUSSED BY BROKER

Money and Nerve Necessary, H. F. Henrichs Tells Medill Students—  
Blames Failures on Mercenary Policy

"Financing a Newspaper" was the subject of an address by H. F. Henrichs, newspaper broker of Litchfield, Ill., before the Medill School of Journalism of Northwestern University, Thursday evening, June 7. He said financing a newspaper was very much like teaching a dog new tricks—"The little boy says, 'You've got to know more than the dog.'" He continued:

"The principle elements necessary to the successful financing of a newspaper, either in its purchase or in its operation, are money and nerve. Money may be defined as the good American dollar, or credit. Every newspaper man of ordinary intelligence and standing possesses either one or both. Nerve might be defined as vision, audacity, ability or determination.

"We have heard it said in times past that newspapermen were 'born and not made.' That was supposed to account for the fact that there were so many financial failures in the newspaper business—people missing their calling. This idea has been dissipated in late years by the establishment of schools of journalism, in which men and women are being fitted for the work.

"When we take into consideration the very prevalent fallacy that anyone can run a newspaper, and that many attempt it after making a failure in everything else, the number of failures in newspaperdom are remarkably few.

"There has been a revolution in newspaper conditions, perhaps more so than in any other line of business. But the changes on the whole have been for the better, and the newspapers of today stand far ahead of newspapers of ten years ago, both in mechanical attractiveness and editorial influence.

"In fact, newspapers have become very much the bedrock of the community in which they are published, reflecting the moral and educational status in the news and editorial columns and the business enterprise in the advertising columns. The press of today is of a high character and standing, and no small amount of credit is due to the influence of the schools of journalism.

"The man who undertakes the publication of a newspaper with no higher motive in view than that of accumulating money will never reach a position of power and influence, because such a man will be actuated by selfish desires which will dwarf the intellect and narrow the vision until the needs of the people his paper undertakes to serve are obscured from view.

"Most of the financial failures in the newspaper world can be accounted for because the owner never stopped to count the consequences resulting from a policy which possibly gave temporary financial success, but failed to render the service which every community has the right to expect of a newspaper.

"The spirit of the successful newspaper publisher of modern days is the spirit of sacrificial service, and to be as gay with it as is decent in a dreary world."

### NEW PAPER MILL

Larger Plant at Plattsburg, N. Y., Will Be Revived

Plattsburg, N. Y., is to have a new paper mill. The well-known Lozier plant, which for the past two or three years has been laying idle, soon will become again a scene of great activity, giving steady employment to between 150

and 200 men. Over half a million dollars will be expended by those interested in the new enterprise.

The company will have for its general manager H. P. Nostrand, at present general manager of the three plants owned and operated by the Stevenson & Thompson Paper Company. The machines will be operated by electric power transmitted by the Plattsburg Gas & Electric Company.

### CLEVELAND AD CLUB ELECTS

Rutherford Again Is Chosen President; Treasury Has \$28,000

George A. Rutherford, president of the George A. Rutherford Company, again heads the Cleveland Advertising Club, having been elected for a second term. The club is prosperous, Joseph F. Coulston, treasurer, reporting a balance of \$28,000.

Howard Cool, manager of the Better Business Bureau, said the coming work in his department would be the elimination of practices which undermined confidence of the buying public in advertising.

James M. Beck, Solicitor General of the United States, was the star speaker at the annual meeting and luncheon, Hotel Statler. "The True Greatness of a City" was his subject. He said two institutions in this country possessed tremendous power for good—the newspapers and the theaters. In the average newspaper, he said, the reader can discover no true sense of news values. The questions by which to test news, according to him, should be: "Is it true? Is it worthy? Will it better humanity?" Directors elected by the club include E. E. Adams, Henry Turner Bailey, E. S. Goldstein, C. H. Handerson, T. V. Hendricks, Jay Iglauer, R. J. Izant, Charles W. Mears, Charles Percy, Frank Strock, and Tim Thrift. Ray H. Finger will be re-elected secretary-manager.

### Ontario Daily Has New Features

The Kingston (Ont.) Daily Standard in the last ten days has put out two distinctive feature pages. One was a "Play Ball" page, which contained the schedules of the home and out-of-town games and the advertisements of leading merchants, while the other was a "Builder's Page," which ran in the Standard two issues and contained the advertisements of twenty of the foremost building and supply houses of the city. The Standard will in a few months celebrate its 113th anniversary, being the third oldest paper in all Canada.

### Larry Martin Now Bureau Head

Larry Martin, who has been acting manager of the Washington Bureau of the United Press since Herbert W. Walker left that position to become editor of the Washington News early this year, has been appointed as manager of the bureau. Mr. Martin joined the United Press in 1917, and has been its leading political expert. He will accompany President Harding on his forthcoming western trip. Before going to the United Press Mr. Martin was connected with papers in Cleveland and Pittsburgh.

### ATTRACTIVE HEADING FOR FLATS TO LET



Paris Editor, EDITOR & PUBLISHER

PARIS, May 14.—The acute apartment crisis in Paris is reflected by the block used as a heading in the Figaro over small ads of apartments to let. A long line of apartment seekers winds away in the distance and a typical French policeman keeps the queue in order, while the first man of the file is handing a large bribe to the janitor, who is turning up his nose at it.

### LEAVENWORTH MERGER

Anthony Buys Leavenworth Post to Unite with Times

(By Telegraph to EDITOR & PUBLISHER)

LEAVENWORTH, Kan., June 5.—Dan R. Anthony, Jr., owner and publisher of the Leavenworth Times, has purchased the Leavenworth Post, an afternoon paper, from Clyde H. Knox, former publisher of the Independence (Kan.) Reporter.

The last issue of the Post will be Friday, and after that date the consolidation will be effective. The Times will be an afternoon paper with a Sunday morning edition.

The Post was founded by Albert T. Reid, now of New York, about 1910, and was sold by Mr. Reid to Mr. Knox January 1 last. The Times is the oldest newspaper in Kansas having been established March 7, 1857, and made a daily Feb. 15, 1858. It has been published by three generations of the Anthony family.

### FAKE AD PROMOTER SENTENCED

Organized "Agency" in Order to Swindle "Officers" of \$11,750

Organization of an advertising company for the purpose of defrauding persons who answered advertisements has brought Edward F. Weaton a two and one-half year term in Sing Sing.

Weaton is alleged to be one of a band that has defrauded persons throughout the country of large sums through spurious publicity schemes. He had a record of two convictions in Ohio before his conviction before Judge Cram in General Sessions, New York. Weaton was convicted of defrauding Edwin Huntington Guest of Pelham, N. Y. out of \$2,500. It was stated by Assistant District Attorney Sabbatino that Weaton is known to have swindled seven persons out of a total of \$11,750, under pretense of making them officials of the Commerce Advertising Agency, formerly with offices in the Gotham National Bank building, Columbus Circle.

Guest testified that besides inducing him to invest \$2,500 Weaton had told him the company was in a most flourishing condition and have contracts with most of the leading publications in the country. Weaton made him head of the concern's foreign advertising department, he testified. He said that he soon discovered that the concern did not have a single contract to place advertising.

### Publication Changes Name

The Candy Manufacturer, published by the Manufacturing Confectioner Publishing Company, Chicago, has changed its name to the Manufacturing Confectioner, following litigation with the publishers of Candy & Ice Cream.

### Rinehart Incorporates Herself

Mary Roberts Rinehart, Inc., has been capitalized for \$500,000 for the purpose of producing and writing books. The author wishes to handle and market her writings in a business-like manner.

## To Newspaper Publishers

Having temporarily retired from active newspaper management, with the sale of The New York Globe, the undersigned announces that he is open for engagement or retainer for service to publishers desiring expert opinion or assistance in solving problems regarding their properties.

Charges based on per diem and expenses or annual retainer.

Local advertising situations adjusted; sound advertising rates established; circulation expansion plans prepared; simplified cost system provided; appraisals; or advice regarding any other matters coming within the experience of a metropolitan newspaper publisher familiar with newspaper production in smaller cities.

### JASON ROGERS

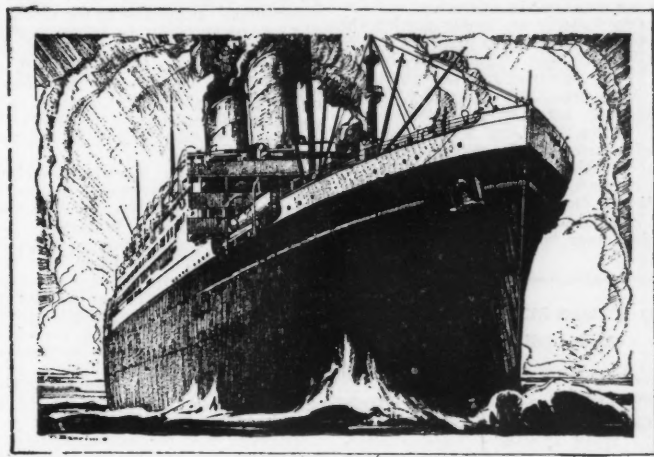
Formerly Publisher, The New York Globe.  
Room No. 425, No. 30 Church St.,  
New York City.

or  
4 Banker Place,  
New Rochelle, N. Y.

# INTERTYPE

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

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



## The "Empress" Express Route to Europe Via the Historic St. Lawrence

CHERBOURG — SOUTHAMPTON — HAMBURG

IN 1535, nearly four centuries ago, Jacques Cartier of St. Malo, in his search for fabled Cathay, sailed up the majestic St. Lawrence. His diminutive ships, the "Grande Hermine", "Petite Hermine" and "Emerillon" were met by flotillas of Indian canoes. On either shore stretched towering cliffs or stately forests of maple.

Seventy years later came Champlain, founder of Quebec, followed by La Salle, Frontenac, and many another *voyageur*, imbued with the same spirit of romance and New World adventure. But to Jacques Cartier the world pays tribute for his discovery of the St. Lawrence Route—the most direct travel highway to Europe.

THE Canadian Pacific "Empress" Express Liners, the largest and fastest ships on the St. Lawrence, offer the discriminating traveler the unique delight of a part fresh-water, part salt-water voyage of rare scenic beauty, with the utmost in luxury of appointments and service—Canadian Pacific Standard.

From Quebec, the voyage is down the historic river, a thousand miles of forests, cliffs, cultivated fields, or pretty white villages, then—the broad protected Gulf; past Anticosti, the Magdalens, Cape Briton Isle and Newfoundland.

Europe in a week's time with only four days of open sea!

Excellent "MONOCLASS" (One Class Cabin) steamers, Montreal to Liverpool, Belfast, Glasgow, Cherbourg, Southampton and Antwerp.

For rates, sailing dates, and full information, apply to local Steamship and Tourist Agents, or

### CANADIAN PACIFIC

F. T. STEBBING, General Agent, Passenger Department, Madison Avenue at 44th Street, New York



## ADVERTISING RECOVERS FROM LONG ILLNESS

(Continued from Page 12)

pen, with only a hammer and without a saw or chisel. The Interstate Commerce Commission, which controls the rates of transportation, has the saw; you have the chisel. Some day advertising clubs will take up the question of using advertising rates as a tool in connection with the steadying of business conditions. When business is recklessly expanding, advertising rates should be materially increased; so that when business is depressed, advertising rates may be correspondingly reduced.

"One of the best barometers of business is the size of our daily newspapers. I do not want to reduce the size of our papers over a period of years. Rather I want to see them increase in size. I, however, object to a big paper one year and a small paper the next year.

"Business conditions will become steady and gradually increased, only when the amount of advertising becomes steady and gradually increased. Violent fluctuations in advertising are not merely the result of fluctuation in business, but are largely the cause."

H. Dennis Bradley, of Pope & Bradley, a member of the British delegation, spoke on "Art and Literature in Advertising." Mr. Bradley said in part:

"Art is art whether the work is printed in a newspaper or on a hoarding, or exhibited in the Royal Academy or the Paris Salon. Great British artists have painted and are now painting pictures for our advertisements, but great writers are not yet writing the matter for our texts.

"I foresee the time, however—and that in the immediate future—when into the vortex of commerce, because of the fundamental instinct to live, will be swept our great writers.

"The copy of tomorrow will be written by men of genius—representatives of literature, and with the help of great painters there will be born a new great public garden of art.

"This is no fanciful vision; it is a simple, logical forecast. Let us for the moment shelve the artistic argument and glance at my forecast from a materialistic standpoint. On each individual advertisement thousands of pounds are paid for its publication. The literary copy is of paramount importance, and every line should be even more carefully studied than the dialogue of an epigrammatic comedy.

"When, at a great price, the blank spaces in the newspapers and magazines are purchased by the advertiser, they should represent to him the canvas upon which the artists of both pen and brush may tell a golden story.

"The public should be intrigued by the literary and artistic appeal to search the papers for the latest announcements, instead of idly turning the pages and finding them by chance.

"The standard we should aspire to is that the advertisement should be the most witty and subtle page in the paper in which it appears.

"It should be as virile as Adam and as seductive as Eve.

"Its freshness and originality should challenge comparison with the editorial pages, and if it compares unfavorably it should be judged a failure. It should represent the caviare of the journal in which it appears and as such be consumed first; that is, when the mental palate is clean and not surfeited with a conglomeration of literary dishes.

"The world depends upon its commerce, and advertising is the life-force of commerce."

Hon. E. T. Meredith, publisher of Successful Farming and former Secretary of

Agriculture, spoke on "The Foundation of Advertising Results" (The relation of the farm market to all advertising.) Declaring that conditions in every man's business, notwithstanding what kind of business it was, were only a reflection of what happens on the average farm, Mr. Meredith emphasized the fact that there was not a man or woman in the country who could afford to say that he or she, was not interested in agriculture.

As the meeting was late in starting, the last two speakers on the program Stanley Q. Grady, director of Sales and advertising of the Dairymen's League Co-operative Association, New York, and Charles F. Hatfield, secretary and general manager of the St. Louis Convention and Tourist Bureau, spoke very briefly. Mr. Grady's subject was "Marketing for 76,000 Farmers," and in a few words he explained the work of his association. Mr. Hatfield told something of how communities may be built up, through advertising.

### AD WOMEN RE-ELECT OFFICERS —MAY LIMIT ADMISSIONS

THE Federation of Women's Advertising Clubs held a spirited session at the Hotel Chalfonte Tuesday afternoon, resulting in the re-election of Miss Katherine H. Mahool, of Baltimore as the representative of the women's advertising clubs on the Executive Committee of the Associated Advertising Clubs of the World. As the Executive Committee met infrequently last year, Miss Mahool had few opportunities to present the point of view of advertising women.

Miss Elizabeth V. Maguire, of Philadelphia, who has served as chairman of the Women's conference for the last year, was re-elected, defeating Miss Ethel Scully, of Milwaukee. Miss Helen Hill, president of the Advertising Club of New York, was re-elected vice-chairman.

Miss Jane J. Martin, former president of the Advertising Club of New York, now Eastern manager of Carpenter & Co., spoke on the human equation in business, urging the members not to become impersonal. Miss Maguire, who presided, reviewed the growth of the women's clubs, and the splendid work they have accomplished since the first one was organized.

Mrs. Horace S. Imber, who attended the convention with her husband, general manager of the London Daily Mail, gave a short greeting to the advertising women, expressing sincere appreciation of the courtesies which have been extended the British visitors, and assuring the advertising women of the cordial welcome, which they will receive in London in 1924.

Messages of greeting were read from Mrs. George Horace Lorimer of Philadelphia and Mrs. Christine Frederick, of New York, who were unable to be present.

Mrs. Frederick Schoff, honorary president of the National Congress of Mothers, and Chairman of Child Welfare in the National Council of Women, spoke on "The Value of Specialization in Club Organization," and ended with a plea for a better childhood, emphasizing the fact that it is the children of today who will be the men and women of tomorrow and that they should be given every possible opportunity.

Chief Strong-Wolf made a fervent and touching plea for the Indians, and begged that the advertising women use all of their power in helping them attain rights of citizenship. According to the Chief, 17,313 Indians fought in the World War for freedom for a country in which they themselves have not been recognized.

Miss Mary Crowley, of the Chicago office of the John Budd Company, spoke on "The Standards of Eligibility for Admission to Membership in Women's Advertising Clubs."

Following Miss Crowley's address, Miss Helen Waldo presented the following resolution on behalf of the New York League of Advertising Women:

"WHEREAS, the standard of eligibility to advertising clubs seems to have been lowered or misinterpreted and sometimes not adhered to by clubs or membership committees of advertising clubs, it is the consensus of opinion of this conference that standards of eligibility to membership be elevated, and

"BE IT RESOLVED, that all advertising clubs composed wholly or partly of women, adopt a universal standard.

RESOLVED, that the following standard be maintained, admission to women who are making their livelihood directly through active work in buying, selling or creating advertising, and those holding executive positions in advertising, applicants to furnish proof of their standing to their respective clubs.

"RESOLVED, that any club, not enforcing strict adherence to these standards of eligibility, be deprived of representation in the Women's Conference in the Associated Advertising Clubs of the World.

"RESOLVED, that the adoption of these resolutions become effective this day."

Miss Waldo's resolution was referred to a committee which will take it up in the near future.

### WITH THE BRITISH DELEGATION

At the Fancy Dress Ball on the Berengaria coming over the British delegation distinguished themselves with a bunch of costumes that stood right out. The costumes available in the ship's fancy dress wardrobe were good enough but the originality expressed in the dresses improvised by the members of the delegation showed a creative sense that was well fitted to a force of advertising men. Among them, the costumes devised out of simple materials were a pseudo-Minister of Czecho-Slovakia (who beat the band); Long John Silver (from "Treasure Island"); "Our Lady of the Snows," a scarecrow, and so excellent were the disguises that many of the characters preserved their identity to the end. The officers of the Berengaria declared it to be the finest thing of its kind ever held on the ship—a thing that not unreasonably made the Britishers proud.

\* \* \*

The ship collections on the Berengaria with the British party on board, made some records. On the afternoon of sailing a fatality in which a ship boy lost his life was the object of a special collection for the boy's mother. Over a thousand dollars was realized. Other collections were:

Sports Event .....	\$275
Boxing .....	160
Concert for Seamen's	
Orphanage .....	565

At auction pool on the daily run of the boat the average amount per night was \$610, and a Derby Sweep arranged among the delegation totaled \$500.

(A. A. C. W. News continued on page 32)

## When The Mercury Goes Up— What Goes Down?

Your classified advertising patronage—isn't that right?

The summer months are thin ones for the Classified Sections of most newspapers. Help laid off, business practically dead—a waste season eats into the year's Classified profits.

But for other newspapers, the National Standard methods of promotion turn the summer slump into summer production. Year-round lineage contract development, special warm weather campaigns, and other intelligent promotion tactics make normal times out of the worst months of the year.

Why not turn this summer into a "hammer" for your newspaper?

Our booklets, "The Undiscovered Country" and "Architects of Classified Advertising" makes profitable "summer reading." Write for them.

THE BASIL L. SMITH SYSTEM, INC.  
International Classified Advertising Counsellors  
Otis Building Philadelphia

### Unusual Opening for

## HIGH-POWERED ADVERTISING SALESMAN

is now offered in one of the largest cities of the Middle West on a morning, evening, and Sunday newspaper already very large and growing rapidly. Applicant must be experienced man of personality, energy, and vision. Compensation in keeping with ability to produce results. Only man with successful record in newspaper advertising considered.

Write immediately, stating full qualifications, detailed experience and salary expected.

Address—Box B-718, Editor & Publisher

# Hearst just fired me!

It was an impromptu, informal affair. Let it go at that. I refuse to take the family skeleton out for a walk.

And so I'm tossing a few hundred dollars into the advertising jackpot to tell the newspaper world I want a job . . . a life-sized job even bigger than my late connection. Location immaterial—at home or abroad.

Past record?

Exceptional. Lucky, perhaps—but exceptional. I was fortunate enough to combine my editorial and advertising experience and make that combination pay on promotional work. I like the promotional end. . . . I like the active service in the first line trenches of the publicity drives for circulation and advertising. And scrapping around in those trenches I managed to hang up a pretty decent sort o' record . . . bucking up against the stiffest morning newspaper competition in America.

Recognition? Emphatically, yes.

To be exact—a 200% salary increase during the past two and a half years.

That's all.

**George F. Nieberg**  
442 Surf Street,  
Chicago

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page 32)

## CLASSIFIED ADVERTISING IS A PUBLIC SERVICE, SAYS J. L. BERGLUND

Rapid Development of This Branch of the Field Shown by Speech and Exhibits at the Fourth Convention of the Association of Classified Advertising Managers

By C. L. PERKINS

How to get more ads, more lines and more insertions per ad was the theme of the fourth annual convention of the Association of Newspaper Classified Advertising Managers held in Atlantic City, June 4, 5, 6 and 7, concurrently with the meetings of the Associated Advertising Clubs of the World. The result of the convention was more newspapers represented, more delegates in attendance, more information distributed and more inspiration gained than at any of the previous conventions.

The average attendance was over seventy, which, compared with the average of twenty at the first meeting, shows the growth of the organization which now has almost a hundred and fifty paid members in every part of the country.

John L. Irwin of the Des Moines Register and Tribune, was elected president to succeed Harry Gwaltney of the Milwaukee Journal. C. W. Nax of the St. Louis Globe-Democrat was reelected first vice-president, and G. N. Gundersen of the New York Telegram was selected as second vice-president. Charles Winters of the Chicago Daily News was chosen as treasurer, and C. L. Perkins of the Chicago Herald and Examiner secretary. R. E. Seiler of the Los Angeles Examiner and H. C. MacDonald of the Cleveland Plain Dealer were re-elected as directors. P. M. Hughes of the Minneapolis Tribune was also made a director.

One of the features of the convention was an elaborate display of all kinds of forms and promotion. The entire wall of the convention hall was lined with exhibits from all over the country showing promotion advertisement plans and ideas that has been used with success.

President Gwaltney in his opening speech at the first Monday session said in part:

"A survey of the classified advertising field shows that the A. N. C. A. M. service is building tangible results of far-reaching proportions. As a result, classified workers have a better conception of their duties, are better qualified to perform them and see new and greater possibilities for business. They are building a bigger and better volume of classified advertising because of this additional information and inspiration.

"Another outstanding result is the number of smaller newspapers that have organized a classified department and have built or are building a representative classified business. These newspapers failed to recognize their opportunities, did not know how to start or proceed until they came in contact with the association's work.

"Men and women in other branches of advertising have had their interest

turned to classified. They are beginning to recognize it occupies an important place in the advertising world. This recognition is greatly to be desired, for without it certain possible attainments cannot be reached."

The reports of the treasurer and secretary showed that the association was in a sound financial condition, that it had accomplished more in the past year than ever before. Among the accomplishments enumerated were the issuing of over 175 Bulletins to members giving information concerning advertising and advertisers of an undesirable nature and the establishment of the classified journal, the official publication of the organization. This magazine in three months has grown from 12 to 32 pages and been made self supporting.

How to get more advertisements through newspaper display advertising was the subject of the first session Monday afternoon. H. G. Barringer of the Indianapolis News was chairman and in part said:

"Selling classified through display is one branch of the great field of classified advertising promotion that has come to be recognized as a very important factor in the building of a newspaper want-ad service much in the same manner as that of a railroad or electric light company. Public utilities can sell their services to the public through newspaper's display space—why not classified advertising?"

At this session George Pillis, classified promotion manager, was one of the speakers. During his speech he said:

"Want-ad promotion falls into two main classifications: 1. Advertiser promotion. 2. Reader promotion. Of these two, I believe reader promotion is much to be preferred. For where advertiser-promotion serves as an appeal to advertisers only, reader-promotion serves to attract a natural advertiser's attention, plus reader's interest, plus added sales lineage. There are, I believe, some newspapers that favor combining reader and advertiser promotion, but I would think, if both are to be employed, that the best policy is to use them separately. This and all of the other sessions developed into round table discussions.

One of the points considered at this time was the proper term to use in mentioning the kind of advertising under consideration. Many newspapers use the term 'Want-ads,' others 'classified ads' and some 'liners,' etc.

"At previous conventions no progress could be made on the solution of this problem. This meeting, however, emphasized the importance of the question. The result of investigations made during the last year were reported. It was evident that opinion was rapidly coming to

adopt the words 'classified ads,' in preference to 'Want-ads' as the best."

J. L. Berglund of the Atlantic City Press at this session said:

"Service to the reader should be the main consideration, the outstanding feature of all promotion copy. Emphasize the fact that classified advertising is a public service easy and profitable to use. Tell the public of the usefulness of classified, its ability to satisfy all the wants that arise daily, the many opportunities it offers to save time and money in satisfying these daily needs.

"The most important thought is that to appeal for the patronage of hundreds of advertisers instead of for the interest of thousands of readers is to miss the best way of building classified and establishing it as a popular medium."

C. W. Nissen of the Los Angeles Herald conducted the next session on "How to get more advertising through street salesmen." He said:

"No classified manager is satisfied that each individual salesman on his staff is selling all the advertising that can possibly be sold on each territory. No matter how efficient you might feel your staff is, a little more advertising can always be obtained.

"The first thing to do is to check up on your staff and weed out the 'weak sisters.' Keep improving the standard of your salesmen. Always be ready to give a good applicant a try-out, and if he lives up to your expectations let him replace your poorest salesman."

Every morning the program was started with the "Question Box" which proved one of the interesting features where members could ask any questions and all members having information on the subject answered.

How to get more advertisements through telephone selling was the topic of the meeting conducted by M. P. Goodfellow of the New York American.

Tuesday noon two luncheons were held—one for representatives of newspapers in cities of less than 50,000 and another for publications in larger cities. Wednesday noon luncheons were held for evening and morning newspapers.

Another of the Tuesday sessions that brought about a lively discussion was the one conducted by Oscar Schenk of the Chicago American on the subject of the best method of paying salesmen. Both the straight salary and salary and commission systems found strong advocates. However, the majority of delegates seemed to prefer some commission system and practically all agreed that contests and bonuses were desirable as stimulants to sales effort. Numerous plans and methods of remuneration were presented and discussed.

Tuesday James Wright Brown of Editor & Publisher, made a short address before the association in which he laid stress on the importance of classified advertising to newspapers as the means by which they could gain a greater freedom from the fear of losing larger display advertisers, and thus insuring independence from any influence of big space buyers.

Wednesday morning the Association of Newspaper Classified Advertising Managers held a joint session with the National Association of Newspaper Executives. This session consisted of a round table discussion on numerous phases of classified building. Basil L. Smith of Philadelphia spoke at this session. He commented upon the fact that newspapers must get down to fundamentals and realize the fact that the building of a classified advertising section in a newspaper was not a matter of space selling as most publications considered it. On the contrary, Mr. Smith showed that the developing of a want-ad medium was merely the building of a service to readers and advertisers. He predicted that classified would develop much more rapidly in the future than in the past and eventually pass display advertising in volume.

The first portion of the Wednesday afternoon session was devoted to a discussion led by J. H. Butler of the Houston Chronicle on "How to Increase the Lineage Per Ad Through Newspaper Promotion." Several representatives who have conducted promotion campaigns to get their advertisers to write more com-

## Dr. Julie La Salle Stevens

International authority on nutrition and official Naturopath for the late Sarah Bernhardt, is now writing exclusively for the Hol-Nord Feature Service.

Among the topics in a series of daily articles written and signed by Dr. Stevens, for immediate release, are the following:

- "Eating Your Way to Health,"
- "The Key to Sex,"
- "Benefits to a Nation Through Love Marriages,"
- "Governing Sex of Future Generations,"
- "Services Rendered Former Czarina Who Wished a Son,"
- "My Care of Sarah Bernhardt, and Why She Should Not Have Had Her Leg Amputated,"
- "My Assistance to the late Dr. Metchnikoff of the Pasteur Institute,"
- "Babies and Painless Child-births,"
- "Wild Oats,"
- "Helping to Eliminate Cancer Through Diet,"
- "Curing Contagious Diseases,"
- "Beauty Secrets from Within as Taught to Lillian Russell,"
- "Assisting the Poor to Become Wealthy,"
- "Why Caruso Could Be Alive Today,"
- "Human Life Through Minerals."

and numerous other equally interesting and enlightening articles helpful to humanity.

WRITE NOW for full particulars on this astounding feature. There is always room in your paper for such a feature.

**HOL-NORD FEATURE SERVICE**  
500 5th AVENUE, N. Y. C.

### The St. Regis Paper Company

and the

Hanna Paper Corporation

## NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago  
620-621 McCormick Bldg.

Pittsburgh  
1117 Farmers Bank Bldg.



plete copy explained their methods. In this connection it was shown that the best method of increasing the lineage per ad was to make all members of the classified department realize the importance of good copy in the want-ad columns and teach them how to render service to advertisers by helping them prepare better copy.

T. F. Mulhern of the Brooklyn Eagle in opening his session on 'How to Increase the Lineage Per Ad Through Salesman's Arguments' outlined first the reasons why advertisers should use larger copy and the motives which when properly appealed to would cause them to buy greater space.

The convention ended on Thursday with session devoted to typography, abbreviations and how to get a greater number of insertions per ad.

**Salina Paper Changes Hands**

Earl Woodward has bought the Salina (Kan.) Daily Union. The former owner, John L. Brady, will leave Salina and re-enter the newspaper business elsewhere.

**Iowa Paper Buys Out Rival**

Announcement was made June 1 of the purchase of the Boone County (Ia.) Pioneer, a tri-weekly, from Jesse B. Stonebraker by S. G. Goldthwaite, owner and publisher of the Boone Daily News-Republican. Goldthwaite has announced that Stonebraker will serve as manager of the tri-weekly and that both papers will be published by the same owner for the time being.

**Dixie Publishers' Convention**

Advance reservations indicate that there will be from 150 to 200 publishers in attendance at the annual convention of the Southern Publishers' Association, July 9-10-11, at White Sulphur Springs. Secretary Walter C. Johnson, of Chattanooga, states that an effort is being made by the Southern Railway to organize several special trains for the meeting.

**FIRST JOINT ASSEMBLY**

Mr. Buckley's nomination was seen by the newspaper men in Atlantic City as an attempt by the poster and direct-by-mail interests to again assert the dominance in the convention, and it was early apparent that Holland sentiment prevailed five to one. There were few supporters for the action of the first joint assembly to sit as a nominating committee under the new constitution; in fact, few understood the guiding motive of the assembly in running counter to the strong favorable current that has marked Holland's candidacy ever since it became known through Editor & PUBLISHER three months ago.

The joint assembly was organized Monday, following the first general session, when presidents from various districts held caucuses and elected the following representatives for the new body:

- First District—Chester I. Campbell, Boston.
- Second District—Chester A. Brown, Newark, N. J.
- Third District—Fred D. Fox, Richmond, Va.
- Fourth District—Charles Rosenthal, Chattanooga, Tenn.
- Fifth District—Bennett Chapple, Middletown, Ohio.
- Sixth District—Howard Harrington, Moline, Ill.
- Seventh District—Walter B. Weisenberger, St. Louis.
- Eighth District—R. E. Cole, Fargo, N. D.
- Ninth District—Victor Martin, Davenport, Ia.
- Tenth District—H. C. Howard, Houston, Tex.
- Eleventh District—Harwood H. Fawcett, Colorado Springs, Colo.
- Twelfth District—Carman Smith, Los Angeles, Cal.
- Thirteenth District—Oregon, Washington, and Alaska—no election.
- Fourteenth District—Europe—no election.
- Fifteenth District—H. S. Van Scoyoc, Montreal, Canada.
- Sixteenth District—Hugh Paton, Sydney, Australia.

Simultaneously, representatives of the various departments of the National Advertising Commission, at the Traymore Hotel, elected their representatives as follows:

- Advertising Specialty Association—Theo. R. Gerlach, Joliet, Ill.
- Agricultural Publishers' Association—Alfred E. Jones, Philadelphia.
- American Association of Advertising Agencies—Merle Sidener, Indianapolis.
- American Photo-Engravers' Association—E. W. Houser, Chicago.
- Associated Business Papers, Inc.—A. O. Backert, Cleveland.
- Associated Retail Advertisers—F. S. Goldstein, Cleveland.
- Association of National Advertisers—G. B. Sharpe, Detroit.
- Church Advertising Department—W. Frank McClure, Chicago.
- Community Advertising Department—Charles F. Hatfield, St. Louis.

Direct Mail Advertising Association—Charles Henry Mackintosh, Chicago.

Directory and Reference Media Department—Wilson H. Lee, New Haven, Conn.

Financial Advertisers' Association—F. W. Ellsworth, New Orleans.

Graphic Arts Association—H. H. Cooke, New York.

Industrial Advertisers' Association—J. C. Bowman, Warren, Ohio.

National Association of Employing Lithographers—C. T. Fairbanks, Chicago.

National Association of Newspaper Executives—Frank D. Webb, Baltimore.

National Association of Theatre Program Publishers—Frank B. White, Chicago.

Outdoor Advertising Association—Leonard Dreyfuss, New York.

Poster Advertising Association—E. Allen Frost, Chicago.

Public Utilities Advertising Association—Frank Le Roy Blanchard, New York.

Religious Press Department—H. W. Beals, New York.

Screen Advertisers' Association—Douglas D. Rothacker, Chicago.

Concrete expression was given to the opposition to Mr. Buckley when the New York delegation made its decision unanimously to support London for 1924 and Holland for president. Similar action was not announced by other clubs, but individuals did not conceal their leaning toward the incumbent president.

Within 24 hours, the Chicago Advertising Council, according to W. Frank McClure, its president, authorized the statement that Mr. Buckley's candidacy had been withdrawn in the interest of harmony. Mr. Buckley told reporters that he would state on the convention floor that he was not a candidate if the nominating committee's report did not suit the delegates, that his first interest was advertising and that election to office was secondary.

**SIDENER HAS GREAT SCHEME**

**Suggests All Business Men Adopt Rotarian Motto**

Merging of the slogans of the A. A. C. W. and the Rotary Clubs was urged by Merle Sidener, Indianapolis advertising agent, before a luncheon given by the Atlantic City Rotary Club at the Ritz-Carlton Hotel, Tuesday. Albert J. Feyl, publisher of the Press-Union, and president of the local Rotary Club, presided and introduced Mr. Sidener, Arthur Chadwick, a London Rotarian, Frederick E. Potter, London advertising agent, and Charles H. Mackintosh, past president of the A. A. C. W.

Mr. Sidener advocated that all business men adopt in their relations with patrons the Rotarian motto, "He profits most who serves best," with the "truth in advertising" slogan of the Advertising Clubs, and intimated that such a proposal would be made at the International Rotary convention in St. Louis, June 18-22.

**The Providence Sunday Journal**

**Artgravure Section**

The Providence Sunday Journal contains a high grade, well printed Artgravure section, carefully edited to include pictures of strong local interest as well as those depicting national and international events.

This section offers great advantages to advertisers because it assures one hundred per cent. reader attention and makes possible attractive and sales compelling copy.

The amount of local copy carried testifies to the advertising value which Rhode Island merchants attach to the section.

For the first five months of 1923, our gravure advertising has shown a gain of 30% over the corresponding period of last year—evidence that more firms are realizing the pulling power of the gravure section of this newspaper.

**Flat Rate—25c a Line**

**The Providence Sunday Journal is one of the most complete Sunday newspapers in America and is read in most of the better homes in Rhode Island.**

**Providence Journal Co.**

*Providence, R. I.*

**CHAS. H. EDDY CO.**

National Advertising Representative  
BOSTON NEW YORK CHICAGO

**R. J. BIDWELL CO.**

Pacific Coast Representative  
San Francisco Los Angeles

# WORLD TRADE IS AGENTS' TOPIC AS BRITON'S CALL TO LONDON

## Isolation Not Practical for Business, Speakers at A. A. A. A. Session Proclaim—Australian Sees Need of A. B. C. in Antipodes

British agents were honored guests at the Wednesday morning session of the American Association of Advertising Agencies, held at the Marlborough-Blenheim Hotel, and were called upon by Secretary James O'Shaughnessy, for extempore speeches.

Hugh Patton, of Australia, president of the Advertising Clubs in Australia and New Zealand, spoke of advertising conditions in Australia, and expressed gratification over the fact that the convention will be held in London next year. He called attention to the size of Australia, stating that there were only five and a half million population and that Australia was larger than the United States. He reviewed briefly the work done by the clubs of Australia and New Zealand since their organization in 1918, and said that the convention this year will be held in November in Tasmania. He deplored the refusal of Australian publishers to give out their circulation figures, and expressed the hope that an organization similar to the Audit Bureau of Circulations in America, would soon come into being.

F. S. Potter, the oldest man in advertising work in England, won his audience when he started by saying "We are not aliens, we are your brothers."

In pleading for co-operation between the two countries, he said that America did the best advertising in America and Great Britain the best advertising in Great Britain, but that both countries could be benefited by a closer understanding.

He also paid a tribute to W. S. Crawford, who six years ago was working in his office and now has successful business of his own.

Harold Vernon gave a short talk in which he expressed deep appreciation of the hospitality shown the British delegation, as did U. B. Walsley, London Sketch, who is the youngest member of the 30 Club of London. Horace S. Imber, of the London Daily Mail gave a brief talk on standardizing the agency business.

W. S. Crawford began his remarks with the statement "When the convention comes to London in 1924, we want Jim O'Shaughnessy to come with it. We have many things, but not a Jim O'Shaughnessy." His request was greeted with cheers.

In addition to these impromptu speeches, the regular program was given, with Roy S. Durstine, chairman, presiding. Frank A. Arnold of the Frank Seaman Company, New York gave a comprehensive talk on "The Agency's International Scope."

"The emergencies occasioned by the World War made it necessary to consider the entire world as a market place in which trading was to be done for the benefit of all those vitally concerned," said Mr. Arnold. "It was no longer possible, in many instances, to purchase goods from their normal sources of supply. Countries which had for a century or more supplied the world with some needful product were now automatically cut off from the natural market with the result that the buyer had to seek this commodity elsewhere. This gave rise to all sorts of paradoxical conditions where countries found themselves selling to other countries lines of merchandise which had never before figured as articles of commerce.

"The United States, perhaps more than any other one nation profited by this new era of marketing, with the result that new industries were built up, fresh markets discovered for many of our natural resources and a felling of international trade developed far beyond that previously known. All of this served in a broad way to bring about a feeling of international trade, so that regardless of the final solution of the present economic and political problems of the world there

remains the fact that all nations have discovered that basically we are each of us a part of a complete trading unit and that the market place of all us is, today, the world.

"Inasmuch as advertising naturally follows trade wherever it goes, I venture to predict that we are at the present moment standing at the opening of an advertising opportunity which, within the next decade, will develop into something bigger and more important than even the most optimistic has dreamed of.

"The United States has not been a big international trader and consequently it has not been a big international advertiser. We have done some noteworthy things in connection with the exploitation of our goods in our own country.

"Here and there there have been conspicuous examples of the use of advertising created in this country and placed abroad in the interests of American manufacturers. Moreover, we are just beginning to see the possibilities of advertising in the entire market place of the world in a way where each nation can profit by the exploitation of its goods in countries other than its own and where more generally than at present advertising campaigns, whether initiated in the United States, Great Britain, China, Japan or South Africa, will be developed from the standpoint of international trade and international service."

William H. Johns, president of the George Batten Company, New York, spoke in high praise of the work which has been accomplished by the American

Association of Advertising Agencies. "In brief, our association is willing and anxious to be of the widest possible service," Mr. Johns said.

"We have never made a demand upon any related interest.

"We have never had a quarrel with a publisher, and we have never had a publisher complain.

"We have never by any voluntary act injured, or tried to injure, any person or thing.

"We are not the makers of prices in our business. Our chief work, therefore, has been with practices and methods in the delivery of personal service.

"We believe that an advertising agency which is a member of our association can give better service than one who is not, other things being equal, and it is evident that the experienced advertiser holds with us this same belief.

"There must be a reason for this. The members of the association work with one another. They exchange views on advertising problems; they frankly exchange experiences, and when they develop something for the general improvement in practices or methods, they tell their fellow members about it.

"Isolation does not aid the broadening of the knowledge required in a business like advertising.

"Our business has wide reaches. There is much for our association to do, because advertising has much new work ahead of it. That work can best be accomplished by having an association like ours carry on with our present purposes in the growing light of our accumulating experiences."

Speakers at the Tuesday morning session were Harry Dwight Smith, Paul T. Cherington, John Benson and Mr. O'Shaughnessy. The Tuesday afternoon session, co-operating with the N. A. N. E., is reported in connection with the latter meeting.

merce, Omaha; secretary-treasurer, J. M. Mallory, industrial director Central Railway of Georgia; member of national advertising commission, J. M. Mallory.

The Screen Advertisers Association elected the following officers: President, D. D. Rothacker, Rothacker Film Manufacturing Co., Chicago; vice-president, George J. Zehner, International Y. M. C. A., New York; secretary-treasurer, Homer V. Winn, Chicago. The three members representing the Screen Department on the National Advertising Commission are D. D. Rothacker, D. H. Harris and Morris Caplin.

Advertisers in business directories will soon have assurance of circulation, according to the action of the Associated Business Directory Publishers. As soon as a practical method of operation can be formulated, members of the organization will be able to provide an "audited circulation" by a national firm of certified public accountants.

Henry Hornberger, of The Chilton Co., Philadelphia, was appointed chairman of a committee to work out the method. At this meeting too, the organization determined on the employment of a permanent executive secretary. It was decided to invite into membership publishers of co-operative catalogs.

Before adjournment the following officers were elected: President, T. H. McRae, McRae Blue Books, Chicago; secretary-treasurer, F. A. Vonwieding, Bragdon, Lord and Nagle, New York; trustee, T. H. McRae; members of national advertisers commission, T. H. McRae and George W. Overton, Chicago.

### WHEN HOUSTON RETIRED

Houston's retirement in favor of London was forecast Tuesday morning when a telegram from Marcellus E. Foster, publisher of the Houston Chronicle, advocating such a step, was published before the Texans were certain of their decision. The message was repudiated during the day and the outlook for a battle through the Thursday sessions was promising until the end of Mr. Howard's address at the club presidents' dinner Wednesday night.

London's arguments, as they have been repeatedly placed before readers of Edm

### AMONG THE DEPARTMENTS

(By Telegraph to EDITOR & PUBLISHER)

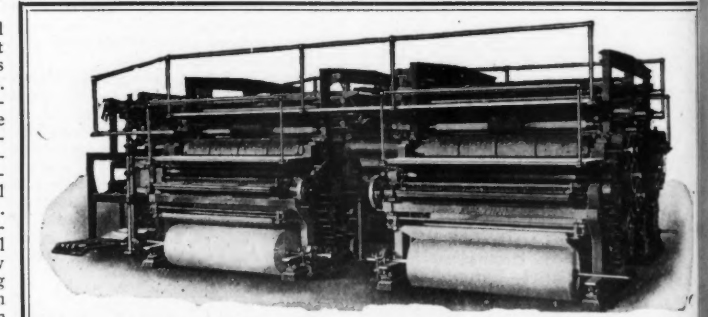
ATLANTIC CITY, June 7.—Norman M. Parrott, secretary of the Advertising Club of Baltimore, was re-elected chairman, and E. A. Guise, of Tulsa, Okla., was re-elected secretary of the club secretaries conference of the A. A. C. W.

At the closing session of the Financial Advertisers Association Departmental at the Ambassador the following officers were elected: President, Gaylord S. Morse, State Bank of Chicago; first vice-president, Carroll Ragan, U. S. Mortgage and Trust Company of New York; second vice-president, H. G. Hadapp, Wells-Dickey & Co., Minneapolis; third vice-president, R. E. Hotz, Planters National Bank, Richmond, Va.; treasurer, Carl A. Gode, Illinois Merchants' Trust Company, Chicago. Sixteen directors, all bank officers, were elected and one new member of the National Advertising Commission, C. H. Henderson, Union Trust Company, Cleveland, whose term will expire in 1926. The association went on record in favor of meeting in London in a body next year.

Officers of the Directory and Reference Media Department were elected as follows: President, Col. Henry H. Burdick, treasurer and managing director of Hendricks' Commercial Register and Kellys Directories, New York; first vice-president, H. J. Farnham, vice-president, Price and Lee, New Haven, Conn.; second vice-president, R. L. Polk, R. L. Polk and Company, Detroit; secretary-treasurer, F. A. Vonwieding, Bragdon, Lord and Nagle, New York; member of national advertising commission, Wilson Lee, Price & Lee, New Haven, Conn.

Members of the Community Advertising Department named the following officers: President, Charles F. Hatfield, secretary and general manager of St. Louis Convention, Publicity and Tourist

Bureau, St. Louis; first vice-president, Col. G. S. Hutchinson, London Press Exchange, London, England; second vice-president, Montague A. Tancock, director Publicity Bureau, Chamber of Com-



## This Double-Quadruple-Octuple SCOTT "MULTI-UNIT" PRESS

prints a great many of the leading newspapers in this country and abroad.

### THE PROVIDENCE JOURNAL,

Providence, Rhode Island, have just favored us with a duplicate order for one of these machines.

THERE IS NO BETTER BUILT PRESS

## WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK  
1457 Broadway

CHICAGO  
1441 Monadnock Block

& PUBLISHER, were advanced in a carefully-prepared address by John Cheshire, leader of the British delegation. He was generously applauded, but the direction of the cat's jump was still unknown when he resumed his seat. Mr. Cheshire stated that his invitation was backed by Great Britain, from the smallest advertising club to the new Prime Minister, and that British business had already raised \$120,000 to finance the meeting. The journey from America and the necessary three weeks could be financed at a cost not greater than \$450 per delegate, he declared.

Mr. Cheshire's words were corroborated by Harold Vernon, who will succeed him as president of the Thirty Club.

Then Houston had its inning. President Holland, toastmaster, introduced John H. Payne, of the Houston Press.

"Houston is something worth fighting for," Mr. Payne said. "This is a fight between the greatest state in the Union and the largest city in the world. I want to say we are still after the convention, but I also say if you decide to go to London, we'll try to go."

H. C. Howard, president of the Houston Advertising Club, kept his audience guessing until the last. His address was eloquent in setting forth Houston's advantages over London, but, said Mr. Howard, "our problem is how best we can serve the world. Mr. President, I move you that advertising should best serve the world by going to London in 1924."

The audience was silent for several seconds, unable to believe that they had heard aright.

Then cheers, and the news spread as if by radio from the British quarters in the Ambassador to the other end of the convention front at the Breakers, and the former was in a few moments crowded with Americans presenting congratulations to their brothers from the United Kingdom.

The club presidents' dinner ended with Mr. Crawford proposing a toast to the President of the United States, which was drunk in ice water.

Following Houston's gracious withdrawal, the Texas and British delegations became the closest pals in the city. The British entertained at dinner Wednesday night in honor of the Lone Star group and the Texans reciprocated with a huge bouquet of American Beauties and the rank of colonel in the Texas National Guard for one of the Englishmen.

Montreal's Publicity Club cabled the Thirty Club immediately after the decision, as follows:

"Desire to accord personal satisfaction at London being selected for 1924 convention and we pledge our interest to make the next convention worthy of the capital of the empire. Signed, Montreal Publicity Association, H. N. Van Scoyoc, president; C. N. Valiquet, secretary."

**GRAND RAPIDS OVERZEALOUS**

**Five Citizens Explain "Publicity" Drive to Atlantic City Police**

Five citizens of Grand Rapids, who believe their home town is "a good place to live," ran into the seamy side of Atlantic City hospitality when they translated their belief into 10,000 or so little pieces of paper carrying that message and cast them into the air on the Boardwalk, near the Steel Pier. They were well into their 11,000s when three well-equipped policemen charged into them and demanded an explanation.

"Grand Rapids—A Good Place to Live" was the answer, but Atlantic City cops have their own ideas on living places and called the police department carriage to illustrate their views. The five had a few thousand throwaways left, which were confiscated by the police captain as the wagon swung down Atlantic avenue and were thrown out by him at intervals along the main street, while the prisoners enjoyed the ride.

They gave their names to Chief Miller as Allen G. Miller, president of the Grand Rapids Advertising Club; Harry D. Kline, Corduroy Tire Company; William Hentschel, division manager of the Multigraph Company; Frank H. Mathison, president of the Michigan

Lithograph Company, and Carl H. Johnson, Young & Chaffe Furniture Company.

They pleaded guilty to violation of a Boardwalk ordinance and the Chief fixed bail at \$25 apiece, with the alternative of spending the afternoon and night in jail. The latter prospect didn't seem displeasing to Grand Rapids' boosters, so the chief reduced the bail to \$10 apiece, which was paid, and ordered the quintet to appear in the Recorder's Court Thursday morning.

Messrs. Miller and Kline told Editor & PUBLISHER that the Advertising Club of Grand Rapids had hit upon the idea of boosting their city as a good place to live last year and that they had distributed their literature from coast to coast, with tangible results to the city in the way of new residents and an increased number of tourists, the estimated addition to the ranks of the latter being 6,000 during the year.

**New York Pressmen Call Meeting**

A special meeting of the New York Newspaper Web Pressmen's Union, No. 25, I. P. P. & A. U. of N. U., will be held Sunday, June 10, at one o'clock, at which time the Committee of Eight of the Local Union will report upon the progress which has been made in negotiation with the New York Publishers' Association. President George L. Berry and all the members of the Board of Directors of the International Union will be present.

**League President Is Guest**

Augustin Edward, publisher of several South American newspapers and magazines, president of the League of Nations, and Chilean Minister to Great Britain, was the guest of honor of the Pan-American Advertising Association at its eighth annual Latin-American market luncheon in New York, June 8. Other speakers were Bainbridge Colby and Gustave Munizaga Barela, Chilean Consul General in New York.

**California Journalist Dies**

E. C. Overman, formerly city editor of the Oakland (Cal.) Times, news editor of the Sacramento (Cal.) Bee, editorial writer on the San Francisco Argonaut, and more recently engaged in newspaper work at Santa Barbara, Cal., died in the latter city May 31 after a brief illness.

**Sleeping Draught Fatal**

D. B. Potts, aged 43, at one time on the editorial staff of the Reno Nevada State Journal, who recently joined the staff of the Sacramento (Cal.) Union, died in the latter city June 1 from the effects of an overdose of a sleeping draught taken on Memorial Day.

**Grimme Press Is Sold**

The Grimme Press, Chicago, printers, binders and engravers, has been sold to the Judy Publishing Company. Edgar I. Grimme will be associated with the Judy Company as shop superintendent. His aged father and six sons are all printers in Chicago.

**Combines Kansas Papers**

R. R. Painter, owner of the Rolla (Kan.) Progress, who recently assumed charge of the Elkhart Enterprise, has combined the two under the name of the Morton County Progress. The paper is published at Elkhart.

**Paint Ad Men to Meet**

A meeting of the Paint & Varnish Manufacturers' Advertising Managers' Group will be held at Cleveland on June 14 for consideration of advertising problems peculiar to the industry.

**News Co. Changes Name**

The name of the National News Co., Ltd., controlled by C. Watkin Etches and operating in Montreal, has been changed to Etches Ltd., provincial charter, capital stock \$20,000.



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

**THE HOCHI SHIMBUN**

Japan's Oldest Evening Newspaper With Large Morning Edition

**TOTAL PAID CIRCULATION LARGEST IN TOKYO**

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

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

Advertising Rates

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

*The Hochi Shimbun*  
TOKYO, JAPAN

## THE AUDIT BUREAU OF CIRCULATIONS AMENDS PUBLICITY RULE NO. 5

Luncheon Given in Honor of Overseas Publishers, Advertisers and Agents One of Feature of June Meeting of Bureau Directors at The Traymore, Atlantic City

The regular June meeting of directors of Audit Bureau of Circulation was held in three sessions at the Traymore, Atlantic City, on Tuesday, June 5. The meeting was well attended and much routine business was transacted. Publicity Rule No. 5 was amended to read:

"In directories, use of figures shall be confined to paragraph eight of newspaper blanks and paragraphs 8 and 10 of periodical blanks, but date and whether publisher's statement or auditor's report as authority shall always be shown. Thus permitting use of Par. 10 in Periodical blanks."

President O. C. Horn presided and the following directors were present: Mason Britton, Walter Hine, D. B. Plum, L. B. Jones, F. W. Stone, Stanley Latshaw, W. A. Strong, F. R. Davis, C. C. Younggreen, E. R. Shaw, E. I. Mitchell, R. S. Butler, L. L. King, J. M. Gibbon, B. K. Rankin.

They were assisted by Stanley Clogue, the managing director, who was re-elected for the ensuing year; D. W. Chandler, chief auditor, and other members of the executive staff of the bureau.

### NEW MEMBERS ELECTED

Advertising Agent:

Nathan Advertising Co., Chicago, Ill.

Advertiser:

The Pepsodent Co., Chicago, Ill.

Newspaper:

Telegraph, Painesville, Ohio.  
Journal, Albuquerque, N. M.  
Evening News, Albany, N. Y.  
Chronicle, Johnson City, Tenn.  
Times, Walla Walla, Wash.  
Telegraph, Bluefield, W. Va.  
The Daily Mining Journal, Marquette, Mich.

### REINSTATEMENT TO FULL MEMBERSHIP

News, Omaha, Neb.  
Star, Peoria, Ill.  
Enterprise, Beaumont, Tex.  
Journal, Beaumont, Tex.

### APPLICATIONS ACCEPTED

Newspaper:  
News, Rome, Ga.  
Review, Clifton Forge, Va.  
Sun, Parsons, Kans.  
News, Jackson, Mich.  
Business Publication:  
Advertising Fortnightly, New York, N. Y.  
Sanitary & Heating Engineering, New York, N. Y.

### DROPPED FROM MEMBERSHIP

Magazine:  
Everywoman's World, Toronto, Ont., Can.  
Illustrated World, Chicago, Ill.  
La Canadienne, Toronto, Ont., Can.

Agricultural Publication:  
The National Leader, Minneapolis, Minn.

### TEMPORARY SUSPENSION OF SERVICE

Magazine:  
The Independent, New York, N. Y.

### APPLICATIONS CANCELED

Newspaper:  
News, Enid, Okla.  
Eagle, Enid, Okla.

## PRINTED COLOR COMICS

—Full of Color Life and Color Harmony.  
—Perfect in Registry.  
—We Print Better Colored Comic Sections for Publishers Everywhere.

Write for Details.

## EMERGENCY MATS

Feature Pages That Save Time and Money.

**7 or 8 COLUMNS**  
20" or 21"

ILLUSTRATED.

Write for Proofs  
—Today.

**WORLD COLOR PTG. CO.**  
Est. 1900 St. Louis  
R. S. Grable, Pres.

### MEMBERSHIP CANCELED

Business Publication:  
Canadian Shipping & Marine Engineering News, Toronto, Ont., Can.

A very attractive feature of the convention week was the luncheon on Tuesday in the clubroom of the Traymore in honor of overseas publishers, advertisers and agents tendered by the directors of the Audit Bureau of Circulations.

O. C. Horn presided. The speakers were Louis Wiley, New York Times; Jack Akerman, London Times; Lt. Col. E. F. Lawson, London Daily Telegraph; Hon. E. T. Meredith of Des Moines, and others. The theme was "Better Acquaintance."

Those present included the following representative men of the newspaper and advertising world in America and England:

Hon. E. T. Meredith, Successful Farming, Des Moines, Iowa; O. C. Horn, National Lead Company, New York; Louis Wiley, Times, New York; W. H. Johns, Geo. Batten Company, New York; W. H. Dodge, Scripps-Howard Papers, New York; R. J. C. Stead, Canadian Government, Ottawa, Canada; Lt. Col. E. F. Lawson, Daily Telegraph, London; E. J. Mitchell, Mitchell-Faust Advertising Agency, Chicago.

Walter Hine, Frank Seaman Company, New York; Jas. O'Shaughnessy, secretary, American Association of Advertising Agents, New York; W. S. Crawford, W. S. Crawford, Ltd., London; W. A. Lydiatt, Marketing and Business Management, Toronto; F. W. Stone, Review of Reviews, New York; Harry Tipper, Class Journal Company.

John C. Benson, president, American Association of Advertising Agents, Chicago, Ill.; B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.; C. C. Younggreen, J. J. Case Plow Company, Racine, Wis.; W. H. Rankin, W. H.

Rankin Company, New York and Chicago; Ralph Starr Butler, U. S. Rubber Company, New York.

Stanley Latshaw, Butterick Company, New York; C. H. Stoddard, Frank A. Munsey Company, Chicago, Ill.; Geo. M. Burbach, Port Dispatch, St. Louis, Mo.; John Sullivan, secretary, Association National Advertising, New York; W. A. Strong, Daily News, Chicago, Ill.; John Murray Gibbon, Canadian Pacific Railway, Montreal, Can.; David B. Plum,

Troy Record, Troy, N. Y.; L. L. King, Goodyear Tire and Rubber Company, Akron, O.; W. A. Merriam, Southern Ruralist, Atlanta, Ga.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; F. R. Davis, General Electric Company, Schenectady, N. Y.

E. R. Shaw, Power Plant Engineering, Chicago; Stanley Clague, managing director, Audit Bureau of Circulations, Chicago, Ill.; Paul Bloch, New York; J. C. Ackerman, Times, London.

## NEW STANDARDS OF PRACTICE

(By Telegraph to EDITOR & PUBLISHER)

ATLANTIC CITY, June 7.—E. S. Goldstein, advertising manager of the May Company, Cleveland, and retiring president of the Associated Retail Advertisers, presented a set of standards of practice to the concluding session of that department today, and secured their adoption. Their aim is to bring retail advertising in strict accord with A. A. C. W. principles of truth. Officers were elected as follows: President, Theodore G. Morgan, Henry Morgan & Co. Ltd., Montreal; first vice-president, Miss Sophie Alexander, Flint & Kent, Buffalo; second vice-president, D. H. Eldredge, George Wyman & Co, South Bend; secretary-treasurer, Miss Clara P. Moser, Himmelbach Brothers, Detroit; chairman board of directors, E. S. Goldstein, May Company, Cleveland; directors, Miss Julia Coburn, Lasalle & Koch, Toledo; Sheldon Koons, Gimbel Brothers, New York; George Richards, Jordan Marsh & Co., Boston; George B. Forristal, Foley Brothers Company, Houston, Tex; members of National Advertising Com-

mission—for three years, Theodore G. Morgan; for two years, E. S. Goldstein; for one year, Louis Blumenstock, Stix, Baer and Fuller, St. Louis.

Mr. Goldstein's standards of practice, formulated in connection with the National Advertising Bureau Commission and the better business bureau of the A. A. C. W. follow:

1. We pledge ourselves to refrain from doing or saying anything which might tend to bring any accepted form of advertising into disrepute.

2. We pledge ourselves to a just respect and consideration for competitors, avoiding derogatory statements regarding the merchandise or advertising of others.

3. We pledge ourselves to refrain from the use of unqualified statements in advertising copy, such phrases as "Greatest sale in America,"

4. We pledge ourselves to construe the terms "value" and "worth" to mean the reasonable retail market price the article would bring at the time of the ad-

# Typography

## Bright, Clean Display Lines

DOES your newspaper look flat? Does the typography need more brightness and snap? Are the big display lines weak and the italic distorted or missing altogether?

The Ludlow has made brighter, more attractive newspapers in hundreds of cities. These publishers are proud of their papers. Their advertisers like the snap and sparkle of always new faces, particularly the abundance of beautiful Ludlow italic, undistorted, non-breakable.

Fast enough for big city dailies. Economical enough for many weeklies. Compact enough to save space over any other system.

*We are very much pleased with the results we have been getting from the Ludlows, and think they have improved our typography immensely. The men find them easy to operate, and we find them a time saver. We believe the Ludlow has a splendid future.—The Des Moines Capital, Lafayette Young, Jr., General Manager.*



# The Ludlow

Ludlow Typograph Company  
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

## 1893 SERVICE 1923 as visualized by BENJAMIN & KENTNOR CO.

BENJAMIN & KENTNOR CO. representatives are accorded audiences with space buyers and advertisers because their solicitations are recognized as being made on first hand knowledge of markets, circulation and conditions.

BENJAMIN & KENTNOR CO. representatives have no hallucination that they are able to flirt with facts; that they can "put it over" or that they can weave any romance that will stand up under investigation.

## BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

225 Fifth Ave. 900 Mollers Bldg.  
New York Chicago

401 Van Nuys Bldg.  
Los Angeles

vertisement and to be determined by what the same or similar articles are selling for by other merchants at the time of the advertisement.

5. We pledge ourselves to construe the term "formerly" to mean the last price to which the merchandise was marked, in our store, previous to the date of publication of the advertisement and we further pledge ourselves to eliminate the use of the word "originally" as it is conducive to probable misrepresentation.

6. We pledge ourselves to construe the term "regularly" to mean price prevailing in our store, immediately prior to the sale of the specific merchandise and referring in all cases to a temporary reduction.

7. We pledge ourselves to an understanding, that when the words "up to" accompanied also by the maximum value or former price are used, they shall be accompanied also by the minimum value or former price, and that at least ten per cent of the merchandise so advertised shall be of a value or former price as high as the maximum price quoted.

8. We pledge ourselves to refrain from the use of statements of fractional reductions or savings unless those reductions or savings are based upon today's value or worth, as those terms are herein defined.

9. We pledge ourselves to avoid unqualified comparative prices except when "value" or "worth" are inferred: sample \$20, \$25 and \$30 dresses at \$17.50, means \$20, \$25 and \$30 values at \$17.50 in accordance with the "value" term as herein defined.

10. We pledge ourselves to the use of "special reductions," "specially priced" and similar forms, only when merchandise is being forced at a price less than the regular or prevailing price in our store.

11. We pledge ourselves to state that, when merchandise from regular stock is included in a special purchase sale, the fact shall be so advertised.

12. We pledge ourselves to avoid "never before," "elsewhere" and similar terms which cannot be proved.

13. We pledge ourselves to avoid the use of the term "made to sell at" inas-

much as it lends itself to abuse and misrepresentation.

14. We pledge ourselves to refrain from advertising articles as given away free unless the articles so advertised can be obtained without any obligation either in purchasing other merchandise or by performing a service.

15. We pledge ourselves to use such terms as "sample," "clearance," "remnants," "special furnish," "marked down," "reduced," etc., only when exact facts.

16. We pledge ourselves to advertise "seconds" "factory rejects" "substandards," etc. in a manner so prominent that it will be clearly indicated to the reader that such merchandise is not first quality.

17. We pledge ourselves to discourage the use of trade names that, of themselves, are misleading.

18. We pledge ourselves to a careful use of trade names of fabrics consisting of fibre, silk and cotton, silk and wool, wool and cotton, etc. qualifying these terms to indicate the materials involved.

19. We pledge ourselves to the use of branded names only when they shall be applied to articles made by the letter owners of such brands.

20. We pledge ourselves to maintain names which through proper usage have come to mean the name fabrics of particular content, such as poncee, taffeta, cashmere, wool, linen, etc.

21. We pledge ourselves to a clear and honest description of finished materials, workmanship, quantities, qualities, sizes, dimensions, and colors, so as to avoid any possible deception or misrepresentation.

22. We pledge ourselves to avoid the use of illustrations which mislead regarding size, quality or appearance of merchandise advertised.

23. We pledge ourselves to govern advertising and store signs, window cards, etc., with the same strict supervision that we have pledged ourselves to apply to newspaper and other forms of advertising.

24. We pledge ourselves to influence sales people to an observance of truth in selling that shall be in accord with our principles of "truth in advertising."

# THIS ILLINOIS MARKET

outranks all other States in combined value of manufactured products and value of all farm property.

Illinois is a state where farm and factory seem to struggle constantly to outdo each other in the production of wealth.

Prosperous, industrious and progressive, Illinois is one of the richest markets for nationally advertised goods.

Everything from mowing machines to motor cars and furs to fireless cookers are sought by the people of this great wealth producing territory.

Many manufacturers are using these daily newspapers advantageously in popularizing their products in this territory. They reach the homes of the people who buy. They cooperate with merchants in their cities. They produce for the merchant.

## Every Successful Advertising Campaign in Illinois depends upon these Newspapers

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
*Aurora Beacon-News . . . . . (E)	15,773	.055	.055
Bloomington Pantagraph . . . . . (M)	17,841	.05	.05
†Chicago Herald-Examiner . . . . . (M)	340,591	.55	.55
†Chicago Herald-Examiner . . . . . (S)	879,471	1.00	1.00
Chicago Daily Journal . . . . . (E)	117,483	.26	.24
†Chicago Tribune . . . . . (M)	537,134	.80	.80
†Chicago Tribune . . . . . (S)	884,706	1.15	1.15
*La Salle Tribune . . . . . (E)	2,948	.02	.02
*Moline Dispatch . . . . . (E)	9,559	.04	.04
†Peoria Journal-Transcript . . . . . (M&E)	32,648	.10	.09
Peoria Star . . . . . (E)	24,580	.075	.06
†Rock Island Argus . . . . . (E)	10,994	.04	.04
*Sterling Gazette . . . . . (E)	5,530	.03	.03

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

### LONDON THANKS HOUSTON AT GOODWILL BANQUET

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

The British delegation found its tongue on Wednesday night to thank Houston (Texas) for its fine action in standing aside to permit the convention for 1924 to be given to London without opposition—a piece of generous sacrifice, great impulse expressed in graceful action. A rush call was circulated to the members of the British delegation to constitute themselves the hosts of the Houston men at a banquet in the grill room of the Ambassador Hotel, Atlantic City, to show their appreciation of the fine spirit displayed by their sportsmanlike act.

In addition to Houston, every other club and association figuring in the A. A. C. of W. convention was represented among the four hundred who gathered in the grill room at the bidding of the Thirty Club.

There was not an empty chair—this in itself being a tribute to the significance of the occasion, since outside was the powerful Beach Party attraction provided by the Poor Richard Club of Philadelphia. To enable the diners to take part in this part of the entertainment the dinner proceedings were kept going at high speed.

The President of the Thirty Club of London, Mr. John Cheshire, proposed the toast of King George, and read the following message from His Majesty:

"His Majesty is pleased to hear of the unabated efforts to make the peoples of the United States and Great Britain better acquainted with each other."

Also a message from the Prince of Wales who wrote: "The Prince of Wales greatly appreciates the objects and hopes of the 1924 convention of Associated Advertising Clubs of the World and realizes the advantages that will ensue from the

holding of the convention at the British Empire exhibition."

Immediately following Mr. Cheshire offered the toast of the President of the United States, both British and American toasts being honored with enthusiasm. Mr. Herbert Houston announced that a message had been received from the White House stating that the President would welcome the British delegation in Washington on Monday, June 11, general acclamation being accorded to the statement.

At the conclusion of the banquet Mr. Cheshire said:

"Mr. Howard, this is a very proud moment for the members of the British delegation. After the events of yesterday, with the dramatic touch imparted by your action which gave us the convention for London in 1924, we are here to do you and our Houston friends honor. Mr. Howard, I want you to be good enough to accept from us a happy souvenir of our appreciation of your fine action."

Mr. Jack Alterman here raised to full view a large silken Union Jack, the sight of which brought all present to their feet with ringing cheers. Mr. Cheshire continued in slow, deliberate accents that cut the stillness with their crispness.

"This is our flag, the dearest thing in the shape of an emblem in our land. We would like you to accept it from us—to remind you of our happy relations, and as a token of our appreciation of those Texan boys who showed such high sentiments in all their dealing with us."

Mr. Howard grasped the flag and raised its pole high above his head to tumultuous cheering. Mr. Howard said: "We have tried in our humble way

## LONDON THANKS HOUSTON

(Continued from page 37)

to do the only thing we thought would be best in this particular way and at this particular time in the history of the Associated Advertising Clubs of the World. In yielding the honor of entertaining this wonderful convention to you we do so perhaps from what seems a selfish viewpoint, but tonight you have seen fit not only to honor us in this way, but have given us an opportunity of meeting you again as our cousins across the sea. We feel and have felt that your actions toward us since our arrival at this convention city are as beautiful an expression as there could be. Our action is slight in comparison with this magnificent token. As young men in the field of advertising we salute you, Mr. Cheshire, as president of the Thirty Club and the head of the British delegation here on our shores. And we say that never before have we come into contact with such super-sportsmen as the British delegation. We shall cherish this British flag and when we sail out of the port of Houston, Texas, bound for London, this flag shall fly on that boat. I count it a supreme honor to have known you and shall acknowledge it as our inspiration in the days and years to come."

The British delegation jumped to its feet and sang Mr. Howard to his seat with "He's a jolly good fellow."

Mr. Stenbridge, called upon to propose a vote of gratitude to the American on to London Committee, the Reception Committee, the New York League of Advertising Women, and the Atlantic City Advertising Club, said the reception began on the voyage out when the Americans and Canadians on board the Berengaria held a reception in honor of the British delegation. He regarded this great welcome not as a tribute to individuals but from the American nation to the English people. We were kinsmen. It was evidence that both peoples wanted

to stand side by side to solve the problems of the future.

Mr. Wilson Lawrenson, responding for the American on-to-London Committee, said he had watched the movement for a year for all it might mean to civilization. He admired these game sportsmen from Texas. Up to the last minute his Committee in their determination to win the convention for London had not missed a single angle of attack. A few years ago millions of American boys sailed for Europe to a famous tune "The Yanks are Coming." Next year a party with a different mission would land in Southampton, proceed to London, and march down the Strand and again the tune would be "The Yanks are coming."

Mr. Herbert Houston, for the Reception Committee, said that on Sunday he listened to great words of inspiration from Fred B. Smith and on Monday a great message from Willie Crawford. Those words were the forerunners of what they were celebrating that night. He believed that 1924 would be more than a convention; it would be an interpretation and an exemplification of comradeship and peace, justice and goodwill.

M. Philip Emanuel, Hon. Treasurer, Thirty Club, in acknowledgment said, "Our American friends have applauded our flag as ourselves. Next to our flag we have an emblem in the British bulldog. We saw a man whom we called a bully man—a bulldog. That was Lou Holland. American cities say 'Come and see our city,' but Kansas City said 'See our man.' That man was Lou Holland. In him have been proved that the qualities of a bulldog, faithfulness and strength, have enabled him to carry through a great work."

Mr. Lou Holland said, "On my mother's side I am English; on my father's side Irish, and my wife is a Canadian. So I am glad to greet London as the forerunner of a great international understanding. Advertising men—remember your emblem, Truth. The gospel of truth will bring you to world peace."

## SOME BALLY SIDELITES, DON'CHER KNOW, ON OUR BRITISH VISITORS

THE British delegates are getting some fun out of their trip. These are some quips gathered by our London editor, Herbert C. Ridout:

Pat Montford had hard work to keep away from the side of the "Berengaria"—didn't matter which side. He said he wanted to—look over!

The Sunday collection at divine service on the "Berengaria" realized £13 3s. 4½d. Which of the Scotsmen, we wonder, contributed the odd bawbee?

One of the best bon mots at the first official meeting of the whole of the delegates on the "Berengaria" was that of Herbert Neaverson—"Harold Vernon makes the smiles and Willie Crawford puts them on the market."

The accidental omission of Mrs. Talcott's name from the printed list of delegates was the cause of one big laugh at the roll call. When Mr. Cheshire called "Mr. W. L. Talcott," that gentleman replied, "and Mrs. Talcott," and Mr. Cheshire quite innocently said, to the general merriment, "Is that so?"

Wullie Crawford was tailored for the trip by Dennis Bradley—note the beautiful sit of his dinner jacket.

Some clever Americans may dispute that Dennis Bradley's tailoring advertisements can possibly bring business. But look at Dennis first. Then ask him which Royal Family in Europe and their suite came to him through one of his advertisements.

Popper loves boxing, and sometimes tells his boxing experiences in lurid

pugilistic parlance, full of red blood. Somebody took pity on Fred Potter, sitting at the same table, and warned Popper to be careful before Potter, and poor Popper couldn't remember a word he had said!

It would not be fair to disclose the name of the bright young delegate who, in commenting upon the fine lighting schemes of the "Berengaria," ingeniously remarked, "Of course they make their own, don't they?"

Sam Haughton tells a good story of his recent reelection as president of the Advertising Club of Ulster. His proposer remarked that he had the "manners of a marquis and the morals of a Methodist." After the meeting a friend took him aside with the words, "Look here, Sam—that remark about the morals of a Methodist. I'm a Methodist and that's libelous."

Fred Johnston's exposition of the step which he called the Cunard Walk is one of the real sights. It beats the Scandal Walk to a frazzle.

How much does Jack Akerman expect to make out of the game that some enterprising speculator foisted on to the delegation on the "Berengaria" as a means of making money out of simple Americans?

The two humorists of the delegation are Jack Akerman and Sam Haughton, but both of them refuse to be officially funny.

A. G. Rossiter was proclaimed the Shuffleboard King on the ship. Hearing this, Fred Johnston said, "Put me down as the Rest King."

John Cheshire and Harold Vernon shared the Imperial Suite on the "Berengaria." Harold Vernon slept in the bed once occupied by the ex-Kaiser. But he shows no trace of it that we can see.

It is not a fact that either in London or on the "Berengaria" the sponsors of the delegation are nicknamed the Thirsty Club. They are really human camels without the hump.

About the only melody the ship's orchestra did not play was the "Derry" air—though many tripped pleasantly to the tune that Derry called.

The London dailies figure strong in the delegation—Horace S. Imber (Daily Mail), Col. Edward Lawson (Daily Telegraph), E. J. Robertson (Daily Express), G. W. Mascord (Daily Chronicle) and Ulric B. Walmsley (Daily Sketch)—and all good fellows.

All the men in the British delegation have good stories to tell. Ask Phil Emanuel his yarn of the rolling square in Lisbon; E. D. Girardot, some of his coon yarns, and W. S. C., his story of how Samson Clark saved a dire situation.

## Seattle American Quits

The Seattle Daily American, evening, ceased publication May 29, less than a month from the time of its first issue. Application has been made to the superior court by W. B. Monks, said to be the largest individual stockholder, for appointment of a receiver to wind up the corporation's affairs. The American Publishing Company was incorporated in the summer of 1921, soon after the Post-Intelligencer had been acquired by Hearst. It was not until May 1 last that a plant could be assembled and publication began.

## Hammond Leaves New York Journal

Charles F. Hammond has resigned from the advertising department of the New York Evening Journal, and leaves June 15 to devote his entire time to the development of Seaside Topics, a publication of Watch Hill, R. I., which he owns. He expects to have this in shape to leave it to others by fall, when he will return to the New York field.

## New Associated Press Member

The Frederick (Md.) Post has been elected to membership in the Associated Press.

## PROTECTING YOUR INVESTMENT

TRADE LINOTYPE MARK

## Leadership

EVERY development of the slug composing machine from the first idea of the circulating matrix to the present quick-change multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

## Performance

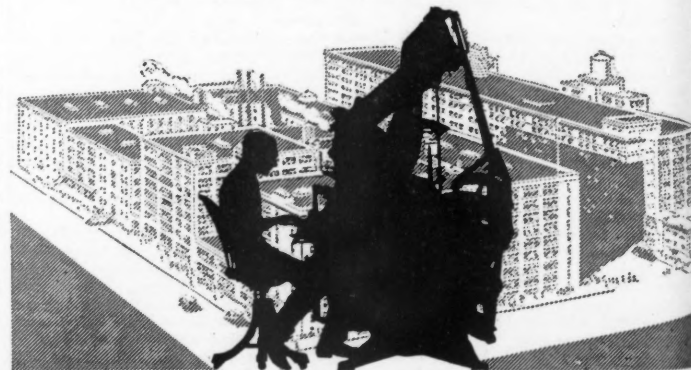
LINOTYPES are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

## Service

THE more than 45,000 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

## MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.



Composed entirely on the LINOTYPE in the Scotch Series. The Border is No. 1654.

**CHAS. F. PIDGIN DIES AT 79**

Was Author of "Quincy Adams Sawyer" and "Blennerhasset"

Charles Felton Pidgin, aged 79, author of "Quincy Adams Sawyer" and "Blennerhasset," died at Melrose, Mass., June 3. He served in the Massachusetts State Bureau of Statistics of Labor, as chief clerk and chief, from 1872 to 1907, during that time inventing several methods and machines for recording and tabulating statistics. Originally he was a Boston newspaper man.

"Quincy Adams Sawyer," his most popular story of which 250,000 copies were sold, was recently put into films. Other recent achievements of Mr. Pidgin were the libretto of a grand opera, "Venusia and Cupidon," and a device for "visible speech" with motion pictures. Two hundred thousand copies were sold of "Blennerhasset." Other works of Mr. Pidgin were: "Further Adventures" and "Chronicles" of Quincy Adams Sawyer, "Stephen Holton," "The Climax," "A Nation's Idol," "The Letter H," "Little Burr," "Sarah Bernhardt Brown," "The Corsican Lovers," "The Hidden Man," "The Toymakers," "Theodosia," "Labor," "The House of Shame," and the "Court-in," a comic opera. He was three times married.

**Former Tacoma Publisher Dies**

John Edgar Rhodes, aged 49, former publisher of the Tacoma Tribune, and latterly secretary-manager of the Southern Pine Association, died June 2 in New Orleans.

**Obituary**

JOHN C. HILL, for many years in newspaper work in St. Joseph, Mo., fell dead from the street recently. A widow and four sons survive.

BATE C. DRUMMOND, aged 45, for 14 years editor and publisher of the Lexington, (Mo.) News, died as the result of being struck by a train at Martin City, May 29. A brother, Walt Drummond, is on the Pratt (Kan.) Daily Tribune.

CHARLES W. DE LYON NICHOLLS, aged 69, author, theologian and magazine contributor, died at Bridgeport, Conn., Hospital May 29.

W. H. KENNEDY, aged 79, who died recently in Ohio, was the father of Olin W. Kennedy, managing editor of the Miami (Fla.) Herald.

J. R. FINDLATER, until recently sales manager of the Earl Motors Manufacturing Company of Jackson, Mich., is dead in Detroit.

MRS. ELIZABETH A. BLACKBURN, aged 31, wife of Henry Blackburn, an employe of the Columbus Dispatch, died June 2.

SAMUEL W. ABRECHT, aged 21, a reporter on the Frederick (Md.) News-Post, was killed when struck by lightning while taking shelter in a garage near Ridgeville, Md. He was returning from an automobile trip to Washington when the storm came up. Several other people were in the garage, but the reporter was the only one struck by the bolt which first hit a tree outside.

FRED EMERSON BROOKS, aged 73, California poet, died suddenly at his home in Berkeley City, June 1.

EDWARD RUTHBEN O'HARA, father of Miss Louise M. O'Hara of the San Francisco Call, died May 28. He was a railroad builder in the East and Middle West.

HARRY B. DORWART, aged 78, for 40 years a printer with the New Era Printing Company, died May 31, at Lancaster, Pa. He followed the printing trade for 60 years, being connected with the old Express before he worked for the New Era.

WILLIAM H. GEARY, aged 71, of Brooklyn, for 51 years in the office employ of the publishing house of D. Appleton & Co., died May 29.

MRS. NANCY LOGAN MACLEAN, aged 87, who died at Carroll, Ia., May 14, had been closely associated with newspaper folk all her life. She was the widow of Matthew Maclean, once publisher of the

Atlantic (Ia.) News-Telegraph. A son, Paul Maclean, is at present State news editor of the Butte (Mont.) Daily Miner. J. B. Hungerford, a son-in-law, is one of the publishers of the Carroll (Ia.) Herald, and a grandson, John Hungerford, is the other publisher of the same paper. A nephew, Hugh J. Logan, Jr., was former critic and analyst of the New York World and is now on the staff of the World. Mrs. Maclean was a native of Pittsburgh.

EDWIN S. ARNOLD, formerly editor of the Reveille of Keystone, Pa., but more recently an employe of the Postoffice Department, died in Washington May 31 of pneumonia.

FRED EMERSON BROOKS, aged 73, poet and scenario writer of Chicago, died at Berkeley, Cal. He was the author of many poems on Civil War themes, one of the best known being "Pickett's Charge." He also wrote several comic opera librettos. One of his recent enterprises was the organization of a company to produce a motion picture opera.

MRS. ADELINE M. PAYNE, aged 89, widow of William P. Payne, former publisher of the Nevada (Ia.) Representative, died at Nevada, June 1. She is survived by one son, William O. Payne, newspaper man of Des Moines.

BENJAMIN ALLEN WARD, aged 73, pioneer Iowa and Nebraska newspaper man, died May 25 at York, Neb. He had been a correspondent for the Omaha Bee more than 30 years.

F. L. WHEDON, owner and editor of the Kearney (Neb.) Democrat, died of heart disease June 1.

MARION SIGFRIED NORELIUS, aged 49, editor and owner of the Chicago County Press at Lindstrom, Minn., died May 31. He had done newspaper work in Chicago and St. Paul. His widow will continue publishing the Press.

ALFRED PELL HAVEN, aged 66, for 25 years Sunday editor of the New York Sun and for more than five years an editorial writer on the staff of the Sun and New York Herald, died at his home in Brooklyn, June 4. He had attempted in vain to regain his health by a trip to Florida last March, but on his return in May was unable to resume work. He resigned as night city editor of the World to join the Sun under the management of Paul Dana, son of Charles A. Dana. His widow survives.

JAMES I. EVANS, aged 55, assistant city editor of the Cincinnati Enquirer and formerly a suburban reporter for 18 years, died recently.

CLARENCE H. BAKER, aged 64, formerly managing editor of the Paterson Press-Guardian and formerly Collector of the Port of San Domingo, died May 30 of heart disease.

MRS. W. L. LAMAR, wife of the news editor of the Daytona (Fla.) News, died recently after a long illness.

WARREN C. HUNTER, aged 66, for many years connected with newspapers throughout the United States and Canada as special edition man, died at the home of his son-in-law, Harvey L. Southward, sporting editor of the Lynn (Mass.) Telegram-News, in Swampscott, May 26. He has been employed in Pittsburgh, Albany, St. Paul, Kansas City, Atlanta, Denver, Bridgeport, New Haven, Hartford, Worcester, Montreal, Ottawa, Winnipeg and Hamilton, Ont., his last position being on the Brooklyn Citizen. He retired in February, 1921. He is survived by his widow and daughter. He was one of the few men who had interviewed J. Pierpont Morgan.

HENRY S. CURTIS, who for 36 years was a member of the Boston Globe composing room staff, died June 2 at Lexington, Mass. He served his apprenticeship on the old Salem Observer.

MRS. PETER NOONAN, aged 71, mother of Frederick F. Noonan, night foreman of the Boston Globe art department, died recently in Boston of pneumonia.

**Tolerance Receiver Removed**

Federal Judge George A. Carpenter, at Chicago, has removed a receiver appointed a few days ago by Judge Wilkerson to take charge of Tolerance, the anti-Ku Klux Klan publication of this city.

# WEST VIRGINIA

which ranks 40th among the states in size and 27th in population, ranks *second* in value of mineral wealth.

The State also ranks second in the total number of persons engaged in the mining industry.

West Virginia has not only mountains of coal and iron, but it has great deposits of granite, oil and natural gas, marble and sandstone, abundance of water power, rich farms and prosperous factories.

Distribution of commodities is chiefly through these seven trade centers that are also newspaper headquarters for the population of nearly 1,500,000 people.

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states.

Be a big advertiser in West Virginia at a minimum expenditure.

	Rate for Circulation 5,000 lines		Rate for Circulation 5,000 lines
<b>Bluefield</b>		<b>Martinsburg</b>	
†Telegraph .....(M)	10,960 .04	*Journal .....(E)	4,037 .03
<b>Charleston</b>		<b>Parkersburg</b>	
*Gazette .....(M)	19,529 .06	†News .....(M)	5,796 .025
*Gazette .....(S)	23,122 .07	†News .....(S)	5,796 .025
		*Sentinel .....(E)	7,256 .03
<b>Clarksburg</b>		<b>Wheeling</b>	
*Exponent ....(M&S)	8,991 .03	†Intelligencer ....(M)	12,797 .0325
*Telegram .....(E)	11,588 .04	†News .....(E)	15,261 .05
*Gazette .....(S)	13,510 .045	†News .....(S)	14,719 .07
<b>Huntington</b>			
†Advertiser .....(E)	10,114 .035		
*Herald-Dispatch (M)	12,979 .035		

\*A. B. C. Statement, April 1, 1923

†Government Statement, April 1, 1923.

# 140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

## Sunday Times-Herald

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National Advertising Representatives

**G. LOGAN PAYNE COMPANY**  
Chicago, Detroit, St. Louis, Los Angeles

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New York and Boston

### "In Boston It's the Post"

Circulation Averages  
for 1922

**BOSTON DAILY POST**  
**396,902**  
Copies Per Day

**BOSTON SUNDAY POST**  
**401,643**  
Copies Per Sunday

First in Local, General and  
Total Display Advertising

## ABLE ASSISTANT FOR A PUBLISHER

Experienced man under 40 with demonstrated ability for complete management of newspaper plant seeks larger opportunity.

Is now in full charge of a well-known, successful, prosperous daily paper of considerable size in which position he has long handled the varied responsibilities involved in holding final authority and has discharged these duties to the satisfaction of the owner. Will go anywhere in the United States where the right opportunity exists.

Address B-727, care of  
EDITOR & PUBLISHER

## TIPS FOR AD MANAGERS

**N. W. Ayer & Son**, 300 Chestnut street, Philadelphia. Again placing orders with newspapers in selected sections for American Importers of Spanish Green Olives, New York.

**Barton, Durstine & Osborne, Inc.**, 383 Madison avenue, New York. Reported will make up list of newspapers during June for Walker & Pratt Manufacturing Co., electric stoves, Boston.

**Thomas E. Basham Company**, Inter-Southern Life Building, Louisville. Making 1,000-line contracts for the Axton Fisher Tobacco Company.

**George Batten Company, Inc.**, 383 Madison avenue, New York. Making yearly contracts for Bell & Company.

**Blackman Co.**, 120 West 42d street, New York. Making contracts with newspapers in various sections for Procter & Collier, "Chipso," Cincinnati.

**W. L. Brann, Inc.**, 11 East 43rd street, New York. Using one page, twice for Montgomery Ward & Co.

**Brennan-Eley Company**, Republic Building, Chicago. Reported will place account of the Halliwell Electric Company, hair drier, New York.

**Campbell-Ewald Company**, 18 West 34th street, New York. Making yearly contracts for the Oakland Motor Car Company.

**Charles Advertising Service**, 23 East 26th street, New York. Placing orders with some southern newspapers for the Chipman Chemical Engineering Co., New York.

**Collins-Kirk, Inc.**, Waller Building, Chicago. Making contracts for the Kirk Soap Company.

**Critchfield Company**, Brooks Building, Chicago. Renewing some newspaper contracts for H. S. Peterson & Co., Medical, Chicago.

**Critchfield & Co.**, Fuller Building, New York. Making yearly contracts for Avery Company.

**Dauchy Company**, 9 Murray street, New York. Making yearly contracts for Allen S. Olmsted.

**Doremus & Company, Inc.**, 44 Broadway, New York. Placing 3,000-line contracts for Chandler & Co.

**Dorrance, Sullivan & Company**, 130 West 42nd street, New York. Placing a special merchandise campaign tied up with Rexall & Liggett Stores, for the United Drug Company of Boston.

**Dunlap-Ward Advertising Company**, 308 Euclid avenue, Cleveland. Making 1,000-line contracts for the Chandler Motor Car Company.

**George L. Dyer Company**, 42 Broadway, New York. Placing orders with some Middle West newspapers for the National Seal Company, "Hazel-Atlas Glass Co." Brooklyn.

**George L. Dyer Company**, 42 Broadway, New York. Making 5,000-line contracts for the United States Tire Company.

**George L. Dyer Company**, 42 Broadway, New York. Making 1,000-line contracts for the National Seal Company, Inc.

**Erickson Company**, 381 4th avenue, New York. Reported will place account of Lalanc & Grosjean, Agate Wear, New York.

**Erwin, Wasey & Co.**, 25 West 43rd street, New York. Making 3,000-line contracts for the Carnation Milk Products Company.

**Ferry-Hanly Adv. Co.**, 6 North Michigan avenue, Chicago. Reported will use some Middle West newspapers for Beckman-Dawson Roofing Co., "Winthrop" paper asphalt shingles, Chicago.

**George W. Ford Company**, Hurt Building, Atlanta. Making up lists of weeklies and farm journals in thirteen southern states for the Wee-Vo Poison Manufacturing Company, on Wee-Vo, a guaranteed Boll Weevil exterminator.

**George W. Ford Company**, Hurt Building, Atlanta. Sending out schedules to southern dailies for the Borden-Wheeler Hotel, Borden Springs, Ala.; also making contracts for "Akmya," blackhead remover, made by Skin Specialties Company, Rome, Ga.

**Fuller & Smith**, 1501 Euclid avenue, Cleveland. Again placing orders with some Western newspapers for the Great Lake Tours Assn.

**Gardner-Glenn Buck Co.**, 1627 Locust street, St. Louis. Placing orders with newspapers in various sections for the Ralston Purina Co., St. Louis.

**Geyer-Dayton Advertising Company**, Dayton Savings & Trust Building, Dayton. Reported now placing account of Lowe Bros. Co., paints, Dayton.

**Green-Fulton Cunningham Company**, Steger Building, Chicago. Making yearly contracts for the Dort Motor Car Company.

**Green, Fulton, Cunningham**, Free Press Building, Detroit. Reported now placing account of the Modart Corset Company, Saginaw, Mich.

**Gundlach Advertising Company**, 175 5th avenue, New York. Reported now placing account of Pathé Freres Phonograph Company, Brooklyn.

**Honig-Hooper Co.**, 74 New Montgomery

street, San Francisco. Again placing orders with newspapers in selected sections for California, Inc., Community Advertising, San Francisco.

**Arnold Joerns Co., Inc.**, 26 East Huron street, Chicago. Making 5,000 line contracts for the Republic Motor Truck Company.

**Kling-Gibson Company**, 220 South State street, Chicago. Placing the following accounts: Battle Creek Food Co., "Zep" Cereal, Battle Creek, and Wizard Products Corporation, "Wizard" Polish Mop, Chicago.

**Thomas F. Logan, Inc.**, 680 5th avenue, New York. Making yearly contracts for the New York Central Lines.

**H. K. McCann Company**, 61 Broadway, New York. Now placing account of Voss & Stern, Lacey, New York.

**McJunkin Advertising Company**, 5 South Wabash avenue, Chicago. Now placing account of the L. J. Mueller Furnace Company, Milwaukee, makers of pipe and pipeless furnaces.

**Patterson-Andrews Company**, 1 Madison avenue, New York. Placing page orders with newspapers in various sections for the Curtis Publishing Co., "Ladies' Home Journal," Philadelphia.

**Payne Hancock Adv. Organization**, Drexel Building, Philadelphia. Have secured the following accounts: Iardwick & Magee Co., Philadelphia; Bundard Wilton Rugs, Philadelphia; Moore Bread Company; Philadelphia and Peoples Trust Company, Philadelphia. Reported will conduct a campaign in some New England papers for the Mione Manufacturing Co., Soaps, Philadelphia.

**Peck Advertising Agency**, 6 East 39th street, New York. Now placing account of G. B. Seely's Sons, Ginger Ale, New York.

**Porter, Eastman, Byrne Co.**, 22 West Monroe street, Chicago. Placing orders with some Pennsylvania newspapers for the Beatrice Creamery Company, "Meadow Gold Butter," Chicago.

**Potts-Turnbull Company**, 6 North Michigan Blvd. Making 4772-line contracts for Town Crier Flour.

**Frank Presbrey Company**, 456 4th avenue, New York. Renewing some contracts for the Cunard-Anchor Line S. S. Company, New York.

**William H. Rankin Co.**, 180 North Wabash avenue, Chicago. Renewing some newspaper contracts for the Goodrich Rubber Company, Tire, Akron.

**William H. Rankin Co.**, 1 West 37th street, New York. Renewing some newspaper contracts for the National Carbon Company, Columbia Batteries, Long Island City.

**William H. Rankin Co.**, 1 West 37th street, New York. Making 1,000-line contracts for the B. F. Goodrich Rubber Company.

**Frank Seaman, Inc.**, 470 4th avenue, New York. Making yearly contracts for the General Cigar Company.

**Russell M. Seeds Company**, 851-2 Consolidated Building, Indianapolis. Reported will make up lists for the Pinex Company, Medical, Indianapolis.

**W. W. Sharpe & Co., Inc.**, 240 Broadway, New York. Making yearly contracts for Santal Midy.

**Sheridan, Shawhan & Sheridan**, 30 East 34th street, New York. Placing orders with some Pennsylvania newspapers for the Bethlehem Motors Corp., Allentown.

**Simpson Adv. Service**, Syndicate Trust Building, St. Louis. Reported will place orders with some Western newspapers for Meyer Bros. Coffee & Spice Co., "Old Judge" Coffee.

**Snodgrass & Gayness**, 489 5th avenue, New York. Placing orders with newspapers in selected sections for Ajax Rubber Company, Auto Tires, New York.

**Stack Advertising Agency**, Heyworth Building, Chicago. Using 504 lines once for the Standard Oil Company.

**Sterling, McMillan, Nash, Inc.**, 2 West 45th street, New York. Placing orders with newspapers in selected sections for General Electric Company, Fans, Schenectady.

**Street & Finney**, 171 Madison avenue, New York. Now placing account of Atmore & Son, Inc., "Ye Olde Style" Mince Meat and Plum Pudding, Philadelphia.

**Travelers Co., Inc.**, 20 West 34th street, New York. Placing orders with newspapers in various sections for Crown Hair Restorer.

**Wales Advertising Company**, 141 West 36th street, New York. Making yearly contracts for John T. Stanley, Inc., Mobs Auto Soap.

**Williams & Cunningham**, 6 North Michigan avenue, Chicago. Reported placing orders with newspapers in various sections for Cudahy Packing Co., "Old Dutch Cleanser," Chicago.

**Edwin Bird Wilson, Inc.**, 9 Hanover street, New York City. Placing 2,800-line contracts for the Murchinson National Bank.

**Wood, Putnam & Wood Co.**, Oliver Ditson Building, Boston. Now handling account of

the Hannahsons Shoe Company, Haverhill, Mass.

**Erwin Wasey & Company**, 58 East Washington street, Chicago, Ill. Orders and contracts being issued to Kentucky newspapers on U. S. Gypsum Company and to Iowa papers on the Western Grocer Company.

**McJunkin Advertising Company**, 5 South Wabash avenue, Chicago. Issuing contracts and orders in new towns on the Good Grape Company, Chicago, Ill.

**J. Walter Thompson Company**, 14 East Jackson boulevard, Chicago. Plans are underway for a small campaign on Sun Maid Raisin Growers, Fresno, Calif. It is undecided as yet whether these plans will be adopted. The agency will not be able to give out any information on the matter for another week or two.

**Dudley Walker Company**, 122 South Michigan avenue, Chicago. Pere Marquette R. R. advertising in Southwestern states which has been handled by Campbell Truemp & Company, Detroit, Mich., will be pooled with the Chicago & Alton railway and released through Dudley Walker Company. This only applies to Southwestern territory, regular advertising of Pere Marquette in other territories to continue through Campbell Truemp & Company.

**Collins-Kirk, Inc.**, 400 North Michigan avenue, Chicago. Issuing to small Eastern papers schedules for June, July and August on James S. Kirk Company (Soap) Chicago.

**Anfenger-Jacobson Advertising Company**, Old Fellows Building, St. Louis. Placing one full page for the St. Louis Surfacter & Paint Company.

## EMPLOYEES ASK BANKRUPTCY

### Beaumont (Tex.) News Had Espoused Cause of Ku Klux Klan

Involuntary proceedings in bankruptcy have been filed against the Beaumont (Tex.) News Publishing Company, publishers of the Beaumont Afternoon News. The application was filed by employees of the paper who claimed they had not been paid off for two weeks.

Three of the directors made an investigation of the business with a view of continuing publication, but found that liabilities so far exceeded assets that it would be impossible to dispose of receiver's certificates. C. L. Shless, who founded the paper, has left the city and is reported to be in Chicago.

Soon after beginning publication, the News espoused the Ku Klux Klan cause, members of that organization underwriting \$45,000 in bonds to put it on its feet. It is reported that the liabilities are in excess of \$90,000, while the principle assets, machinery, are mortgaged.

## TRUTH HELD NO LIBEL

### Daily Oklahoman Wins Suit Based on Premature Story

Going into court with no defense but the truth of the news published, the Daily Oklahoman of Oklahoma City, won a \$10,000 libel suit before a jury following the printing of an unprivileged court record, an information drawn up by the county attorney's office but never filed before the justice of the peace.

This information charged H. A. Perry with embezzlement. After the complaining witness had sworn to the charge, it was brought out at the hearing, he went to Perry and collected the money from him and failed to file the papers before the magistrate.

## LITERARY DIGEST CAMPAIGN

### \$250,000 to Be Spent in Newspapers in Eight Weeks

The sum of \$250,000 to be spent in newspapers during eight weeks to July 14 has been appropriated by the Literary Digest. Space five columns wide will be used.

Funk & Wagnalls, publishers, state they have made a study of what the readers of the Digest do for a living and what positions they hold and that these facts are to form the basis for the series.

## Represents Cox Papers

J. A. Klein, Inc., New York, has been appointed national advertising representative for the Canton (O.) News and Miami (Fla.) Metropolis, James M. Cox's new papers.





# INDIANA

WHEN the Searles estate sold the "Globe" to Mr. Munsey, who frankly desired it only to submerge it in the "Sun," it immediately became necessary for me to decide whether I would abandon journalism outright or attach myself to another newspaper that would be courageous enough to give me the freedom essential to the success of the movement to which I have devoted so much of my life.

The news of the sale of the "Globe" had come to all of us, from top to bottom, without warning. Stunned by the announcement, we could scarcely believe it true. The paper was to be scrapped. Only the Associated Press and the machinery were to be salvaged. Such were the rumors.

I sat with others of the staff and looked upon the wreck of the thing I had served and loved. No one stepped forward authoritatively to deny the report.

The old owners were silent; published interviews with Mr. Munsey seemed to confirm the reports of contemplated destruction.

Scrapped? The old "Globe" scrapped? The oldest newspaper in America scrapped? And with no obsequies? No mourners? Not even a piece of graven stone to mark the place where once it stood? Could it be true? Who could believe it?

Men who for twenty or thirty years had given their all to the paper could not believe it. In the twinkling of an eye they were to be exterminated, their lights snuffed out.

It did not seem possible that the oldest paper in America would be sold except to be perpetuated. Surely, I declared, the owners for whom this splendid group of men had created a newspaper of lofty ideals, who had struggled and labored for years in enhancing the value of the things about to be butchered so ruthlessly, would not sell them out like so many head of cattle without a word of warning or an expression of sorrow.

I preferred to believe that years of faithful service would count, even to a dead man's heirs, and that those who had shared so strangely and so extraordinarily in Mr. Seales's estate in other ways would see to it that the men and women of the "Globe" staff from H. J. Wright down to the copy boy would have the reward of duty faithfully performed.

A day passed. Two days passed. Three. Not a word from owners, new or old. Then came realization of the worst. One by one the great spirits whose union had made the "Globe" began their exodus. The old owners cared nothing; the new owner owed them nothing. Why, then, should they not disperse as they pleased?

Now they are scattered—from the most retiring, noblest and biggest intellect in journalism, Henry J. Wright, down to the lowliest member of the staff, all of whom loved Mr. Wright into a deep, abiding love; all of whom cherished him as a rare and beautiful soul, gifted with great gifts, who used them all according to his lights unselfishly, chastely, humanly and well.

My own grief was a petty thing in the backwash of the flood of grief that inundated the whole establishment. I felt I was through with journalism forever. Were the rewards merely wages? Was a newspaper career in never-ending peril of being cut off on a two weeks' notice; or at best was such a career alone to end by getting you out en masse to a new owner, whose ideas may or may not be good ideas? More and more I felt that I was through with journalism forever. I had reason to believe that I had been a good influence in the metropolis; that I had helped to correct many abuses and had helped to abolish many abominations; that my withdrawal from the field would be followed by quick forgetfulness and a revival of the very worst of the food

crimes against which, backed by Henry J. Wright, I and the "Globe" had never flinched.

I have been through 206 dreadful encounters with the civil and criminal law. Henry J. Wright had stood with me through them all. I had been held for the grand jury. I had been held in contempt of court. I had been arrested on charges of assault. I had sent rascals to the penitentiary, and had inspired nearly a thousand heavy fines. The shadow of Henry J. Wright was ever behind me; his hand was ever on my shoulder; his voice was ever in my ears: "We are right, Mac. Let's go through with it regardless of consequences. Nobody else in this too hard old world is doing it. Let us finish what we have undertaken."

I was indeed through. I did not peddle my services to any other newspaper. Henry L. Stoddard, editor of the Mail, learned that I was a free agent. He came to me. I told him how I felt. He insisted I was not through; that the Mail would back me to the limit; that greatness, as wealth goes, cannot harness an ideal; that the columns of the Mail would gladly take up the work so ruthlessly interrupted; that if I would come he would stand by as Henry J. Wright had stood.

Our minds met at last. It is a fact that I wrote a series of pure food articles for the Mail before the Globe published the first of them twelve years ago. Mr. Stoddard had several times sought to induce me to operate through this paper. Four days ago I did not know what I would do. Today I am here, with the most sacred assurances and with the most solemn pledge that I will be indeed a free agent; that I can go on administering blame and praise where they are deserved, where I can prove my case with evidence that will survive the scrutiny of the court as in the past; that I can continue without reservation my work of public service.

So I begin again, with God's grace, that which I thought could be no more. I need a rest. I intend to take one. Overwork and weariness are as deadly as too much wealth and comfort. For a while the Mail readers will not hear from me as often as it has been my habit to be heard in the past.

Soon, however, I shall undertake in earnest, with renewed vigor, renewed fervor, renewed zeal, the hazardous task of fighting special privilege and soullessness in the food industry.

I shall go on working for other men's children even as I work for my own. With the support of Henry L. Stoddard and the Mail I shall strive to account to the full for my stewardship of the trust which in the past so many thousands have reposed in me.

I leave an old memory with plume unsullied, with fond and tender feelings, even with a sob for the life I have seen crushed out. I begin all over with new hopes of continued usefulness. Whatever God has in store for me, let it be done, for I shall try to do His will as He permits me to see it.—Alfred W. McCann in the New York Mail.

### Publisher Gives Blood for Kin

Fred B. King, publisher and part-owner of the Gloversville (N. Y.) Herald, and now postmaster of Gloversville, submitted to a blood transfusion operation to save the life of his nephew, aged 15. The operation was a success, and the boy is recovering.

### Clubwomen Attack Billboards

At the annual convention of the Massachusetts Federation of Women's Clubs held in Swampscott, Mass., resolutions were passed pledging the federation's support to a movement to rid the highways of billboards throughout the State.

presents trading advantages which are particularly attractive.

It has unequaled transportation facilities. All leading trans-continental railroads cross its borders with branches reaching to every corner of the State. Besides steam railroads, Indiana has over 2000 miles of electric railroads. On water transportation, Indiana is remarkably well situated—fully half its borders are on navigable waters. For good roads Indiana has a national reputation.

Natural resources, such as timber, oil and coal, have greatly contributed to the buying power of the people of the State.

Indiana's security is farm lands, the best farm lands in the world, where Indiana's great agricultural wealth originates. Millions of cattle, horses, sheep and hogs are produced annually in Indiana.

Indiana's leading daily newspapers listed below have enormous influence and result-producing power. The National Advertiser who links his merchandise to the local merchants through this list of daily newspapers will cash in.

	Circulation	Rate for 5,000 lines	
*Crawfordsville Review .....	5,200	.025	
†Decatur Democrat .....	(E) 3,144	.025	
*Evansville Courier .....	(M) 26,325	.06	
*Evansville Courier .....	(S) 23,504	.06	
*Fort Wayne Journal-Gazette .....	(M) 26,279	.07	
*Fort Wayne Journal-Gazette .....	(S) 31,008	.07	
*Fort Wayne News-Sentinel .....	(E) 38,328	.09	
*Gary Evening Post and Tribune .....	(E) 10,409	.05	
*Indianapolis News .....	(E) 127,361	.23	
*Lafayette Journal & Courier (M) 7,076 } (E) 12,208 }	19,284	.05	
†La Porte Herald .....	(E) 4,106	.025	
†South Bend News-Times .....	(M) 10,342 } (E) 11,263 }	21,605	.06
*South Bend News-Times .....	(S) 20,174	.06	
†South Bend Tribune .....	(S) 18,909	.055	
*Terre Haute Tribune .....	(E&S) 24,442	.06	

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

# EDITORIAL



## LONDON BOUND

**I**N selecting London as their 1924 convention city the Associated Advertising Clubs of the World have taken a wise step that is sure to have a far-reaching effect for the better, not alone upon their own affairs but likewise on the relations of the peoples of all nations.

The membership of the A. A. C. W. is composed of men and women who speak for modern progressive business that is going to win America a place of leadership in international trade. No other body so thoroughly represents the new spirit of American business. On its roster we find the moulders of policy in every phase of business endeavor.

The selection of London as its next convention city by such an organization is a matter of world importance.

It is going to be something more than a gathering for a discussion of technical problems by men interested in advertising. Business and advertising are today one and the same thing and the 1924 convention of the Advertising Clubs of the World is certain to be the greatest congress ever held to discuss the trade and economic problems of all mankind.

In fact, this seems assured from the very beginning. The American delegation will be the largest that has ever crossed the seas on a peace mission—they will represent every section and every division of American thought. In London they will meet and discuss their business problems and their relation to the problems of Europe with men and women of like position in each of the countries that has its place in the international scales which balance trade and make or thwart prosperity.

For the first time in its history the Associated Advertising Clubs of the World have come to the place that makes of them a driving force in world affairs on a scale that was the dream of some of its most widely visioned founders.

It was only fitting that Lou E. Holland, of Kansas City, should be re-elected president to complete the work that he began during his first term of office. He accepted that position one year ago when the affairs of the national body were at low ebb; he is now destined to lead it in the full-glow of its greatest success.

It is only natural that EDITOR & PUBLISHER should feel proud of the part it has played in the affairs of the A. A. C. W. during the past year, and especially in its advocacy of London as the next convention city.

There is a lesson in the action of the Atlantic City convention for the politicians. The American people through advertising men and women—the trail blazers of American business—are going to seek understanding of their problems by talking them over with all interested parties. This is an international movement worthy of the support of business everywhere. Let us make the new cry:

"London 1924—2,000 strong."

## TOWN SURVEY TIME

**J**UNE is the month which every editor should set aside to make a special survey of his city. It is then that he can probably best decide in what way he can increase his service to his community.

June is the month in which natural beauty is at its best, and in contrast, man-made community evils are at their worst.

It is the best of all months for taking a poll of rose bushes, and you can generally judge a town or city as a place worth living in by the total number of which it boasts.

Which predominate in your town, rose bushes or "dump no garbage here" signs?

The initial cost of each is about the same, but there is a lot of difference in their effect on the community. The average citizen is not at all likely to increase the fire and health dangers of his city by carelessly throwing litter over a blooming rose bush, but that's what the "dump no garbage" sign invites, because it is that kind of a looking place.

Newspapers can do more to beautify their towns than any other single agency. The well kept lawns

## THE BEATITUDES.

Section 1.—Matthew 5:11-12.

And seeing the multitudes, he went up into a mountain: and when he was set, his disciples came unto him:

2 And he opened his mouth, and taught them, saying,

3 Blessed are the poor in spirit: for theirs is the kingdom of heaven.

4 Blessed are they that mourn: for they shall be comforted.

5 Blessed are the meek: for they shall inherit the earth.

6 Blessed are they which do hunger and thirst after righteousness: for they shall be filled.

7 Blessed are the merciful: for they shall obtain mercy.

8 Blessed are the pure in heart: for they shall see God.

9 Blessed are the peacemakers: for they shall be called the children of God.

10 Blessed are they which are persecuted for righteousness' sake: for theirs is the kingdom of heaven.

11 Blessed are ye, when men shall revile you, and persecute you, and shall say all manner of evil against you falsely, for my sake.

12 Rejoice, and be exceeding glad: for great is your reward in heaven: for so persecuted they the prophets which were before you.

and blooming flower bushes of Marion, Ohio, are a tribute to President Harding, as an editor who believes in community service. The Marion Star has made those things a part of its community policy.

Not enough of that kind of work is being done in America. Why not look your town over this June, when the best and the worst show to the greatest advantage, and then make your plans for the future for a more beautiful America?

## THE NEWSPAPER OF THE FUTURE

**B**OTH editors and publishers will undoubtedly study with interest the table showing text and advertising percentage comparisons, as presented in EDITOR & PUBLISHER last week for 144 evening newspapers. Just what the readers' rights are in this matter is a thing that has bothered newspaper makers for a number of years.

However, it is doubtful that the reading public will continue indefinitely to buy that newspaper which makes its text matter a negligible part of its make-up.

Among some newspaper men there is a conviction that newsprint shortage through deforestation will force us to standardize the page size of our newspapers at a total much less than we find today in any of our dailies. This naturally will result in setting aside a definitely located amount of space for advertising and another definite amount of space for text matter.

Under such an arrangement, it will not be possible to have the wide variance that now exists, because under the present system a great number of pages give an outlet for the presentation of all the news of the world and features. Volumes of pages now furnish the space but when the number of pages are restricted, it is going to mean restricted advertising and a greater amount of space per page for text matter.

We believe when that time comes, that there will be a better satisfied reading public, and a more sound business policy within the newspaper than we have today.

## NEWS IS THE THING

**P**ROBABLY the most unusual thing about the award of the Pulitzer prize to the Memphis Commercial-Appeal for rendering the greatest service of any American newspaper during 1922, is found in the statement of C. P. J. Mooney, editor of that newspaper, that it carried on no campaign and did no crusading against the Ku Klux Klan, which the award was based.

"We printed the news," he declared. Strange as it may sound that seems to have been the basis for the award, for in going through the Commercial-Appeal for the period during which this public service was being rendered we find that what they were doing particularly was printing everything about the Klan that came over the wires from the great press services and from their own correspondents. And through it all there was an absolute absence of bitterness.

It is time for newspaper men to give more thought to news that goes into their papers when merely printing the news is found to be sufficient reason for which to base the award of the greatest journalistic prize of the year. Printing the news is the first purpose of a newspaper and when persisted in it always brings the greater reward of reader confidence that shows in circulation figures.

"He printed the news," is the highest tribute that can be paid an editor.

## A NATIONAL EDITORIAL PROBLEM

**T**HE response to date indicates that the coming meeting of the National Editorial Association to be held in New York State in July, will be the largest in point of attendance, in the history of that organization.

An elaborate program is being prepared for the entertainment of the visitors, but aside from this it is the belief of EDITOR & PUBLISHER that the delegates this year should seriously take up and help to solve the many problems which the smaller publishers face with uncertainty. The National Editorial Association has a definite place in the newspaper world and should increase its facilities for functioning in every interest of its large membership.

Increased costs of newspaper production, the press agent evil and a fair profit from the sale of advertising space are not receiving the consideration or meeting with the concerted action which they should. It is entirely within the province of the N. E. A. to take up and thrash out these matters.

The press agent evil is particularly neglected in the smaller paper field, if we are to believe the paid agent who looks for publicity and who boasts of the ease with which he can get his propaganda to the country, through the smaller papers, without pay.

This should, by all means, be made a chief topic of discussion at the meeting in July.

## TRUE SPORTSMANSHIP

**N**OTHING could have done more to cement the good feeling within the A. A. C. W. than the friendly contest between London and Houston for the 1924 convention.

There was no more stirring event at Atlantic City than the exchange of courtesies by the two cities contending for the next convention. Texas should be happy in the knowledge that her representatives were such good losers. It was a clean fight and every one who took part in it has a right to feel proud.

The sportsmanlike action of the Texas city practically assures her of the 1925 Convention and she will be all the happier for having waited, for then the Associated Advertising Clubs of the World will have grown to be a real international organization, attracting men from every corner of the earth and every activity of man.

It will be a real honor to be the first American city to entertain the greater organization—that it now seems assured will play an increasingly important part in the affairs of men.

PERSONAL

**VICTOR F. LAWSON**, publisher of the Chicago Daily News, was the principal speaker at the cornerstone laying of the new Theological Seminary of the University of Chicago. June 5.

H. H. Kohlsaat, who underwent an operation in New York recently, is reported improved.

A. C. Batten, president of the British & Colonial Press, Ltd., Montreal and Toronto, accompanied by Mrs. Batten, has returned from a nine weeks' stay in England.

Lord Atholstan, head of Montreal Star Publishing Co., Ltd., has returned from a lengthy trip to England and Europe.

Will Hargis, at one time connected with the Joplin (Mo.) News-Herald, and now owner and operator of the Hargis Printing Company, is moving his plant to larger quarters in the Joplin Globe Building.

H. V. McKinnon, formerly editor and publisher of the St. John (N. B.) Daily Standard, will leave soon for Vancouver, B. C., where he will reside.

Lord Beaverbrook, British publisher, a native of New Brunswick Province, is planning a trip back home and to other parts of Canada this Summer.

George C. Waldo, Jr., editor-in-chief of the Bridgeport (Conn.) Post Publishing Company, was presented with a diamond-studded watch by the Rotary Club when he retired as its president.

William Allen White had another honor conferred upon him when the trustees of Knox College, Galesburg, Ill., gave him the degree of doctor of laws. He also spoke before the Illinois High School Press Association at its annual convention at Knox College.

Albert V. Mead, graduate of the industrial journalism department of Kansas State Agricultural College, and with the Chicago office of the Capper Farm Press, was awarded first place for the best short story written by a Kansas author in 1922, by the Kansas Authors Club.

George Horace Lorimer recently celebrated a quarter century as editor of the Saturday Evening Post. He found it a 16-page weekly with a circulation of about 1,800. It now runs 168 pages with a circulation of 2,500,000.

Rev. M. J. Hibble, pastor of the Lebanon, Kan., Christian Church and owner of the Lebanon Times, has gone into Y. M. C. A. at Lincoln Park and turned the management of the paper over to his son, Wade Hibble.

Joseph Pulitzer, editor of the St. Louis Post-Dispatch, sailed for Europe June 2 on the "Majestic." Joseph Conrad returned to England on the same liner.

G. Wisner Thorne, editor and president of the Newark (N. J.) Sunday Call, has been continuously in the newspaper profession in that city for 57 years. Other Jersey veterans noted by the Newark Star are "Uncle Henry" Buchanan of the Trenton Times, aged 72 and an active journalist since 1864, and Lewis W. Albright, who has just resigned as director of the Woodbury Constitution after 40 years in the newspaper game.

Mitchell Kennerley, published, sailed for Europe on the "Cedric" June 2.

W. Lancelot Vining, British news picture expert, who has been with the Hearst newspapers in this country for two years, returned on the "Majestic" June 2.

Kendall B. Cresse, publisher and general manager of the Boston Advertiser, sailed for Europe on the "Finland," May 31.

Harry Chandler, publisher of the Los Angeles Times, stopped off at New Orleans, on his way home from the Associated Press meeting in New York.

Abraham S. Cahan, editor of the Jewish Daily Forward, New York, sailed for Europe on the "Berengaria," June 5.

Charles Monroe Lincoln, managing editor of the New York Herald, has purchased a large tract of land at Cumber-

land Fireside, Me., on the shores of Casco Bay, where he will erect a summer home.

James T. Williams, editor-in-chief of the Boston Transcript, addressed the Swampscott, Mass., Masonic Club, June 2, on "The Failure of the Primary."

Harold F. Hall, manager of the Boyce Publishing Company of Chicago, and a former editor of the St. Joseph (Mo.) Gazette, with Mrs. Hall, is a St. Joseph visitor after a nine-months' trip through Africa.

James Kerney, editor of the Trenton Times, was appointed a member-at-large of the American Legion Convalescent Homes Committee of New Jersey which will select a site for a Federal tuberculosis hospital.

W. B. Chew of the Chew Publishing Company, Xenia, O., publishers of the Evening Gazette and Morning Republican, is seriously ill, following an attack of apoplexy. His son, James A. Chew, is managing editor of the two newspapers.

Ralph Potter, president of the Calkins & Potter Advertising Agency of New York, sailed for Europe May 26 on the Cunard liner "Cameronia."

IN THE EDITORIAL ROOMS

**O. L. HALL**, dramatic critic of the Chicago Journal, is expected to return home soon from a journey through Europe.

William Westlake, son of Eddie Westlake, well known Chicago newspaper man, is a new member on the reportorial staff of the Chicago Journal.

Edward ("Skeets") Williams has returned to the Chicago Journal after an extended leave of absence occasioned by ill health.

Patrick Maloney, veteran reporter in Chicago, has been made assistant city editor of the Tribune.

William Lawson, formerly county building reporter for the Chicago Tribune, has changed next door to the city hall beat.

H. J. Smith, news editor of the Chicago Daily News, returned last week from a trip to New York. Robert J. Casey of the News' rewrite desk is back from a trip to Colorado.

Sol Davis, photographer for the Chicago Journal, left last week to join the Tribune.

John Boettiger resigned from the Chicago Evening American to become a reporter for the Tribune.

Horace M. Coats, formerly a Marion (Ind.) newspaper man, but recently associated with the International News Service at Springfield, Ill., has been selected as secretary of the Retail Bureau of the Association of Commerce of Marion.

H. K. Reynolds, connected with the Washington bureau of the I. N. S., is spending his two weeks' vacation with his parents in Marion, Ind.

J. J. Shores, night editor of the Camden Daily Courier, sailed June 5 from New York for England.

Talbot Patrick, reporter for the Chicago Evening Post, is making a tour of Europe, and plans to spend several weeks in Berlin.

Keith Preston, editor of the "Hit or Miss" column in the Chicago Daily News, has resigned as a teacher in Northwestern University to give his full time to newspaper work.

Harry M. Beardsley, real estate editor of the Chicago Daily News, has bought a new home at Wheaton, Ill., where he has joined the Country Club.

George Gallup, formerly editor-in-chief of the Daily Iowan, published by the University of Iowa at Iowa City, has joined the faculty of the university as an English and journalism instructor. He also will be graduate editor of all publications of the university.

J. A. Tawney has been elected editor-in-chief of the Daily Northwestern, offi-

FOLKS WORTH KNOWING

**JOHN C. MARTIN**, general business manager of the Philadelphia Public Ledger Company, who is president of

the \$13,000,000 hotel company which is erecting the Benjamin Franklin Hotel in the Quaker City, is a Hagerstown, Md., boy. He left home about 22 years ago and landed in St. Louis dead broke. His father, D. C. Martin, who conducts a small awning shop in Hagerstown, tells with pride of Mr. Martin's success, which reads like a Horatio B. Alger story.



JOHN C. MARTIN

Mr. Martin was with several big electric companies, each change being a promotion, and became associated with the Curtis Publishing Company after his marriage to Miss Alice Pilsbury of Milwaukee. Her mother, a widow, married Cyrus H. K. Curtis, and that publisher immediately recognized Mr. Martin's ability and made him his private secretary. When the Curtis interests took over the Public Ledger the poor Hagerstown boy became general manager.

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cial daily publication of Northwestern University at Chicago.

Stuart A. Mahuran, who has been editing the Oelwein (Ia.) Iowan, for the past six months and who was city editor of the Mason City Globe-Gazette prior to that time, has gone to Pontiac, Mich., where he will be city editor of the Daily Press.

Dan Hardt, Wisconsin newspaper man, now a student at Lawrence College, Appleton, Wis., has been named editor of the "Lawrentian" for 1923-1924.

Fred Buchanan, former Iowa newspaper man, now owner of the World Brothers Circus, visited Sioux City, June 5 when the circus showed there.

George B. Longan, news editor of the Kansas City (Mo.) Star, who recently underwent an operation, is improving.

Harry L. Bird, formerly of the Chicago Daily News telegraph desk, has resigned to write special feature stories.

Richard E. Burrill, is doing publicity work for the Chicago Grand Opera com-

pany following his resignation as a member of the staff of the Chicago Daily News.

Mrs. C. T. Young, is the new society editor of the Chicago Herald and Examiner.

Mrs. Joseph Huddleston, who has been writing special articles for the Chicago Herald and Examiner as "Tempa Lee," has been transferred to the local staff.

Dorothy Snow, formerly of the Detroit Journal, editor of the "Mamah Dean" column of the Chicago Herald and Examiner, has been shifted to the local staff.

Gene Quay, retired newspaper man, entertained a group of Chicago newspaper representatives last Saturday evening in the Gerlach Studio, E. Delaware Place. "Bob" Casey, of the Chicago Daily News rewrite desk, demonstrated one of his self-made radio sets. Other newspaper folk present were June Provine, Effie Alley, Roy Fricken, Gene Morgan, Gene Flack, Elizabeth Walker, Mr. and Mrs. John Craig, and Mr. and Mrs. Casey.

Ray O'Neill of the Chicago Daily News staff, has gone for a month's training at Camp Custer, Battle Creek, Mich.

Morgan Gibney, formerly of the sports department of the Chicago Daily News, has returned to the desk after being with the Grand Rapids Press for a year.

Justin F. Forrest, city hall reporter for the Chicago Evening American, has been ill for several weeks with rheumatism.

James P. Bicket, news editor of the Chicago Evening American, left this week for a vacation.

Arthur S. Henning, Washington correspondent for the Chicago Tribune, and Mrs. Henning, are spending a few months in Chicago and have been guests at many parties given in their honor by newspaper folks.

Dr. William A. Evans, health editor of the Chicago Tribune, has left for an extended trip to the Panama Canal.

W. Lawrence, of the local staff of the Montreal Daily Star, has defeated all comers and won the billiard championship of the Star, besides carrying off a challenge cup given by the Star to become the property of any member of the staff winning it two years consecutively.

T. C. Carle, copy writer in the Chicago Tribune survey branch, has returned to work after a long illness in a hospital.

H. R. Lovett has been advanced from assistant manager to manager of the Palo Alto (Cal.) Times.

L. A. Weary is a new member of the survey department of the Chicago Tribune and is to transfer to the advertising section soon.

George Morris, editor of the Tribune house paper of the Chicago Tribune, and

The editor who uses the free information bureau conducted by Frederic J. Haskin provides a special representative in Washington for every one of his readers.

member of the survey department, is the father of a boy born last Saturday at Hinsdale, Ill.

J. Bernard Shiffer of San Francisco will go to Hawaii in July as promotion manager and art director of the Honolulu Star-Bulletin.

Mrs. Josie Goodwin has taken over publication of the Turlock (Cal.) Journal, which has been published by the Farmers' Press Association for some time.

C. D. Johnston, city and Sunday editor of the St. Paul Daily News, is the father of a baby boy.

Charles A. Hamilton, for many years connected with the Washington bureau of the Buffalo Times, was given the posthumous award of an oak cluster for the Distinguished Service Cross previously awarded his son, Maj. George W. Hamilton, for bravery in France. Maj. Hamilton was killed in an airplane crash at the Gettysburg sham battles last year.

Miss Rachel K. McDowell, religious editor of the New York Times, covered the sessions of the Presbyterian General Assembly at Indianapolis.

Marc A. Rose, managing editor of the Buffalo Evening News, recently addressed the Buffalo Real Estate Board on "The Evolution of the Newspaper."

Charles B. Stilson, Rochester newspaper man, has written a book, "The Life History of Rattlesnake Pete," relating the experiences of Peter Gruber during 40 years study of poisonous reptiles of North America.

Worth Wilson Caldwell, former city hall reporter on the Bellingham (Wash.) Herald, is now executive secretary of the Portland (Ore.) One Hundred Per Cent Club.

DeVaughn Francis, a journalism student at the University of Kansas, will work this Summer for the Associated Press at Kansas City.

Howard Melson, for the past year and a half associate editor of the American Paint Journal at St. Louis, is now with the editorial department of the Interstate Grocer, St. Louis, in a similar capacity. He was formerly a rewrite man on the Chicago Herald and Examiner.

Victor Keen has left the Omaha World-Herald to enter the publicity game.

Ben Hibbs, a graduate this year from the journalism department of the University of Kansas, is now city editor of the Fort Morgan (Col.) Evening Times.

S. H. Taylor, formerly a reporter on newspapers in St. John, N. B., is now a real estate broker in that city.

S. James Naples of the editorial staff of the Buffalo Commercial is the father of a twelve-pound boy.

George B. Longan, news editor of the Kansas City Star, recently underwent an operation.

R. E. Armstrong, formerly editor and publisher of the St. Andrew (N. B.) Weekly Beacon, is now general secretary of the Board of Trade of St. John, N. B.

Joseph W. Murray, managing editor of the Lawrence (Kan.) Journal-World, was drawn—and served willingly—on a jury.

Edward P. Hartnett, assistant city editor of the Buffalo Evening News, represented Buffalo Council at the State Convention of the Knights of Columbus in Dunkirk, N. Y.

J. M. Lownds, market editor of the Portland Oregonian for many years, is regaining his health after a severe attack of pneumonia.

Mrs. Clara Hickox, manager of the Paris bureau of the Brooklyn Eagle, who is in this country on a vacation, was given a luncheon by the Eagle at the Hamilton Club May 24.

Charles J. Murray, sporting editor of the Buffalo Commercial, is recovering after an operation for appendicitis.

William V. Hester, Jr., of the news staff of the Brooklyn Eagle, will report the Alaskan tour of that paper. The Eagle party will leave Brooklyn June 22 and return July 31.

Fred M. McLennan, for many years manager of the Buffalo bureau of the Associated Press, has resigned to become city editor of the Buffalo Express. He succeeds Frank J. Clancy, new circulation manager of the Express.

## MARRIED

**CAPT. STANLEY J. GROGAN**, 28th Infantry, U. S. A., now stationed at Fort Niagara, N. Y., is to wed Miss Marie di Giorgio, 920 Fifth avenue, New York City, June 9. He was a reporter on Scranton, Pa., and Bridgeport, Conn., papers prior to entering the army during the World War.

Miss Agnes Rogers and Fillmore Van S. Hyde were married June 5 at Miss Rogers' home in Hagerstown, Md. Miss Rogers was formerly on the staff of Vogue, and later with the J. Walter Thompson Advertising Agency. Mr. Hyde is a free lance writer in New York. William E. Hill, creator of the "Among Us Mortals" cartoons in the Sunday papers, was among the guests at the wedding. Mr. and Mrs. Hyde will spend their honeymoon in Europe, and on their return in the Fall will live in New York.

Robert Kent Hanson, son of M. Francis Hanson, president and publisher of the Duluth Herald, and Miss Grace Bayley Shanley were married in New York June 2. They will reside in Evanston, Ill.

Robert Edward Fithian, general manager of the Bridgeton (N. J.) Evening News, has announced his engagement to Miss Mary Compton Sharp of Bridgeton.

Representative Lee Satterwhite of Carson County, Texas, and Mrs. Lulu Pegues of Sweetwater, a widely known ranch owner, were married May 27. Mr. Satterwhite is publisher of the Panhandle-Plains Stockman-Farmer at Amarillo and a newspaper at Panhandle, Texas.

C. K. Logan, until recently editor of the Ashland, (Ore.) Tidings, and Miss Ann Forberg of Ashland were married a few days ago. They have gone to live in Salem, Ore., where Mr. Logan will be telegraph editor of the Statesman.

Leo Seth Furman, president of the Macauley Publishing Company, New York, and Miss Blanche Levy were married May 27. They sailed for Europe May 29 on the Mauretania.

James P. McDonnell, editor and publisher of the Mankato (Minn.) Telegram and Waverly Star and Democrat nominee for Lieutenant Governor in 1920, married Miss Sadie Hatcher, May 22.

Mr. and Mrs. Max Annenberg have issued invitations for the marriage of their daughter, Mindelle, to William Lewis of New York.

Mr. Annenberg is the circulation manager of the Chicago Tribune.

## THE BUSINESS OFFICE

**HAL K. EDWARDS**, former business manager of the St. Paul Daily News and of the Minneapolis News, has become general manager of a building and loan association, whose operations will extend over Minnesota.

A. Gavin Norment, formerly advertising manager of the Knoxville News and who was in the agency business in Evansville for several years, now has charge of the foreign and promotional department of the Houston (Tex.) Press.

Frank I. Sefrit, general manager of the Bellingham Publishing Company, sailed with Mrs. Sefrit on June 1 for Alaska, where he will spend a month, visiting coast points as far as Bering Sea. Just before sailing he completed arrangements for converting the Evening Herald into an eight-column paper.

Clyde W. Blanchard has been appointed advertising manager of the Denver (Colo.) Express, succeeding Carl W. Wagner.

George W. Crawford, for several years with the New York office of the Capper publications, has been transferred to the Topeka office.

H. E. Drier, advertising manager of the Oklahoma City Oklahoman and Times, is the father of a baby girl.

Miss Elsa Krauch, former local editor of the Aitkin (Minn.) Independent-Age, has been made advertising manager of one of the largest department stores in

St. Paul. She was for some time connected with the advertising department of the St. Paul Dispatch.

Arthur Hoffman, formerly automobile advertising solicitor for the Danville (Ill.) Commercial-News, has quit newspaper work and is selling automobile trucks.

Leo A. Smith, manager of the Ventura (Cal.) Free Press, is convalescent from smallpox.

Miss Jeannette Lyon, bookkeeper for the Hagerstown (Md.) Herald-Mail Publishing Company, will enter Mt. Sinai Hospital, New York, Sept. 5, to take up nursing. Miss Lyon was formerly with the old Hagerstown Mail when that paper was owned by the Gov. William T. Hamilton estate.

Clyde W. Blanchard has been appointed advertising manager of the Denver Express to succeed Carl W. Wagner.

Glen Snyder, general manager of the Guenther-Glaze Advertising agency of St. Joseph, Mo., has been appointed advertising manager of the Nebraska Farmer, published at Lincoln. He will retain his connection with the advertising agency, but John Manning will be in active charge.

Baron C. Dow, business manager of the Sioux Falls (S. D.) Argus-Leader, underwent an operation for double goitre at Rochester, Minn., May 23.

J. Spencer Hoffman, formerly with the advertising department of the Wichita Eagle, has joined the advertising staff of the Washington Post.

Miss N. Sweetman of the business department of the Montreal standard was presented with a tea and dinner service of Limoges china by the staff of the Standard on June 1, on the eve of her

wedding to J. W. Helliard, which took place June 2. The presentation was made by the president of the company, Frederick Yorston.

T. C. Corbett of the survey department of the Chicago Tribune has returned to work after an operation that incapacitated him for a long time.

The advertising department of the Chicago Tribune will take part in a field day program, June 13 on the farm of Col. R. R. McCormick, near Wheaton, Ill.

A group of employees of the Chicago Tribune's advertising department have gone for a trip into the newspaper's pulp lands in Canada. They are Norman Weyle, Alfred Foley, and Joe Woodward of the classified, and Charles Redfield, of the business survey branch.

B. C. Dow, business manager of the Sioux Falls (S. D.) Argus-Leader, who recently underwent an operation at the Mayo Hospital in Rochester, Minn., is showing steady improvement.

## WITH THE AD FOLKS

**STANLEY P. SEWARD** has been made advertising manager for the White Motor Company, Cleveland, succeeding H. M. Newton, who will do other work for the company. Seward has been with the White concern ten years as first assistant ad manager, then in charge of the sales promotion section and later with the American Railway Express Company, largest operators of White trucks.

Harry W. Dourm has been placed in charge of the Canton, O., office of the Schuenman Printing Company of Akron. He was formerly connected with the Ad

# Helping the Newspapers

The sessions of the Church Advertising Department at the Atlantic City convention covered nearly the whole phase of advertising as applied to religious organizations, and the emphasis is on advertising, not publicity, although newspapers recognize that a vast amount of good news is hidden away in the churches.

Many of the addresses at the Church Advertising Department had to do with display advertising—inciting the purchase of space in the newspapers of each community.

The Church Advertising Department believes strongly that the churches can be helped by using paid newspaper space—if the copy is constructive, and the use persistent.

The department invites the cooperation of newspapers in preaching the same doctrine and helping the churches to get larger results from its use of space.

## Church Advertising Department

A. A. C. W.

Why not follow the lead of Editor & Publisher and donate some space each week for church promotional copy?

Features by

**Irvin S. Cobb**  
**Fontaine Fox**  
**Howard R. Garis**  
**Rube Goldberg**  
**Ed Hughes**  
**O. O. McIntyre**  
**Will Rogers**  
**Chas. Hanson Towne**  
**H. J. Tuthill**  
**John V. A. Weaver**

and others

**The McNaught Syndicate, Inc.**  
 Times Building, New York

**THE NEW ORLEANS STATES**

In two years has increased  
 Daily over 17,000  
 Sunday over 41,000  
 Present averages are  
 Daily over 54,000  
 Sunday over 77,000  
 Rate 12c flat Daily  
 15c flat Sunday

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

Represented by  
**THE S. C. BECKWITH**  
**SPECIAL AGENCY**  
 NEW YORK  
**JOHN M. BRANHAM CO.**  
 CHICAGO

**Nine Million a Day**

MILWAUKEE purchases average more than nine million dollars every business day. Wisconsin purchases average more than thirty-three million dollars a day. You can cover Milwaukee and rich surrounding territory at one cost only with—

**The Milwaukee JOURNAL**  
 FIRST—by Merit

**Westchester County's Greatest Advertising Medium**

**THE DAILY ARGUS**

Mount Vernon, N. Y.

Carried

**Over 7,000,000**

Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

craft Club and Canton Engraving Company, and was manager of the sales department of the Klingstedt Bros. Printing Company of Canton.

E. D. Giaque has been appointed advertising manager of the United States Light and Heat Corporation, Niagara Falls, N. Y., succeeding W. E. Brewster, who resigned to become associated with the Christian Science Monitor.

Val A. Schmitz, who handles advertising and publicity for the American Gas Accumulator group of companies, will be located at the new office of the Highland Lighthouse Company, 100 East 42nd street, New York.

Phil Brinck and Lawrence Malone of the Brinck-Malone Advertising Agency, Butte, Mont., have returned from a six weeks' trip through the Middle West.

**THE MECHANICAL SIDE**

FIVE delegates representing the Printing House Craftsmen Club of Dayton and vicinity to the international convention to be held in Buffalo August 30 to September 1, were elected at a recent meeting. The delegates are O. G. Fricke, W. F. Langfeld, H. W. Lehr, G. E. Fitzpatrick and J. E. Hydeman.

The members of Group 5 of the Washington State Press Association, which includes the Cowlitz County Advocate of Castle Rock, the Kelsonian of Kelso, the Daily News of Longview, the Bulletin of Kalama, the News of Woodland, the Eagle of Skamowaka, and the Sun of Cathlamet, met at Cathlamet May 20 for a press meeting and a family picnic.

Lowry F. Slater has been elected president of the Kit-Kat Club, a literary organization of Columbus, O. James E. Campbell, former Governor of Ohio, will be succeeded as president by Slater in October.

Frank Otstot has been made foreman of the stereotype department of the Springfield (Ohio) Daily News, succeeding Arthur Henderson who died recently.

William Howard, pressman, has returned from Boston to New Brunswick, and is employed on the press room staff of the St. John Daily Journal. He is also acting as an umpire in the New Brunswick baseball league.

Ernest C. Haisman of the Brooklyn Eagle composing room sailed June 2 for England where he will acquaint himself with the mechanical operations of the large English newspapers. He will spend a few months in England, then visit France, Switzerland and Italy. He will visit Egypt, then a 9,000-mile journey to his home in Australia, where he will take charge of a paper, published by his father.

The Mergenthaler Linotype Company announces the recent shipment of 450 linotypes, among the recipients being the following: Philadelphia Public Ledger, 24 Model 8's, two Model 9's, two Model 21's; Pittsburgh Press, 11 linotypes; McCarthy Typesetting Company, Chicago, eight Model 8's; New York Times, seven Model 9's; L'Opinione, Philadelphia, seven machines; George Held, East Greenbush, N. Y., five machines; Wilkes-Barre Evening News, four Model 8's; Milwaukee Evening Wisconsin, four Model 8's; Thomas Broughton, New Bedford, Mass., four machines; R. L. Polk & Co., Detroit, four machines; Boston Globe, four machines.

Mrs. Carrie Miller Barnes, president of the Home Printing Company of Toledo, is a candidate for Mayor in that city.

Peter J. Brady, president of the Albany Printing Trades Council, has been elected president of the Federation Bank, new labor savings institution in New York City.

These officers have been elected by Buffalo Local Typographical Union: president, William G. Murphy; vice-president, Edward V. Mulvey; treasurer, Thomas O'Donnell; secretary, William McLaughlin.

**THE AGENCY FIELD**

THE Frank D. Jacobs Company, printers, Philadelphia, has enlarged its advertising and plans department, and will

put it in charge of L. R. Garretson, formerly director of the national service work of the Collins Publicity Service, Philadelphia.

William C. Faul, formerly with the Ethridge Company, and William H. Rankin Company, has joined the Harry C. Malley Company organization as art director. William E. Prickett, formerly with Critchfield, becomes an account executive, and Arnold Lorne Hicks has been added to the staff of artists. The Chicago office of this agency has been enlarged to accommodate the increased staff.

Thaddeus Evans, formerly in charge of the foreign advertising department of the Salt Lake City Telegram and more recently with the Deseret News, has been appointed space buyer for the L. S. Gillham Company, Inc., of Salt Lake City and Los Angeles.

Don R. Fellows, production manager of the L. S. Gillham Co., Inc. has been appointed instructor in advertising in the Summer school of Boston University, Ellsworth, Me.

The Moss-Chase Co., Buffalo's oldest advertising agency, has moved to new quarters at 425 Franklin street, a building which it recently purchased and remodeled for its exclusive use.

Leonard B. Fisher of New York and Evan Howell Foreman of Atlanta have joined the Massengale Agency, Atlanta. Foreman has recently been editor-in-chief of the Havana Post. Fisher has been with the Automobile Journal Publishing Company.

William H. Johns, president of the George Batten Advertising Agency and until recently president of the Queensboro Chamber of Commerce, is prominently mentioned for Queens representative on the directorate of the new Brooklyn-Manhattan Transit Corporation, which takes over the properties of the Brooklyn Rapid transit with the termination of the receivership of Lindley M. Garrison.

Brooke, Smith & French, Inc., of Detroit, has taken over the account of the Motor Products Corporation.

R. Calvert Haws, vice-president and general manager of the Shumah-Haws Advertising Company, Chicago, is visiting England and the Continent with a view to opening up European markets for clients of the agency.

The Campbell-Ewald Company has leased 1,372 square feet of additional floor space on the thirteenth floor of the General Motors Building, Detroit. H. T. Ewald, president, announces the appointment of F. A. Cuddihy as manager of the research department. He succeeds E. J. Poag, who has joined the Buick company. Cuddihy for three years has been head of the research and copy departments of the John L. Clough Advertising Agency, Indianapolis.

C. Alan Walker, formerly with Kahn Bros. of Oakland, Cal., as advertising manager, has established the C. Alan Walker Advertising Agency in the Chapman Building, Los Angeles.

Charles McLain, formerly with the Butte (Mont.) Daily Post, has joined the staff of Brinck & Malone, Butte advertising firm.

Young & Rubicam, Atlantic Refining Bldg., is a new agency in Philadelphia. Raymond Rubicam was of the copy staff of N. W. Ayer & Son and the creator of advertising of some of the principal accounts, and John Orr Young, was a solicitor and account manager.

The Randles Allen Agency of Hutchinson, Kan., announces that Wilson Clements, formerly of the Hutchinson Gazette advertising department, has been made manager of the R. A. Wichita office.

Mrs. F. Whitestone has joined the Tolins Company of Philadelphia. She will do contact work.

E. N. Kelsey, head of the Advertising Service Company of San Francisco, has announced selection of Frank J. Mooney, for seven years with Hupp Motor Car Company, as secretary-treasurer. A. F. A. Stedem, recently with the Honig-

From nothing—to

**200,000**

in seven months

**DETROIT**  
 SUNDAY  
**TIMES**

**A Saving—Not An Added Cost**

The service rendered by this organization — *specializing solely in newspaper, printing and publishing buildings*— does not mean a cent of added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

**S. P. WESTON**

Newspaper Buildings  
 Plant Layouts  
 Production, Operation  
 120 West 42nd St. New York

**SITUATION WANTED**

—as Assistant to Live-Wire Circulation Manager

Want to work for Circulation Manager with daily mail list of 1,000 to 5,000 subscribers. Years of experience. Worked for Circulation Managers of papers like the Chicago Tribune, New York Times, Superior Telegram, etc. Put me on the job and I'll make your work easier. Will make it easy for you to have your mail list corrected daily. Will make possible directly imprinted addresses. With me on the job, subscriber complaints will practically be eliminated. Your mail list will be under your sole control. I can do all those things—many more—for less than 65c a day. Chances are I can save you more than my salary. Let me tell you my whole story. Write The Multi-Mailer System, in care of

**Speedaumatic**  
 Company  
 THE MULTI-MAILER SYSTEM  
 917-922 WASHINGTON BLVD.  
 CHICAGO

**THE KNICKERBOCKER PRESS**  
 (Morning and Sunday)

**ALBANY EVENING NEWS**  
 COVERS  
**ONE BIG MARKET**

Albany, Troy, Schenectady  
 AND  
 The Capitol District

**NATIONAL REPRESENTATIVE**  
 John M. Branham Co.

### The Buffalo Territory Offers Big Possibilities To National Advertisers

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

### The Buffalo Evening News

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

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

Few Papers—(if any)—surpass the  
**TRENTON TIMES**  
NEW JERSEY

### 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 38,237 Member A.B.C.

KELLY-SMITH CO.  
Marborough Bldg. Lytton Bldg.  
New York Chicago

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

Published every Saturday in  
London.

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

### The NEW YORK EVENING JOURNAL

has the largest  
circulation of  
any daily  
newspaper in  
America.

Cooper Company, has been made vice-president.

B. H. W. Taylor, for some years with the Berg Advertising Agency, Fresno, has joined the staff of the Drury Company, San Francisco.

J. W. Young, vice-president of the J. Walter Thompson Advertising Company will establish a branch office in San Francisco. The company will then have a chain of offices from London to San Francisco. Sherman K. Ellis, a specialist in food advertising, will be in charge of the new office.

Joseph Blethen, formerly president of the Seattle Times, has joined the force of Evans & Barnhill, Inc., New York and San Francisco.

R. W. Knopf, former secretary of the Harriman Advertising Agency in Columbus, is now head of his own organization with offices in the Atlas Building, Columbus.

#### CIRCULATION NOTES

C. G. JOHNSON, circulation promoter of the Tampa (Fla.) Tribune, now has an executive position with the Atlanta Constitution.

M. E. Griner, for some years with the Macon (Ga.) News, is now assistant circulation manager of the Tampa Tribune.

A. C. Carlson, formerly circulation manager of the Joplin (Mo.) News-Herald, and now owner of the Carlson Printing Company, has consolidated his plant with the Rittenhouse & Godfrey Printing Company under the name Automatic Printing Company. The owners are A. C. Carlson, E. Dalton Godfrey, and H. S. Rittenhouse.

#### NOTES OF THE NEWS SERVICES AND SYNDICATES

T. FRANK JOYCE has resigned as day editor of the Boston bureau of the Associated Press to join the staff of the Yellow Cab Manufacturing Company of Chicago. In his 18 years service with the Boston bureau, he formed a circle of acquaintances rivaled by few newspaper men. Starting as an office boy, he showed such an aptitude for newspaper work that he quickly obtained an editorial position. He worked at every desk in the Boston bureau. His first outside assignment of importance was the Lawrence mill strike in 1912. When Harry K. Thaw fled to Canada, Joyce was on the story. He also covered the Newfoundland end of the cross-Atlantic flight of Harry Hawker and his companions. As a mark of recognition of their esteem, his fellow employees presented him with a traveling bag, toilet set and bouquet of roses before his departure.

H. de V. Partridge, advertising manager of T. H. Estrabrooks Company of St. John, N. B., has been appointed to handle the publicity and advertising for the annual St. John fair this fall.

John R. Knoblauch, who graduated from the University of Kansas this year, has become advertising manager of the Peerless Publishing Company, Kansas City.

H. E. Merriam, a newly-elected vice-president of the Prudence Co., Inc., has been placed in charge of sales and advertising, with headquarters at 31 Nassau street, New York.

Cole E. Morgan of the Washington staff of Universal Service is back in the Capital after a month in Tallahassee covering the fight in the Florida Legislature on the convict lease system.

Jackson S. Elliott, assistant general manager of the Associated Press, has returned from a business trip to Chicago. He leaves June 2 for Kansas City to attend the meeting of the Kansas and Western Missouri Editorial Association on June 4.

Pearce Davies night editor on the staff of the Associated Press Spokane has been transferred to the Associated Press headquarters at San Francisco. His place in Spokane has been filled by Harold Turnblad who has been day editor for the Spokane bureau. Normal Collins succeeds Turnblad.

#### SPECIAL EDITIONS

A 56-PAGE special edition was issued May 26 by the Burlington (Ia.) Gazette, marking the occupancy of its new home. The Newspaper was established 86 years ago and is the oldest in Iowa.

To celebrate the semi-centennial anniversary of Traer (Ia.) the Traer Star Clipper will publish editions during the celebration.

A 40-page "Spirit of Transportation" section in colors was issued by the Dayton Journal on Sunday, May 20. The growth of various means of transportation was adequately told in both news and advertising columns.

In commemoration of the completion of the Old Oregon Trail, the La Grande (Ore.) Evening Observer will issue early this month a special souvenir number, which, it is promised, will be one of the largest newspapers ever published in Oregon, east of the Cascade Mountains.

#### NEW CORPORATIONS

Oklahoma City—Shidler Press, a new paper, Shidler; capital stock, \$2,000; B. W. King, H. G. Stapp, W. E. Myers.

Ossage Chief Publishing Company, Fairfax, \$8,000; Clyde E. Muchmore, L. R. Muchmore, Walter W. Eastman.

Oklahoma Democrat Publishing Company, Enid, \$10,000; W. H. Ryan, L. A. Chatham, E. Fell.

Austin—Stamford Leader Company, publishing stations, Stamford, \$10,000; W. T. Andrews, J. D. Shackelford, G. L. English.

Powers Printing & Publishing Co., general printing and publishing business, Houston, \$75,000; L. T. Powers, W. L. Powers, Sam H. Dixon.

Universal Advertising Corporation, new advertising agency, Dallas, \$10,000; Roy Simpson, J. B. Simpson, G. H. Wrightman.

Tallahassee—South Dade Publishing Company, Homestead, \$10,000; Mr. and Mrs. B. E. Archer, Florida City.

White Shadows Publishing Company, to issue publications and operate printing, lithographing and typefoundry plants, \$25,000; Joseph Faus, president; Jean Andrews, vice-president; L. D. Carlton, Miami, secretary-treasurer.

Hartford—Connecticut Magazine Publishing Company of America, general publishing and advertising business, New Britain, \$25,000; Joseph Gaeta, Francis Tricarico.

Sentinel Publishing Company, general publishing business, Norwalk, \$100,000; Leigh Danenberg, New York; R. E. Hackett, Stamford; W. P. Milligan, New Rochelle, N. Y.

Merchants Publishing Company, to distribute news in interest of dry goods and other mercantile stores, New Haven, \$25,000; W. E. Malley, D. S. Gamble, H. M. Shartenberg and C. M. Walker, all of New Haven.

Albany—(Designation) Outdoor Advertising Agency of America, Delaware, 5,000 shares common stock no par value. Representatives, F. W. Nye and H. Kiefer, New York City.

Des Moines—Register Printing Company, Grundy Center, \$40,000; Charles J. Adams, president; R. K. Clark, vice-president; J. Vanderwicken, secretary and treasurer.

Columbus, O.—Miami Printing & Publishing Co., Dayton, \$30,000; Lee Warren James, J. B. Coledge, Thomas W. James, Bessie D. Moore, Daniel L. Dwyer.

Crawford County Printing & Publishing Co., Bucyrus, \$200,000; J. E. Burke, Mabel S. Burke.

The E. H. & H. W. Paper Company, Cincinnati, \$500; A. J. and J. H. Walber.

The Auditorium Printing Company, Cleveland, \$10,000; William and Anna Koespecke.

The Merchants' Printing Company, Cleveland, \$2,000; Lee Fiske and others.

The Boulevard Advertising Company, Columbus, H. C. Mother and others, \$500.

Cleveland Lithograph Company, \$25,000; John W. Elden and C. M. Keegan.

Albany—Review Printing Company, Buffalo, \$25,000; E. D. Jacob, M. B. Tepletz, F. R. Clark.

Dissolution—Printing Industries Corporation, Manhattan.

Cleveland—District Golf Publishing Company, \$5,000; Robert T. Power, H. H. Bandy.

Albuquerque, N. M.—La Gaceta Publishing Company, \$50,000; A. A. Sena, Sydney Well, Jesus Romero.

Cleveland—Block & Martin Printing Co., \$25,000; Erich Block and Conrad Martin.

Buffalo—Ready-Print Corporation of New York, Inc., advertising, \$500; directors, Howard B. Lloyd, Ward E. Lloyd and S. Williams.

Westport, Conn.—Westport Standard Publishing Company; capital \$15,000; incorporators, Ira O. Gregory, Dorothy L. McClane and Marie T. Weingartner.

## Thousands of Portland, Maine families take no other Daily Paper

The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

In more than FIFTEEN of every SIXTEEN homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

Portland's Only Evening Paper!  
Portland's Only Three-cent Daily!

## Portland Express

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

Reading  
Carpenter  
Is Seeing  
the World

THE

## Frank G. Carpenter

Letter from Europe

FOUR MILLION  
EVERY SUNDAY

Carpenter's World Travels  
Washington, D. C.

## New Haven Register

is New Haven's  
Dominant Paper

Circulation over 35,700 Average  
Bought every night by More New  
Haven people than buy any other  
TWO New Haven papers COMBINED.

## New Haven Register

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

## EVENING HERALD

Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.  
Sworn Government Statement, Six Months Ending  
March 31, 1923, 166,500 Daily. Six Months  
Ending Sept. 30, 1922, 145,953 Daily. Increase  
in Daily Average Circulation, 20,547.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:

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

## The Pittsburgh Press

Daily and Sunday

Has the Largest

CIRCULATION  
IN PITTSBURGH  
MEMBER A. B. C.

Foreign Advertising Representatives:

I. A. KLEIN  
50 East 42nd St., New York  
76 West Monroe St., Chicago  
A. J. MORRIS HILL, Hearst Bldg., San Francisco

### CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

- THE LOS ANGELES TIMES (3)
  - THE PHILADELPHIA INQUIRER (2)
  - THE CLEVELAND PLAIN DEALER
  - THE WASHINGTON POST (2)
  - THE INDIANAPOLIS NEWS
  - THE ATLANTA JOURNAL
  - THE MEMPHIS COMMERCIAL APPEAL
  - THE DALLAS MORNING NEWS
- Write or Wire Care Atlanta Journal

**HOLLISTER'S CIRCULATION ORGANIZATION**  
*Headed in the United States*  
 300 MERRITT BLDG., LOS ANGELES, CAL.

# 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 communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

WHY not arrange with a local electric washing machine store to conduct a contest with a prize of a washer for the best article of 75 words or less on "Why I Want a Washer." Details of the contest will appear in both display and editorial space and the owner of the store will be judge. This might bring some extra advertising and could be re-arranged as a co-operative stunt with a number of washing machine firms in on it.—J. M. M.

same item, Mr. Klink ran a fine article on the value of writing full and complete "good copy" on all advertisements. Each day the box was changed to cover an entirely different subject. In this manner practically every classification was boosted so that at least one would be of interest to each advertiser. The result of this little game was an increase in space on each ad for the paper, and an increase in results for the advertiser.—Robert W. Stevenson, Easton Express, Easton, Pa.

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

## The Indianapolis NEWS

The Detroit News, working in co-operation with the Architects Small House Service Bureau, is carrying on a campaign of instruction regarding the planning and building of homes for persons of moderate income. Each Sunday they print at least one plan for a small home, and answer questions from readers pertaining to home building problems. In addition to this the News will actually build one moderate priced house to show what can be done by following proper methods. They will also supply any reader with copies of the plans which are published in this department, and at as low a price as they can be obtained. This new department is creating much interest and it is thought that many readers will take advantage of the help offered. It seems like a worthwhile service for any newspaper to offer, if they can handle it.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

The Henry Field Seed Company, or Shenandoah, Iowa, has just finished a contest of a new variety. Take twenty letters of each of the alphabet, a total of 520 letters. It is not like other puzzle ads. This is a real puzzle for folks who do not know the dictionary. How many words can be made out of the 520 letters without using each letter more than 20 times? The contest is a winner for the one having the highest score. Each word will count for the number of points made by multiplying the number of letters in each word by itself. That is, if a word has six letters, the points would be 6 x 6 or 36. An additional credit of 20 was given for each word regardless of its length. Letters not used were counted against the total score at the rate of two points per letter.—A. R. Davison, 3624 North 41st street, Omaha, Neb.

### The New York Times As Guide and Example

Dean Williams of the School of Journalism at the University of Missouri said in an address:

The students might well take The New York Times as their guide, pattern and example. When The New York Times is mentioned it brings a thrill of pride to every lover of true American journalism. It is the fairest, most accurate, most complete of the world's newspapers.

News and advertising departments are generally at odds, more or less friendly, on the ability of those connected with the respective departments. As a little demonstration test, one newspaper transferred the entire forces for one day, retaining only the chiefs in each to direct operations. Naturally, each strived their best "to show the others up," and the result was truly surprising so far as handling of news and advertisements was concerned, while members of each department ended the day with better respect for the duties of those in the other.—Bert A. Teeters, Daily News, Springfield, Ohio.

Custom has brought about the issuance of the monthly statement to the public on about the first of the month. Many people are the recipient of a number of these on the beginning of every month, and in several instances the smaller bills get little or no attention, and especially those for a subscription or a small amount of advertising. A plan was adopted at the Topeka State Journal of sending out statements for all the small and most of the classified accounts about the 18th of the month. Most of these were old accounts and it was really surprising to see how many were paid within the next ten days. The two days following the mailing of the statements were busy days for the bookkeeping department, explaining what the bill represented. In many cases the advertiser had really forgotten about inserting the small ad but recalled the same when it was read to them over the phone. This might work with your paper.—James W. Hesse, State Journal, Topeka.

OVER  
**64,000**

LARGEST EVENING CIRCULATION IN IOWA

## The Des Moines Capital

The Worcester, Mass., Telegram-Gazette has solved the problem of satisfying the craving for community news at the same time giving the merchants of the particular town an opportunity to satisfy through running weekly pages devoted exclusively to the news of certain localities. This is merely supplementary to the daily news furnished by the staff correspondents. Each of the communities has its special day when effort is made to devote a whole page to the particular town. The advertising is restricted on the page to the merchants of the town and the usual news is supplemented by special articles of interest and helpfulness as well as inspiration for the readers and the welfare of the town.—James H. Guilfoyle, 30 Shirley street, Worcester, Mass.

Herbert Klink, classified advertising manager of the Reading Times, introduced an excellent stunt in publicity work for his department by utilizing the boxes at the head of each page of classified ads to remarkable advantage. Instead of the usual run of publicity talk, Mr. Klink conducted an educational series on writing good copy. As an example, a three-line ad on a house for sale was printed exactly as it was published before. Directly below this ad a seven-line writeup, completely covering the subject and presenting it in a far more worth-while manner, was run. Above the two ads, each covering the

Co-operating with local merchants, one newspaper staged a local show of "advertised goods," featuring the various items advertised by the manufacturer or distributor, getting a direct return by advertisements of merchants interested, calling attention to the show, and also bringing in more future "hook-ups" of local dealers with the main advertisement from the manufacturer.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Pick out a different intersection of your business district each week and run it as a special advertising page. Solicit ads from all four corners, not forgetting those who are on the floors above first. If a page cannot be made from the four corners, try two of the corners and work both sides of the street to the next corner. By working it that way, a different street could be used each week. Feature a shopping district each week and watch the dollars roll home. Merchants and business men will co-operate gladly.—A. R. Davison, 3624 North Forty-first street, Omaha, Neb.

# GOSS

## Presses

are "sweet-running" silent—safe—speedy.

Because they are built right by expert mechanics of years of training in this most exacting shop craft.

THE GOSS PRINTING PRESS CO.  
1535 S. Paulina St., Chicago, Ill.

## in WISCONSIN

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram belongs on your list.

April circulation average  
**131,749**  
NET PAID

**Milwaukee Telegram**

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

### An Accounting and Federal Tax Service for Publishers

References on Application

**CLIFFORD YEWDALL**  
33 West 42nd Street  
New York City

## THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

**BOSTON AMERICAN**

NEWSBOYS BAND A BIG HIT

Baltimore Evening Sun Group Plays Before Many Notables

The Baltimore Evening Sun's Newsboys Band has just completed its first year as an active organization. It is in constant demand throughout Maryland, at public functions such as church affairs and baseball games.

There are 62 young musicians in the organization, none of whom could play 15 months ago. In April, 1922, a meeting was held in a theater which was attended by 1,500 newsboys. Frank Morse, formerly conductor of the Old Guard Band of the Second Regiment, Philadelphia, was present and conducted another local boys' band. Then he asked who of the 1,500 in his audience would like to be in a band like that. He was almost mobbed by boys who wanted to enter.

From the 1,500 he picked 300 as likely musicians. He finally weeded out all save 52. His first concert was given before the Sun office a year ago. Since then the boys have played before the Mayor of Baltimore, the Governor of Maryland, General Pershing, Victor Herbert and John Philip Sousa.

Morse, a military man, taught the boys marching as well as dancing. He has been their conductor during the year. The Evening Sun outfitted the body. The uniforms are blue and gold and the instruments are the best in the market.

AUSTRALIA PAPER SUPPLY

Scandinavian Stock via England Preferred, Canadian Finds

Sentiment for the mother country is causing Australia to buy Scandinavian paper exported to them by English merchants, in preference to Canadian-made paper exported direct, according to W. Gorman, representative of the Provincial Paper Mills who has just returned from a six months' trip to the Antipodes. The 10 per cent preference to paper from Great Britain and the low standard of Scandinavian currencies made it difficult for Canada to compete in Australia, he said.

Asked whether the feeling existed in Australia that Canadian paper mills were the property of United States capital, Mr. Gorman said that it did, in some quarters,

but as 90 per cent of the motor cars in Australia were of Canadian and American manufacture he did not think that argument exercised much influence.

New Sunday Paper Planned

Plans are under way here for a big Sunday edition of the Dodge City (Kan.) Globe. The Globe recently inaugurated a morning edition, to take care of the rural routes out of the city, and the mail list. J. C. Denous, editor and publisher, is now conducting two editions, the city edition in the afternoon for the city subscribers, and the morning mail edition.

Colorado Slogan Sought

A nation-wide contest will be conducted by the Denver Civic and Commercial Association to select a stirring slogan for Colorado. John F. Reardon,

president of the Reardon Advertising Agency, has been chosen chairman of the general contest committee. Frank Caruthers, advertising manager of the Denver Post, is chairman of the finance committee; Cecil R. Conner of the Conner Advertising Agency, chairman of the contest publicity committee; and C. L. Shepherd, of the News-Times advertising department, chairman of a committee to obtain co-operation of chambers of commerce and advertising clubs throughout the nation.

Billboard Tax Dies Again

The Texas House of Representatives killed the Lackey billboard tax measure to levy a 1 1/2 cent per square foot occupation tax on billboards and other advertising signs. The measure was indefinitely postponed. A similar bill, to fix the tax at 3 cents, was killed in the preceding session.

SUPPLIES & EQUIPMENT For Newspaper Making

Goss Comet. Late machine—immediate delivery. Roy C. Goodwin, Geneva, N. Y.

3 Optimus. 25 x 38 sheet, late type—has fountain trip and spiral driven vibrators. Roy C. Goodwin, Geneva, N. Y.

Goss Sixteen Page. two deck, two plates wide, complete with stereotyping equipment, equal to new. Roy C. Goodwin, Geneva, N. Y.

For Sale. Rolling machine for wet mats. Double steam table, gas generator with rheostat. D. C. 3 1/2 h. p. motor. In excellent condition. Reasonable price. The Gate City Company, Keokuk, Iowa.

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.

For Sale. Complete mechanical plant daily newspaper, consisting of one Goss Monitor twelve page press, one new model C Intertype, two Model 3 Linotypes, all in good condition; complete assortment advertising type, brasses, leads, slugs, furniture, composing room equipment, sixteen turtles, chases, stereotyping equipment, plant of Leavenworth Post which has just been consolidated with The Leavenworth Times. Address The Times, Leavenworth, Kansas.

Directory of Leading Features FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY The children love them. The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT" Weekly; general information, comment, humor. 7 E. 42nd St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK New Paper This Week Moundsville Echo, Moundsville, West Va. Herald-Sun Syndicate, 280 Broadway, N. Y. City

Comic Strips

"DO YOU THINK HE DID!" Two-Column Comic The Lawrence Sun publishes it. The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY Mrs. Contrary Mrs. Contrary The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE" 6-col. strip—hitting on all cylinders. Columbia Newspaper Service, 799 B'way, N. Y.

19 YEARS OLD 2,696 Insertions—Millions of Followers Send for Samples The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Verse

DARN GOOD NEWSPAPER JINGLE by Willis Brindley. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Daily or Weekly Feature

"A DAILY FIG-LEAF FROM HISTORY" Illustrated. Send for samples. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Fashions

IN YOUR OWN TOWN ASK ANY DEPARTMENT STORE or specialty shop as to the standing of "Women's Wear," senior fashion expert of which Eleanor Gunn is. All the resources of Women's Wear are behind the Fairchild Fashion Service, designed for your paper. Metropolitan Newspaper Service, New York.

Fiction

ASK ANY SUBSCRIBER ABOUT our short stories and serials. Metropolitan Newspaper Service, New York.

WORLD'S FAMOUS AUTHORS Unexcelled selection, serials, novelettes, shorts. Service for Authors, 33 W. 42nd St., N. Y.

Home Decorations

HOME BEAUTIFUL BY DOROTHY ETHEL WALSH Beauty Through Economy—Unusual Series The Herald-Sun Syndicate, 280 Broadway, N. Y.

Humor

"LEMON TINTED LIFE" Separate articles or in series. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Literature

RICHARD LE GALLIENNE'S "Books à la Carte," weekly. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Newspaper Halftones

HALF COLUMN HALF TONE, 1 1/2 in. deep, for \$1.10; ten for \$9.00. Independent Engraver, 256 W. 28th St., N. Y.

New York Letter

FOR \$5 A WEEK You get an exclusive, weekly, 1,500-word New York Letter covering the drama, art, music, books, movies and local stuff. I agree to subscribe for a press clipping service covering your city and state. Try the letter for four weeks. If unsatisfactory don't pay for it. CARL H. GETZ, 150 Nassau, New York

Photo News Service

IF YOUR PICTURES LACK THE PUNCH Try ours. KADEL & HERBERT, 153 E. 42nd St., New York City

Sunday Pages

"OLD CURIOSITY" Explains customs and quaint habits. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Women's Features

"WHEN SCHOOL IS OUT" Timely feature of interest to parents. Hol-Nord Feature Service, 500 5th Ave., N. Y.

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

IN AKRON, OHIO

The Press The Times The Beacon-Journal

have all their presses equipped throughout with Cline-Westinghouse Double-Motor Drive with full automatic push button control.



MAIN OFFICE Eastern Office Fisher Building Marbridge Building 343 S. Dearborn St. Broadway at 54th Street CHICAGO NEW YORK

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, check woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET NEW YORK CITY No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

N. Y. DAILY NEWS HALF-TONES Best in the World Made by POWERS NEW PROCESS

We can increase your business—you want it increased. You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE 145 Lafayette St., N. Y. City Established a Quarter of a Century

Just Out—New Issue of "LISTINGS"

Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars investment up to those needing more than a half-million to handle. We have some big papers in New York, Pennsylvania, Ohio, Indiana and Illinois as well as other states. If you want a newspaper anywhere regardless of the size, send for "LISTINGS," it's free. We specialize in personal service and if you do not find the paper you want in our publication we can negotiate the purchase of any particular paper you want and at no charge to you. Write us regarding this matter.

MORE PAPERS WANTED Publishers will find this a good time to sell. List with us. Same will be handled quietly and quickly. When requested, we do not publish details in "LISTINGS," but same are offered only to clients able to handle and who are seeking for such papers. Write us for details of our confidential plan.

PROMOTION WORK Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be. PUBLISHERS' SERVICE BUREAU (Established 1916) 119 N. Bowman Street Mansfield, Ohio. Owned and Managed by Experienced NEWSPAPER MEN.



# 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.

24 married, desires position on small city daily. Four years in present location and under two managements as solicitor-manager. Personal conditions require change. Available July 16. Have pep, personality, and good education. Will go anywhere and am not afraid of work or weather. References from civic officials, opposition paper and others as to character and ability. \$35 to start. Reply Box B-734, Editor & Publisher.

### Advertising Solicitor and Copy Writer

29 years old, married. Neat and clean appearance; seven years' experience; open for position. Can furnish best of references. B-706, Editor and Publisher.

### Ambitious Man.

Age 30, eleven years' newspaper experience, now employed, wants real opportunity. Can do cartoons, comics, commercial art, write ad copy, hold news desk. Reasonable salary. B-733, Editor & Publisher.

### Are You Losing?

If your daily is slipping because of lifeless style or spineless policies I want a job. The spark of life can be revived to our mutual advantage. Well qualified. Will go anywhere. Write or wire Editor, Box 340, Lima, Ohio.

### Assistant Circulation Manager

Now connected with paper whose circulation increased 5,000 past year. Can build your circulation. References. Box B-666, Editor & Publisher.

### Assistant to Publisher.

Young man with practical knowledge of the details of the business end of a newspaper desires connection with live newspaper in East. B-722, Editor & Publisher.

### Circulation Manager

desires change. Steady speedy result producer, will consider a small salary on a growing paper. B-694, Editor & Publisher.

### Circulation Manager

Experienced and reliable circulation manager of proven ability, a capable executive and promotion man, can furnish references, open for engagement. For further information write to Box B-676, care of Editor & Publisher.

### Circulation Manager

of proven ability wants opening. A long record of accomplishment. Experienced in every respect. A producer of results at minimum expense; references. Address B-729, care Editor & Publisher.

### Classified Ad Man

who has built up classified advertising for newspapers is now ready to connect with a progressive paper within 200 miles of New York. I am single, young and ambitious. B-723, Editor & Publisher.

### Competent Solicitor

wants position with good paper on western coast. Now with live morning and evening paper in middle west as assistant advertising manager. Has sold space and written copy for 5 years with a good record. Plans campaigns and special editions. A good consistent worker who can get and hold business. Would make an efficient advertising manager for paper with 5,000 to 10,000 circulation. Well educated. Married. Healthy. Age 29. Good reason for changing. If you have a place with opportunity for the above man, write. First class references from present employer will be supplied. Address Box B-713, Editor & Publisher.

### Due to Consolidation of Globe and Sun.

printer would like to connect either in editorial or composing room. Operator, hand-man, makeup. Had entire charge of financial pages. Always over the scale. Can read copy. Have covered sporting and other assignments for city room. Might make good makeup editor, assistant to publisher, or assistant to managing editor. B-736, Editor & Publisher.

### Editorial Writer.

Most widely quoted editorial writer in his state, young man under thirty, independent republican, seeking broader field. Brilliant writer on widest range of subjects, well educated, world travelled, pleasing personality. Invites correspondence and will submit samples of published work. B-720, Editor & Publisher.

### Farm Paper Circulation Manager

is seeking an opportunity to show a third publisher that he can make his publication a success, equal or even better than the other two. The past few years of subscription trials has greatly added to my former ability. I have plans that will bring you the results you want. Best of references. Address B-700, Editor & Publisher.

## SITUATIONS WANTED

**Live, Wide Awake Circulation Manager** would like to hear from some newspaper contemplating making a change. Have had ten years' experience handling circulation. Reason for wanting to make change: Larger field. I am married, sober and industrious. Excellent reference. Box B-697, Editor & Publisher.

### Managing or News Editor

tested executive, 38, married, graduate of two universities, widely traveled, with thorough knowledge of every phase of the business, six years New York experience, now on metropolitan daily, is looking for a permanent position on afternoon daily in medium-sized city West or South preferred. Could be available about August 1. Please state salary, living conditions, etc., B-735, Editor & Publisher.

### Newspaper Business Executive

with over twenty years' successful experience, both metropolitan and provincial, immediately available, preferring metropolitan location and permanency. Excellent record and references. B-738, Editor & Publisher.

### Newspaper Man,

Now employed, who has had 12 years' experience in news and editorial departments, wishes connection with metropolitan newspaper, preferably in East. Capable, careful reporter; efficient desk man; ability to take over managing editorship; can conduct "collyum" that will be quoted; write "heavy" editorial matter or pithy editorial paragraphs with real punch. A man who has given perfect satisfaction wherever he has worked. B-705, Editor & Publisher.

### Sporting Writer.

Position desired as a sports writer. Will gladly submit copy to papers throughout the country desiring New York sporting gossip, at very little recompense. Address Vic Scutari, 303 5th Ave., New York City.

### Thorough Desk Man,

34, familiar with makeup, now on large city desk, wishes change to evening daily. First class worker who has feature with prod. Address B-681, care Editor & Publisher.

### Wanted

Editor now employed in city of approximately 50,000 desires to make change. Either editor, managing or telegraph editor. Long experience. Highest references as to character and ability. Must give reasonable notice. B-731, care Editor & Publisher.

### Woman, College Trained,

Research and general writing experience, desires either special assignments (sociological, literary, informational) or part time connectable editorial research or feature nature. Address Box B-732, care Editor & Publisher.

### Writer-Editor

Middle-Western newspaper woman with nation-wide acquaintance and broad experience in National political campaigns, dramatic and musical criticism, interviewing and feature writing, is available for special assignments in New York. For interview address B-712, Editor & Publisher.

### You Can Hold Your Advertising Lead

despite the most strenuous attacks of vigorous competition, with this advertising manager. He is backed by a record of consistently solving difficult newspaper sales problems. An executive of force and tact under whose direction your advertising department will function smoothly and the lineage production of your salesmen increase. He is himself a convincing and resourceful salesman, thoroughly experienced in copy, merchandising and promotion analysis and in local and national lineage development. Some western publisher will find him exceptionally profitable at \$3,000 to \$4,000. In business with a relative, and is withdrawing from the partnership. A note from you, confidential of course, will bring complete facts and his credentials. B-714, Editor & Publisher.

### Young Man,

26, educated, one year writing and one year publishing experience, seeks opportunity in editorial office of publication. Considers himself in the infancy of his powers, but has natural aptitude and talents which with further experience is sure to develop into constructive force for organization employing him. Will start at any rung of the ladder at modest salary. B-688, Editor & Publisher.

## FEATURE ARTICLES

**6c** A WORD for advertisements under this classification. Cash with order.

### Syndicate

in market for human interest, 350 word editorials, inspiration theme. B-737, Editor & Publisher.

## HELP WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

**Classified Advertising Manager.** one with experience. Reference required. Address Intelligencer, Lancaster, Pa.

### Reporter-Manager.

New England paper wants man for 20,000 suburb to develop news and advertising. Future guaranteed to one who can truly represent. B-701 Editor & Publisher.

### Traveling Advertising Solicitor

to call on law firms in Western States by a corporation operating for nearly fifty years. The business is already established. This is a permanent position for the man who can qualify as to character and ability. Give age, present occupation and reference. B-740, care Editor & Publisher.

### Wanted

Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

## BUSINESS OPPORTUNITIES

**6c** A WORD for advertisements under this classification. Cash with order.

### Artist Wanted

To illustrate new daily poem feature on fifty-fifty basis; must have ideas that are real. Address Box B-730, Editor & Publisher.

### Capital Wanted

An absolutely sound and solvent publishing corporation of over forty years' continuous activity desires to increase its already large business by securing additional working capital. The most rigid inspection and investigation will be afforded to any responsible person or corporation desiring to consider the proposition. Address B-739, care Editor & Publisher.

### Wanted,

Small daily newspaper to lease or buy in city of 5,000 to 10,000 population. B-669, Editor & Publisher.

### Wanted, to Buy:

Standard Straightline Goss or Hoe 32 page two plate wide, 1 1/2 cms, 20 inch column press. If you have such a machine for sale, write fully and state where press may be seen. B-711, Editor & Publisher.

### Publication Representative At New York City.

Having own office and facilities desires to represent high-grade, substantial publication in Greater New York territory, fully experienced, widely acquainted, unquestioned references. Address Active, Box B-725, Editor & Publisher.

## KEEPS KANSAS GOLF CUP

### Editor of Topeka Construction News Still 1a Editorial Champion

For the fourth consecutive time, Fred B. Cooper, editor of the Topeka Constructive News, won the Kansas Editorial Golf Association championship at Topeka May 29 when he defeated Ray Stewart of Topeka, editor of the Security Benefit News, three up and two to go, in the finals at the annual Spring tournament. In the semi-finals Cooper had defeated Carl Miller of the Belleville Telescope two up and one to play, after having defeated Eugene Howe of the Atchison Globe by a similar score. In a special championship for the semi-finals, Howe defeated Miller two up and one to go.

In the championship consolation fight, Will H. King of the Allen County (Ia.) News, defeated Jess Napier of the Newton (Kan) Republican one up in nine holes. This was for the Senator Arthur Capper cup.

## NEW McJUNKIN BUILDING

### Half Million Dollar Structure to House Advertising Agency

William D. McJunkin, president of the McJunkin Advertising Company, has acquired as a private investment the southwest corner of Broadway and Wilson avenue in the Wilson avenue district on the north side, Chicago, for the erection of a \$500,000 building.

The building is to be known as the McJunkin Building and will be three

# Sales Appraisals

NEWSPAPER PROPERTIES

## PALMER, DE WITT & PALMER

325 Fifth Ave., New York  
Pacific Coast Representative  
M. C. MOORE 513 Canon Drive  
Beverly Hills, Calif.

# Unusual Opportunities

## Daily & Weekly NEWSPAPERS TRADE PAPERS

## HARWELL & CANNON

Newspaper and Magazine Properties  
Times Building, New York  
Established 1910

## WE CONNECT THE WIRES

**WANTED** - FINANCIAL Writer and Editor, not necessarily an expert, but a young man who really knows something about what should go into the business page of an eastern daily of over 50,000 circulation. Must be able to represent his paper creditably on the outside. Cover fully in first letter and mention our No. 172.

FERNALD'S EXCHANGE, INC.  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

\*\*\*\*\*

## STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

### NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

**STARR SERVICE CORPS**  
Upbuilders of Newspapers  
42d St. & B'way New York City

\*\*\*\*\*

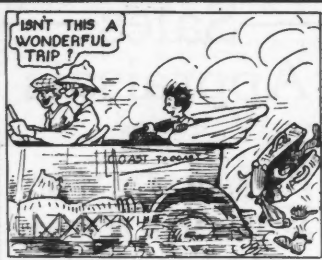
stories high with the exterior in white terra cotta. It will have 80,000 square feet of store and office space. The offices of the advertising company will not be moved into the new structure.

## Lincoln Journal Aids Star

When the mechanical equipment of Lincoln (Neb.) Star broke down on Saturday afternoon, the Journal loaned a press, and the Sunday Star came out on time.

## Cutler Desk Campaign

The Buffalo Advertising Agency will conduct an advertising campaign for the Cutler Desk Company.



## GAS BUGGIES

### Transcontinental Tour

Whether your readers laugh with or at Hem and Amy and Junior—they laugh. If "GAS BUGGIES" is open in your city, wire for terms.

METROPOLITAN  
NEWSPAPER SERVICE  
Maximilian Elser, Jr., General Manager  
150 NASSAU ST., NEW YORK

## Thomas W. Briggs Company

Headquarters  
Memphis, - Tenn.

We serve Publishers  
in U. S. and Canada

Write for particulars  
of our  
*Permanent*  
Weekly Business  
Review Page

## PERTINENT PORTRAITS

12 one-column half-tones  
weekly.

A valuable file builder as well  
as a daily news feature.

THE INTERNATIONAL SYNDICATE  
213 Guilford Ave., Baltimore, Md.

America's Best  
Magazine Pages  
Daily and Sunday

Newspaper Feature Service  
241 WEST 58TH STREET  
New York City

## WIRE NEWS

For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York

# HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

FIND out from your court judges and county clerk the estates that have been in the hands of administrators the longest in your county. In Logansport, Ind., an estate has just recently been closed that had been in the hands of the administrator of a will for forty-seven years. During this time it had grown from \$100,000 to approximately \$200,000. Upon the settlement the estate went to a great granddaughter of the maker of the will, a resident of England. Probably the records in your county have as equally interesting case.—Lewis Hyman, Pharos-Tribune, Logansport, Ind.

"The process of getting the world's news to you," was the title of a series of articles run as "self publicity" in an Indiana paper. The articles showed how news was gathered both in America and abroad and the steps it took to reach the reader. It made an interesting feature embellished with drawings and photos and tended to impress the reader with the great value he was getting in the modern newspaper.—Bert A. Teeters, Box 295, Springfield, Ohio.

Who in your town has the oldest coin or collection of coins in his possession? When interest is aroused so as to cause coin owners to tell about their collections, work up stories on the collections, the various kinds and number of coins in the collections, rare coins and rare coin issues, etc.—Moran Dunlap, 2310 Guadalupe street, Austin, Tex.

Are there any spirit photographers in your town, amateur or professional? A special writer on the St. Thomas (Ontario, Canada) Times-Journal recently obtained some exceptionally interesting and timely information on this subject from a pioneer photographer of the district who declared that spirit photography was a mere fake and so simple a fake that it was ridiculous. He substantiated his statements by describing how easy it was to make spirit photographs with the aid of positive or transparencies. Follow-up articles based on experiments made by other local photographers were also used, with illustrations. The whole assisted in showing up one of the most palpable fakes ever foisted on the public.—L. B. Birdsall, 40 Mitchell street, St. Thomas, Ontario, Canada.

Foreign students in the colleges of your town sometimes have unusual ideas concerning the American women. One ministry student at a middle western college says the modern American girl is more dangerous than the women of his native Africa. Although the wild ladies of his clime have fashions that call for less coverage than the American girl's styles have reached as yet, he is certain that the American girls dress more daintily than the tribal women. Smoking among women also calls for some original thoughts by the foreign students.—J. R. C., Jr., International News Service, Des Moines, Ia.

With the closing of school an interesting story can be obtained from your attendance officer concerning the schools of the county making the best attendance record for the year. A good feature may be worked out together with a picture of the winning school and a short article by the teacher on the methods used by him, the children, and patrons in making the record. In one Indiana school it has been found that the teacher carried a child to and from his home a mile distance from the country school for a period of two weeks during which the

child was nursing an injured foot, in order to keep up the attendance record of the school.—Lewis Hyman, Pharos-Tribune, Logansport, Ind.

What about the superstitions of some of the prominent citizens of your town? There are few people in this world who do not have at least one superstition. Some won't accept two-dollar bills, some won't walk under a ladder, some hate to break a mirror, some who would kill any other animal will not even consider killing a black cat, some won't do this, and some won't do that. High or low, rich or poor, everyone has his pet dread. An inquiring reporter could get a number of interesting stories.—Chester L. Shaw, 840 Kentucky street, Lawrence, Kan.

Express employees come in contact with shipments directed to some of the most obscure places in the world, as well as unique packages and persons. Have you had the story yet?—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Are the old-time songs still popular in your community? Kenneth S. Clark, secretary of the Committee on Peoples' Songs, found out from leaders of community singing in various parts of the country that "America, the Beautiful," "Olk Folks at Home" and "My old Kentucky Home" were the three leading songs in popularity. Maybe your paper could conduct a voting contest to determine which is the favorite song of the community. Besides you'd get a good feature.—G. Harris Danzberger, Hartsdale, N. Y.

While reporters on one Indiana publication have their regular beats, occasionally they are transferred to some other beat for a few days at a time. "The plan serves to get them out of a rut and inject some new life into them," says the editor, explaining that the change also results in features being uncovered by the temporary assignment men which are overlooked because they are "too obvious" to the regular men.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

If you have a Washington correspondent no series of more interest can be prepared than a daily character intimate personal sketch of the secretaries and assistants of the congressmen of your district and senators of your state. Your readers are acquainted with the names of the representatives but they know little of the motive power of their offices, the men and women who handle the mail and attend to the requests from the folks back home.—J. H. Guilfoyle, Worcester, Mass., Telegram.

"Neighborhood News" is a weekly feature in a newspaper in a mid-western city, the city being divided into districts and a correspondent named in each district who provides news of his district similar to the country correspondence run in the smaller papers. Then too, of course, the correspondent keeps on the lookout for "hot stuff," tipping the office at once in such cases.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

You might make a story of the men in your town who still cling—from choice—to the horse as a means of getting from one point to another. I reckon you'll find that some of the reasons root pretty well into the heart.—D. H. T.

## The CONSTANCE DREXEL Weekly Letters

are now coming from

### THE RUHR

They are human interest material such as no other correspondent is writing.

New York Post  
St. Louis Globe Democrat  
Boston Post  
Washington Post  
Toronto Star  
New Bedford Standard  
Milwaukee Sentinel

have ordered. Send for samples.

The McClure  
Newspaper Syndicate

373 Fourth Ave., New York City

## Million Dollar Hearst Features

The World's Greatest Circulation  
Builders

International  
Feature Service, Inc.  
New York



We are enclosing the first page of The Daily News of Tuesday, Dec. 26, showing the first pictures carried in this vicinity, on the Mer Rouge tragedy. This was the very first lay-out of this kind, shown in a Dayton paper, and naturally, we are grateful to NEA for its enterprise in getting this out to us right on the jump.

THE DAYTON NEWS  
Dayton, Ohio

Write for samples and rates

NEA Service, Inc.,  
1200 W. Third St., Cleveland, O.

# "Ma"

A Comic Classic

in a daily strip.  
Furnished by

C-V Newspaper Service, Inc.  
350 Madison Ave., New York City

# NEW YORK STATE DISTRIBUTION

New York State Daily Newspapers excel in producing business for advertisers, because of the exceptional service established for a *state wide distribution*.

New York State has 8,390 miles of steam railways, over which are run hundreds of freight trains every twenty-four hours.

There is also a network of trolley lines which covers the State's centers of population.

New York has 800 miles of navigable ocean, lake and river waterways, the State being penetrated by the State Barge Canal through which there is a capacity for the passage of 20,000,000 tons of freight annually.

In addition to these systems of facilitating distribution, New York State has 185,359 commercial motor vehicles.

No State in the Union has better facilities for speedy transportation of every conceivable thing, from the smallest parcel to trainloads or shiploads of the heaviest and bulkiest products produced.

In any advertising campaign New York State should top the list. These dailies are important, progressive, influential newspapers. They are result getters.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press.....(M)	83,894	.09	.09	*The New York Herald.....(M)	175,403	.49	.45
Albany Knickerbocker Press.....(S)	47,496	.11	.11	*The New York Herald.....(S)	188,314	.49	.45
†Auburn Citizen.....(E)	8,818	.04	.085	The Sun and The Globe, New York.....(E)	190,379	.55	.48
*Brooklyn Daily Eagle.....(E)	68,679	.20	.20	*New York Times.....(M)	841,174	.65	.697
*Brooklyn Daily Eagle.....(S)	76,637	.20	.20	*New York Times.....(S)	844,820	.75	.738
*Buffalo Courier and Enquirer.....(M&E)	82,869	.18	.18	*New York Tribune.....(M)	130,848	.40	.38
*Buffalo Courier.....(S)	120,758	.25	.22	*New York Tribune.....(S)	130,239	.40	.38
†Buffalo Evening News.....(E)	114,403	.21	.21	†New York World.....(M)	355,853	.595	.58
*Buffalo Evening Times.....(E)	85,006	.15	.15	†New York World.....(S)	591,619	.595	.58
*Buffalo Sunday Times.....(S)	108,809	.15	.15	†New York World.....(E)	277,570	.595	.58
*Corning Evening Leader.....(E)	7,833	.04	.04	†Niagara Falls Gazette.....(E)	15,872	.05	.05
†Elmira Star-Gazette.....(E)	24,703	.09	.07	*Olean Times.....(E)	3,857	.03	.03
*Geneva Daily Times.....(E)	5,730	.04	.04	†Poughkeepsie Star and Enterprise.....(E)	11,743	.05	.05
Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	66,181	.20	.18
†Gloversville Leader Republican.....(E)	6,736	.03	.03	Saratoga Springs Saratogian.....(E)	7,921	.04	.04
†Gloversville Morning Herald.....(M)	5,605	.025	.025	*Staten Island Daily Advance.....(E)	12,049	.05	.05
*Ithaca Journal-News.....(E)	7,455	.04	.04	Syracuse Journal.....(E)	45,014	.12	.12
*Jamestown Morning Post.....(M)	9,743	.05	.03	*Troy Record.....(M&E)	22,698	.06	.05
*Middletown Times-Press.....(E)	6,228	.03	.03				
*Mount Vernon Daily Argus.....(E)	3,590	.04	.04				
*Newburgh Daily News.....(E)	10,832	.05	.05				
*New York Evening Mail.....(E)	144,185	.42	.40				

\* A. B. C. Statement, April 1, 1923.  
 † Government Statement, April 1, 1922.

# MAKING THE SUN STRUCTURALLY SOUND

THE most successful newspaper amalgamation in newspaper history was the amalgamation between The New York Morning Sun and The New York Herald.

Now the country has another amalgamation equally successful, the amalgamation of The New York Globe with The New York Evening Sun.

The Sun-Herald amalgamation at once rehabilitated The New York Herald, bringing it strength, vigor, and a bigger circulation than it had ever had in all its history.

The New York Evening Sun needed no such infusion. It did need the Associated Press. It got it through The Globe and it got a big push in circulation as well, but increase in circulation was not my object.

The best is none too good for the Sun and the Associated Press is the best news service. The Sun wanted the best and could afford to buy it at any price. Price should never stand in the way of making a great newspaper structurally sound.

FRANK MUNSEY

