



EDITOR & PUBLISHER



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WOMAN RUNS PAPER BUT SON, 11, PICKS COMICS

Mrs. Susong, Proud of Achievements as Publisher of Greeneville (Tenn.) Democrat-Sun, in Smallest Town Receiving Full A. P. Service—Sees Newspaper's Service to Small Town Greatest of All.

By ROSALIE ARMISTEAD HIGGINS

THE MASTHEAD of the Greeneville (Tenn.) Democrat-Sun carries each morning the name of E. O. Susong, publisher. Nothing unusual about that, you may remark, but you are mistaken, for the name should read, Edith O'Keefe Susong, who is not only publisher but sole owner.

Her paper has several distinctions, the chief one of which is that Greeneville is the smallest town in the country receiving the full Associated Press leased wire service.

The story of Edith O'Keefe Susong's newspaper career is more interesting than stories which newspapers print every day. It is one of those stories of success in a small town, against big odds, notably her sex.

It was difficult to realize that she was the publisher of a daily newspaper. She is good looking, with golden hair, sparkling blue eyes, and a winning smile, intensely feminine in fact.

She was born and reared in Greeneville, the fifth generation of her family to live there. She was educated at Agnes Scott College, Decatur, Ga., and returned to Greeneville, where she married Mr. Susong, a lawyer. Seven years ago he purchased the Greeneville Democrat, and that is where Edith Susong's newspaper story begins, in her own words:

"Mr. Susong bought this newspaper, but he was a lawyer and really knew nothing about running a paper and cared less. Of course, I knew nothing about it either, but I had the firm conviction that I could do it, and that is half the battle, I think, in anything. I wanted it, though, for my very own, so I persuaded him to sell it to me and I assumed a mortgage on it. I took charge, and on my first day sold a double page ad. I shall never forget how proud I was of that.

"I had to compete with two other newspapers—the Greeneville Searchlight and the Greeneville Sun. They both had linotype machines and other modern equipment. We had an old hand press. Our office was in the cellar of a house and our rent was \$50 a year. I paid my foreman the munificent sum of \$12.50 a week. Many times I have fed the press through both sides, folded every newspaper myself by hand, addressed every wrapper, and carried the papers to the postoffice. At that time we had a circulation of 1,500.

"The two other newspapers made scathing comments about the absurdity of a woman running a newspaper, and the Sun stated that 'the Democrat would not be alive when the roses bloomed again.' I did not let any of this disturb me, but went on working harder than ever, determined to make good. After two years, I bought a linotype and, of course, that made matters much easier. But many things came up to worry me. In 1918, the Sun became a daily newspaper, and of course, it was hard for my paper, a weekly, to compete with it.

"In May, 1920, the Searchlight suspended publication. I bought its equipment, its good will and circulation, and went merrily along. We also moved out of the cellar into the offices of the Search-

light, in a good business location. In October, 1920, luck again came my way, when my last rival, the Daily and Weekly Sun, suspended publication. I then bought their property, equipment, etc.

"In January, 1923, we moved into our new two-story building on Main street, where we now have three linotypes and a new Duplex press. Our circulation is now 4,792, and, figuring five to a family, I feel that my newspaper reaches around 20,000 readers each day. As it is the only newspaper in the county, we have a large rural circulation.

"Another paper which I have failed to mention, the East Tennessee Republican, came into the field in the meantime, but it was shortlived, and died a natural death in August, 1922. Greeneville has boasted 18 newspapers since 1858, and today my paper, the Democrat-Sun, is the only one which has weathered the storms. It was established in 1879.

"I am a member of the Southern Newspaper Publishers Association, and a number of the publishers have said to me from time to time: 'Mrs. Susong, it's impossible to publish a newspaper successfully in a town of less than 4,000 people.' I just smile and say, 'Well, perhaps so, but I am doing it'; and there is no argument to that. To be exact, we have a population of 3,775, but the population of Greene County is nearly 33,000.

"When I first started in the newspaper business, one of the most difficult things I had to contend with was to convince people, particularly the men I came in contact with, that I was in authority. They would come to the office, and when I came in to talk to them, they would almost wave me aside with the rather impatient comment, 'But, Missey, we want to see the boss,' and for the hundredth time I had to explain that was my title. Now, I have overcome all that. I

am happy and proud to say, and when people come to the office on business they refuse to talk to anyone else. It took patient, tactful reasoning, but it was worth it.

"Greeneville, though a small town, is most progressive, and there are several unique things about it, one of which is the fact that it is the only town of its size in the country supporting organized baseball. It is a member of the Appalachian League. We can boast 10 miles of paved streets and three more are just being completed.

"Our town is the second largest burley tobacco center in the world, Lexington, Ky., being the first. Our tobacco crop this year will amount to \$4,000,000. We live in a very prosperous agricultural section, and there is diversified farming, in addition to the tobacco crops.

"Of course I work very hard, but I am so happy in it that the hours do not seem long. I go to my office every morning, except Monday when we do not publish a paper, at 8 o'clock, and frequently I work until 9 or 10 o'clock at night. I do everything from writing news stories to writing advertisements, taking charge of the business office, writing up the latest social function, in fact, anything that comes to hand.

"We get the full Associated Press service, but we feature local news. We run each day a continued story, and I am a strong believer in continued stories for the small newspaper. Also we publish a joke column, a comic strip, and a cartoon.

"I consult frequently with my young son, Alexander, aged 11, and ask his opinion as to what he thinks people like to read, for I am training him for a newspaper man. He takes the keenest interest in the paper, and has one of the news routes. Recently I was talking to him, and I said, 'Son, what do you think

about these features, and which ones do you like the best?' He looked at them carefully and then said: 'Well, I tell you, mother, I think the continued story, the cartoon and the comic strip are all right, but nobody wants to read those beauty hints.'

"I smiled and thought that my eight-year-old daughter might disagree with him about that. I am sure she would if she were a little older.

"I think I have succeeded because I have tried so hard to make friends for the paper. I do not think you can conduct a newspaper in a small town at all on the same principles as in a city, and I have kept that in mind every day. Constantly some father or mother comes into our office and begs me to leave out a story of a wayward son or daughter which, if printed, would bring disgrace and sorrow upon that household. We grant their request if it is at all possible.

"I believe in smoothing people down, whenever that is possible, and I have turned many enemies of the paper into friends by handling them carefully and tactfully. When it comes to politics, my paper is non-partisan, although I, myself, am a Democrat."

"What do you think is the opportunity for service to be rendered by a small town newspaper?" I asked Mrs. Susong. Her reply came instantly and emphatically:

"Why, I think the opportunity for service is unlimited. I think the newspaper in a small town can render more real service than all the preachers or doctors combined. A country newspaper has the close personal contact with its readers that a city newspaper could never have, and because of that personal contact, it wields an influence the large city newspaper could never hope for. I believe, always in constructive rather than destructive criticism, and I carry out that policy in my paper.

I asked Mrs. Susong what she did for recreation, and from her answer I felt sure she must be the busiest person in all the county's population of 33,000. She said: "Well I take a prominent part in the social life of Greeneville, and then I belong to five clubs. I am president of the Business and Professional Women's Club, and a member of the chapter of the Daughters of the American Revolution, of the Women's Christian Temperance Union, of the Bridge Club, and of the Cherokee Club. I also teach a Sunday school class, and last but not least am my little daughter, Martha Arnold, and my son, Alexander.

"This is the first real holiday I have had in seven years, or since I became a publisher, and I am enjoying my visit to New York immensely. I could talk for hours and hours about the newspaper business, but I am just here for a week, and there are so many things I want to see that I just must rush along."

Mrs. Susong has taken an active part in the Southern Newspaper Publishers Association, and has been a director for Tennessee in that body. She is also a member of the Tennessee Press and Author's Club, and will speak at its annual meeting in Knoxville October 16-17.



I think the newspaper in a small town can render more real service than all the preachers or doctors combined.—Mrs. Edith O'Keefe Susong.

HIGHAM DEMANDS ACTION—AND NEWS—OF "30" CLUB CONVENTION WORK

Nominated for President of Publicity Club After Lively Attack Before It Against Methods So Far Followed in Organizing 1924 Meeting of A. A. C. W. in London

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

LONDON, October 3.—Sir Charles Higham, speaking before more than 400 members of the Publicity Club Monday evening, fulfilled expectations when he voiced a lively criticism of the conduct to date of affairs leading to the 1924 London convention of the Associated Advertising Clubs of the World. He has been in open disagreement with the methods followed for some time.



SIR CHARLES HIGHAM

Sir Charles asked why the Thirty Club had taken no action since the return of the British delegation in June to report to the general committee of the entire publicity and newspaper field which the delegation officially represented. He declared that the general committee was only now meeting, on October 15, and that not only the committee was in the dark, but everybody else too.

The Thirty Club, he said, had made no arrangements at all since June until the delegation reunion dinner September 25. The Thirty Club undertook the honor of conducting the 1924 convention, but a month ago passed a resolution leaving the organization of the event to District 14 of the Associated Advertising Clubs of the World. As District 14 consists of the Thirty Club, the Association of British Advertising Agents and the Ulster Advertising Club, and is controlled by the vice-president of the A. A. C. W., there are no hosts for the convention, he stated.

Who knew this, Sir Charles asked, outside of the Thirty Club? Who, outside of the Thirty Club, knew that Prime Minister Stanley Baldwin had promised to address the inspirational meeting? Who knew that former Premier Lloyd George had promised to speak in Chicago on his present American tour to secure a big delegation from that city? The British delegation had been back only three months, but the British press seemed to have forgotten all about next year's convention. No word had been issued from the Thirty Club.

No word had reached either the English or the American press since.

Only one paper in America had printed anything about the convention, and week by week it was printing the only news that had reached America. That paper received its information without recourse to the Thirty Club.

"We want action," Sir Charles declared. "We want news."

His disagreement, he stated, was not with men, but with methods.

He considered also that the Wembley Exhibition Grounds are not a suitable location for the convention, and urged that it be held at Westminster Central Hall, London, as a conference centre which all advertising men would find convenient.

Sir Charles concluded with an eloquent plea for unity, that next year's convention may dignify all advertising.

Robert Thornberry, president of the Publicity Club, announced that an intimation had been received of acceptance of the club's proposal of affiliation with the A. A. C. W.

A resolution was proposed and seconded that the Publicity Club protest to the Thirty Club, deprecating the lack of action and endorsing the suggestion of the Central Hall as a convention venue.

Eric Field, a member of the Thirty Club committee, who was present, challenged Sir Charles' statements as to in-

activity since the delegation's return, stating that the stress of their experience rendered necessary rest for principals of the delegation, and that no time had been lost.

Without warning or pre-arrangement, an enthusiastic member of the Publicity Club jumped to his feet and proposed that Sir Charles be asked to accept the presidency of the club. The meeting was taken by surprise and wildly applauded, but it was discovered that the matter, not having been discussed in executive committee, the nomination must be deferred until that was done. Sir Charles was highly amused, but expressed entire willingness to serve if the club desired, promising full support to its activities.

I am informed that the Publicity Club now numbers over 400 members, mostly of the younger blood in advertising, and it may be expected to have a prominent voice in the London convention.

FINANCES ON AGENDA OF "CANADIAN PRESS"

Problem of Operation Without Subsidy to Overcome Long Wire Gaps Faces Directors in Winnipeg October 8

The management of the Canadian Press have been engaged during the past two or three months in an intensive study of the financial problem arising through the action of the Government at the last session of Parliament in refusing to continue the annual subsidy voted to enable the C. P. to overcome the handicap of long unproductive distances. A statement is being drafted in which some proposals for meeting the emergency will be advanced and this will be presented at the semi-annual meeting of the board of directors of the Canadian Press to be held in Winnipeg on Oct. 8. Ordinarily this meeting is held in Montreal, but by special vote at the last annual meeting it was decided to hold the session in the West. As the newspapers of Western Canada are particularly interested in the question coming before this meeting, it is opportune that it should be held in the western territory.

E. H. Macklin, Winnipeg Free Press, first vice-president of the Canadian Press, is calling a general meeting of all members of the Western Division which includes the territory from the Great Lakes to the Pacific, to be held on the afternoon of October 8 to consider the situation.

ORGANIZING IN BIRMINGHAM

Southeastern Advertising Clubs Prepare for Meeting Oct. 28-30

Work on the program for the convention of the Southeastern district of the Associated Advertising Clubs of the World, Oct. 28, 29 and 30 at Birmingham, is occupying a group of advertising men in several states. Charles B. Marsh is chairman of the committee and is assisted by L. J. Wilhoite, of the Chattanooga Times; David W. Webb, Foote & Davies, Atlanta; Arthur Newmyer, New Orleans Item; F. B. Wilson, Wilson Advertising Agency, Nashville and John Sparrow, Sparrow Advertising Agency, Birmingham.

The program will open Oct. 28, with a number of advertising men occupying pulpits in downtown churches and giving lectures on "Truth in Advertising."

PARIS PRESS ASKS VISIT OF U. S. ADV. MEN

(By Cable to EDITOR & PUBLISHER From Its Paris Editor)

PARIS, France, Oct. 5.—Reports that the American delegation to the Associated Advertising Clubs convention in London next July would be invited to visit France received a definite impetus today. The Syndicat de la Presse Parisienne voted to extend a welcome to the Americans to follow their London meeting with a jaunt across the channel. This organization is composed of the Parisian newspaper proprietors.

LOYD GEORGE GUEST AT U. P. LUNCHEON

200 Prominent Editors, Publishers and Government Officials Greet Former British Premier as He Lands

The United Press Associations gave a luncheon in honor David Lloyd George, Oct. 5, at the Hotel Biltmore, New York City. More than 200 prominent newspaper men, publishers, and government officials attended.

In the absence of Karl A. Bickel, president of the United Press, who is on a business trip around the world, Roy Howard, chairman of the board of the Scripps-Howard newspapers, presided. He presented Newton D. Baker, former Secretary of War, who introduced the famous British statesman.

At the request of Lloyd George, his speech was entirely confidential and was not reported.

Publishers, at the invitation of the United Press, came from all parts of the country to be present at the luncheon. Officials of the Associated Press, the International News Service and the Universal Service were also present. Those attending included:

On the date—Thomas W. Lamont, R. F. K. Huntman, Sir R. A. Clerk, Frank A. Stone, Hen. James J. Davis, Melville E. Stone, Harry N. Riskey, Chauncey M. Depew, Mr. Lloyd George, Roy W. Howard, Newton D. Baker, William R. Hearst, Sir Alfred Copeck, Frank B. Noyes, Harvey D. Burrill, Crover Whalen, Sir Harry Armstrong, Herbert Bayard Swape, Nor A. Huse.

Other guests were:

Roland S. Andrews, Gordon Auchincloss, Clarence Axman, Hugh Baillic, Clifford Baker, Kenneth Baker, Travis H. Baker, A. W. Barnby, Bruce Barton, Bernard M. Baruch, Luigi Barzini, Robert J. Bender, Robert W. Bingham, Heber Blankenhorn, Paul Block, Sherman Bowles, John McE. Bowman, Herbert Brauff, B. Brewer, Arthur Brisbane, James Wright Brown, Walter B. Brown, Percy S. Bullen, W. F. Bullock, W. B. Burgoyne, Irving T. Bush, Edward H. Butler, Solon Barhanell.

Roy Carruthers, Joseph Cashman, Frank R. Chasman, Bernard Cohn, Nicholas E. Conine, William J. Conners, Kent Cooper, Fred L. Crane, Harris M. Christ, John E. Cullen, John T. Custis.

W. W. Davies, Arnold L. Davis, Howard Davis, George B. Dealey, William H. Dodge, Col. E. C. Duffin.

Joseph J. Early, L. C. Earnist, Martin Egau, Hon. R. E. Enright, Charles W. Ervin, D. O. Evans.

Fred S. Ferguson, John H. Fahey, William H. Field, Glenn Frank, Wilfred M. Fry, Ichihai Fukuda, James H. Furay.

Frank E. Gannett, Charles Dana Gibson, Martin H. Glynn, R. R. Govin, Raymond M. Gunnison.

Charles N. Halsted, J. W. Harding, John N. Harman, W. W. Hawkins, William Hayward, L. E. Hinrichs, W. C. Hogg, Eric C. Hopwood, Clark Howell, R. F. R. Huntsman, Henry Hyde.

H. B. Jones, Jessie H. Jones.

Thomas Kennett, James Kerney, M. Koenigsberg, H. H. Kohlsaat.

David L'Esprance, William E. Lewis, Walter Lippman, E. J. Lynett.

George T. McDonald, Clarence M. Mackay, Frederick Roy Martin, Lawrence C. Martin, J. W. T. Mason, Julian S. Mason, Judge George W. Maxey, S. S. McClure, O. J. McIntyre, Frank P. McLennan, Ben McLeon, Bradford Merrill, John L. Merrill, Webb Miller, Sir Alfred Mond, Joseph A. Moore, Harry W. Muschelwhite.

Daniel Nicoll, T. E. Niles.

Adolph S. Ochs, Walter M. Ostreicher.

Arthur Page, Philip A. Payne, Loring Pickering, Amos R. E. Pugh, John D. Plummer, Frank Presbrey, C. McD. Puckette, Theodore H. Price.

William H. Rankin, E. Lansing Ray, Oden M. Reid, Stanley M. Resor, William C. Reick, Arthur T. Robb, Walter S. Rogers, Capt. A. A. Rostron, A. Rothman.

William M. Scudder, Frank Seaman, Dr. Albert Shaw, O. K. Shimansky, George G.

Shor, Thomas L. Sidlo, W. P. Simms, R. A. C. Smith, William J. Southam, Keats Speed, John J. Sprague, Henry L. Stoddard, Leman J. Beecher Stowe, Sir William Sutherland, A. J. Sylvester.

John H. Tennant, H. B. Thayer, Frederick I. Thompson, Paul Thomson, Sir Henry Thornton.

Tarashige, Ueyehara, Seichi Ueyeno.

E. A. Van Valkenburg.

F. A. Walker, Richard Walsh, Hon. H. H. Walters, Travis H. Whitney, Louis Wiley.

F. Douglas Williams, T. R. Williams, T. Walter Williams, W. Wyn Williams, T. W. Wilson, Butler Wright, Thos. B. Wells.

BARRY OFF FOR ORIENT

Will Assist in Reconstruction of Japan Daily Advertiser

J. P. Barry, general manager and American representative of the Japan Daily Advertiser, will leave New York for the Orient today to assist in the reconstruction of the Advertiser and Trans-Pacific Magazine and News Service after the quake. Publication of these American periodicals will be resumed in Tokio soon, before the erection of a new building equipped with the latest machinery available. For the present the Advertiser has been forced to suspend publication—the first time in 18 years.

Mr. Barry calls attention to the fact that, as the Osaka papers are now covering Tokio and Yokohama pending re-establishment of the papers whose plants were destroyed, American firms now have the opportunity to reach the bulk of the Japanese buying public through advertising media published in one city. He predicts that more American goods will be sold in Japan during the coming year than ever before, owing to Japan's unquestioned financial standing.

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DIRECT RESPONSE TO NEWSPAPER ADS DEMONSTRATED IN YEAST CONTEST

Fleischmann Company Used 129 Dailies, 1 Magazine, in Announcing Their \$5,000 Prize Health Contest—25,000 Replies Received

By HAMMOND EDWARD FRANKLIN

AN inundation of mail from the country over within a short time has demonstrated for the Fleischmann Company the direct response which newspaper advertising can bring to carefully planned campaigning. The experience of the producer of the familiar little yeast cake also illustrates how a contest may be staged to stimulate interest in a product successfully.

The business man who is looking for a way to arouse new interest in his line, after it no longer is a novelty to the public as a whole, is likely to wonder, sooner or later, if some sort of a contest wouldn't "turn the trick." It is almost as easy to have a contest which "flivvers" as one which goes over. His hest move, therefore, is to study exactly how successful consumer contests were made so and apply the same fundamental principles to his own business.

For years Fleischmann's Yeast was on the market and used only by bakers and in the home for making bread. For a long time it was known to grocery clerks that yeast, especially when mixed with cranberries, would cure pimples and boils. After vitamins came to be better understood, scientists worked out tests which showed that the ordinary yeast cake had a distinct value for skin disorders, for toning up the system, and for constipation. A page article was printed in a leading syndicated newspaper on these tests and what they showed, followed by a page advertisement in the same medium. Fostered by continuous advertising, it was immediately plain that yeast was to have a greatly increased demand.

In the drug trade, it is a common sight to see a product jump into popular demand, have a run and then drop out of sight forever. With the yeast cake, sold through grocery stores everywhere, the Fleischmann Company had no intention of letting such a result happen. While the yeast cake was a novelty in its use for health, the company poured scores of thousands of dollars into advertising space. Incidental markets, such as yeast drinks at soda fountains and yeast for poultry food, were opened up. But as the months wore on, in order to continue to keep yeast in strong demand and make people continue to talk about it, the Fleischmann Company decided to present its case through a new angle.

The sum of \$5,000 was set aside for prizes which would be awarded to consumer users for the best experience in 300 words with the product for health. The first prize was \$1,000, the next two were \$500 each, there were ten of \$100 each, 40 of \$25, and 100 of \$10 each, a total of 153 cash prizes.

On or about July 15, the announcement of this contest appeared in the regular list of daily and Sunday newspapers in the United States and Canada. Just one magazine, the Literary Digest, carried copy of the contest. Newspapers used numbered 129.

Hardly had the announcement appeared in the newspapers when the requests for the special folder began to pour in like a flood. Over 5,000 folders were mailed out in the first four days.

This special folder had no small part in the success of the contest. It consisted of four pages, 8 1/2 by 11 inches. The front page simply had the title, "The greatest health contest ever held." The second page contained a small reproduction of the opening announcement I have already quoted, with these six simple rules:

1. This contest is open freely to all whose health has been benefited by Fleischmann's Yeast (without distinction as to age or sex. (Employees of the Fleischmann Company alone excepted.) There are no entrance fees—no restrictions of any kind. All that is necessary

is to write on the opposite page, in not more than 300 words, an account of just what Fleischmann's Yeast has done for you.

2. All reports must be signed and witnessed in the space provided.

3. All reports must be in the mail before midnight of Wednesday, Aug. 15, 1923.

4. No papers will be acknowledged or returned.

5. Prizes will be awarded for the most interesting and convincing letters by a board of impartial judges.

Only one additional advertisement, this one in generous space calling attention to the fact consumers still had time to enter was printed in the same newspapers and the lone magazine early in August. This brought a second inundation of reports, which continued to arrive until the last of the 300-word reports postmarked Aug. 15 had poured in.

Six judges worked night and day to cull out the best letters: It took them a solid month to go over all the thousands of reports. It was necessary for the company early last month to publish a special piece of copy—"Prize winning reports soon to be announced—number of contestants greatly exceeds expectations"—in

which the Fleischmann Company proclaimed that it was sorry for the judges, but pleased with the results as corroborating its own sales figures and that of field forces of the wide interest in yeast for health.

Last Sunday, a huge announcement of the prize winners appeared in the same list, made up to a considerable extent of special Sunday supplements and rotogravure. In a scroll, the names and addresses of all winners were given, with extracts from a few letters below.

The advertising was in charge of J. Walter Thompson Company, New York City.

Altogether, 25,000 or more contest folders were sent out in response to requests.

"In the first place, the object was to create a new interest and enthusiasm in Fleischmann's Yeast for health, to get people talking about it, thinking about it, and wondering if it wouldn't be good for them, too," S. H. Richey of the J. Walter Thompson Company explained. "In the second place, we wanted to find out just what people had been eating Fleischmann's Yeast for. How many had used it for constipation? How many for skin troubles? How many for stomach troubles?"

"Before the announcement advertisement appeared, each district office of the Fleischmann Company knew just what papers in its territory were to carry it. Every person in the whole organization knew about the rules and the whole plan through an article in the Bulletin (Fleischmann house organ). In addition there were folders printed, announcing the contest, giving the rules, etc. These were for the salesmen to distribute to grocers

You still have time to enter!

The greatest Health Contest ever held closes August 15—\$5000.00 in prizes—If you have been helped by Fleischmann's Yeast, send in your report NOW!

Only a few days more till the Fleischmann Health Contest closes. On August 15 the judges will begin their task of selecting the prize-winning reports. Get yours in at once. \$5000.00 will be distributed for the most interesting and convincing stories of what Fleischmann's Yeast has done for you. Everyone who has been helped by Fleischmann's Yeast prior to July 15, when this contest began, is eligible for a prize. Ever since the health value of Fleischmann's Yeast was discovered, leading scientists have been working to reveal all the facts about how this fresh food, taken on a regular basis, definitely how it removes the cause of skin and stomach troubles, how it will overcome constipation naturally and permanently. Hundreds of thousands of men and women have learned by actual experience the value of the familiar little yellow-labeled cake. If you are one of them—we urge you to send in your report. Write for full details, together with the special sheet on which all contestant letters must be written. You have until midnight of August 15 to mail your story. The contest is open freely to all consumers of The Fleischmann Company product. There are no entrance fees or obligations on your part. Simply send in the Fleischmann Health Contest Folder in time. THE FLEISCHMANN COMPANY, P.O. Box 1291, City Hall Station, New York City.

Win one of these 153 cash prizes— First prize \$1000—Second prize \$500—Third prize \$100—10 prizes of \$100 each—40 prizes of \$25 each—100 prizes of \$10 each

FLEISCHMANN'S YEAST

Just a reminder. This is the second of two advertisements devoted to announcing the contest. Like its predecessor, it put across the contest idea, but it didn't slacken for a moment in making sales for yeast cakes.

and to leave with them for their customers. This folder also served to interest the grocers and was the only direct merchandising appeal to the trade.

"Of course, there was no need for getting distribution. The company had that. But the interest of everyone was essential.

"Essays came from every state in the United States, every province in Canada and a few from Mexico and Europe.

"The contest we feel was a great success. Its pitfalls were minor—just a delay in announcement of prizes due to the stacks of mail to read, and the care in awarding the prizes, and the putting aside of letters that did not meet the simple rules. The announcement advertisement was checked by the post office authorities as a necessary preliminary. The post office ruled against a coupon, so no attempt was made to use keys. All requests for folders came to one post office in a specially engaged box—all essays came to another post office and another box. The first address was given in the advertisements, the second on the special form.

"The form proved a splendid idea. It not only made a uniform pile of letters for the judges to read, but each had a printed release signed by the writer, and a witness's signature for accuracy in the story."

It should be noted that all of the advertising of the contest—and but two pieces of copy were devoted to announcing it—brought out clearly the very points which the company wanted to get over to the public. In other words, the contest idea did not take away attention from the products themselves. Instead, the contest placed the products in the limelight in sharper focus.

With newspaper space the country over available at short notice, it is possible to stage a dramatic national contest quickly and have the prize winners announced soon thereafter. With magazines, most of which have closing dates long in advance of publication, it is not possible to handle a contest so well, nor take care of special contingencies which arise. The response of newspaper readers to contests also is proven by the quick response which well planned editorial contests, conducted by papers themselves, often bring.

For making a real success of a national, popular contest, it may be set down in all accuracy that "Nothing takes the place of the daily newspaper."

Kingston to Teach Ad Classes

Douglas P. Kingston, of Barton, Dunning & Osborn, will teach principles of advertising in one of the new evening classes of the University of Buffalo.

THE FLEISCHMANN COMPANY ANNOUNCES

The Greatest Health Contest ever held \$5000.00 in prizes for the best 300-word reports on What Fleischmann's Yeast has done for you . .

If you have ever eaten Fleischmann's Yeast for health, this contest is held for you!

Write the story of your experience—and win one of the 153 cash prizes offered below. Everyone knows the health value of Fleischmann's Yeast. Millions of cakes are consumed daily.

And now we want a report from everyone whom Fleischmann's Yeast has benefited.

During the past six years the Fleischmann research laboratory, with the assistance of many of America's foremost scientists, has worked continually to discover all the facts about Yeast

Constipation is one of the most distressing and one of the most difficult to cure. There is no need to suffer. The new health food, Fleischmann's Yeast, cures constipation naturally and permanently.

as an aid to better health. Today we know the familiar little yeast cake with the yellow label is a food with a unique power.

"It tones up" the whole system and builds strength and vigor. It corrects skin and stomach disorders. It offers a simple and effective way to overcome constipation—permanently and without the help of habit-forming cathartics.

Proved by science—popular with millions—we know that. But we want to know more.

We want to know just what it has done for you. We want every man and every woman whom Fleischmann's Yeast

has benefited prior to the first announcement of this contest to write us about it—telling their own story in their own way (employees of the Fleischmann Company alone excepted).

We believe this will be the greatest Health Contest ever held.

It begins today. It closes August 15.

A board of impartial judges will award the prizes for the most interesting and convincing reports; and the prize winners will be announced in this paper during September.

This announcement will not appear again. Write us for full details today.

Win one of these 153 cash prizes— First prize \$1000—Second prize \$500—Third prize \$500 —10 prizes of \$100 each—40 prizes of \$25 each —100 prizes of \$10 each



Potent space. Appearing in 129 newspapers on July 15, this copy sold an unknown quantity of yeast cakes—its secondary purpose—and brought in 25,000 letters for the Health Contest Prizes.

NEWSPAPERS HIT ROCKS WHEN EDITORS FIND THEIR GROOVES COMFORTABLE

Authority Delegated to Mechanically-Minded Subordinates Makes a Half-Wrought Product Which Is Easy Prey for Alert, Young-Minded Competition

By JASON ROGERS

THE definite shaping of our newspapers frequently degenerates into mere routine. The man responsible delegates authority to subordinates who in a half-hearted way go through the motions until the product is a half-wrought thing. If we could employ men really interested in their work and willing to devote intelligent effort every day and continuously, we could well afford to pay them two or three times present compensation and be money in pocket.

None of us in the harness are willing to confess our failings, for to do so would be an admission of poor management, and then again there are many among us not thoroughly enough grounded in our business to tell when a job is well done or half done.

Our newspapers grow into habits like individuals. We get the habit of devoting space to departments and features, and use the space day in and day out, regardless of justification for doing so. Thus a go-ahead newspaper, making frequent additions to its columns, finds itself much larger than it should be.

We grow careless in the use of our precious and expensive space, each inch of which costs us money. We continue features after they have lost interest justifying their use. We fear the result of dropping of some department or feature, and we encourage writers to fill space with drivel rather than compel them to deliver the goods.

Not long ago an important newspaper, which for years had been publishing a feature conceded to be the best in the land, suddenly dropped it. Not a ripple of protest was aroused. Not a reader wrote to the editor. This was a great surprise to its publisher, but a wonderful illustration that we build up an entirely erroneous valuation on things.

Experience shows that many of the old reliable dominant newspapers gradually become water-logged with routine. They please old readers with whom they have become a habit, but they are so jammed with departments and features which pleased an older generation that they have not the space to gather increased circulation by publishing matter appealing to the younger people.

We talk of some of the great newspapers of the country as successful, though many of them have made no notable gains in circulation for a generation, while competitors have established large circulations, part of which should have gone to the old-time success had it been alert.

In a strictly modern up-to-date growing newspaper we can get papers on the street in from 3 1/2 to 5 minutes after the last form has been delivered to the stereotypers. In some of our present-day great newspaper offices it takes from 25 to 35 minutes to get the first paper from the presses.

The circulation manager of one great newspaper recently told me that if he could get his first papers within 10 minutes he could sell 30,000 more copies. The lost motion enabled competitors to beat him out to every important point and sell thousands of copies to people who will not wait for the slower moving water-logged sheet.

Whenever we feel satisfied with ourselves we have reached a point where we should watch our step. Whenever those who make a newspaper are perfectly satisfied with the product, and I know many such, there is fine opportunity for a competitor to step in and take a big slice of white meat.

It was so in New York in 1883 when Pulitzer came to town from St. Louis and established his great success with the World. The old-timers were asleep at the switch. Not a single one of the then big leaders is really on the map today.

It was so in New York in 1896, when Hearst and Ochs came to town to start their great upbuilding campaigns by widely different methods. The Times of today probably has a larger circulation than the total of the Herald, Tribune and Sun of 1896, and we know that the Hearst newspapers probably have much more than the combined sale of all daily newspapers of that period.

In Chicago it has been a survival of the fittest. The Daily News and Tribune have larger sales than at almost any previous time when they sold for one cent a copy, but Hearst has developed large total figures, part of which should, naturally, have gone to the older papers.

The old Herald, Times, Chronicle and Inter-Ocean are found in the present Hearst Herald-Examiner in the morning, while the Journal and the Post in the evening really don't count when it comes to measuring total sales for the city. They have done fairly well to hold on to the rope, and to make the gains they show.

Did the old New York Herald progress during the last years of Bennett's ownership? Did the old New York Sun progress under its old management? The answer must be known. Supposedly, they were both carefully managed properties, but they had grown so mush-bound that progress was backward and not forward.

Under the ownership of Frank A. Munsey, the present New York Herald, representing a combination of the old Herald, Morning Sun and Press, which among them in 1896 had, according to Ayers' Newspaper Directory, 300,000 circulation, has today 166,000. Meanwhile the Times, which had 20,000, has climbed to 341,000 and the New York American, which was then the Morning Journal, from 120,000 to 329,000.

Checking up the Chicago situation in the same way, the Daily News had 205,626 circulation in 1896 as against 386,155 in 1923, and the Tribune has 537,134 as compared with 75,000 in 1896. Meanwhile the old Times-Herald, Inter-Ocean, and Chronicle, which had 210,000 circulation between them in 1896, have been merged into the Herald Examiner with 354,147, and the Chicago American, an entirely new production since 1896, has 387,573.

I have drawn on these figures from past experience to indicate specifically what has taken place and why.

As we look back at the newspapers which have passed out or been superseded, we more fully realize the pitfalls into which many of them found their fates through false notions regarding their own excellence as newspapers, adherence to tradition and failure to keep step with progressive civilization.

Viewed from the standpoint of today the old morning Sun, under Dana, was the ghost of a newspaper as compared with the New York Times of today, just the same as was the Herald or Press. Dana's wonderful editorials written by other men under his directions may be considered as the excuse for a newspaper, but he never built one to the proportions of the present-day Times.

The Herald of those days (1896) was a mere reflection of the yellow journalism of early days. It had been a highly successful one from a commercial standpoint, until Pulitzer demonstrated that a man right on the ground can annihilate a newspaper run by a dilettante in Paris.

The Press never was a newspaper, checked up against the standards of its day or this. It was a mere campaign sheet kept alive because men hated to see its large group of readers thrown to the bow-wows.

In Chicago, the Times-Herald of 1896 represented a merging of the old Chicago Times and Chicago Herald, the latter of which, under Scott, was a real newspaper in many regards. It was an unsuccessful newspaper even when it later was merged with the Record and became the Record-Herald.

The old Inter-Ocean in 1896 was a mere derelict on the sea of journalism piloted by William Penn Nixon and later by H. H. Kohlsaat and Yerkes for the loss of millions until it finally brought up as part of the Herald-Examiner.

A study of any or all of these old sheets which fell by the wayside before the advance of more purposeful and sounder journalism—either yellow or legitimate—proves beyond discussion that there can be a substitute for the real goods in newspaper-making. Either a newspaper is good and successfully managed or in time it must fade out. Each copy printed is final evidence regarding what it is.

A newspaper to make a success must excel as a newspaper like the New York Times, be like the Hearst products, or a half-and-half like the many others, blending news enterprise, bold promotion, and popular features.

There seems to be no course between the three types. Every successful newspaper I know of shades into one of the groups, while many of these that merely beat time have neither the purpose or inclination to find the groove that leads out of red ink.

"BIG BUSINESS" IDEA NOT N. Y. MAIL'S

Henry L. Stoddard Claims Success for "Small Unit," in Announcing Discharge of \$400,000 2d Mortgage

The heavy cost of the pressmen's strike in New York did not prevent the Evening Mail from paying and cancelling on Oct. 1 a \$400,000 second mortgage, leaving only \$500,000 first mortgage on the property. It is expected that the earnings of the paper will permit the retirement of the first mortgage in the near future. Henry L. Stoddard, editor, personally owns over \$400,000 of the outstanding first mortgage, as well as all stock in the company.



HENRY L. STODDARD

He stated to a reporter for EDITOR & PUBLISHER on Wednesday that the increasing success of the Evening Mail is an answer to the theory advanced by some publishers that newspapers must pattern after "big business" and become "large units" if they are to succeed.

"I deny that newspapers should be conducted on the lines of 'big business,' and that consolidation into what are called 'large units' is a good thing for newspapers," said Mr. Stoddard. "Consolidations are necessary and wise where a community is over-newspapered; but consolidation effected merely to buy circulation in bulk and thus to create a 'big' newspaper never results as anticipated.

"The best circulation growth," said Mr. Stoddard, "is that which comes from the development of the newspaper itself. It means hard work, many disappointments and many mistakes, but in the long run persistent effort gets the only circulation that sticks."

"The Evening Mail has no morning or Sunday editions and is not associated even remotely with any other newspaper or any syndicate of papers. Every effort of our staff is centered on the one paper; staff conferences determine policies, features and news values. We have no other interests.

"I attribute the success of the Evening Mail to the fact that every department chief is urged to express his ideas frankly; the spirited discussion that follows usually develops the right point of view.

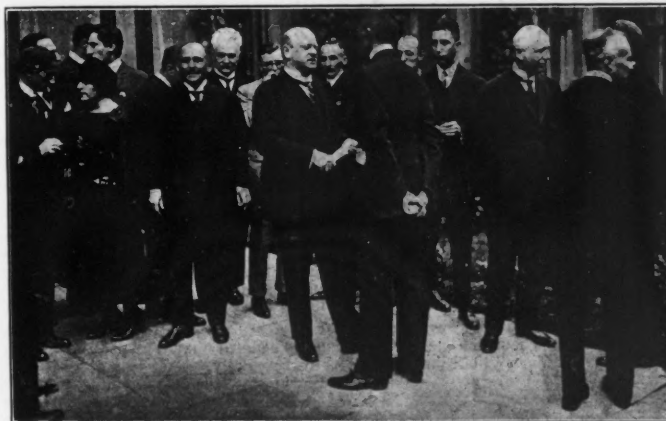
"Only three public questions are not subject to modification in these conferences of The Mail's executives. The Mail stands (1) for unyielding war upon war and all war-breeding policies; (2) for prohibition and (3) against race-track gambling. Many persons who profess to know New York say that such policies have not many followers there; the steadily-rising circulation of the Mail is evidence to the contrary."

CHARLESTON AMERICAN SUSPENDS Circulation Bought by News and Courier As of Sept. 29 The Charleston (S. C.) American suspended publication with its issue of September 29, its subscription list having been taken over by the News & Courier. The publishers of the American in announcing the sale stated that "the interest of Charleston can be served by one newspaper in the morning field and they have decided to retire."

The American was purchased last year by John H. Perry and Richard Lloyd Jones. It was established in 1916 as a morning and Sunday paper by Mayor John P. Grace of Charleston.

Buys Suspended Paper's Lists The Thief River Falls (Minn.) Tribune has taken the subscription list of the suspended Middle River Pioneer.

WHO SAID BANKRUPTCY?



One of the very first official acts of Chancellor Streseman of Germany was to invite the newspaper men representing German and foreign papers to come in for tea and a chat. Here we have them in the gardens where Bismarck took his health hikes. The Chancellor is shown in the center talking with Felix Bagel of the Deutsche La. Platza Zeitung of Argentina. Pick out your American friends in Berlin—they were there.

HOW LE PETIT PARISIEN DISTRIBUTES 2,000,000 COPIES A DAY

First Edition Goes to Press at 5:30 P. M. and the Fifteenth Appears at 6 A. M.—Mail Subscribers Who Number Only 65,000 Are Not Encouraged

By G. LANGELAAN
Paris Editor, EDITOR & PUBLISHER

ONE MILLION EIGHT HUNDRED THOUSAND copies a day is the circulation of Le Petit Parisien. During a recently organized competition its daily circulation reached two million. High as these figures are, they were considerably exceeded during the World War, when at times the Petit Parisien output reached the stupendous total of three and a half million copies daily.

The Petit Parisien, most widely read of all French newspapers, circulates chiefly in Paris and the North, Northwest and West of France. Its sale in the South and Southwest is insignificant, the reason being that there the Provincial press turn out daily newspapers which compare with their great Paris rivals.

This daily circulation of 1,800,000 copies is printed in no less than 15 separate editions. The first edition goes to press at 5:30 P. M., dated, of course, for the following day, while the last comes off the machines at 6 o'clock in the morning. The editions for the provinces are made up to fulfil local requirements.

The fifteen editions are distributed in five separate ways. First there is the postal service to subscribers, who number 65,000. Then a distribution by post has to be made to 12,000 news agents in the provinces acting as distributing agents to smaller news vendors. Next, copies have to be sent by railroad to 6,000 similar agents. Following this service is the distribution by automobile to news agents and centers outside Paris but within a radius of 60 miles. Lastly comes the distribution in the capital itself.

Paris and vicinity within 60 miles absorb half the circulation.

Postal subscribers, of which there are 65,000, are not sought after. The management feel that to make any special attempt to get such subscriptions, although ensuring the greater part of the sale price to the public coming direct to the paper, is not good policy, and is unfair to news agents. Most of such subscribers are people who live in out-of-the-way villages. Subscriptions are accepted to run only from the 1st or the 15th of the month. This makes the task of follow-up and reminder letter appeal much easier when subscriptions are about to lapse.

Each subscriber has an addressograph plate with his name in the usual embossed characters beneath a typewritten slip also giving the name, address, date when subscription lapses, etc. Stacks of trays filed along whole walls of the subscription department are arranged so that each tray corresponds to the stations served along a particular railroad.

Thus, routing begins as soon as a subscription is received. To find any subscriber's plate, reference is made first, not to his name, but to the town or village he lives in. This is known to be in the tray corresponding to the itinerary of train No. so-and-so, and is at once found. Subscription plates are filed in such a way that as they draw near to the date of expiration they come more and more to the front of the tray. Every fortnight a member of the staff goes through all the trays, and subscribers whose subscriptions are about to fall due are noted. When they do fall due, if not then renewed, they go into a suspense tray.

This is done so that there shall be no break in the receipt of the issues containing a *feuilleton*, serial story, an important feature in French newspapers, generally running two at a time. Loss through over-service to subscribers who have not renewed is completely eliminated, and there is no doubt that this result is in great measure due to the system of accepting subscriptions to run from only the first or 15th of the month.

In wholesale distribution, by post and

by railroad, the Petit Parisien is in direct touch with 18,000 news agents, all of whom, besides selling copies in their own shops, supply other news agents within their neighborhood. With all these 18,000 distributors, the management has separate accounts, and these accounts are attended to by a staff of 60 bookkeepers. Monthly accounts are rendered, papers supplied are billed and allowances made for unsold returns. There is a special service at Clichy, a suburb of Paris, which verifies these returns, and the subsequent sale of the returns as waste paper just covers the cost of the service.

The department of the Petit Parisien, which looks after the dispatch of subscribers' copies and parcels which go to news agents through the mail, is in itself a complete post office.

It would be impossible to expect the postal authorities at short notice to start sorting hundreds of thousands of copies and parcels of the paper, so the work has to be prepared for them in their way. On large tables the wrappers are set out early in the day, with indications on each as to the number of copies they are to hold, one or many. All correspond with trains whose routes are known, and with each set is a way bill which passes from hand to hand until the complete parcel is made up and reaches the train, when it is handed to the postal authorities.

The wrappers on separate copies as well as on parcels are printed in one piece, the title of the paper at the top, the subscriber's or agent's name and address beneath, at one operation. Addresses are not printed on small slips and then stuck on, as in America.

A fleet of 15 to 20 automobiles takes the early copies to the trains and then serves the suburbs and the vicinity of Paris within a radius of 60 miles.

Within Paris itself the distribution is done by small cars and cyclists. No fewer than 52 clearly defined itineraries have to be covered in this way inside the walls of the French capital. No distribution is made inside Paris direct to news agents. The papers are distributed to certain centers in each ward of the

city, the center in each being a café, which opens early in the morning.

These cafés, which open their premises in the early hours of the morning to this traffic, find their profit in the refreshments they sell to the people coming for supplies. In these centers, too, all other publications besides the daily papers are supplied to the small news agents. Daily reports from the distributing centers in the city enable the administration to gauge exactly how sales are going, where to increase, and where to diminish.

The management of the Petit Parisien decided that the head of each department should devote his attention to the work in hand and the perfect functioning of his department and not become, as often happens, a mere machine for dictating letters. In order to achieve this, the stenographer attached to the head of each department or sections is much less a stenographer than a secretary.

A very important part in the smooth running of the enormous daily circulation of close on two million copies is played by the corps of 15 inspectors, who move from place to place, and their 60 subordinate district chiefs, who are located each in his own section.

His duty to the paper is his whole day-long work, and he must undertake no other employment. He is the local arbitrator in case of dispute, and if at any time through accident or misunderstanding the paper is in danger of not going along its usual course of distribution, he must see to it that it is distributed.

His job also is to watch competition. He draws up a daily report on sales, on local conditions and happenings as they affect the sale of the Petit Parisien, and on the activities of competitors. Over the heads of these 60 district chiefs are the 15 traveling inspectors, who move continually from place to place, investigating, suggesting, and doing all that can be done to push circulation and lift it up where it shows signs of weakening.

When the machines of the Petit Parisien begin to supply the stream of their 15 daily editions to satisfy the wants of their 1,800,000 readers, the copies come rushing down a couple of shafts to a large table in the center of a hall. Here stand a line of men, distributors, who take them up in packets and run them across to ten other huge benches.

Each of these benches has a team of six packers under the charge of a "counter." He takes the first label to hand, counts the number of papers indicated thereon, and passes it to one of the six packers. Packed, the papers are taken to vans.

The postal parcels and copies do not go through the post but are handed straight to the trains, so that more than half the work of the postal authorities is done for them. When the rush subsides, a tally is made with the numbers of copies which have come off the machines and the numbers sent out indicated on the duplicate bulletins returned by the counters. These bulletins gradually find their way back to the departments from which they originally came, and thus the checking goes right back to the source.

M. Paul Dupuy, director of the Petit Parisien, and a member of the French Senate, is of the new school of employers of labor. With his fellow directors, he considers no progress possible unless the staff are made to feel that they are part of the business, that its success is their success, its future their future.

In 1920 he inaugurated a pension scheme in co-operation with the employees. Each worker pays 5 per cent of his salary into a fund, and to this the management adds a like amount. By paying 7.5 per cent instead of 5, the employee can insure that in case of death his widow will receive a pension. Since the inauguration of this scheme, the percentage of men leaving the employment of the Petit Parisien of their own free will has been very small indeed. This fund is governed by a committee of the men jointly with the management.

M. Dupuy is due to visit New York in October, and if during his trip he picks up a few ideas for improvement of ways and methods in his wonderful organization here they will be in operation in the Petit Parisien within a few hours of his return.

"IT SAVES SPACE," SAYS MUNSEY, CHANGING HERALD MAKE-UP



WHEN the combination heading was removed from the New York Herald, following termination of the pressmen's strike, that newspaper appeared entirely changed as to make-up and type used. Frank A. Munsey, publisher, was directly responsible for the change. The Herald now uses in its headlines Cheltenham Bold Condensed.

The present make-up is wholly distinctive among New York morning papers.

"The change was founded on good sense," Mr. Munsey said in comment, "because it is a great space saver. We believe use of this type saves a full page

in every newspaper of average size. Furthermore, it saves time to the reader, since it permits the story to be told more briefly than before.

"It is the same series of type that was used by the Sun and Globe, but smaller, and so handled that it expresses itself a bit more calmly."

Edwin S. Friendly, business manager of the Munsey newspapers, reported he had received a large number of favorable comments from readers of the Herald, regarding the change. An owner of a large department store, Friendly said, thought it made the newspaper more readable than before.

PUBLISHERS AND ADVERTISERS LOOKING TO CHICAGO FOR A. B. C. MEET

Seven Important Conventions Oct. 15-20—Speech by Lloyd George Outstanding Feature—President Coolidge Expresses His Regrets—All Preparations Complete

Chicago, during the week of Oct. 15-20, will be the mecca of many publishers, advertisers, and advertising agents in the United States and Canada.

Seven important conventions will occur between these dates, culminating in the Ninth Anniversary and Tenth Convention of the Audit Bureau of Circulations, with the Rt. Hon. David Lloyd George, British statesman, the guest of honor and magnetic drawing card.

Meetings scheduled for the week are: Inland Daily Press, Oct. 16 and 17; Associated Business Papers, Oct. 15, 16 and 17; National Conference of Business Paper Editors, Oct. 15 and 16; Agricultural Publishers' Association, Oct. 17; Bureau of Advertising of the A. N. P. A. Executives' Committee, Oct. 16; the National Commission of the Associated Advertising Clubs of the World, Oct. 19; the Newspaper Representatives Association of Chicago, Oct. 15.

The invitation which resulted in the former British Premier being the guest of honor at the A. B. C. banquet, was presented through James Wright Brown, of Editor & PUBLISHER, then in London. Since many other organizations also extended invitations, and were anxious to take part in the welcome, it was decided not to confine his audience to the limit of a dinner, but to hold a great mass meeting in the Auditorium Theatre, Chicago, the evening of Oct. 17, at which all organizations will act as hosts. Lloyd George's speech at this time will be his first public utterance in the United States.

The A. B. C. convention opens Oct. 17, in Hotel LaSalle with a series of departmental meetings. Problems affecting each division of the bureau will be discussed and candidates for directors selected.

Presiding over the various departmental meetings will be: President O. C. Harm, Advertisers' Division; Director E. I. Mitchell, Mitchell-Faust Advertising Company, Advertising Agents' Division; Director David B. Plum, Troy, (N. Y.) Record, Newspaper Division; Director F. W. Stone, American Review of Reviews, Magazine Division; Director Marco Morrow, Capper Publications, Farm Paper Division; Director Mason Britton, McGraw-Hill Company, Business Publication Division.

With President Harm presiding, the annual meeting opens the morning of Oct. 18. Reports will be received from the departmental meetings, together with nominations for directorships. During the afternoon the election of directors will be conducted, and reports of the resolutions committee and nominations committee heard.

President Calvin Coolidge, expressing regret that he could not accept the A. B. C. invitation to attend the dinner Oct. 17, paid striking tribute to the power of the press. In a letter to Stanley Clague, managing director of the A. B. C., he wrote:

"It is perfectly apparent that you will have a magnificent audience, and that it will undoubtedly be an historic occasion. Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism. There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and con-

sumption of all kinds of commodities. This service is always on the constructive side of affairs, encouraging men to think better, to do better, and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be better than today, and that faith is justified."

At the banquet to be held under the auspices of the Associated Business Papers, Inc., and the National Conference of Business Paper Editors, Oct. 16, at the Congress Hotel, Frank Lowden, ex-governor of Illinois will be the main speaker. His subject will be "Business in Government." Other speakers for the banquet have been announced as Lorado Taft, on "Art in Industry," and Fred P. Vose, on "Much About Nothing."

The Associated Business Papers convention opens Oct. 15, with the report of Jesse H. Neal, executive secretary, and speeches by E. R. Shaw, Power Plant Engineering, Chicago; President A. C. Backert, Penton Publishing Company, Cleveland; Chas. W. Folds, president of the Chas. W. Folds Co., Chicago; Earle W. Bachman, "Quality Group," New York; Fred S. Wayne, Iron Age, Chicago; and Warren Platt, National Petroleum News, Cleveland.

The Joint Editorial Session of this convention is set for Oct. 16. Talking on "The Editor as Spokesman for His Field Outside of His Own Publication," Samuel O. Dunn, Railway Age, Chicago, heads the list of speakers on this day, followed by E. J. Mehrner and Robert K. Tomlin, McGraw-Hill Company, Inc., New York; Clyde Jennings, Motor Age, Chicago, and L. I. Thomas, Factory, Chicago.

Round Table talks and open forum hold the stage during the afternoon of Oct. 16, led by J. R. Hannon, Motor Age, Chicago.

SEARCH FOR TOWEL ROD REVEALS WHY ADVERTISING DOESN'T PAY

The Klopp-Bartlet Printing company, of Omaha, publishes a small house organ, with a page size of 3x5, entitled, "The K-B Printer." This house organ is created monthly to advertise "K-B" as a by-word for good printing and service. The following is taken from their September number and worth reading:

From the K-B Printer.
"Advertising doesn't pay."
Ever hear that remark? Sure you have, and probably it will be heard many times in the future.

A trained analyst can usually put a finger on the spot which causes some of this aforesaid advertising to be unprofitable.

Take this experience: At our house, we've had a towel rod in the bathroom that was affected with an affliction, which caused it to be everything a good towel rod shouldn't be—an aggravating habit of sinking spells at one end.

Prompted by a spirit of obtaining peace of mind, we entered a well known hardware store at precisely 4:55, said hardware store having contracted the prevalent habit of closing at 5:00 p.m. It didn't take long to see that we were not popular with the clerks—three in sight. One visiting with a young lady, easy to look upon, did speak in a fairly cordial manner, but his mind wasn't much on bathroom fixtures. The other two evidently thought we were soliciting for some charity, because they walked calmly to the lockers in the rear, donned coats and hats, and started out.

A kind-faced gentleman was seated at a desk in the rear, and we approached him with this question:

Have those clerks the nerve to walk

Election of officers will take place at the business meeting of the B. P. A. Oct. 17. At the same time plans will be formulated for the ensuing year, policies discussed, and the constitution possibly revised. George H. Griffiths is chairman of the General Program Committee.

The Newspaper Representatives Association of Chicago holds its regular monthly luncheon Oct. 15. James Wright Brown of Editor & PUBLISHER, has been invited to speak. The association has a membership of 50 representatives in the Chicago territory. F. E. Crawford, western representative of the New York Evening Journal, is president.

The Inland Daily Press Association meeting will be addressed by Senator Irvine L. Lenroot, Wisconsin, on the subject "The Press and the Government." A talk on advertising will be delivered by Frank Carroll of the N. A. N. E.

Paper Gives Blooded Stock

The Webster (S. D.) Reporter and Farmer, as a means of encouraging diversified farming and better livestock, offers to give away to boys and girls in Day county two pure bred bulls, two pure bred rams, three pure bred boars and twenty-two pure bred cockerels, one animal or bird going into each township. The animals are not to leave the county for six years.

SHOW BOOSTS AUTO ADS

New York Sun Leads in Automobile Lineage Sept. 29 to Oct. 4

With the Automobile Show in progress in New York City, automobiles are being extensively advertised in the newspapers. Since Sept. 29, when the show started, until Oct. 4, the New York Sun and Globe led in lineage, at 27,464 lines.

Other figures for the same time: World, 12,929; Times, 18,899; American, 14,968; Herald, 18,125; Tribune, 17,127; News, 1,988; Evening World, 5,333; Journal, 12,438; Mail, 7,658; Post, 8,792; Telegram, 3,598.

3,000 EXPECTED AT ST. LOUIS MAIL MEET

Direct Mail Advertising Association Completes Preparation for Annual Convention Oct. 24, 25, 26

Following nearly a year of making plans and providing facilities and arrangements, the committee in charge of the convention of the Direct Mail Advertising Association announces everything in readiness for the institute, exposition and convention sessions to be held in St. Louis, Oct. 24-25-26. From present indications, more than 3,000 are expected to attend.

Many advertising clubs have made large hotel reservations. Chicago has reserved rooms for 300 at the Hotel Jefferson; New York for 100 at the Statler; Detroit for 75 at the Claridge; Boston for 20 at the Jefferson; Peoria for 50 at the Majestic; and Kansas City for 20 at the Claridge.

Plans have been perfected whereby anyone enrolled in the direct mail institute will be entitled to reduced railroad rates under the certificate plan, which means fare and a half from all points. The convention program was built by popular ballot. The program committee in selecting speakers were guided by replies to 15,000 questionnaires sent out last Spring.

More emphasis is being paid this year than ever before to the exposition. Paper manufacturers, printing companies and linotype corporations will be represented.

Two days preceding the convention, Oct. 22-23, the Mail Advertising Service Association of America will hold its annual meeting at the Hotel Statler. At the same time the Insurance Advertising Association of America will meet at the Hotel Chase, while the Community Advertising Department of the Associated Advertising Clubs of the World will hold sessions at the Hotel Claridge.

WHEELER HEADS McCLURE'S

Has Had Long Career as Newspaper and Magazine Editor

Howard Wheeler, organizer of the Science Service, Washington, D. C., has been appointed general manager of the



HOWARD WHEELER

McClure Newspaper Syndicate, succeeding Philip C. Eastman, whose resignation was announced in Editor & PUBLISHER last week.

A Leland Stanford graduate, class of 1904, Wheeler started his newspaper career in San Francisco, becoming editor of the San Francisco Daily News in 1906. From 1908 to 1913 he was Pacific coast manager for the Newspaper Enterprise Association.

In 1914 Wheeler came east to become managing editor of Harpers Weekly, taking over the same position on Everybody's the next year. Remaining with the latter publication until 1919, he wrote a series of articles, which attracted nation wide attention on preparedness. About this time he also brought out a book, entitled "Are We Ready?"

From 1919 until the present time, Wheeler directed Science Service, which he organized with Dr. E. E. Slosson.

Central Press Association Meeting

The Central New York Press Association will hold a meeting in Syracuse, N. Y., Saturday, Oct. 13. R. T. Patten, publisher of the Skowhegan (Me.) Independent-Reporter, will be the principal speaker.

"SILENT CAL" CAUSES DEARTH OF NEWS

Capital Corps Hard Put for Stories—
Correspondents Moved to Other
Posts—Publishers Take
Look at President

By ROBERT BARRY

Not within the memory of the oldest correspondent in Washington has there been such a dearth of real news in the national capital as during the present. There was a belief among a few that the change of Presidents would mean a recurrence of things to write about from Washington, but President Coolidge has been so lacking in spectacular political stunts that the national capital has settled down to brief discussion of minor topics.

Mr. Coolidge has undertaken to be as informative as possible about official business. He has answered in uncommon detail the questions which have been put to him by the corps, but the chief difficulty appears to have been due to absence of topics for the correspondents to inquire about. For several weeks now the corps has gone away from the White House on press conference days without the merest suggestion of a "powerful piece" or a "learned article," as such things are called when appearing under the by-lines of Washington correspondents.

The result has been to bring out in sharp relief the actual news gathering abilities of the various correspondents in Washington, and some of the most highly touted, who ceased being newsmongers when they started carrying canes, have been hard put to maintain themselves with their respective clientele.

Many of the papers are withdrawing high-salaried correspondents from Washington for special duty in other places. Some are being sent on special political tours and others to places where spot news is breaking.

One aspect of the situation has been the manifestation of a curiosity on the part of editors as to just what President Coolidge looks and talks and acts like. That has been reflected in the growing number of editors and publishers who have been coming to Washington in recent weeks.

Not the least interesting visitor was an old Washington correspondent, Col. O. O. Stealey, for many years the representative of the Louisville Courier-Journal. Col. Stealey was here in the days of "Newspaper Row" so long ago that Rudolph Forster is the only White House attaché who was on the job when Col. Stealey was a seeker after news. Col. Stealey derived no end of fun from association with such veterans as "Dick" Oulahan of the New York Times, and "Jack" Messenger of the Washington Star, who had been getting away fairly well with their pretensions of immaturity until he came to town.

Among the visitors registered at the White House within the week were J. O. Baglin, of the Pittsburgh Gazette Times, introduced by Robert M. Ginter, the paper's Washington correspondent; H. E. Rassmussen, of the Austin, Minn., Daily Herald, by Fraser Edwards; H. B. Humphrey, of the Kansas City Star, by Roy A. Roberts; Burwell Snyder, of the Baltimore Sun, by Theodore Tiller; Charles J. Starner, of the Wall Street Journal, by Carl Butman, and Henry A. Palmer, of the Traffic World, by A. E. Heiss.

There have been scores of other visitors. "Pat" McKenna, White House attaché, who guards the door to the President's room, has been at something of a loss to know who's who, and it is unfortunate, yet true, that not all of the strangers who have appeared in the President's office on press conference days have had a wholly legitimate right to be there. There were not out-of-town editors and publishers, either, but it seems next to impossible to bring about a regulation of those conferences which will guarantee to the President and the

correspondents that protection which would seem to be elemental in the circumstances.

JAPANESE RELIEF FUND

Tokio Sends Thanks to Editor & Publisher—More Gifts

Shunju Kai, in Tokio, which corresponds to a newspaper publishers' association in America, is distributing the \$4,423.50 so far raised by the Editor & PUBLISHER Japanese Newspaper Relief Fund, collected from newspaper men from all parts of the United States. The money is going directly to the Japanese newspaper employes suffering from the earthquake disaster.

A cable received this week from Tokio contains thanks, expressed by the Shunju Kai, "in the name of the journalists who suffered as a result of the national calamity." The cable continues:

"Shunju Kai accepts the fund for distribution with the deepest appreciation of Editor & PUBLISHER's generous humanitarian aid."

To date the fund stands:

Contributions acknowledged	\$4,098.50
Dallas (Tex.) News and Journal	100.00
Louisville Courier-Journal	100.00
Louisville Times	100.00
Greensboro News	10.00
I. Fukuda	10.00
A. Rothman	5.00

Total\$4,423.50

AD MEN ARE TOLD WHY MAIL IS DELAYED

Assistant Postmaster General Bartlett Scores Use of Obsolete Mailing Lists, Speaking in Baltimore October 3

Suggestions for relieving mail delays were presented to members of the Advertising Club of Baltimore by Hon. John H. Bartlett, first assistant postmaster general, when he spoke at an all-day meeting in the interest of direct mail advertising Oct. 3.

"The Post Office Department is the only vehicle by which the advertiser can at an infinitesimal cost place his products before the great mass of the people," Bartlett declared.

"Every now and again we will hear someone say, 'Oh, the mails are slow. I didn't get my letter or package this morning as I should have.'"

"Let us examine this picture closely and we find that in the great majority of times the Post Office Department is not the one that should be censured. For, the burden of the mail that falls at the Post Office comes between 6 p. m. and 6 a. m. It totals 70 per cent. The period from 6 a. m. to 6 p. m. only reaches 30 per cent. So the business man who complains that his letter was not delivered promptly must realize that had he placed his communication in the mail at an earlier hour, he would have secured an earlier delivery."

Bartlett scored frequent advertisements sent through the mails of unusual size and confusing colors.

"The use of antiquated and antedated mailing lists is another factor that is resulting in serious economic waste," he continued. "The delays undergone by the postal machinery in the handling and rehandling of vast quantities of this class of mail costs thousands of dollars annually."

"We figured up some time ago that there was a dead waste of nearly two million dollars annually due to the readdressing by post office clerks of approximately two hundred million incorrectly addressed letters and other mail matter."

"There are many ways in which the public can help the postal service. I shall not enter into all of them, but will confine myself to impressing upon you the advantage to the postal service, as well as the taxpaying public, of preparing mail matter in envelopes of standard size, carefully addressing it, seeing that

postage thereon is fully prepaid, and mailing it early in the day when possible."

Bartlett declared the Postal Service annually handles 18,000,000,000 articles. He said if sufficient funds were available the Post Office Department would establish not only airways from coast to coast, but in many different parts of the country. Whether it will be possible to put this plan in operation, he pointed out, rests with Congress.

"We want to be of help to you gentlemen whose profession is advertising," Bartlett concluded, "and to give the greatest amount of service possible we need your co-operation—co-operation not of a passive, but of an active character."

BALTIMORE AD CLUB STUDIES MAIL

Hold Meet and Exhibit in Emerson Hotel—Assistant Postmaster General Bartlett Made Chief Address

The Advertising Club of Baltimore has just put over something which should be especially interesting to the Direct Mail Advertising Association which meets the latter part of this month in St. Louis. It devoted the whole of last Wednesday to an exhibit and discussion of direct mail advertising.

The ballroom of the Emerson Hotel, one of the largest of the Baltimore hotels, was secured, and exhibits of letters in direct mail work, of machinery for multi-graphing, folding, and all the things necessary in getting mail out were placed on exhibition. There were about 50 exhibitors.

Reading of papers began at 10 o'clock in the morning and continued until 4:30 in the afternoon, with a halt for luncheon, at which the speaker was First Assistant Postmaster General John H. Bartlett.

Among the other speakers were Mrs. Ida Bailey Allen, of England, E. Lyell Gunts, of the H. V. Green Co. of Baltimore; Clinton F. Wilding, of New York; Carl J. Balliett, of Greensboro, N. C., an expert in direct mail advertising; John Howie Wright, editor of the Postage Magazine, and Norman T. A. Munder, a Baltimore printer.

This is the second full day given to discussion of a single subject by the Advertising Club of Baltimore. The club meets every Wednesday for luncheon and has a speaker at each meeting. He is limited to 30 minutes.

Frank J. O'Brien has just taken office, succeeding Dwight Burroughs as president of the club. Mr. O'Brien was formerly associated with the advertising department of the News. He is now manager of the Southern Can Company.

NORWALK HOUR REORGANIZED

Change Follows Death of V. W. Ferris, Managing Editor

Following the death of managing editor Victor W. Ferris, reorganization of the Hour Publishing Company, issuing the Norwalk (Conn.) Hour daily and weekly, was effected. Edward J. Thomas, who had been president and treasurer, as well as general manager, relinquished the treasurership to William J. Brown, who was also elected secretary to succeed Mr. Ferris. Brown resigned as mechanical superintendent.

Wellington A. Tolles, associate editor, became managing editor, and Robert G. Mitchell, special writer and assistant editor, was made associate editor. Mitchell was city editor of the Norwalk Sentinel, for many years.

Open Boston Office

Dorrance, Sullivan & Company, advertising agents, New York, have announced the opening of their Boston offices in the new Beacon Trust Building at 31 Milk street. This office is established because of the increased number of New England advertisers served.

BALTIMORE AMERICAN ABSORBS SUNDAY NEWS

Latter, Founded by Munsey, Was City's Only Sunday Evening Paper—Hearst Newspapers Builds New Plant

The Baltimore (Md.) Sunday News has been discontinued, or, as the Hearst management in Baltimore, of which John E. Cullen is the head, expresses it, has been combined with the Sunday American. The Baltimore American is the Hearst morning daily, and the News is the Hearst evening daily.

The American is being issued on Sundays, with comics and other features enlarged so that they combine in one paper what has been given previously in both.

Thus ends a chapter in Baltimore newspaper work which was the cause of much discussion when the Sunday News was started about ten years ago by Frank A. Munsey. There was considerable difference of opinion as to the field for an evening paper on Sunday. Baltimore, conservative in habits, accepted it slowly.

Various publicity and circulation "stunts" are being put over by the Hearst management in Baltimore. One which has attracted some attention was the declaration of a "corn beef and cabbage day" last Monday to celebrate the appearance of the comic "Jiggs" strip in the American. All the hotels on that day put corn beef and cabbage on their menus, with something to remind one of the McManus cartoons about the corn beef and cabbage line.

Other stunts have been the offering of prizes each day for the best limericks on "want ads," the prize being \$50 if the author was a subscriber to the paper, and \$25 if not. A prize of \$10 is given each day to someone who secures a position through the help wanted columns.

The Hearst management is building its own newspaper plant at Pratt and Commerce streets, somewhat removed from the business center of the city. However, the Maryland Casualty Tower building at the heart of the downtown section has been purchased and it is supposed that the Hearst business office will be there, although it has been announced that the editorial rooms, press and composing rooms will be at Pratt and Commerce streets.

LEADER SUPERSEDES THE CALL

Labor Unions Formally Take Over New York Socialist Paper

The New York Leader, a labor daily, formerly the Call, appeared Oct. 1 as an evening newspaper.

Published by the Labor Press Association, of which S. John Block is president, the newspaper claims to be the property of 300,000 workers. The editorial staff is practically the same as that of the former Call, a morning newspaper.

Norman Thomas, formerly of the Nation, is editor; Heber Blankenhorn, one-time city editor of the New York Sun, managing editor, and Evans Clark, of the Labor Bureau, business manager. New members of the staff include Earle Jones, who becomes circulation manager; Herbert Gaston, formerly of the New York World, city editor, and William Soskin, head copy reader.

HOE 6 WEEKS BEHIND

Company However, Is Returning to Normalcy After Strike

Approximately six weeks behind in contracts, due to the strike of 1,000 machinists who walked out Aug. 2, demanding a wage increase, R. Hoe & Co., now operating under open shop conditions, is according to company officials, rapidly returning to normalcy.

Already 500 machinists have been employed to take the place of the strikers, the officials announced, and, with 30 or 40 new names being added to the roll daily, it is expected all positions will soon be filled.

DAILY NEWS NOW TOPS N. Y. CIRCULATIONS

Sun-Globe, Telegram, and Evening Mail Gained Notably by Globe's Death —Gains Made by 11 of 15 Newspapers

Who secured the Globe's circulation? What is the Daily News' new average? This week brought the answer to both questions, which have been agitating all New York newspaper offices since the press strike was broken.

Frank A. Munsey, who paid for the Globe's circulation when he merged it with the Sun last June, has held the greater part of it. His Sun and Globe stated an average for the six months ending Sept. 30 of 236,165, a gain of over 50,000 daily. His Telegram, now carrying some Globe features, registered a total average of 133,394, a gain of some 20,000. The largest gainer outside of the Munsey group by the Globe's passing was the Evening Mail, which shows an average of 170,327, a gain of 25,000 over its April figures.

To the other question, the Daily News answered that its average was 633,578 copies—the largest circulation in New York and in the country for week day newspapers. The Daily News average is for the six-day paper and includes the small circulation of the strike period, which was omitted by several publishers, who so stated in their reports to the Post-office.

Gains are shown by 11 of the 15 papers charted on the adjacent diagram, which traces the course of New York circulations since the Armistice.

CONSOLIDATED REORGANIZES

R. T. Small New Editorial Director—Williams to Bell Syndicate

The editorial department of the Consolidated Press Association has been reorganized. Robert T. Small has been made director of the editorial department and C. G. Marshall general news editor. The following division news editors have been appointed:

Eastern Division, headquarters at New York—C. Rowland Wood.

Southern Division, headquarters at Washington—John Edwin Nevin.

Western Division, headquarters at Chicago—J. P. Yoder.

Pacific Coast Division, headquarters at San Francisco—L. C. Owen.

Mr. Marshall as general news editor will have direct charge of assembling the report while Mr. Small will act in a supervisory capacity with respect to the entire editorial department, succeeding Jay Jerome Williams, who has resigned to join the Bell Syndicate.

In addition to his duties of supervising the editorial department, Mr. Small is to continue his work in writing special staff stories. The division news editors under the new plan are held responsible for news features in their respective territories.

The business department of the Consolidated Press Association, which is headed by Horace Epes, announces the following appointments of business superintendents:

Eastern Division—William E. Yelverton.

Southern Division—E. F. Wilson.

Western Division—G. R. Carpenter.

Pacific Coast Division—H. R. Bankhage.

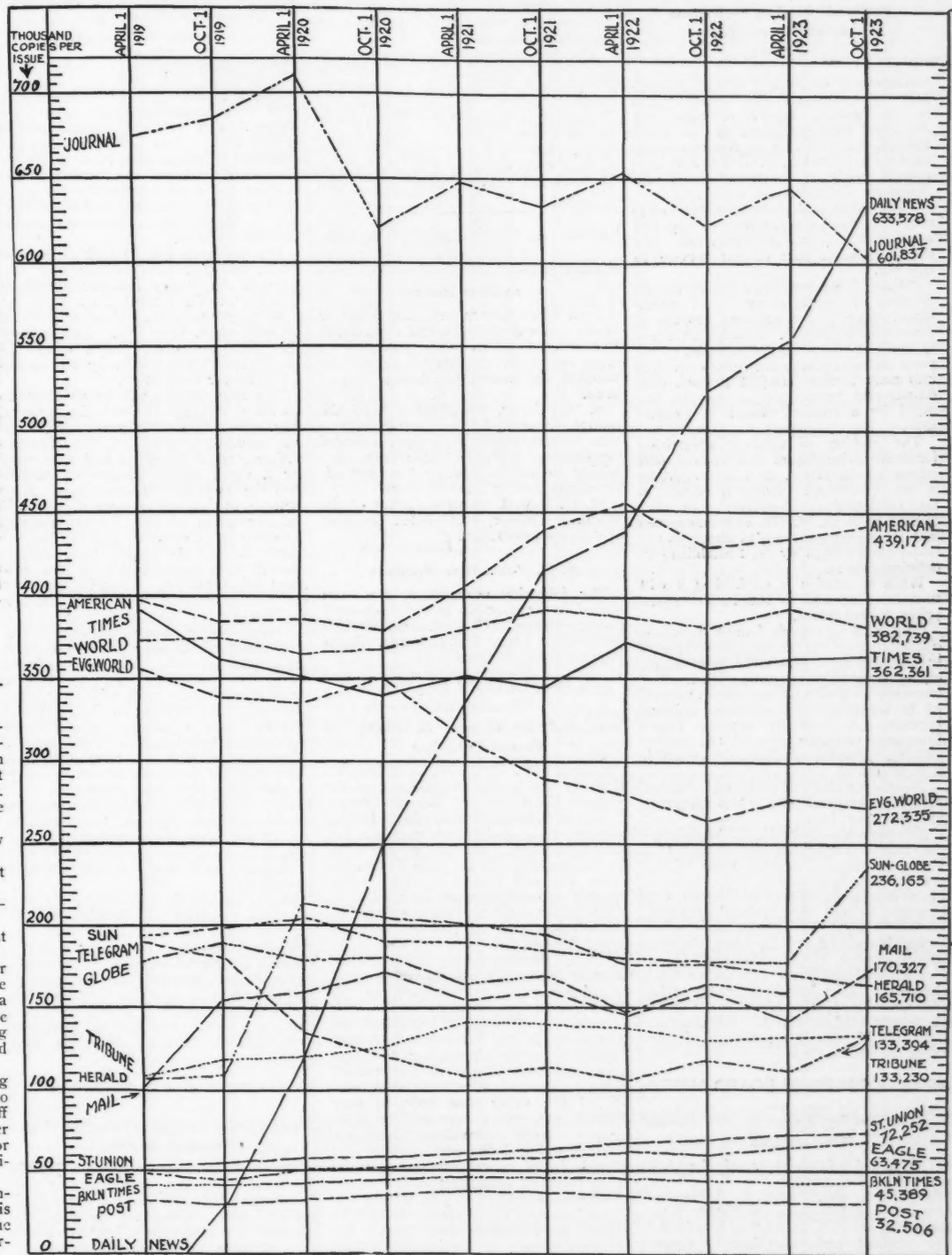
Issues Special Birthday Book

The Chicago Journal of Commerce will shortly issue a book entitled "Unique" to commemorate the third anniversary of the paper's organization on Oct. 14.

Urges Loan Society Ads

The use of newspaper advertising in the development of loan and building associations was advocated by E. L. Keesler, of Charlotte, N. C., a former president of the United States League of Loan and Building Associations, at the annual meeting of the state league here.

NEW YORK CIRCULATIONS—APRIL, 1919, TO OCTOBER, 1923



PAPER FACES VOLSTEAD CHARGE

Lewiston (Me.) Sun Indicted for Running Malt Advertising

The Lewiston (Me.) Daily Sun was secretly indicted by the Federal grand jury on a charge of violation of the Volstead act.

The Sun is alleged to have published an advertisement given by Frank A. Murphy, a Lewiston shopkeeper who was indicted and arrested on a similar charge, announcing that hops, malt and other ingredients for the alleged manufacture of home beverages were for sale in Murphy's shop.

It is understood that the district attorney's office will make this a test case, in which a decision can be made that will govern the sale of home brew ingredients

in Maine. It was alleged the advertisement was published on August 11 and September 7, contrary to the national prohibition law.

Photo-Engravers Discuss Plans

The new executive committee of the American Photo-Engravers' Association held its first meeting since the Chicago convention at the Hotel Cleveland, in Cleveland, and among the subjects discussed was the progress of the cost-finding installations in photo-engraving plants in this country and the program of the advertising committee for a nation-wide advertising campaign to promote the use of photo-engravings. Following the meeting there was a session of the joint industrial council, composed of representatives of the employers and the In-

ternational Photo-Engravers' Union to consider certain proposed shop practices and the establishment of a joint research bureau to advance photo-engraving.

New Want Ad Manual

"How to Write a Better Want Ad" is the title of a new twenty-page manual which has been prepared by J. A. Oettinger, Cleveland, for distribution by newspapers to their readers. The book is to carry the name of the newspaper circulating it, and its contents include an outline of the information which the several varieties of classified advertisements should carry in order to be fully effective. Many of the suggestions it advances are along the lines suggested in the series of articles EDITOR & PUBLISHER has carried during the past four years.

LABOR FROWNS ON ALL CENSORSHIP

"A Growing Menace" Woll Tells
Portland Meeting—Discuss
Advertising and Elect
Officers

Censorship of pictures, books, periodicals, or newspapers was frowned upon in the annual report submitted by Matthew Woll, president of the International Labor Press of America at its meeting at Portland, Ore., Oct. 3, in connection with the convention of the American Federation of Labor.

"The thing to do," he said, "is to uproot the idea of censorship in any and all forms from our American soil. We should dedicate part of our service to this end."

"Aside from restrictive legislation on freedom of speech, of press and assemblage, there is the growing menace of censorship legislation. Slowly, but surely, freedom of speech and freedom of the press and assemblage are being converted into mere licenses, subject to such conditions and restrictions as may be imposed by a political Board of Censorship."

The problem of securing advertising for trade union papers was an important subject of discussion. It was brought up in the President's report on which, in fact, most of the deliberations of the conference were based. It was emphasized that if these papers are to share in national advertising they must establish circulation figures.

When circulation is established it will then be necessary to standardize space prices, it was added.

Complaint was made before the association that its membership was required to pay too high prices for print paper watermarked with the union label. The incoming executive officers were instructed to investigate the relations existing between the American Writing Paper Company, manufacturers of this paper, and the Alden Paper Company, by which it is jobbed.

These executives, elected today, include Mr. Woll as president for another term, and the following:

Secretary-treasurer, R. E. Woodmansee, Illinois Tradesman, Springfield, Ill.; Vice-presidents, L. Searles, Mine Workers' Journal, Indianapolis, Ind.; John P. Frey, Moulders' Journal, Cincinnati, O.; Charles Baine, Shoeworkers' Journal, Boston, Mass.; P. J. Morrin, Trades Union News, St. Louis, Mo.; Gustave Franco, Labor World, Montreal, Que.; Jere L. Sullivan, Mixer and Server, Cincinnati, O.; John J. Leary, Jr., industrial editor, Daily World, New York; John C. Saylor, Labor Herald, Wilmington, Del.; C. M. Rynerson, Oregon Labor Press, Portland, Ore.

ASSOCIATED PRESS BOARD MEETS

V. S. McClatchy, Formerly Sacramento Bee, Resigns

The board of directors of the Associated Press met at the New York headquarters, Oct. 3 and 4. A number of routine matters were transacted. The resignation of V. S. McClatchy was formally accepted, and resolutions of regret were passed. Mr. McClatchy, with the sale of the Sacramento Bee to his brother, Carlos K. McClatchy, automatically ceased to be a member of the board. Following the policy of the board, the vacancy will not be filled until the annual meeting next April, when the members will elect a director.

The following members attended the meeting: Frank B. Noyes, George B. Dealey, Melville E. Stone, Frederick Roy Martin, J. R. Youatt, W. H. Cowles, Frank P. MacLennan, E. Lansing Ray, Frederick I. Thompson, Clark Howell, Charles Hopkins Clark, Elbert H. Baker, Stuart H. Perry, Adolph S. Ochs, H. V. Jones, Minneapolis Journal, B. H. Anthony, New Bedford Standard. Also present at the meeting were Kent Cooper, Jackson S. Elliott, and Milton Gargas. William M. Boles of the Great Falls

Tribune, A. W. Cummins of the Wilmington (Del.) News, George S. Oliver, of the Pittsburgh Gazette-Times, A. E. Braun of the Pittsburgh Post, and A. K. Oliver of the Pittsburgh Chronicle-Telegraph, attended the meeting of the board in connection with business for their respective newspapers.

The members of the board entertained at a dinner at the Lotus Club following the meeting on Oct. 3, in honor of Sir Roderic Jones, managing director of Reuters, Ltd. Present also was F. Douglas Williams, general manager in the United States, for Reuters. Mr. McClatchy entertained at a farewell dinner for the board members at the Lotus Club, Oct. 4.

IOWA A. P. PAPERS ORGANIZE

Perfect System for Speedier Handling of State News

Iowa news editors, who are members of the Associated Press, met Sept. 22, at Des Moines, where they perfected an organization for the purpose of a more complete system and distribution of state news.

E. T. Cutter, superintendent of the central division of the Associated Press with headquarters in Chicago, attended the meeting and talked on matters pertaining to the problem of the most efficient methods of handling news.

W. H. Powell, managing editor of the Ottumwa Courier, was elected president of the new association.

A. P. Votes New Members

The following newspapers have been elected to membership in the Associated Press: Dublin (Ga.) Courier-Herald, Iowa City (Ia.) Daily Iowan, Santa Paula (Cal.) Chronicle.

J. V. McClatchy LEAVES BEE

Succeeded by George S. Smith as Fresno Publisher

FRESNO, Cal., Oct. 1.—The resignation of J. V. McClatchy as publisher of the Fresno (Cal.) Bee, and the appointment of George S. Smith, a well known Fresno newspaperman, as business manager, has been announced. McClatchy will leave the employment of the Bee in several weeks and will take a vacation before entering upon other newspaper work.

McClatchy came to Fresno from Sacramento last year as business manager of the Fresno Bee. In Sacramento he had been the circulation manager and assistant business manager for years of the Sacramento Bee, published by the James McClatchy Company.

Coming to Fresno, he supervised the construction of the handsome four-story reinforced-concrete home for the new paper, and took charge of its business affairs. Under his direction the circulation of the paper was built to over 17,000 in less than a year and the paper acquired large advertising accounts, both national and domestic.

Smith is an experienced man in the business end of newspapers. He served as business manager on the Herald for several years. He recently retired to conduct an insurance brokerage. He will have charge of the business circulation and mechanical departments of the Bee.

Honor Firpo at Press Banquet

W. W. Davies, president of the Association of Foreign Press Correspondents, and New York representative of La-Nacion, entertained at a dinner on Oct. 3 at the Hotel LaFayette in honor of Luis Angel Firpo and Horatio Lavalle. The guests, numbering about fifty, included the sporting writers of the New York papers. Among the guests was R. Gowin, proprietor of El Mundo, of Havana, Cuba, and Vicentina, the lightweight South American champion. A telegram was read from Herbert Bayard Swope of the New York World, regretting his inability to be present, and paying high tribute to Firpo.

WEEKLY COLOR PAPER NEW TRIB. VENTURE

To Be Unique in National Field—
Chicago Publishers Say—Built
Around Roto Color
Process

The methods that have made the Chicago Tribune and the New York Daily News leaders in their respective fields are about to be applied to another line of endeavor, which may even eclipse the phenomenal success of these two, according to statements made today by Colonel Robert R. McCormick and Captain J. M. Patterson, co-editors of the Chicago Tribune.

This magazine will be built around the wonderful color roto process now featured in the Sunday Tribune. It will be in the form of a Weekly Color Magazine, printed by the process developed in the Tribune plant, they said. The publication dates and other details cannot be specified until the machinery now building is nearer completion.

This new venture will be an effort to deliver a message to the entire country, they stated. "Twelve years ago, when we assumed charge of the Chicago Tribune, we believed we had a message for a much larger number of readers than the Tribune had subscribers. New methods of journalism were devised and the circulation of the Chicago Tribune increased from less than 200,000 daily to nearly 600,000 daily, and from 300,000 Sunday to a figure which is just now short of a million. Immediately after the war we decided to take our message to New York. New York was, and is, the most highly competitive field in the world, but we thought there was room for another paper. We produced the Daily News and have now the largest circulation in New York with over 700,000 daily and 600,000 Sunday, and we did this without taking a reader from any of the existing New York papers. We now feel that we have a nationwide message which we intend to carry in the new Color Roto Magazine. We believe we have a publication as unique in the national field as the News is among the New York newspapers, and that we can achieve circulation without competing with any of the existing periodicals.

"It is not practical to try to describe what the magazine will be like. It will have to speak for itself. We may say, however, that it will be unique in being the only color roto magazine in the world and that we will endeavor to make it unique in several respects. We look not for success in competition with the great existing weeklies but in finding an entirely different field, as we did in New York."

OPENS PARIS OFFICE

Jewish News Agency Expanding Continental Service

The rapid development of the Jewish Telegraphic Agency, as a gatherer and distributor of Jewish news and news of Jewish interest throughout the world, is indicated in a report made by Jacob Landau, director of Jewish Telegraphic Agency, Inc., who has just returned from Europe after five months of investigation on behalf of the news agency.

In addition to the existing central bureaus in London, Berlin and Warsaw, a bureau has been established in Paris, known as the "Agence Telegraphique Juive." This bureau will collect and distribute news of Jewish interest, not only in France but also throughout Belgium, Switzerland, Morocco, Tunis, Algeria and the Levant. It will also serve the Jewish and general press of the Balkan countries.

The facilities for news gathering in Poland have been greatly increased in consequence of the appointment of correspondents in the more important centers of the country, including Lodz, Bialystok, Lemberg and other towns. News of Jewish concern from Russia

will be gathered and dispatched by correspondents in central points, with headquarters in Moscow and Kiev.

Palestine and the adjacent countries in the Middle East have not been overlooked in the consolidation of the worldwide news gathering system, a central office having been opened in Jerusalem and additional correspondents appointed throughout the East.

TOWNE ELECTED CHAIRMAN

Richards Agency Executive Heads N. Y. Council of A. A. A.

Milton Towne, of the Joseph Richards Company, New York, was elected chairman of the New York Council of the



MILTON TOWNE

American Association of Advertising Agencies at a meeting at the Uptown Club, Sept. 26. Other officers elected for the term 1923-24 were, David G. Evans, of Evans & Barnhill, vice-chairman, and Stewart L. Mimms, of the J. Walter Thompson Company, secretary-treasurer. The new members elected to the Board of Governors for a term of two years were, Stewart L. Mimms, J. Walter Thompson Company; Wendell P. Colton, Wendell P. Colton Company; and John Hawley, Hawley Advertising Company. Roy S. Durstine, of Barton, Durstine & Osborn, the retiring chairman, attended the meeting and assisted the board to organize for the new year.

LEADERS FORM PULP COMMITTEE

Will Act in Advisory Capacity at Secretary Wallace's Request

The Secretary of Agriculture has asked twenty leaders in the American pulp and paper industry to form an advisory committee to work with the Department of Agriculture, looking toward development of forestry policies.

WASHINGTON NEWS TO WEEKLIES

N. E. A. Gives Small Papers Capital News for \$1 a Month

A special weekly Washington news letter, interpreting and reporting events at the national capital, has been made available for country weekly and small daily publishers at the low cost of \$1 a month, or \$10 a year when paid in advance, by the National Editorial Association.

William L. Daley, Washington representative of the N. E. A., will direct this service, which will be mailed from Washington in time to reach publishers on Monday or Tuesday mornings. The letters will run from 900 to 1,500 words. President Wallace Odell of the N. E. A. has stated that the time is at hand when the progressive country weekly publisher should have the advantage of a Washington correspondent as well as the larger dailies.

Patents Line Casting Attachment

Leon A. Robinson, of Delavana, Ill., Has Been Granted a Patent on an Attachment for Line-casting Machines. It is Claimed that his Device will Prevent Accidents of the Line-casting Pump when Conditions are not Favorable for a Perfect Cast.

Leon A. Robinson, of Delavana, Ill., has been granted a patent on an attachment for line-casting machines. It is claimed that his device will prevent accidents of the line-casting pump when conditions are not favorable for a perfect cast.

Certain goods without Tribune ads would be like a wagon without a pair of horses”-

THIS was the reply of the proprietor of Hodooval's Pharmacy at Oxford Junction, Ia., to the question: "Do you believe advertising in The Chicago Tribune helps the sale of the advertised brands in your community?"

The above question was answered in writing by 6,588 merchants outside Chicago, and 72% of them answered that The Tribune did move goods from their shelves. It also developed that merchants regard The Chicago Tribune as a trade paper to be followed as part of their business. Many of them volunteered such additional comments in writing as the following:

"A short time ago the Eden Washer was advertised in the Sunday Tribune for \$109.75, and within three hours after the paper was here a woman called up and said she wanted to buy one, and if I was able to furnish them at the same price she would buy it. I ordered ten at the special price and sold them along with five more ordered later. The Tribune advertisement was what started it, and the advertising in it helped us here. Getting in quick caused us to make at least six of the sales."

Tennant Morgridge Electric Co., Sterling, Ill.

"IT SURELY DOES. In fact, when we see anything advertised in The Tribune we immediately order it."

Central Drug Store, Delavan, Wis.

"YES, MOST ASSUREDLY. Customers see it advertised in The Tribune and ask us for it. On many items which I see advertised in The Tribune, I stock in anticipation of calls for same."

C. A. Hill, Prop., the Sargent Drug Store Ottumwa Iowa.

"IT SURE DOES. Not afraid to stock any new thing advertised in The Tribune, even before having a call for it, for I know that someone is going to call for it."

Ell. Lodge, Wyoming, Iowa.

"As soon as they begin to advertise, we stock up."

May-Parker Drug Co., Independence, Iowa.



"I KNOW IT DOES. I watch the advertising very carefully, and generally stock those articles which are advertised."

B. F. Fendig, drugs, Rensselaer, Ind.

"That is THE QUICKEST WAY a retailer can know what such specialties are on the market."

W. H. Bartels, hardware, Carthage, Ill.

"IT CERTAINLY DOES. As soon as any new article is advertised we soon have a call for it, and we look up the jobber who stocks it."

Reiche Bros., hardware, Naperville, Ill.

"I should think it would, especially goods advertised in the Sunday papers, as that is the only time we have to read the ads. I know that is where I look to see if there is something that would be good for our store."

Kyeustauer & Son, groceries, Paxton, Ill.

"We have people ask about articles advertised in The Chicago Tribune EVERY DAY, and mention where they see it, too. I think The Chicago Tribune is by far the best paper that comes here."

W. W. Lupton, Onawa, Iowa.

"I KNOW IT DOES—people bring in the ads."

Central Drug Co., Ottumwa, Iowa.

"YES, WE FEEL THE EFFECT OF EVERY advertising campaign The Chicago Tribune has ever put on; your pages are a great opportunity for the manufacturer of Medicines and Toilet requisites."

City Drug Store, W. A. Burton's Sons, Props., Mitchell, Ind.

"YES, customers very often when calling for advertised products, say they saw the ad in The Tribune."

Frank N. Niemeyer, Belvidere, Ill.

"YES, I believe in advertising in The Tribune, as this is a small town and people pay more attention."

Max Rieck Hardware Co., Granville, Ill.

"YES, it is the best advertising medium for us."

N. T. Cockvill, grocer, Morris, Ill.

"I DO; also been a reader of The Tribune for 25 years, can't get along without the Trib. Like my breakfast; I must have it."

C. C. Long, groceries, Marcellus, Mich.

NOTE how many of the above merchants read The Tribune for the definite purpose of seeing what products are being advertised, so that they may stock up on them.

Consider the fact that in 502 towns of more than 1,000 population The Sunday Tribune reaches from 20% to 75% of the families.

Consider the fact that a recent investigation in Chicago proved that 80% of Chicago grocers read The Tribune.

Then realize that The Chicago Tribune has merchandised its advertising columns to its readers for so long and so intensively as to insure extraordinary response.

Sum up all these points, and you will understand why The Chicago Tribune in general and The Chicago Sunday Tribune in particular has been able to carry the entire burden of successful advertising campaigns in the Chicago Territory.

Chicago Tribune men are trained in merchandising as well as in advertising. One will be glad to call on request to discuss with you the prospects for increasing your sales in the rich Tribune market.

The Tribune's *new* BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free to any selling organization requesting it on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES

NEWSPRINT PRODUCTION LEAPS IN 25 YEARS

History of Paper-Making Reviewed for
Publishers by President Dodge
of International Company

"The International feels highly complimented that you busy men have taken the time to inspect the Three River mill—the very latest and the most highly developed news print plant in the world."

Phillip P. Dodge, president of the International Paper Company, was the speaker. The occasion was an informal dinner and entertainment Thursday evening, Sept. 27, given by the International in honor of the 100 newspaper proprietors, editors, and executives of the East and Central States at the little Hotel Chateau de Blois in the French-Canadian City of Trois Rivieres, Province of Quebec, a city of about 30,000 population, situated at the junction of the St. Lawrence and St. Maurice Rivers.

"Twenty-five years ago," Mr. Dodge said, "the consumption of news print on this continent amounted to four or five pounds per capita, per annum, whereas today it is over 60 pounds per capita, the production this year being in excess of 2,250,000 tons of Standard Newsprint."

"The origin of paper making," Mr. Dodge said, "is unknown, as we have no record of paper proper prior to the eighth century. The Arabs and the Chinese are undoubtedly entitled to the credit of discovery."

"Paper was first made in this country near Philadelphia in 1690, and the first mill in New England was started at Milton, Mass., in 1730, but it was not until 1855 to 1860 that paper was put on the market as a commercial product. Prior to that it had been manufactured one sheet at a time and by hand."

"In 1805 a Frenchman invented a process much the same as the present day processes, with wire screen, running round and round, and with suction cloths underneath, much the same as today. An Englishman named Brahman had invented a paper making machine one year before the Frenchman, but it was found impractical. So the Frenchman's machine invented in 1805 was the first real paper making machine. It produced a sheet comparable to the present day rotogravure sheet."

"It was not, however, until about the close of 1865 that the rotary perfecting machines would print, and the composing machines were perfected to do the work of five or six hand compositors."

"This year the International Paper Company is producing newsprint paper enough to belt the earth and the moon 578 times."

"Newsprint production has inured to the benefit of the world, the benefit of the printer and the publisher; it has shortened the hours of labor, increased the wage, and made life easier for the worker."

"It was not until 1360 that labor unions were formed in England. An act of parliament in 1369 prohibited all allocation of masons, carpenters and all other craftsmen. In 1388 an act of parliament forbade them from leaving the country. For 75 years labor worked from sunrise to sunset. Combinations of capital, big scale production, mechanical discoveries, all helped to pull labor up to shorter hours, greater wage and more ease and comfort."

"The International Paper Company introduced insurance with gratifying results and 91 per cent of our men now come in. We are striving always to encourage skill and energy so that our men may not be put on a dead level, and you gentlemen of the press have it in your power to help bring this about."

J. L. Fearing, the new sales manager of the International, was the toastmaster. Other speakers were R. S. Kellogg, general manager of the Newsprint Service Bureau; W. B. Bryant, publisher the Paterson (N. J.) Press-Guardian; F. M. Church, the Michigan Daily League; John H. Harrison, of the Danville (Ill.) Commercial-News, and L. G. Ellingham, Fort Wayne (Ind.) Journal-Gazette.

The Three River plant consumes 260,000 barrels of fuel oil per year. It has eight boilers and some thirty-two burners with an oil storage capacity of 150,000 barrels. The boiler plant furnishes steam for running the paper machines, drying the paper, cooking sulphite and heating the mill. The electricity for power purposes comes from Shawington Falls, about 21 miles up the St. Maurice River. The current comes in 60,000 volts and is transformed to 6,000 volts and then to 600 volts. The wood piles are said to contain 55,000 cords. The plant uses about 135,000 cords annually. The filter plant furnishes water for the process purposes—20 filter beds—capacity about 20,000,000 gallons per day.

The ground wood pulp mill has 14 magazine grinders, capacity 20 tons ground wood per grinder, per day. The still ground wood storage tank reservoir has a capacity of about 75 tons of ground wood pulp. The sulphur storage tank has a capacity of 2,000 tons. The three digestors have a capacity of about 90 tons per day.

The paper-making machines are 250 feet long and one hundred and sixty-four inches wide. They are driven electrically and produce about 75 tons of paper per day per machine. The stock from the mixing system containing about 80 per cent of ground wood pulp and 20 per cent of sulphite pulp is diluted with water and pumped to the screen cylinders at the end of the paper machine. At this point the stock contains over 99 per cent water. It flows from the screens onto an endless wire cloth on which the paper forms and through which part of the water drains. This wire cloth passes over suction boxes, and over the suction roll which removes enough more water from the sheet so that it will run from the wire onto the endless woolen felt which passes through the press roll and over and under the dryers, through the calendars and finally to be rewound to standard sizes.

Guests of the company included:

J. L. Kinmonth, Asbury Park (N. J.) Press; C. H. Meredith, Hanover (Pa.) Evening Sun; W. P. Small, Herkimer (N. Y.) Telegram; W. L. Sanborn, Lansdale (Pa.) Weekly Publishers' Assn.; E. R. Slocum, Long Branch (N. J.) Record; Dr. Stivers, Middletown (N. Y.) Times-Press; N. B. Tomlinson, Morristown (N. J.) Record; W. B. Boyd, New Brunswick (N. J.) Home News; J. B. Ford, Irish World; A. C. Battersby, Hearst Publications; Louis Calder, Perkins-Goodwin Co., New York; A. C. Deuel, Niagara Falls (N. Y.) Gazette; Walter Greig, Niagara Falls (N. Y.) American Salesbook Co.; J. W. Magers, Norristown (Pa.) Times-Herald; W. B. Bryant, Paterson (N. J.) Guardian; J. F. Jordan, Paterson (N. J.) Ribbon & Ticker Paper Co.; R. E. Lent, Passaic (N. J.) News; Vita Baldi, Philadelphia (Pa.) L'Opinion; Neff Laing, Philadelphia (Pa.) Pennsylvania Farmer; Alan H. Reed, P. S. Collins, Curtis Publishing Co., Philadelphia, Pa.; R. Brown, Poughkeepsie (N. Y.) Evening Star; E. B. Tobey, Poughkeepsie (N. Y.) Sunday Courier; F. W. Platt, Poughkeepsie (N. Y.) Eagle-News; J. W. Rauch, Reading (Pa.) Eagle; B. B. Megaree, E. J. Lynett, N. A. Frantz, Scranton (Pa.) Times; Col. E. Smith, F. C. Kirkendall, Wilkes-Barre (Pa.) Times; F. C. Henne, International Correspondence School; J. H. Cook, Red Bank (N. J.) Register; F. M. Bailey, Washington (D. C.) Pathfinder; Chas. E. Stoneback, West Chester (Pa.) Local News; W. F. Metten, Wilmington (Del.) Evening; C. J. Pyle, Wilmington (Del.) News Journal; Jos. H. Martin, Wilmington (Del.) Sunday Star;

AN AVERAGE NET
PAID daily circulation
of

239,580

was recorded by The Baltimore Sun (Morning and Evening) for September, 1923.

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

SUSPENDS AFTER 40 YEARS

Chester (Pa.) Republican, Founded in
1883, Forced to Quit

After forty years of existence, the Chester (Pa.) Republican, a morning newspaper, ceased publication with the issue of September 29.

The Republican was established in 1883 as a weekly in Darby, Pa., several miles from Chester. Ten years later it was transferred to Chester by Y. S. Walter. After his death the Republican was published by the late Ward R. Bliss.

In 1895, Thomas H. Higgins bought it and James C. Fender and Crosby M. Black followed him as owners.

Charles R. Long has had the controlling interest since 1910, and former Governor of Pennsylvania William C. Sprout has had an interest. They also own the Chester Times, an evening newspaper.

Willnus Talks Over Radio

H. G. Willnus, secretary of the Intertype Corporation, gave a lecture Oct. 1, on Typesetting Machines over the radio from station WEAF, New York. Willnus gave a detailed history of typesetting machines from the Paige Compositor to the modern Intertype.

Super Book Paper Price Cut

The West Virginia Pulp and Paper Company has cut the price of super book style paper, a quarter of a cent a pound, or \$5.00 a ton, effective Oct. 1. Users of this style paper characterize the decrease as "very small" in view of the many recent increases.

"Beyond Expectation"

Detroit News Rotogravure Doubles Food Product Sales

THE 100% attention value of Rotogravure in The Detroit News is amply illustrated in the case of the Hammond-Standish Company, manufacturers of quality food products. In marketing Greenfield Sausage the News Rotogravure more than fulfilled all expectations as the following statement indicates:

"We previously tried several methods of publicity, but last season we decided to use the Rotogravure Section of The News because we have a high-class product and wish to reach the better class of people. The results were far in excess of our expectations; the sales almost doubled. We are certainly going to use the same medium again this season."—Hammond-Standish Co.

Your product advertised in the Rotogravure Section of The News not only gets 100% attention, but gets that attention in practically every home in Detroit and vicinity.

The Detroit News

Greatest Circulation Daily
or Sunday in Michigan



and First in Ohio!

The advertising figures for the first eight months of 1923 of the world's greatest newspapers as compiled and published by the statistical department of the New York Evening Post show that in the evening and Sunday morning fields The Columbus Dispatch stood **FOURTH**—*this newspaper leading all Ohio newspapers.*

Here is the lineage of the first seven newspapers having the greatest record

(evening and Sunday morning)

Detroit News	18,748,534	Lines
Washington Star	15,061,401	"
St. Louis Post Dispatch	14,199,640	"
COLUMBUS DISPATCH	13,883,089	"
Chicago Daily News	13,237,971	"
Los Angeles Herald	13,004,208	"
Philadelphia Bulletin	12,371,400	"

The stupendous volume of local, national and classified advertising constantly coming to The Columbus Dispatch is due to these facts:

- It is the first Columbus newspaper in news and features—
- It is the first Columbus newspaper in reader interest and reader confidence—
- It is the first Columbus newspaper in circulation—
- It is the first Columbus newspaper in results to advertisers.

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

ONTARIO WAGER LAW DECLARED VOID

Appellate Court Holds Province Act Ultra Vires—Canadian Editors of U. S. Racing Sheets Active Since Decision

The Appellate Division of the Supreme Court of Ontario, having upheld the decision of Police Magistrate Denton of Toronto that the Ontario Betting Information Act was *ultra vires* of the provincial legislature, Canadian newspapers are now free to resume the publication of betting odds and similar information. The Attorney General of Ontario, though urged to carry the case to a higher court, has refused to do so and now states that the act is as if it did not exist. Five judges heard the argument of counsel in the Appellate Division and gave their judgment unanimously and without leaving the bench. They held that the province had no power to legislate in a field of legislation previously occupied by the Federal Government.

The judgment, while disposing of the situation arising through the publishing of betting information in Ontario, does not affect the Dominion law prohibiting the importation of papers given over wholly to the publication of such news. These are still barred and the law holds good. One interesting result of this situation is the appearance of Canadian editions of several United States racing sheets printed in the Dominion and thus overcoming the difficulty of importation.

A GOOD SUMMER

Leading Newspapers' Lineage Beat July, 1922, by 5%, August by 3%

Newspaper advertising had no summer slump beyond the regular seasonal drop, July lineage in 29 cities running 5.1 per cent ahead of July, 1922, and August passing its 1922 "opposite number" by 3.1 per cent. This is shown by figures for 128 newspapers in July and 126 in August prepared by the New York Evening Post Statistical Department.

The July totals were 98,014,658 lines in 1923 and 93,211,538 lines in 1922, a gain of 4,803,120 agate lines. August's totals were 94,540,053 lines in 1923, and 91,688,961 lines in 1922, a gain of 2,851,092 lines.

Notable especially is the consistent gain shown by cities in the Middle West, both July and August showing this group—practically all in one large market area—to have increased their business well above the average for the whole country. For instance, the following percentages are drawn approximately from the comparative figures below:

	July	August
Detroit	25	10
Cleveland	11	9
Milwaukee	14	14
Cincinnati	11	14
Columbus	13	13
Louisville	8	8
Dayton	9	9

The Pacific Coast cities also run well above the average in summer gains. The loss shown for New York in Aug-

ust is in a way technical, only. It is due to the absorption of the Globe by the Sun, leaving the former's 1922 total only partially balanced in the readjustment that is still taking place.

Totals by cities for July and August follow:

July, 1923-1922			
29 cities listed	25 show gain	4 show loss	128 papers listed
84 show gain	42 show loss	2 no comparison	
1923		1922	
New York.....	10,751,018	10,497,264	253,754
Chicago	5,223,255	5,005,191	218,064
Philadelphia...	5,593,212	5,393,989	199,223
Detroit	4,051,978	3,227,196	824,782
Cleveland	3,448,425	3,119,025	329,400
St. Louis.....	3,093,440	3,233,860	140,420*
Boston	4,262,953	4,180,715	82,238
Baltimore	3,859,931	3,708,037	151,894
Los Angeles...	7,263,169	6,851,351	411,818
Buffalo	2,684,687	2,527,507	157,180
San Francisco.	4,265,131	4,108,524	156,607
Milwaukee	2,494,104	2,180,578	313,526
Washington	3,627,456	3,422,941	204,515
Cincinnati	3,061,200	2,768,100	293,100
New Orleans..	2,783,365	2,742,657	40,708
Minneapolis ..	2,296,033	2,587,082	291,049*
Seattle	2,277,720	2,650,258	372,538
Indianapolis ..	2,478,372	2,495,124	16,752*
Denver	1,899,464	1,998,668	99,204*
Providence	2,309,932	2,250,855	59,077
Columbus	2,956,878	2,611,477	345,401
Louisville	2,383,071	2,190,635	192,436
St. Paul.....	1,940,764	1,857,534	83,230
Oakland	1,833,160	1,628,760	204,400
Omaha	1,826,489	1,750,581	75,908
Birmingham ..	2,043,902	1,650,446	393,456
Richmond	1,801,207	1,689,699	111,508
Dayton	2,312,506	2,127,424	185,082
Houston	2,194,836	2,146,060	48,776
Totals	98,014,658	93,211,538	4,803,120

*Loss.

August, 1923-1922

29 Cities listed;	17 show gain;	12 show loss;	126 papers listed;
70 show gain;	54 show loss;	2 no comparison	
1923		1922	
New York.....	10,025,332	10,433,472	408,140*
Chicago	5,201,430	5,072,649	128,781
Philadelphia...	5,448,229	5,478,877	30,648*
Detroit	4,028,864	3,637,360	371,504
Cleveland	3,422,025	3,119,025	303,000
St. Louis.....	3,154,900	3,176,440	21,540*
Boston	4,204,539	4,331,537	126,998*
Baltimore	3,511,708	3,594,681	82,973*
Los Angeles...	7,386,834	6,770,624	616,210
Buffalo	2,497,529	2,609,978	112,449*
San Francisco.	4,323,165	4,147,052	176,113
Milwaukee	2,561,389	2,427,874	279,515
Washington	3,165,140	3,198,490	33,350*
Cincinnati	2,942,100	2,579,700	362,400
New Orleans..	2,601,786	2,616,192	14,406*
Minneapolis ..	2,588,348	2,725,052	136,704*
Seattle	2,232,370	2,185,330	47,040
Indianapolis ..	2,372,445	2,362,371	10,074
Denver	1,815,352	1,985,340	169,988*
Providence	2,278,982	2,165,386	113,596
Columbus	2,955,245	2,624,769	330,476
Louisville	2,219,462	2,053,946	165,516
St. Paul.....	2,123,086	1,867,670	255,416
Oakland	1,990,660	1,786,666	203,994*
Omaha	1,618,687	1,711,353	92,666*
Birmingham ..	1,857,912	1,427,874	430,038
Richmond	1,761,280	1,767,209	5,071*
Dayton	2,189,992	2,000,796	189,196
Houston	2,061,262	1,976,786	84,476
Totals	94,540,053	91,688,961	2,851,092

* Loss.

"THIS WAY TO AD DEPARTMENT"

Editorial Association Adopts Publicity Rejection Form

H. C. Hotaling, executive secretary of the National Editorial Association, has prepared an attractive form for the use of all national associations of publishers. It reads: "This matter comes under the head of advertising. We will be pleased to run this at our regular rates. Type composition and space cost money. We cannot afford to give it away. Member National Editorial Association."

BRITISH PRESS FACES CHEERLESS WINTER

Pessimism Pervades General Newspaper Situation, Pall Mall Gazette Man Reports, but Northcliffe Press Flourishes

The newspaper business in England, with the exception of the Northcliffe press, is not facing a very cheerful winter, according to W. E. Carson, New York correspondent for the Pall Mall Gazette, who returned to this country this week, following a three months' visit in Great Britain. Discouraging conditions are attributed to the continental trouble, and increased English unemployment.

Mr. Carson, noted for his biography of Lord Northcliffe, "Britain's Man of Power" had several personal interviews with Lord Rothermere, who now controls the Northcliffe press, while in London, and from discussions with other prominent publishers and journalists discovered they shared his own pessimistic outlook regarding the present English newspaper situation.

A peculiar angle is raised by the continued prosperity of Northcliffe newspapers, Carson points out.

"While many London newspapers are already cutting down their staffs to a considerable extent, and are experiencing a slump in advertising and circulation, the Daily Mail, the Evening News, the Weekly Dispatch, the Sunday Pictorial, and other publications of the late Lord

Northcliffe flourish on the upgrade," Carson declared.

"Lord Rothermere, before he acquired the tremendous newspaper machinery created by his brother, Lord Northcliffe was a banker, considered a financial genius, but in no way prominent as a journalist.

"Consequently, many thought the death of Lord Northcliffe would mean his papers would lose their influence.

"Such has not been the case, however. Rothermere has ably taken the place of his brother. Only recently he has come to the front as a great journalist.

Discussing other angles of the British newspaper world, Carson declared he was impressed by the great improvement apparent in the English Sunday newspapers.

"The Sunday Pictorial has become the best of its class in Europe," he said. "The Daily Mirror has increased its circulation to more than two million.

"The British masses are being informed as never before on American subjects through the moving pictures.

"London newspapers are using more American news. American concerns are realizing that the moving pictures are interesting great numbers in American products and are advertising in London newspapers as never before."

Six Roto Pages for One Store

The Syracuse Herald, September 23, published a six page art gravure section devoted entirely to an advertisement of a new Schraft retail store and restaurant in Syracuse. The copy consisted of photographs and descriptive captions on striking features of the new store.

BOY, PAGE MR. SPACE BUYER

Leaving out of the calculation the Sunday editions, with their scattering circulation, you can get a true index to the "selling punch" of Cincinnati newspapers by a careful study of their *daily display* advertising figures. For example, local and national advertisers during the first six months of this year used 9,735,026 lines of display advertising in the two afternoon papers, as against 3,528,118 lines in the two morning papers—*some preference!*

But the same advertisers placed in the TIMES-STAR 2,471,141 lines of display more than they placed in both morning papers together—an acknowledgment that the TIMES-STAR has more than twice as great consumer influence as the two morning dailies combined!


But that is not all. The second evening paper carried more display advertising during the six business days than both morning papers combined, yet, with 5,999,259 lines, the TIMES-STAR distanced it by 2,263,492 lines.

Boy, page Mr. Space Buyer!

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



CLARENCE

by CRAWFORD YOUNG

The Standard and Jerseyman, Salem, N. J., is the new paper this week.

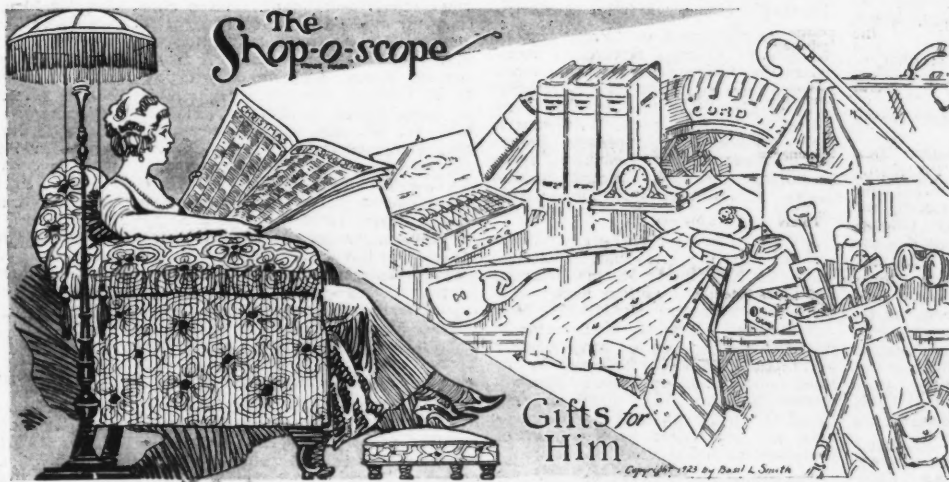
Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

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

The Shop-o-scope

TRADE MARK

The Greatest Christmas Discovery Since Santa Claus!



If you want to develop Christmas classified lineage from advertisers who have never given you any at all—if you want to see five ads blooming through the holiday season where there was but one in previous years—if you want to give your readers and advertisers the best Christmas service they've ever had—

Then you want The Shop-o-scope!

What is it? What does it do? What will it mean to you?

Just this: The Shop-o-scope is the name of our newest "Christmas Gift Suggestions" Campaign for Classified Advertising promotion. It is made up of alphabetically listed and catalogued little ads under five gift headings, "Gifts for Him," "Gifts for the Home," etc. It is a regular "shopping telescope" for the convenience of newspaper readers. Twenty-four pieces of illustrated campaign copy educate them to "spend a few minutes looking through The Shop-o-scope and save hours looking through the stores."

Here's the most convincing shopping service that you've ever seen. Readers will recognize its usefulness immediately. Advertisers can't help selling themselves on it once it's presented to them! We've been putting out highly successful Christmas Campaigns for four years. We've helped hundreds of newspapers to make holiday records in classified volume—and at the same time give added impetus to their display efforts. And now The Shop-o-scope represents the greatest advance

we've ever made in Christmas Classified promotion. It's brand new—and we know from experience it will hit the spot!

The complete campaign includes, among a score of distinctive features, 24 daily display ads (with mats of illustrations like that shown above), dealer solicitation booklets, blotter-calendars for general distribution, advance publicity (in mats), complete bulletins and schedules for successful operation.

You will want this sure-fire Christmas service for your newspaper. It's your opportunity to cash in on big holiday classified revenue, as well as unlimited good will on the part of your readers and advertisers.

Make sure of the most profitable Classified Christmas you've ever had—*this year use The Shop-o-scope!*

This is the only one of our service campaigns that is sold separately to newspapers. Write us at once and you will receive the complete Campaign Portfolio for your inspection.

THE BASIL L. SMITH SYSTEM, INC.
 OTIS BUILDING
 PHILADELPHIA

NEWS OF ASSOCIATIONS AND CLUBS

THE Associated Dailies of Florida, at a recent meeting, unanimously elected the following officers for the ensuing year: W. M. Pepper, Gainesville Sun, president; R. J. Holly, Sanford Herald, vice-president; Clayton C. Coddington, DeLand News, secretary-treasurer; L. W. Bloom, Lakeland Star-Telegram; Major Lew B. Brown, St. Petersburg Independent; W. A. Elliott, Jacksonville Times-Union; Herbert Felkel, St. Augustine Record; Col. D. B. McKay, Tampa Times, and M. J. Sneed, Daytona Journal, directors.

Republican newspaper men of the Seventh Congressional District held their regular fall meeting at Hutchinson, Kan., during the state fair. They were the guests of the Hutchinson (Kan.) News, and W. Y. Morgan its editor.

George E. Mills, formerly secretary to Myron A. Wick, vice-president of the Elyria Iron & Steel Company, is now assistant secretary of the Cleveland Advertising Club.

At the meeting of the Montana Press Association in Butte, R. R. Kilroy, editor of the Anaconda (Mont.) Standard, gave the address of welcome, and P. B. Snelson of the Billings (Mont.) Gazette responded. An "All Montana Conference," to be held later this year, was authorized. O. S. Warden, general manager of the Great Falls Tribune, was elected president; H. O. Woare, of the Chester Reporter, first vice-president; Martin J. Hutchins, of the Missoula Missoulian, second vice-president; Joseph Gehrett, of the Laurel Outlook, third vice-president. S. E. Peterson of Great Falls was elected secretary-treasurer for the tenth time.

Missouri newspaper men are expected in St. Louis in large numbers, Oct. 10-12, for the annual fall meeting of the Missouri Press Association, to be held there. A committee of forty prominent St. Louis men have charge of arrangements for the meeting. More than 100 newspaper publishers and editors are expected to attend.

A special departmental meeting of the Screen Advertisers Division of the A. A. C. W. will be held at the Hotel Rochester, Rochester, N. Y., Oct. 11 and 12.

Members of the Advertising Club in Scranton, Pa., are active in promoting interest in the "On to London" movement. A committee of three has been named to work up enthusiasm in the drive. One of the local banks has suggested to members that a certain sum be set aside each week, and that after a certain period these deposits would meet the total expense of the trip abroad.

The Advertising Club of Baltimore elected the following officers at the annual election held in connection with the weekly luncheon on Wednesday, Sept. 26. They will hold office to July 1, 1924. Frank J. O'Brien, president; Daniel E.

Derr, vice-president; Norman M. Parrott, secretary-treasurer; C. R. Watten-scheidt, counsel. Board of Governors (For three years)—Dwight Burroughs, Jerome P. Fleishman; (For one year) J. H. Baumgartner, Clarence H. Klingel, P. Ross Bundick, Robert W. Test, Harry B. Green, E. Lyell Gunts, Norman T. A. Munder, C. D. Bond, John R. Ewell, E. Lester Muller, Frank D. Webb, William H. Parker, R. E. Stapleton. Hold-over members of the Board are as follows: Herman Gamse, term expires 1924; Howard H. Cone, term expires 1925. Those elected on Sept. 26, 1923, and the hold-over members constitute the present Board of Governors.

The Western N. C. Press Association will meet in Albermarle, N. C., Thursday and Friday, Oct. 11 and 12. At the Thursday night meeting the newspaper men will be welcomed by Mayor O. J. Sikes, and J. Z. Greene, editor of the Marshville Home, will respond.

A program based on "Production" in relation to Chicago featured at a recent meeting of the Women's Advertising Club of Chicago at the Congress Hotel. Ralph E. Johnson, of S. W. Straus & Co., a member of the Speakers' Bureau of the Association of Commerce, spoke on "Chicago, the City of Destiny." Miss Laura A. Johnson was the member speaker.

Chicago newspaper men were given a taste of what the Press Club of Chicago plans for the future, at an informal housewarming last Saturday night in the club's new quarters at 168-178 West Adams street. Members of the staffs of every daily paper were on hand, together with representatives from many of the trade journals and magazines. Mexico's famous National Police Band was obtained to furnish the music. Entertainment was contributed by a number of prominent theatrical stars.

The Women's Advertising Club of Portland, Ore., opened its second annual rummage sale Sept. 27. A well organized sales force was under the general direction of Miss Opal Bowen.

The Baltimore Press Club held a Harding memorial service on Sunday, Sept. 23, at the Century Theatre. Guests of honor included: Dr. Wm. S. Abernethy, President Harding's Minister, Calvary (Baptist) Church; Dr. Wyatt Brown, Baltimore, Md.; Very Rev. John J. Murray, Baltimore, Md.; Judge T. J. C. Williams; Dr. C. A. Rubenstein, Baltimore, Md.; Senator Frank B. Willis, who nominated Harding at the Na. Rep. Convention; Senator Walter E. Edge, New Jersey; Mayor Jackson, Alexander Armstrong; General Agnus; Col. John Philip Hill; Hon. Chas. P. Coady; H. M. Daugherty, Attorney General of the U. S.; Frank A. Furst; Dr. Julius Hofmann; W. C. Nimmo; Galen L. Tait; Judge Heufler; Benj. F. Woelper, Postmaster; Judge Dawkins; Folger McKinsey, the Sun; W. A. McCabe, Managing Editor, the News; Frank F. Patterson, the Sun; W. A. Thayer, Managing Editor, the

American; Albert Goodman, the American; Chas. M. Harwood, the News; Chas. L. Wiegand, Deputy Internal Collector; Stanley M. Reynolds, Managing Editor, the Sun; Van Lear Black, the Sun; David C. Gibson, city editor, Sun; Richard D. Steuart, the News; A. D. Brashers, City Editor, the American; O. P. Baldwin, the Sun; Harold D. Jacobs, Editor in Chief, Daily Post; Henry M. Hyde, the Sun; John Gleisner, Managing Editor, Daily Post; Sheriff Thomas F. McNulty.

A proposition to limit the Kalamazoo (Mich.) Advertising League to a membership of 100 will be placed before the officers and directors at a meeting to be called soon by President Ernest C. Stoll. However, it is proposed to have a subsidiary membership composed of sales managers.

Peoria was selected for the 1924 meeting of the Illinois branch of the Associated Press Good Fellowship club at the session held at Springfield, Sept. 16, attended by 100 representatives. J. W. Barbee, Peoria, was elected president; M. W. Chandler, Chicago, vice president; L. Dille, Peoria, secretary; and they, with W. W. Soergel, assistant traffic chief of the central division of the Associated Press, and S. G. Hodges, Peoria, A. T. & T., compose the board of directors. Thomas J. Rees, publisher of the Illinois State Register, presided at the banquet and among the speakers were: Jackson S. Elliott, New York, assistant general manager of the A. P.; Edgar T. Cutter, Chicago, superintendent of the central division; W. J. Eades, city editor of the Marion (O.) Star and M. J. Finn, advertising manager of the Peoria Commercial club. A silent tribute was paid to Meville E. Stone.

The Rockford (Ill.) Advertising club has launched a membership campaign to increase its enrollment from 28 to 75. Seven committee chairmen have been named as follows: program, E. O. Cary; vigilance, J. Service; finance, Al Ekeberg; membership, A. N. Nelson; On-to-

London, H. W. Pollard; headquarters contact, W. H. Bailey and publicity, Homer Miller.

George D. Lindsay, editor of the Marion (Ind.) Chronicle and president of the Indiana Republican Editorial association, has named committees for the association's annual midwinter meeting in Indianapolis Jan. 24 and 25 as follows: speakers, F. A. Miller, South Bend Tribune, chairman, Henry W. Marshall, Lafayette, J. A. Kautz, Kokomo; program, C. S. Neal, Noblesville; J. F. McDermid, Jr., Attica; M. E. Garber, Madison; general arrangements, Leo K. Fesler, M. W. Pershing and W. L. McClure, all of Indianapolis; publicity, W. O. Feudner, Rushville; F. E. Schortmeier, Indianapolis.

Group One of the Wisconsin Press Association was organized at New Richmond, Wis., Sept. 15. Six counties (Barren, Washburn, Polk, Burnett, St. Croix and Pierce) are included. The objects are cost finding and the promotion of efficiency in printing offices. About 30 publishers were present, including John Kupers, president of the Wisconsin Press Association, and Louis Zimmerman, secretary of that organization. The meeting was addressed by Harry Hillman of the Inland Printer, Chicago, and H. C. Hotaling, executive secretary of the National Editorial Association. A. L. Van Meter, editor of the New Richmond News and Republican Voice, was the host. It is planned to organize similar groups all over the State, to be affiliated with the Wisconsin Press Association.

Senator Arthur Capper, publisher of the Capper Publications, Topeka, Kas., addressed the Indianapolis Advertising Club Sept. 20. He said that while advertising had made greater progress in the last 10 years than in the preceding 30 years, especially in efficiency and ethics, he believes it is only at the beginning of its possibilities. He predicted good business in the immediate future and a wider application of advertising to the problems of business.

Form 182

Publisher's Desk

*After the Ad is
Printed, it's only
the customer that
counts.*

*We offer the lowest
Milline-Customer
Rate in America,
Seattle Times*

THE HAZEL DEYO BATCHELOR LOVE PROBLEM SERIALS

Today being printed in the following newspapers, going into the homes of over 7,700,000 people:

Philadelphia Evening	Albany News	Massillon Independent
Public Ledger	Houston Chronicle	Mt. Vernon Argus
New York Daily News	Oklahoma Oklahoman	Waco Times
Boston Post	New Haven Union	New Rochelle Standard-
St. Louis Star	Newark Ledger	Star
Los Angeles Illus. News	Lincoln Star	Hutchinson News
Pittsburgh Chron.-Tel.	Charleston Gazette	Warren Tribune
Buffalo Express	Oakland Tribune	Barnesville Enterprise
Atlanta Journal	Long Beach Sun	Hamilton Journal
Birmingham News	Meriden Record	Oswego Palladium
Dallas Times-Herald	Pittsburgh (Kansas)	Greensburg Review
Salt Lake Telegram	Sun	Nottingham (England)
Syracuse Journal	Ironton Register	Journal

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

JUMPING THE RIGHT WAY!

An Inspiration In Newspaper Building

From a Letter Written by Verne Marshall, Managing Editor, Cedar Rapids, Iowa, Evening Gazette:

“THIS letter tells what I think of International News Service. “The World War left newspapers balancing on their toes after the most striking news and circulation producing period in their history. When the war ended a newspaper did not dare to contemplate the ‘deflation’ process that soon became so essential in many other businesses. Hence, the toe-balancing act. The question was which way to jump. Indecision caused some newspapers to fall over backwards with their own weight, while those publications which determined to retain the growth that the war had caused set about girding their loins.

“After considerable debate with the owners of this newspaper, I was generously permitted to inaugurate an expansion policy at the very time when contraction was the vogue in so many places. Our first big step was installation of the International News Service. It was just as our leased wire was being hooked up that other newspapers were beginning to feel the sadness incident to departing circulation.

“The augmented news service of *The Gazette* almost immediately made itself felt. Our circulation did not suffer a reduction. The competitor absorbed the loss in this territory, and it was a heavy one. He sold out. Our circulation began to climb and the increase soon was as rapid as it had been during the war. It’s still coming. And the invariable companion of circulation followed merrily along—business—advertising. When the post-war business bubble burst, the fragments did not dampen us. Our lineage continued to grow, side by side with our circulation. We broke a record in 1921, and we broke that year’s record in 1922.

“Now, we don’t admit that International News is solely responsible for what has happened to us these last few years, *but we do frankly confess that it has been the foremost factor in promoting this most pleasant experience. It hits the ball the way we like to hit it out in this country of much corn and more culture than we are credited with having. It carries a punch, an appeal—is colorful without sacrificing reliability. What has most forcibly impressed me is the apparently clamorous desire of the organization behind International News Service to cooperate with us. At first it bowled us over. We were not accustomed to or expecting it. Now we are almost blasé enough to expect it because it is so customary.*”

Signed—VERNE MARSHALL

The same service by leased wire, telephone or pony dispatch is at your disposal for your newspaper. NOW is the time to discuss the kind of service best suited to your needs.

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President

NEW YORK CITY

CHANGES IN NEWSPAPER OWNERSHIP

GEOERGE MUNSON, a newspaper man at Maddock, N. D., has bought the interest of J. Bernard Smith in the Selfridge (N. D.) Journal. Mr. Smith is returning to Des Moines, Ia., his former home.

The Winnebago (Minn.) Enterprise has been sold to George E. Tuttle and wife of Marion, O. Fred Hadley, former owner and editor of the paper, is ill in a St. Paul hospital. Mr. and Mrs. Tuttle were employed several years by the Marion Star, the late President Harding's paper.

The Purcellville (Va.) Blue Ridge Herald, which was recently granted a charter of incorporation, will take over the Enterprise, a weekly of that town.

Ole Langland has sold the Cambridge (Ia.) Leader to E. E. McIntyre of Anita, Ia.

The Wallace (N. C.) Enterprise has been sold by Dr. R. L. Carr to R. H. Melvin of Wallace.

George Pease, for the past six months editor and manager of the Pratt (Kan.) Republican, has resigned and given up the lease on the publication, turning it back to the owner, A. A. Cochran. A. J. VanVranken will take over the editorial work and management of the paper. Mr. Pease went to the Pratt Republican from the Wichita (Kan.) Beacon.

Pearl P. Hassler, who recently sold the Turner (Ore.) Tribune, has bought the Ionic (Ore.) Independent from E. S. Ackerman. Mr. Ackerman will spend the Winter in the East.

R. H. Mitchell & Sons, publishers of the Lewis River News, Woodland, Wash., have bought the Kalama (Wash.) Bulletin. Royce Mitchell will take charge of the Bulletin, and Hugh Mitchell will assume Royce's place as editor of the News.

William J. Kueneman, publisher of the North English (Ia.) Record, has purchased the Lancaster (Wis.) Teller, a suspended weekly. Publication of that paper will start as soon as repairs can be made.

The Berryville (Ark.) Democrat recently changed hands. The new editor is H. L. Locklin.

J. S. Parks and George D. Carney, publishers of the Fort Smith (Ark.) Times-Record, afternoon paper, have announced the purchase of the Fort Smith (Ark.) Southwestern American, the morning newspaper, from Richard L. Jones, publisher of the Tulsa (Okla.) Tribune. The latter purchased it about 10 days ago from W. E. Decker, its founder, editor and publisher.

James Forester has acquired a half interest in the Langlade (Wis.) Printing Company, publisher of the Herald. He will attend to the business end and Will C. Brawley, the other partner, will continue as editor.

David Nickerson has sold his interest

in the Waupun (Wis.) News to Gordon Hamley. The latter will continue as sole publisher.

F. G. Reeve has bought the plant of the Winfred (S. D.) Dispatch, and consolidated it with the Miner County Pioneer, which he publishes at Howard, S. D. C. H. Ainsworth, late owner of the Dispatch, has bought the Larchwood (Ia.) Leader.

The Aneta (N. D.) Progress, which has been published from another office for several months, is again being published at Aneta, with L. O. Gilmore as manager and editor.

The Kensal (N. D.) Progress, which suspended two months ago for lack of support, has been revived by merchants of the town. V. W. Fiegel has been made editor.

The Lyman County (S. D.) Argus has moved from Oacoma to Kennebec. The county seat was recently moved from Oacoma to Kennebec.

The Hincley (Minn.) News has passed into the hands of the Hincley Publishing Company, of which W. H. Noble is president. George S. Graham, vice-president, continues as editor.

Iver J. Iverson, former owner of the Roland (Ia.) Record, has bought a half interest in the Hutchinson (Minn.) Press of Paul Eastwood.

The Rushford (Minn.) Star-Republican has been sold to George H. Miles, owner of the Tri-County Record.

The Wells (Minn.) Mirror has been sold by James F. Schofield to E. C. Funk and Knapp F. Matthews of Waterloo, Ia.

Charles H. Lee, who has managed the Walhalla (N. D.) Mountaineer for the past 26 years, has leased it to T. R. Johnson of the Cavalier Chronicle. Mr. Lee retires on account of ill health.

R. N. Lee, former editor of the Wyndmere (N. D.) Pioneer, has bought the Wyndmere (N. D.) Herald.

J. R. Smith, associate editor of the Ardmore (S. D.) Beadle County Courier, has bought an interest in that paper and will be its editor.

Ralph Aird, foreman of the Adrian (Minn.) Democrat, has bought a part interest in the Ipswich (S. D.) Tribune.

W. Verne McKinney took over a half interest in the Hillsboro (Ore.) Argus from his mother, Mrs. E. C. McKinney, and assumed the business management of the paper Oct. 1.

Lloyd Riches has sold the Vale (Ore.) Malheur Enterprise to Charles Crandall, and will move to Portland.

C. V. Blatchford, publisher of the Listowel (Ont.) Banner, has purchased from R. S. Pelton, the Atwood (Ont.) Bee and will amalgamate it with the Banner.

Negotiations have been completed for the sale of the Alexandria Bay (N. Y.)

Thousand Island Sun to William J. Cobby of Philadelphia, Pa., and Curtis T. Martin of Alexandria Bay. The present owners are Mrs. B. M. Martin and Miss Mary T. Collins. The transfer takes effect Nov. 6.

SPECIAL EDITIONS

OTTUMWA (IA.) DAILY COURIER, a seventy-fifth birthday special edition of 216 pages, filled with pictures of early Ottumwa and Wapallo counties.

Danville (Va.) News, "National Publicity Edition," 84 pages, Sept. 22. Copies were sent to automobile owners all over the world.

Watertown (N. Y.) Standard, 40-page "North Country Resources Edition," illustrated with 150 photographs of northern New York institutions and business men.

The Sioux Falls (S. D.) Press, a Custer Highway edition, Sept. 20.

The Scranton (Pa.) Republican, at the opening of the Stocker & Fister furniture store, a 12-page rotogravure section of pictures and special advertising.

The Watertown (N. Y.) Standard on Saturday, Sept. 20, a special edition of 40 pages, containing a history of the industries of Watertown.

RYAN PROMOTED

Now News Ink Manager of Ault & Wiborg Company

The Ault & Wiborg Company this week announced the appointment of

Timothy A. Ryan as manager of its news ink department, with headquarters at 461 Eighth avenue, to fill the vacancy caused by the death of Harry Hughes.

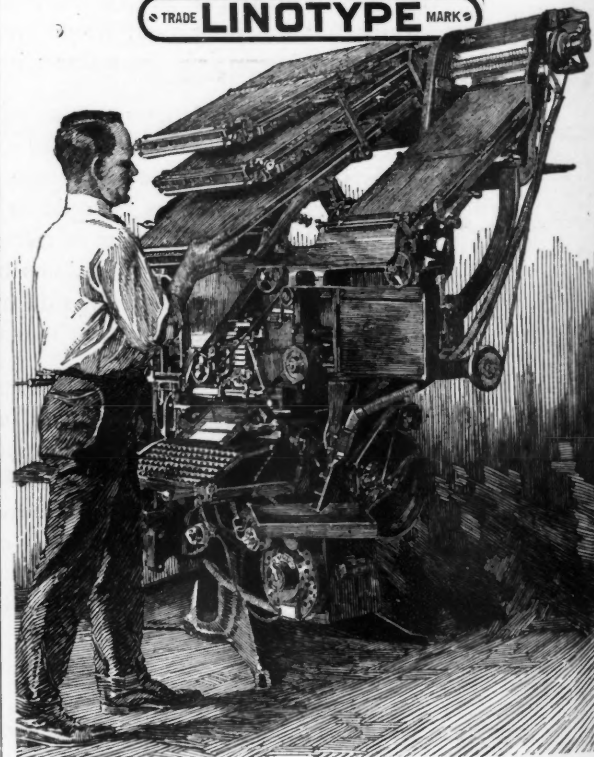
Mr. Ryan has had a practical and wide experience in handling news ink from all angles of the trade. For several years he was superintendent of the New Haven (Conn.) Register pressroom, where he gained an intimate knowledge of news ink requirements which later earned for him the position of New England representative for the Ault & Wiborg Company.



TIMOTHY A. RYAN

The Single Keyboard Model 14

TRADE LINOTYPE MARK



Three main magazines and a 34-channel auxiliary all operated from one power-driven keyboard. Any magazine can be changed without disturbing the other magazines or the auxiliary.

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

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

\$1,000 Cash Prize For Best Analysis of the Contributing Causes that Have Made

Los Angeles Times

the Largest Daily and Sunday Newspaper in the World

—printing more columns of news and reading matter, a greater volume of advertising, and a larger number of separate want ads than any other daily, weekly or monthly publication anywhere on earth.

CONTEST OPEN TO ALL: Manuscripts may be of any length from a paragraph to 2,000 words. They must be signed on front page with name and address of contestant, and must reach the "Contest Editor," Los Angeles Times, Los Angeles, Cal., on or before midnight November 30, 1923. The full prize, \$1,000, will be awarded to the best, clearest and most adequate analysis contained in the fewest words. The award will be made as soon after the contest as possible. The judges will be all the department heads of the Los Angeles Times acting as one committee. A copy of daily and Sunday Times will be mailed to contestants without charge, but requests for such must be addressed to "Contest Editor."

Facts in Concise Form to Help Contestants

Southern California, of all the great markets in the United States is the most sharply defined—bounded by Mexico on south, Pacific Ocean on west, mountains on north, deserts on east; differentiated by its semi-tropical climate, special crops and industries; served by a single great wholesale center.

The Los Angeles Times is the only big morning newspaper whose ownership is IN Southern California; whose principal features and all its supplementary parts and magazines are written exclusively FOR Southern California; and whose circulation extends THROUGHOUT and is almost wholly contained WITHIN Southern California.

Continuously for several years, in good times and bad, the Los Angeles Times has rated among the first four or five American newspapers in volume of advertising, taking the lead as the largest medium in the world in 1921, which position it has held ever since. Whatever may be the causes back of The Times' supremacy in Southern California, these causes are fundamental and time-tested.

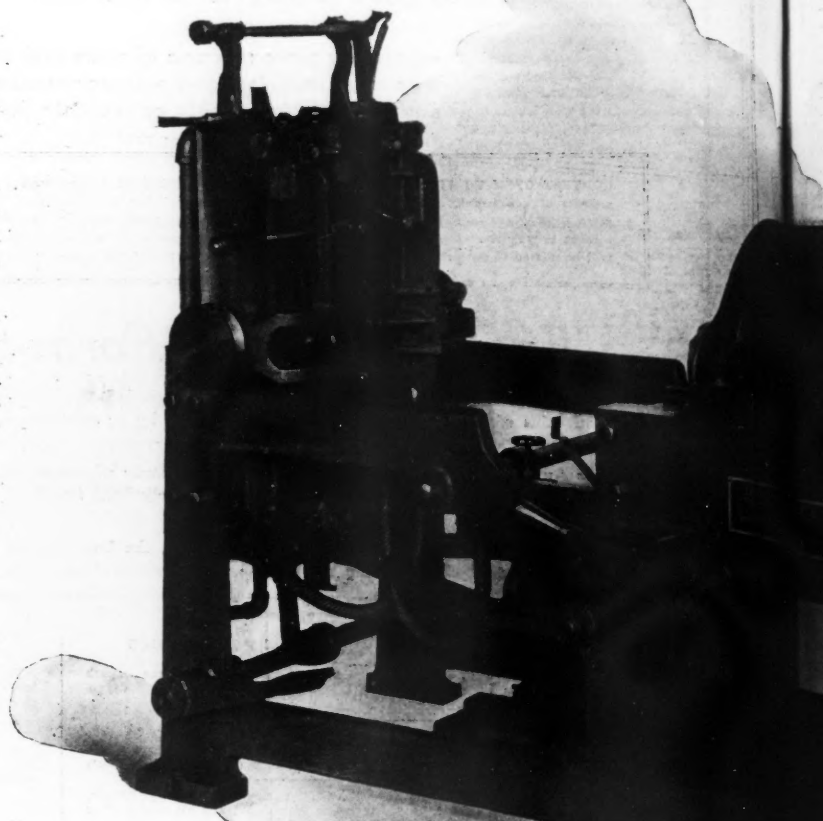
Los Angeles City	Los Angeles Times	Los Angeles City	Los Angeles Times
Largest city in America west of Mississippi River.	Has more than paralleled the growth of Los Angeles in circulation and advertising.	The principle of the open shop has made it the fastest-growing industrial city in the world.	Originated the open shop principle in Los Angeles and has advocated it consistently for 42 years.
Largest English-speaking port in any country facing the Pacific Ocean.	Successfully fought for a free harbor at Los Angeles, in appreciation of which citizens erected a commemorative tablet.	Is the home of high-class workmen who come from everywhere to enjoy industrial freedom.	Stands for the interests of independent workmen and employers alike; seeks justice and fair play impartially to all.
Within 40 miles of City Hall is produced one-fifth of world's oil output.	Daily oil department read by drillers, investors, producers, and all employed or interested in oil.	Keenly interested in local history, people, places and events.	Prints the only local story and general interest magazine.
County seat of the richest agricultural county in America.	Publishes only agricultural magazine devoted to local conditions.	Leads West in literature, arts, drama, music.	Three Sunday sections devoted to literature, arts, book reviews, etc.
Makes 85% of all motion picture films in the world.	Publishes as Wednesday feature the only newspaper film magazine in the world.	Center of America's scenic wonderland.	Southern California's only rotogravure picture section.
Has one of America's richest mining areas as back country.	Exclusive mining department, with free analysis service.	Year-around playground for children.	Prints eight-page tabloid newspaper for young folks.
Eighth city in United States in industry, growth in value of output since 1900 over 700%.	Staff of expert industrial writers; exclusive stories daily.	Is metropolis nearest Mexico.	Prints daily condensed world news in Spanish.
Ninth city of country in wealth; first in growth of bank clearings.	One of largest and best financial and market reports of any American paper.	Has cheap water, power, fuel and unsurpassed shipping facilities.	Was first proponent of Los Angeles' great aqueduct.
First city in United States in building permits in proportion to population.	Publishes as Sunday feature mammoth real estate and building section.	Most enthusiastic radio population in America.	First local newspaper to install radio on its roof—one of finest stations in the country.
Port of Los Angeles leads America in tonnage; leads world in export of oil and import of lumber.	Accurate and complete harbor news depended on by all tourists, shippers and business men.	Is fundamentally sound and conservative; four-fifths of its population being solid, patriotic American citizens.	Is opposed to sensationalism; devoted to constructive rather than destructive news; is alert, aggressive, fearless, firm, fair and outspoken.
Leads United States as city of homes, population 38% home owners.	Is outstandingly a "home-read" newspaper, circulation 96% home delivered.		
Population over 900,000, increase in two years over 250,000.	Latest net paid circulation, Sunday, September 30, over 183,000; daily, October 1, over 128,000. Gain over corresponding dates two years ago; Sunday gain over 28,000; daily gain over 24,000.		

In the face of murder, dynamite and the entire destruction of its plant, it was demonstrated that the good will and confidence of the Southern California public was an asset to the Los Angeles Times many times greater than its physical property.

From such facts it will be seen that a newspaper is unlike a billboard, a circular or any ordinary manufactured product, but possesses that intangible element which in the individual is called a soul—a power which transcends mere matter, which exerts itself in proportion to its ideals and motives, and which communicates directly with the hearts of men.

PRESENTING
PONY AUTOPLATE
 WITH

*IT casts, shapes,
 shaves, trims,
 and cools the
 plate, delivering
 it dry, ready for
 press.*



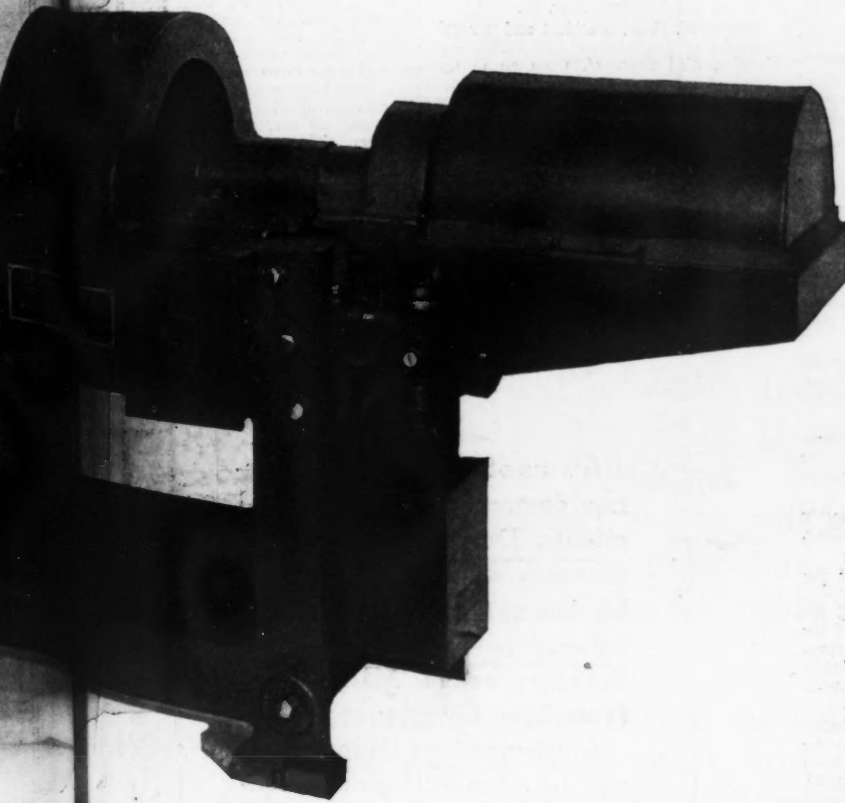
THE ONLY ONE MAN PLATE MACHINERY
IT IS THE

For the first time in the one and two man
 business, economy, accuracy of curvature and

The PONY AUTOPLATE MACHINERY
 easy terms of payment. If you make 16

WOOD NEWSPAPER MACHINERY
 501 Fifth Avenue

ENDING THE PLATE MACHINE THOOLER



*IT enables one
man easily to
turn out an extra-
ordinary amount
of work, in an in-
credibly short
time.*

ENDING MACHINE IN EXISTENCE IS IMANE

and two-plant plates may be made with swift-
ness and accuracy, and a perfect printing face.

MACHINE may be had at a moderate price, and upon
make 10 plates, or more, send for our purchase plan.

PER MACHINERY CORPORATION
Fifth Avenue New York City

J. D. McHUGH DEAD**Chicago American Staff Man Covered Iroquois Fire**

Joseph D. McHugh, one of the best known newspaper men in Chicago and a member of the Chicago Evening American staff, died early Monday morning, Oct. 1, in the University Hospital.

Mr. McHugh was stricken with peritonitis on Wednesday, Sept. 26. His illness became acute the following day, and Sunday, after delaying it in the vain hope that he would rally from his weakness, an emergency operation was performed.

Mr. McHugh was 36 years old. He was born in Chicago, Sept. 18, 1887, and entered newspaper work as a "copy boy" with the City Press Association when he was only 14. He advanced steadily from copy boy to reporter, from reporter to "re-write man," and seven years ago he became a writer on the Chicago Evening American staff. Since that time he has handled practically every big crime story that has occurred in Chicago.

Among the outstanding events of Mr. McHugh's career was the Iroquois Theater fire, which he "covered" as a reporter for the City News Press.

Mr. McHugh is survived by his widow, Mrs. Amy McHugh, four small children, and his mother. Four brothers and one sister also survive. "Joe" and "Buddie" McHugh are names synonymous with the American throughout official circles in Chicago. "Joe" worked as a writer on the staff of this paper; "Buddie" is its veteran police reporter.

Funeral services for Mr. McHugh were held Wednesday, Oct. 3, from his residence, 2313 North Spaulding avenue, with requiem high mass at 10 o'clock at St. Sylvester's Church. Burial was in Mount Carmel Cemetery.

Obituary

C. C. PUGH, aged 58, for many years prominent in Iowa newspaper circles and known for his syndicated column under the name "Craddock," died Sept. 25, at his home in Des Moines. He had been in the newspaper field 35 years, part of that time as a publisher of Dallas county newspapers.

Mrs. R. P. Igleheart, widow of William Igleheart, former well-known Salt Lake City newspaper publisher, and mother of W. T. Igleheart, present city editor of the Salt Lake City Tribune, is dead following an operation. Mrs. Igleheart was a literary woman of ability.

Judge Carl B. Clark, aged 43, once reporter on the Cleveland Leader, died at his home in Bidwell, O., Sept. 22. He was judge of the municipal court of Sandusky until he resigned on account of ill health two years ago.

Mrs. Isabelle Haskell, wife of H. J. Haskell, associate editor of the Kansas City (Mo.) Star, died Sept. 21 in that city. Mrs. Haskell was formerly Miss Isabelle Cummings, of Cedar Rapids, Ia.

Mrs. Marie Kueschardt, aged 64, owner of the Port Clinton (O.) Progressive Times, died at her home Sept. 25. Mrs. Kueschardt was the wife of Samuel Kueschardt, founder of the Progressive Times, who died two years ago. The paper was originally published in German, but at the time of the war it was changed to an English language publication.

Joseph V. Pauly, aged 58, business manager of the Hamburg (N. Y.) Independent, died after a long illness. He had been with the newspaper for many years.

Mrs. Estella Laws Mountfort, wife of Capt. Wade Mountfort, editor of the Cincinnati (O.) Commercial-Tribune, and mother of Wade Mountfort, Jr., a Kansas City, Mo., newspaperman, died at a Kansas City hospital after a long illness. She had been in failing health for several years.

George Frame, aged 76, veteran newspaper man, died in Sacramento, Cal., Sept. 23, after a long illness. He was once feature writer on the Kansas City (Mo.) Star, the Portland (Ore.) Oregonian, and the Los Angeles (Cal.) papers.

Miss Inga Amelia Petterson, aged 26, for the past four years society editor of the Williston (N. D.) Herald, died recently of hemorrhage of the brain. Her death was sudden. She had been at her work as usual the day she was attacked.

J. J. Farriss, editor of the High Point (N. C.) News, a prominent newspaper man of North Carolina, died suddenly on the street in that city Sept. 27. He had edited papers in that city for more than 30 years.

John F. Hall, aged 78, blind Civil War veteran and prominent citizen of St. Mary's, W. Va., died recently at his home there. Mr. Hall established the Pleasants County (W. Va.) Observer, the first Democratic newspaper in that county. Later he founded the Pleasants County Oracle, which is still being published.

Dr. Sylvester Willcox, well-known South Dakota newspaper man, died last week at Eureka, Cal., from injuries received in an automobile accident.

George Tucker, aged 65, former member of the Legislature and an employee of the Clinton (Ia.) Advertiser, died recently.

Charles B. Marsh, aged 46, formerly political writer for the Kansas City Star, died recently.

Charles B. Stevens, aged 48, of the Penn Engraving Company, Scranton, Pa., died recently following an extended illness. Mr. Stevens was city editor of the Scranton (Pa.) Times until two years ago. He had also served on news staffs of Syracuse and Cincinnati newspapers. His wife and one daughter survive.

Joseph Martin Rogers, aged 84, father of Hopewell L. Rogers, assistant to the publisher of the Chicago Daily News, died Sept. 30 in the Henrotin Hospital, Chicago, as a result of injuries sustained in a fall down a flight of stairs.

Harry R. Bennett, aged 46, president of the Chicago Metal Manufacturing Company, died Oct. 27, at the Lexington Hotel, Chicago, after a four-day illness.

J. W. Bengough, aged 72, veteran Canadian cartoonist and poet, died at his home in Toronto, Oct. 2.

Edwin Gilbert Cooley, aged 66, former superintendent of Chicago's schools and a writer and publisher of many textbooks, died at the North Shore Health Resort after an illness of several months.

George L. Rhea, aged 53, veteran Texas newspaper editor and publisher, died last week at Dallas, of apoplexy. Mr. Rhea was editor and publisher of the first newspaper published at Granbury; he published the first newspaper at Stamford, and at various times published the Floresville Advertiser, Collin County News, McKinney, Seadrift Success, Graham Leader and the Young County News, Graham.

Stuart Garfield Mace, aged 42, for 14 years a newspaper photographer, principally on the Rocky Mountain News and Denver Times, died suddenly in Denver. He was a native of England, but had been a resident of this country 35 years. His widow and son, Stuart, Jr., survive.

D. Theodore Elmer, aged 70, for many years owner and editor of the Monroe (Mich.) Commercial, died suddenly of heart disease Sept. 22.

Edwin W. Gray, president and general manager of the Dubois (Pa.) Morning Courier, died Sept. 27, from an injury sustained in an automobile accident. Mr. Gray bought an interest in the Morning Courier, in 1884, obtaining full control of the publication four years later.

Mrs. Elizabeth Borst, aged 74,

mother of George Borst, assistant secretary of the Albert Frank Agency, New York, died Sept. 25, at the home of her daughter, Mrs. H. G. Goerick in Brooklyn, N. Y.

Mrs. Lillian Beard Ware, aged 53, wife of C. Herbert Ware, assistant foreman of the composing room of the Water-town (N. Y.) Times, died Sunday, Sept. 30, after an illness of two days.

CAMDEN PAPER SOLD**Patterson Disposes of Post-Telegram to Searle Interests**

For more than thirty years owned and published by Congressman F. F. Patterson, the Camden (N. J.) Post-Telegram changed hands Oct. 1, when it was purchased by the Camden Publishing Company, of which William A. Searle is president; Mrs. Ruby Searle, wife of the president, secretary and treasurer, and Herman S. Searle, father of the president, of Rochester, N. Y., is vice-president. In announcing the policy of the new management, Searle adopted the creed followed by President Harding, when he published the Marion Star. The paper will be independent in character, with Republican leaning when party policies and candidates merit support.

Searle has had newspaper experience in New York, Rochester, Buffalo, Boston and other cities, and for the past ten years had been engaged in Chamber of Commerce work, his last activities in this line being as secretary of the Camden Chamber. There are no changes in the personnel of the staff.

BECAUSE of their rapidly increasing number of New England clients, Dorrance, Sullivan & Company, announce the establishing October 1st, of their Boston Offices in the new Beacon Trust Building at 31 Milk Street (Telephone Congress 4139).

Supplementing a Boston service staff this office will have close contact with the New York Principals and Department Executives.

DORRANCE, SULLIVAN & COMPANY

Advertising

130 West 42nd Street, New York

31 Milk Street
BOSTON

332 So. Michigan Ave.
CHICAGO

Main at Colfax
SOUTH BEND

Circulation Structure

**Ask the Publisher who
has taken my service.**

F. W. Woodward, Publisher of
TELEGRAPH-HERALD

Dubuque, Ia.

knows and will tell

Clifford Hewdall

ASAA(LONDON,ENG) CPA(INDIANA)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax

System

Auditing

Are You Making Money?

Is your ledger balance on the right side of your books?

Does your plant seem to be doing a good business but somehow the profits don't seem in proportion to the time and effort you put into it?

Is there a leak in your cost system or something wrong about your equipment that you can't seem to overcome?

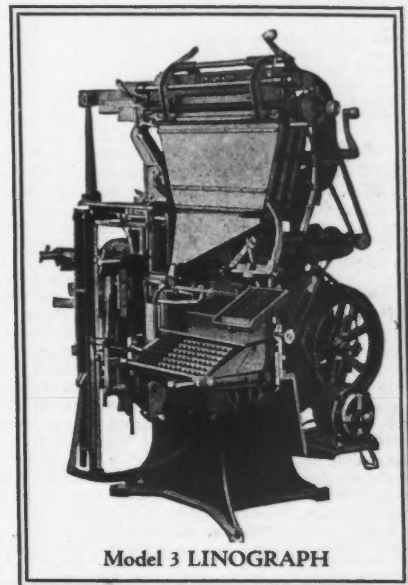
Is there a hole someplace that you cannot plug up?

Consider Your Composition Costs

It may be that you are handsetting jobs that your competitor, properly equipped, compels you to do at a certain price. He can do the work and make a reasonable profit while you must do it at cost or with a loss.

A Linograph will profitably handle all your composition from 6 to 36 point and even up to 60 point if desired. You can place it on your payroll and it will be the best "hired help" you ever had. The Linograph is always on the job ready to do the work of several men.

Ask our representative to call and explain its use in your plant, and which model is best suited for your particular work.



Model 3 LINOGRAPH

The Linograph Company

Davenport, Iowa, U. S. A.

WESTERN AGENCY: 429 Sacramento Street, San Francisco, California

European Agency
ET. PIERRE VERBEKE
Brussels, Belgium

Australia, South Africa, China
PARSONS & WHITTEMORE
New York City

South America
AULT & WIBORG
Cincinnati, Ohio



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

NEWSPAPER MANUALS do not list house organs. Only those who have made special study of employees magazines and their immediate relatives have any conception of the tremendous increase in this type of journalism.

A leader among house organs is unquestionably the Burroughs Clearing House, with a circulation of over 50,000. The September issue contains a chat, "Concerning Copy, Policy, and Mediums," by T. D. MacGregor. The author quotes A. M. De Bebian, manager of the advertising department of the Equitable Trust Company of New York, as follows:

"Advertisements will always appeal to some and annoy others, and the advertising man who is too thin-skinned to shed criticism should seek the obscure corner of some routine department, rather than seek the spotlight of publicity."

Such an assertion points out the great difficulty in testing copy in an advertising laboratory.

Mr. De Bebian gives the following rules regarding copy:

- (1) Believe wholesouledly in what you have to say.
- (2) Say it simply and earnestly.
- (3) Be sure that the words you select convey the meaning that is in your own mind.
- (4) Present the message attractively and in an unusual way, without resorting to buffoonery.
- (5) Keep talking to them everlastingly.
- (6) Seek new and appealing angles of your subject.

His comment about advertising solicitation is:

"Space salesmen should not be allowed to exert their influence in the selection of mediums. They should be used only to obtain a presentation of the facts regarding their respective publications. You and your associates should make the ultimate selection of mediums."

IN A RECENT ISSUE of The Nation, its editor, Oswald Garrison Villard, prints a sketch of journalism in Washington—as he sees it. He does not believe that a great paper like the London Times is possible at the American capital.

IF Boards of Education and others who furnish the press with news about the public schools would read "Public School Publicity," by Harlan C. Hines, formerly of the University of Washington, now of the University of Cincinnati, and R. G. Jones, Superintendent of Schools, Cleveland (Macmillan Company), the public would be better informed, and the copy desk would find less use for the blue pencil on material submitted for publication. Editors ought to bring this book to the attention of every educational administrator.

WALLACE SMITH, well known among Chicago newspaper men, has completed his first book, "The Little Tigress," tales out of the dust of Mexico. Mr. Smith, formerly of the staffs of the Chicago Tribune and the Chicago Evening American, went into Mexico with General Pershing while a correspondent for the latter newspaper.

Of the new book, Harry Hansen, literary editor of the Chicago Daily News, wrote:

"Out of the dust of Mexico come these strange tales; pathetic tales, swaggering, blustering tales, romantic tales, tales of blood and battle and the crying of a coyote, the fragrance of jasmine. Wallace Smith has put them into a book, together with illustrations that speak, and snarl, and whine and plead.

"Wallace Smith has told them with a swagger, with a flourish, tossing them out with a wide gesture of the hand, throwing his serape over his shoulder in a careless fashion. These tales are near his heart; love of his subject is written all over them.

"This is a new Wallace Smith, a man who glories in the Mexico he has known. In this, his first book, Wallace Smith discloses a rich and vigorous talent, a nature highly emotional, and an eye for color and melodrama that gives promise of a new romantic influence in our sordid world."

FOR years, the only book which dealt in a practical way with the editing and making of trade papers was "Industrial Journalism." This book contained the lectures delivered at New York University in a forum conducted under the auspices of the New York Trade Press Association and the Department of Journalism at New York University.

The first lecture in the forum, given by Charles T. Root, president of the Root Newspaper Association, traced briefly the history and development of industrial journalism. The second lecture, given by E. A. Simmons, at that time president of the Simmons-Boardman Publishing Company, outlined the business press opportunities. In the third lecture, James H. McGraw, president of the McGraw Publishing Company, gave the reasons for trade and technical papers.

Mr. McGraw's lecture was followed by H. M. Swetland, president of the United Publishers' Corporation who gave a lecture which emphasized the special service of the class paper to an industry. Mr. Swetland, in turn, was followed by the late John A. Hill, then president of the Hill Publishing Company, who, in the fifth lecture, dealt with the technical paper and the manufacturer. In the sixth lecture, W. Hetherington Taylor, president of the David Williams Company, described the news service of the trade and technical press. W. H. Ukers, president of the New York Trade Press Association and editor and publisher of the Tea and Coffee Trade Journal, in the seventh lecture, told of the standards of practice of the business press. The last lecture in the forum was by John Clyde Oswald, editor of the American Printer and president of the Federation of Trade Press Associations in the United States, on the making of a trade paper.

Excellent as were these addresses, which the New York Trade Press Association believed to be worth preserving in book form, they did not cover with unity and coherence all the problems connected with the editing and making of industrial papers.

The need for a book in this field is now met by "Industrial Publishing" (U. P. C. Book Company). The author is H. M. Swetland, who was instrumental in promoting the forum at New York University, and who is now chairman

of the National Committee of the New York Business Publishers' Association, in addition to being president of the United Publishers' Corporation.

The first chapter of his book not only traces the origin and development of the industrial publication but also discusses the ethics of business publishing. Chapter II deals with the internal organization of the various departments in a clear and succinct manner. Especially complete in subject matter, are Chapters III and IV, which deal primarily with editorial problems. Chapter V, dealing as it does, with the writing of copy, is full of help for the copy desk, regardless of the plant in which the desk is located.

Chapter VI is devoted to the typography and presswork. Chapter VII limits itself to the marketing problems just as Chapter VIII, IX, and X take up advertising problems. Chapters XI and XII are devoted to a discussion of matters relating to management. Possibly in this phase of industrial publishing the need has been greatest for authoritative information. In past years, men and material have been the subjects of discussion at trade press associations. Unquestionably, today the most important topic is that of management. Of the three "m's," material, men, and management, many would say that the greatest of these is management.

While the book keeps strictly to its text of industrial publishing, it has much of practical value for publishers and editors in other fields.

Though the volume is unquestionably a labor of love on the part of Mr. Swetland, it ought to have an extensive sale. It should hold its field for many years to come, even though new developments in editorial and business policies may be ex-

pected from time to time, for it is based on principles which are neither subject to change nor liable to decay.

The following ten rules for interviewing might well be posted in the newsroom of every newspaper:

1. Make a definite appointment with the man to be interviewed, and keep it to the minute.
2. Learn as much as possible about the man to be interviewed before you approach him. Consult Who's Who, "The Morgue" and other directories that may be available.
3. Know the subject of the interview. The best interviewer is one with whom the interviewee can talk on something like equal terms, and not find it necessary to go into too much explanatory detail.
4. Do not expect the interviewee to volunteer information or to take the lead in conducting the interview; that is your job.
5. Frame in advance some pertinent questions that get at the heart of the subject.
6. Do only as much talking as is necessary to keep your subject talking.
7. Keep some leading questions in reserve with which to bring the interview back to its subject matter, if the interviewee becomes vague in his discussion.
8. Observe the courtesies of your position. Don't argue, don't contradict, don't insist. Discuss the points that require some comment in order to bring out their meaning, or to bring up the other side of the question, or to bring the interview moving.
9. If the information quoted is of an important character, or involves many statistics, references, figures, mathematical formulas, or other exact statements requiring careful checking up, it is generally best to submit the interview for approval before printing it.
10. Do not let the interview drag. Bring it to a close while the matter still holds interest.

Long Beach (Cal.) News Sold

Miss Belle McCord and S. S. Cofflin have purchased the Long Beach (Cal.) Daily News from F. W. Kellogg. Miss Roberts, also owner of the Long Beach Telegram, will merge the papers. The paper will be known as The Telegram and Daily News.

The Ludlow Preferred by Waverly Democrat

"WE installed this machine in July, 1919 and believe it is the best money we have ever spent," says the Waverly (Iowa) Democrat. "It gives new type and a clean cut face for every job and ad. Our equipment consists of one machine, two cabinets and 31 faces of type.

"One thing to be said in favor of the Ludlow is that it reduces the overhead, because it places the cost of distribution where it belongs, namely, on the job, as each line is distributed as soon as it has been cast.

"It is also a time saver for the simple reason that it makes no difference how many display lines one has to set, you always have plenty of sorts and plenty of spacing material on hand. You also save the time that is necessary to thin-space type and justify so it will lift. On the Ludlow the justifying is done by a small thumb screw on the end of the stick.

"The only expense we have ever had on the machine during the four years it has been in operation could be covered with a two-dollar bill."



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

Population 69,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes
18,000,000 people. Paper established 1880.

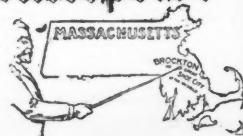
Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial Rates
6 1/2 cts. per Line 91 cts. per Inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want
advertisements





Photograph by Underwood & Underwood



WHILE the attendance of the Hon. David Lloyd George will be a notable feature of the dinner to be given in connection with the Tenth Annual Convention of the Audit Bureau of Circulations, October 17th and 18th:—

And while Lloyd George desires to meet and greet the publishers of the United States and Canada on this occasion:—

Nevertheless, it is the business meetings of the Tenth Annual Convention of the A. B. C. which should demand the most serious attention of publishers.

During the two days devoted to consideration of problems relating to publishing and advertising there will be a number of decisions reached affecting the property rights of all publishers.

For this reason every publisher-member of the Audit Bureau of Circulations should arrange now to be in Chicago during the week of October 15th to 20th.

STANLEY CLAGUE, *Managing Director*, AUDIT BUREAU OF CIRCULATIONS

N. Y. PAPERS AGAIN NORMAL AS PRESS STRIKE ENDS

(Continued from page 7)

and the decision was accepted, but from the beginning of its operation March 1, 1921, there has been a continual series of interference, annoyance and unrest, and at nearly all times inefficient performance of work. Every word and syllable in the award was most technically construed until the publishers considered it wise to make some concessions.

The particular objection the union made to the award was fixing eight hours as a night's work with a lunch period at the expense of the men; also the decision that the number of men required for the operation of a press should be left to the judgment of the employer, on the principle that he was the better judge of what was necessary to have a press efficiently and safely run.

After the award the publishers took off one man from each press; even then the presses were manned by a larger number of men to each press in union offices in other cities, probably with one single exception.

Taking advantage of the fact that the award required the men to have a half-hour lunch period any time not before three hours' work or later than five hours' work, the union insisted on the presses stopping for the lunch period; objecting to individuals being given lunch time, but insisting that the whole press crew cease operation at some fixed time. Thus the lunch period in an office such as The Times came at a time of greatest activity in the office and at a time of the greatest necessity for the presses being in operation.

This matter, however, with respect to the Times office, which was more directly affected than any other newspaper, was finally composed by an agreement that the Times should pay \$1 a day bonus to the men for operation during the lunch period, but upon condition that it should only continue until an enlarged equipment could be put into operation, and that it should not be taken as a precedent for any other newspaper office that was not in the predicament of the Times.

No sooner was this arrangement put into operation than members of the union in other offices demanded that they also be given the bonus.

This and various other controversies arose over the Manton Award, and in nearly every office there was agitation, dispute and trouble.

The Manton Award agreement terminated Sept. 1. Since last June negotiations have been going on between the Publishers' Association and representatives of the local union for a new agreement. Very little progress was being made until the international officers were appealed to by the local union to come to New York and endeavor to compose the differences.

The local union in August unanimously passed a resolution to leave the matter of the new agreement in the hands of the international officers, with instructions to endeavor to arrive at an understanding through conciliation; failing in that, they were to decide whether the questions at issue should be submitted to arbitration. By Sept. 1 the international officers and the publishers' committee had not fully concluded an agreement, and at a meeting of the local union Aug. 31, after a motion to strike was defeated, the time for an agreement was extended ten days.

The international officers, together with representatives of the local union, thereupon

hastened the negotiations and finally came to an agreement with respect to the hours of work and the scale of wages, but had not finally settled the question of the number of men to a press, when the regular monthly meeting of the union was held Sept. 17. Without any notice to the membership that so important a matter as a strike was to be considered, the meeting, with only between 300 and 400 members in attendance of the 2,800 members—one-half of those in attendance being juniors or boys—when informed of the progress of the negotiations at once protested against the agreement to which their own officers and the international officers were parties, and in a moment of excitement a motion to strike was made, and in violation of the laws of the local as well as the international union a vote was taken viva voce—that is, by asking all in favor to raise their right hands—when the laws require a secret ballot.

The presiding officer declared the motion carried unanimously, and at 12:30 A. M., while the presses were fully manned and in operation in every morning newspaper office in the city, with none of the men at work having participated in the meeting or having knowledge of the question of a strike coming up for decision, they were by their local officers ordered to walk out and abandon the presses at a time when it was impossible to man them by others.

This action was taken without consultation with or knowledge of the international officers or of the management of the newspapers or of 75 per cent. of the membership, resulting in the complete destruction of the issues of the newspapers of that date, involving a financial loss to the publishers that one morning of not less than \$250,000 that cannot be recovered.

The international officers, advised of the action of the local union, declared the proceeding unauthorized and illegal and demanded that the men go back to work.

The local union officers ordered disobedience of the orders of the international officers; thereupon the international officers informed the newspaper publishers that it was their wish to maintain relations with the publishers; that they were prepared to enter into negotiations for a contract by which they would guarantee the operation of the presses by union men; that they would accept temporarily so much of the proposed new scale as had been agreed upon, and that the whole question in controversy, if it could not be composed by conciliation, be submitted to a board of arbitration.

The publishers thereupon entered into an agreement with the international officers, who revoked the charter of the local union, took possession of its property, establishing in each office a steward, and located a city office of the international union to deal with the newspapers pending the granting of a new charter and the organization of a new local union.

Warning was given to all employees that they should immediately return to work or their places would be filled by such men as might be found available, first preference being given to those acceptable holding cards of the local union, and all other vacancies the publishers were authorized to fill in any way they found possible; and union cards would be issued to any man entering their service with the guarantee that if he was of good character and eligible he would be guaranteed membership in the union.

That statement covered developments up to September 25, when the pressmen began to feel en masse that their cause was hopeless. Committees of former employees attempted direct negotiations

with the publishers in an attempt to save their jobs and their local union, but were referred to their international officers. Terms were dictated by the latter and accepted by the committee for reference to the men at a meeting September 28. By a vote of 1,400 to 100, the pressmen voted to return to their posts and accepted the following conditions:

"1. That the membership immediately apply for reinstatement in the International Printing Pressmen and Assistants' Union of North America and as soon thereafter as possible report for work at their former place of employment.

"2. That our membership indorses and accepts the provisions of the international contract as executed between the International Printing Pressmen and Assistants' Union of North America and the Publishers' Association of New York City, and that in the acceptance of same we give such guaranty as may be necessary in the fulfillment of all of the provisions of the agreement, copies of which have already been placed in the hands of the entire membership."

NEW TYPE DRESS DOES NOT CHANGE WAGES

Chicago Post's Change from 7 Point to 6 Point Did Not Upset Scale or Working Conditions, Local Board Holds

A clear cut decision that a change in size of body type by a newspaper is not a change in wages and working conditions provided in a union contract has just been reached by a Chicago local board in a case involving the Chicago Evening Post.

The decision is a victory for the publisher in an issue of high importance, promising to strengthen precedents or the same question throughout the newspaper field. The local board of Chicago Typographical Union No. 16 immediately announced an appeal to the International Board of Arbitration, as was expected.

Eighteen months ago the Evening Post changed its type from nonpareil to minion, giving rise to the controversy. The existing contract with the local union provided that all type set by bonus linotype operators was to be measured on the square of the em quad of the body type, irrespective of its face. The union objected that it was a change which could be made only upon adjustment of the wage scale.

Thirteen operators walked out, and the management submitted the contention to arbitration. The parties agreed that the type was to be measured both as minion and as nonpareil, and two pay checks were to be issued for all work; one on the basis of minion measurement and a second representing the difference between that and the wage for setting in nonpareil.

Money paid out in checks of the second class was to be held by the union under that arrangement, to be paid either or handed over either to publisher or operators as the decision might direct.

LOCKOUT CHARGED AS CROWELL'S BAN UNIONS

Printers Quit When Springfield, O., Plant and Allied Company Declare Open Shop—Newspapers Not Affected

Establishment of the open shop at the Springfield, O., plant of the Crowell Publishing Co., publishers of the American, Woman's Home Companion, Farm and Fireside, and other magazines, was officially announced Oct. 1, as forecast in EDITOR & PUBLISHER last week. In addition to the Crowell plant, that of the Ralph Printing Company in Springfield, which does considerable job work for the Crowell Co., also became open shop. Approximately twenty union printers refused to go to work at the Crowell plant, but their places were immediately filled.

When the union printers reported for work, Monday morning, they found a notice on the time card saying that the shops had been changed to open shop. None of their cards were in the time rack. After reading the notice, the union men went to labor headquarters for a meeting. A few, it was said, remained at work under the new plan. The printers claimed that the company had established a lockout, but this was denied by John E. Miller, vice president of the company.

Under the open shop, Crowell employees will work 8 hours and 40 minutes a day and one half day on Saturdays on a basis of \$45 a week, it was said, although the amount of the wage could not be verified from Mr. Miller, who said the men would "receive what they are worth." Union printers declared that the company was temporarily paying from \$5 to \$15 higher than the union scale.

So far as the newspapers are concerned, it is said there is little likelihood of the move affecting them.

The union printers met Monday night and adapted a resolution declaring the Crowell Company had declared a lockout, appointed a lock-out committee and took steps looking toward payment of benefits to those who are out. Two of the union printers refused to quit work and as the result were fined \$500 each by the local and expelled from the international union.

This action by the union men brought a statement from Mr. Miller on the part of the company, reiterating a denial that the company had locked out the union men, and saying that they were welcome to work in the plant under the same conditions as the other employees who are now working.

The union men charge that the Crowell plant failed to carry out an arbitration provision in the union's contract, and also cited an editorial which appeared in an issue of Collier's some weeks ago advocating arbitration of labor disputes. Collier's is one of the Crowell publications.

TWO WEEKS OF DISASTER

FROM Louis Wiley, business manager of the New York Times, the following figures were obtained, showing a record of the business lost by that paper as a result of the recent pressmen's

strike. The paper's advertising for September, 1923, before the strike, was in excess of the same period in 1922, so the actual loss exceeds these figures, he declares.

	Circulation		Advertising		Pages	
	1923	1922	1923	1922	1923	1922
Tuesday, Sept. 18...	000,000	336,014	\$29,049.69	00	40
Wednesday	80,570	339,006	33,125.15	8	44
Thursday	280,006*	345,947	5,719.41	8	40
Friday	351,494	342,255	4,170.94	8	36
Saturday	342,521	295,075*	4,390.06	8	30
Sunday	375,291	504,039	27,846.85	32	144
Monday	349,852	344,098	4,440.39	8	32
Tuesday	328,194	347,814	10,770.27	16	44
Wednesday	325,186	351,071	9,952.34	16	40
Thursday	342,778	356,889	10,853.24	16	44
Friday	344,969	355,241	12,762.43	16	40
Saturday	339,059	340,583	11,897.46	16	28
Sunday	547,900	538,191	65,278.61	52	152
Monday	347,500	294,150*	11,086.42	16	36
Tuesday, Oct. 2.....	347,500	358,676**	9,777.86	16	48
			\$192,631.77	\$642,852.51	236	798

* Jewish holidays.
** Kaiser memoirs.

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.

THE NEW ENGLAND MARKET

If you are planning to conduct a nation-wide advertising campaign—start with New England

Here you have six busy states, so closely associated in business and social life, that the characteristics of all the people are practically alike—the same desires, the same average wealth and the same purchasing tendencies.

This group of states in which nearly seven and a half million people live, constitutes a market the winning of which means for any manufacturer a major commercial achievement—a selling victory of far reaching value.

The compact population centered for the most part in large cities—is busy the year round.

The advertiser who launches a carefully constructive campaign will find greater sales within communities so close together that a single systematic sales campaign will cover one of the most wealthy trading areas in the United States—forty per cent of the country's savings is concentrated in these New England States.

The purchasing power of this field can be swayed by early newspaper advertising. These New England Daily Newspapers furnish the natural and complete means of communication. They are universally read and the newspapers listed on this page will give prestige with dealer and consumer.

MASSACHUSETTS—Population, 3,852,856				RHODE ISLAND—Population, 604,897			
	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	5,189	.0275	.0175	†Newport Daily News(E)	8,120	.0388	.0893
†Boston Sunday Advertiser.....(S)	481,029	.70	.70	†Pawtucket Times(E)	24,418	.07	.00
*Boston Globe(M&E)	280,605	.45	.45	†Providence Bulletin(E)	61,233	.15	(A).215
*Boston Globe(S)	828,511	.55	.55	†Providence Journal(M)	32,086	.09	(A).215
Boston Telegram(E)	145,113	.20	.20	†Providence Journal(S)	57,430	.14	.14
†Boston Transcript(E)	38,230	.20	.20	†Providence Tribune(E)	22,515	.10	.09
*Fall River Herald(E)	14,200	.045	.045	*Westerly Sun(E&S)	4,305	.025	.025
*Fitchburg Sentinel(E)	10,739	.055	.045	*Woonsocket Call(E)	13,308	.04	.04
†Greenfield Recorder(E)	8,850	.0175	.0175	(A) Combination rate Daily Journal and Evo. Bulletin.			
*Haverhill Gazette(S)	15,910	.055	.04	VERMONT—Population, 852,423			
*Lynn Item(E)	10,643	.00	.04	*Barre Times(E)	5,519	.03	.025
Lynn Telegram News.....(E&S)	10,386	.05	.05	†Bennington Banner(E)	5,037	.0125	.0125
Lowell Courier-Citizen and Evening Leader(M&E)	21,348	.08	.06	Burlington Daily News(E)	7,133	.04	.04
*New Bedford Standard-Mercury(M&E)	22,349	.08	.08	*Burlington Free Press.....(M)	11,970	.05	.05
*New Bedford Sunday Standard (S)	24,087	.08	.08	*Rutland Herald(M)	10,181	.04	.04
†North Adams Transcript.....(E)	9,394	.0375	.03	†St. Johnsbury Caledonian-Record (E)	8,575	.0214	.015
*Salem News(E)	20,548	.09	.07	CONNECTICUT—Population, 1,350,081			
Taunton Gazette(E)	3,263	.04	.03	†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
*Worcester Telegram-Gazette(M&E)	75,052	.24	.21	†Bridgeport Post(S)	19,526	.09	.09
*Worcester Sunday Telegram.....(F)	44,470	.13	.15	Hartford Courant(D)	29,780	.08	.07
				Hartford Courant(S)	48,600	.10	.09
				†Hartford Times(E)	45,532	.12	.12
				*Meriden Record(M)	7,100	.045	.025
				†Middletown Press(E)	7,737	.03	.025
				†New Haven Register.....(E&S)	35,514	.10	.09
				*New London Day.....(E)	19,810	.06	.045
				†Norwich Bulletin(M)	11,823	.07	.05
				Norwalk Hour(E)	4,953	.03	.03
				*Stamford Advocate(E)	8,508	.0375	.03
				*A. B. C. Statement, April 1, 1923.			
				†Government Statement, April 1, 1923.			
MAINE—Population, 768,014							
†Bangor Daily Commercial.....(E)	15,030	.05	.04				
*Portland Press Herald.....(M&S)	27,993	.07	.07				
*Portland Express(E)	27,039	.10	.07				
*Portland Telegram(E)	28,059	.10	.07				
†Waterville Sentinel(M)	5,921	.035	.025				
NEW HAMPSHIRE—Population, 443,483							
†Keene Sentinel(E)	3,384	.03	.024				

The Great State of INDIANA

Is in the Middle of the Great "Corn Belt"

Indiana's buying power is growing rapidly. This is the greatest cash market in the world. The value of all crops is in excess of \$500,000,000 with corn leading—producing 169,848,000 bushels; about 5 per cent of the national crop.

Wheat is another of America's great farm products and Indiana is located in the center of the "Belt of Heavy Production." The average wheat crop is about 50,000,000 bushels.

Indiana has a total area of 23,068,800 acres. Of this 21,299,823 acres are in farm lands divided among 205,126 individual farms with the value placed at \$3,042,311,000, an increase of over 68% over previous census.

Dairying is only one of the great number of wealth producing industries which keep Indiana people so well supplied with money to buy merchandise.

This state, eleventh in point of population, presents opportunities for successful advertising of everything from toilet soap to farm tractors.

Use this list of Indiana Daily newspapers. They can help you.

	Circulation	Rate for 5,000 lines
†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-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
†Newcastle Courier (E)	4,338	.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.

ZERBEYS ENTERTAINED AND PRAISED

Pottsville and Atlantic City Join in Honoring Pennsylvania Father and Son in Two-Day Celebration

(By Telegraph to Editor & Publisher)

POTTSVILLE, Pa., Oct. 4.—J. H. Zerbey, editor of the Republican, and J. H. Zerbey, Jr., of the Morning Paper, were given a testimonial dinner on Wednesday by 150 fellow citizens in recognition of their work in constantly and unselfishly boosting the community.

The banquet was suggested to Pottsville citizens by Atlantic City newspaper men who saw the boosting of Pottsville which was given through the participation in the Atlantic City pageant, at which the "Miss Pottsville" movement won several prizes.

The banquet was attended by Mayor E. L. Bader and over a score of other Atlantic City officials and pageant directors, including Capt. H. E. Smither, publisher, and A. C. Finney, circulation manager, of the Atlantic City Gazette-Review. One of the surprises of the evening was the singing of Miss Nan Keating, of the circulation department of the Atlantic City Gazette-Review. Odell Hauser, editor-in-chief of the Norristown Times-Herald, relieved the Zerbeys and their reporter staffs of the embarrassment of reporting the dinner by volunteering his services.

Mr. Zerbey was presented with a properly inscribed cane and the "Junior" was given a gold fountain pen and pencil.

On Thursday the guests were given a trip through an anthracite coal mine.

FRANKLIN SOCIETY ORGANIZED

National Memorial to Statesman Is New Body's Aim

With John Clyde Oswald, publisher of the American Printer, as president, the International Benjamin Franklin Society was formally organized Oct. 2, at a meeting held at the Waldorf hotel, New York City. The society plans to advocate a national memorial to Franklin in Washington, similar to the Lincoln memorial there; the placing of his bust in the Hall of Fame; the refurbishing of present statues to him, and increasing the knowledge of his work in other countries. The officers are: Mr. Oswald, president; Charles O'Connor Hennessey, first vice-president; Albert Firmin, second vice-president; F. N. Feiker, third vice-president; John A. Goodall, secretary; J. Robert Stout, treasurer; J. Henry Smythe, publisher. Directors include Ernest F. Eiert, A. L. Lewis, of Toronto; William S. Mason, of Evanston, Ill.; Alfred E. Ommen, George B. Gallup, H. H. Charles, George H. Ellis, of Boston; William R. Wright, of Philadelphia; Franklin Bache Huntington, J. F. Kalkhoff, William Guggenheim and Allen Collier.

No Successor to Malton

So far as can be learned there is no immediate intention on the part of the Toronto Globe directorate to fill the position of business manager, just vacated by the resignation of A. E. Malton. W. G. Jaffray, president of the Globe Printing Company, will probably give more attention to details of management. On leaving Mr. Malton was made the recipient of a handsome present and most appreciative references were made to the value of his services by the president and several members of the staff. Mr. Malton has not yet decided definitely on his future movements.

Brisbane "Copy" for N. Y. Central

There's a peculiar magic in the name of Arthur Brisbane. When this famous editor left for California a few weeks ago he insured the continuity of his "Today" column in the Hearst and other

newspapers, by writing it on the train as he would in his own editorial sanctum at the New York Journal, and by way of introduction he said in his text "This is written on the road from New York to California via the Twentieth Century." Thomas F. Logan, Inc., New York City, the advertising concern handling the display account of the New York Central railway, estimating Mr. Brisbane as a figure of national importance and representative of the class of business and professional men who patronize this train de luxe, moulded Mr. Brisbane's announcement into an unusually attractive and convincing piece of copy, 175 lines in three columns, under the caption "Editing a Newspaper on the Century," which has just been released for a schedule of metropolitan newspapers with an aggregate circulation of more than six million copies.

Store Buys 12-Page Ad

Stoehr & Fister, a Scranton (Pa.) department store, purchased a 12-page rotogravure advertisement in the Scranton Republican in connection with the opening of their new store, Sept. 29, paying for one day in the neighborhood of \$10,000. The section bought by the department store went out with the regular edition of the Republican. Details of copy making and arrangements were carried out by Earl R. Towberry, advertising manager of Stoehr & Fister. The edition was originally proposed, and much of the preliminary work was done by W. J. Pattison, general manager, and T. J. Duffy, advertising manager of the Republican. The rotogravure printing was done by the Public Ledger Company of Philadelphia.

Winnipeg Club Seeks Quarters

With a membership of about 70 the Winnipeg Press Club has entered upon its third year. A movement is now on foot to secure permanent quarters. J. F. B. Livesay of Toronto was elected honorary president. Mr. Livesay is now general manager of the Canadian Press. D. B. MacRae, Manitoba Free Press, was elected president and W. L. MacLavin, Winnipeg Tribune, vice-president. Frank H. Williams is secretary, and G. C. Yates treasurer. The executive committee consists of the above and, in addition, Col. G. C. Porter, C. V. Combe, A. E. Boyle, H. C. Howard, Major Harold Moore, and V. M. Kipp, past president. On Oct. 6 the Club is to entertain at dinner the officers, directors, and western members of the Canadian Press, meeting in Winnipeg on that date.

Want Minister's Ad Formula

A reference in EDITOR & PUBLISHER to results he received from advertising during the last year has increased the private mail of Dr. J. C. Harrison, pastor of the Garden Street Methodist Episcopal Church, Bellingham, Wash. This reference quoted Dr. Harrison as saying that \$100 invested by the church in local newspaper advertising had resulted in collections totaling \$1,700. One letter came from the Cleveland Press, which asked Dr. Harrison to furnish some experiences with newspaper advertising. Another letter of inquiry was from the General Assembly of the Presbyterian Church at Philadelphia.

Klan Threatens Editors

A warning signed by "Ku Klux Klan" ordering them to cease writing alleged "slandorous" articles against the Klan under penalty of being told to get out of town was received the latter part of last week by C. J. Reiter, editor, and J. T. Deatty, news editor of the Rochester (Minn.) Daily Bulletin.

Will Dine Swiss Editors

The Swiss colony of Montreal will extend an invitation to Swiss newspaper editors now touring Canada as the guests of the Canadian Pacific Railway, to be their guests at dinner. They will have a day in Montreal and one in Quebec before sailing for home October 13.

PENNSYLVANIA

The Keystone State Is the Key State For National Advertisers

National Advertisers who would open up new trade contracts or increase the volume of trade already established will find Pennsylvania a state well worth careful consideration.

The chief implement of construction in any line of business is the *newspaper*. To advertise in Pennsylvania newspapers is to construct business. To construct business is the definite aim of every National Advertiser and Manufacturer.

Pennsylvania newspapers rank very high, not only journalistically but as "pullers" for advertisers. The listed dailies are the leaders that get into the homes of the buying public every day.

The demand for merchandise throughout Pennsylvania is persistent. Goods sell easily and every favorable advantage may be found in this tremendously productive terri-

tory. National Advertisers giving intensive attention to Pennsylvania make wonderful progress. Persistent newspaper advertising promotes and maintains business supremacy.

These listed dailies will give you leadership.

	Circulation	2,500 lines	10,000 lines
†Allentown Call (M)	29,273	.09	.09
†Allentown Call (S)	16,749	.09	.09
†Bloomsburg Press (M)	6,750	.029	.029
*Chester Times & Republican.. (M&E)	14,824	.05	.05
†Coatsville Record (E)	5,369	.0214	.0214
†Connellsville Courier (E)	6,247	.0179	.0179
†Easton Express (E)	20,017	.07	.07
*Easton Free Press (E)	13,293	.05	.05
*Erie Times (E)	27,499	.08	.08
†Harrisburg Telegraph (E)	39,685	.095	.095
†Johnstown Ledger (M)	13,234	.05	.05
*Oil City Derrick.. (M)	6,296	.035	.035
†Pottsville Republican and Morning Paper (E&M)	14,114	.07	.06
Scranton Republican (M)	32,180	.12	.10
†Scranton Times (E)	37,748	.12	.10
*Sharon Herald (E)	5,391	.021	.021
†Sunbury Daily Item..... (E)	4,216	.021	.018
*Warren Times-Mirror (E&M)	8,115	.036	.036
*Washington Observer and Reporter (M&E)	16,378	.06	.05
†West Chester Local News..... (E)	11,297	.03	.03
*Wilkes-Barre Times-Leader..... (E)	22,577	.08	.05
†York Dispatch (E)	17,364	.05	.05
†York Gazette and Daily..... (M)	17,006	.05	.05

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

†Government Statement, April 1, 1923.



Who reads 'JOHN BULL'?

THIS great 2d weekly journal is read by rich and poor, employers and workers — men and women of all political views—throughout the length and breadth of Britain. To thousands of Britishers Overseas it is a welcome link with the Homeland.

"JOHN BULL" deals in plain, simple language with the verities of life. It preaches a gospel of sane optimism. It defends the under-dog. It pillories tyranny, wrong-headedness and vice wherever these are found. It is without doubt the most widely read and most quoted journal in Great Britain today.

Because of its prestige and influence among all classes and its widespread distribution, "JOHN BULL" is a valuable ally to the Advertiser. It sells practically anything, from cigarette papers to automobiles—from tooth-paste to Real Estate. It is "a National Campaign in Itself."

JOHN BULL

BRITAIN'S DOMINANT
WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write:

Phillip Emanuel, Advertisement Mgr.

ODHAMS PRESS, LTD.

57, 59, Long Acres, London, W.C.2.
England

LONDON DAILY TELEGRAPH NEW EDITOR A BURNHAM "HOME-GROWN" PRODUCT

Fred Miller, Successor to Sir John Le Sage, Has Never Served
Another Paper Since He Became a Junior
Sub-Editor, Forty Years Ago

By HERBERT C. RIDOUT

(London Editor, Editor & Publisher)

IT has always been a saying in Fleet Street that the Daily Telegraph believes in "growing its own men"—a practice which has come down over the years from the first Lawson, is observed in every department of the great daily, and is in striking contrast to the rule that has been attributed, perhaps unfairly, to other publishers.

"Growing its own men" found application 20 years ago in the editorship of Sir John M. Le Sage, whose retirement was recently announced. It has been similarly applied in the appointment of the new editor, Frederick Miller, M.A.

There are probably many good stories of how big newspaper men dropped into journalism, and the case of Fred Miller seems to be no exception. While on holiday with his father, a doctor, the latter was able to render medical aid to the son of Dr. Cooper, editor of the Edinburgh Scotsman. Refusing a fee for his service, young Miller's father was asked if the kindness could be repaid in any other form.

Knowing the desire of his son, Dr. Miller suggested that perhaps Dr. Cooper might be able to help him in his ambition, and a few days later the editor of the Scotsman mentioned that a man was wanted by the London Daily Telegraph. Mr. Miller applied for the post and secured it.

He thus joined as junior sub-editor, when twenty years of age, in 1883, only a few weeks after graduating at Edinburgh University. He is a Scotsman.

Young Miller evidently took to his job for in the first few years he did everything worth doing in every branch of the sub-editorial department, becoming its deputy chief before he had reached 30. In 1895 he was appointed sub-editor.

During his tenure an accident which threatened his eyesight necessitated outdoor duty for some months. In that period he covered criminal trials and financial meetings, wrote editorial articles and special correspondence, succeeding more than once in earning the commendation of the late Lord Burnham, then managing proprietor.

He left the sub-editors' room in 1900 to become assistant editor, and in 1910 was appointed second in command. In view of the situation created by the war, Mr. Miller went to Paris just after the Battle of the Marne to organize the operations of the Daily Telegraph corps, and in 1918 he was again sent over to further the interests of the paper in the arrangements for the Peace Conference.

For many years he served on the council and executive committee of the Institute of Journalists, and in 1910, as chairman of the London district, he occupied the chair of the executive committee of the brilliant conference held by the Institute in London under the presidency of the present Lord Burnham. He now represents the Institute on the Committee of the Senatus of London University which has charge of the university course of journalism.

It is entirely characteristic of Mr. Miller that in this association with the London University Course, he finds considerable pleasure in passing on to the embryo journalists some of the experiences and facts that he has learned in so fine a school. A quotation from the paper that he read as part of the course will



FRED MILLER

serve to illustrate this, and also indicates the simplicity of the first principles which Mr. Miller, out of his experience, sought to implant in the young minds.

Mr. Miller said "Buttonhole the reader in the first sentence that you write. The opening lines will deserve all the thought and care you can put into them. For in them you should strike the keynote of all that follows, and at the same time give concrete expression to the main fact or idea around which your article has been built. If the opening sentences are important, the close is hardly less so, and you must plant in the mind of the reader some final impression, some broad conclusion, which will send him on his way satisfied that his time with you has been well spent."

NEWSPAPER ADS WIN

Vancouver Sun Campaigns for Western Grain Route With Big Results

The management of the Vancouver (B. C.) Sun confidently believes it has proved the vast superiority of newspaper advertising over institutional publicity, and presents a story of what such advertising can do, relating its fight for establishment of the western grain route via the port of Vancouver.

Thousands of dollars were spent sending delegates east, but nothing could budge official Ottawa. Finally the Sun pictured exact facts on full-page advertising copy. After running a few of these pages in Vancouver, the British Columbia officials were induced to spend \$15,000 on similar newspaper ads, which were run in western Canadian papers, and in Montreal, Toronto and Ottawa. Results, according to the Sun management, have been phenomenal.

Recently the Sun put out a Western Grain Route Edition, which contained 12 full-page ads, contributed by Vancouver merchants, presenting facts in favor of the western grain route.

TO REGULATE NEWS-STANDS

Montreal Also Considers Banning Sales of Magazines on Stands

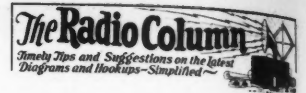
Newsboys of Montreal are destined to be more rigorously controlled than ever, if a by-law to come before the City Council shortly is adopted. This proposed measure is destined to control the itinerant sale of papers, and to curb the tendency displayed by some vendors to turn their sidewalk stands into little general stores by selling magazines, candy and all sorts of small odds and ends.

The new by-law will require street vendors to obtain a license from the city hall, and would require their stands to be of a uniform design and style, preventing unsightly stands made out of old soap boxes and the like. It is under consideration, that the city should build the stands in the city shops, or have them built, and sell them at cost to the news-vendors.

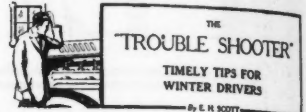
Meanwhile, a separate measure is being prepared for presentation to the council by Ald. Trepanier, former city editor of La Presse, which would forbid the sale of magazines and periodicals on news stands.

A Correction

The account of the Herpicide Company is being placed by the Morse Agency, 61 Milwaukee avenue, Detroit, and not by the Morse International Agency, New York, as was inadvertently stated in the September 15 issue of EDITOR & PUBLISHER.



Will give your readers finely illustrated, practical information on how to build and operate their radio sets. 3 col. Sunday—1 col. daily.



New Fall Series of the "Trouble Shooter" ready for release. Over 100 papers now use this popular feature. Send for samples and price.

S-N-L TECHNICAL SYNDICATE
822 REAPER BLK.
CHICAGO

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

G. Logan Payne

Publisher and General Manager

National Advertising Representative

G. LOGAN PAYNE COMPANY

Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

Equipment Manufacturers

reach the
PUBLISHERS

through the
columns of

Editor and Publisher

NOW

is the time to advertise American Products in Great Britain. Never before has there been such a demand among English people for the best American Products. This is your opportunity to enter a profitable and consistent market.

If you already advertise or contemplate advertising your goods in Great Britain and wish to secure the same efficiency in Advertising Service as is offered by the best Agents in America,

write now to

SIR CHARLES HIGHAM

whose present American Clients include:

Swift and Company
American Safety Razor Corporation

United Drug Company

California Prune and Apricot Growers, Inc.

CHARLES F. HIGHAM LTD.

The most progressive Agency in Europe
Imperial House,
Kingsway, W.C.2
London, England

Associated with
The William H. Rankin Company
New York and Chicago.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(London Editor, Editor & Publisher)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

More Newspapers Coming—The announcement that Associated Newspapers, Ltd., proprietors of the London Daily Mail, Evening News, and Weekly Dispatch, contemplate new enterprises has been whispered for long, but these secrets are well kept and the actual first details have only just been given to the world by the Daily Mail—an indication that plans are well on the way to completion. The Daily Mail has for years issued a Manchester edition, printed in that city, but now it is announced that an entirely new evening daily and a new Sunday paper are to be published in Manchester by the Daily Mail.

Manchester has of course always been and is the stronghold of E. Hulton & Co., Ltd., who publish more newspapers as such than any other British house, as well as a number of other publications.

These include the Daily Sketch, Sunday Herald, Sunday Chronicle, Empire News, Daily Dispatch, Evening Chronicle and three other newspapers of varied interests as well as weekly publications. Of these the first two are picture papers, as popular in London as in Manchester; the next two are Sunday newspapers of which the same can be said; the last two being leading dailies of Manchester news. In addition, the house of Hulton publishes in London one of its most successful evening papers, the Evening Standard.

E. Hulton & Co. are just opening a great central printing and publishing plant in Grays Inn Road, London, for the concentration and further development of their publications.

The Daily Mail in its announcement of the forthcoming journals describes the situation as a "newspaper war," so that it may not be inaccurate to forecast as big a rivalry between these two great houses in Manchester and the north as prevails in London and the south.

It is interesting to recall that the chief proprietors of both houses are, respectively, Lord Rothermere and Sir Edward Hulton, the principal supporters, through their generous £5,000 donations, of the Advertising Convention of 1924.

Quaint Mentality—There are, it would seem, a few irresponsible folk in Great Britain who cannot yet grasp the fact that the 1924 Convention of the A. A. C. W. in London is a settled thing. Asked for their views upon it, they amaze the questioner (especially if he happens to be one of the British delega-

tion who secured the convention for Britain) by some such statement as "Oh, they'll never come to London" or "Better postpone the affair for another year."

One or two of those popularly considered to be among the big fellows in publishing and advertising have been known to voice similar doubts, and it is a pity that any who entertain such views do not say definitely straight out whether they are going to be in the British party or whether they will occupy a position of frigid isolation.

Perhaps the difficulty of settling the convention date has contributed to this situation, but with the air cleared on this point, every advertising man and publisher in this country should have an early opportunity of saying "Yea" or "Nay" to the question as to his personal support.

1924 Convention and English County Districts—In a discussion by the executive committee of the British Newspaper Society, representing the interests of the provincial press of Great Britain, upon the Advertising Convention next year there was presented an official report by John Cheshire, Chairman of the British delegation last June, covering the work of that delegation. The point was then raised as to the part which provincial newspapers might play in connection with the convention, and the committee reaffirmed its previous decision that this would be mainly determined by the arrangements made for delegates to make visits to provincial centres.

This sounds somewhat lukewarm, if not discouraging, but may be interpreted as meaning that individual publishers will consider the question of local hospitality and welcome as it arises in connection with any plans for visiting their locality.

It must not be taken as implying lack of sympathy with the convention, for steps will be taken by the convention committee to ensure as large an attendance of provincial publishers as possible, though probably that will hardly be found necessary since the presence of notable provincial men with the British delegation shows clearly that this section of the press is fully cognizant of the enormous advantages that must accrue to them, their publications, and the standard of advertising in which they are interested.

There will be a strong contingent of county publishers and their advertising men at Wembley next year.

CANADIAN PRESS WOMEN MEET

Miss Kenethe Haig, Winnipeg Editorial Writer, New President

Miss Kenethe Haig, of Winnipeg, editorial writer of the Manitoba Free Press, was elected national president of the Canadian Women's Press Club at the triennial convention, Sept. 24, 25 and 26, at Vancouver, B. C. More than 200 members attended the convention, including two women judges, a member of Parliament, and the parliamentary secretary of a Cabinet Minister.

Presiding over the first sessions was Miss Lucy Doyle, former president, and now honorary president, better known as "Cornelia," of the Toronto (Ont.) Telegram.

Delegates passed a resolution calling for the appointment of Judge Emily Murphy, of Edmonton, writer of the exposé on Canada's drug situation, entitled "The Black Candle," to attend the world conference on narcotic traffic to be

called by the League of Nations.

Formation of provincial clubs, syndicating manuscripts, problems of Canadian writers, and other matters of vital interest to the club members were topics of discussion.

Reports made by various city club secretaries showed the growth of the organization. Since the last triennial convention the club has double its membership, the total now being about four hundred.

Other officers, besides Miss Haig, elected were:

Corresponding secretary—Miss May Clendennan, Winnipeg.

Treasurer—Miss Louise MacDonald, Winnipeg.

Historian—Mrs. Butcher, Toronto.

Vice-presidents—For British Columbia, Mrs. Isabel Ecclestone Mackay; Alberta, Mrs. Elizabeth Bailey Price; Manitoba, Miss Nan Moulton; Ontario, Miss M. Houston; Quebec, Mrs. Benoit; New Brunswick, Mrs. Lawrence; Nova Scotia, Miss Marshall Saunders.

LONDON'S LINKS WITH CHARLES DICKENS

Plan to Endow Famous Residence as a Permanent Memorial—48, Doughty Street, His First Home After Marriage

Visitors to London who are Dickens-lovers, and there are few who are not, will be interested to learn that there still remains intact, in that ever-changing city, one of the houses in which Charles Dickens lived and wrote.



This is No. 48, Doughty Street, the first house the author rented

after his marriage and in which he finished "Pickwick Papers" and wrote "Oliver Twist," "Nicholas Nickleby" and some minor sketches.

Doughty Street is a quiet thoroughfare running parallel with Grays Inn Road, and is as near unchanged as any street can be after a lapse of eighty odd years. The house bears on its face a London County Council tablet commemorating the fact that Charles Dickens lived there—an excellent custom instituted by the London County Council a good many years ago for keeping track of houses in which celebrities in any walk of life have lived.

Although Dickens was born at Portsmouth, and died at Gads Hill, near Rochester, it was in London that he lived most of his life and did most of his work. London was also the scene of many of his most important works and as he came to it first as a small boy and lived in it for the best part of forty years he can fairly be claimed as a Londoner.

Portsmouth has acquired the house in which he was born, and has preserved it as a public memorial to him, so it seems to be somewhat of a reproach to London that nothing of the kind has been done for his memory in the great city he knew and loved so well.

That reproach will be removed when the "Dickens Fellowship" (a Society formed twenty-one years ago for the purpose of keeping alive the Dickens spirit and encouraging the study of his works) accomplishes its aim of purchasing 48, Doughty Street and endowing it as a permanent Dickens shrine, museum and library.

This is only a question of time, and, of course, money—which the Fellowship is energetically collecting. A large number of interesting objects for the museum, and a most excellent library are already in its possession and only waiting for suitable housing.

The headquarters of the Fellowship is at 14, Clifford's Inn, Fleet Street, and the Hon. Secretary, Mr. C. H. Green, is generally to be found there, ready and willing to give help and advice to any visitors desirous of exploring old London, of which he possesses a unique knowledge. The Fellowship has branches and members all over the English-speaking world, but is equally ready to hold out the glad hand of welcome to any visitors from overseas, whether members or not.

Inserted by The London DAILY MAIL in the interests of the 1924 Advertising Convention.

EDITORIAL

VICTORY AND VINDICATION

THE knockout had to be administered in the New York pressmen's strike. Deploring by President Berry as an ending to any industrial dispute, no matter which side scores it, and shunned for more than a score of years by the publishers in dealing with the New York unions, it had to be given as a kill or cure remedy at last. The alternative was disaster to every newspaper in New York.

Things are again normal in New York. It is presumed that the pressmen have learned their lesson and that their fate will stand before other organizations which might be tempted to follow their course. Threats and shaking of fists served the press union's ends for years when dealing with employers divided in counsel and considering selfish interests above that of their group. But the same threats and shaken fists finally brought about unity of counsel and with it destruction to the bully. The big moral is for the publishers, in New York and other cities. The New York policy of permitting nibbles and bites for privileges that became inalienable rights, rather than force a showdown, has been followed elsewhere, and it works out no differently with newspapers than it did with Aesop's Arab and his camel. Destruction awaits either Arab or camel.

Just an inkling of what the publishers' weakness followed by the union's insanity has cost the newspapers is given in statistics furnished by the New York Times, comparing its advertising revenues for the strike period in 1922 and 1923. The actual decrease in business shown by this paper is \$450,000, and, if an increase of 10 per cent is given 1923 over 1922, the loss touches half a million dollars. The paper bill is approximately one-third of what it was last year, the number of copies circulated being about the same, though far smaller. That lost advertising revenue is money that the publisher had counted in his plans for the year and for the future, and it is no mere book loss. What the out-of-pocket expenses for fighting the strike will eventually total, no one can state accurately, but it is not likely that they were less than those incurred 18 months ago when the publishers believed that the strike would break then. That total is credibly reported at \$100,000, for all papers.

The loss in advertising and circulation revenues incurred by all papers during the two weeks no doubt passed the million dollar mark with plenty to spare. Not improbably, it reached \$1,500,000. The loss to merchants who could not advertise at any price is incalculable, but transitory. Less tangible at the present, but likely to be felt in the future, will be the effects of unremitting day and night toil on the men who put the papers out during the emergency.

No prestige has been lost by the newspapers either among readers or advertisers by their final courageous stand, taken when they could not do otherwise. Neither would it have been lost, nor would their service have been longer interrupted, had they met the pressmen's unreasonable aggressions firmly two, three, or five years ago. They were right then, as now, when they see their position completely vindicated, not only by their large advertisers, but by so ardent a friend of the working man as Samuel Gompers himself.

OKLAHOMA

OKLAHOMA occupies a very prominent place in the news columns of the press of the world these days. This is largely the result of a clash between ideas and ideals.

On the one hand we have the Ku Klux Klan and Gov. Jack Walton, both representing ideas and neither so very widely separated in ultimate purpose; on the other hand we have the ideals of democracy for religious freedom and the right of individual expression as laid down under the guarantees of the Constitution of the United States.

There can be no doubt as to which will be the final victor.

On March 17, of the present year, **EDITOR & PUBLISHER**, commenting upon Gov. Walton's effort to strangle a press that would be free of him in Oklahoma:

"Gov. Walton is known best to the American press



LOVE NEVER FAILETH

St. Paul's Masterpiece.

1 Corinthians 13: 1 to 13

THOUGH I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal.

2. And though I have the gift of prophecy, and understand all mysteries, and all knowledge; and though I have all faith, so that I could remove mountains, and have not charity, I am nothing.

3. And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing.

4. Charity suffereth long, and is kind; charity envieth not; charity vaunteth not itself, is not puffed up.

5. Doth not behave itself unseemly, seeketh not her own, is not easily provoked, thinketh no evil;

6. Rejoiceth not in iniquity, but rejoiceth in the truth;

7. Beareth all things, believeth all things, hopeth all things, endureth all things.

8. Charity never faileth; but whether there be prophecies, they shall fail; whether there be tongues, they shall cease; whether there be knowledge, it shall vanish away.

9. For we know in part, and we prophesy in part.

10. But when that which is perfect is come, then that which is in part shall be done away.

11. When I was a child, I spake as a child, I understood as a child, I thought as a child, but when I became a man, I put away childish things.

12. For now we see through a glass, darkly; but then face to face; now I know in part; but then shall I know even as also I am known.

13. And now abideth faith, hope, charity, these three; but the greatest of these is charity.

as a man who did more to heat the fires of American hate abroad than any other individual of record by staging a great inauguration barbecue at which enough food was wasted to feed any of the starving peoples of the Old World for a week. His new effort to gain editorial control of the press of the state should be judged by that record."

There is nothing that we can add at this time.

SMALL-TOWN WISDOM

RECENTLY a State Unity Conference was held in connection with the thirty-seventh annual convention of the Washington State Press Association. Every activity in the business life of the people of the state was represented in the discussions, which were notable for the adherence of the

speakers to the conviction that the press is the most important factor in community and state unity. This is an accepted fact among enlightened people everywhere.

What will prove of greater interest to newspaper makers and especially those of the smaller cities and towns was that part of the address of Charles E. Blackwell in which he said:

"There are many lines of publicity that the country store can use to advantage, but the one he can use to best advantage is his home town paper. I venture to say that if the money spent each year for fancy calendars and other knick-knack give-aways were invested—I say invested, not spent or donated—in carefully planned newspaper publicity, the actual net returns to the advertiser would be ten times as great, to say nothing of the advantage the small-town paper would derive from the additional and much needed revenue."

Mr. Blackwell is not a merchant prince from Seattle, Spokane or Tacoma. He owns a store at Okanogan, which the 1920 census credited with a population of 1,015, and is credited with being the most successful country merchant in his state.

Mr. Blackwell practices what he preaches and his is a message for every country merchant and every small-town publisher in the country. Present it to your community.

BRITONS DEMAND ACTION

WHILE the address of Sir Charles Higham before the Publicity Club of London on Monday night was both pointed and vigorous, no ill will come from it and if anything the "On to Britain" movement will be accelerated in England.

The seeming slow-up in completing plans for the 1924 convention of the Associated Advertising Clubs of the World in London is a natural result that was bound to follow the achieving of the biggest thing in the history of organized advertising.

The Thirty Club's delegation that came to Atlantic City did a big job and did it well, and we believe the members will accept the criticism of Sir Charles who in past years did so much work that was necessary to their success, in a sportsman-like manner.

EDITOR & PUBLISHER does not believe that there has been any loss of British interest in the 1924 meeting and certainly does not attribute any such belief to Sir Charles. The mere fact that his demand for more positive action on plans at this early date brought forth cheers from the more than 40 assembled diners is proof that the next convention of the A. A. C. W. is going to be the greatest in the history of the organization, if the British can make it such.

"On to Britain" is going to be more than a catch phrase. Listen to the British during the coming months of preparation.

ALL THE ANGUISH OF THE STING

SEPTEMBER 18 will go down in history as the most expensive and the most important in the life of American journalism. It was the first time the metropolis had been without newspapers as a regular business day.

The expense fell not alone on the newspapers, but on business in general because of the sudden removal of these stimulating agencies that have come to play such an important part in the every-day thinking and actions of men and women. It was an important day when we add the period of tight little combination newspapers that followed, because it proved to be necessary that newspaper advertising is necessary to merchandising prosperity and of greater value than given under appraisal.

Of all the things written about the strike, we prefer the editorial of E. S. Martin in Life. He said:

"All the same, New York without newspapers was curiously like a house in which some indispensable and highly articulate person lies dead. It was an experience that advanced rapidly from being novel to being weird, the like of which no person now living in New York had ever had before."

There can be doubt that they miss us when a cold brings all the horrors of death.

PERSONAL

ROY W. HOWARD, of the Scripps-Howard Newspapers, returned to New York, Wednesday night of this week from a business trip to the Pacific Coast where he consulted with Robert P. Scripps, the other member of the organization, who has just returned from a year's tour of the Far East.

Egbert H. Mack, secretary and manager of the Register Publishing Company, publishers of the Sandusky (O.) Register, has been recommended by Congressman James T. Begg for postmaster at Sandusky.

"Ted" Robinson, author of the "Philosopher of Folly," a daily column in the Cleveland Plain Dealer, has returned from a three months' visit to Europe.

George H. Rogers, general manager of the Cleveland Plain Dealer, spent his vacation on a ranch near Buffalo.

J. Wilson Cunningham, editor of the New Westminster (B. C.) British Columbian, returned from a holiday spent at Jasper Park in the Canadian Rockies and immediately went to hospital with a bad attack of diphtheria.

Hon. Frank Oliver, publisher of the Edmonton (Alta.) Bulletin and for many years prominent in Canadian public life, has been appointed a member of the Dominion Board of Railway Commissioners, and will remove from Edmonton to Ottawa.

Supreme Court Justice E. N. Smith, former proprietor of the Watertown (N. Y.) Standard, was endorsed for justice of the Supreme Court of the Fifth Judicial District of New York State by the Democratic district convention at Syracuse, Sept. 24. He was nominated also by the Republican district convention at Utica the following day.

Maximilian Elser, Jr., head of the Metropolitan Newspaper Syndicate, New York, and Mrs. Elser, are receiving congratulations on the birth of their second son and third child on Oct. 1. The young gentleman will be named Henry Christopher.

Henry J. Allen, publisher of the Wichita (Kan.) Beacon, will arrive in New York, Oct. 20, and will be at the Hotel Astor.

Floyd Chalfant, editor of the Beaver (Pa.) Daily Times, has been appointed an honorary member of the Lake Erie and Ohio River Canal Board by Governor Gifford Pinchot.

Elbridge C. Smith, editor and manager of the Virginia (Minn.) Daily Enterprise, is in hospital suffering from a severe attack of pneumonia.

William R. Lynett, of the Scranton (Pa.) Times, was recently named a member of the Zoo Commission in that city.

Douglas Williams, general manager for Reuters in North America, returned to New York on the Leviathan last week, after nearly a year's absence in Europe on special work for the agency.

Charles M. Lincoln, managing editor of the New York Herald, has returned to New York after passing a few weeks in Bath and other parts of Maine.

Hans DeMuth, for many years publisher of the Sioux Falls (S. D.) Dakota Herald, a German paper, has associated himself with the National Automatic Pen Corporation, of Los Angeles, Calif. Mr. DeMuth is an ex-president of the South Dakota Press Association.

John F. Hurley, Jr., has recently been made advertising manager of the Salisbury (N. C.) Post, taking on these duties in addition to those of secretary and treasurer, to which he was appointed July 1.

C. D. Rose, formerly an executive with the Salisbury (N. C.) Post, has gone to Phoenix, Ariz., where he will reside.

W. H. V. Walquist, editor of the Mammoth Spring (Ark.) Democrat, is to be a candidate for representative in the next primaries in Fulton county.

John T. McCutcheon, famous cartoon-

ist of the Chicago Tribune, is the latest addition to Kentucky's noted list of "Colonels." His commission as a member of the Governor's staff has been signed by Governor Edwin P. Morrow, and is to be forwarded to him at once, it has been announced. The honor was bestowed upon Mr. McCutcheon in recognition of "service done to Kentucky's name and her people," the Governor's announcement stated.

J. W. Dafoe, editor of the Winnipeg Free Press, who is regarded as one of the best informed writers on the Canadian press on imperial subjects, is attending the Imperial Conference in London.

Oscar Douglas Skelton, M. A., Ph. D., Kingston, Ont., prominent Canadian newspaper man, economist and author, accompanied the Canadian delegation to the Imperial Conference, being held in London. He is acting in advisory capacity on economic questions.

IN THE BUSINESS OFFICE

MAURICE BYRNE, who has been with Thomas Cusack, New York, has gone to Birmingham, Ala., where he will become associated with the advertising staff of Frederick I. Thompson's newspapers.

J. W. Jones, formerly on the advertising staff of the Asheville Citizen, has accepted a position on the advertising staff of the Atlanta Constitution.

Mr. LeVon Messengale has succeeded L. E. Keith as classified advertising manager of the Shreveport (La.) Times.

W. A. Giffen, formerly classified advertising manager of the Indianapolis (Ind.) Star, is now classified manager of the Milwaukee (Wis.) Wisconsin News.

Will X. Coley, traveling representative of the Raleigh (N. C.) News and Observer for many years, has been made circulation manager of that paper. Clyde Hester, formerly with the Greensboro (N. C.) News, has been made city circulation manager.

George A. Coup, for the past eight years in charge of circulation on the Akron (O.) Press, is now associated with Hill & King, of Chicago.

Wilson T. Clark, for the past two and a half years connected with the advertising department of the Sioux City (Ia.) Journal, has resigned and will enter the jewelry firm of Thorpe & Co., at Sioux City.

Howard R. Weaver, for the past ten years business and advertising manager of the Durham (N. C.) Evening Sun, became associated with the advertising staff of the Richmond (Va.) Times-Dispatch, and Evening Dispatch Oct. 1.

W. Charles Rule has retired as business manager of the Detroit (Mich.) Saturday night.

William B. Dimon, for the past five years assistant to William H. Dow, general manager of the Portland (Me.) Evening Express Publishing Company, has taken the position of general manager of the New Brunswick (N. J.) News.

IN THE EDITORIAL ROOMS

GEORGE WITTE, German correspondent of the Chicago Daily News, left last Tuesday for New York, from where he plans to sail October 6 for Germany, to resume his duties at Berlin.

Fred Burgner, formerly a reporter on the staff of the Trenton (N. J.) Times, is now with the Associated Press in Newark, N. J. His place on the Times is being filled by William Cecil Bourne, formerly of the Denver (Col.) Post.

Frank Thompson has resigned his position as Sunday editor of the Trenton (N. J.) Times, because of ill health. Albert B. Thompson, desk man, succeeds him.

Thomas Kerney, of the Birmingham (Ala.) News, son of James Kerney, editor of the Trenton (N. J.) Times, is touring Europe. He expects to return in the fall.

Chester Le Roy Keiffer, a graduate last

FOLKS WORTH KNOWING

JUNIOUS PARKER FISHBURN on Oct. 1 became head of the Times-World Corporation, publishers of the



J. P. FISHBURN

Roanoke (Va.) Times and the World - News. Mr. Fishburn, who succeeds his father, J. B. Fishburn, has been vice-president of the publishing company since 1918 and has been editor of the World-News since June, 1920. He is but 28 years of age and is accordingly one of the

youngest newspaper executives in the South. He is a graduate of Princeton and Columbia universities and has lived in Roanoke during his entire life.

The new head of the Roanoke papers first became interested in journalism at Princeton, where he was a member of the Daily Princetonian staff for three years, being editorial chairman just before the war. He left Princeton to enter service in May, 1917, and served in the United States Navy from July, 1917, to December, 1918.

Returning to Princeton after the armistice, he became editor-in-chief of the Daily Princetonian and directed the post-war revival of the university daily. He graduated at Princeton in June, 1919, with high honors, having previously received the Phi Beta Kappa key for high scholarship.

Associating himself immediately with the Times-World Corporation, he spent several months in the business office of the papers. Later he went to Richmond as his papers' correspondent there during several sessions of the General Assembly. In June, 1920, he took over the editorship of the afternoon paper, The World-News, and has continued in active editorial direction of this paper since that time. He will continue as active editor of the paper, in addition to his executive duties relating to both papers.

summer from the journalism department of the University of Illinois, has joined the Cleveland Plain Dealer reportorial staff.

Miss Della Schanzer is a new member of the art department of the Chicago Daily News.

Fred Bancroft, newspaper man of Toronto, has been selected as a member of the Royal Commission to inquire into the causes of unrest among steel workers in the employ of the British Empire Steel Corporation.

J. Lester Cargill, day editor of the Bridgeport (Conn.) Telegram, has resigned to join the staff of the weekly Bridgeport (Conn.) Herald. Howard I. Comstock, editorial writer of Post Publishing Company papers, is in Cargill's seat for the present.

H. Van Y. Caldwell, a former Cleveland newspaper man and later secretary to the director of Cleveland's public schools, is now secretary of the Cleveland Academy of Medicine and managing editor of the organization's official publication, The Bulletin.

Herman H. West, copy reader for the Richmond (Va.) Times-Dispatch, is slowly recovering from severe injuries suffered when he fell down a flight of stairs in his home.

(Continued on page 38)

VISITORS TO NEW YORK

Charles H. Clark—Hartford (Conn.) Courant.

Wilson M. Brooks—Danville (Va.) News.

A. H. Chambers—Toronto (Can.) Telegram.

C. N. Halsted—Lansing (Mich.) State Journal.

E. M. Waterbury—Olean (N. Y.) Palladium.

Leon Shaw—Billings (Mon.) Gazette.

W. C. Storey—Austin (Tex.) Statesman.

A. W. Cummins—Wilmington (Del.) News.

William M. Boles—Great Falls (Mont.) Tribune.

George S. Oliver—Pittsburgh (Pa.) Gazette-Times.

A. E. Braun—Pittsburgh (Pa.) Post.

A. K. Oliver—Pittsburgh (Pa.) Chronicle-Telegraph.

George B. Dealey—Dallas News.

Frank B. Noyes—Washington Star.

W. H. Cowles—Spokane Spokesman-Review.

Frank P. MacLennan—Topeka State Journal.

E. Lansing Ray—St. Louis Globe-Democrat.

Frederick I. Thompson—Birmingham Age-Herald.

Elbert H. Baker—Cleveland Plain Dealer.

Stuart H. Perry—Adrian (Mich.) Telegram & Times.

H. V. Jones—Minneapolis Journal.

B. H. Anthony—New Bedford Standard.

The Haskin Service is the most direct and least expensive plan yet devised for enabling a newspaper to serve its readers in an intimate, personal way.

PERSONAL

(Continued from page 37)

Seth Maxwell, city editor of the Atlantic (N. J.) Gazette-Review, has resigned his position and will probably join the editorial staff of the New York World.

Mrs. Ethel Rattay, of Atlantic City, has been named society editor of the Ventnor (N. J.) News, and the Atlantic City Mirror, a weekly newspaper and magazine, respectively.

Herbert Test, veteran newspaper writer, formerly with several Philadelphia dailies and the Atlantic City (N. J.) Press, has resigned as city editor of the Ventnor (N. J.) News and the Atlantic City Mirror.

Horace Blitz and William Harold Martin are the latest acquisitions to the dramatic staff of the Atlantic City Mirror and the Ventnor City (N. J.) News.

John M. Sosey, junior editor of the Palmyra (Mo.) Spectator, who suffered a stroke of apoplexy six months ago, has been removed to the Mayo hospital, Rochester, Minn., for examination.

Dr. G. Walter Barr, of Keokuk, Iowa, formerly of Quincy, Ill., widely known as an author and newspaper man, has joined the Burlington (Iowa) Gazette staff. He will conduct a special department, "Viewpoints of Burlington."

Arthur C. Watson of the editorial staff of the New Bedford (Mass.) Evening Standard, has been elected assistant curator of New Bedford's unique whaling museum, by the directors of the Old Dartmouth Historical Society.

Robert I. Snajdr, of the Cleveland (O.) Plain Dealer, spent a two weeks' vacation in Pasadena, Cal.

Miss Helen Elizabeth Duff, during the summer vacation staff member of the Ashland (Ohio) Times-Gazette, of which her father is editor, has returned to Columbus to resume her studies in the College of Art, Ohio State University.

Vic E. Andrew, sports editor, and Frank Marshall, suburban editor, of the New Westminster (B. C.) British Columbian, had a narrow escape from death when Marshall's car took to the ditch on the newly completed Pacific Highway, between Vancouver and Seattle. They emerged with a few minor scratches.

Albert S. Crockett, editor of the World Traveler magazine, accompanied by Mrs. Crockett, is making a tour of the Pacific Coast after "copy."

E. E. Bond, staff photographer of the Boston (Mass.) Globe, has returned to the office after a vacation trip to the mining towns of Shenandoah City and Pottsville, Pa.

Mrs. Phillip Iden recently joined the staff of the Rogers (Ark.) Daily Post. Prior to her marriage three years ago, Mrs. Iden was chief assistant to Erwin Funk, editor of the Rogers (Ark.) Democrat for many years.

E. B. Keefe, formerly of Minneapolis, Minn., has joined the news staff of the Sioux City (Iowa) Journal.

Miss Lenore K. Downey has resigned as city editor of the Wahpeton (N. D.) Globe, to join the staff of the Red Wing (Minn.) Daily Republican.

Elmer S. Jackson, who resigned from the staff of the Hagerstown (Md.) Daily Mail to enter St. John's College, Annapolis, will do work for the Annapolis Capital in connection with his college studies.

C. Neill Baylor, editor of the Hagerstown (Md.) Morning Herald, was a delegate to the Republican State convention held in Baltimore.

William H. Crawford, of St. Paul, Minn., the noted journalist, author, war correspondent and reporter, has agreed to give as a radio talk one of his "Reminiscences of a Reporter" every Sunday evening there for an indefinite period.

H. P. McPherson, editor of the Harrisburg (S. D.) Herald, has resigned. S. G. Gillette is in full charge.

Bryton B. Barron, who had his first newspaper experience on the Sioux Falls

(S. D.) Daily Argus-Leader years ago, has returned to that paper as assistant to Charles M. Day, the editor. Mr. Day, editorial writer for thirty-seven years, has turned this work over to Mr. Barron.

C. E. Lord, late of the Evansville (Minn.) Enterprise, has associated with his father, J. M. Lord, in the publication of the Willow Lake (S. D.) News.

Harold F. Diehm, lately associated with B. O. Reynolds on the Lake Geneva (Wis.) News, has gone to Big Rapids, Mich., to take the city editorship of the Daily Pioneer.

M. A. Mattison, for the past seven years employed on papers at Thief River Falls, Minn., has become associate editor of the Thief River Falls (Minn.) Tribune. J. S. Arneson, the editor, is giving most of his time to his work as appraiser for the Rural Credits Bureau.

Miss Lure Stinson has become city editor of the Wadena (Minn.) News, succeeding Kenneth Hezlewood, who has entered Hamline University, St. Paul.

John H. Van Cleve, formerly with the Western Newspaper Union at Fargo, N. D., is now managing the McLean County Independent of Garrison, N. D. He succeeds C. M. Packard. Mrs. Sadie Van Cleve will be editorial manager.

Herbert Peters is now chief of the local copy desk of the Buffalo (N. Y.) Evening News, succeeding William G. Hippler, who has been made assistant city editor.

D. J. Sullivan, of the Buffalo (N. Y.) Times, and Bud Phillips, of the Buffalo (N. Y.) Evening News, have resigned to enter the University of Buffalo law school.

Ed Shaffer, of Independence, Kan., former World War veteran, gassed in the Argonne fighting, has joined the staff of the Albuquerque (N. M.) Journal.

Robert Reed, for the past ten months radio editor of the Kansas City (Mo.) Star, has been commissioned a lieutenant and assigned to the school of fire, at Fort Sill, Okla.

R. W. Holmes has resigned as city editor of the Nowata (Okla.) Star, after 14 years' service, to become a district insurance agent at Enid, Okla.

Maurice S. Harman, of the Hagerstown (Md.) Morning Herald staff, was the hero of a recent fire. On his way home from the office at 3 A. M., he saw smoke pouring from a garage. Calling two other newspaper men from a nearby restaurant, Harman entered the building and roused the sleeping watchman, who was being overcome with smoke. The fire department was then called.

Miss Gail Binkey, formerly president of the South Florida Press Association, more recently a student in the school of Journalism of Columbia University, New York, has joined the editorial staff of the Tampa (Fla.) Times.

Mrs. Irene Rovira, for some years telegraph editor of the Tampa (Fla.) Times, has just returned from a vacation of several months spent in the mountains of North Carolina.

Stanley J. Dyer, until recently with the Washington (D. C.) Star, has joined the staff of the Tampa (Fla.) Tribune and is handling City Hall and local politics.

J. Clifford Stark, formerly of the Fort Smith (Ark.) Times Record, is now with the Tampa Tribune handling the police run and general assignments.

J. W. Piner, of Evansville, Ind., has joined the staff of the Tampa (Fla.) Tribune.

Mr. and Mrs. George W. Lythgoe are rejoicing over the birth of a daughter. Mr. Lythgoe is with the Sunday department of the Worcester (Mass.) Telegram.

Mr. and Mrs. William Loftus, of Ashley, Pa., announce the birth of a daughter. Mr. Loftus is sporting editor of the Evening News at Wilkes-Barre.

Mr. and Mrs. Brycham Powell, of Scranton, Pa., are rejoicing over the birth of a daughter. Mr. Powell is city editor of the Scranton (Pa.) Republican.

Moses H. Williams, managing editor of the Worcester (Mass.) Telegram, is on his annual vacation.

E. S. Irwin, assistant to the editor of the Worcester (Mass.) Telegram-Gazette, has returned from a two weeks' trip through New York and Pennsylvania. Mrs. Irwin accompanied him.

James H. Noonan, of the Boston Traveler, has recently welcomed an eight and one-half pound newspaper man into his home.

William G. Gavin, Washington correspondent for the Boston Traveler, is wearing a smile. The stork left Vera Louise Gavin at his home recently. President Coolidge was among the first to congratulate Gavin, who covered the Boston State House when the President was Governor of Massachusetts.

Harrison M. Howard, day commercial reporter for the Sioux City (Iowa) Tribune for a number of years, has resigned. As soon as he receives his passport he will leave for Europe and he intends to spend a year in Paris. Mr. Howard was also the correspondent for the International News Service at Sioux City.

Cecil F. Mahood, night police reporter for the Sioux City (Iowa) Tribune, is now day commercial reporter.

Roy Ronald, son of W. R. Ronald, editor of the Mitchell (S. D.) Republican, is now on the news staff of the Sioux City (Ia.) Tribune.

Joseph A. Murphy has been named city editor of the Wilkes-Barre (Pa.) Times-Leader. He succeeds Joseph F. Forestal. The latter intends to take up a general publicity agency in Wilkes-Barre.

William Newhardt has been added to the news staff of the Scranton (Pa.) Times. Miss Elizabeth Lynett, daughter of E. J. Lynett, publisher of the Times, has also joined the Times staff. She is a graduate of Trinity College at Washington, D. C.

John Bradley, general manager of the Scranton (Pa.) Times, has returned from a trip to Canada.

Miss Anna Garrow, one of the outstanding women members of the Chicago Tribune force, recently celebrated her eighteenth anniversary on that newspaper. Miss Garrow is a member of the Welfare Department and president of the Etaoin Club, composed of women employes on the Tribune.

Paul Augsburg, former member of the Chicago Tribune staff, is back on that paper's rewrite desk.

Charles Sloan, formerly of the Chicago Tribune rewrite staff, who was forced to go west because of illness, writes his friends that he is now a rewrite man for the Los Angeles Times.

R. C. Cornell, former news editor of the Chicago Herald and Examiner, and now city editor of the Los Angeles Examiner, paid a visit to his old stamping grounds last week.

George Wharton, formerly of the Chicago bureau of the Associated Press, is now doing publicity work for the West Side Orpheum Circuit theaters.

Morris Koerner is a new member of the Chicago Daily News staff.

Preston Gass is the new political editor of the Chicago Daily Journal, succeeding the late Joseph D. Salkeld.

Church Advertising Proofs Are Ready

Series No. 4, consisting of twenty-five pieces of church promotional copy, each of about 200 words, is ready.

Proofs have been mailed to the 800 papers which, during the summer, asked for copy which might be issued by the A. A. C. W. in the questionnaire sent from Richmond, Ind. This questionnaire was sent only to daily papers in the U. S. A.

A charge of a few cents a week has been placed on the use of this copy to cover the cost of printing and promotion. Payment of the fee entitles the paper to exclusive use in its town.

The Prices:

\$10 for papers under 20,000 circulation

\$20 for papers 20,000 to 50,000 circulation

\$35 for papers of larger than 50,000 circulation

These ads are designed to reach the man on the street—the fellow every pastor would like to see in some church. The copy is human interest—not doctrinal.

Reserve this series for your paper and lead in church advertising. Proofs on request to HERBERT H. SMITH, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

Llewellyn L. Jones, literary editor of the Chicago Evening Post, is back from a business trip to the East.

L. V. Ryan, formerly of the Chicago Herald & Examiner, is the new city editor of the Journal of Commerce.

Michael L. Strauss, assistant city editor of the Chicago Evening Post, has returned from an extended trip through Wyoming.

T. R. Kenniston is the new oil editor of the Chicago Journal of Commerce.

George Bryant, police reporter of the Chicago Daily Tribune, is seriously ill at his home.

Ray Fricken, of the Chicago Daily News staff, whose ill-health was responsible for his spending the summer at Charlevoix, Mich., is back at his desk on the rewrite staff.

Grover F. Sexton, former member of the Chicago Herald and Examiner staffs, has been elected Grand Correspondent for the State of Illinois by the Forty & Eight, the American Legion honor society, which has approximately 4,000 members in this State.

Harry V. Ross, formerly managing editor of the Wisconsin State Journal, of Madison, Wis., is now on the copy desk of the Chicago Daily Journal.

Bert L. Kuhn, formerly of the Chicago Evening American, who, with Mrs. Kuhn, was reported among the Americans in Tokio at the time of the earthquake, has been listed among the survivors.

Harry Masters, a graduate of the University of Missouri School of Journalism, is on the copy desk of the Chicago Daily Journal.

Amos D. Moscript, head of the copy desk and editorial writer on the Albany (N. Y.) Knickerbocker Press for the past twelve years, has resigned to become court reporter on the staff of the Albany Times-Union. Mr. Moscript recently completed a three years' course at the Albany Law School, graduating with honors, while continuing his newspaper work.

Thomas T. Stowell, political writer on the Albany (N. Y.) Times-Union, and Jacob Golden, acting assistant city editor of the Albany Knickerbocker Press, have resigned to engage in the theatrical booking business in New York City under the name of Stowell & Golden. Mr. Golden was the guest of the staff of the Knickerbocker Press at dinner Sunday evening.

Thomas R. Hutton, special feature writer on the Albany (N. Y.) Knickerbocker Press and Evening News, has resigned to take up motion picture publicity work in Hollywood, Cal.

Rev. E. B. Lockhart, for several years city editor of the Salem (Ore.) Statesman, and who gave up newspaper work to enter the ministry of the Methodist Episcopal Church, has been assigned from one of the smaller pastorates in eastern Oregon to that of the Patton church in Portland.

B. B. Powell, city editor of the Scranton (Pa.) Republican, is receiving congratulations on the arrival of a new baby girl at the Powell home.

Clayton Young, formerly of the Manila (P. I.) Times, and at one time a Boston newspaper man, has joined the staff of the New York World.

Robert J. Gillis, of the Boston American, has returned home after spending a two weeks' vacation in New York.

HOLDING NEW POSTS

WILLIAM A. RAYNOLDS, city editor of the Cleveland Plain Dealer, has taken the day shift, changing places with James Collins, who handles the desk at night.

Russell F. Oakes, York, Pa., has joined the staff of the Cleveland Plain Dealer. He has done newspaper work on the York (Pa.) Gazette and Minneapolis Tribune.

Edwin Struble, reporter on the Sandusky (O.) Star-Journal, has resigned to join the staff of the Toledo News-Bee.

T. S. Martin, formerly State House re-

porter on the Columbia (S. C.) State, is now telegraph editor of the Greenwood (S. C.) Index-Journal, vice E. P. Wideman. Mr. Wideman recently became city editor, vice Louis B. Wright, who resigned to do postgraduate work in the University of North Carolina. Mrs. Martin (Chlotilde Rowell), formerly a reporter on the State, is now society editor of the Index-Journal.

Miss Betty Snyder, for the past two years on the Frederick (Md.) Daily News, will join the staff of the Hagerstown (Md.) Daily Mail, Oct. 6.

MARRIED

DAVID C. KURNER, Federal Court reporter for the Chicago Tribune, and Frances Peck Elkins, better known as May Tince, movie editor of the same paper, were married secretly in Crown Point, Ind., on July 25, friends of the couple learned recently.

Leo Edward Owens, assistant mechanical superintendent of the New York World, and Marie Margaret Reilly, of Scranton, Pa., the bride's home.

Mr. E. C. Norlander, of the Chicago Daily Journal, and Mrs. Norlander, have returned from their bridal trip, and are making their home at 7212 Bennett avenue, Chicago.

Robert Ellis Powell, city editor of the Raleigh (N. C.) News and Observer, and Miss Selma Fountain, of the same city, were married in Richmond, Va., Sept. 26.

Fred B. Howard, editor of the Clay Center (Neb.) Clay County Sun, and Miss May Archerd were married at Bellville, Kan., Sept. 8.

C. Melancon, assistant publicity agent to the Canadian National Railways, and Miss G. Geoffrion, of Montreal, were married Oct. 3.

R. C. Humes, of the United Advertising Company, Independence, Kan., and Miss Ruby Gordon, also of Independence, were married last week.

William G. Zeamer, New York correspondent of the Pittsburgh (Pa.) Gazette-Times, and Helen L. Feagley, of Lancaster, Pa., were married Sept. 30.

Harold Dearing Johnson, of the advertising department of the Portland (Me.) Evening Express, and Miss Arolyn Morse White, of the society department of the Express, were married at Emmanuel Chapel of the Cathedral Church of St. Luke.

Jack R. Hernley and Georgia Mae Weaver, both employed on the Sioux City, Iowa, Journal, were recently married.

Kenneth Andrews, Assistant editor of the New York Sunday World, to Mrs. Alice M. Patterson, 83 Washington Place, New York City, in Greenwich, Conn., Sept. 25. The ceremony was performed by Justice of the Peace William F. M. Fiske. Only a few friends were present. Mr. and Mrs. Andrews sailed for Jamaica, where they will stay for three weeks.

Percy R. Clark, correspondent for the United Press at Los Angeles, to Miss Edna Lorene Rocky at San Diego, Sept. 2.

Ruth Shortlidge Pierce-Tyndale, formerly in charge of classified advertising of the Wilmington (Del.) Star, and Horace P. Warrington, business manager of the Star, Sept. 15.

John M. Schwinn, managing editor of the Hutchinson (Kan.) Gazette, to Miss Jane Harris, former society editor of the Gazette.

Bruce Gould, member of the staff of the New York Sun and Globe and a writer of book reviews for the New York Tribune, and Miss Beatrice Blackmar, formerly a feature writer on the Des Moines (Ia.) Register staff, were married in New York, Thursday, Oct. 4.

Russell Wilson, associate editor of the Cincinnati (O.) Times-Star, and Miss Elizabeth Smith, daughter of Judge and Mrs. Samuel W. Smith, Jr., of Cincinnati, were married at Mount Desert, Me., on Sept. 20.

IOWA

In Iowa Crop Failures Are Unknown, Consequently There Is Always Production

IOWA is the greatest agricultural State in the Union and ranks **FIRST** in value of farm lands and buildings, in value of live stock, horses and poultry, in production of corn, in production of oats and in production of hogs.

IOWA produces four per cent of our national crops and eleven per cent of all our live stock.

In this State agriculture is particularly well balanced and highly developed. When the market drops the farmer does not quit, but cuts his overhead and keeps right on producing.

IOWA has the highest percentage of literacy of any State or of any equal area in the world; she has more banks than any other state; she has more farm-owned automobiles and more rural telephones.

A more responsive, concentrated market can not be found than in Iowa. Large advertisers are enlarging their spaces in Iowa.

You can reach farm owners and town people alike through the following newspapers.

	Circulation	Rate for 5,000 lines
*Burlington Gazette (E)	11,388	.04
*Cedar Rapids Gazette (E)	20,636	.06
†Council Bluffs Nonpareil (E&S)	16,055	.05
*Davenport Democrat & Leader (E)	15,033	.06
*Davenport Democrat & Leader (S)	18,132	.06
*Davenport Times (E)	24,856	.07
*Des Moines Capital (E)	62,780	.14
*Des Moines Sunday Capital (S)	28,769	.14
*Iowa City Press-Citizen (E)	6,320	.035
*Keokuk Gate City (E)	5,380	.03
†Mason City Globe Gazette (E)	12,019	.04
*Muscatine Journal (E)	8,022	.035
*Ottumwa Courier (E)	13,186	.05
*Waterloo Evening Courier (E)	15,909	.05

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

†Government Statement, April 1, 1923.

**THE
KNICKERBOCKER PRESS**
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

*Advertise in Newspapers
by the Year*

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building,
Detroit

The Pittsburgh Post

*A newspaper of character,
integrity and enter-
prise which has earned
the confidence of the peo-
ple of the world's greatest
industrial district.*

DAILY and SUNDAY

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio
Completely.

Foreign Representative
ROBERT E. WARD, INC.
1 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

We can increase your business—you
want it increased.

You have thought of press clippings
yourself. But let us tell you how press
clippings can be made a business-builder
for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN THE AGENCY FIELD

G. KENNETH MORGAN, for many years associated with the Thomas Cusack Company, has joined the Chambers Agency, Inc., as one of its vice-presidents and a member of the board of directors. Morgan's headquarters will be in the Park-Lexington Building, New York City.

David J. Buckingham and John Cooper Whiteside have joined the staff of the J. D. Bates Advertising Agency of Springfield, Mass.

The Hunt-Luce Advertising Agency, Boston, Mass., has moved from the Little Building, that city, to the Park Square Building.

W. W. Teskey has resigned as space buyer of Wallerstein-Sharton Company, New York, and has become space buyer of the Dorland Agency, succeeding J. J. McNevin. Mr. Teskey is succeeded at Wallerstein-Sharton by A. J. O'Flaherty, formerly with Barton, Durstine & Osborn.

William B. Hall has been appointed chief of the copy staff of the Brotherton Company, Detroit, Mich. Mr. Ford will have complete charge of the Ford Motor Company campaign.

H. J. Detterich, recently with the Federal Motor Company, Detroit, has joined the staff of the Brotherton Company, Detroit.

The Derby Brown Company, Inc., Boston advertising agency, has opened an office. J. L. Stafford and A. M. Sweyd, both formerly with the Peck Agency, New York, will be in charge.

The name of the Advertisers' Service, Tulsa, Okla., has been changed to The Owens Advertising Agency, of that city, taking the name of the owner, Kent J. Owens.

V. J. Galbo, assistant production manager of the Wm. H. Rankin Company, Inc., New York, has been made production manager, succeeding the late James Hoffman.

The George W. Reese Advertising Agency, Inc., of New Orleans has established a branch office at Jackson, Miss., under the management of Miss Earlene White and Mrs. Ligon Smith Forbes.

William H. Schaeffer has joined the Shuman-Haws Advertising Company, Chicago, as vice-president, succeeding R. R. Shuman, who has disposed of his interest in the firm to R. C. Haws.

Austin E. McNeill has left his desk on the Sunday section of the San Francisco Examiner and has joined the advertising staff of Emil Brisacher, Flood Building, San Francisco.

Clarke Schoubou, former production manager and account executive with the Botsford-Constantine Advertising Company of Portland, Ore., is now associated with Miss Amie B. Brunn of the Brunn Advertising Service in that city.

Robert R. Thien, an advertising man of 13 years' agency experience, largely in New York City, has joined the service staff of McManus Incorporated, of Detroit.

The J. Walter Thompson Company, advertising agency, now located in the Lytton Building, Chicago, has signed a ten-year lease for three-quarters of the eighth floor in the new north section of the Wrigley Building and will remove to its new quarters on May 1, 1924.

W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis, Mo., has been appointed to represent the Associated Advertising Clubs of the World as a member of the Cooperative Council of the American Peace Award, made up of different trade organizations seeking to devise a plan for world peace, as suggested by Edward W. Bok.

T. B. Browne, Ltd., have opened an office in Post Office Chambers, 333 George street, Sydney, N. S. W., Australia.

AMONG THE ADVERTISERS

WILLIAM G. ANDREWS, formerly with the advertising department of the William Taylor & Co.'s department store, Cleveland, is now advertising manager for the chain of retail shoe stores operated in Cleveland and other Ohio points by Elmer G. Volkmar.

Mary Caroline Crawford, secretary of the Advertising Women's Club of Bos-

ton, put in her spare time this Summer working in her Social Service Publicity office in the Little Building on a book to be called "Famous Families of Old New England."

R. G. Ewell recently took charge of his new position as advertising manager of the Wayne Tank & Pump Co., at Fort Wayne, Ind.

Clark H. Galloway, formerly of the rewrite desk of the Chicago Tribune and more recently of the faculty of the University of Kansas, is now director of advertising and publicity for the Continental Gas & Electric Corporation, Omaha.

Miss Elsie Seeligman, formerly editor of Tavern Topics, has become advertising manager of the American Druggists Syndicate, Long Island City, N. Y.

R. W. Lillard has been made director of publicity of the Lindner Company, Cleveland, a Euclid avenue specialty house.

WITH THE SPECIALS

FARLEY & GODVIN, INC., 25 Beaver street, New York City, eastern financial advertising representatives, have added the Minneapolis Journal and the San Francisco Journal to their list.

T. L. Ryan, general manager of the St. Louis Star, announces that the S. C. Beckwith Special Agency will represent it in the national advertising field.

NEWS SERVICES AND SYNDICATES

GEORGE T. MCONVILLE, for seven years connected with the St. Paul bureau of the Associated Press and before that a Dispatch-Pioneer Press reporter, has been promoted to the correspondent's post of the Associated Press in Milwaukee, in charge of the Wisconsin service.

J. E. Clark, formerly on the staff of the Charlotte (N. C.) News, has opened a trade and commercial news bureau in Charlotte.

I. C. Kartack has been succeeded as Associated Press correspondent at Fargo, N. D., by P. R. Mickelson, formerly of the Green Bay, Wis., bureau. Mr. Kartack becomes a state editor in Wisconsin.

Joseph E. Sharkey, for eight years correspondent of the Associated Press at Tokio and who has recently been reporting the peace conferences at Washington, Geneva, the Hague and both the conferences at Lausanne, has now taken up his headquarters at Geneva.

J. J. Rowlands, for six years Boston manager of the United Press Association, has resigned to accept an important editorial position with the National Sportsman, of Boston. He is succeeded by James A. Moran, who has been Rowland's assistant for two years.

E. J. Johnson, Columbus manager of the United Press, has returned from a vacation spent in Kansas. He was relieved by John Smart, manager of the Cleveland bureau, who was relieved by E. J. Mullen.

H. R. Cox, of the New York office of the United Press, has been appointed manager of the bureau at Lansing, Mich., succeeding Perry Freeman, who is going into other business.

R. William Langley, who was formerly in charge of state features on the Bridgeport (Conn.) Herald, and Todd Wright, of the Des Moines (Ia.) Capital staff, have joined the New York office of the United Press.

Paul R. Mallon, of the New York staff of the United Press, has been taking his vacation among old friends at Louisville, Ky.

G. P. Overton, manager of the Indianapolis bureau of the United Press, is spending his vacation fishing in interior Indiana. He is being relieved by E. C. Derr of the Chicago office.

Joe Jones, assistant to J. H. Furay, foreign editor of the United Press, is spending his vacation at his old home in Missouri.

Joseph E. Boyle who has been correspondent for the Associated Press at Austin, Texas, has been transferred to Madison, Wis., as correspondent, taking the place of Owen L. Scott who has been assigned to duty in the Chicago office. W. C. Grant has been appointed correspondent at Austin, succeeding Boyle.

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 39,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

"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

**A Special Opportunity
To Buy a Stereotype Press**

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 cms. It will print 20,000 per hour of 4, 6, 8 or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

**Business Is Fine
In Baltimore**

The Automobile Commission reports the sale of
1000 AUTOS EVERY WEEK

**You Can't Cover
Baltimore Without
The Baltimore News
and
The
Baltimore American**

Ask for present-day facts on
the Baltimore situation.

New Records

From nothing to 200,000 in seven months on Sunday—
From 25,000 to 200,000 in eleven months Evenings.
Watch for the next chapter.

DETROIT Evening and Sunday TIMES

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000

1922 advertising gain, 1,025,432 agate lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by

JOHN M. BRANHAM CO.

Chicago, Atlanta, St. Louis, Kansas City, San Francisco

and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 160,300 Daily. Six Months Ending Sept. 30, 1922, 145,933 Daily. Increase in Daily Average Circulation, 20,347.

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. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 35,800 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

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

WHAT OUR READERS SAY

Oldest Religious Paper

COLUMBUS, Ohio, Sept. 27, 1923.

To EDITOR & PUBLISHER: I note in your issue of Sept. 22, the statement that the Christian Observer of Louisville, claims to be the oldest religious newspaper in the world. The claim, I believe, is not justified. It is not even justified for the United States.

Some time ago while probing about in this field to see if Ohio could not lay claim to having had the first religious weekly in the United States, I encountered the Herald of Gospel Liberty, which was begun by Elias Smith at Portsmouth, N. H., September 1, 1808. The paper has been published continuously ever since, there and in other cities of the East, and in Dayton, O. In 1868, the paper was moved to Dayton, and is now published there under the original name.

There were in the period prior to the removal to Ohio, several variations of the name, but I am assured, there was never any interruption of the publication. It is the organ of the religious denomination known as the Christian Church. The Herald of Gospel Liberty is now in its 116th year.

OSMAN C. HOOPER,

Department Journalism, Ohio State University.

Schinner Attended the Fight

MILWAUKEE, Wis., Sept. 27, 1923.

EDITOR & PUBLISHER: In your issue of Sept. 22, relative to sporting writers sent to cover the Dempsey-Firpo bout, I note that you credit the Milwaukee Journal with the lone representative from Wisconsin. Beg to state that you are in error in this respect. The Wisconsin News was the only Milwaukee newspaper to have a correspondent at the ringside. The Milwaukee Journal man is a New York representative. A. J. Schinner, sporting editor of the Wisconsin News and chairman of the Wisconsin Boxing Commission, reported the exhibition for his paper.

A. J. SCHINNER.

Did Not Exploit Strike

PHILADELPHIA, Oct. 2, 1923.

To EDITOR & PUBLISHER: Our attention was called to the statements in the article in THE EDITOR & PUBLISHER of September 22d, about the New York strike situation, one of them reading as follows: "All Philadelphia newspapers printed extra editions bearing 'New York Extra' on the cars."

This statement is in error so far as The Bulletin is concerned.

The Bulletin consistently refused to put out any special editions for New York sale, and we did not deem it proper to capitalize the New York situation for exploitation purposes or to bolster up circulation figures.

Although The Bulletin had orders from New York for many thousands of copies, we only supplied the usual daily demand for our regular editions through the channels of the established news companies handling the New York sale of The Bulletin the year round.

WM. SIMPSON,

Business Manager.

Gossip—and Gossip Only

SACRAMENTO, Sept. 15, 1923.

To EDITOR & PUBLISHER: In your article concerning the sale of the V. S. McClatchy half interest in the Sacramento and Fresno Bees to myself you give space to what you term "California gossip," which reported that "the brothers differed over support of Hiram Johnson, also on prohibition, and the Japanese questions," and you continue by giving some alleged incidents in connection therewith.

Kindly permit me to state that all that gossip commenced and ended with gossip; that there was not and is not one word of truth in it from beginning to end. There was no difference of opinion on these or any other questions; no clash as to the editorial policy of the two Bees.

The matter was simply a business proposition from beginning to end.

CHAS. K. McCLATCHY,

Editor and Proprietor, The Sacramento and Fresno Bees.

First With Quake Photos

SEATTLE, Wash., September 17, 1923.

To EDITOR & PUBLISHER: As a member of the staff of an independent newspaper on the Pacific Coast, I am writing to point out the fact that in the face of international opposition, the Seattle Times was able to publish the first photographs of the Japanese earthquake. Verification of this may be obtained from the New York Times and the Chicago Tribune, both of which got copies of the Seattle Times pictures.

When the S.S. President Jackson with the first survivors arrived in Victoria, B. C., it was met by a host of newspaper men and photographers representing virtually every newspaper in the United States.

Excepting the photographs obtained by an officer on the ship for the Seattle Times there was not a photograph of the earthquake scenes on the ship, but there were copies of an Osaka newspaper aboard containing photographs of scenes in Yokohama.

The Japanese paper's photographs were copied by a newsreel concern. In addition a Seattle

newspaper "lifted" a Seattle Times photograph from the first edition containing the earthquake photographs and added to it a "fake" picture of a building afire in Yokohama, contrary to that paper's own story, that all the buildings in that city tumbled down after the quake.

The organization whose members copied the Japanese newspaper photographs after being beaten into Seattle by the Seattle Times pictures made strenuous efforts to stop the independent publications in the East and South from getting copies of the Seattle Times pictures. This statement may be verified by representatives of the P. & A. photo service and the New York Times who were in Seattle.

Thousands of dollars were spent by newspapers and news organizations to get first pictures of the earthquake. Since the Seattle Times was the first American publication to get and publish these photographs I feel that that paper is entitled to recognition and that newspaper workers are entitled to the facts of the outcome of the keenest race for photographs in newspaper history.

The Seattle Times happened to be the first paper to wireless the President Jefferson and asking that any photographs on the ship be obtained for its representative. Other publications made the same request by wireless later, but the fact remains that the Times got the only photographs aboard.

Credit for the work done by the Seattle Times is due to R. W. Buchanan, editor-in-chief, while the carrying out of his plans was done efficiently through co-operation of the staff and a system of service by airplanes, wireless and motor-boats.

RUDOLPH BLOCK, JR.

Chronicle's Front Page Is News

LONDON, E. C. 4, September 12, 1923.

To EDITOR & PUBLISHER: May a London newspaper man who is a regular reader of EDITOR & PUBLISHER make good an omission in the article, "England Adopts U. S. Newspaper Methods," by Otis Peabody Swift in your issue dated August 25 last.

Mr. Swift mentions that among London daily newspapers the Express, Daily News and Westminster Gazette print news on the front page and then adds:

"No other morning daily paper, except the unimportant Labor Herald, prints news on its first page."

But why omit the Daily Chronicle, which has devoted the whole of its front page to news since 1904, and for some years before that date had a column news summary on page one? As the Daily Chronicle, with a certified net sale of over a million a day for the past 12 months, has the second largest sale in Great Britain, it should not be forgotten in a survey of the English press.

I am sure you and Mr. Swift will both forgive and welcome this correction.

EDGAR ROWAN.

Of Great Value

LONDON, Sept. 17, 1923.

To EDITOR & PUBLISHER: Herewith please find check for annual subscription to EDITOR & PUBLISHER as per your account.

Whilst writing you we should like to say that we find your paper of the greatest value and consider it should be read by all progressive publishers both in the United States and in this country.

C. P. RUTLEDGE,

Business Manager, National Poultry Journal.

Denies Circulation Fluctuations

By "Radiogram" to EDITOR & PUBLISHER

LONDON, Sept. 25, 1923.

To EDITOR & PUBLISHER: With reference to the interview with H. L. Gates, in your issue of Sept. 8, we deny emphatically the majority of statements which he made regarding the London Daily Sketch. The figures he presented on fluctuations in circulation are highly fantastic. Gates is alone responsible for them. His engagement with the Daily Sketch ended summarily. There is no possibility of his return to the paper. We request publication of this message. Letter follows.

(Signed) HEDDLE,

Managing Editor, Hulton Publications,
London.

To Direct Kentucky Homecoming

Appointment of Aubrey Cossar, Kentucky newspaper and advertising man, as secretary of Kentucky's 1924 Homecoming celebration, has just been announced by Mayor Huston Quin, of Louisville. The selection of Mr. Cossar for this position has met with popular approval throughout the state. His appointment means his withdrawal from full-time participation in the business of Cossar and Davis, advertising agency, although he retains his interest in it. Cossar & Davis will give way to Davis & Company, which will be composed of Mr. Davis, Mr. Cossar, Robert Shapinsky and Albert Ainslie.

Location— A Cost Factor

Location of your newspaper building affects production costs. An impartial survey by a disinterested newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production Operation

120 West 42nd St. New York

What the Public Wants

John A. McNeill, circulation manager of the newspaper "La Nacion" of Buenos Aires, recently arrived in the United States, said:

The newspaper that prints the best news today gets the circulation, no matter how much may be spent on features, novels and other stunts. The public wants good news service like that which is printed in The New York Times.

The Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.

Foreign Advertising Representatives:

J. A. KLEIN

50 East 42nd St., New York

76 West Monroe St., Chicago

A. J. NORRIS HILL, Hearst Bldg., San Francisco

To sell FOOD

for the 2,000,000 iceboxes and pantries of the New York market select the paper that is

**FIRST in FOOD
advertising**

NEW YORK

EVENING JOURNAL

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

Published every Saturday in
London.

Features by
 Irvin S. Cobb
 Fontaine Fox
 Howard R. Garis
 Rube Goldberg
 Ed Hughes
 O. O. McIntyre
 Will Rogers
 Albert Payson Terhune
 Chas. Hanson Towne
 H. J. Tuthill
 John V. A. Weaver
 and others

The McNaught Syndicate, Inc.
 Times Building, New York

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will make up lists in October for the Sargent Company, New Haven, Conn.

Earlton, Durstine & Osborn, 383 Madison avenue, New York. Making contracts for the American Radiator Company.

George Batten Company, 383 Madison avenue, New York. Will make up lists shortly for Minute Tapioca Company, Orange, Mass.

Dr. Berthold A. Baer, Marblehead Bldg., New York. Placing account for Consolidated Cigar Company, "Harvester" cigars, etc., New York.

S. C. Baer Advertising Agency, 810 Keith Bldg., Cincinnati, O. Placing account for Ficks Reed Company, furniture, Cincinnati, O.

Etckett & Sample, 58 East Washington street, Chicago. Using 90 lines by two columns, twice for Van Ess Laboratories.

Blackman Company, 120 West 42d street, New York. Placing orders with some Middle West newspapers for P. Lorillard Company, "Muriel" cigars, 119 West 40th street, New York.

Blow Company, 116 West 32d street, New York. Making 2,800-line contracts for S. Glemby's Sons.

Brotherton Company, 10 Peterboro, West, Detroit. Making 10,000-line contracts for the Ford Motor Company.

Rufus B. Burnham, 110 East 42d street, New York. Placing account for Oakville Co., "Clinton" safety pins, Waterbury, Conn.

Eurns-Hall Agency, Merrill Bldg., Milwaukee. Using 675 lines, once for Silver Flash.

Calkins & Holden, 247 Park avenue, New York. Will make up lists in October for The New Jersey Zinc Company, 169 Front street, New York City.

Capehart-Carey Corporation, Times Bldg., New York. Making 1,600-line contracts for Melodew.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago, Ill. Making contracts with some Western newspapers for John F. Jelke Corp., Oleomargarine.

Critchfield & Co., 317 West Jackson Boulevard Chicago. Sending out schedules for Firestone, Apsley and Company (Rubber Footwear) for distribution among Eastern papers.

George S. DeRouville, Albany County Savings Bank Bldg., Albany, N. Y. Making yearly contracts for the Albany Felt Company.

Dolman Company, 335-8 New Call Bldg., San Francisco. Placing orders with some Middle West and Pacific Coast newspapers for the Majestic Electric Appliance Company, San Francisco.

Dorrance, Sullivan & Co., 130 West 43d street, New York. Making new contracts and renewing old ones for the winter of 1923 and spring of 1924 for the Stud-baker Corporation of America; making contracts and sending out orders to New York State and New England newspapers generally for 10,000 line contracts for Boyce & Verder Company, Long Island City for their super-fuel ingredient for automobiles (Boyce-ite). Sending out orders to Southern newspapers and New England newspapers for Lever Bros., Cambridge, Mass., "Pineglow Shampoo."

George L. Dyer Company, 42 Broadway, New York. Placing account for the Troy Chemical Company, Binghamton, N. Y.

Erwin. Wasey & Co., 58 East Washington street, Chicago. Will make up lists in October for Ditto, Inc., 530 South Dearborn street, Chicago; sending out copy for general distribution on Reserve Remedy Company.

Evans & Barnhill, Inc., 247 Park avenue, New York. Reported will shortly send out orders to newspapers for Ingersoll Watch Company, 30 Irving place, New York.

Federal Advertising Agency, 6 East 39th street, New York. Will make up lists this month for the E. S. Kleibert Rubber Company, New York; placing schedules with newspapers in various sections for the Tobacco Products Co., "Tareyton" cigarettes, 44 West 18th street, New York.

Friend Advertising Agency, 171 Madison avenue, New York. Placing orders with newspapers in various sections for Hair Specialty Co., Wm. J. Brandt's Liquid "Eau de Henna," 24 East 21st street, New York, N. Y.

Fuller & Smith, 870 Bulkeley Bldg., Cleveland, Ohio. Will make up lists in October for Gainaday Electric Company, Pittsburgh, Pa.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Will make up lists this month for the Leavitt Manufacturing Company, Urbana, Ill.

Grey Advertising Company, 14th & Oak streets, Kansas City. Making contracts with some Middle West and Pacific Coast newspapers for Barbo Mfg. Co., toilet articles, Kansas City, Mo.

Charles C. Green Agency, 15 West 37th street, New York. Sending out orders for Peptomangan.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making 3,000 line contracts for George H. Mayr.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for Famous Players-Lasky Corporation.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Placing orders with Middle West and Pacific Coast newspapers for D. Ghirardelli Co., Chocolate, Teas, San Francisco, Cal.

The Washington Bee
 AMERICA'S PREMIER NEGRO JOURNAL
 WASHINGTON, D. C.
 ESTAB. 1870 BY W. CALVIN CHASE

Not a Class Publication,
 but a Paper Essential to the
 Community.

Local and National Circulation.

Our long, faithful, goodwill service, together with our bona-fide circulation, warrants serious consideration of ADVERTISERS.

MAY WE SERVE YOU!

**Short Talks
 on Advertising**

By Charles Austin Bates

Written with the idea of helping to accomplish four things:

- 1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
- 2) To make better and stronger advertisers of those who are already in.
- 3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
- 4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
 33 W. 42nd Street New York

**READING
 CARPENTER
 IS
 SEEING
 THE WORLD**

**CARPENTER'S
 WORLD TRAVELS**
 Washington D. C.

The Washington Bee
 AMERICA'S PREMIER NEGRO JOURNAL
 WASHINGTON, D. C.
 ESTAB. 1870 BY W. CALVIN CHASE

Not a Class Publication,
 but a Paper Essential to the
 Community.

Local and National Circulation.

Our long, faithful, goodwill service, together with our bona-fide circulation, warrants serious consideration of ADVERTISERS.

MAY WE SERVE YOU!

Atlee T. Hunt Company, Syndicate Bldg., Oakland. Placing account for the Listo Pencil Corp., pencils, Alameda, Cal.

C. Ironmonger Agency, 23 East 26th street, New York. Making contracts for Frank Teurists.

Lizzard Company, Times Bldg., Seattle. Will use large newspaper space for the Skookum Packers' Association, advertising Skookum Apples.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Making 2,800-line contracts for Parisian Sage, Rheuma, Peterson's Ointment.

H. W. Kastor & Sons Company, Lytton Bldg., Chicago. Making 3,000-line contracts for the Lyko Medicine Company; reported to be placing account for Orange Crush Company, Soft Drink, Chicago, handling new list of O. R. S. Music Rolls.

Klau-Van Pietersem-Dunlap, Inc., 131 Second street, Milwaukee, Wis. Placing account for the Arnold Electric Co., Electric Vibrators, Racine, Wis.

H. E. Leann Agency, 440 4th avenue, New York. Making 1,000-line contracts for the New York Hartford & New Haven Railroad.

Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000-line contracts for the Palm-Olive Company, and 5,000-line contracts for the Pepsodent Company. Making 5,000-line contracts for the Tyrrell Hygienic Institute.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago, Ill. Reported to be placing account for National Toilet Co., "Nadine," "Nadinola" Paris, Tenn.

Robert M. McMullen Company, 522 Fifth avenue, New York, N. Y. Again placing orders for readers with newspapers in various sections for American Cranberry Exchange, "Fatmor" cranberries, 90 West Broadway, New York. Making 2,680 line contracts for the Products of the Standard Milling Company.

Mitchell-Taust Advertising Company, Tribune Building, 7 South Dearborn street, Chicago. Sending out renewals for Armour & Co., hams and bacon.

Morse International Agency, 449 4th avenue, New York. Reported to be placing account and will use newspapers in East and Middle West for White-Warber Co., Household and Quaker Ranges, Taunton, Mass.

Mess-Chase Company, 425 Franklin street, Buffalo, N. Y. Placing orders with newspapers in various sections for Niagara Wall Paper Company, Niagara Falls, New York.

Patterson-Andrews Company, 1 Madison avenue, New York. Making 5,000-line contracts for the Curtis Publishing Company.

Frank Presbrey Company, 247 Park avenue, New York. Making 1,000-line contracts for I. E. Caldwell & Company.

Pewer, Alexander & Jenkins Company, Madison Bldg., Detroit. Planning campaign for the Westcott Motor Car Company, Springfield, Ohio.

Reardon Advertising Company, Quincy Bldg., Denver. Sending out 36-line orders for Trunk Brothers Drug Company.

F. P. Remington Advertising Agency, 1289 Main street, Buffalo, N. Y. Placing orders with newspapers in various sections for W. H. Comstock Company, "Dr. Morse's Indian Root Pills," Morristown, N. Y.

Roberts & MacAvincine, 30 North Dearborn street, Chicago. Using 49 lines, twice a week for Arrow Collars.

Wm. R. Robinson & Co., 949 Broadway, New York. Making new contracts and sending out copy for Listerized Gum.

Ruthroff & Ross, 404 4th avenue, New York. Making 3,000-line contracts for the Advertised Products Company.

George M. Swanson Agency, 55 Adams avenue, Detroit. Placing orders with newspapers generally for W. H. H. H. Company, "H.H.'s Casaca" Bromide Quinine, Detroit; reported to be placing account for Lexington Motors Company, Connersville, Ind.

Schleis Advertising Agency, Central Nat. Bank Bldg., St. Louis. Making 2,000-line contracts for the Union Pharmaceutical Company.

Frank Seaman Company, 470 4th avenue, New York. Making 1,000-line contracts for the Mentholatum Company.

Schl Advertising Company, 139 North Clark street, Chicago. Sending out copy for enlarged space on Calumet Baking Powder Company.

Allen G. Smith, Dayton Bldg., Kansas City. Sending copy to newspapers and weeklies on Milton Laboratories, Kansas City.

Stack Advertising Company, 29 East Madison street, Chicago. Preparing general advertising for Swift and Company (Brookfield Butter).

J. Walter Thompson Company, 74 Madison avenue, New York. Making 1,000-line contracts for William R. Warner & Company & Allied Companies. Sending out orders for Dr. Bell's Pine Tar Honey.

Thresher Service Advertising, 136 Liberty street, New York. Making yearly contracts for Carpenter & Co.

Wales Agency, Topeka, Kansas. Sending out copy to selected list of newspapers and monthly publications on Santa Fe watch; using 140 lines, 10 times for the Crown Corset Company.

Wallerstein-Sharton Company, 70 West 40th street, New York. Making 2,800-line contracts for the Phillips-Jones Corporation (Van Heusen Collars).

Williams & Cunningham, 6 North Michigan avenue, Chicago. Using color pages throughout the country for the Northwest Yeast Company.

**KANSAS IS A RICH, RESPONSIVE
 FIELD—TOPEKA, ITS CAPITAL
 A GOOD "TRY OUT" CITY**
 They are best covered by the

**Topeka
 Daily Capital**
 TOPEKA, KANSAS

Only Kansas Daily with a General
 Kansas Circulation

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

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

Arthur Capper
 PUBLISHER
 MEMBER A. B. C.—A. N. P. A.

**The
 Syracuse Herald**
 SYRACUSE, N. Y.

Is first in Syracuse leading
 the second paper by 2,158,
 316 lines for total advertising
 for 1922.

First in total; local; national
 lineages.

Special Representatives

PRUDEN, KING & PRUDEN, Inc.
 286 Fifth Ave. New York City
 Steger Bldg. Chicago, Ill.
 Globe Bldg. Boston, Mass.

in WISCONSIN

The Sunday Telegram has
 BY FAR the largest circula-
 tion of ANY Wisconsin
 newspaper. It is fast gain-
 ing the recognition of na-
 tional advertisers who seek
 to capture this rich market.

INVESTIGATE!
 Learn the truth of the latest
 audits, and you'll use the

Milwaukee Telegram
 REPRESENTATIVES—
 G. LOGAN PAYNE CO., Chicago, Detroit,
 St. Louis, Los Angeles.
 PAYNE, BURNS & SMITH, New York, Dallas

**The
 Indianapolis
 News
 is different**

A survey from The News
 merchandising department
 gives facts about this market,
 not reasons, real or fancied,
 why you should advertise at
 once.

**The Indianapolis
 NEWS**

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.



A NATIONAL HIT !!

Circulation Builder!
Increased Advertising!

What homes have been waiting for:

THE PARENTS' PAGE

(A limited number of writers know the subject. WE HAVE THEM!)

Don't Lose This Opportunity.

Hol-Nord Feature Service
500 Fifth Avenue, New York City

The Buffalo Evening News Is

FIRST —in News
—in Advertising
—in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,403 net paid.

The Buffalo Evening News

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

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

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

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. If then they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

EVERY automobile dealer in your city ought to take space on a page which contains only slogans of their various cars. Prizes can then be offered by either the paper or the dealers for readers guessing the correct car for each slogan. —C. C. Moyer, San Diego Sun, San Diego, Calif.

Almost any kind of "stunt" done by an automobile in the way of hill climbing or high gear work is always good for a page or two of advertising, but the San Diego Sun finds a 247-mile economy run to be a yearly event, which pays well and arouses considerable enthusiasm among the automobile dealers. The paper donates a sweepstakes loving cup, and the Chamber of Commerce and other organizations each put up class cups. At the completion of the run the four or five winners always run a page or a double truck each. Gasoline and oil companies, tire firms, etc., can also usually be persuaded to advertise their wares which "made possible the wonderful record of So-and-So's car." —C. C. Moyer, San Diego Sun, San Diego, Calif.

Ever get up a telephone double-page spread? Run a cut of a desk phone in the center, with lines drawn to the telephone numbers in the surrounding advertisements of local merchants, and with the streamer appeal: "Use your telephone for your shopping and save time and trouble." In the various spaces, you can assign reasons for use of telephone, such as "phone service to customers guaranteed," etc. —Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Merchants of Muncie, Ind., enlisted the help of the Mayor of the city, the Muncie Advertising Club and the Chamber of Commerce in a full page advertisement extending an invitation to Muncie's First Community and Dollar Sales Day. No store advertising appeared on the sales day announcement page, but attention was called to later issues in which merchants ran large individual ads. The boxed invitations from the mayor, ad club and chamber of commerce raised the occasion above its usual commercial aspect. —Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

The dentists in a northwestern city recently conducted a "teeth conservation" drive, utilizing paid newspaper space to lay their message before the public. The publicity campaign ran for three months with a quarter page twice weekly. —Bert A. Teeters, Lock Box 295, Springfield, O.

Ice consumption the year around has been materially increased in an Ohio city through the policy of the producers in carrying on a publicity campaign showing the advantage of keeping food and perishable items on ice even in winter. Have the dealers in your city published such a series of advertisements? —Bert A. Teeters, Lock Box 295, Springfield, O.

The Birmingham News is making a special circulation offer to school children. For those turning in two new subscriptions the circulation department offers a completed pencil box and outfit. For those who turn in three new subscriptions they are giving away a waterproof school bag and for those who turn in five subscriptions a fountain pen of a well known make is offered. All three prizes are of good quality and are very useful. The News made the offer one week before school opened and received much co-operation from the school chil-

dren.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

In a drive to secure more interest in the city in a local college, a series of instructive advertisements were published, a group of progressive men in the city paying for the space.—Bert A. Teeters, Lock Box 295, Springfield, O.

Salt Lake City Telegram is offering a ton of coal to the person who makes the best guess as to when snow will fall in the city this winter. Day, hour and minute must be given and the winner will be decided by consulting the records of the local weather bureau.—Fred L. W. Bennett, 1051 7th East street, Salt Lake City, Utah.

An eastern Canada newspaper has originated a potato buyers' page during the months of October, November and December. All buyers have been solicited to buy advertising in this page, there being no limit to the size of each advertisement. Two columns of news matter concerning local potato conditions were used in the middle of the page. Seventy per cent of the potato buyers approached, including many from outside the city, agreed to buy advertising in this page, inserted once weekly for the three months.—W. McNulty, St. John, N. B., Canada.

A good stunt adapted from a similar one used on classified is to publish the name of some local resident in 6 point type in the body of some display advertisement twice each week, paying \$1 in cash to the person named if called for in person within 24 hours after publication and the advertisement named. The plan secures closer and early reading of all the display.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

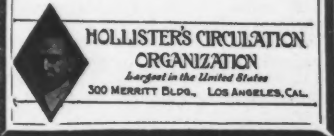
The Fort Wayne (Ind.) News-Sentinel has instituted motor truck delivery to eight towns difficult to reach by rail. The truck, which is a one-ton Ford equipped with 16-valve motor, makes the 93-mile trip daily in three and a half hours, leaving with the 2:30 edition and back at 6 o'clock. Only 12 miles of the 93 are paved. Some of the communities could only be reached by rural route. Others had to receive early editions because of train schedules. Subscribers are now served with later editions than formerly, and the plan has already proved to be a real circulation builder.—J. T.

A novel little guessing contest can be run by publishing photographs of the backs of prominent people and then offering a little prize to the first one who correctly guesses who it is. This scheme was tried out by a paper in the north and found to be productive of a worth while circulation boost.—Russell Raymond Voorhees, Miami, Fla.

The Sentinel at Cottage Grove, Ore., has developed an advertising feature that is proving more profitable than its originators contemplated. Ten point black face readers are inserted among the personals. At first the charge was double that for 8 point roman, or 10 cents the line. The feature has become so popular that it has been necessary to raise the price to keep down the demand. The rate now is 18 cents for such notices when of two lines or more, or 25 cents when of only one line, which gives a rather high return for the space used. The circulation is 1,000.—E. B.

CIRCULATION GROWTH DURING 1923

will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.



MILWAUKEE

is the ideal try-out market. Representative in size — not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—






Daily features don't cover the full scope of NEA Service.

SPECIAL SERVICES ON BIG NEWS EVENTS ARE INCLUDED WITH THE REGULAR SERVICE AND AT NO EXTRA CHARGE.




NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

Can Your Mail List Costs Be Cut?

FROM \$250 to \$500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications. Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.



NEW ENGLAND PAPERS BACK ODD THRIFT PLAN

Public Spirited Citizens Give \$1,000,000 for Civic Use by Placing \$10 in Trust for 300 Years

That newspaper advertising creates good for everybody was never better exemplified than by "The Million Dollar Campaign" which several of the leading newspapers are sponsoring, and by which conservative New England is going to profit to the extent of more than a billion dollars in the greatest move for thrift ever fostered by the press.

According to the idea, which is copyrighted by Wayne C. Smith of Meriden, Conn., the newspaper takes the initiative by deciding to raise for its city a sum varying from \$16,000,000 to \$100,000,000. It next decides what savings bank, national bank, or trust company, shall be favored with the fund. The paper then secures the 16 to 100 public spirited individuals who will each give one million dollars to their native city.

The novelty of the idea, and one which drives home the lesson in thrift so clearly, is that each of the million dollar donors deposits but \$10 in the bank which the newspaper selects, with the understanding that each \$10 must remain at interest until it has amounted to one million dollars, when it will become available for civic use. It involves a period less than 300 years, and the newspaper always maintains the prestige of raising this almost unbelievable sum for its city. Such fund will be sufficient to build and maintain playgrounds, hospitals, homes for the aged, parks, roads, schools, colleges, etc.

New England's prominent bankers are becoming intensely interested in the idea since the money deposited can never be withdrawn until the required sum has matured. Then a large portion of it is likely to be converted into a permanent trust fund for the city. It is a great revenue getter for the bank since there is practically no principal involved in accumulating these millions, and if a bank borrows at 4 per cent and loans at 5 per cent, then an amount equal to 50 per cent of the interest paid to depositors is profit for the bank. If the newspaper raises \$100,000,000, then \$50,000,000 represents the bank's profit during the period of maturity. One business manager of a Massachusetts newspaper, who is raising \$75,000,000 for his city, was paid \$850 by the progressive bank that wanted the account for its savings department, the trusteeship for its trust department, as well as the advertising which domi-

nated 11 pages. The idea strongly appeals to the vanity of the donors, who enjoy the notoriety by being heralded as philanthropists in their community.

One large manufacturer in Meriden, Conn., donated a bronze chest in which to preserve, until the fund matures, a copy of the Meriden Morning Record printed on parchment and containing the story of the gift, and pictures of the donors. The bank also offered prizes for the best letters suggesting how the money should be spent, and these letters, the product of fertile imaginations, will also be placed in the chest for preservation.

The Federal Reserve Bank, if it is in existence 12 generations hence, will have some large problems to solve when these tremendous sums, greater than the total Liberty Loan Issue, become available for public use.

RESUMES FORMER EDITORSHIP

Gonzales Succeeds Ball on Columbia (S. C.) State

William E. Gonzales has resumed the editorship of the Columbia (S. C.) State, after nine years' absence in diplomatic service, as Minister to Cuba and Ambassador to Peru. He takes the place of William W. Ball, who recently resigned to become dean of the newly established school of journalism in the University of South Carolina.



W. E. GONZALES

Both men were guests of honor at a dinner given by the staff and other coworkers on the newspaper at the Jefferson Hotel, Columbia, Sept. 25.

Other guests at the banquet included J. C. Hemphill, editor of the Spartanburg (S. C.) Journal; W. D. Melton, president of the state university; William Elliott, counsel for the Columbia State; Marion B. Alexander, until recently night editor of the Associated Press in Columbia, who has resigned to travel abroad; and Fitz Hugh McMaster, former city editor.

32-Page Daily Printed at Fair

The Red Wing (Minn.) Daily Republican published a 32-page daily edition on the State Fair grounds in St. Paul, during the week of the fair, at which the paper had an exhibit showing the newspaper in the making.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.

Goss Comet press, only a few years old, in fine condition, can be seen running until about Dec. 15. Price \$5,000. Address Box C-612, Editor & Publisher.

For Sale—

Campbell Web Multipress, printing from forms, 4, 6 or 8 page papers, 6 or 7 column wide, paper page 22 in long, with 20 HP motor, alternating current. For sale only because a larger press has been installed. Price for quick sale. Details and samples on request. Baker Sales Company, 515 Fifth Avenue, New York City.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beaman St., New York City.

Cline-Westinghouse Double-Motor Drive with full automatic push-button control.

Cline Equipment is new in operation, not only throughout the United States, Canada and Mexico—but in Europe, Asia, Africa, Australia, South America and the Philippines. You find them everywhere.



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE: Marlborough Building, Broadway at 31st St., NEW YORK

A LARGE ASSORTMENT Of Very Good USED NEWSPAPER PRESSES

Are now available for early delivery consisting of Scott, Hoe and Goss Quadruple and Sextuple Machines, taken in part payment for the famous Scott Multi-Unit Presses.

WRITE IF INTERESTED

Walter Scott & Co.

PLAINFIELD, NEW JERSEY
CHICAGO NEW YORK
1441 Monadnock Block 457 Broadway

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

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

GOSS

Straight-Line, High-Speed PRESSES

Have earned so fine a reputation for both quantity and quality of output that our great plant is taxed to its utmost to supply the demand for Goss Equipment.

For a better-printed paper, quicker, "Tie to the Goss" Catalog on Request

The GOSS PRINTING PRESS 1335 S. PAULINA ST. CHICAGO

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Features

HOME-MADE MOVIES

A great stunt for the kiddies. Ten 2-column installments. Ask for proofs. Cobb Shinn, 207 Fair Bldg., Indianapolis.

Colyums

DAILY CHIT CHAT

Standard Feature Service, 606 Eastern Ave., Janesville, Wis.

Comic Strips

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

Short Fiction

"BACKBONE OF OUR SUNDAY TABLOID MAGAZINE"

Writes Omaha Bee. Many use our stories full page. Full page mats available. Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Fiction

LET US BUILD YOUR CIRCULATION

Famous stories by famous authors. Service for Authors, 33 West 42d St., New York

STORIES

Constance Edgerton
606 Eastern Ave., Janesville, Wis.

THE THIRTEENTH GIRL

5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

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

WE BUY NEWS AND FEATURE PHOTOS. \$3.00 and upwards paid. Photonews Company, 142 W. 32d St., New York.

Thrill Pages

FULL PAGE MATS OR SETTING PROOFS Deeds of high emprise and glamour. Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

"QUICK STICK"

Paste Powder

Mixes Quick Sticks Quick Dries Quick



Made from pure vegetable gum. A tenacious white paste which "takes hold" instantly and sticks tight. Guaranteed not to sour or mold. Costs less.

MANUFACTURED ONLY BY THE COMMERCIAL PASTE COMPANY COLUMBUS, OHIO

List Your Features in the Editor & Publisher Directory of Leading Features

Introduction to Employer and Employee

SITUATIONS WANTED

6c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Circulation Manager. A rare combination: Youth and experience. I want to connect with an evening newspaper in the city not over 300,000 where there is a genuine opening for a high caliber man. 14 years' experience from ground up including 8 years' circulation management. Experience on five newspapers in different sections has put me in a position to know what's right in circulation ethics. Have worked in New England, Middle West, Intermountain States and the Pacific coast. My experience has led me through every angle of detail in the department, from route carrier to solicitor, mail machine to A. B. C. books. Carrier home delivery and single mail promotion my long suit, but I know dealers, agents and newsboys as well as the best of 'em. If you have a real opening for a man who can handle your circulation department intelligently and efficiently, who knows circulation, promotion and finance from top to bottom, and can see things from the publishers' point of view, then you need me. I prefer to locate in the Intermountain or Pacific States and would be willing to make some salary sacrifice to get in with a newspaper just establishing. Present I am drawing \$3,200. Will be at liberty October 15th. Willing to come for interview with half transportation paid. Highest of reference from five newspapers and plenty of character reference. 28 years old. Married. I. C. M. A. member. Address: Advertiser, care A. Rowland, 3000 Kingsbridge avenue, New York City.

Builder of Newspapers that dominate their fields will consider offer of managing editorship, with broad powers, of \$9,000 to \$10,000, preferably Ohio, Indiana, Illinois, Michigan or Wisconsin. Age 35, have family. Coupled with exceptional aptitude, is sixteen years' in newspaper work, comprising unusually wide, varied experience. Given authority measuring up to responsibility, advertiser is known quantity—an able master of lasting reader prestige, circulation and profits. Permanent connection preferred; would consider year contract with renewal option for longer period. Address Box C-624, Editor & Publisher.

Metropolitan newspaper, news service of small city daily experience, seeking position of trust and responsibility. Married and age in life where best work will result. Address C-632, Editor & Publisher.

Advertising Manager level-headed, capable executive, copywriter and salesman who has a knack of making and building friends; seeks connection with live paper (on a dead one now), preferably in the middle west. Not a wizard nor job hunter, but a consistent producer with 15 years' experience in every department of newspaper making. Excellent references. 31 years old; married. Making less than \$60 a week. State your proposition fully. Address Box C-614, Editor & Publisher.

Advertising or Business Manager both open for position at once. Age 35. Married, references, 15 years experience. Four years with Marion Ohio Tribune. Address I. Van Aurnem, 709 8th St., Lorain, Ohio.

Round Newspaperman who has been publisher himself, able to take charge business management, editorial department or advertising, seeking position in medium size or small city. Available immediately. Will come on job for nominal salary. References furnished if desired. Quick action wanted. Address C-622, Editor & Publisher.

Press Camera Man, feature writer, university graduate, ten years' general newspaper experience, wishes to get out of present rut and make bigger money. Has been here too long. Age 32; married. Don't write unless you mean business and have something worth while. Address Box C-634, Editor & Publisher.

College Graduate desires to start at bottom on editing side of small city daily or magazine—south-east preferred. Is not afraid of hard work. Salary secondary consideration; primary is forming responsible connection with opportunity to make good. Address Box C-623, Editor & Publisher.

Advertising Man with references showing he is above the average advertising manager, salesman and copy writer; 10 years with one paper; 5 with another; has good reasons to offer why he wishes to make an immediate change. Address C-600, Editor & Publisher.

Circulation Manager's Assistant desires change. Now connected with leading paper in city of 160,000 population. Would like position as Assistant or Circulation Manager with metropolitan daily. Have had nine years of practical circulation experience on morning, morning and Sunday publications. Have served six years with present employer. Like full charge; give best references and references. Ready to go anywhere. Write or wire. Box C-601, care Editor & Publisher.

SITUATIONS WANTED

Circulation Manager Wants to Change Young man, 32 years old, twenty years in circulation department. Nine years director and manager of circulation, now circulation manager on livest daily in state, have put on over 2,000 net paid circulation in ten months without contest or extra help. Service and courtesy is my motto. Position I want is where I can get cooperation from editor and business office. I know circulation, how to handle carrier as well as office end. What have you to offer. Address Box C-613, Editor & Publisher.

Classified Advertising Manager Thoroughly experienced, wants position offering more chance for advancement. College education; neat appearing; age 27; best references. Also competent to take charge of display department. A steady and consistent producer. Address Box C-620, Editor & Publisher.

Auditor, Assistant Publisher, Analyst, Credit Manager. 12 years metropolitan experience in the biggest positions of their kind. Desire change. B-918, Editor & Publisher.

College Man seeks position as reporter on a small city daily. He is willing to start at bottom and give his best under any circumstances. Furthermore he is ready to start work at once if conditions are mutually agreeable. Box C-605, Editor & Publisher.

Double Your Classified. Have method for doubling your business, all classifications, with a profit at the same time. No so-called system, only after 20 years' experience just know how to get it. Make real producers of green solicitors; train most efficient to continue the work. Not a commission proposition. Make stated charge for stated time. Increased business one paper 800 per cent in 13 weeks; New Jersey daily trebled business in 4 weeks; Ohio daily increased business 400 per cent in 6 weeks. Full particulars and references on request. Send copies of all your city papers. Only at liberty October to March. Can take on 2 papers this winter. William H. Yale, 185 Church St., New Haven, Conn.

Advertising Manager for small or medium sized city daily able to handle layout work and build new business. Available immediately. Address C-631, Editor & Publisher.

Foreman Stereotyper. If you have a vacancy in the Stereotyping Department, and desire the services of a thoroughly practical and experienced Foreman, who understands how to attain the best results, keep fast schedules at a minimum of cost, and believes in the close co-operation between departments, the advertiser offers his services. Write or wire C-609, Editor & Publisher.

Newspaperman, 30 years old, wants position with strong country publication, either weekly or daily. Has had twelve years' experience and knows all branches; recently sold widely known weekly in middle western state. He is well educated, possesses sound judgment and has writing ability. Capable of assuming complete responsibility of a business. References furnished as to intelligence, industry, integrity and general qualifications. He prefers location in the West or Middle West. Address Box C-635, Editor & Publisher.

Young Man, 27, two years' publishing experience, seeks opportunity in editorial direction. Salary modest. Writes well, understands mechanics of paper making, and withal in infancy of powers, therefore bound to develop into constructive force for organization employing him. Address Box C-618, Editor & Publisher.

Situation Wanted— Classified Advertising Manager—Married man, thirty-five years old with twelve years' experience on large newspapers, who lives, eats and drinks Classified would like a permanent position as Classified Advertising Manager to build classified somewhere. I write front-page publicity and can furnish best of references. "Go Getter Type." Write Lewis M. Nachman, 3108 Gilbert Avenue, Cincinnati, Ohio.

Successful Business or General Manager age 36, temporarily open for position due to sale of property, seeks connection with newspaper in city under 250,000 population, or will accept management of advertising department making city paper. Knows every angle of newspaper business. Personal interviews solicited without obligation on the part of employers. Write or wire Box C-629, care Editor & Publisher.

Wanted Job as funny writer on newspaper. Address Box C-579, Editor & Publisher.

Cartoonist. Twelve years' experience with Kansas City Star and Post previous to the war, lately discharged from U. S. Naval Hospital, Great Lakes, Ill. Graduate Missouri University School of Journalism 1915. Anxious for another start. Address Box B-998, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor Experienced man with ability to prepare copy for practically all lines. State full particulars and salary wanted. Daily Press, Newport News, Va.

City Editor, experienced, able to handle men and copy, to accept responsibility. Write giving complete information, experience, etc. Position now open. Ann Arbor Times News, Ann Arbor, Mich.

Competent Desk Man whose intelligence, accuracy and speed will be quickly recognized by advancement with Massachusetts evening newspaper. Address Box C-636, Editor & Publisher.

Eastern Newspaper Has Opening for an assistant business manager. Give references. State experience, political and religious preferences, also salary expected. Address C-633, Editor & Publisher.

Grand Opportunity for a newspaper man in a city of 25,000, in the central west. Only the right kind need apply. Address C-615, Editor & Publisher.

Here's a Job for a Regular Newspaper Man A National Fraternal Weekly Newspaper located at Washington, D. C. wants a man of pep and enthusiasm to handle copy desk, rewrite work, make-up and handle some political assignments. Applicant must be a Protestant in religious faith and a member of the Masonic Fraternity. This is a splendid opportunity for the right man to tie up with the latest growing newspaper proposition in America. Write giving qualifications, age, references and salary wanted to James S. Vance, General Manager, The Fellowship Forum, Washington, D. C.

Wanted. Experienced circulation solicitors. Rapid promotion to crew manager and campaign manager. Address The Fred Cox Service, Coatesville, Pa.

Wanted. a real live Country Circulation Manager. One who knows country circulation promotion methods from every angle and who has been successful in the Southwest, Southern or Middle West States. He must be a go-getter. In reply please state whether married or single, age, salary desired and give names of references and employers during past ten years. Address Box C-597, Editor & Publisher.

BUSINESS OPPORTUNITIES
6c A WORD for advertisements under this classification. Cash with order.

\$25,000 to \$50,000 As first payment on daily; town must be 15,000 or over; prefer growing city; experienced publisher with several successes in hard fields; would buy second paper, if field exists; all communications held confidential. Address Box 486, Wilmington, Ohio.

Don't! Don't! Don't! Don't try to sell your own publication, you immediately depreciate its value. Don't hesitate to engage a qualified responsible broker, the buyer will listen to him when he will not listen to you, for a broker cannot afford to misrepresent a publication. Don't try to avoid paying a commission, a broker is entitled to his pay the same as the editor or publisher. I have desirable customers for Daily, Weekly and Monthly publications with merit. J. B. Shale, Times Building, New York.

To Settle Estate Established daily newspaper for sale in middle west town 45,000. Complete modern plant, linotypes, stereotyping outfit, tubular press and mechanical mailer. Address Box C-638, Editor & Publisher.

Want to Buy a small daily newspaper in a town of about 35,000. Prefer South. A promotion or business manager, an advertising manager and circulation manager now on one of the South's largest and most prominent dailies are open to purchase a paper, or an interest in a paper or—what have you to offer? Address Box C-604, Editor & Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

FEATURE ARTICLES

A WORD for advertisements under this classification. Cash with order.

New Cartoons Information and samples on request. Walter Hudnall, Box 162, Spray, N. C.

New York Letter Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1 1/2 columns, \$5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

Publishers—Attention! We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. MOJ4, Hannibal, Mo.

DO you want a fine weekly? Cover a town booming Southern California towns. Going to semi-weekly soon and will be ripe for daily within a year. Making over \$1,000 monthly net. Large oil development tributary. Price \$35,000. Requires \$20,000 cash. Proposition R. Q.

PALMER DEWITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep. M. C. Moore,
515 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
PAYING OVER \$6,000 profit and two \$5,000 salaries, Eastern daily of 4,000 can be bought with real estate for \$80,000. Easily leading paper in its trade area of 45,000; has made steady increases last dozen years. This year's business over \$98,000. Publisher who wants to sit tight with mighty comfortable income should look into our No. 6302.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES, Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York 154 Nassau St.
Chicago 605 N. Michigan Ave.
Atlanta Candler Annex
Los Angeles Security Building

INTERNATIONAL PAPER COMPANY
New York, Sept. 26, 1923.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this company, payable October 15th, 1923, to preferred stockholders of record at the close of business October 5th, 1923.
OWEN SHEPHERD, Treasurer.

A Morning Newspaper in a city near New York City needs a live Circulation Manager of several years' experience, accustomed to the dealer method of distribution. Give full history and expected salary in first letter. Address C-630, Editor and Publisher.

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.

Mary Roberts Rinehart
Gertrude Atherton
Mary Johnston
Mrs. Gouverneur Morris
Fanny Heaslip Lea
Rupert Hughes
Zona Gale
and other Important Authors
Will Write for the
Great Series of Weekly Articles
On
**Love, Marriage and the
Modern Woman**
To Start November 11
Wire to
METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST., NEW YORK

We Offer
Immediate Serial
Release on
THE LATEST
E. PHILLIPS OPPENHEIM
STORY
"The Mystery Road"
That's All
Wire Your Order
THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

**LLOYD
GEORGE**
writes
for
the
**UNITED FEATURE
SYNDICATE**
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

**Million
Dollar
Hearst
Features**
The World's Greatest Circulation
Builders
International
Feature Service, Inc.
New York

A WILL which was probated recently in a southwestern city had been written on a shingle with the stub of a carpenter's lead pencil. See your county clerk for odd forms of wills or unusual media used for conveying this world's goods to desired heirs which have passed through the courts in your city or county seat.—Allen H. Wright, San Diego, Cal.

It would be an interesting thing for the paper to let the students in the English departments of the local high school conduct a column on the editorial page of the paper once a month under the supervision of the instructors in the department. Any kind of material—except mere news of high school activities—might be allowed in the column as long as it was of a nature to interest all the readers of the paper. No contribution should be over 300 words in length and the name of each writer should be signed. This sort of a thing would greatly interest all the public school students and their parents and relatives as well as all the readers of the paper and so would be a mighty good thing for the paper.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

What do the newsboys think about as they chase over town selling papers? People seem to neglect these little fellows but some of the biggest men in the world today began as newsboys. Lots of feature material here if it is gone after in the right way by someone who likes boys and who understands them. Get under the newsboy's skin and find out just what his ambitions are, what he likes and dislikes and what he thinks of some of the big men of the city. Maybe some kid can be started on the road to success by such a story and certainly that would be more than worth while and at the same time give material for another feature story.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

It would be a very interesting stunt to gather some samples of the most interesting signatures of local business men. Some of the business men in every city have signatures that are odd and weird to say the least. If these signatures were presented in cut form with the name and business connection and official title of each man whose signature was presented, the paper would have a feature which was different and especially interesting.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Electricity in your town—what does it do besides light the city and operate the toasters on your breakfast tables? Hunt up interesting electrically operated things—the polisher in your shoe repair shop, bakers, doctors' contrivances, etc. What does electricity do on wash day? On cleaning day? How does it save steps down town—elevators, etc. How does it contribute to pleasure and education—movie machine, etc. Your power and light company will be only too glad to help you with suggestions, but don't go to seed on household appliances. Be chatty and clever—don't sound like an advertisement. Stick to local stuff and don't be afraid to use names of firms and persons now and then.—Jean Strachan, The Tribune, Pendleton, Ore.

A Michigan newspaper has arranged so that those who desire may pay their light, heat and phone bills at its offices, saving a trip to the three separate offices. The small percentage which the newspaper receives from the companies: hardly covers the expense, but many who call to

pay one of the bills, take the time to renew their subscription or leave a classified advertisement and this combined with the good will value of the service is regarded as making it a paying proposition.—Bert A. Tectors, Lock Box 295, Springfield, Ohio.

There is no retirement on pension for aged Sunday school teachers—their reward is the reward of service and their pride the men and women who passed under their tutelage to successful positions or noteworthy accomplishments. A Hoosier daily found that some of the nation's and many of the state's celebrities came under the influence of a Greenfield, Ind., Sunday school teacher, who had taught primary classes steadily for 55 years. Find the oldest Sunday school teacher in your city or town; learn from her how many of her erstwhile pupils are faring in the world. A photo of the teacher should, of course, accompany the story.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

"The First Work I Ever Did" could be a daily feature in any newspaper. The writer could wind his story around a photo from his collection. Or, send a live reporter to the prominent citizens of the city and quote interviews. This makes interesting matter for readers.—A. R. Davison, 433 Y. M. C. A. building, Omaha, Nebr.

An interesting story is obtainable from a survey made by any reputable coal dealer. Has the price variance in soft and hard coal caused any unusual increase in consumption of either variety? In many communities soft coal use is on the increase. Furnaces may have caused the variance. Soot and inconvenience to neighbors using rain water may cause clinging to hard coal. There is a good feature from many angles.—L. J. Jellison, Times-Journal, Dubuque, Ia.

What is being done in your city to check the high cost of labor turnover? Labor turnover is the term applied to the constant changing of personnel, the expense of replacing men who quit work and of breaking in the new employees. A national industrial association is investigating to determine what can be done, and individual industries are attempting to cut down this huge item of expense.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

"Namesters" is the title of a department now being run by the Chicago Tribune. "Can you make up a sentence out of your first name? The first letter of each word in the sentence must spell your own name. Here are two examples: Perfect Happiness In Life Is Pleasant. (PHILIP.) Doctor's Orders Rule In Sick Room. (DORIS.) For each sentence published the Tribune pays \$1. Name and address of the writer are given in each case. "Namesters" is proving a popular feature that is creating much interest.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"Our Best Friends, and Why," is the title of a number of stories a certain newspaper has been running with success. These stories are written by people who appreciate friendship—they explain in detail how their authors have casually and otherwise made lasting friends with those whom they have met in the past. Such stories are full of human interest, and would make good reading material for any newspaper.—B. F. Clark, 101 West 15th street, Hutchinson, Kan.

Thomas W.
Briggs
Company
Memphis, - Tenn
Originators of the
**Permanent-
Weekly Business
Review Page**
Look us up in
Dun or Bradstreet

"Cynical Sam"
TALK ABOUT HARD TIMES! MY SOLES ON MAH SHOES ARE THIN AH KIN STEP ON A DIME AN' TELL WHETHER IT'S MY HEADS OR TAILS

Apply
C-V
Newspaper
Service Inc.
150 Madison
Avenue
New York City

**WIRE
NEWS**
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Still time to get in on
40 Winning Plays in
FOOTBALL
This series already sold in
twenty-three states.
THE INTERNATIONAL SYNDICATE
213 Gullford Ave., Baltimore, Md.

America's Best
Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

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