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THIS ISSUE: U. S. PRESS THROUGH THE EYES OF A FRENCHMAN



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

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Vol. 55. No. 45

NEW YORK, APRIL 7, 1923

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

At Home with the Real Automobile Buyer—

At home, in the evening, when family councils are held, is the time in which to reach the actual buyers of automobiles and accessories. And to reach them effectually the advertiser must use the mediums that are read for advertising information—that enjoy reader interest and confidence.

In Chicago—The Daily News, which not only has “circulation coverage,” but what is vastly more important to the advertiser, “advertising coverage,” or circulation effectiveness. The Chicago Daily News, by reason of its 47 years of efficient newspaper service, is the advertising directory and guide of the great majority of financially competent citizens of Chicago and its suburbs. Its year in and year out leadership in display advertising among Chicago daily newspapers, amply attests this fact.

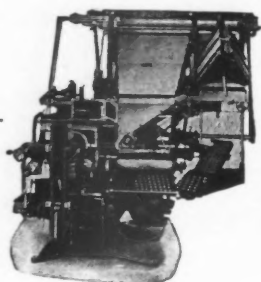
In 1922, for example, The Chicago Daily News printed 560,074 lines of automobile advertising, 50,886 more lines than were printed by The Daily Tribune, the daily newspaper having the next highest score.

1923 is a year of keen competition in the automobile trade, and to reach effectually the greatest possible list of able-to-buy Chicago consumers advertisers should broadcast their messages through Chicago's outstanding automobile medium—

THE CHICAGO DAILY NEWS

First in Chicago

INTERTYPE



New York Times Buys 10 More Intertypes

Times' first order, 1918, 31 Intertypes

Repeat order, 1919, 4 Intertypes

Repeat order, 1923, 10 Intertypes

TOTAL **45 Intertypes**

*the largest battery of
Intertypes in the world*

Another Record

More Intertype shipments to customers during first three months this year than during same period of any previous year.

THE CLEVELAND PRESS

has the largest circulation of any daily newspaper in the City of Cleveland, in "Greater Cleveland" and in "The Cleveland Market"

The average daily circulation of THE CLEVELAND PRESS for the six months ending March 31, 1923, was

1 8 9, 3 9 7

AN INCREASE

of 6,849 over the 182,548 of October 1, 1922, and an INCREASE of 10,236 over the 179,161 of April 1, 1922.

162,712

of this circulation is in "The Cleveland Market" as defined by the Audit Bureau of Circulations.

The Press
First in Cleveland
CIRCULATION—HOME INFLUENCE—ADVERTISING

National Representatives:

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Avenue, New York

CHICAGO CLEVELAND CINCINNATI
ST. LOUIS ATLANTA SAN FRANCISCO

When Wedding Bells chime in

Philadelphia

Closing of the Lenten season always is the signal for a host of Spring weddings—and for the buying of extensive trousseaux and the purchase of innumerable gifts of every kind.

If you manufacture clothing, shoes, hosiery or other articles of women's Spring apparel, or turn out products suited for wedding gifts, you can convince the prospective brides, members of their families and friends that your goods should play a big part in the coming weddings, through advertising in the favorite newspaper of Philadelphia women—The Evening Bulletin.

The Bulletin every day goes into nearly every home in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



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

Net paid average circulation for March, 1923:

517,332 copies
a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street

DETROIT

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

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn,
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

U. S. PRESS THROUGH THE EYES OF A FRENCHMAN

Famous Journalist Was Impressed First by Their Weight But Notes Their Lack of Distinction Between Curiosity and Indiscretion—They Are Part of Our Bigness.

Life is real, life is earnest.—LONGFELLOW.

By FRANÇOIS CRUCY

EDITOR & PUBLISHER asked me to note down a few of my impressions on the American press and especially its important dailies as I noticed them during a recent journey over the States.

I hasten to reply, first, because the delightful impression caused by this first journey has not worn off yet, and I shall be keeping it fresh by talking about it; and then because a professional man is always pleased to talk about his profession, whatever he may say to the contrary.

The American press, with its hundred-fold ways of attracting the reader, strikes one, first of all, by its weight.

When a Frenchman landing at New York and eager for news buys a copy of the Times, and another of the Tribune, another of the World, and another of the Herald, he does not know where to put them. In France we say tritely, "slip a paper in your pocket." We should want special pockets to slip in four copies of your thirty or forty page dailies.

A professional journalist is not disheartened by that. A sure instinct warns him, if he is open-minded, that landing as he does in a foreign country, he can receive at once, through the newspaper, a hundred interesting and ever-changing views of the surroundings, the aspect of things, men's ways, the flux of public opinion, the rhythm and impulses of life.

The most striking impression I received when I first came in touch with the American press, was the surprising variety of the matter it kneads. It is not so much the novelty of the fact in itself as its specific characteristic which attracts and holds one's attention, and I remember that a swift glance over the first American papers I saw on board gave me an immediate notion of what makes you so different from us.

You make no choice. A gigantically powerful fleet stream is constantly sweeping along before your gaze, all the species and miscellanies of human phenomena. The subject-matter is so plentiful, the reader so busy, that the reporter's hauls must follow each other rapidly and all the fish in his net be brought to market at once.

I sometimes thought that a contemporary Balzac, landing in America and obliged to stay in his room for a few days, would at once find, as he read your papers, all the elements of a new series of "Human Comedy."

My friend, Waldo Frank, who has written a book on his own country that Americans may consider stringent, but that we French hold to be full of eager love for all that is worth while in your country, says your dailies are made up so as to lay hold on the naturally sleepy attention of a reader in whose face yell the enormous titles, stories of evil-living or robberies, and rough cartoons.

Waldo Frank is an artist, often hurt by the brutal voice of an instrument like a newspaper, of which we, newspaper men, know the defects better than anyone! But the point of view of a really open-minded man must take, as he looks at the show of the States for the first time,

can not and must not be a strictly artistic one. The States are an immense workshop, the greatest workshop ever thrown open to and used by human energy. Taken in between Asia, three parts asleep, and Europe, growing older and older, you North Americans are in the full swing of the work of mankind.

The European who has not felt that, and has not learned on landing on your shores what is actually your role as world-producer, and before sighting your enterprise, slips preacher's spectacles on his nose and gives the athlete's sniff as he first steps on your quays, loses a great pleasure and a deep emotion, for he pre-

publishes about America.

I do not mean that all the news of the outside world in the American press is of as good quality as it might be.

Without sifting things to the bottom, for that would carry us away too far, I consider that, though you are endowed with the finest means, machinery and information, you are rather off-hand with your reader.

You prefer plentifulness to everything. You have got in the habit of exacting the maximum of detail from your reporters. You have not yet found time

consciousness we have that it depends on us to act on public opinion that gives a certain price to our profession.

But I am not a schoolmaster intrusted to teach, so I come back to my idea.

You are rather off-hand with your readers. The American daily is badly made up. You nearly always use small type, and the smaller the type is the more you squeeze the lines together and the less blanks you leave!

Hence the task, even for a reader with excellent eyesight, becomes toilsome.

And you do not only transgress against his eyesight, you shock his taste unduly.

You compose the beginning of an article with space lines then suddenly, without any other reason than the necessity of getting everything into a non-elastic "form," you suppress the blanks in between the lines, which are so crowded together as to make the reading of them well-nigh impossible.

That is what I call being off-hand with your reader.

You go still further: You have, for instance, got into the habit of announcing an article on the first page, continuing it on the fourth, eighth, or twelfth page, not splitting it up in the middle of two sentences, or even two words, but often in the middle of a word itself, thus: "We have had them quar..." can be read on the last lines of the first column of the first page, to be continued on Page 6, Column 5, "...tered on the Mexican border, etc."

Once more, I do not forget, as I write down these impressions, that a newspaper is a product determined by all sorts of conditions, and that you must carry out quicker than elsewhere a task that would kill other people.

All the same, the journalist contracts certain obligation to the intellect whose progress he must prepare, uphold, and assure, and I think that in the next half-century, if the American press is to play its world-wide role, it will have to change its appearance somewhat, without losing anything of its variety and abundance.

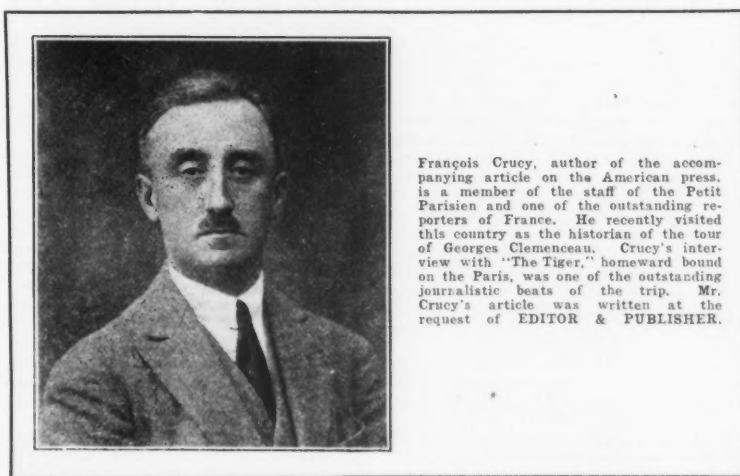
For I in no wise wish you to sacrifice your variety and your abundance, I mean the abundance and variety of your subjects. With time, but time only, the interest of certain subjects will die away and the interest of others will stand out more clearly. Just now, matter is too plentiful and too rich in America for sacrifices on that account.

As I travelled through the States and glanced too swiftly for my own liking on your literary production, I thought several times about our own splendid Sixteenth Century in France.

In our France of today social life is grooved in nearly every class. It has got firmly established and it is never disturbed by any event or any ups and downs, the seeker for information is rebuffed. We can say that several social categories live, as it were, out of the general stream of life and the French press takes no notice of them.

The American press, on the other hand, penetrates everywhere. In the States everybody works, so everybody is out of doors, hence the stupendous public movement.

(Continued on page 31)



François Crucy, author of the accompanying article on the American press, is a member of the staff of the *Petit Parisien* and one of the outstanding reporters of France. He recently visited this country as the historian of the tour of Georges Clemenceau. Crucy's interview with "The Tiger," homeward bound on the Paris, was one of the outstanding journalistic beats of the trip. Mr. Crucy's article was written at the request of EDITOR & PUBLISHER.

vents himself beforehand from understanding anything of the prodigious tumult which he is about to witness.

My curiosity was wide-awake. I did not bring over with me any of the prejudices in which so many Europeans, landing on your shores, take a foolish pride. I was amply rewarded thereby. If, as I hope, I shall soon be going back to the States, I shall take all the works in which Balzac has evoked the journalistic society of his time. I should like to read Caesar Birotteau in New York or Chicago, and the story of the adventures of Andoche Timot, who perhaps had the stuff in him of a modern publicity director. As far as that goes, I am quite ready to believe that the differences I should thus be able to pick out between early Nineteenth Century journalism would be to our advantage.

For Lousteau's* horizon is limited whilst the very meagrest of our brotherhood has been educated to looking at things from a higher point of view, being henceforward compelled to stretch out beyond his own town, his own country, and even his own continent. The notion of interdependency of the different parts of the world will soon become part of the A. B. C. of the newspaper man's stock-in-trade.

On this head you have, moreover, got the better of us. I think American newspapers publish more news of the rest of

in a journalist's education to mark the line between "curiosity" and "indiscretion." Facts, and still more facts—little ones, big ones—no pick among them.

So you are able to fill up at almost any time of the day your tenfold pages, your hundredfold columns.

You are perhaps overwhelmed by this very necessity. Perhaps your editor is ever and always in fear of lacking copy, in spite of the loads of information that come to him from all the wires switched on to his private office.

Urged on as you are by the double obligation of using the matter you receive and using it quickly, you do not compose your paper, you fill it up.

Thereupon someone remarked to me: "After all, the American journalist gives what the American reader asks for—his general level of culture is low—and he is proportionately eager for everything."

Here we touch on the old problem. Does the newspaper influence the reader, or the reader the newspaper? I was called up to examine that question two years ago, at the first Summer School organized at Salzboung, by the Women's International League under the presidency of your illustrious fellow countrywoman, Miss Addams. I insisted on the influence of the public on the paper.

We cannot deny that influence, neither can we deny the other. And I believe more keenly than ever that it is the con-

FT. WORTH DEAL COST HEARST \$375,000

Allison Announced Sale of Record April 1, After New Owners Had Reorganized It—Subscription Rates Raised

(By Telegraph to Editor & Publisher)

FORT WORTH, Tex., April 2.—The Fort Worth Record of April 1 contains an announcement by J. H. Allison that he has disposed of his interest in William Randolph Hearst. In his statement, Mr. Allison, in addition to thanking his directors and employees for their support, loyalty and friendship, states that in disposing of the Record to Mr. Hearst he sought only to provide Fort Worth with a metropolitan morning newspaper amply featured and financed, and bespeaks that same cooperation for his successor, D. D. Moore, formerly publisher of the New Orleans Times-Picayune, who is representing Mr. Hearst's interests in Fort Worth.

The Fort Worth Record Company succeeds the Record Company, the new corporation assuming all obligations, incumbrances and debts of the former firm. The total consideration for the property was approximately \$375,000.

Officers of the new company are: D. D. Moore, president and publisher, W. G. Turner, vice-president; John T. Gough, secretary-treasurer and business manager; Flourmery & Smith, attorneys. The new board of directors are William Randolph Hearst, Robert W. Flourmery, W. T. Ladd, D. D. Moore, W. G. Turner.

Leonard Worthington, former vice-president and editorial executive, remains with the new company in the editorial department. John S. Gough succeeds H. E. Grimes as business manager and T. D. King remains as mechanical superintendent. It is understood that no other changes are contemplated at present in the staff personnel.

During the last month, while the owners have been taking over the property, there has been added to the Sunday the twenty-page American Weekly Magazine and the comic section has been increased to eight color pages. The subscription price was increased from 60 cents per month to \$1 per month, beginning April 1, and from five to 10 cents per copy on Sunday.

Telegrams of congratulation from the Chamber of Commerce and prominent Fort Worth business men were sent to Mr. Hearst welcoming him to Fort Worth newspaperdom. Fort Worth is the smallest city in which he has a newspaper property.

Mr. Allison has made no statement as to his future plans or connections. He was president of the Southern Newspaper Publishers' Association in 1919-1920.

WANT NOVA SCOTIA RADIO

Crandall Asks License to Erect Plant on American Publishers' Behalf

Formal application to the Department of Marine, Ottawa, has been made by C. F. Crandall, president of British United Press, on behalf of American Publishers' Committee on Cable and Radio Communications, for license to erect and operate a wireless station on St. Margaret's Bay, Nova Scotia. For nearly a year an experimental station of moderate power has been operated at Halifax, despatches having been relayed thence by Western Union to New York, Chicago and other centers. This service has proved so successful that larger station is desired. Stations overseas will be

at Leafield and Northolt, near London; San Paola, Rome, Lyons and Moscow. Department of Marine will give its decision shortly.

HEARST ANNOUNCES BALTIMORE PURCHASE

Thayer and McCabe Sent to Supervise Editorial Work on News and American—Latter Paper in New Type Dress

(By Telegraph to Editor & Publisher)

BALTIMORE, Md., April 6.—Announcement by William R. Hearst of his purchase from Frank A. Munsey of the Baltimore News and American is made in today's editions of those newspapers over the signature of Mr. Hearst. His statement follows:

"This newspaper has been purchased from Mr. Frank A. Munsey by Mr. William R. Hearst, who publishes daily newspapers in Atlanta, Washington, Rochester, Syracuse, Boston, Detroit, Chicago, New York, Milwaukee, Los Angeles, San Francisco, Seattle and Fort Worth. Mr. Hearst will endeavor to manage this newspaper in connection with his many other newspapers throughout the country for the benefit of this great city and of its citizens."

The News and American today also publish a message from Governor Ritchie welcoming Mr. Hearst to Maryland.

The American appeared yesterday in its new Hearst dress. The News retains its old make-up, so far.

John E. Cullen, who is to have the general management of both papers, has been here all week.

William Roscoe Thayer, who, it is said, will have general editorial charge of both papers, is in town getting ready to take hold. Mr. Thayer left New York Monday night. His name appeared in the New York American's semiannual statement of ownership and circulation that morning with the title of editor, a post in which W. R. Hearst has usually been named in the Government statements.

The American's new features include two main news sections, Arthur Brisbane's Today column, Edwin J. Clapp's financial column, B. C. Forbes on business, Damon Runyan and Bugs Baer on Sports, 4 pages of sports, 4 financial pages, a full page of comics, 2 magazine pages, a new editorial page.

(By Telegraph to Editor & Publisher)

SYRACUSE, N. Y., April 5.—Robert C. McCabe, managing editor of the Syracuse Telegram and Sunday American, left today to become editor of the Baltimore Evening News. The local Hearst management announced he will be succeeded in Syracuse by Ray Murdoch, who has been Sunday editor since the paper started last October. Mr. Murdoch is a Syracuse man and was formerly with the Syracuse Herald and the Boston American.

RADIO DEBATE AT SANTIAGO

United States Urges Early Pan-American Conference on Wireless

Action on regulation of radio communication is being discussed at the Pan-American Congress in session at Santiago. The United States delegation is recommending the early convocation of a Pan-American Radio Conference in Washington.

Brazil and Chile want to wait until after a similar conference in Geneva next October under auspices of the League of Nations.

A Chilean delegate, Alcibiades Roldan, urged that all ruins of archaeological value be declared the property of the state, and that American governments establish museums and libraries for the preservation of relics and historical documents.

VICTOR HANSON BUYS IN MONTGOMERY

Major Screws' Heirs and C. H. Allen Sell 75 Per Cent Interest in the Advertiser—Sheehan Holds His Stock

Victor H. Hanson, publisher of the Birmingham News, this week purchased a three-fourths interest in the Montgomery Advertiser, of which he was advertising manager several years ago. His purchase includes the 50 per cent holdings of the heirs of the late Major W. W. Screws and the 25 per cent interest held by Charles H. Allen, hitherto publisher of the Advertiser. Capt. W. T. Sheehan retains his one-fourth interest and will be associated with Mr. Hanson as vice-president and editor. Mr. Hanson has been elected president of the Advertiser Company and R. F. Hudson remains as secretary-treasurer.

Though Mr. Allen has disposed of his stock interest, he will remain with the paper as assistant to the publisher in charge of business.

No changes will be made in personnel at this time, Mr. Hanson announced, but in the near future it is planned to expand the organization and news service and add features. Grover C. Hall, who has been associate editor and editorial writer for 13 years, will be continued in that capacity. The Kelly-Smith Company will continue to represent the Advertiser in the national advertising field, as it does the Birmingham News.

"A dream that had its beginning 28 years ago has been realized," Mr. Hanson stated in his front-page editorial announcing his purchase to Advertiser readers. He continued with the statement that he went to Montgomery then as a boy to try for his first real job. His salary was \$10 a week and his work was circulation solicitor on the Advertiser. "As that boy worked and managed by dint of toil and striving to accomplish things for the Advertiser, a dream of some day owning the paper and directing its policies arose in his mind. That dream has come true," he declared.



VICTOR H. HANSON



CAPT. W. T. SHEEHAN



CHAS. H. ALLEN

A fellow "cub" of the new proprietor was Capt. Sheehan, then a police reporter on the Advertiser, at a salary of \$9 a week. Capt. Sheehan has had 22 years' continuous service with the paper, and has been its editor for over a decade.

Mr. Hanson's service with the Advertiser ended in 1909, when he resigned as advertising manager to become vice-president and general manager of the Birmingham News. In 1910 he purchased a controlling interest in that paper, and two years ago he bought out the holdings of Frank P. Glass, now a part owner of the St. Louis Star.

Leading newspapers of Alabama's three largest cities are thus brought under the control of two men—Mr. Hanson, with the Birmingham News, evening and Sunday, and Montgomery Advertiser, morning and Sunday, and Frederick I.

Thompson, with the Birmingham Age-Herald, morning and Sunday, and the Mobile Register, morning and Sunday, and Mobile News-Item, evening. The Birmingham Post is a Scripps-Howard newspaper. The Montgomery Journal and the Montgomery Times are owned and operated by local newspaper men.

CONVENTIONS ATTRACT RECORD ATTENDANCE

Ad Bureau Banquet Committee Engages Extra Room for Late Applicants—Several Additional Meetings Scheduled

The largest attendance of newspaper publishers at any annual convention week in history is forecast by EDITOR & PUBLISHER's poll of the membership of the Associated Press and American Newspaper Publishers' Association, which was about half completed this week. With most of the states beyond the Mississippi still to be heard from, as well as several Southern States, over 370 members of either organization had stated their intention to be present in New York from April 24 to 27. This is confirmed by the Bureau of Advertising, which has applications for seats at its annual banquet which exceed the capacity of the Waldorf ballroom. The Bureau has engaged the Waldorf Apartment, which opens into the ballroom and can accommodate 100 additional guests.

The dinner will be held on the night of April 26 and it is announced that the doors will be opened at 6.45 promptly.

President Harding has indicated his desire to be present and the committee is holding a place for him on the program. Louis Wiley, of the New York Times, will be toastmaster and Lord Robert Cecil, now on tour in behalf of the League of Nations, will be one of the speakers. Others will be Senator George Wharton Pepper, former Ambassador James W. Gerard, James A. Emery, counsel for the National Manufacturers' Association, and Will Rogers, who is said to have some new spicy observations on the newspaper business and its makers.

Members of the Associated Press will hold their annual meeting April 24, with the annual luncheon at noon. No announcement has yet been made as to luncheon speakers.

Newsprint and typographical schools are likely to be the principal topics at the convention of the American Newspaper Publishers' Association, which, as usual, will meet in the Astor Gallery of the Waldorf-Astoria on April 25.

Hardening of the spot market in the past three weeks has been marked, 4 cents f. o. b. mill being the best price quoted by reputable brokers. Increased consumption of newsprint is also unchecked throughout the country, due to heavy advertising both local and national and to an upward trend in circulations. It is thought likely that retail business will continue to improve and that this class of advertising will show notable gains, resulting in further demands on the paper mills. These factors are liable to put the manufacturers definitely in command of the market after July 1 unless the newspapers adopt a plan of conservation at the conventions and put it into effect immediately thereafter.

Shortage of machine operators has been a leading topic for several years and it is not likely to hold less interest this year, according to inquiries received by EDITOR & PUBLISHER in recent months. It is not yet known what action the convention will take in this matter, but the activities of the A. N. P. A. in the education of printers and operators have been steadily expanding with each convention.

The time-limit for the purchase of railroad tickets under the reduced fare plan secured by the American Newspaper Publishers Association for members coming to New York for its annual convention, April 25-27, has been advanced one day in each territory and extended for the return journey up to and including May 5 from New York. This was an

(Continued on page 25)

MEMPHIS BLAZES TRAIL IN JOINT BANK ADVERTISING CAMPAIGN

Savings Institutions Thoroughly Sold on Newspaper Space After Series of Advertisements Explaining Financial Methods

By HAMMOND EDWARD FRANKLIN

NEWSPAPER ADVERTISING, thanks to the constructive work of progressive bankers and newspaper and agency men, has made an excellent start at "taking the mystery out of banking." There is much still to be done, however.

What advertising will obtain results for the individual bank? How should a bank use newspaper space? How can banks advertise collectively with real effectiveness? These are recurring questions of interest to banker and newspaper executive alike.

Memphis, has been having a co-operative educational campaign conducted by its banks which deserves to rank among bank advertising of first grade. What has been done in that city of 175,000, with each bank (regardless of size) paying an equal share of the cost, is suggestive of what might be done in many other communities.

The idea was originated by the late Dwight Armstrong, vice-president of the Commercial Trust & Savings Bank. Martin F. O'Callaghan, advertising manager of the Union and Planters Bank & Trust Co., sat in at a conference on the subject of joint advertising, with each bank represented. In speaking for his institution, which, incidentally is a member of the Federal Reserve System, Mr. O'Callaghan was lukewarm over the idea of "ready-made copy." He explained that he thought something with more of a punch and more intimately adapted to the local banks was desirable. The job, therefore, was "put up to O'Callaghan." That is why the series of twelve full page pieces of copy were copyrighted by him.

J. H. Fisher, secretary of the bank of Commerce & Trust Company, was chairman of the advertising committee, assisted by L. C. Humes, vice-president and cashier of the Guaranty Bank & Trust Company, and L. Y. Williamson, vice-president of the Central State National Bank. The copy was signed by the twelve banks who financed the advertising.

A box at the left in each advertisement explained:

"This is No. — of a series of talks from the undersigned banks, designed to take the 'mystery out of banking' and to make you realize that we are striving to build our business on your friendship, whether or not you are now a bank depositor.

"Understanding must precede friendship, hence, we want you to understand our true relation to the community and the motives under which we operate."

This boxed explanation quoted, appeared under the heading, "You and Your Bank." At the left beside the list of banks at the bottom appear a right-angle ruler, with this adjuration, "STICK to this rule: Save a part of every dollar you earn." At the lower right in each piece of copy a quotation on thrift from a famous man was printed, a new one with each advertisement.

The first advertisement was built on the theme, "The banker—the community's trustee." It showed how the large and small bank alike serves the community.

The second, headed, "Before you invest—investigate through your banker," showed a woman consulting with her banker. It declared that \$10,000,000 was lost during the "silk-shirt" period from 1917 through 1920 in "dry holes and other propositions which came to grief or never materialized." Many people in the community had never known the banks would advise them on such a subject.

A full page appeared each Wednesday. On the third week the advertisement, headed, "Thieves know where to look for hidden money," was a bid for those many hidden-away dollars which

are in every city. The copy said in part:

"Ever so often one can pick up a daily newspaper and find reports of the loss of money kept around the house. Not so long ago in Memphis an old man had \$900 hidden under the bed clothing. A friend learned of the treasure and it disappeared."

"About the same time a barn in Knoxville, Tennessee, caught fire and \$700 in currency that had been hidden there went up in smoke. In January of this year, Robert R. Burr, tile setter, 122 C Street, Washington, D. C., reported to the police the loss \$6,140, the savings of forty years, which he had been accumulating in an old trunk. Thieves entered the house during his absence, with a duplicate key, having apparently learned of the hoard, as thieves will."

As a positive example of the value of keeping money in the bank, a clipping from the Memphis Commercial Appeal was published telling how a nearby young woman on March 30, 1867, deposited \$400 in the Winsted (Conn.) Savings Bank. This was never withdrawn or increased, but, through compound interest, her account today shows \$3,979.12.

"Why the clearing house?" explained in simple terms just how the city's clearing house functions.

The next advertisement described the many reasons "Why banks solicit small saving accounts" and appended a table showing how fixed monthly savings from \$3 to \$50 grow at 3 per cent per annum interest compounded twice a year. Another explained why exchange charges are necessary.

Under the heading, "Be sure to speak to an officer about it," an advertisement, below a reproduction of the interior of a typical bank, said:

"The management of a bank is conducted by the official staff under the direction of the board of directors. The board of directors, as you know, is composed of stockholders in the bank who are leaders in the business and professional life of the community.

"The official staff of the bank is made up of a president, one or more vice-presidents, a cashier, and one or more assistant cashiers, and in the case of some banks, other titles such as secretary, treasurer, trust officer, assistant secretaries, assistant treasurers, assistant trust officers, and so on.

"The men and women who receive your deposits, and cash your checks are called 'tellers' and not 'cashiers,' as some people think. The cashier of the bank is one of its principal officers, and really in the smaller towns, the cashier is most often 'the bank.'

"The undersigned banks are anxious to prove worthy of all worthy business and desire to provide the Memphis community with a banking service lacking in no details to meet the public's idea as to courtesy, promptness and efficiency.

"Therefore, should you at any time ever have a misunderstanding with any of the employees of the undersigned banks, you are asked not to ascribe the fault to the management of the bank, but you are earnestly requested to bring the matter to the attention of one of the officers, and you may be sure that a satisfactory adjustment or explanation will be forthcoming.

"It is impracticable for the officers of the undersigned banks to daily supervise every con-

tact its patrons have with the bank in the routine of business, and consequently it is not probable that at times occasions might develop which would reflect on the service and courtesy of the bank unless an officer was given the opportunity to handle the matter personally. You are asked to co-operate with us to serve you to better advantage."

"Prompt pay and high credit" was made the keynote of an advertisement which featured the importance of meeting obligations with stores and shops of Memphis when due and stressed the help of a checking account for paying bills.

"Do you know how to bank?" queried another advertisement, which explained many little details the average person wots not about.

Not only Memphis citizens but people in the communities around read the series with interest. After a piece of copy, headlined "Who wants to impose on good nature?" told why banks cannot countenance overdrafts, country banks wrote in of customers who said they never had appreciated what overdrawing meant before.

Another advertisement boldly asked, "Are bankers cold-blooded? If so, why?" This page then explained just why the banker has to use care in his loans, why he asks for collateral security, why frankness is important between banker and borrower, and why C. P. A. statements are preferred to memoranda statements.

The last advertisement was on the theme, "Think of your banker as a friendly adviser." It closed with this vaudeviatory:

"This is the last of a series of twelve articles published by the undersigned banks for the purpose of taking the 'mystery out of banking' and to make you realize that we are striving to build our business on your friendship. We have undertaken this publicity campaign at considerable expense and without hope of monetary returns. If we have shed information and understanding where they are needed, if we have made you see us as we see ourselves, public servants who conserve and protect the earnings and wealth of the community, who are interested in helping every one to prosper, then we shall count the effort of this campaign well spent and profitably so."

The bankers of the city were very much pleased with the campaign and feel it helped them to appear before their customers and prospective customers in a true light.

"It is to be assumed that every progressive bank advertises," said Mr. O'Callaghan, when asked to give his viewpoint on what constitutes successful bank advertising. "I consider advertising as essential for banks as any other part of the internal plans and policies.

"To keep its name before the public constantly and favorably is essential to the growth and progress of a bank, in my opinion, not only to attract notice from non-customers, but to make customers feel that they are doing business with an alert, progressive and accommodating institution, for in advertising a bank of course assumes the obligation to be these things, and it is necessary to keep your customers sold on your service.

"Collective campaigns" have a value where educational work is desired. The cost of such work is reduced considerably and given added force. Later on, they

could come back individually to individualize each bank's service.

"As soon as any bank commits itself to an advertising campaign, it must first seek to establish in the public mind a personality of its own, and to build that personality persistently and consistently, typographically as well as through copy. For our own bank, we have a type face that we stick to, which, while dignified, is bold and forcible.

"I am firmly of a belief that the more a bank advertises, the more business it will get, and, on general principles, I see no difference in a bank's advertising problems from those of any mercantile establishment. Public patronage is the goal sought for; public service is the thing offered.

"More advertising should be sold to banks, and can be, on the basis of results.

"When I speak of advertising for banks, I instinctively think of the newspaper. Space in the newspaper, in my opinion based on experience, is the best investment a bank can make for advertising purposes, since the newspaper goes into the home daily, is looked for and read eagerly and regularly, if the editorial and news policy is what it should be. Although I am speaking of the daily newspaper in cities, as much can be said of the country weekly which gets close to the people of the community."

MANAGES READING TRIBUNE

A. E. McGavin, Formerly Receiver for Reading Standard Co.

On April 1 Arthur E. McGavin of Reading assumed the duties of general manager of the Reading (Pa.) Tribune. Lately, Mr. McGavin was receiver for the Reading Standard Company. He came from Detroit five years ago.

George S. Pomeroy, Jr., member of the firm of Dives, Pomeroy & Stewart, Reading's largest department store with branches in several other Eastern Pennsylvania cities, who has been president of the Reading Tribune, Inc., becomes its publisher.

Frank Jacobs has been appointed mechanical superintendent. He came from Johnstown (Pa.) where he was superintendent of the Johnstown Ledger.

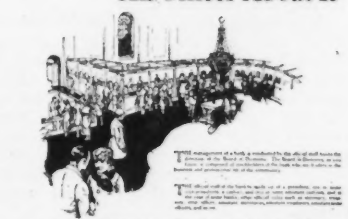
Greenville (Ohio) Dailies Merge

With the recent merger of the Greenville (Ohio) Daily News and the Daily Tribune, the latter publication, the oldest newspaper in Darke county, lost its identity. The new product is known as the Daily News-Tribune.

Tax Proposed on U. S. Magazines

A resolution has been introduced in the Canadian House of Commons proposing a tax of 15c per pound on the advertising pages of United States publications entering Canada, or an alternative of 10c a pound on the entire magazine.

Be Sure to Speak to An Officer About It



STICK TO THIS RULE: Save a part of every dollar you earn. This advertisement includes a list of banks and their addresses in Memphis.



Do You Know How to Bank?

A grid of small advertisements for various banks, each with a small illustration and text.



Thieves know where to look for hidden money

A grid of small advertisements for various banks, similar to the 'Do You Know How to Bank?' section.

Memphis has been having a co-operative educational campaign which deserves to rank among bank advertising of the first grade. What has been done in that city of 175,000, with each bank (regardless of size) paying an equal share of the cost, is suggestive of what might be done in many other communities. Here are three samples of the copy used.

TEXAS OIL STOCK FRAUDS REVEALED BY ADVERTISING CLUBS

National Vigilance Committee Dug Up Evidence Against Promoters on Which Government Has Just Acted

ONE of the most decisive blows yet struck at the fake oil stock game was delivered this week by the Federal Government at the instigation of the National Vigilance Committee of the Associated Advertising Clubs of the World, which has conducted a long campaign against the business of swindling the public and had dug up the proof of the activities of certain individuals and firms for use in prosecution. The denouement came when Government warrants were issued April 2 against 26 Fort Worth promoters, who were accused of swindles aggregating \$100,000 daily.

Fourteen of those for whom warrants were issued were arrested the first day. Of these 13 gave bail aggregating \$180,000. Trials are scheduled next week in United States Court at Fort Worth. The 14 arrested were:

Seymour E. J. Cox, associate of Dr. Frederick A. Cook, "Arctic explorer."

B. S. Henninger, official of the Petroleum Producers Company, Dr. Cook's outfit.

John C. Verser, Albert H. Sheppard, William C. Meissner, John C. Geurin, all of the Revere Oil Company.

Charles D. Spann, attorney for the Texas Mexia Drilling Syndicate.

J. Frank Heard, trustee for the Borado Oil Syndicate.

J. W. Carruth, Hog Creek Carruth Company.

A. R. Ekman, W. P. Welty, Petroleum Producers Company.

B. M. Hatfield, Texas Mexia Drilling Syndicate.

Charles Schwerin, H. H. Schwartz, of the General Lee interests.

Geurin was charged specifically with writing catchy literature full of golden promises for the Revere Company.

The cleanup campaign in Fort Worth is a signal victory for the National Vigilance Committee, which for years has been accumulating voluminous files on oil stock promoters. This placed the committee in a position to begin last year a sweeping investigation of the Texas oil frauds which have been conducted largely through the mails. A series of special bulletins were issued beginning December 2, after Edward A. Schwab, the committee's special representative, had spent some time in Texas. These bulletins minced no facts, and mentioned names of companies and men engaged in the age-old game of flimflaming the public.

The information gathered by Mr. Schwab also was turned over to the postal authorities.

The vigilance committee gives special mention for courageous work in connection with the expose to the Fort Worth Press, edited by Leon M. Siler. The committee and its 40 Better Business Bureaus in the larger cities of the country have been conducting a campaign to advise the public that "Before you invest, investigate." This service is now being broadcast to Chambers of Commerce and hundreds of small investors have taken heed. It is the committee's hope that the present revelations will arouse the attention of hundreds of thousands.

Various means were adopted by the fakers to unload their worthless stock onto the public, such as faked photographs, lying advertisements and misleading statements. In several cases periodicals were printed at no little expense for the sole purpose of boosting these stocks.

"These promoters capitalized the tremendous power of national advertising," said a representative of the National Vigilance Committee to EDITOR & PUBLISHER Thursday. "They reached into every corner of the land with their lurid literature and have succeeded in selling their questionable stocks to hard-headed business men who were merely tempted to

take a 'flier' in the hopes that some of the promoters' promises of fortunes made over night might come true. They have reached into the rural districts, gathered funds from small clerks and widows and were particularly active in their campaigns when the United States Government Treasury Certificates expired and the money became available either for reinvestment in safe government securities or investment in these widely advertised oil promotions.

"Great quantities of small sums put aside for the rainy day have come forth at the barometric call of the promoters. The influx of wealth from every conceivable source flooded their ever hungry purses. It is alleged that one of the large oil promotion enterprises found it necessary to keep a crew of men working night and day opening the mail which brought in the checks.

"It is interesting to note that most of the promoters' companies hold properties in the Smackover (Arkansas) field, yet they operated from offices in Texas. The reason for this is due to the fact that the oil promoters cannot advertise in the Arkansas newspapers unless they have complied with the Blue Sky law of that State. The promoters have frankly stated that in their estimation the require-

ments of the Arkansas Blue Sky law are too stringent for them. They prefer to organize under the so-called "Declaration of Trust" or "Common Law Agreement," and sell their stock to the people of other States.

"The Arkansas Blue Sky law limits such companies to 15 per cent commission for the sale of stock in Arkansas and the law does not recognize any company organized under the trust agreement. The measure also censors their advertising and the promoters say that unless they can advertise 'guaranteed gushers' or '500 per cent on your money refunded,' they cannot sell the stock. The State Banking Department at Little Rock takes the position that if it is necessary to use such representations in the sale of oil stocks they should not be sold to the credulous public.

"A salient point demonstrated by the operations of these promoters is the fact that once a person has been stung it is easier to sell him again. For this reason the so-called 'merger' plan has been the most outstanding success for the sale of stock. Under this scheme the company recruits stockholders from the ranks of failing or defunct oil companies to re-enlist with the new company by an even exchange of stock with 25 per cent cash payment of their holdings in the old or original company.

"Another effective means of boosting their propositions is through the publication of their own newspaper. The promoters have been forced to this expedient because of the fact that the majority of legitimate newspapers in the United States will not now accept the flamboyant type of copy which is submitted to them by the enterprise."

THE LONDON CONVENTION

From the Advertising World, London.

THE executive of the Associated Advertising Clubs of the World having, as we believe, satisfied themselves as to the entire suitability of London, England, as a Convention centre, preparations for the great gathering of 1924 will soon be in full career.

We are assuming, as we may surely do without taking too much for granted, that the matter is now settled in all but formal ratification by this year's Convention.

The advertisers and advertising men of Great Britain much appreciate the compliment paid them by an organization preponderantly American in proposing to hold the Convention in this country, and are determined to show their guests from overseas that no mistake was made when London was selected as a meeting place.

There will be a long journey for many of those who attend the Convention, but we dare to promise them an adequate reward at the end of it.

London itself is rather an interesting place from whatever angle it may be regarded; and the rest of the country is within easy reach of it, so that much may be seen in a short time.

There are not only numberless places of historic interest and natural beauty to be visited by way of lighter recreation, but also world-famous centres of production and distribution even more alluring to serious students of modern industrial and commercial problems.

Great Britain is, in fact, pretty closely packed with things well worth attentive examination, and it is a decided advantage from a Convention point of view that these are contained within such relatively narrow bounds.

We propose to give our friends a busy time during their visit to us, but can promise them that if they may occasionally be tired they will never be dull.

With regard to the special interests of the Convention, efficient advertising in all its manifestations and relationships, we look forward confidently to a full series of solid and useful lectures, papers and debates, and to that free and informal interchange of ideas and opinions which is, perhaps, still more vital and stimulating.

If it is bad form to "talk shop," the form of all of us will no doubt be abominable.

From our American friends, who have to their credit such a long list of great achievements in the advertising field, we expect to learn a great deal; and with all our natural modesty believe we shall be able to offer them a little something in return.

In any case it will probably be no bad thing for them to meet in an environment different in many ways from that to which they are accustomed. The influence of new surroundings is subtle but patent. It is the grand corrective of narrow views and also of cramped perspective.

It may safely be said that no one of our advertising men ever crossed the Atlantic without being the better for it. To some small extent, at least, we think our American guests will have a similar experience.

Rolling stones may gather no moss; but, then, we are not anxious to acquire moss, and an occasional roll is by far the best means of securing its removal.

Over here we have the reputation of taking even our pleasures sadly, but delegates to the Convention need have no fear that there will be any element of oppressive gloom in the program of work or play prepared for them.

Advertising men, even British advertising men, are anything but a gloomy fraternity. Considering the problems with which they are sometimes called upon to deal, they are, indeed, an astonishingly light-hearted fraternity. They conduct their business, work-a-day and playtime, with a heartiness and zest without which, to be sure, they could hardly succeed at all in their chosen association.

It is, of course, too early to give any details of the various suggestions which have already been tentatively put forward for one department or another of Convention activities. Some of them will in due course take shape, but they are all at present inchoate and it is impossible to predict what they may eventually become.

Whatever happens we can assure intending visitors of a warm welcome and good entertainment. There cannot be too many of them as far as the advertising community on this side is concerned.

ATLANTIC CITY ALERT FOR A. A. C. W.

Meeting Places Reserved for Several Departments—Algar Resigns as Local Club President Because of Illness

The inspirational meeting and the general sessions of the convention of the Associated Advertising Clubs of the World in Atlantic City June 3 to 7, inclusive, will be held in the big convention auditorium at the far ocean end of the old Steel Pier that extends about 3,000 feet out from the Boardwalk at the foot of Virginia avenue, not far from the Chalfonte and Breakers Hotels.

The pier is about 12 blocks from Young's Million Dollar Pier at the foot of Arkansas avenue and about 6 blocks from the Hotel Traymore, at which will be housed the executive staff of the clubs and the New York delegation.

There will be no headquarters offices as in former years, but the registration booth will be located in the entrance to the Steel Pier just off the Boardwalk.

The newspaper department (National Association of Newspaper Executives) is scheduled to meet on the roof garden of the Breakers Hotel, the old Rudolph, which will easily seat 1,000 delegates and is situated close by the Garden Pier, not a stone's throw from the Steel Pier.

The advertising exhibit will be held in the old ballroom on the pier, a room about 200 feet square.

The American Association of Advertising Agencies will assemble at the Marlborough-Blenheim and the retail advertisers' department, from which a large attendance is expected, will hold forth in the convention hall on the pier.

Despite the retirement of Leonard Algar, president, on account of poor health, the Atlantic City Advertising Club is in thriving condition and leaders of the club most enthusiastic regarding the forthcoming international convention of advertising men. The board of directors will take up the question of President Algar's successor at their meeting April 17.

Albert T. Bell of the Chalfonte is chairman of the local arrangements committee and already, sixty days in advance of the convention, has a very heavy mail. The hotels are planning for a record-breaking attendance as Atlantic City is only an hour from Philadelphia and three hours from New York. It is estimated that the British delegation will number about 150. They are expected in Atlantic City Sunday morning, June 3.

The Atlantic City Press-Union, of which Albert J. Feyl is publisher, is keenly alert to the importance of the convention and has some very ambitious plans for covering the proceedings.

Though the list of speakers is not in any shape yet for announcement, EDITOR & PUBLISHER is informed that Fred B. Smith of the Johns-Manville Company, Inc., an active figure in the work of the Federal Council of Churches and well known as an inspirational speaker, will make principal address at the opening meeting of the convention on Sunday afternoon, June 2.

Another speaker who has accepted an invitation to address a general session later in the week is Senator Walter E. Edge of New Jersey, owner of the Dorland Advertising Agency.

A. A. C. W. OFFICES MOVING

New Quarters Leased at 379 Madison Avenue, New York

New quarters have been leased by the Associated Advertising Clubs of the World at 379 Madison avenue, New York. They will occupy them May 1. Tenants in the same building are the George Batteu Company, with a floor and a half, Barton, Durstine & Osborn, who have a floor. The A. A. C. W. states that its space is more than it needs for present uses and that it has available for three years' sub-lease from 2,200 to 2,700 square feet.

THEY ARE ALL IN THE DAY'S NEWS



They call this recuperating—out in Utah. When Gussie Rae Tombs (below), society editor of the Ogden Standard-Examiner, becomes all run down from wrestling with adjectives and tea cups, she goes to the mountains for a rest and makes the ski run her favorite playground.



Digging back to the Civil War. When they want to know anything about early life in the Northwest out on the Portland Oregonian, they ask "Uncle Bill" Cuddy. "Uncle Bill" was editor of the Weekly Oregonian until that edition was discontinued. Recently they cleaned up his desk and near the bottom of the heap found many papers of Civil War date, still in their original wrappers.



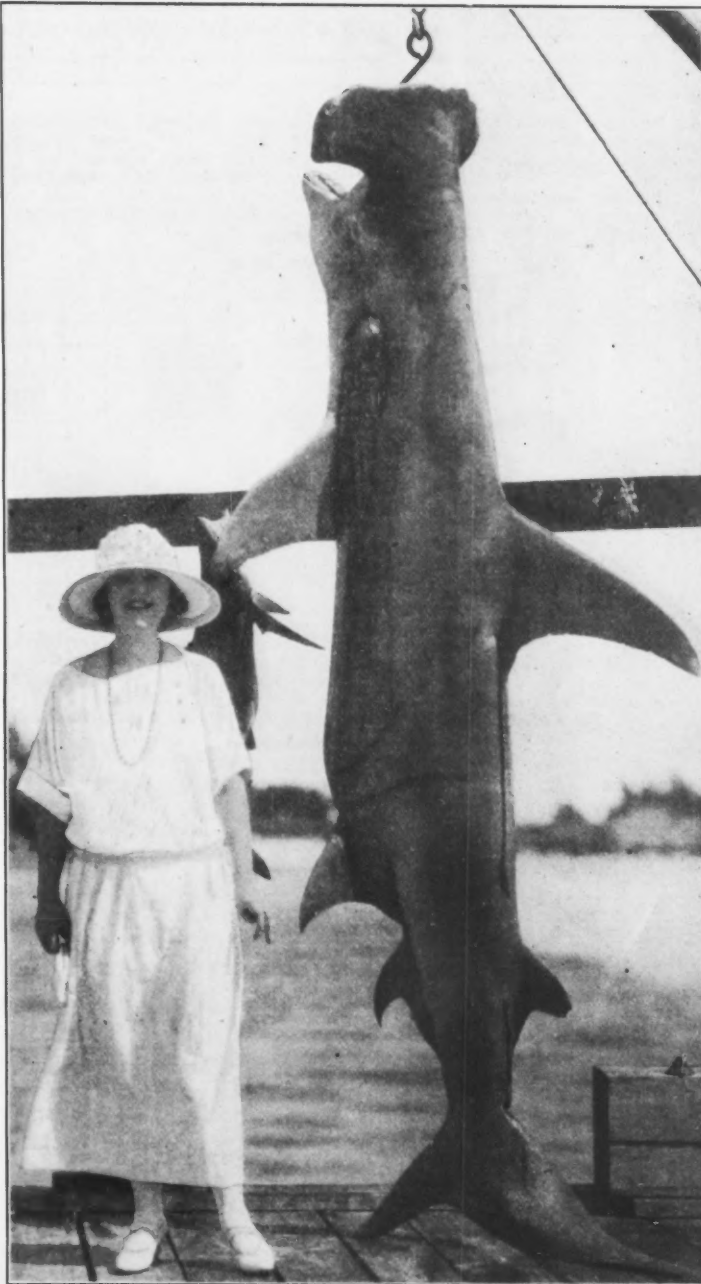
Has a fish story to tell now. David Lawrence, the Washington correspondent, has never had a fish story of his own so far as we know, but Mrs. David Lawrence (right) has a new one that makes the whole family proud. She recently caught the giant hammerhead shark which hangs beside her, while fishing at the Flamingo Pier, Miami Beach, Fla.



Flies to us. Dr. Orestes Ferrara, editor of the Heraldo de Cuba, and Mrs. Ferrara (below) are visiting for a few weeks in this country. They came by hydroplane. Besides being editor of one of Cuba's leading papers, Dr. Ferrara is a member of the Cuban Congress.



Homeward bound. Sir A. Maurice Low, Washington correspondent of the London Post, has sailed for England, where he expects to spend some months visiting with the home folks.



SIMPLE COST FINDING SYSTEM IS USED BY VANCOUVER SUN

Budget System Adopted for Departments; Only One Man Needed to Operate the Whole Proposition

By P. J. SALTER, C. A.

[EDITORIAL NOTE—The writer of this article is Comptroller of the Vancouver (B.C.) Sun.]

JUST as a filing system is efficient in proportion to the ease, economy and rapidity with which information may be stored and found, so does a cost finding system's efficiency depend upon the same factors.

Indeed, a cost finding system is a filing system with the added complexity that it deals not with specific units of information, but with figures that not only have

head would have as close, thorough and itemized knowledge of the figures of his department as the accounting officials employed especially to keep them in order.

All these considerations entered into the experience that preceded and led up to the adoption of our present system which has now fulfilled our requirements for five years and has not only proved

EDITORIAL DEPARTMENT

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE
January								
February								
March								

an intrinsic significance but an extra significance depending upon their position and relation to other figures in the system.

This fact was borne in mind when we undertook to devise a system of cost finding for the Vancouver Sun.

successful for single fiscal periods, but for purposes of comparison between month and month, year and year. As a matter of fact, the system has been unique in the fact that it tends to greater simplicity rather than to greater complexity.

ADVERTISING DEPARTMENT

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE

We endeavored to take into account not only the necessity for a complete method of filing our costs information but also the necessity for preserving the relative values of costs figures without sacri-

The entire system is operated by one man and invariably the figures are all complete by the second day of the month.

Our general overhead costs items, such as heat, light and power, interest

CIRCULATION DEPARTMENT

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE

ficing any element of the essential simplicity necessary.

It was realized that the manager of each department would have to keep closely in touch not only with his bulk expenditure but with the itemized details of his expenditure.

The cardinal principle, therefore, had to be a device whereby each department

charges, office administration, etc., are estimated, the figures being taken from the previous year's operations; these items are increased or decreased periodically to agree with the general ledger figures.

To avoid any guess work as to expenses each department is allowed for the month's operations, we have inaugurated

the budget system herewith explained. Take March for example; on the first day of the month we hand to the manager of each department his appropriation, which we arrive at in the following manner.

Circulation Department Expense.
News Department Expense.
General Overhead Department Expense.
Summary of Profit and Loss.
Circulation Summary Sheet.

NEWS DEPARTMENT

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE

The total revenue for March of last year amounted to, say, \$75,000.00; if business conditions are better this year than last, we estimate our revenue will be correspondingly higher; if conditions are adverse, we decrease the amount of revenue we expect to earn.

As an example of how our system is used, we will take the sheet of the Editorial Department.

This sheet is divided literally into twelve spaces, one for each month, and divided longitudinally into spaces for the branches of expenses, viz.: payroll,

GENERAL

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE

We then figure out how much each department is allowed to spend. If the basis of editorial expense is, say, 15 per cent, then that department is allowed \$11,250.00 for current expenses.

All departments are worked out along these lines and a specified percentage allowed for profit.

The accounting department of the Sun is equipped with an Elliott-Fisher bookkeeping and accounting machine

news, services, feature services, correspondence, telegraph, cuts, customs, stationery, miscellaneous subs; four extra spaces and a totals column.

At the top of this sheet, directly under the expense headings, we bring forward in small red ink figures, the average expenses from the previous year's operations. On the first line, immediately to the left, is placed the month of the year under review, the totals from the sheet

COMPARATIVE STATEMENT

MONTH	REVENUE	EXPENSES	NET	PERCENTAGE	REVENUE	EXPENSES	NET	PERCENTAGE

and this machine is also used in conjunction with our costing system. For instance, when the operator is posting checks, petty cash items, invoices, etc., at the same time and by the same operation these items are posted to the ledger accounts; they are also posted to a sheet bearing the same name as the ledger sheet.

At the end of the month, these sheets are totalled and carried to the cost book in columns provided for the purpose. These sheets are then handed to the managers of the departments.

There is a page for each department. These sheets are kept in a bound book, each book representing one year's transactions and bound in the following order:

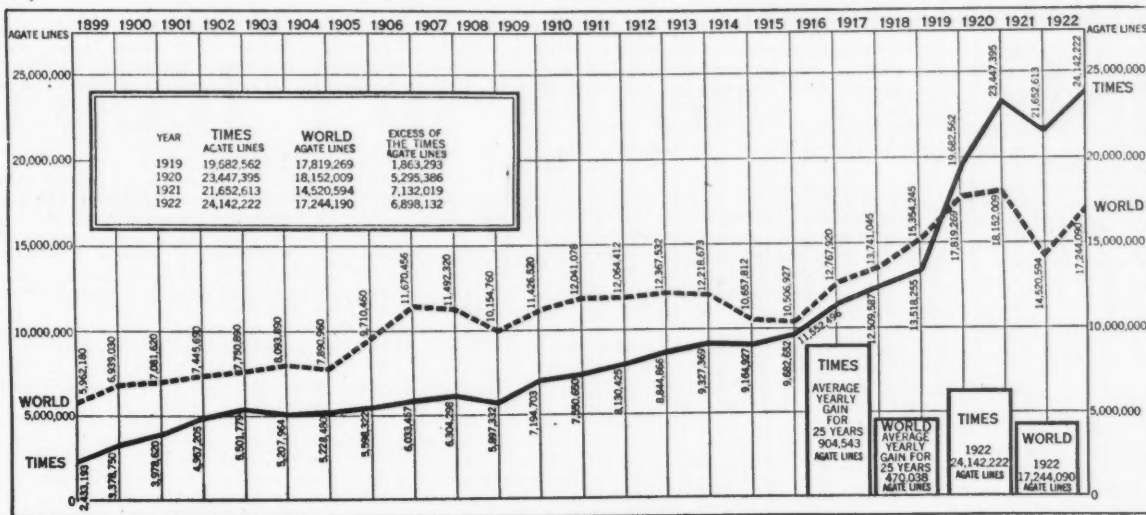
Editorial Department Expense.
Advertising Department Expense.

done by the bookkeeping machine are placed in the spaces under their respective headings. When they are all complete, a grand total is taken and placed in the column at the extreme right.

All departments are figured out in this way. These departmental totals are then totalled and the grand total placed in a column headed total expense. All departmental totals expenses are figured out on a per page basis and are placed in a column provided for that purpose. The left hand side of the summary sheet is used for all branches of revenue; this is subdivided and worked out on a per inch basis; the grand total revenue is then carried to a column headed "Total Revenue" and the difference between this and total expense represents either loss or gain as the case

(Continued on page 20)

PREFERRED

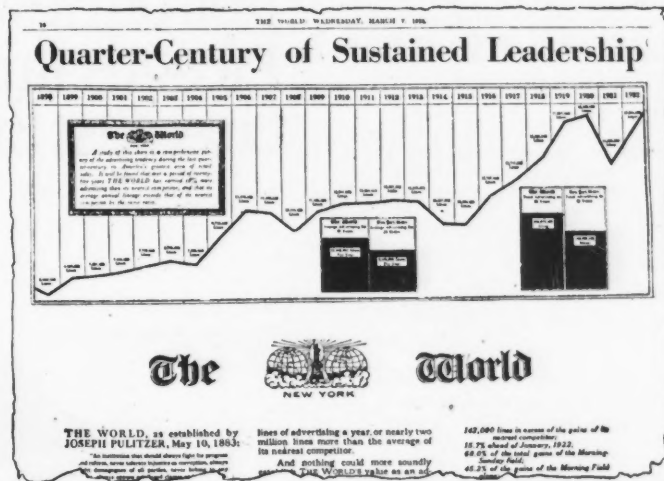


Advertising Record of the New York Times for Twenty-Five Years, 1899-1922, Inclusive, in Agate Lines.

In 1922 The New York Times published 24,242,222 agate lines of advertising—a gain of 2,489,609 lines over the previous year and 6,898,132 lines in excess of the next New York newspaper—the greatest quantity of censored advertising ever published in one year by any newspaper in the world.

In four years (since 1919) The New York Times has published 88,924,792 agate lines of advertising—an excess of 21,188,830 agate lines over the next New York newspaper.

In three months of this year The New York Times published 5,948,810 agate lines of advertising, an increase of 261,432 lines over the previous year and 1,610,616 lines more than that printed in the same period by the next New York newspaper.



In twenty-five years The New York Times shows an average yearly advertising increase of 904,543 lines as compared with an average gain of 470,038 lines in the same period by the next New York newspaper.

One hundred eighty-eight national advertisers used The New York Times exclusively in 1922 as the one morning newspaper to reach the metropolitan market.

The confidence of readers of The New York Times in the advertising in its columns is safeguarded by the exercise of censorship over all announcements.

The New York Times has a daily circulation of 350,000 copies. The sale of the Sunday edition is in excess of 550,000 copies—constituting the greatest buying power in the world.

The New York Times

"All the News That's Fit to Print"

TIMES SQUARE

NEW YORK

DAYS WHEN YE ED KEPT GUN HARD BY TOLD IN ARKANSAS CHRONICLES

F. W. Alsopp Writes Vividly of His State's Press History for the Past Century; Other Books and Literature Newspaper and Ad Folks Should Read

By JAMES MELVIN LEE

Director, Department of Journalism, New York University

EVERYBODY who is connected in any way with the newspaper press in Arkansas knows Fred W. Alsopp, business manager of the Arkansas Gazette. His connection for over thirty years in the business management of what can safely be said the greatest newspaper in that State admirably equips him to chronicle the history not only of his own paper but also that of other Arkansas papers. This he has done in the "History of the Arkansas Press for a Hundred Years or More" (Parke-Harper Publishing Company, Little Rock).

But the book has much that will interest all newspaper men. W. E. Woodruff, the founder of journalism in Arkansas, was a typical pioneer editor. The story of how he procured a second-hand screw press and some fonts of type, how he put his outfit on two hollow logs lashed together, and how he floated his plant down the Arkansas River and finally began the Gazette at the post twelve miles south of the present town of De Witt, grips the attention of the reader more than some recent novels based on newspaper life. In those days a pistol was just as much a part of the equipment of an editor as a press. Those who applied for a job on the staff were asked whether they could fight as well as write.

Most of the book, however, is devoted to sketches of papers published in the different counties in Arkansas. A vote of thanks should be extended to Mr. Alsopp by the State Press Association for preserving in permanent form such detailed histories of individual papers. The book is well illustrated and has a very complete index.

One paragraph from the preface is worth quoting by way of conclusion:

The doctor passes away, and leaves no written record of his misdeeds. When he loses a patient, he seldom goes to his funeral. The lawyer leaves no record, except in a few printed speeches, some briefs, or the court records, which few people have access to. But the work of the newspaper man lives after him in the printed page, although that is often the only memorial he gets.

THE ASSOCIATED ADVERTISING Clubs of the World are directly responsible for a series of books that constitute an encyclopedia of advertising. For this series, Noble T. Praigg has compiled a comprehensible digest of the addresses before the seventeenth annual convention held in Milwaukee last June. His volume is entitled, "The Advertising Year Book for 1922" (Doubleday, Page & Co.). This convention was reported so fully in the columns of the EDITOR AND PUBLISHER that it is unnecessary to go into detail about the contents of the volume, especially rich in material relating to media. Anyone who opens the book at random will find such interesting material as how pictures in newspaper advertising sell more goods; when publicity is real news; what should be told in financial advertising; how to enliven bank advertising with news interest; how to sell technical products to non-technical prospects; how advertising gives industry four points of contact; why advertising should be keyed; what are the newspaper obligations to the public; how newspapers can co-operate with advertisers; how newspapers can further church advertising; where the poster fits in with the advertising plan; why posters pull; how the Associated Advertising Clubs of the World are prosecuting directory fakers; what purchasers of advertising space want to know; where specialties fit in the advertising campaign—

but why compile an index of the volume? Mr. Praigg is to be congratulated for the rare skill with which he has wielded the blue pencil. The specialist will find the book especially helpful because it surveys the advertising field as a whole.

J. G. MUDDIMAN, author of the chapters on journalism in "The Cambridge History of English Literature," has just published "The King's Journalist—1659-1689" (John Lane, London). This is a biography—told to a great extent in connection with the political and press history of the times—of Henry Muddiman, journalist first of all to General Monck and later to the last two Stuart Kings. As Muddiman founded the London Gazette in 1665, the full story of the setting on foot of this, the oldest surviving European newspaper, occupies an important place in the volume. The necessary research work has produced much new material about the careers of several of Shaftsbury's journalists, particularly that of Benjamin Harris, one of the first American journalists.

IN THE PUBLISHING of pamphlets of practical value for the working press, the School of Journalism at the University of Missouri has been a leader. The latest bulletin in its series is entitled "The Journalism of China," and is from the pen of Don D. Patterson, assistant professor of journalism. It gives the results of the author's observation made during his stay of three years in that country as business manager of the Weekly Review of Shanghai. The pamphlet, while chiefly historical and descriptive, is not without practical value for advertisers as it contains a list of Chinese newspapers. It may be obtained upon application to Walter Williams, dean of the School of Journalism, University of Missouri, Columbia.

A BOOK WORTH MORE than a stick of type in this department is "Stickfuls," by Irvin S. Cobb (George H. Doran Company). Long before Cobb was the highest paid short story writer in America, he had top of column position as one of the best reporters on Park Row. Part I tells how, in three takes, Cobb got his jobs on New York newspapers. Part II, among other things, tells the inside stories of several big interviews. On the theory that "now it can be told," Cobb prints the deleted

remarks of Lord Kitchener which, had they been printed originally, would have provoked even more controversy. His reason for "killing" such significant utterances was that Kitchener would have blue penciled them if an opportunity to read the original draft of the interview had been afforded.

From a practical point of view, the distinct contribution of the book is Cobb's opinion of the news value of scoops and beats. A good take from the book is the chapter entitled, "Leaves Out of my Thrill-Book." If Cobb published this book as a query to the public whether it wanted a complete biography, the answer can safely be sent by wireless, "SEND FULL STORY."

WHEN I WAS EDITOR of Judge, I received many letters from young men and women who wanted to become cartoonists. Usually these letters asked me to recommend some practical book on the subject. Unfortunately there was none. This need has now been met by Manuel Rosenberg, cartoonist for the Cincinnati Post, who has just published a book of practical advice for those who want to use their talents to tell the news in pictures. This book, published by the author and entitled, "The Manuel Rosenberg Course in Newspaper Art," consists of 71 lessons in cartooning, making newspaper maps, sketching assignments—in fact, everything connected with the technique of newspaper illustrations. Mr. Rosenberg doesn't hesitate to show those tricks of the trade which he has learned during his ten years of service in

the art department of important dailies. He has kept constantly in mind the needs of the amateur rather than those of the professional cartoonist. To illustrate his points he has used such sketches as he has found helpful in his own newspaper work. Even the professional cartoonist will find the book helpful. Because fundamentals have been so clearly and succinctly explained, I may add that the book is interesting even to the layman.

THE NEW INTERNATIONAL large type edition of "Roget's Thesaurus" (Thomas Y. Crowell Company) is just as necessary a part of the equipment of the copy desk as shears and the paste pot. The volume should be available for every reporter. For that matter, I don't see how any literary craftsman can get along without it. The new edition is much better for desk purposes than the old. In addition to synonyms and antonyms, the volume contains an indexed list of affirmative terms so complete that it will satisfy demands of the most critical copy desk.

THE WORLD'S WORK for April publishes another of "My Best Stories as an International Reporter" by Philip Gibbs. This second "take" from the series has anecdotes and royalty, some close-ups of King Edward VII, and an interesting chat about the coronation of George V. Mr. Gibbs prints the following epigram by King Ferdinand of Bulgaria: "Press photography is not a profession, it is a damned disease."

Detroit News Rotogravure Exceeds this Advertiser's Greatest Expectations

Illustration from original advertisement. Small space proved effective.



HAMMOND STANDISH & CO., large Detroit Meat Packers, first advertised Greenfield Sausage in News Rotogravure, December, 1922. Eight inches of copy were used for four consecutive weeks as an experimental test of Rotogravure value in selling meats and food products. Results directly traceable to News Rotogravure came so quickly, however, that the copy has run continuously since. Following this trial of News Rotogravure, Hammond Standish says: "We hit a high point that two years ago we thought would not come for the next five years."

The Detroit News

Every Sunday Over 270,000
Greatest Circulation in Michigan
"Always in the Lead"

A Busy Spring In Prospect

One of the barometers relied upon by business men to forecast basic conditions in any territory is the real estate market. The unusually good winter enjoyed by Baltimore realtors points to a splendid spring business in all lines.

When you are ready to tell your story to this busy, growing city and many thousand families in the nearby territory, remember that

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

If The Multi-Mailer System were a man— You'd Put It on the Job

SUPPOSE a man, who had worked in the Circulation Departments of, and came recommended by publications like the Chicago Tribune, McCall's, Successful Farming, and the New York Times, asked you for the job of assistant to your Circulation Manager—

"Put me to work," he would say, "and I'll prevent practically all the complaints you are now receiving from subscribers about papers being delayed or lost.

"Put me to work, and I'll *directly imprint* the name and complete address of the subscriber on every copy you mail out.

"Put me to work, and I'll see to it that your *mail list can be easily corrected daily.*

"I'll install an almost **ERROR-PROOF** system for handling your subscription routine—a system which will make it possible for an office employee to do all the work now requiring the

combined efforts of your Composing Room, Galley Room, and Circulation Department.

"I'll lift the mail list out of your Composing and Galley Rooms—put it in the Circulation Department.

"Because of my assistance, your Circulation Manager will have more time and energy to spend in building circulation—*your subscribers will receive a mail delivery so satisfactory* that it will earn their goodwill—confidence—make them more responsive to the advertising you carry.

"What salary do I want? *Less than 65c a day.*"

The Multi-Mailer System will do all those things mentioned, and serve a daily mail list of 5,000 subscribers for less than 65c a day, less than \$4.50 a week. It is a profitable investment for all publications with a mail list of 1,000 subscribers and up. Send for literature.

The Speedautomatic Company

817-831 Washington Boulevard, Chicago



The Speedautomatic
TRADE MARK

Company.

MULTI-MAILER SYSTEM Addressing - Listing - Mailing Equipment

TO SHOW PUBLIC HOW PAPER IS MADE

Industrial Exposition Will Be Feature of Annual Convention Program of American Paper & Pulp Association in New York

Coincident with the yearly conventions of the American Paper and Pulp Association, its allied associations and the National Paper Trade Association, there will be held in New York all next week the first Paper Industries Exposition ever held in this country. It will be staged in Grand Central Palace. Its purpose is to demonstrate to the public the methods and the processes used in the manufacture of paper and paper products from common wrapping sheets to the finest grade of bond.

While the 46th annual meeting of the American Paper & Pulp Association will take place Thursday, the entire week will be taken up with meetings of the following allied bodies: Technical Association, Paper Makers' Advertising Club, Book Paper Manufacturers' Association, Cost Association, Gunned Paper Manufacturers' Association, Salesmen's Association, Tissue Paper Manufacturers' Association, U. S. Pulp Producers' Association, Cover Paper Manufacturers' Association, Vegetable Parchment Manufacturers' Association, Card Board Manufacturers' Association, Waxed Paper Manufacturers' Association, Woodland Section, Wrapping Paper Manufacturers' Service Bureau, Writing Paper Manufacturers' Association, Glazed and Fancy Paper Manufacturers' Association, Sulphite Bond Division and Binders Board Manufacturers' Association.

Speakers at the A. P. & P. A. meeting will include President W. J. Raybold; Dr. B. M. Anderson, Jr., Chase National Bank, New York, on "General Business Conditions," and E. W. McCullough, U. S. Chamber of Commerce, on "Trade Associations in Industrial Progress."

A complimentary luncheon will be tendered at noon Thursday to Hon. Axel Wallenberg, Swedish Minister to the United States.

At the annual banquet Thursday evening, the speakers will be: Senator William A. Borah, James M. Beck and Rev. Nehemiah Boynton. An entire change in the program for the annual banquet was caused by the Swedish pulp mill strike. The original plan was to make the banquet an international evening, with notable leaders of the industry from the different Scandinavian countries as the speakers. The Scandinavians, because of the Swedish situation, have been forced to cancel the tentative arrangements that they had made to attend the banquet.

A feature of the industrial exposition will be a section where the public can grasp the paper problems incident to getting out a daily newspaper. Motion picture films will vividly depict the making of paper in all its processes until it reaches the reader either in newspaper, book or other form, also the art of making bond and writing paper.

The exposition will display the machinery and materials used in the production of paper.

Included in the program is Printers, Publishers and Advertisers' Day on Friday. Don C. Seitz, of the New York World, will speak on "Newsprints"; Dr. D. E. Rindfus, of the American Writing Paper Company, will discuss "The Standardization of Papers"; Brad Stephens, editor of Direct Advertising, will talk on "Cover Paper," and A. B. Hitchins, of the Anseo Company, will tell the visitors of the "Peculiarities of Photographic Papers."

Tuesday will feature a "clean food" program, outlining the need of protection of the public from filth in the handling of many foods. Wednesday will be "Executives' Day," and Thursday "Technical Paper Manufacturing Day."

The list of exhibitors follows:

American Writing Paper Company
American Manufacturing Company
Angel, H. Reeve & Company, Inc.
Archer, A. W., Company, Inc.
Albany Felt Company
Appleton Woolen Company
American Paper Merchant
Armstrong Machine Works
Appleton Wire Works, Inc.
American Paper Forming Company
American Forestry Association
Bagley & Sewall Company
Bauer, Richard
Bird Machine Company
Booth Chemical Company
Buchanan & Bolt Wire Company
Bristol Company
Beloit Iron Works
Bleyer, Alfred & Company
Cameron Machine Company
Cayuga Linen & Cotton Mills, Inc.
Cooper & Cooper, Inc.
Carthage Machine Company
Canadian Ingersoll Rand Company
Cabbie, William, Excelsior Wire Manufacturing Company
Cheney Bigelow Wire Works
Door Company
Duriron Company, Inc.
Draper Brothers
Dendro Chemical Exhibit
Electro Bleaching Gas Company
Eastwood Wire Manufacturing Company
Endura Manufacturing Company
Enterprise Machine Company
Farnsworth Company
Foreign Paper Mills
Frederick Iron & Steel Company
Flintkote Company
Forest Paper Company
Feculose Company of America
Gurney Ball Bearing Company
Great Western Manufacturing Company
Gibbs Broyer Company
Hardy, William A., & Sons Company
Huyck, F. C. & Sons
Hercules Powder Company
Hermitte Chemical Corporation
Herrmann Paper Company
Hammermill Paper Company
Individual Drinking Cup Company
Industrial & Educational Press
Jenssen, G. D., Company
Jeffrey Manufacturing Company
Japan Paper Company
Keystone Lubricating Company
Knox Woolen Company
Kalbfleisch Corporation
Kellogg, P. P., & Company
Lewis, J. P., Company
Lockwood Trade Journal Company
Lockport Felt Company
Layne New York Company
Lead Lined Iron Pipe Company
Lindsay Wire Weaving Company
Lackner, John, Company
Mathieson Alkali Works
Nash Engineering Company
National City Paper Corporation
N. Y. Gunned Paper Company
N. Y. State College of Forestry
Norma Company of America
Oliver Continuous Filter Company
O'Neill, Joseph, Wire Works
Printing
Paper Record, The
Paper Makers Chemical Company
Paper Makers Importing Company
Paper Makers Felt Industries
Equot Manufacturing Corporation
Purity Paper Vessels Company
Paper Industry
Paper Mill & Wood Pulp News
Paper Trade Journal

Paper Machine Wire Manufacturers' Council
Plymouth Cordage Company
Pennsylvania Salt Manufacturing Company
Pulp & Paper Magazine
Ross, J. O., Engraving Corporation
Ross Engineering of Canada, Ltd.
Ryther & Pringle Company
Shuler & Benninghofen, Canada, Ltd.
S. K. F. Industries, Inc.
Sandusky Foundry & Machine Company
Sealright Company, Inc.
Shuttleworth, W. E., & Company
Swenson Evaporator Company
Talcott, W. O. & M. W., Inc.
Taylor-Wharton Iron & Steel Company
Tyler, W. S., Company
Union Bag & Paper Corporation
Union Sulphur Company
U. S. Bureau of Standards
U. S. Bureau Foreign & Domestic Commerce
U. S. Forest Service
U. S. Testing Company, Inc.
University of Maine
Voorhees Rubber Manufacturing Company
Vera Chemical Corporation
Westfield River Paper Company
Wallace, Joseph H., & Company
Waterbury Felt Company
Western Paper Makers' Chemical Company
Williams, C. K., & Company
Wisconsin Wire Works
Williams Apparatus Company
White & Wyckoff Manufacturing Company
Walden Sons & Mott, Inc.
Walden's United States Paper Maker
Walden's Stationer
Walden's A B C Guide
Walden's Red Book

LADY NORTHCLIFFE WEDS

Publisher's Widow Forfeits Greater Part of \$16,250,000 Estate

Lady Northcliffe, widow of the British publisher, became the bride, April 4, of Sir Robert Hudson, thereby forfeiting the greater part of a \$16,250,000 estate. Sir Robert, however, is said to have been named before his death by Lord Northcliffe as an acceptable second husband for his wife. Northcliffe died Aug. 14, 1922.

NEW HEARST SYNDICATE MEN

Additions to Staffs Are Announced by Feature Services

The Hearst syndicates announce several staff additions. Harry King Tootle, formerly in newspaper work in Kansas City, Baltimore and St. Paul, and latterly publicity director for the Studebaker Corporation and for the Gaumont Motion Picture Company, has joined the King Features Syndicate, Inc., as an associate editor. Walter Vogdes is a new associate editor of Newspaper Feature Service. He was formerly with Philadelphia papers, was on the publicity staff of the Famous Players-Lasky Corporation, and covered the first Arbuckle trial and the Taylor murder mystery in Los Angeles for the Hearst papers.

A Newspaper Feature Service department, "Correct Clothes for Men," will be conducted by Peter Greig, formerly an English actor, who was confidential secretary to Lord Reading and Lord Grey at the British Embassy at Washington during the war. An addition to the staff of the International Feature Service, Inc., is Bushnell Dimond, dramatic critic on several Philadelphia papers.

Charter for Galveston News

The Galveston (Tex.) News was incorporated this week as a separate organization. Its capital stock is \$250,000 and incorporators are W. L. Moody Jr., Louis C. Elbert and C. W. Nugent of Galveston. The Galveston News was sold by A. H. Belo & Co., its former publishers, last week.

A Field Worth Cultivating and the Tool to Use

Greater Cincinnati, with its 565,000 population, of whom 480,250 are native born and 41,000 families own the homes they live in, produces more than \$600,000,000 worth of manufactured products per year. It has less foreign born residents and a larger percentage of wage earners than any other large American city. When thousands of unemployed laborers are standing in the bread lines of other big industrial centers, Cincinnati workers are still spending their wages with local merchants and depositing their savings with local banks.

A city of wealth, fashion, education and culture, Cincinnati lives well at home, invests liberally in local and out-of-town securities, sends its quota of boys and girls to the best schools, camps and colleges, and is a generous patron of railroads, steamship companies, hotels and tourist resorts. As a market for national advertisers Cincinnati offers advantages second to none.

Practically 100% of Its Native Born Families Are Regular Readers of THE TIMES-STAR

Where else will you find such a market with such an assured introduction awaiting you and your proposition? Where else will you find another half million of such prosperous reading people in one thriving homogeneous community, eager to buy the best and able to pay for it? Where else will you find one selling medium that reaches the entire buying power of such a community through the front door every business day of every week?

Cincinnati merchants, manufacturers and service organizations for fifteen consecutive years have attested the supremacy of the Times-Star as an advertising medium by placing millions of lines more of display advertising in it than in any other paper. One hundred and fifty national advertisers use it exclusively.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



CLARENCE

By CRAWFORD YOUNG

Litchfield News-Herald, Litchfield, Ill., 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

PROTECTING YOUR INVESTMENT

TRADE **LINOTYPE** MARK

LEADERSHIP

Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

PERFORMANCE

Linotypes are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to care for the needs of the printing business for years to come.

SERVICE

The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.



TONGUE TWISTERS TURN TURBULENT



Human nature in phases that interest the editor was demonstrated in the early days of the "Tongue Twister" contest now being conducted by the New York Daily News. It started when one contestant wrote her alliterative twister on an egg and walked away with a prize of \$100. The News mentioned the egg and the above picture shows part of the result. Immediately tongue twisters came

in written on boots, bricks, bread, bunnies, bootees, boards, baseballs, blocks, and the editors are waiting for a bathtub entry. As many as 21,000 letters and other missives bearing "twisters" have been received in a day by the News, which has used a force of 22 girls with automatic letter openers to handle this mail. It might be noted that the soap at the left didn't clear up a prize.

THREE CENTS IN SAN FRANCISCO

Call and Bulletin Drop Price from Traditional Nickel Rate

The San Francisco Bulletin and the San Francisco Call, evening papers, reduced their price from 5 to 3 cents on street sales April 2. The Call price will remain at 5 cents on Saturday, however. The five-cent price has been the lowest charged by San Francisco newspapers in the city's history. Competition in the evening field by early editions of the morning papers is believed to be a large factor in the present reduction.

Light Costs More in San Antonio

The San Antonio Light, evening and Sunday morning, has announced a 15-cent increase from 50 to 65 cents in its monthly subscription price by carrier delivery.

New Sunday Sections for N. Y. Herald

The New York Herald has a new Sunday magazine section, a 24-page tabloid in black and white, printed on high grade paper on color presses.

Twelve pages are devoted solely to news pictures, alternating with twelve others carrying illustrated articles. Divorce of the book from the magazine section has brought about a separate tabloid book section, which started with 16 pages.

Curb on Newsboys Fails

The efforts of persons described by Connecticut editors as "wellfairies" to restrict activity of boys in selling and distributing newspapers and to eliminate girls entirely was rejected by the Connecticut Legislature. The bill, fostered by the Child Welfare Association, was unfavorably reported after a hearing, when many legislators and private citizens, as well as newspaper representatives, opposed it.

Carriers Get Pictures in Paper

The circulation department of the St. Paul Dispatch-Pioneer Press has sprung a new one. In a double-page boost for the Sunday Pioneer Press, it prints pictures of the carriers and other distributors of the paper in fourteen Minnesota towns outside the Twin Cities, with figures showing the circulation in each.

OHIO CIRCULATION MEN TO MEET IN TOLEDO

All Hands, Including Publishers and Editors, Will Be on Deck at Association Meeting on April 11

The Ohio Circulation Managers Association is planning the biggest meeting of its history, in Toledo April 11. Already a larger attendance is assured than ever before.

A departure has been made in that every executive head of the newspaper has been invited, including the publisher, editor, business manager, and circulation manager. All phases of newspaper work will be discussed, especially those pertaining to circulation.

A display of all office forms and advertising matter of the various newspapers in the State is a feature.

Newsboy welfare work will be investigated in detail. An explanation of Toledo Newsboys Association by Ray Hoyer, superintendent, will be followed by a visit through the Newsboys Building—the only one of its kind in America—will give members some most interesting information.

A talk on "What an Editor Can Do for Circulation," by Grove Patterson, executive editor, Toledo Blade, Newark (N. J.) Star-Eagle, and formerly Detroit Journal, will be another feature.

The program is as follows:

MORNING SESSION

1—What legislation is being attempted in

your city to regulate the age limit for newsboys? What should newspapers do to forestall radical legislation on this question?

2—Will the increased volume of subscription justify granting credit, acceptance of notes, or the use of premiums?

3—What can be done to stimulate road men and city men to put more sincere effort into their work?

4—By what standards do you select route boys? Should girls be permitted to handle papers on routes or on the streets?

5—Are office owned or carrier owned routes the best in towns of 30,000 or less?

6—What plan gets the best results from carriers in delivery, collection, and promotion?

7—"What Toledo Does for Its Newsboys," Associations?

8—Is it good policy for several papers to have the same distributing agency?

9—"What an Editor Can Do for Circulation," —Grove Patterson.

AFTERNOON SESSION

1—"Railway Mail Service"—R. M. Bird, superintendent railway mail, Cincinnati.

2—What do you do with the discontinued subscriber?

3—Should rural mail carriers be permitted to solicit and should newspapers have the privilege of delivering papers to R. F. D. boxes?

4—How do you get your paper before new readers?

5. Do comic strips lose their drawing power?

6.—Is it good circulation practice to charge the transient buyer more than the regular subscriber?

7—"What Toledo Does for Its Newsboys," —Ray Hoyer, superintendent Toledo Newsboys Association.

H. C. Kloecker, Cincinnati Enquirer, is president of the Circulation Managers Association. C. L. Sink, Zanesville Signal, is in charge of the program.

Newspaper Buildings Mechanical Layouts Production, Operation

THE mechanical production of a newspaper is obviously a manufacturing problem—but, due to entirely natural conditions, it has rarely been treated as such. Many years' practical experience in the newspaper business convinced me of the need for a specialized study of newspaper production problems.

During the past three years trained engineers, with wide experience in the production problems of other industries, working under my direction have made detailed studies of a large number of newspaper plants of all sizes.

The value of this work has been fully proven during the past year. Building and plant designs have been made for several newspaper publishers—each design incorporating the results of this work and adapting them to the specific needs of each case. The New York Tribune's new plant—now ready for operation—embodies features of general design, mechanical layout and production methods developed through this original research.

This specialized newspaper building and plant service is now organized on such a scale as to be available to all publishers contemplating new buildings or desiring to improve existing plants. Under my control, through retainer, are engineers familiar with newspaper mechanical operation—and for the allied problems of building design and construction, I have under engagement one of the largest engineering organizations in the country.

This service, under the coordinated leadership of an experienced newspaper man, is now ready to handle all of the problems entering into economical newspaper manufacture.

S. P. WESTON

Newspaper Buildings Mechanical Layouts
Production ROOM 1202 Operation
120 West 42nd Street, New York

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Your Business Progress is Dependent on
Your Advertising

“OHIO FIRST”

Newspapers Are First in Creating and Sustaining Progress

Morning, evening and Sunday these Ohio newspapers swing over the State. They leave no section of the State untouched.

“Ohio First” newspapers give both QUANTITY of circulation and QUALITY of circulation—a winning combination.

“Ohio First” newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

While Ohio’s identity is marked by tremendous manufacturing activity, it is well to keep in mind that Ohio’s agricultural balance makes Ohio a leading state of the Union.

Ohio people are always intensely interested in their State, in Ohio products and Ohio’s business—and local retail merchants reach local buyers of merchandise through their local daily newspapers.

The following “Ohio First” daily newspapers work in harmony with local retailers in their communities, and can do great work for National Advertisers in making a mighty worthwhile market worth a whole lot to them.

Shrewd National Advertisers insist that their advertising must be kept continuously in the following list of “Ohio First” newspapers.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	35,785	.10	.10	*Lima News and Times-Democ't (E&S)	16,083	.07	.05
**Akron Times.....(E)	21,416	.06	.06	*Lima Republican-Gazette....(M&S)	10,270	.035	.035
**Akron Sunday Times.....(S)	21,439	.07	.07	†Middletown Journal.....(E)	5,117	.025	.025
†Bellefontaine Examiner.....(E)	4,642	.02	.02	†Newark American-Tribune.....(E)	6,890	.025	.025
†Cincinnati Enquirer.....(M&S)	72,270	.17-.35	.17-.35	†Portsmouth Sun and Times..(M&E)	16,481	.06	.06
†Columbus Dispatch.....(E)	75,116	.15	.14	†Portsmouth Sun-Times.....(S)	11,140	.04	.04
Columbus Dispatch.....(S)	74,654	.15	.14	Steubenville Gazette.....(E)	8,437	.04	.04
Columbus, Ohio State Journal... (M)	50,124	.12	.13	**Toledo Blade.....(E)	100,317	.27	.25
Columbus, Ohio State Journal... (S)	29,206	.12	.13	†Toronto Tribune.....(E)	1,096	.011	.011
Conneaut News Herald.....(E)	3,094	.017	.0179	**Youngstown Vindicator.....(E)	24,787	.07	.07
†Dover Daily Reporter.....(E)	4,537	.02	.02	**Youngstown Vindicator.....(S)	24,351	.07	.07
†Ironton Irononian.....(M)	3,170	.0179	.0179				
†Kenton Democrat.....(E)	2,400	.014	.014				

Government Statement, April 1, 1922.

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

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

†Government Statement, October 1, 1922.

WARD PROBE VICTORY FOR N. Y. NEWS

Three-Month Campaign for Equal Justice for Rich and Poor Forces State Investigation of Conduct of Murder Case

Reopening of the Ward murder case, a nation-wide sensation last fall, by the investigation which the Attorney General of New York started at Albany this week, is regarded by newspaper men as a distinct victory for the New York Daily News.

Newspaper interest in the case flagged when Ward was acquitted last fall, the prosecuting attorney requesting the acquittal on the ground that he had no evidence beyond the confession by Ward that he had killed Peters in self-defense while the latter was attempting to blackmail him. Following the killing last May, New York newspapers had been severe in the criticism of county police and prosecuting officials for their apparent desire to aid Ward in concealing the nature of the alleged blackmail and the identity of the blackmailers, and their criticism was instrumental in securing the indictment of Ward by the Grand Jury and the setting of a larger bail than the District Attorney had requested. With the acquittal, however, the story dropped off the front page until the News picked it up.

Feeling was widespread that Ward's wealth had been an important factor in preventing more vigorous investigation and prosecution, and the Daily News editors were actuated toward demanding more facts by the belief that the apparent miscarriage of justice would be excellent material for those who regularly proclaim that the courts are for the rich and not for the poor.

With this in mind, Philip A. Payne, managing editor of the Daily News, studied the Grand Jury minutes on which Ward had been indicted and on January 3 assigned Joseph Cowan, a reporter, to push the investigation before Gov. Alfred E. Smith, then just inaugurated.

Cowan kept the story warm in the Governor's presence by daily questions, and by bringing the dead man's mother to interview the Governor early in his term, but the State officials made no apparent move. Three weeks after Cowan went to Albany, Gov. Smith received a letter from Mr. Payne, declaring that the only motive the News had in demanding that the case be reopened was that justice be done without regard to wealth involved, and continuing:

"Before going into the Ward case, I spent a great deal of time studying the Grand Jury minutes and from the evidence I could gather, never, in my experience as a newspaper man, have I seen such farcical proceedings as those conducted by the Westchester County authorities in their handling of Ward.

"From the nature of hundreds of letters we have received about the Ward-Peters murder, I am convinced that a very large element of the population thoroughly distrusts officials who have the power to enforce the laws and that the belief is general that money can buy anything in this state. When the seeds of such ideas are implanted in the minds of people and then watered by public officials of the Westchester County type, then you have a mighty bad situation.

"This newspaper will be satisfied if

Ward is brought to trial, but the News will not be satisfied with any more buncombe from the District Attorney's office in Westchester County. If Mr. Rowland tries to present this case to another Grand Jury without making any effort to develop new evidence, then I'll lambaste Mr. Rowland and officials who uphold his acts with all the power I have. If Ward is tried by a jury, I will be satisfied. I believe, and I feel that you do, that if Ward had been a poor man, he would have been tried long ago."

Gov. Smith then agreed to investigate the case himself and to reopen it if his findings so warranted. Meanwhile the News kept up a daily fire in its news and editorial columns and it is stated that letters received ran into hundreds every day. Capt. Joseph Medill Patterson wrote a column editorial comparing the acquittal of Ward with the imprisonment for perjury of a dancer who claimed that a young rich man was the father of her illegitimate child, and concluding:

"We are pursuing this matter, not in the least for any dislike for Ward, and not in the least for any sympathy for his victim, because, so far as the evidence shows, he was a pretty worthless character, but because there must not be one law for the rich and another for the poor in this city and state. If that happened and became an established fact, as it is now in danger of doing, the end of the city, the state and nation is in sight." Pressure was kept up at Albany by Cowan and by letters from Mr. Payne, and reporters were detailed to all angles of the story, in New York and other states, where several important witnesses have remained since the original investigation. At one time ten Daily News reporters have been on the story, Mr. Payne stated.

The result was the investigation, which started this week, with results backing up the charges made by the Daily News. It was forecast in the following letter from the Governor to Mr. Payne a few days ago:

"After very careful consideration of all the facts set forth in relation to the Ward case, and after consultation with my attorneys, I have come to the conclusion that I should refer the whole matter in all its aspects to the Attorney General. I have carefully advised him of the importance of a diligent study into it, to the end that confidence in our judicial system may never be shaken even in the slightest degree, and I am awaiting his report in the matter."

CASTORIA TO THOMPSON-KOCH

John G. Ham Declines to Go West and Retires

The advertising account of Castoria, recently acquired by the Sterling Products Company, will hereafter be placed through the Thompson-Koch Company, Cincinnati, which handles the advertising of Casarets, Bayer's Aspirin and other Sterling patent medicines.

Edward Terhune, head of the advertising, checking and bookkeeping department of the old Castoria organization in New York, has joined the Thompson-Koch staff in Cincinnati. John G. Ham, who placed Castoria advertising for over forty years, declined appointment as a space buyer with Thompson-Koch, preferring to remain in New York. His connection with Castoria, however, is discontinued.

CANADIAN PRESS GETS BROADER CHARTER

New Dominion Act Eliminates "Limited"—Leased Wire With French Language Service Proves a Success

The annual meeting of the Canadian Press, formerly Canadian Press, Ltd., will be held in Toronto May 1. It will be preceded by the usual meeting of the board of directors April 30. The constitution and by-laws must be revised in conformity with the charter amendment just received from the Dominion Parliament.

The change in name was effected by Bill No. 53, just passed at Ottawa.

When the daily newspapers of Canada sought incorporation in 1910 for a co-operative newsgathering organization on the lines of the Associated Press, the best they could do was to obtain a charter under the terms of the Canadian Companies Act of that time. This provided that the authorized capital should consist of 100 shares of \$100 each, one share to be held by each newspaper. Use of the word "Limited" was made obligatory.

In the past few years the number of members has reached the hundred mark, making some enlargement of charter powers necessary. It was decided to take advantage of the 1917 amendment to the Dominion Companies Act, providing for the incorporation, without share capital, of companies not carrying on business for the purpose of gain and making possible the elimination of the word "Limited," regarded as objectionable. A private bill was drafted and passed without question.

The leased wire carrying a French language service, recently placed in operation between Montreal, Three Rivers and Quebec, and which is the first French leased wire on the continent, is a success, according to J. F. B. Livesay, general manager of the Canadian Press. The

papers served are Le Devoir, La Presse and La Patrie, in Montreal; Le Nouvelliste, Three Rivers, and Le Soleil, Quebec.

Translating is done in the Montreal Bureau of the Canadian Press. To accommodate the Quebec Telegraph, formerly served by the English leased wire, a special arrangement was made whereby it now secures its own direct service.

VANCOUVER TO ENTERTAIN

Canadian Daily Association Meeting to Be Held June 14-15

It was definitely decided at a meeting of the executives of the Canadian Daily Newspaper Association, held April 2, to accept the invitation of the Vancouver publishers and hold this year's annual meeting in the British Columbia city. The dates selected are June 14 and 15.

Eastern members will go to the coast over the Canadian National Railway, with stops at Winnipeg, Edmonton, Jasper Park and Prince Rupert. The return journey will be made by the Canadian Pacific Railway, with stops at Lake Louise, Banff and Calgary.

Still Discussing King-Crane Report

Dr. William T. Ellis, now on a visit to the Near East, in a recent letter to Editor & Publisher states that the King-Crane Report to the Peace Conference, published December 2, 1922, is discussed everywhere in Turkey and Syria, not only among Americans there, but among natives of Asia Minor and of European nations stationed in the territories covered by the report.

To Honor "Doc" Cohen

"Doc" Esdaile Philip Cohen, born in Philadelphia, is going to be the honor guest of the newspaper men of old Park Row at a midnight dinner at Delmonico's, Saturday, April 14, on the occasion of his seventieth birthday. "Baron" G. Selmer Fougner is in charge. The stated price is \$7.50.

1923 is on its way UP

THE LOS ANGELES EXAMINER gained more advertising in February, 1923, over February, 1922, than any paper in the world, except the Detroit Times (evening).

Examiner gain, 413,480 lines, or more than 237,400 lines better than the next Los Angeles morning and Sunday paper.

A HINT FOR ALL-YEAR BUSINESS—There is no dull summer in Los Angeles. Winter bank clearings last year, \$1,264,649,126; summer bank clearings, \$1,269,899,063.

Los Angeles Examiner

Population 67,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes
18,000,000 people. Paper established 1880.

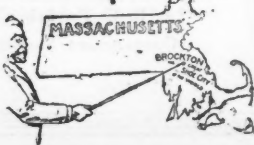
Brockton Daily Enterprise

Printing 22,000 Daily

Flat Commercial Rates
6½ cts. per Line 91 cts. per Inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



NEW ENGLAND'S INDUSTRIAL SUPREMACY

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500	10,000
	lines	lines	lines
**Attleboro Sun(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.70	.70
†Boston Globe(M&E)	274,607	.45	.45
†Boston Globe(S)	321,871	.55	.55
Boston Telegram(E)	145,113	.20	.20
†Boston Transcript(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel(E)	10,739	.05	.035
Greenfield Recorder(E)	3,025	.0175	.0175
**Haverhill Gazette(E)	15,216	.055	.04
**Lynn Item(E)	10,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.08
**New Bedford Standard-Mer- cury(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News(E)	20,879	.09	.07
**Taunton Gazette(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express(E)	26,294	.10	.07
†Portland Telegram(S)	28,658	.10	.07
†Waterville Sentinel(M)	5,888	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel(E)	3,310	.03	.02
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RHODE ISLAND—Population 604,397

	Circulation	2,500	10,000
	lines	lines	lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times(E)	24,401	.07	.06
*Providence Bulletin(E)	58,738	.135	.135
†Providence Journal(M)	32,837	.08	.08
**Providence Journal(S)	54,568	.12	.12
**Providence Tribune(E)	21,364	.10	.09
Westerley Sun(E&S)	4,561	.025	.025
†Woonsocket Call(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times(E)	9,532	.03	.02
Bennington Banner(E)	3,021	.0125	.0125
Burlington Daily News....(E)	7,183	.04	.04
*Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald(M)	9,437	.04	.04
†St. Johnsbury Caledonian- Record(E)	3,360	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Eridgeport Post(S)	18,395	.065	.06
*Hartford Courant(D)	29,780	.09	.07
*Hartford Courant(S)	48,600	.10	.09
**Hartford Times(E)	43,672	.12	.12
**Meriden Record(M)	6,699	.045	.025
†Middletown Press(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin(M)	11,663	.07	.05
**Norwalk Hour(E)	4,953	.03	.03
*Stamford Advocate(E)	8,351	.0375	.03

Government Statement, April 1, 1922.

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

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

†Government Statement, October 1, 1922.

New England's industrial supremacy is shown by late census figures. The increase in value of products of the country as a whole is 158 per cent over 1914, while New England's increase was 145 per cent over 1914, a very creditable showing.

The value of New England's products as compared with those of the United States—

United States \$62,588,905,000
New England 7,188,636,000

This is 11.5 per cent of the total for the United States.

The invested capital shows a gain of nearly 100 per cent and reaches a total of—

\$5,781,679,000

This territory demands an enormous volume of merchandise for the consumer. It is mostly city trade and you can sell them through the daily New England newspapers listed herewith.

SUCCEED WITH THESE NEWSPAPERS

WESTON STARTS OWN BUSINESS

Will Serve Newspaper Publishers in All Operating Problems

Announcement of the establishment of a service for publishers on problems of newspaper buildings, mechanical layouts, production and operation is made by Samuel P. Weston, for many years widely known as a newspaper executive, with headquarters at 120 West 42d street, New York City. Though not an engineer himself, Mr. Weston has under his direction, equipped to supply newspaper publishers' requirements of all kinds with co-ordinated service of the highest type.



S. P. WESTON

During the past year Mr. Weston has supplied such service to several publishers and prepared plans for new buildings, notably the home of the New York Tribune, the first newspaper plant to embody the straight line gravity drop production idea. This system was worked out for the Tribune by Mr. Weston in

co-operation with the executives of that newspaper. The detailed plans and engineering were based on the layout supplied by Mr. Weston and provided by engineers retained by the Tribune.

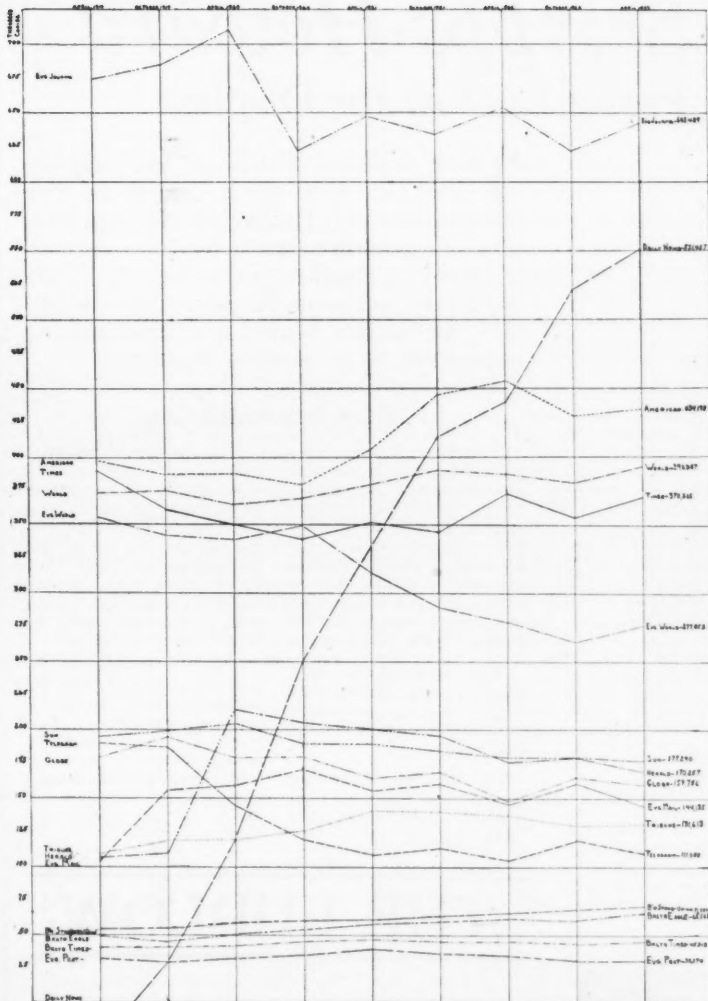
Mr. Weston started in the newspaper business as a boy, learned the printing trade and obtained a working knowledge of all mechanical departments, as well as all around experience in news and editorial work. He became a figure of national prominence in the newspaper field as the result of a long executive connection with the Seattle Post-Intelligencer, which began as advertising manager in 1895 and resulted in Mr. Weston's carrying on the business and financial management of the "P.-I." for a period of fourteen years. He was among the first newspaper publishers to conduct their mechanical departments on the basis of a manufacturing operation.

While not directly connected with any newspaper for the past ten years, Mr. Weston has been making an intimate study of the economic and efficiency possibilities of newspaper plants. About three years ago he started to develop the service which he now has established as a business.

Joins Allied Newspapers

John D. Lane, formerly with Verree & Conklin and previously with the Wall Street Journal, has joined the advertising staff of Allied Newspapers, Inc., New York.

NEW YORK CIRCULATIONS SHOW GAIN OVER FIGURES OF LAST FALL



NEW YORK newspaper circulations show a general increase, April 1, 1923, over October 1, 1922, according to the semi-annual statements published by the newspapers this week and charted in the above graph, which covers a period of four years. Few of the papers have

lost circulation and those which have are likely to more than overcome their winter losses with the opening of the sports season this month. The trend, according to the chart, seems to be again upward, with the prospect of greater gains for the coming six-month period.

DUPLICATION

"How much duplication is there between the circulation of The Providence Journal and The Evening Bulletin?"

This is a question often asked by advertisers and advertising agents. In order to answer the question in an intelligent and conclusive manner a thorough canvass of approximately 50% of the Evening Bulletin circulation was made.

Capable carriers, agents, newsdealers and street salesmen co-operated fully in getting an accurate and comprehensive report from their customers. The facts and figures procured are shown in our booklet "Duplication."

The Providence Journal (Morning and Sunday) AND The Evening Bulletin

Rhode Island's Great and Influential Newspapers

cover this prosperous industrial State thoroughly, and there are few worth-while homes within its borders in which one or the other of these papers is not read.

National advertisers may now buy space in the weekday issues of these papers at a special combination rate, enabling them to cover the State thoroughly with the least possible cost.

Our booklet "Duplication," rates, and information regarding this prosperous market will be mailed upon request.

Providence Journal Co.
Providence, R. I.

Representatives

CHAS. H. EDDY CO.

Boston

NEW YORK

Chicago

R. J. BIDWELL CO.

San Francisco

Los Angeles

MANY CLOTHING FIRMS QUIT MAGAZINES AFTER SHORT "NATIONAL" CAMPAIGNS

Survey of Copy in Leading Weekly Shows Only Eight Manufacturers Still Advertising of Thirty Who Tried It During Ten Years

CLOTHING manufacturers, considered as an advertising group, have not found magazine advertising in a leading national weekly medium the force in selling their product that they expected it would be, according to an analysis compiled for the Daily News Record of New York by Ralph Borsodi and published March 30. His survey covers the advertising in this magazine of 30 manufacturers from 1912 to 1922, and shows that of the thirty who have used the publication in that period, only eight were still advertising last year.

"One of the most striking facts revealed by the table is the decrease in the number of clothing manufacturers advertising nationally in the decade covered by the investigation," Mr. Borsodi stated. "This decrease is more graphically shown in numbers:

In 1912.....	16 advertisers
In 1913.....	12 advertisers
In 1914.....	14 advertisers
In 1915.....	13 advertisers
In 1916.....	14 advertisers
In 1917.....	13 advertisers
In 1918.....	13 advertisers
In 1919.....	15 advertisers
In 1920.....	13 advertisers
In 1921.....	9 advertisers
In 1922.....	8 advertisers

"But for the many new national advertising campaigns launched in 1919 and 1920—the years in which the excess profits tax law tempted many manufacturers to try out national advertising—the decrease would have been much more striking. In these two years, eight manufacturers started advertising campaigns. The history, however, of these advertising campaigns is similar to that of the 16 manufacturers who were advertising in 1912 in that within four years their numbers were reduced to only two.

"Of the original 16 national advertisers 75 per cent had discontinued their campaigns within 9 years.

"Of the eight national advertisers who started in 1919 and 1920, 75 per cent discontinued their campaigns within four years.

"It is possible to arrive at the probable period of time before new advertisers will decide to discontinue advertising from the following table:

2 advertisers discontinued after 1 year
7 advertisers discontinued after 2 years
4 advertisers discontinued after 3 years
4 advertisers discontinued after 6 years
2 advertisers discontinued after 7 years
2 advertisers discontinued after 8 years
1 advertiser discontinued after 9 years

"This table indicates that the probabilities are about three to four that a new advertising campaign is discontinued within two years, and about four to three that it is discontinued within three years.

"In connection with the mortality among the exceptionally large number who started advertising in the national magazines in the year 1919, it should not be forgotten that while some of these manufacturers may have tried out advertising because the excess profits tax made it possible to do so at little real cost to themselves, they would certainly not have discontinued it had the advertising secured tangible results, either in the form of more accounts, larger sales per account, or better prices.

"Taking in all the national advertisers, 14 of them used a larger amount of space per year at the end of the period studied than at the beginning; 13 of them used smaller space, and three of them used the same space. These figures are too inconclusive to determine whether or not the tendency of these national advertisers is to increase the amount of the space used annually.

"If instead of taking them as a whole, we separate them into two groups—those

who had discontinued their advertising in the magazine, and those who were still using it in 1922, we find that of the eight continuing advertisers only two used a smaller lineage than in the beginning, while six of them were using a larger lineage than in the beginning. This would indicate that as time goes on larger and larger lineage must be used.

"In the second group, the 22 manufacturers who discontinued advertising, three must be disregarded, as their campaigns covered a period of less than one year. While 11 of them were using a smaller lineage at the time they stopped advertising than when they started, 8 of them were using a larger lineage. Evidently neither the reduction nor increase in space used by the advertiser was a conclusive factor in their discontinuing national advertising, as almost as many increased the space they used as decreased it.

"Based upon the data we have before us what then are probable explanations for the high mortality of these national advertising campaigns?

"First, and probably foremost, the national advertising did not pay—it failed to create sufficient consumer demand, consumer acceptance, or consumer interest to influence the retailer in buying the manufacturer's line. The advertiser had to sell his line to the retailer in spite of the national advertising on the basis of the quality and price of his garments in competition with the merchandise of other manufacturers, whether advertised to the consumer or not. The national advertising was therefore an unnecessary selling expense.

"Second, the advertising in the national magazines did not produce the expected results and the manufacturer shifted his appropriation to other magazines, or the advertising in national magazines was altogether abandoned in favor of advertising in newspapers or other advertising mediums.

"INDEX" NUMBERS LIKE THE PIONEER'S RIFLE

THEY used to say that figures couldn't lie, but that was before somebody discovered the "index" number. With that ingenious device present to conceal basic figures, anything can be proved—even that magazine advertising is again returning to favor and newspapers are getting ready to accept their pre-war dole from the agencies.

That's not true, as anybody knows who knows anything, but it has been "proved." Printers' Ink of March 29 published a table on "The Distribution Movement, as Indicated by Index Numbers—from Government and non-Government Sources." Credit was given to the Department of Commerce Survey of Current Business. It included indices to the theater business, sales of candy manufacturers, postal receipts, magazine advertising and newspaper advertising.

Indices for the theaters and the candy sales were based on 1920 Internal Revenue figures. Postal receipts were based on 1919. Newspapers also took off relative to 1919. That was fair enough. But the joker was slipped into the pack when magazine advertising was based on the 1913 average.

The result was that newspapers were started with the average of the first boom year 1919, as 100, while magazines had the low average of 1913 as 100 and came up to the 1919 mark with 154 against the flat newspaper figure.

And the casual reader, probably assuming that the start was fair and equal, found that the newspaper of 1920 monthly average was 114, while the mag-

azine average for 1920 was 188; the newspaper average for 1921 was 103, and the magazines cantered ahead with 121; the newspaper average for 1922 was 108, and the magazine average was 129.

Corrected by making the magazine base of 100 from the 1919 monthly average and accepting the table's figures on the newspaper indices, the media are placed on a fair comparative footing and the newspapers cease to take the magazine's dust. Now the yearly averages read as follows:

	Newspaper	Magazine
1919 Monthly average.....	100	100
1920 Monthly average.....	114	123
1921 Monthly average.....	103	77
1922 Monthly average.....	108	83

Likewise, the indices for each month in 1921, 1922 and 1923, in all but one of which the published table gives the magazines a sizeable advantage, show in a far different light when corrected. They show that *not once* in 1921 or 1922 did the magazines reach the par they set in 1919, although the published table with its false basis puts them below 100 only twice. The newspaper figures which follow are those given in the survey and are based on 22 cities, the compilation being that of the New York Evening Post. The magazine figures are corrected according to the monthly totals published by Printers' Ink. The revised tabulation follows:

	1921		1922	
	News-papers	Magazines	News-papers	Magazines
January	101	79	102	57
February	89	87	90	71
March	109	85	111	78
April	107	89	116	88

	1921		1922	
	News-papers	Magazines	News-papers	Magazines
May	115	91	116	94
June	104	82	108	84
July	87	64	93	69
August	85	58	92	64
September	100	68	105	76
October	117	76	126	98
November	112	79	120	96
December	113	73	120	93

Ask Byrne's Parole

Friends of Elmer P. Byrne, former New York advertising man now serving an intermediate term of 2½ to 4 years in Sing Sing prison for forgery, are endeavoring to obtain a parole for him. His case is expected to go before Governor Smith within the next few days. Many of Byrne's advertising associates, led by Hugh Burke of the Philadelphia Ledger, have asked the governor for clemency. Byrne was convicted about six months ago for forging a check on the Cowan Advertising Agency, of which he was space buyer.

Publishers to Putt April 18

Among the publisher-golfers entered in the National Publishers Association tournament at Briarcliff Lodge, Briarcliffe Manor, N. Y., April 28, are Lee Maxwell, Lou Wurzburg, Arthur J. Baldwin, A. C. G. Hammesfahr, B. A. Mackinnon, Graham Patterson, M. C. Robbins, David Beecroft, Eugene Sly, H. M. Swetland, P. S. Collins, Henry W. Newhall, James H. McGraw, Sr., Frank C. Hoyt, Ernest F. Eilert, A. C. Pearson and Roger W. Allen.

Scripps-Howard

Prefer Ludlow for Display

THE Indiana Times of Indianapolis was the last paper added to the Scripps-Howard League of Newspapers. The composing room had been operated under the single-type method. This places all Indianapolis papers on the all-slug basis, the News and Star having previously been Ludlow equipped.

Fourteenth Installation

The new owners telephoned Ludlow Typograph Company for immediate shipment of one Ludlow and one Elrod Caster. They also requested that our representative visit Indianapolis the following day to receive specifications for matrices and accessories for their Ludlow equipment.

The following day this shipment went forward by express and our installation man left for Indianapolis that night.

The Scripps-Howard people have absolutely no financial interest in the Ludlow Company.

They have equipped their offices, one after another, with Ludlows because it pays, their experience with them dating from their first installation at the Cleveland Press in 1914. They have tried every other method for getting display composition and found the Ludlow method the best.

The long experience, the vast opportunity for comparison and the successful business record of this chain of newspapers should weigh heavily in the scale with those publishers who have not yet been able to decide for or against the Ludlow.

THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City



NEWSPAPER ADS SELL "CAROLINA ROYALS"

Million Cigarettes a Day of New Brand
Record After Month's Sales
Campaign in Ten New
York Dailies

A million cigarettes a day of a new brand sold through newspaper advertising!

That's the record of the "Carolina Royal" manufacturers—Bailey Bros., Inc.—who less than a month ago began using space in New York City papers.

This company, located at Winston-Salem, N. C., is a firm believer in newspaper advertising, which it has been using more than half a century for its plug and smoking tobacco. "Carolina Royal" cigarettes are only a year and a half old, and while advertised to some extent in the South, the present campaign is the first attempted in New York. The New York list consists of the American, Evening Journal, Tribune, Herald, World, Daily News, Sun, Daily Forward, Jewish Journal and the Day.

"We have been gratified beyond our fondest expectations in the results," said M. D. Bailey, Jr., vice-president of the company, to a representative of EDITOR & PUBLISHER at the Ritz-Carlton Thursday. "We cannot get the cigarettes here fast enough and are even using express shipments. We are also using the Post and Times-Star in Cincinnati, and next week will break into Baltimore, with the Sun, News and American.

"The newspapers have co-operated with us to the fullest extent." Due to the efforts of the New York American, distribution was secured for "Carolina Royals" in over 16,000 tobacco outlets in New York City before a line of advertising appeared in that newspaper.

"I think our campaign was the most tremendous cigarette advertising success ever launched in New York City, as in one week we sold over twenty million. The American and Evening Journal gave us a full page in their merchandising house organs, going out to the trade. We have already spent approximately \$50,000 and we expect to spend a great deal more, gradually extending our newspaper list.

"Newspapers are our only mediums, with the exception of a few outdoor signs. We think newspapers the best medium for many reasons, one of which is the fact that the copy can be changed from day to day. I think the public becomes tired of reading the same thing over and over, and in newspapers we can keep giving the people a new message."

Bailey Brothers, Inc., are independent manufacturers. "Carolina Royals" retail for 15 cents a package and are now on sale at all of the United Cigar Stores, all Liggett stores and at A. Schulte's stores. They sell exclusively through jobbers.

The H. W. Kastor & Sons Company handles the advertising account in New York. In the South, the Massengale Advertising Agency, Atlanta, places the advertising.

"JURY SYSTEM A FAILURE"

So Says Eytinge, Ex-Convict, Now a \$10,000 Copy Writer

Louis Victor Eytinge, whose sensational leap from a prison in Arizona, where he had served 16 years for a murder which he says he never committed, to a \$10,000 job as chief copy man of the Johns Advertising Service in New York, has been told by the Sunday supplements, was the guest of the Baltimore Advertising Club at luncheon April 4. He was accompanied by his wife who, before his release from prison, when she was Miss P. L. Diver, became interested in him and helped him gain his liberty.

Although Eytinge surprised Baltimore advertising men by his familiarity with their work, he talked not of advertising, but of criminal administration and the need for prison reform. Members of the

Rotary, Kiwanis, Knights of Columbus and Woman's Advertising clubs joined in the luncheon, and about 500 were present.

Eytinge said he thought the jury system was a failure in the trial of criminal cases. He thought a man accused of murder should be tried before judges, three judges sitting together in each case; never one, lest the one man be influenced by his own physical condition during the trial. He thought that criminals should be imprisoned not for life or for any definite term, but until they showed unmistakable evidence of a change of heart. Then they should be released. A child with measles was sent to a hospital not for a number of weeks, said he, but until he was cured.

TAYLOR GOES TO COMMERCIAL

Becomes Its Business Manager After 21 Years on New York World

Millard F. Taylor has been appointed business manager of the New York Commercial, effective April 15. Mr. Taylor started his newspaper career in the classified advertisement department of the New York World in October, 1902. He was later placed in charge of the telephone advertising service when that was installed. Later he went to the main office in charge of the counter and while in that position mastered the mechanical features of newspaper making.



MILLARD F. TAYLOR

He was then put on the street, where he has for some years handled important accounts of The World.

The World advertising staff will tender him a farewell dinner at the Automobile Club of America on April 12. "Jim" Francis will be toastmaster.

N. Y. AMERICAN CHANGES

Bonner Heads Copy Desk; Darby Offered Toga in Ireland

Without undergoing any shakeup, the editorial staff of the New York American has seen not a few changes lately, due to transfers and promotions.

John Darby, who was head of the late trick on the copy desk, sailed for Ireland March 29 on a leave of absence of several months. He has been offered an appointment as a Free State Senator, but thinks he prefers newspaper work in America. Lin Bonner is now head of the American copy desk, succeeding William Carver, who takes Howard Morton's place as makeup editor. Morton is now in the Sunday room. George Proctor, of the copy desk, also has been transferred to the Sunday room. William Chipman has been transferred from sports to the copy desk. Other additions to the copy desk are John Powell, of Bridgeport, and Charles Manson, of Boston. Leslie Rice, formerly of the Brooklyn Eagle, has joined the sports department.

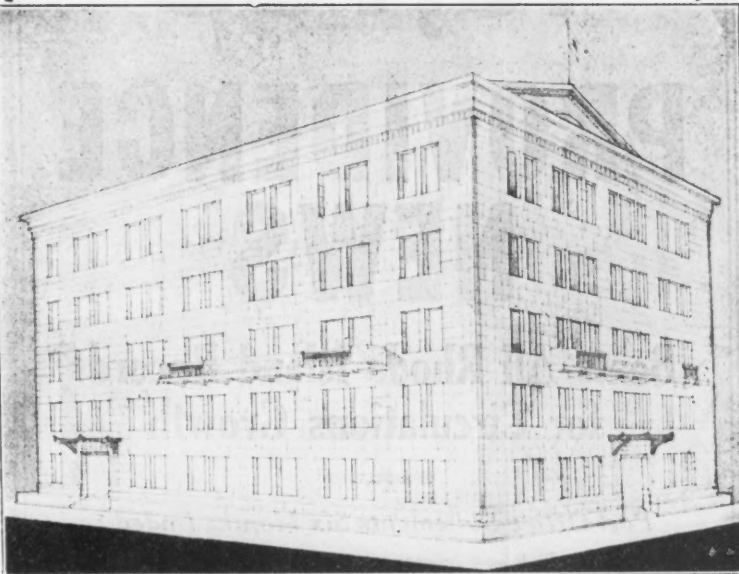
Roy Daniel, night city editor, is back on the job after a serious illness, but Frank Manning, of the copy desk, is still incapacitated, as well as Arthur Dunn, assistant city editor. The funeral of Rutledge Gardner, copy reader, who died of pneumonia March 18, was held at Street, Maryland, March 22, Lin Bonner representing the American. "Pete" Campbell, obit editor, is ill.

A new addition to the rewrite staff is H. V. Wilkins, formerly special assignment man on the San Francisco Chronicle and Los Angeles Times.

Seventy-five Years for C. H. Clark

Charles Hopkins Clark, who joined the Hartford (Conn.) Courant in 1871 and has been the editor of that newspaper since 1890, celebrated his seventy-fifth birthday last Sunday.

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun
TOKYO, JAPAN

Three Years of Gain 10,788 PROVIDENCE NEWS

Beats All Rhode Island Records for Circulations Growth

Post Office Statements Six Months Ended :

	Daily Average Net Paid Circulation	GAIN
March 31, 1920	17,910
March 31, 1921	18,909	999
March 31, 1922	22,484	3,575
March 31, 1923	28,698	6,214

Total Gain Three Years **10,788**

Percentage of Gain **60.23**

Watch the Circulation Statements of the Other Providence Newspapers and Make Your Own Comparisons With This Record of Steady and Solid Growth by the Five-Year-Old Wonder of The Rich New England Field.

THE PROVIDENCE NEWS

MEMBER A. B. C.

John A. Hennessy, President
James C. Garrison, Vice-President
Henry D. Hamilton, Secretary and Treasurer

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Chicago, St. Louis and Detroit: The G. Logan Payne Co.
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Joseph A. Klein, 42 Broadway.

OREGON PUBLISHERS DEMAND INQUIRY INTO PRINT PAPER PRICES

Fifth Annual Conference Calls on Federal Trade Commission to Investigate Alleged Exorbitant Charges—
Journalism Building Dedicated

OREGON newspaper publishers present at the fifth annual Oregon Newspaper Conference, held at the University of Oregon March 23-24, called upon the Federal Trade Commission to investigate the price of print paper. A resolution was adopted condemning paper manufacturers for what were termed exorbitant charges.

The resolution was adopted at the March 23 session. On the preceding day the Oregon Publishers' Syndicate, which had a session in connection with the conference, had discussed paper prices.

Arthur M. Geary, attorney for the syndicate, declared paper prices were dependent upon rates fixed by European papermakers as well as upon the American market. A control by Americans of certain European output affected the prices charged in this country, he contended.

The Newspaper Conference was held under the auspices of the School of Journalism in the new journalism building. The new building was dedicated by Elbert Bede, president of the Oregon State Editorial Association. The school was presented with a new copy desk by the Oregon association.

George P. Cheney, editor of the Record Chieftain, was elected president of next year's conference; George Turnhull, professor of journalism, secretary, and Dean Eric W. Allen of the school, chairman of the program committee. Mr. Cheney is a former member of the Chicago Tribune staff, and served in the Chicago and Kansas City offices of the Associated Press.

Paul Cowles, Western superintendent of the Associated Press; Frank A. Clavoe, in charge of Northwest headquarters of the United Press, Portland, and E. F. Nelson, Portland correspondent of the Associated Press, were news association men present. Edgar B. Piper, editor of the Portland Oregonian; Donald Sterling, managing editor of the Oregon Journal, Portland, and N. J. Levinson, editorial writer on the Portland Telegram, were among the present. Karl A. Bickel, president of the United Press Association, telegraphed greetings.

The sessions of the conference were devoted to business and editorial problems. "Newspaper Responsibility," read by Robert W. Ruhl, editor of the Medford Mail Tribune, created much interest. Mr. Ruhl declared that the majority of Oregon editors failed to adopt a vigorous and clear-cut editorial policy in the recent political campaign.

"The most significant and sensational feature of that election was the Ku Klux Klan," he declared.

"In my judgment the introduction of the Ku Klux Klan in Oregon has been the most sensational, the most dramatic, the most picturesque development in Oregon politics. It has been nothing short of a political revolution. Yet with these extraordinary events transpiring before our eyes, the number of newspapers in Oregon that tried in any way to interpret these events, to bring their true significance before the people, to either mold or influence public opinion concerning them, can be counted on the fingers of one hand."

The speaker declared that newspapers, in abandoning the militant editorial attitude of the old days when "a six-shooter and a vial of vitriol were as necessary in the editorial sanctum as a pair of scissors and a paste pot," had swung over too far. He did not argue against a sane business-like view of the profession of journalism and its responsibilities, but he deplored an attitude that was too self-satisfied and non-combative.

George N. Angell, editor of the Oregon Farmer, who spoke on "Weekly Papers and the Farmer Reader," cited the Chehalis (Wash.) Bee Nugget as a

fine example of a paper that prints lots of worth-while farm news.

Dr. E. V. Stivers, pastor of the First Christian Church of Eugene, aroused considerable interest with his paper, "The Church and the Press; Mutually Helpful." He declared churches ought to advertise in the newspapers, and that they should pay for their advertisements the same as any other space buyer.

Dr. Matthew Lyle Spencer, director of the University of Washington School of Journalism, gave some dos and don'ts for those who write editorials in the weekly newspapers: 1—Have an editorial column; 2—Make the editorial column flexible; 3—Don't use the canned editorial; 4—Names are as valuable in editorial as in news; 5—Analyze the community you are writing for; 6—Don't be afraid of being provincial, discuss subjects of your community's interest; 7—The ideal editorial page has an editorial on local, on State, on sectional, and on national topics, and one of human interest nature; 8—Don't boast in your editorial column; 9—Keep out of local politics, be independent; 10—Don't let your paper be anything but patriotic to your country and town; 11—Keep out of your editorial columns anything that creates dissension between the country and the city.

Mr. Piper, of the Oregonian, expressed the belief that editorial writing in the days of Greeley and his contemporaries was open to a good deal of criticism. Editorials today have more to commend them than the old, he declared.

"The editorial expressions of such men as Greeley were violent, vituperative, partisan, and in a large sense false," he asserted. "The public did not expect the newspaper to take anything but a partisan view. There is now a different view. If the newspaper has lost the influence of Greeley's time it has done much since to soften the asperities of those times and is doing much more now to enlighten the public."

The dedication of the new three-story Journalism Building at the University of Oregon was a special feature of the conference.

The new building, 50 x 80 feet, which replaces the structure destroyed by fire last Summer, cost \$40,000.

There are ten offices and classrooms on the first floor, where the instructional staff has offices. A large journalism library occupies the southeast corner of the first floor. The copy desk room is in the northwest corner, and the type-writing room the southwest corner. The offices of the news editor of the Emerald, undergraduate daily, and the Emerald newsroom also are on this floor.

The main assembly is on the second floor. Adjoining is the advertising room. An office for the editor of the Oregonian, the year book of the Associated Students, has been provided here.

The advertising laboratory room will acquaint the students visually with the latest advertising methods. A museum of advertising in effect is provided. There are cabinets and other exhibits containing complete advertising campaigns, posters, examples of effective newspaper and magazine advertisements, and a display that shows the various engraving processes.

The present journalism "shack" where the faculty and Emerald staff are now housed will remain in use. It is occupied by the editor-in-chief and Sunday editor of the Emerald. The Emerald advertisement department, the newspaper file room, and possibly the offices of Lemon Punch and Old Oregon may occupy the "shack" before the end of the year. There is a room for women in the school.

YEAR AT 1 CENT PLENTY FOR SPRINGFIELD

Both Newspaper Groups, Returning to 2-Cent Basis, Advise All Publishers Against Imitating Their Experiment

Springfield's newspaper price war, which had been in progress a year almost to a day, ended Monday morning by common consent. At that time increases to two cents by the Republican, the Daily News, and both morning and evening editions of the Union, became effective.

Circulation gains were experienced by the Republican and by the Union as a result of the conflict, but the circulation of the Daily News, which had been selling for one cent for many years, was little affected. The Audit Bureau of Circulations statement of the Daily Republican before the price cut, when it sold for three cents, was 13,768; that of the Daily News, 42,510, making a total of 56,278 for the two papers, which are under identical ownership and management, and 54,268 for both morning and evening editions of the Union. The Union was on a two-cent basis, except that the evening edition sold for one cent in some parts of the suburban territory. The Daily News was on a one-cent basis.

The figures as reported in Ayer's Newspaper Annual for 1923 are: Republican, 24,068; Daily News (A. B. C.), 47,128; combined Republican and News, 71,196; Union (combined morning and evening), 72,432.

A slight falling off in street sales was reported Monday, the first day the papers were on a two-cent basis, but this was attributed in part to the fact that many newsboys were not working owing to the Jewish holiday. The decrease amounted to perhaps 8 per cent.

Sherman H. Bowles, general manager of the Republican and Daily News, when asked his opinion of the one-cent newspaper business, replied that it was all right under certain conditions, but that he would not advise any one contemplating entering it one way or the other.

The attitude of the Union is expressed by the following announcement, written by Maurice S. Sherman, the editor, which was printed in a two column box on the first page Saturday morning, in announcing the impending price increase.

"For the benefit of other newspapers that may have been interested in the excursion of the Springfield press into the field of one-cent journalism it seems permissible to say that the venture offers no attractions. From the viewpoint of the newspaper it is economically wrong; from the viewpoint of the reader it goes against his sense of the fitness of things. He does not want to pay more for anything than it is worth, but he does not want to pay less than a fair price, and one cent is not a fair price for a newspaper that strives to meet the needs of an intelligent public.

"Throughout this experiment the Union has not, however, in any way diminished the amount of news it has given its readers. Rather has it broadened its scope and field of service. When it reduced its price it promised that it would continue to be a clean, wholesome, satisfying newspaper, printing all the worth-while news accurately and fairly, and ever standing ready to render public service." The reader may judge for himself whether that promise has been kept.

"But the Union is frank to say that it is not financially possible under present economic conditions to sell a good newspaper for one cent, and neither the Union nor its readers would be satisfied with a newspaper that does not measure up to the traditional high standards of Springfield journalism.

"To meet the constantly increasing costs of newspaper publishing, to maintain not only a high standard but to carry it still higher, a restoration to the old price of two cents is an absolute necessity. And at two cents, or three cents, or even at five cents, a good newspaper is the greatest value for the money that is offered the American public."

The matter of price had been a source of controversy in Springfield journalism for many years. The Republican had sold for three cents since the daily edition was started in 1844. The Daily News had sold for one cent for years, except that on Thursdays it sold for two cents. Both morning and evening editions of the Union sold for two cents.

Proposals to put all papers on a two-

cent basis had been made by the Union interests at various times after the merger of the Republican and the Daily News in 1916. As the bulk of the Union's circulation was morning, while the bulk of that of the Republican-News combination was evening, it was felt by those in charge of the latter two papers that such a change would be to their disadvantage.

A year ago matters came to a head. The Union announced that effective the first Monday in April, its evening edition would sell for one cent. The Republican, in retaliation, announced a drop from three cents to one, and the Union was forced to drop its morning price accordingly.

One of the Republican's first moves was to add a page of pictures as a daily feature. The Union strengthened its editorial page. The same editorials had appeared in all editions before the price war started. Now the morning and evening editions have separate editorial pages. All papers affected strengthened their city news departments.

N. Y. CONVENTIONS ATTRACTING MANY PUBLISHERS

(Continued from page 6)

announced at A. N. P. A. headquarters in New York this week. Regulations for the purchase of tickets, as amended, follow:

"A total of at least 250 certificates must be presented for validation by the endorsing officer to secure the reduced fare. Any number of representatives of a number and dependent members of their families are eligible to secure the reduced rate.

"Members who conclude to purchase tickets under this plan are requested to advise the New York office at their earliest convenience.

"Tickets at the regular one-way tariff fares for the going journey may be obtained on any of the following dates (but not on any other date): April 18 to 24, Arizona, British Columbia, California, Nevada, Oregon, and Washington; April 19 to 25, Colorado, Idaho, Montana, New Mexico, Oklahoma, Texas, Utah, and Wyoming; April 20 to 25, all other states and Canada. Be sure that when purchasing going ticket you request a certificate. Do not make the mistake of asking for a receipt.

A. L. Shuman, of Fort Worth, president of the National Association of Newspaper Executives, has called a meeting of that body's officers and directors at the Hotel Astor, 10 o'clock on the morning of April 24. This meeting will formulate plans for the N. A. N. E. program at the Atlantic City convention of the Associated Advertising Clubs of the World.

MORNING PUBLISHERS IN N. Y.

Will Meet April 25 at Waldorf-Astoria After A. N. P. A. Adjourns

More than 200 morning newspapers are expected to be represented at the meeting of the Morning Newspaper Publishers' Association at the Waldorf-Astoria, New York, at 4 o'clock April 25. Louis Wiley, business manager of the New York Times, and L. K. Nicholson, president of the New Orleans Times-Picayune, are scheduled as speakers.

One of the large halls at the hotel has been engaged and the meeting will not interfere with the sessions of the American Newspaper Publishers' Association, which is expected to adjourn for the day before the morning publishers' meeting. A Schaefer, advertising director of the Fort Wayne (Ind.) Journal-Gazette, president of the association, will preside.

Harry J. Hughes III

Harry J. Hughes, known in every newspaper office of the United States as the "genial ink man" of the Ault & Wiborg Ink Company, has been confined to his bed for several days with a severe attack of rheumatism at his home in Brooklyn.

In Homes Like This



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

THE JIJI SHIMPO

時事新報

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

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

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

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

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

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

Morning
and Evening
Editions

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

"In Japan, the Buyers Read THE JIJI"

WILLIAM McM. SPEER DEAD**New York Newspaper Man and Lawyer Had Active Career**

William McMurtrie Speer, aged 58, New York newspaper man and lawyer, died April 2 of pneumonia at Piermont-on-Hudson. Latterly he was a special writer for the Evening Mail and contributed legal articles to the Herald.

He began newspaper work as a school-boy at Huntington, Pa. While at Yale, he worked as a reporter for the New Haven News, where he was later managing editor. In 1886 he went to the New York Sun and helped to make that paper's distinctiveness. He was on the "death watch" for General Grant. He also achieved fame as Albany correspondent.

Mr. Speer left the Sun to become city editor of the New York Star. In 1893 he obtained control of the Albany Argus. In 1896 he joined the staff of the World.

He was appointed by Mayor Gaynor special counsel in the Ashokan Dam lands condemnation proceedings, and his work and vigilance were said to have saved the city of New York a million dollars. In 1892 he was a member of the Constitutional Convention, and also served as secretary of the New York State World's Fair Commission. His last public work was as a special United States Attorney General investigating coal profiteering.

His father was Congressman Robert Milton Speer, while a brother was Dr. Robert E. Speer, missionary, lecturer and author.

REBEL PERU EDITOR DIES**Expires on Warship Day After His Arrest as a Plotter**

Dr. Augusto Durand, owner and editor of La Prensa, Lima, Peru, died of nephritis March 31 aboard a Peruvian warship.

The previous day he had been arrested with five associates on charges of planning a revolutionary movement.

Dr. Durand had long been active as a revolutionist. In 1908 he fought against President Pardo, and in 1909 against President Leguia. In the latter year he fled to Chile, but later was permitted to return to Peru.

In February, 1914, when revolutionists imprisoned President Billinghurst, Dr. Durand took possession of the Presidential Palace, and was reported to be planning a coup d'etat when Col. Benavides, revolutionist leader, was chosen President. Dr. Durand took refuge in the Italian Legation and later went to Bolivia.

Obituary

WILLIAM H. NEAL, aged 85, father of Jesse H. Neal of New York and William H. Neal, Jr., both of the St. Paul Daily News, died at Grandale, Ore., March 27.

HORACE HOLBROOK, publisher of the Western Reserve Democrat at Warren, Ohio, was killed March 30 in the wreck of the Big Four passenger train near Columbus. He was a passenger on the

train, which crashed into an auto at a crossing.

LUTHER OSBORN, founder of the Red River Valley News of Glyndon, the first paper in Clay County, Minn., and a Civil War veteran, is dead at Los Angeles.

WILLIAM THOMAS DUNN of Kansas City, Mo., a special student in journalism at the University of Kansas, was drowned in the Kaw River near Lawrence March 24, when his canoe overturned. He formerly was a reporter on the Kansas City Star, as well as on the University of Kansas Daily Kansan.

B. F. BLANTON, aged 85, for 72 years a printer and newspaper man in Missouri, and for fifty years owner and editor of the Monroe County Appeal at Paris, Mo., died March 25. He was a native born Missourian and one of the last survivors of the Kansas-Missouri border war of 1856.

BENJAMIN M. NEAD, aged 76, known throughout Pennsylvania for his attainments in literature, newspaper work, law, history and politics, died at Chambersburg March 31. At one time he was editor-in-chief of the Harrisburg Patriot, and had been part owner and the editor of the Harrisburg Morning Call. He was president of the Yale Alumni Association of Central Pennsylvania.

MISS MARY P. MADDEN, an employe of

the Kansas City Star library for the past 12 years, is dead.

ALFRED C. KINCAID, aged 79, famous for many years as a Missouri newspaper correspondent, writing under the name of "Old Chip," died at Rayville recently.

LLEWELLYN H. BROWN, aged 66, died suddenly in Miami where he was spending his vacation. For many years he was publisher of the Bath (N. Y.) Herald, retiring in 1916 to become County Clerk. He had been elected to his third term a few days before he died.

MYRON S. PIKE, former publisher of the Corfu (N. Y.) Enterprise, died recently.

R. V. W. DICKINSON, for 45 years connected with Jesup (Ia.) newspapers, collapsed as he was entering the Citizens Herald building and died within a few minutes.

JOHN H. GRIMME, secretary-treasurer and one of the founders of the Rapid Engraving Company, St. Louis, died March 25 at the Josephine Hospital there following an operation. He was a member of the Advertising Club, City Club and Chamber of Commerce.

JOHN HERING, aged 53, editor and proprietor of the Long Island Free Press, German weekly, published at Long Island City, died of heart disease April 1 at his home at Astoria. He was born in Ba-

A World Convention on Business Promotion**One Idea that Brought \$200,000 in Sales**

A WESTERN merchant attended a great advertising convention, and heard a speaker tell how his firm had increased sales through the establishment of a mail sales department, to serve those who read the newspaper advertisements of the store, but lived at a distance and could not often get to town. The merchant asked some ques-

tions, returned home and persuaded his partners to let him establish such a department. The sales of this department, which is operated in the far corner of the top floor of the store, exceed \$200,000 a year. Whether you are a member of the Associated Advertising Clubs or not, you may attend the

Nineteenth Annual Convention**ASSOCIATED ADVERTISING CLUBS of the WORLD**

Atlantic City, June 3 to 7, 1923

The 5,000 business men and women attending this meeting will be there to exchange experiences and ideas. There will be grist for your mill there. Information and inspiration upon which a bigger, more prosperous business can be established, await you. If you have a dollar and I have a dollar and we trade, we have one dollar each. But if you have an idea and I have an idea, and we trade, then you have two ideas, and I have two. We are both enriched. That's the spirit of these great gatherings, which attract the biggest and best sales promotion brains in the world.

In addition to the sessions of the convention, loaded full of business-building ideas, there will be a great educational exhibit of advertising. Take a note book with you. You will go back home enriched.

Share with us the joy of June in Atlantic City. What a delightful place it is in that delicious month! Ample hotel accommodations at reasonable, guaranteed rates, admirable transportation facilities, special railroad rates—a great business opportunity and a chance to spend some most enjoyable days at a cost less than the usual expense of going to this Queen of Resorts.

For full information as to special railroad rates, hotels, etc., address

Associated Advertising Clubs, 110 West 40th Street, New York, N. Y.

ROTOGRAVURE

With Local and General Pictures — Artistically Displayed — Attracts and Holds Readers.

Revenue Possibilities Big From National and Local Advertising.

Write Today for Samples and Our Attractive Proposition.

EMERGENCY MATS

Feature Pages in Variety.

8 or 7 COLUMNS 20" or 21"

MATS CAN BE CUT TO PERMIT LOCAL AD OR TEXT INSERTIONS.

Ask for Proofs Today

WORLD COLOR PTC. CO.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

varia and had been publisher of the Free Press for 20 years.

Mrs. ROGER BOWLUS (Mary Leonard), who was society editor on the Springfield (O.) Daily News for several years before her marriage, died in Springfield March 29 after a four-year illness.

JUSTIN DOUGALL BERGSTROM, sports writer on the Salt Lake City Deseret News, is dead. He wrote under the name of "Jay Bee." He was a great-grandson of Brigham Young.

HERBERT ANSON STOCKING, aged 53, for the past ten years managing editor of the Ansonia (Conn.) Evening Sentinel, is dead of pneumonia.

REV. J. H. ACTON, prominent in the early journalistic circles of Portland, Ore., died March 22. He was a native of Ohio and had been a resident of Portland since 1876.

SARAH BURT FRENCH, aged 91, Chicago pioneer, who died recently from injuries suffered last July, was the widow of George W. French, one of the founders of Chicago's Historical Society and a well known newspaper man, associate of Joseph Medill, Governor Bross and "Long John" Wentworth.

Mrs. LOUISE BARRINGER NIVER, aged 83, writer and widow of John Livingston Niver, died April 3 at Mt. Vernon of injuries suffered March 16 when her hip was fractured while she was trying to pass through a revolving door in a New York hotel. She was returning from a club meeting of the Theater Assembly of Manhattan, of which she was vice-president. For many years she was on the contributing staff of the Christian Herald. She was a member of the Women's Press Club of New York.

WILLIAM L. FORD, desk editor on the Boston Globe for the past 15 years, died March 30 in St. Petersburg, Fla., following a heart attack. He formerly was with the Boston Traveler, at one time being city editor, and also with the Herald. During the Spanish-American war he was correspondent for the Traveler in Cuba. During the World War he was war editor on the Globe.

JOHN SIGWALT, aged 87, president of the Sigwalt Manufacturing Company, and internationally known as a pioneer maker of seal and printing presses, died at Chicago.

R. V. DICKINSON, aged 60, for 45 years connected with Iowa newspapers and more recently living at Jesup, Ia., died suddenly March 29.

JOSEPH H. BAY, formerly reporter on the Boston Record, Springfield Union and Boston Globe, died at Roslindale, Mass., March 26.

Mrs. HERMAN E. JORGENSEN, aged 33, formerly Miss Agnes M. Granning of Sioux City and an employe of the Sioux City Tribune, died March 25 at Red Wing, Minn.

CHARLES RAY ARRIES, well known among Chicago advertising men, died at Los Angeles. He went West for his health five years ago. He is survived by his widow, Mrs. Fannie G. Arries; a son, Leslie, and a daughter, Ethel.

W. H. H. BROWN, aged 82, father of Leon Brown, State editor of the Des Moines Register and Tribune, died at a Des Moines hospital.

GLORIA STEARNS, two-year-old daughter of Theodore Stearns, former music critic of the Herald-Examiner, died suddenly at the Plaza Hotel, Chicago. The child had been ill with pneumonia and was believed recovering.

Car Shortage Ties Up Paper

MONTREAL, March 29.—At the present time there are 62,000 Canadian freight cars on railroad lines in the United States and there are 32,000 United States freight cars in this country. Canadian lines are asking that their cars be returned in order to avoid a shortage. The condition is making it increasingly difficult for Canadian paper mills to supply the number of cars necessary for shipments of newsprint, pulp and other commodities. As a result mills are being obliged to store paper stock.

RECENT SPECIAL EDITIONS

THE Louisville Herald issued with its regular edition of March 21 a review of the coal industry of the state. It consisted of five sections of 60 pages, four sections, comprising forty-six pages being devoted exclusively to the coal industry, commencing with an Art page headed "Kentucky Coal Field Number." Sixty or more leading coal operators of the state were represented in the advertising columns while a complete historical account of the development of the coal industry with numerous descriptive articles completed the news features.

Members of the Women's Club of Maplewood, N. J., handled the entire March 30 edition of the South Orange Record's Maplewood edition under the direction of Mrs. Clayton D. Lee, their president, who is also first vice-president of the Federation of Women's Clubs of New Jersey. They produced the entire paper, with the exception of the mechanical work. The arrangement is an annual one and the Maplewood Club and the publishers divide the proceeds of the edition's business on a 50-50 basis. The number runs exceptionally heavy in advertising and new circulation and always proves a paying proposition to all concerned.

Its annual building edition was issued by the Springfield (Ohio) Daily News on March 25.

The Cleveland Times and Commercial has just issued a neat 12-page paper called "The Forum," commemorating the first anniversary of the new Cleveland morning paper. It is devoted to the interests of those who make the paper and contains signed articles by many department heads and pictures of men and women who get out the paper. More than 50 pictures are grouped. J. P. Williams is editor and C. H. Sheets is his associate. O. K. Shimansky, publisher, says the Forum originated in the composing room.

The Mount Vernon (N. Y.) Daily Argus issued a "Greater Mount Vernon and Real Estate Edition" on March 28, its forty pages being devoted to news and advertising of present and projected housing development in the city and trade territory.

The Cobleskill (N. Y.) Times, a weekly paper, issued an Easter edition of 22 pages, March 22. One feature was an entire page devoted to messages from Cobleskill clergymen, with attractive art treatment. Local store advertisements were listed as an Easter Shoppers' directory.

The Sacramento (Cal.) Bee published a Spring Fashion edition March 6.

A food show and household exposition special edition was issued by the Dayton (Ohio) Morning Journal March 11.

The Sioux City (Iowa) Tribune included a fashion show number with its Saturday evening, March 11, edition, the day on which the fashion show opened.

The Austin (Tex.) Statesman issued a 92-page "Industrial and Trade Expansion" edition on March 4.

The Elgin (Ill.) Courier recently published an eight-page section devoted exclusively to the Boy Scouts of America, their families and friends. The news columns told of the local organization's history and work. The advertising paid tribute to these men of tomorrow. In addition, each advertisement contained an article of interest to boys, especially scouts.

The Westwood (N. J.) News issued a special edition of sixteen pages March 8, carrying a large amount of advertising.

Martin Washington News Editor

Earl E. Martin, formerly of the Newspaper Enterprise Association, has succeeded Lowell Mellett as editor of the Washington News, the Scripps-Howard tableloid afternoon newspaper. Mr. Mellett shortly will leave for a trip to South America accompanied by C. C. Lyons of the Scripps Newspaper Alliance.

IOWA

Food is the greatest essential in life. This industry is IOWA'S greatest industry. IOWA is a Food State. It produces four per cent of our national crops and eleven per cent of all our live stock.

In IOWA crop failures are unknown, consequently there is always production.

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. He knows the elasticity of his products, and takes advantage of it.

Iowa is the greatest agricultural State in the Union and ranks FIRST in value of farm land and buildings, in value of live stock, horses and poultry, in production of corn, in production of oats, and in production of hogs.

Iowa has the highest percentage of literacy of any State or of any equal area in the world—Iowa people read and they read advertising.

To sell these Iowa people it is only necessary to use their daily newspapers.

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

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

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

†Government Statement, October 1, 1922.

EDITORIAL

COME TO THE CONVENTIONS

APRIL is a banner month in American journalism. With the annual gatherings of the Associated Press and the American Newspaper Publishers' Association as the magnet, New York becomes the mecca of newspaper makers from every part of the United States and Canada during the last week in the month. This year a new interest is added in the convention of the American Society of Newspaper Editors, which meets in Washington on April 27 and 28, immediately following the close of the New York conventions.

These meetings hold much of value for the student of newspaper making, no matter whether or not he is a member, and attendance, if only as an observer, will prove broadening and helpful. The greatest good that comes from these annual gatherings is not so much in the actual work accomplished, as in the opportunity afforded for men to exchange ideas and learn the ways in which others are solving the many problems that are common to the work of publishing a newspaper, whether it is in the city of a million or a town of ten thousand inhabitants.

Largely through the efforts of the A. N. P. A. and like organizations, the business side of newspaper making has been brought to a high state of efficiency, although there is still much room for improvement. The American Society of Newspaper Editors, which will hold its first regular convention this year, will, however, work in new fields that have been sadly neglected. Their concern will be with the problems of the profession of journalism, which have been very much ignored for a number of years.

The foundation-building and launching of the Society has been in capable hands and its future success and the conception that it places upon the obligations of the journalistic profession will have a far-reaching effect on the future of the American newspaper as a service-rendering community and national institution.

The business side of newspaper making has thrown off the shackles of advertising control. The modern newspaper has financial independence as its greatest attribute; the present evils and shortcomings are largely on the editorial side. The cure of these evils will come from organized professional effort and not individual effort.

The war, which gave newspapers financial independence, at the same time robbed the professional side of initiative and made it the easy prey of the selfish forces of propaganda to which individual greed turned when direct control was broken by the business office.

The conventions this year promise to be the most largely attended in the history of newspaper making. A trip to New York or Washington this year will pay manifold beyond the actual cost. Convention attendance will be a paying investment that will go a long way toward the realization of the more efficient and better newspaper that we all expect tomorrow.

A FRENCH DIAGNOSIS

THERE are many things that François Crucy might well have added to his article on the American press that would have been helpfully suggestive and still in no way offensive to American readers.

For instance, he might have added something to his statement, "I do not mean that all the news of the outside world in the American press is of as good quality as it might be." We believe American newspaper men would welcome a book or two on that very subject. EDITOR & PUBLISHER is really sorry that M. Crucy dismissed it in a few lines.

There is praise enough in Crucy's observations to tickle our vanity and make it possible for us to forgive and forget some of his well-directed jabs at our weak points as he found them. Not the least is the attention that he calls to our seeming inability to distinguish between big facts and little facts.

After all, is it not this common consideration of all facts as equal that is the weak point in our present method of news reporting and presentation?

True newspaper ability that wins success is found where the two are separated.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER, Vicksburg, Miss.

MEN and brethren, let me freely speak unto you of the patriarch David, that he is both dead and buried, and his sepulchre is with us unto this day. Therefore being a prophet, and knowing that God had sworn with an oath to him, that of the fruit of his loins, according to the flesh, He would raise up Christ to sit on His throne; He seeing this before spake of the resurrection of Christ. This Jesus hath God raised up, whereof we all are witnesses.—(Acts ii: 29-31, 32.) And the multitude of them that believed were of one heart and of one soul: neither said any of them that ought of the things which he possessed was his own; but they had all things common. And with great power gave the Apostles witness of the resurrection of the Lord Jesus: and great grace was upon them all. Neither was there any among them that lacked: for as many as were possessors of lands or houses sold them, and brought the prices of the things that were sold, and laid them down at the Apostles' feet: and distribution was made unto every man according as he had need.—(Acts iv:32-35.)

ONLY HALF THE STORY

NATION-WIDE prosperity is the message borne by the newspapers daily in their succession of noted increases in wages. Forecast by the increase in pay of steel workers several months ago, the upward wage movement has now swept through many of the large textile mills and is reaching other industries. The news is welcome, but it is not a wholly accurate picture of the trend in industry, in that it does not make clear that these wage increases are not over the peak scales that marked the war and post-armistice period, but only a partial recovery from reductions that were general during the era of deflation.

The employer, the wage-earner and the members of their families, none of them have forgotten the high-wage days of 1918-1920. Still more keen in their memories is the time when cuts in wages were the only alternative, and not always that, to idle factories and hardship. To those who have increased wages, to those who have received increases, and to both classes who have not, the relation of present advances to former high points and consequent reductions is news and interesting news. Newspaper and press association editors can easily secure this information and present it.

In the newspaper business itself, publishers are likely to find news of wage increases in other industries a source of trouble. Talk of higher pay is in the air, and justly for many workmen whose wages were cut below a point of safety in the hysteria of 1920 and 1921. Newspaper union workmen are likely to argue from these increases to the necessity of an increase in their wages, but it should not be forgotten by conciliation committees and arbitrators that wage decreases in the newspaper business have been almost unknown since the war. They have more than kept pace with the rising cost of living in most cities and there are few localities now where further advances in newspaper labor payrolls can be granted without seriously handicapping more important activities of the daily press.

Why not be thorough in reporting good news as represented in wage increases and tell when the scales that are increased dated from in order that inflation can be kept out of the air on the new wave of prosperity that is sweeping the country?

PUTTING A FOOT ON THE SNAKE

PRESIDENT HARDING has very wisely turned a deaf ear to some of his misguided advisers who have been nursing a pet press agent project for the National Government. If interest in this government ever reaches the low ebb that will make necessary a stunt man to keep it before the people, then we can begin to look upon the activities of such men as William Z. Foster with some concern.

Instead of one more super-press agent, the greatest need in Washington today is about two hundred less of the common garden variety. There are any number of half-baked newspaper men who secured soft departmental publicity jobs during the war and that are still holding on to them, who could render the greatest possible service to the public by getting out of the way and permitting a few real newspaper men to dig out a lot of facts that are being smothered under reams of handouts.

Some idea as to the extent to which the press agent evil is operating in our government service today can be found in the Post Office Department. A financial emergency is said to exist in that department, and as a result there is no money for legitimate promotion for increasing revenues. But the press agent of the department is frank about the matter—he expects the newspapers to save the day by giving free space sufficient to speed up mailing and prevent embarrassment.

No day goes by that the busy press bureau does not waste government money in preparing and sending out at least one free story, and recently the high water was reached when four stories were sent out in a single day to each newspaper in the country. These represent one form of government waste that should be abolished.

In connection with this it is worthy of note that press agent stories from the Department of the Interior have tripled since Dr. Work moved over there. The regrettable thing about these stories, from an editorial standpoint, is that they have no news value to many of the publications to which they are sent.

What is needed in Washington is not another barrier to real news in the form of another press agent, but frank talking by responsible government officials. Fewer press agent handouts and a little more browsing by newspaper correspondents is the only tonic needed to brighten up the news out of Washington.

President Harding, an experienced newspaper man, no doubt took this into consideration in making his decision not to put his administration into the show business, with the members of his official family the trained seal victims of a master press agent.

CRIME NEWS

CRIME by its appeal to the primitive in man and woman holds an important place in the news of the day even though it ranks low in the percentage figures on newspaper contents.

In a recent issue of the Quill, official organ of the Sigma Delta Chi, it is stated that newspapers are estimated to have spent \$100,000 in maintaining 80 reporters and feature writers at New Brunswick, N. J., during the Hall-Mills murder case, aside from the telegraph and costs on handling the story out of that city.

In discussing the manner in which the story was handled, Peter Vischer, a reporter for the New York World, who was on the ground, says that he feels the press owes Mrs. Hall an apology. Other reporters who covered the story have spoken of the widow of the dead rector as a "martyr to newspaper sensationalism."

When reporters speak of sensationalism, whose product are they speaking about, their own, or the head-writer's, or that of the owner of the newspaper for which they work. There is a weak spot somewhere in this chain.

If the Hall-Mills murder or the Dorothy King murder were bungled because some one was working for sensationalism and in the interest of temporary headline advantage instead of results that are measured by public betterment, then it is time for American newspapers to start taking reportorial and editorial stock.

Character assassination for the sake of a headline cannot last much longer.

PERSONALS

M. H. DE YOUNG, publisher of the San Francisco Chronicle, was the recipient of a vote of thanks by the San Francisco Board of Supervisors for his gifts to the public through the Golden Gate Park Museum, and his promise to erect another annex.

Edward H. Butler, proprietor of the Buffalo Evening News, has been elected to the executive committee of the Yale Alumni Association of Western New York.

Dan E. Keen, editor of the Mt. Carmel (Ill.) Republican-Register, has just returned home from Rochester, Minn., where he recently underwent an operation. He was accompanied by Mrs. Keen.

William J. Conners, publisher of the Buffalo Courier and Enquirer, escaped injury when his automobile collided with another machine near Palm Beach last week.

John J. Mancy, managing editor of the Batavia (N. Y.) News, was toastmaster at the silver anniversary of Batavia Lodge, Knights of Columbus.

J. G. Elliott, editor of the Kingston (Ont.) Whig, presided at the annual meeting this week of the Ontario Education Association, of which he is president. He is a former president of the Canadian Press Association.

Lee A. White, librarian of the Detroit News, was a principal speaker at the annual meeting this week of the Ontario Library Association in Toronto. His address was on "Insuring the Authenticity of News."

S. S. McClure, editor of McClure's Magazine; Alexander Black, novelist, and Ligon Johnson, authority on international copyright, were speakers at a luncheon of the Authors' League Fellowship at the Hotel Martinique, New York, April 6.

Major Churchill Williams, associate editor of the Saturday Evening Post, and Mrs. Marian V. Gormley of Washington were married in the capital last Wednesday. Major Williams was a newspaper man until 1900, when he became literary adviser of J. B. Lippincott Company. He became associate editor of the Saturday Evening Post in 1907.

George F. Milton, Jr., managing editor of the Chattanooga News was a visitor in Washington this week.

J. S. Seymour, formerly publisher of the New York Evening Post, is at the New York Hospital recovering from injuries to his legs received when hit a few days ago by an automobile.

Wiley L. Morgan, managing editor of Knoxville Sentinel was married March 29 to Miss Jennie Burkes of Cumberland Gap, Tenn. Up to the time of her marriage Miss Burkes had been actively engaged in promotion work for the Lincoln Memorial University.

William Seyfert, president of the Reading Eagle Company, and Mrs. Seyfert, who spent the winter at Palm Beach and stopped over at Pinehurst, N. C., for the golf tournaments, have returned home.

Peter Schaeffer, editor of the Ely (Minn.) Miner, is writing a history of the newspaper business on the Mesaba and Vermillion iron ranges of Minnesota. It will be read at a meeting of the Minnesota Historical Society in St. Paul.

C. M. Steese succeeded W. C. Chambers as editor of the Mifflinburg (Pa.) Telegraph on April 1.

George T. Campbell, publisher of the Owosso (Mich.) Argus-Press, suffered a stroke of paralysis March 31 and is in a serious condition. He had just returned from Florida.

Frank Kay Anderson, president of the South Florida Press Association, has announced the publication soon at Winter Park of the Florida Publisher and Business Printer, monthly trade journal.

Senator I. S. Kroh, president of the Nebraska Press Association and editor of the Ogallala (Neh.) Keith County

News, was guest of honor at a banquet at Lincoln, March 28, in connection with his nomination for Governor of Nebraska.

E. W. Thielecke, formerly editor of the Cairo (Ill.) Bulletin but for the last ten years associated with his brother Ernest in the advertising business in Chicago, returned to the Bulletin April 1.

Edgar C. Snyder, United States marshal of the District of Columbia, has been mentioned for appointment as postmaster at the national capital. He was in newspaper work in Omaha until he was sent to Washington as correspondent of the Bee.

IN THE EDITORIAL ROOMS

LOUIS L. COLLINS, former Minneapolis Journal reporter and now Lieutenant-Governor, has written for the publications of the Minnesota War Records Commission a history of the 151st Field Artillery, in which he served during the World War.

Benjamin Larson has left the Chipewaga Falls (Wis.) Herald to become city editor of the People's Press, Owatonna (Minn.) daily.

Frank Ryberg has been appointed studio chief of the New York Daily News, succeeding M. S. Walker, resigned.

William Manning, formerly of the Philadelphia Public Ledger has joined the staff of the Washington Post as make-up man.

J. Lynn Yeagle, Sunday editor of the Washington Post, who resigned to do publicity work for the Shriners' convention, has been succeeded by Keville Glenn.

Miss Keith Clark, of St. Paul, formerly an editorial writer on the Dispatch and later editor of the women's bureau of the Department of Labor at Washington, has been appointed professor of history and political science at Carleton College, Northfield, Minn.

Abe Yager, sports editor of the Brooklyn Eagle, who has been sun-hunting with the Brooklynites at Clearwater, on the Florida Gulf Coast, was called home March 29 by the serious illness of his mother, aged 89.

T. Glenn Harison, reporter for the St. Paul Dispatch, has bought an interest in the Ortonville (Minn.) Independent and will soon take full charge.

Charles Williams, for two years on the desk of the New York Morning Telegraph, has gone to the Baltimore Sun.

James T. Kolbert, assistant manager of the Washington office of the United Press, has been transferred to New York.

Vincent Healy has resigned from the sport department of the Buffalo Times to locate similarly in Rochester.

Alfred G. Jackson, sports editor, and George W. Finley, managing editor, have resigned from the Bridgeport and Waterbury Herald. Mr. Jackson goes with the Century Play Company in New York. Finley leaves after twelve years' service.

Allan Kohan, day police reporter of the Omaha World-Herald, has been transferred to courts.

William T. Igleheart recently resigned as associate editor of the San Francisco Business to become city editor of the Salt Lake Tribune. He was succeeded by Herbert Thompson, formerly on the editorial staff of the San Francisco Journal.

Florian Newbranch, formerly court reporter on the Omaha World-Herald, has been placed on a rewrite desk.

Allyn H. Wright, Jr., has become editor and manager of the San Diego Hillcrest News, a weekly community paper, succeeding Boren R. Benton, who has gone to Los Angeles to take charge of a community publication.

J. A. Shanahan, formerly on general assignments on the Omaha World-Herald, has been made day police reporter.

W. H. Graham, formerly on general assignments on the Omaha World-Herald, is now on federals.

Tod Sloan, formerly Federal Building

FOLKS WORTH KNOWING

DR. FRANK F. BARHAM, educated as a physician and practicing his profession for a number of years, established the Los Angeles Evening Herald in 1911, when he and his brother, the late Guy Brinton Barham, took over the Los Angeles Morning Herald and converted it into an afternoon newspaper. From its circulation of approximately 4,000 and its personnel of 100 employees, the property has been developed into one of the leading newspapers of the United States, with an organization of nearly a thousand trained newspaper workers. Dr. Barham succeeded to the complete responsibilities of the management when his brother, Guy, died a few months ago. A native son of California, Dr. Barham had first-hand and intimate knowledge of the field which he entered as a publisher. He early laid down a policy of enlightening, educating, uplifting and entertaining the readers of the newspaper without ever assuming the rôle of a tyrannical dictator or descending to the level of a common scold. Truth, honesty of purpose, kindness and tolerance were inculcated in his associates; criticism, when offered, was to be constructive; exposures of public wrongs were to be vigorous but dignified. He sought to harmonize the newspaper with the public which it served, and to all these elements. To an excellent organization he attributes the success that he has attained.



DR. FRANK F. BARHAM

reporter on the Chicago Evening American, has taken the afternoon city desk in place of John Main.

Ben D. Barr, city hall and police reporter for the Reading Eagle, after ten years of newspaper work, has joined the publicity forces of the Metropolitan Edison Company, which has three other former Eagle reporters in its publicity promotion department, James J. Burns, John G. Longsdorf and Charles O'Rourke.

Mrs. Arthur Cayo, reporter on the Burlington (Vt.) Free Press, resigned April 1.

Charles Williams, formerly of the Chicago Journal, is now with the Herald-Examiner.

Paul M. Reed, for many years a reporter on the Reading Herald, has joined the Eagle staff.

Harold F. Moulton, assistant managing editor of the Lynn (Mass.) Daily Item, has been appointed major in the Reserve Corps.

Harry Ferris, who has been a special writer on the Burlington (Vt.) Free Press, has returned to Boston.

Mrs. L. E. Warner, former writer for the Christian Science Monitor, is a new member of the Chicago Herald-Examiner staff.

Noel Albertson, telegraph editor of the Lancaster (Pa.) News Journal, has joined the rewrite staff of the Philadelphia Evening Bulletin.

John T. Duffy, of the Reading Eagle staff, returned to his desk after a month in Georgia to recuperate from illness.

Mr. and Mrs. George Walter Clark are the parents of a little daughter, "Peggy." Clark is a member of the Sunday room staff of the Chicago Herald-Examiner, and his wife is a former Chicago newspaper woman.

Thomas J. Minton, formerly on the staff of the Lynn (Mass.) Daily Item, has been appointed manager of the United States Veterans Bureau, Boston.

Harrison M. Howard, commercial reporter for the Sioux City Tribune, who recently underwent an operation, is rapidly improving.

Frederick S. Pease, Jr., who has been employed by the Vermont Press Bureau at the State House, Montpelier, during the session of the Legislature, is joining the reportorial staff of the Burlington (Vt.) Free Press.

George T. Schreiber, Federal Building reporter for the Chicago Evening Post, and Michael W. Strauss, assistant city editor, have purchased a forty-foot yawl. They plan to take lake trips over the week-ends.

Chris Larsen has been made church editor of the Sioux City Tribune.

Osman W. Brown has resigned from the copy desk of the Lynn (Mass.) Telegram-News.

Miss Ervie Ravenbyrne, society editor, and Miss Packey Levenson, feature writer, for the Chicago Herald-Examiner, have returned to work after illnesses of several weeks.

Cecil Mahood has been added to the reportorial staff of the Sioux City Tribune.

Charles M. Graves, editor of the Sunday rotogravure picture section of the

The general use of the Haskin Service by school teachers proves its educational value.

New York Times, sailed aboard the Olympic April 7 for an extended tour of Europe covering important photographic centers. Accompanying Mr. Graves will be two cameramen to be added to the staff of the Times Wide World's newly-opened European bureau in Paris. Mr. Graves expects to be in Europe nearly two months, visiting London, Paris, Rome, Vienna, Warsaw, Berlin and other cities.

Charles H. Vaughn has joined the staff of the Columbus Dispatch. He graduated from Ohio State University School of Journalism at the end of the Winter quarter, and was city editor of the Ashland (O.) Times-Gazette two years ago.

Miss Constance Drexel of the McClure Newspaper Syndicate entertained at luncheon, March 28, in honor of Mrs. George Horace Lorimer, of Philadelphia, wife of the editor of the Saturday Evening Post.

THE BUSINESS OFFICE

DAVID D. GLASSFORD, for the past ten years associated with the New York Commercial, and for the past five years vice-president and business manager, has resigned to become president and general manager of the John A. Phillips, Inc., general commercial printers, 226 William street. While associated with the Commercial, Mr. Glassford had the management of the Blue Book of Foreign Trade published by the Commercial bi-annually in the interest of American commerce.

Hugh B. Lee, formerly advertising manager of the Fort Dodge (Ia.) Messenger and Chronicle, has joined the national advertising department of the Des Moines Register and Tribune. Lee had been with the Messenger and Chronicle five years. He was city editor and later managing editor before managing the advertising department.

H. K. Edwards, former business manager of the Minneapolis Daily News, is entering the real estate business in St. Paul.

J. Russell Wiggins has been made advertising manager and field man of the Laverne (Minn.) Star.

Earnest Brock has returned from Kansas City to Wichita and taken back his old job on the advertising staff of the Beacon.

Covan B. Creel, formerly of the Delaware (O.) Gazette, has joined the promotion department of the Columbus Dispatch.

Stuart Ingram, manager of the research and information bureau of the San Francisco Chamber of Commerce, has resigned to become financial editor of the San Francisco Bulletin.

Arthur H. Utt has joined the publicity department of the St. Louis Globe-Democrat, succeeding Roland Sturhahn, who recently went with the Ralston Purina Company. Utt had been with the Lincoln Press, St. Louis, and was formerly advertising manager of the Brecht Company.

W. B. Dixey, Jr., formerly advertising manager of the Daily Garment News, New York, has joined the local advertising staff of the New York Daily News.

George Votaw, who recently resigned as classified advertising manager of the Fresno Republican to go to San Francisco, has been succeeded at Fresno by Gordon Blade.

Charles ("Chuck") Maloney, son of Josiah Maloney, of the advertising department of the Denver Post, has taken over the advertising department of the Daily Picketwire, Trinidad, Col.

MARRIED

HERBERT L. BELL, circulation manager of the Butte office of the Anaconda (Mont.) Standard, and Miss Irene Farrell, reporter on the Butte Miner, were married recently.

Clark H. Galloway, teacher of journalism at the University of Kansas, on March 31 married Miss Helen Lee of Omaha.

Louis H. Shenk, advertising manager of the Lancaster (Pa.) Intelligencer

and the News-Journal, and Miss Bertha M. Trout, daughter of Mr. and Mrs. C. H. Trout of Lancaster, were married April 2 in the Church of the Transfiguration, New York. They are spending their honeymoon in the New England States and Canada.

Wil V. Tufford, Clinton, Ia., secretary-treasurer of the Inland Daily Press association, and Miss Lenora Lee Reihman, of Los Angeles, were married in Chicago.



WIL V. TUFFORD

Miss Reihman is the daughter of J. W. Reihman, a banker of Grand Mound, Ia. She was graduated from the Leland Powers School of the Spoken Word in Boston. She has been a dramatic reader and teacher in New York and Boston and teacher in Chautauqua circles.

Since last Fall she has been in Los Angeles, more recently in the studio of the Ince Motion Picture Corporation.

The couple plan to be in New York during the A. N. P. A. convention.

WITH THE AD FOLKS

W. H. MAYES, JR., of Austin, son of Prof. W. H. Mayes, of the department of journalism of the University of Texas, has been appointed advertising and publicity manager for the National City Bank of New York. He is a former student of the University of Texas, and has been in the publicity department of the National City Bank since 1919.

Wendall Walker has changed from the Charles Touzalin Agency, Chicago, to the Speedautomatic Company, where he will devote all his time to advertising. J. T. Davis succeeds Walker as copy writer at the Touzalin Agency.

THE AGENCY FIELD

ADDISON F. VARS of the Remington Advertising Agency has been elected fleet captain of the Buffalo Launch Club.

The Biddle Agency, Philadelphia, has changed its office from 12th and Cherry street, to 1827 Ranstead street.

Max Hacker, for some time with the Blackman Company, New York, has been made office manager.

The Aitkin-Kynett Company, Philadelphia, has changed its offices from 1326 Walnut street to 1615 Chestnut street.

The L. S. Gillham Advertising Agency, Salt Lake City, has been awarded the contract for the \$50,000 campaign, the funds for which were raised by the Chamber of Commerce by popular subscription.

William R. Alberts, art director, and Hubert J. Echele, office and production manager for the Chappelow Advertising Company, have resigned to join the Warwick Typographers, St. Louis. Echele is president of the Junior Advertising Clubs of the World.

Earl Glenn Deane, formerly sales manager of the Twinplex Sales Company, and more recently with the David A. Coleman Company, has joined the staff of Yost, Gratiot & Co., St. Louis.

W. J. Hosmer, advertising service man and printing salesman for the Carson Press, left April 2 to become technician of the Tuholski Advertising Agency, Denver.

H. L. Bergen, formerly vice-president of the Bergen Advertising Company, has joined the staff of the Adamars Company, St. Louis.

R. R. Gleen is now with the Central Advertising Agency, Wichita, (Kan.).

W. J. Tice, has resigned as space buyer of Yost, Gratiot & Co., St. Louis, to be office manager for the Adamars Company.

Miss Jean Elizabeth Roberts, for the

past 18 months advertising manager of the Thompson-Belden Company of Omaha, has joined the copy staff of the Charles A. Hall Company.

The name of Farnsworth, Brown & Schaefer, Inc., of New York has been changed to Farnsworth & Brown, Inc. William G. Schaefer having left the organization Jan. 1.

S. N. Stathem has been made assistant space buyer of the Richard A. Foley Agency, Philadelphia.

F. J. Fitzgerald, for some time with Calkins & Holden, New York, has been made space buyer of that agency, and R. P. Clayberger, formerly space buyer, is now contract man.

WITH THE SPECIALS

FRANK G. GRASSETT, for the past year and a half in the merchandising department of the Chicago American, has joined the soliciting forces of the Williams, Lawrence & Cresmer Company, Chicago.

George J. Allan, of J. P. McKinney & Son, New York, broke the world's Y. M. C. A. record for running a mile at the indoor track and field championship of the Metropolitan district March 24, in 4.34-2/5.

George H. Hill has been appointed Eastern manager of Carpenter & Co., with headquarters in New York, succeeding Barton E. Schwartz, who retires today to become associated in an executive capacity with the D. E. Klein Cigar Company, New York. Arthur W. Cooley is now Carpenter's Western manager and George Pipenhagen is sec-

retary, both located in Chicago. The Poplar Bluff (Mo.) American has appointed Carpenter's as national advertising representatives.

Frost, Landis & Kohn have been appointed national advertising representatives for the Wilmington (N. C.) Dispatch.

Benjamin & Kentnor have been appointed national advertising representatives for the Johnstown (Pa.) Democrat.

NEWS SERVICE NOTES

LOUIS SEIBOLD, analyst and political writer, has begun a tour of the United States for a series of twenty-five articles for the Chicago Journal of Commerce.

A. H. Frederick has been transferred from the Cleveland office of the Newspaper Enterprise Association to the San Francisco bureau, relieving Gene Cohn, on leave of absence for a year. Phil Sinnott has taken over Frederick's duties in the Cleveland office. In turn, Sinnott has been succeeded by Charles P. Stewart in charge of the N. E. A. service page.

Morris Henle has been transferred from the Washington office of the United News to the Newspaper Enterprise Association at Cleveland.

William J. G. Meyers, correspondent for the Associated Press in Connecticut, who for twenty years has covered the sessions of the Connecticut Legislature, will remain in his office after this week, and will be succeeded by Clifford Uhl, night editor.

Singing the "Everlasting" Song

Now that Easter is past some churches will be inclined to think their advertising ought to be discontinued. It is part of the mission of the newspaper to show the churches that as long as they keep open they have something to tell the crowds who pass the doors and do not come in to worship.

Easter is a high peak in church attendance, but the weeks after Easter are fully as important to the churches as the weeks before. The advertising maxim of "keeping everlastingly at it" must be taught those churches which now lay their advertising plans on lines that are not in keeping with best advertising practices.

Help the churches to use continuous constructive copy and educate the people to the necessity of church attendance.

This means better churches—and more advertising.

We have proofs of 52 ads for a whole year's campaign which will be sent on request. Price for use is very low. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT AACW

EDITOR & PUBLISHER contributes this space because it believes in church advertising.

NEWS OF ASSOCIATIONS AND CLUBS

THE advertising club of St. Louis, with 800 members, is conducting a campaign to increase these to 1,000, after which there will be a waiting list. The club is divided into two armies, the Red Eyes, led by J. L. Isaacs, of the Post-Dispatch, and the Blue Devils, headed by E. L. Hill, assistant to the president of the Globe-Democrat.

Jewish journalists in Chicago, who last year organized the J. L. Peretz Journalists' Club, are holding their annual spring dance and concert in the Morrison Hotel on the evening of April 7. The membership includes all newspaper men employed on Jewish newspapers and magazines. A fund will be raised for relief work in eastern Europe. A good deal of money has been sent already. The president is Jonah Spivack. Mrs. Ethel Meizels, Mrs. Fanny Kramer, Mrs. J. B. Loebner, Mrs. M. Tolchin and Mrs. Louis Reingold are on the reception committee.

Publishers of weekly newspapers in Allegany and Cattaraugus counties, N. Y., have organized a press association, of which the officers are: F. A. Crumb, Alfred Sun, president; Marc D. Johnson, Randolph Register, vice-president; Cas-sar R. Adams, Franklinville Chronicle-Journal, secretary; C. W. Brock, Cattaraugus Times, treasurer.

The Southwest Kansas Republican Editorial Association will meet at Kinsley April 27. Earl Fickert, editor and publisher of the Nickerson Argosy, is president.

The San Francisco Press Club will give its "Seventeen Years After" show, commemorative of the fire of 1906 at midnight, April 21, in the Century Theatre. It will be followed by a breakfast and dance at the club rooms. Frank B. Connolly is committee chairman, and his aids are Ralph Cromwell, Frederick W. McNulty, Lee W. Hopkins, W. H. B. Fowler, William F. Kilcline and Leon J. Pinkson.

The Mail Advertising Service Association has been formed at San Francisco by men and women engaged in direct-mail advertising, and officers have been elected as follows: President, Keith Beanston, Beanston Letter Company; vice-president, E. Scott, Miles & Scott; secretary-treasurer, Frances K. Smith; board of governors, H. W. Rodgers, Mrs. H. E. Barrow, R. B. Young, Mrs. F. L. Erikson, H. H. Feighner.

"The Kit-Kat Club," of Columbus, O., an organization embracing some well known newspaper men and literary lights, had a "newspaper night" March 27 at the Hotel Chittenden. Prof. Osman C. Hooper, of the department of journalism, Ohio State University, delivered an address.

The Seattle Press Club has elected these officers: President, John F. Dore; first vice-president, Carlton Fitchett; second vice-president, E. E. Carpenter.

The Central New York Press Association will hold its annual meeting April 14 in the rooms of the department of journalism at Syracuse University. Two seniors are on the program—Harold F. Schue, managing editor of the Liberty (N. Y.) Register, and Miss Mable Parker, of the editorial staff of the Syracuse Post-Standard.

The California News Publicity Association has been organized with Irvin Engler, of the Sacramento Advertising Club, as president.

One of the most interesting and large-ly attended exhibits thus far arranged under the auspices of the Advertising Council of the Chicago Association of Commerce was that of the Chicago Business Papers Association in the cameo room of the Morrison hotel March 28-30. The council and the association co-operated in the presentation and more than 35 publications used panels.

Middletown, Ohio, entertained many members of the National Conference of Business Papers during the week ended

March 29. The Chamber of Commerce was host to the editors, representing more than 50 papers. George Smart, one of the editors of Iron Age, presided.

The annual meeting of the Illinois Press Association will be held in May in Champaign, Ill. Fred Rolens of the Murphysboro Daily Independent is president and Hiram L. Williams of Springfield, is secretary.

U. S. PRESS THROUGH EYES OF A FRENCHMAN

(Continued from page 5)

Public life is upturned from the Atlantic to the Pacific by wave lines of a greater length and height than we have any notion here. What is a big strike in France, compared to a long strike in the States? Where could we find in our Europe of today, an upheaval comparable to what the Ku Klux Klan brought about latterly in certain States of the Union?

North America is adapted to the rhythm of a new life which gushes out characteristically with extraordinary power.

Europe, split up into nations, seems rather busier in thwarting the forces and impulse of modern life than in turning it to the best account, and I quite understood when I was traveling in your country why Henri Bergson's ideas and philosophy had so readily found credit in the States.

Thereabouts the Franch traveler has the feeling of being dragged on by an overbearing stream, and soon he remarks that the American, without going against this natural force, moves about in it comfortably and makes a wondrously good use of it.

I recognised that strength from the first moment, as I read your papers, and even now, here in my homeland, it is by your papers that from time to time I find the best and the cadence to whose rhythm splendid American activity marches onward.

*Lousteau is a character of Balzac's novel, entitled "A Great Provincial Man in Paris."

SHAKEUP IN LOUISVILLE

Staffs of Times and Courier-Journal Reorganized April 1

The staffs of the Louisville Times and Courier-Journal were reorganized April 1, following the resignation of Arthur Krock as a member of the board of directors and executive committee of the two papers, as well as editor-in-chief of the Times. Mr. Krock goes to New York as the associate of Will H. Hays. Resolutions of regret at his departure were adopted by the directors and committeemen.

Tom Wallace was elected to fill the vacancy on the board of directors and the executive committee was abolished. Judge R. W. Bingham assumed the editorship of both papers.

Harrison Robertson, for years associate editor of the Courier-Journal, becomes chief of that paper's editorial staff. Tom Wallace is the new chief of the editorial staff of the Times. Emanuel Levi, vice-president and general manager of the two papers, will have general supervision over them, while Brainard Platt will be in charge of the mechanical and news departments.

Utility Firm Sues Newspaper

A libel suit against James Hale Steinman and John F. Steinman, editors and managers of the Lancaster (Pa.) Intelligencer, evening newspaper, was filed March 26 by the Lancaster Gas, Light & Fuel Company. The amount of damages asked is said to be \$10,000. A statement by Ralph B. Hull, general manager of the utility, terms the investigation and subsequent publicity given by this newspaper as a "reckless attack on the integrity of the company and its management."

With Ninety-Two Per Cent Native Whites

INDIANA

LEADS ALL STATES

Within the boundaries of this State 2,930,390 people live. There are 696,466 home dwellings in Indiana—plus those erected during the past year. There are 737,707 families living here plus those newly established during the past year.

Of the 696,466 homes, 395,402 are owned by the occupants.

For the most part these are homes of the American kind—each a market for American goods—each one reached by newspaper advertising.

These Indiana families believe in cooperation. They buy of Indiana merchants. As a result, Indiana offers exceptional opportunity through this list of her dominating newspapers to National Advertisers seeking new outlets for their wares and new trade connections with Indiana progressive merchants.

Every daily newspaper on this list will get your share of this Indiana business.

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

†Government Statements, October 1, 1922.

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

**A. B. C. Publishers' Statements, October 1, 1922.

***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

††Publishers' Statement.

†††A. B. C. Publishers' Statements, 3 mos. ending Dec. 31, 1922.

The Story of WASHINGTON for February

National Advertising

Times 35,307 lines gained
Herald 18,239 lines gained
Star . . . 14,616 lines gained
Post . . . 11,671 lines LOSS

The Washington Times and The Washington Herald

G. Logan Payne

Publisher and General Manager

National Advertising Representatives:
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles
PAYNE, BURNS AND SMITH
New York and Boston

The Atlanta Journal ATLANTA, GA.

Over a Million
Lines a Month

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

Advertising in The
Journal Sells the Goods

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

TIPS FOR THE AD MANAGER

Allman Advertising Agency, 607 Kerr Bldg., Detroit. Now placing account of Brooks Sprinkler System, Detroit, Mich.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Using 40 inches, 5 times for P. H. Hanes Knitting Company. Again placing copy with newspapers for Wahl Company, Ever-sharp Pencils, Chicago. Has been appointed to handle advertising of "La Palina" Cigar made by Congress Cigar Company and heretofore placed by the Herbert M. Morris Agency.

Barton, Durstine & Osborn, 35 West 45th street, New York. Again renewing some newspaper contracts for American Radiator Co., New York.

George Batten Company, 381 4th avenue, New York City. Again placing orders with newspapers in selected sections for Cluquet Club Co., "C. C. C." Ginger Ale, Millis, Mass.

Benson, Gamble & Slaten, 7 South Dearborn street, Chicago. Will probably start copy early in May on White Motor Truck, Cleveland, Ohio, with their annual roll call copy.

Blackman Company, 119 West 42nd street, New York City. Now handling account of F. Lorillard Co., "Mauric" and New Currency Cigars, New York. After July 1, 1923, will place account of the Sherwin-Williams Paints, Cleveland, Ohio.

Campbell-Moss, Inc., 21 East 40th street, New York City. Placing orders with some New York papers for Wimmelschlag & Rice, "Wear-Right" Gloves, New York.

W. P. Colton Company, 165 Broadway, New York City. Reported will place account of Liverpool & London and Globe Insurance Co., Newark, N. J.

Critchfield & Co., 223 West Jackson boulevard, Chicago. Waiting for O. K. on list of Firestone Tire & Rubber Company, Akron, O.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Planning a campaign with newspapers in several Southern States for Autovac Co., "Autovac" auto accessory, Salisbury, N. C.

George L. Dyer Company, 42 Broadway, New York City. Renewing some newspaper contracts for the Elgin National Watch Company, Chicago, Ill.; also placing orders with some Pennsylvania newspapers for Pollock Pen Co., Boston, Mass.

Charles Estey & Co., 1014 So. Michigan avenue, Chicago, Ill. Placing account of Tallman, Robbins & Co., Chicago, Ill.; Loose Leaf Forms and Binding Devices and Standard Record Keeping Systems.

Federal Advertising Agency, 6 East 39th street, New York City. Again placing orders with newspapers in various sections for Tobacco Products Company, "Herbert Tareyton" Cigarette, New York.

Fox & Mackenzie, 1214 Locust street, Philadelphia, Pa. Again placing orders with newspapers generally for Atlas Portland Cement Co., New York.

Charles Daniel Frey Agency, 104 South Michigan avenue, Chicago. Making 5,000 line contracts for the Simmons Company.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Issuing 2,500-line schedules to South Carolina papers on Lewis Laboratories. Issuing orders and contracts in general on Frontier Asthma Co., Buffalo, N. Y.

Norman A. Fyffe Company, 50 Madison avenue, New York City. Placing orders with some New York newspapers for Sta-Brite Auto Painting Corp., Long Island City, N. Y.

Geyer-Dayton Advertising Company, Dayton Savings & Trust Bldg., Dayton, Ohio. Placing account for American Products Co., Cincinnati, Ohio, manufacturers of "Zanol" Pure Food products, toilet preparations and household necessities.

M. P. Gould Company, 450 Fourth avenue, New York City. Placing account for The Faultless Rubber Company, Ashland, Ohio, manufacturers Household Rubber Goods.

Gray Advertising Company, 14th and Oak streets, Kansas City, Mo. Now handling account of Cole Motor Car Company, Indianapolis, Ind.

Charles C. Green Advertising Agency, 15 West 37th street, New York City. Again placing schedules with newspapers in various sections for J. Weiss & Sons Co., Cutlery, Newark, N. J.

Hanff-Metzger, Inc., 95 Madison avenue, New York City. Now placing account of Dr. R. H. Kline, Medical, Red Bank, N. J.

Henri, Hurst & McDonald, 58 East Washington street, Chicago, Ill. Placing orders with some newspapers in selected sections for National Fiber Textile Co., "Kimlark Rugs," Neenah, Wis.; Chicago, Ill.; New York, N. Y., and San Francisco, Cal.

Johnson-Read & Co., 202 State street, Chicago, Ill. Placing orders with newspapers in selected sections for Tourists Protective Guide, Chicago, Ill.

Kling-Gibson Company, 230 So. State street, Chicago, Ill. Now handling account for the Oak Flooring Bureau, Oak Flooring Mfrs., Chicago, Ill. Issuing schedules approximating 1,500 lines to be run during April to a few papers in Michigan and Virginia for O'Brien Varnish Company, South Bend, Ind.

John S. King Company, Newman-Stern Bldg., Cleveland, Ohio. Placing orders with

newspapers in selected sections for Wells Process Co., "Blue Devil Cleanser," Conneaut, Ohio.

Lampport-MacDonald Company, J-M-S Building, South Bend, Ind. Handling account for the Bastian-Morley Company, La Porte, Ind., manufacturers of water heaters.

Landsheft Advertising Agency, Brisbane Bldg., Buffalo, N. Y. Reported will handle account of Gudebrod Silk Company, "Sever-knot" Hand Sewing Silk, Philadelphia, Pa.

Lesan Advertising Agency, 440 4th avenue, New York City. Placing orders with some large city newspapers for Standard Textile Products Company, "Sanitas," Wall Covering, New York.

Long, Costello, Inc., 153 North Michigan avenue, Chicago. Adding additional towns to list of National Refining Company.

Lord & Thomas, Wrigley Bldg., Chicago. Making 1,000-line contracts for the West Indies Fruit Importing Company; orders and contracts issuing in general on Palmolive Company, Milwaukee, Wis., and West Indies Fruit Importing Company, Chicago, Ill. Again renewing newspaper contracts for Holeproof Hosiery Company, Milwaukee, Wis.

Lord & Thomas, 366 Madison avenue, New York. Placing orders with some New York newspapers for Sept Cinema Camera Distributors, Inc., Sept Motion Picture Camera, New York City.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago, Ill. Now placing account for the Van Cleef Brothers, Chicago, Ill., makers of auto supplies.

Marschalk & Pratt, Inc., 49 West 45th street, New York City. Now placing account of Edwin Clapp Shoe Co., East Weymouth, Mass.

Massengale Advertising Agency, Candler Bldg., Atlanta, Ga. Making 4,200-line contracts for the Southern Spring Bed Company.

Maxwell, McLaughlin & Co., Chicago. Making 2,000 line contracts with newspapers in various sections for Armour & Co., Chicago.

Fred W. Miller & Co., 202 South State street, Chicago. Issuing orders and contracts to Texas papers on Larc Wrench Manufacturing Company, Chicago, Ill.

Moser & Cotins, Utica, N. Y. Now handling account of Ekenberg Co., "Teco" Pancake Flour, Cortland, N. Y.

Nelson Chesman & Co., 500 North Dearborn street, Chicago. Issuing general orders and contracts on Herb Juice Medicine Company, Springfield, Ohio.

Frank Presbrey Company, 456 4th avenue, New York. Using 336 lines 26 times for the Shredded Wheat Company.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Will release simultaneously with advertising of other tire companies list on Goodrich Tire & Rubber covering 165 towns, and which copy, held up temporarily, but will undoubtedly form the basis of new copy schedules.

William H. Rankin Company, 1 West 37th street, New York City. Placing account of Ever Nu Rubber Heel Corp., New York; reported will later use newspapers for Libby Hotel Company, New York.

Rose-Martin, Inc., 226 West 47th street, New York. Sending out schedules for the E. Regensburg & Sons' (Admiration Cigar).

Sherman & Lebar, Inc., 116 West 32nd street, New York City. Placing orders with some Ohio newspapers for Sterno Corp., "Sterno" Canned Heat, New York.

Smith, Sturgis & Moore, 1463 Broadway, New York City. Reported now handling account of Tom Wye, Inc., "Tom Wye" Knit Jackets, Winchendon, Mass.

Snitzler-Warner Advertising Company, 225 North Michigan boulevard, Chicago. Reported to be preparing a newspaper campaign for Rochelle Canneries, Inc., Captain Kidd Canned Peas and Corn, Rochelle, Ill.; will place some advertising in the near future in a few newspapers with country circulation for Hales & Hunter Company, Chicago, manufacturers of poultry and stock feeds.

Walter B. Snow & Staff, 60 High street, Boston. Again placing orders with newspapers in various sections for L. S. Starrett Co., Tools, Athol, Mass.; now placing account of, India Alkali Works, "Savogran" and "Marilica" clean compound, Boston, Mass.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 5,000-line contracts for Swift & Co. General contracts and orders being issued on Northern Pacific Railway, St. Paul, Minn.

Street & Finney, 171 Madison avenue, New York. Making 1,000-line contracts for Fleisher Yarns.

C. H. Touzalin Agency, 7 South Dearborn street, Chicago. Placing account for the Behrens Drug Company, Waco, Tex.

Vanderhoof & Co., 167 East Ontario street, Chicago. Reported now placing account of Earl Motors, Inc., Jackson, Mich.

Wade Advertising Agency, 130 North Wells street, Chicago. Issuing April schedules for Quaker Oats Company (Full of pep chicken feed).

Williams & Cunyngnam, Inc., 111 Fifth avenue, New York. Again placing page copy for American Tobacco Company, "Bull Durham" Tobacco, New York; to run in April in various sections.

"THE MAN IN THE STREET"

250 word essays on
vital, interesting subjects

by

Dr. Alexander Irvine

daily or weekly

C-V Newspaper Service, Inc.

Borden Bldg. New York City

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 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

The NEW YORK EVENING JOURNAL

has the largest
circulation of
any daily
newspaper in
America.

CHATHAM SYNDICATE

Singer Bldg.
149 Broadway
New York

Features for Newspapers
and Class Publications.

in MILWAUKEE

Let your advertising grow with Milwaukee's fastest growing daily—

WISCONSIN NEWS

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

The Daily News

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

Local Advertising 1,639,896
National Advertising 25,006
Classified Advertising 63,514

Total Advertising 1,728,416

Lineage Figures by De Luser Brothers.

DAILY NEWS
Passaic, New Jersey

WHAT OUR READERS SAY

The Mitchell Story

NEW YORK, April 3, 1923.

TO EDITOR & PUBLISHER: Let me thank you for the editorial in your issue of March 31, under the heading, "And They Call It Journalism." The reporting of the J. Kearsley Mitchell case must, I think, have given offense to a great number of newspaper men and to an even greater number of intelligent newspaper readers; and it calls attention to a grave question involving both journalistic ethics and privileges.

For Mr. Mitchell, no one has or can have the slightest sympathy; his relations with the woman who was killed, his importance as a material witness in a murder case, made his subsequent actions and movements matters of which the public should have knowledge. It was nothing less than a public duty and service for the newspapers to disclose his identity and defeat the shameful efforts of the District Attorney's office to protect him. Everyone will commend such a newspaper enterprise.

But many persons must have reflected with far different feelings upon the journalistic "enterprise" which led to the later news stories dealing with those other and pathetic figures in the case—Mr. Mitchell's wife and his children. If Mrs. Mitchell chose to greet her husband publicly in the railroad station in Washington, then the manner of that meeting was conceivably a proper subject to be reported. What right, however, had the newspapers to pursue the Mitchell family to Philadelphia, to trail the wife and children by railroad and in automobiles until the doors of the home closed upon them; and then, according to an Associated Press dispatch to picket that home for twenty-four or forty-eight hours? Was that not an inexcusable invasion of the right of privacy, a right which an American will and should defend to the utmost? Are not Mr. and Mrs. Mitchell entitled to adjust their relations in absolute privacy, unless an appeal is made to a court? Yet, nearly every newspaper reported, apparently with relish, the ingenuity of the correspondents in stealing glimpses of the innocent Mitchells and Stetsourys and in foiling the attempts of the hunted to escape the surveillance of the correspondents.

Newspapers and newspaper men have privileges fixed by statute, ordinance or rules. These privileges are given to us because the public recognizes our right to obtain news to which the public is entitled in the columns of a free press. The newspapers themselves should limit the use of those privileges to legitimate bounds and should guard against their abuse. We owe this to our own sense of decency if to nothing else. News enterprise should end before the picketing and hunting of the innocents begin.

CHARLES McD. PUCKETTE,
Managing Editor, The New York Evening Post.

World—"Not Guilty"

NEW YORK, March 31, 1923.

TO EDITOR & PUBLISHER: In justice to the New York World I must respectfully take exception to the sweeping character of your leading editorial in the issue of March 31st, entitled "And They Called It Journalism." In pursuance of the established policy of the World, the members of the City Staff assigned to the King murder story, not only did not take part in any such disgraceful proceedings against the Mitchell family as you describe, but were scrupulously careful to avoid any suspicion of being connected with any such methods.

In this connection let me call your attention to the fact that the World did not publish a single picture of Mrs. Mitchell or her children, although plenty of photographs were available had we cared to use them; that Mrs. Mitchell's connection with the unfortunate situation was minimized so far as was possible when the necessity of printing the news arose; that the children were referred to only once or twice, and in an incidental way; that the World printed no information from Philadelphia which could possibly be considered as having been obtained by "reporters who sink in the shadows and look under drawn blinds"; that the World's account of the return home of Mr. and Mrs. Mitchell printed only the necessary facts without any description whatsoever of the antics of certain reporters indulged in in attempting to follow their journey.

In fact, without any desire to compliment the World or any of its departments, I feel justified in asserting that the World printed nothing and did nothing in connection with the King murder case that is not consistent with the best standards of ethics and good taste.

I am glad to see that you recognize the service rendered by the New York newspapers in forcing the disclosure of the identity of "Mr. Marshall," and I feel justified in saying that the World's stories were conspicuous in the stress that they laid on the unprecedented action of the District Attorney's office in concealing something that the public was entitled to know.

There is, no doubt, great room for improvement in newspaper methods of handling stories like the King case, but I do not think that progress is furthered by sweeping denunciations of the press which include the innocent as well as the guilty.

JAMES W. BARRETT,
City Editor, New York World.

For Right Sort of Journalism

NEW YORK, April 2, 1923.

TO EDITOR & PUBLISHER:—Of course, I read the Editor & Publisher with interest every week—you make a good paper. Last week's editorial—as to the wrong sort of journalism—struck me with special force.

I am not now a working newspaper man, but

for years I was on the Times, and I have retained a genuine respect and regard for it. This I base not alone on my conception of the high value of the newspaper as an engine of tremendous power (if rightly directed, as all power must be, to be of real use and not a menace) in helping to build up and to maintain safe and sane human existence, but also upon my experience with the individual men with whom I came in contact—some of the kindest, fairest, best that I ever knew.

Therefore, I was emphatically "with" you in your desire to help journalism to be always at its best, and that is why I particularly noted your editorial—and, indeed, why I read it aloud to my wife.

ARTHUR ELLIOT SPROUL.

Press Agent Attempts Force

WASHINGTON, D. C., April 3, 1923.

TO EDITOR & PUBLISHER: I am led to believe that Arthur Leslie, Exploitation Director of MacFadden's Publications, has reproduced and sent to editorial men throughout the country a letter addressed to him by Managing Editor John Gleissner, of the Baltimore Post, a Scripps-Howard newspaper.

Mr. Gleissner's letter was intended as a paraphrase of Mr. Leslie's style of writing and was both picturesque and vigorous. Mr. Leslie seemingly didn't like it. Hence, the letterhead of the Post with Gleissner's letter and signature were, apparently, sent out to a select list of editorial men.

Accompanying the reproduction is a letter signed by the Exploitation Director in which he tells the editorial men of the country that, having voiced his objection to Mr. Gleissner's letter to an advertising solicitor of the Scripps-Howard newspapers, the solicitor replied:

"Mr. Gleissner is as good as fired right now, etc., etc."

The only interest I have in the matter is the spreading of such an erroneous impression of the editorial methods of this outfit.

Mr. Gleissner is not "as good as fired." He is on the job. He continues to have full confidence of his editorial associates.

So much for my interest in the matter. The profession generally may be interested to know that Mr. Leslie's letter to editorial men was an offer of deadhead subscriptions to MacFadden's magazines "in return for publishing monthly advance notices of the contents of our magazines."

The Leslie letter concludes:
"Kindly publish enclosed notice. Tear out page containing it and mail in attached stamped envelope."
WILLIAM B. COLVER,
General Editorial Manager, Scripps-Howard Newspapers.

A Good Word for Dr. Lee

MANHATTAN, Kan., March 21, 1923.

TO EDITOR & PUBLISHER: You are to be congratulated, it seems to me, on the comment on books which Professor Lee is writing for Editor & Publisher. Every newspaper man will be benefitted by more professional reading and Professor Lee makes it inviting.

It is hardly necessary for me to say that I value tremendously the work which you are doing in all departments of your paper for the advancement of journalism towards its highest possibilities.

N. A. CRAWFORD,
Professor of Industrial Journalism, Kansas State Agricultural College.

Simmons Advertising

CHICAGO, Ill., March 25, 1923.

TO EDITOR & PUBLISHER: Reports of the approaching transfer of the executive offices of the Simmons Company from Kenosha to New York, have given rise to some misunderstanding as to the location of the company's advertising department. Permit me to state that, while the executive offices will be at 110 East 42d street, New York, the advertising organization of the company will continue, as in the past, in Chicago, at 1347 South Michigan avenue.

A. G. SIMMONS.

A Definite Help

NEW YORK, March 16, 1923.

TO EDITOR & PUBLISHER: I have been wanting for some time past to write you for the purpose of expressing my appreciation of the good work the Editor & Publisher is doing. It has become of definite help to all members of the journalistic profession, and this is so in increasing measure. My congratulations to the whole organization.

HERBERT BAYARD SWOPE,
Executive editor, New York World.

Staff Changes in St. Paul

The editorial staff of the St. Paul Dispatch-Pioneer Press has been reorganized. Roy J. Dunlap, night editor of the Pioneer Press, becomes assistant managing editor of the Dispatch. He is succeeded by Percy Halstead, former news editor of the Dispatch. T. Roy Kelly is moved up from the telegraph desk to the news editorship. Lewis Jones, from the Pioneer Press "slot," is the new telegraph editor of the Dispatch.

GOSS SERVICE

is perpetual, sleepless, complete.

Any part of any Printing Press or Stereotyping equipment ever sold by us, is in stock, ready for immediate delivery to the express company, an hour or less after emergency order is received. This applies also to nights, Sundays and Holidays.

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago.

From nothing—to

200,000

in seven months

DETROIT
SUNDAY
TIMES

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

TRENTON NEW JERSEY TIMES

AS **A Food Medium**

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

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

Published every Saturday in London.

The **Pittsburgh Press**
Daily and Sunday
Has the Largest

CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.

Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

EVENING HERALD

Leads All daily newspapers in Western America in Circulation.

Led All Newspapers in the World in Advertising Gains 1922 over 1921.

January, 1923 over 1922 gained 199,206 lines of advertising.

February, 1923 over 1922 gained 478,644 lines of advertising.

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York; G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago; A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

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

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
 and others
The McNaught Syndicate, Inc.
 Times Building, New York



Proofreading, Good and Better
 ANYBODY, after a few minutes of instruction, can "read proof"—after a fashion. Anybody ordinarily literate, that is, on learning a dozen, more or less, of arbitrary symbols and contractions known to compositors—or at the meaning of which they can guess—will succeed in getting the words on a proof correctly spelled and decently punctuated. But really good proofreaders are not many, and those deserving to be called great always were and always will be few.

For both the good and the great proofreaders not only must be wise in the niceties of typography; they also must be possessed of large funds of general information, and the more scholarly they are the more valuable will their work be, both for the world of readers and for that of writers. People who give close attention to current literature—the publications of the day—know that some publishers do not take the trouble—or go to the expense—of having their proofs read with care and skill. Errors of all sort abound in books, including some of the most important, but nobody seems to mind very much and those who find fault are charged with fussiness. As for the daily newspapers, they have an excuse for many slips in enforced speed of preparation, but in not a few offices there are men in the proofroom who do work which, considering the conditions, justifies the pride they take in it.

F. Horace Teall, whose death was announced yesterday, ranked among the great proofreaders. He regarded himself, and was, the practitioner of a learned profession, and his interest in its exercise was of the sort that leads to highest efficiency. Several dictionaries of note owe much of their trustworthiness to his careful and erudite oversight of their printing, and his ideal was nothing less than perfection.

In regard to typography and proofreading, it is well to remember that custom, taste and individual preference, rather than "right" and "wrong," are involved in spelling, and even more in punctuation. Standards in these matters change constantly, in spite of the efforts of dictionary makers and the "authorities" to give them permanency.

For reasons deeply mysterious, The Atlantic Monthly insists that with every dash shall go a comma. By no possibility can this combination accomplish more than would the dash alone, but some Atlantic editor in olden days liked the looks of the pair, made an "office rule" against their divorce, and so they must continue to live together, though entirely lacking in affinity.

There are such rules in every publication office, and they are observed with all convenient scrupulousness, regardless of whether they are sensible or absurd, defensible or even explicable.

Whether punctuation should be "close" or "open" is still a question everywhere, but the tendency of the time is away from the close and toward the open—to use marks of punctuation when they help the sense, and to omit them otherwise. Lord Timothy Dexter, in his once famous book, put all his punctuation marks at its end, and told his readers to do as they pleased in their distribution. That was a device not altogether bad.

Italics, in these days of machine composition, have almost disappeared. That is a loss, in spite of the prejudice against emphasis so expressed. Just why, as every spoken sentence has a special stress somewhere in it, an analogous device should not be used to help the written or printed sentence nobody ever disclosed. But abuse of the italic and the underscore led to the banishment of

both, good creatures as they were.—The New York Times.

The Original Efficiency Expert

Editor Oswald Garrison Villard said at an advertising men's banquet in New York:

"Business men are flighty. They have strange crazes. What a ludicrous craze scientific management was.

"Scientific management was like the old farmer in the malarial swamp district of Maryland.

"The farmer's son withdrew his knife from his mouth one morning, pushed his plate of pie back wearily and said:

"'Pap, my chill's a-comin' on.'"

"'Be she?' said the farmer, as he rose briskly. 'Wal, hold her jest a minute till I get the churn fixed up fer ye.'"—Judge.

Sympathy to the Bereaved

The Sunday Citizen has turned its toes to the daisies. Its editor and largest sufferer, Mr. Frank Hill, says creditors will be paid ten and probably fifteen cents on the dollar. Requiescat in pace.—Tampa Tribune.

Even Among Friends

John T. Mack, editor and publisher of the Newton (Kan.) Daily Republican, was last week ordered from the office of Gov. Jonathan M. Davis, for lobbying for a bill which was before the legislature, without having registered with the secretary of state as a lobbyist.

Mr. Mack was talking to the governor about bills which would put the state printing plant of Kansas on a commercial basis. The governor had vetoed one of them, and Mr. Mack was explaining to him the error of his ways.

"John, are you registered as a lobbyist?" the governor asked the editor, as his explanations lengthened.

"No," was the answer.

"Then there's the door, and don't come in again lobbying on a bill until you have signed the lobbyist's register in the secretary of state's office."

John went away from there.

PEN MIGHTIER THAN SWORD

Paris Editors Don't Have to Use Litter at All Any More

(Special to EDITOR & PUBLISHER from its Paris Editor)

PARIS, March 23.—Frenchmen offended by remarks appearing in a newspaper used to challenge its editor to a duel, and satisfaction would be given on the field of honor, where the wielders of the pen proved equally dexterous with the sword.

But since the war the powers in authority have frowned on duelling. Two persons recently offended by remarks in a small paper, Le Guignol, waylaid its editor and beat him with sticks. It cost them a hundred francs each and a thousand francs costs of the action when the case came before the Paris Tribunal.

Vermont Laws Again Published

One of the last acts passed by the Vermont Legislature before adjournment was one providing for a continuance for another year of the newspaper supplements of the laws enacted this session. The supplements, which carry a copy of the statutes to every newspaper subscriber in the State, have been printed for many years, but the Legislature of 1923 decided that they should be eliminated in the interests of economy. However, it was found that the supplements for the present year had already been provided for.

PAID CIRCULATION SELLING CAMPAIGNS

Great increase in your circulation in a few weeks—all paid in advance—nothing under six months. Conservative service—positive results. Sixteen years of substantial successes. Service you will like. Ask about us.

THE PULTZ CO., Ltd.
 32 Sec. Nat. Bank Bldg.,
 READING, PA.
 Long Distance 2410-R

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—



The Buffalo Territory Offers Big Possibilities To National Advertisers

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

The Buffalo Evening News
 Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
 Representatives
 Marhridge Bldg. Lytton Bldg.
 New York, N. Y. Chicago, Ill.



Another NEA Full Service Client Writes:

"I do not believe that at any time in recent years has NEA Service been as satisfactory as it has been lately. There has been variety, novelty and interest in the service, with a number of features which, judging by the comments from the staff and readers, are taking well.

"The new women's serial 'The Tangle' gives promise of filling the void which was left when the famous old 'Confessions of a Wife' ended."

Send for Samples and Rates.
NEA Service, Inc.,
 1200 W. Third St., Cleveland, O.

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.

An Accounting and Federal Tax Service for Publishers
 References on Application
CLIFFORD YEWDALL
 33 West 42nd Street
 New York City

THE NEW ORLEANS STATES
 In two years has increased
 Daily over 17,000
 Sunday over 41,000
 Present averages are
 Daily over 54,000
 Sunday over 77,000
 Rate 12c flat Daily
 15c flat Sunday
 Advertising gain for 1922
 1,025,432—Greatest in the South
 Represented by
THE S. C. BECKWITH SPECIAL AGENCY
 NEW YORK
JOHN M. BRANHAM CO.
 CHICAGO

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

- THE LOS ANGELES TIMES (3) THE PHILADELPHIA INQUIRER (2) THE CLEVELAND PLAIN DEALER THE WASHINGTON POST (2) THE INDIANAPOLIS NEWS THE ATLANTA JOURNAL THE MEMPHIS COMMERCIAL APPEAL

Write or Wire Care Atlanta Journal



HOLLISTER'S CIRCULATION ORGANIZATION Largest in the United States 300 MERRITT BLDG., LOS ANGELES, CAL.

When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.

The Indianapolis NEWS

"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

Westchester County's Greatest Advertising Medium

THE DAILY ARGUS Mount Vernon, N. Y.

Carried Over 7,000,000 Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

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.

GET up a page of ads offering a \$2 prize and a free auto ride for each best reason why you prefer the various cars advertised on the page.

Diagrams of the proper depth and distance apart to plant seeds will make it easier for the amateur gardener to lay out his plot, and incidentally increase the demand for seeds.

The Associated Advertising Clubs of the World has launched an intensive campaign to organize small city ad clubs under the direction of Gurney R. Lowe, of Neosho, Mo., father of the so-called "Neosho Golden Rule Sales Day Plan."

ing to this sale articles they no longer need, as well as live stock. Neosho clubs have already been established in many small cities. In addition to fostering the special sales days these clubs maintain active educational and truth-in-advertising work designed permanently to improve advertising and merchandising standards in the community.—R.

Can't you get your real estate dealers together to form a realty board? They then could chip in some money each for a co-operative fund to advertise the value of buying a home and of having real estate appraised by the board.—J. M. M.

The office of the Marion (Ind.) Chronicle is situated in the business district. One of its show windows is given to the display of nationally advertised goods. The window is allotted for ten day periods at no cost to advertisers running schedules in the Chronicle.

To aid advertisers who prepare their own copy in making "layouts," one publisher has distributed (locally) a small booklet giving the majority of type faces and sizes available, together with sample imprints of each face.—B. A. T., News, Springfield, Ohio.

DON'T YOU REALIZE

THAT AN ABSORBING FICTION PAGE IS THE SUREST AND CHEAPEST CIRCULATION BUILDER?

Try ONE book—and watch the results—for instance,

ABOVE SUSPICION

Robert Orr Chipperfield

A thrilling mystery-love story, full of melodramatic suspense—just published. We can supply you regularly with short stories, novelettes or novels—any type, any length—by prominent authors—at most reasonable rates.

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

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

FIRST IN PUBLIC SERVICE

The Evening World

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 Malter's Building, Ford Building, Chicago

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price: It has the Largest Circulation in New England at that price. It is taking on a Higher Grade of Advertising every month. QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

Advertisement for 'Build this Automobile!' featuring a grid of small ads for various services like Willard, Electric Service Station, Auto Painting, Rock & Young, etc., with a central image of a car.

Build your own road boat. Better yet, make your readers build their own from paid for pictures in your advertising columns. This California paper may wind up by putting all subscribers behind a steering wheel.

WOULD END "STATE PAPER"**New York Senator's Bill Aims to Stop Official Designation**

State Senator William T. Byrne introduced April 3, in the New York Legislature, a bill to repeal the law passed last year creating a State newspaper in the Capital, under which the Albany Evening Journal, published by William Barnes, former chairman of the Republican State Committee, was designated. This law was enacted after passage of a bill abolishing publication of the session laws and concurrent resolutions. The Secretary of State, State Comptroller and State Treasurer are required to designate a State newspaper published in Albany on or before January 1 of each year to publish, in addition to their publication in other newspapers, notice of terms of court in various sections of the State, rules of procedure adopted by the Court of Appeals, and all other notices required by law to be published by a State officer, department head, bureau or commission.

Senator Byrne explained that passage of his bill would not affect publication of notices already begun and payment to be made therefor.

More Linotypes for Australasia

A recent shipment of linotypes to Australia included machines for the Northern Miner, Charters Towers; the Morning Herald and the Miners' Advocate, Newcastle; the Spectator, Maffra; the West Coast Recorder, Port Lincoln; the Reporter, Box Hill; the Leader, Orange; Topkiss & Grenfell, Melbourne; Wallace & Boardman, Smith & Merchant, A. J. Tomalin & Co., and the Trade Linotype Company, all of Sydney; and the Mail and the Daily News of Bundaberg. Also included in the shipment was a Model 14 for G. A. Fraser, of Christchurch, New Zealand.

Legion Members Buy Weekly

The Hammonton (N. J.) South Jersey Republican on May 1 will pass into the hands of ex-service men of the town, five of the six new stockholders of the new firm being members of the Frederick A. Funston Post, American Legion. The Republican, 60 years old, has been for many years edited by William Hoyt and his father, the late Orville E. Hoyt.

Amarillo (Tex.) Plants Merged

Consolidating of the printing plants of the Texas Amarillo Daily News and Amarillo Daily Tribune is announced by Dr. J. E. Nunn, owner of the News, who recently purchased the Tribune. The business is to be conducted from the Tribune plant. The News will be continued as a morning paper and the Tribune as an evening paper.

Literary Times in Chicago

Ben Hecht and a group of newspaper men have started the Literary Times, a four-page weekly paper in Chicago. It is devoted to literature and art. Wallace Smith is doing some of the illustrating.

Milford Times Makes Its Bow

The Milford Times, a new weekly paper, made its first appearance in Milford, Conn., March 31. The first issue con-

sisted of six pages. Clifford Horkheimer, formerly advertising solicitor for the Bridgeport Star and for the New Haven Union, is publisher, and Frank L. Blackadar is editor.

Hungarian Paper Incorporated

The Bridgeport (Conn.) Publishing Company has filed papers of incorporation with a capital stock listed at \$25,000, 1,000 shares of \$25 each. The publication of a Hungarian language newspaper and general printing business will be started with \$22,000 paid in. Cornelius Csongradi is editor and publisher. Associated with him are Dr. Leo Sheiber and Miss Mary Csongradi.

Framingham News P. by Fire

Fire which caused \$15,000 damage, ravaged the Framingham (Mass.) News building April 2, and reached such proportions that a general alarm was sounded. Water caused much of the damage, although the presses and linotypes were covered with rubber blankets. The paper was able to get out its regular edition Monday evening.

Middletown Herald Buys Sites

The Middletown (N. Y.) Daily and Sunday Herald has bought a downtown site for erection of a new fireproof building. A new press, capable of printing 15,000 16-page papers an hour, has been bought.

St. Paul News Housewarming

The St. Paul Daily-News gave a house party to its advertisers and friends in its new building the other evening and let them inspect the plant in operation.

Monmouth (Ill.) Review Expands

Hugh R. Moffet, for 37 years managing editor of the Monmouth (Ill.) Daily Review, has formed a new corporation to

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF EDITOR & PUBLISHER published weekly at New York, N. Y., for April 1, 1923.

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared Fenton Dowling, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, associate editor, news editor and business manager are: Publisher, The Editor & Publisher Co., 63 Park Row, New York, N. Y.

Editor, James W. Brown, 234 Valentine Lane, Yonkers, N. Y. Managing Editor, John F. Redmond, 642 West 158th Street, New York City.

Business Manager, Fenton Dowling, 51 Vreeland Ave., Rutherford, N. J. Associate Editor, Ben Mellon, 466 West 150th Street, New York, N. Y.

News Editor, Arthur T. Robb, Jr., 77 Flushing Street, Brooklyn, N. Y.

2. That the owners are: THE EDITOR & PUBLISHER CO., 63 Park Row, N. Y. City; James W. Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

FENTON DOWLING. Sworn to and subscribed before me this 29th day of March, 1923.

E. A. PRATT. (My commission expires March 30, 1924).

be known as the Review Printing Company. Associated with him will be his son, Victor L., business manager of the Daily Review; Leo A. Ryan, former city editor of the Monmouth Daily Atlas, and Lee J. Sharp, former advertising manager of the Daily Atlas. The company has just installed a new Model 14 linotype and is getting a new 24-page Goss press.

Manhattan (Kan.) Mercury Builds

Work has begun on the new home of the Manhattan (Kan.) Mercury, and it is hoped the building will be ready by Summer. It will be of brick and stone, two stories high and 45 x 140 feet.

New French Paper in Fall River

Fall River, Mass., is to have a second French language paper, Le Bulletin, issued thrice a week. J. C. Smith, editor-in-chief, says the first issue will be out shortly.

Frisco Mechanics Form Club

San Francisco newspaper mechanics, linotype operators, photo-engravers, pressmen and stereotypers have organized the Newspaper Mechanics' Club. Clubrooms have been fitted up at 828 Mission street. The officers are: James Thomas, Examiner, president; James Garrett, Journal, vice-president; Fred

Parle, Examiner; James Phillips, Telephone Book; Ernest Langton, Journal; Charles Pirie, Chronicle; John Berry, Daily News; "Bud" Dewar, Bulletin, and Guido Fenone, La Voce del Popolo, directors.

INCORPORATIONS

New York—Commercial Advertiser Corporation, capital stock, \$500; directors, B. E. Potter, F. S. Appleby and D. M. Black, 120 Broadway, New York.

Meadow Press, Inc., capital stock, \$150,000; directors, J. A. McKay, John Haddock and Joseph A. Plumer, 425 5th avenue, New York.

All-American Newspapers Reports, Inc. Capital stock, \$5,000; directors, E. Seymour, 1480 Shakespeare avenue; M. Garcia-Pena, 154 Nassau street; H. Precht, Hollis, L. I. Commissary Publishing Company, Inc., capital stock, \$5,000; directors, A. Freund, L. H. Joachin, H. Klein, 20 West 34th street, New York.

Walden Advertising Service, Inc., capital stock, \$10,000; directors, L. H. Waldman and H. P. Kirehner, 3 Cedar street; H. Bogdish, 120 West 42d street, New York.

Juvenile Advertising Service, Inc., capital stock, \$500; directors, Robert Goldstein and C. G. Ferguson, 213 West 40th street; H. McInerney, 220 West 42d street, New York.

American Institute for World News, Inc., capital stock, \$50,000; directors, L. F. Brown, 431 Riverside drive; M. Peters, 32 Broadway; E. J. Powers, 512 5th avenue, New York.

Omaha—The Universal Publishing Company has been incorporated by Mrs. Bertha Earl, Roland Earl and E. J. Pennington. The capital stock is \$5,000, divided into 5,000 shares at \$1 each.

SUPPLIES & EQUIPMENT
For Newspaper Making**NEWSPAPER BROKERS**

Write for "LISTINGS" and permit us to explain the personal service that we render our clients. If you want a paper, tell us where you want to locate, about how much cash available and we will find it for you.

PUBLISHERS' SERVICE BUREAU
(Established 1916)

119 N. Bowman St. Mansfield, Ohio
Owned and Managed by Experienced NEWSPAPER MEN

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, cheek 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

For Sale

Eight economy chases for 8 column, 12 ems. Cost \$25 each; will sell for \$20 each. Also Brown folder taking 33 x 44 sheet. Address Daily News, Tarrytown, N. Y.

Printers' Outfitters

Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

"QUICK STICK"

STICKS QUICK

MIXES QUICK

DRIES QUICK

A pure vegetable gum

Mix it with cold water to make a tenacious, quick-drying white paste which

sticks all ways always

Yes, its powerful adhesive quality causes it to be frequently used instead of hot glue.

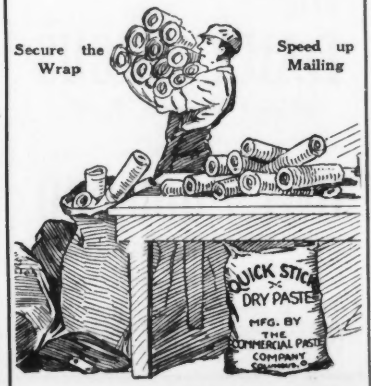
Guaranteed to Never Sour or Mould

125 lb. bags—50 lb. and 25 lb. kegs and barrels

THE COMMERCIAL PASTE CO.

COLUMBUS, OHIO

Address Dept. 123 please



Secure the Wrap

Speed up Mailing

The Best Country Daily in Kentucky is for sale

Net profits in 1922 showed better than \$8,000. Duplex press; two intertypes; and the best equipped country printing office in the state. Health forces owner to sell. The closest inspection invited. Town of 7,000; county of 30,000, one other paper in town, a weekly to which we furnish type. Write for sample copies and any other information.

Daily Register,
Richmond, Ky.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

Thoroughly capable executive, copywriter, solicitor seeks western connection. Box B-544, Editor & Publisher.

A Working Foreman

Good executive and systematizer, with experience on large and small newspapers. Expert on makeup, linotype, ads. Will get editions out promptly at minimum cost and relieve you of responsibility in his department. Locate anywhere. Union. B-515, Editor & Publisher.

Cartoonist

A young man with natural ability and art training, well educated, is right where "a feller needs a friend." Desires connection on newspaper or syndicate with opportunity to work hard on the "better and better" principle. Absolute confidence in ability to make good. Will go anywhere. Send for samples. A-988, Editor & Publisher.

Classified Advertising Manager

Young man with five years successful classified experience wants a position offering more opportunity for advancement. A consistent producer. Best of references. Address Box B-533, care of Editor & Publisher.

Clever Cartoonist

With years of experience on N. Y. and out of town newspapers, magazines, N. Y. advertising firm, etc., wants position with newspaper, magazine or any reliable firm. Box 504 at 35 East 27th Street, N. Y.

Competent and Experienced Editor

and manager is open for engagement with or without investment. First class and successful man of proven ability. South preferred. B-538, Editor & Publisher.

Desk, Rewrite Man or Reporter

Man, 28, has nine years experience, including three years at night city editor of big daily, wants position preferably in New York. Modesty prevents discussion of past performances. Can be relied upon to deliver goods. Address Box B-523, Editor & Publisher.

Foreman

of newspaper composing room seeks change. Man of executive ability. Competent in any size plant. References furnished. Union. Address B-502, Editor & Publisher.

General Manager

Trained executive, qualified by years of practical experience in all departments, seeks opportunity as general manager of a daily newspaper. Develop advertising, build circulation, supervise editorial department, operate plant and business in general along economical and systematic lines. Highest credentials. Address B-540, Editor & Publisher.

General Manager.

Engaged at present; age, 45; qualified by 13 years executive experience; thorough and practical in every department of newspaper making and circulation; clean personality; a worker, not a speech maker; nothing under \$8,000 yearly considered. Address Box B-522, Editor & Publisher.

Mr. Publisher:

Do you want a capable assistant? A man with a record of actual accomplishment, of irreproachable character whose integrity, capacity and creative ability is backed by unquestioned references and endorsements. A man of exceptional training in newspaper and magazine circulation, advertising and promotion who is willing to submit to the acid test of substantial production. The objective is the opportunity to demonstrate on proven results with remuneration on that basis and not otherwise. Thoroughly grounded in the fundamentals of constructive building and marketing and expert in routine of publication distribution, administration and fulfillment. A connection is sought in a Middle Western or Eastern city of 400,000 or over. B-541, Editor & Publisher.

Liberal Daily for Ottawa

Arrangements are being made for publication of a new evening paper in Ottawa. Ever since the amalgamation of the Free Press and the Journal, the Liberal party has been without an organ in the Dominion capital and Liberal politicians are behind the new venture. The publisher will be W. F. Herman, proprietor of the Windsor (Ont.) Border

SITUATIONS WANTED

Publishers (Large or Small)

If you are a publisher or owner of a daily newspaper in a town of about twenty thousand, do you need an experienced man to take charge as general manager or business manager? I have owned a small paper and know the requirements. I know accounting, advertising, circulation, and can direct the mechanical and editorial departments. I recently sold my paper which netted a profit for the past two years of depression. Would consider buying an interest if relations are agreeable. If you are a publisher of a large daily, do you need an assistant who understands all departments and who can relieve you of some of the details? I have had experience on large papers in the advertising, circulation, and business departments, but specialize in accounting. I have had charge of the business office of a paper in a city of over a hundred thousand. I can furnish the best of references to those interested. I am a young married man, and anxious to form a connection which offers a future. Address Box B-526, Editor & Publisher.

Reporter

of ability and experience desires position with Metropolitan daily. Best references. Available on short notice. Also, graduate of School of Journalism. Address Box B-516, Editor & Publisher.

Thoroughly Trained News and Desk Man

desires immediate employment. Metropolitan and small city experience. Familiar with all details of work from reporting to makeup. Prefer city 30,000 to 100,000. Best references. Report on short notice. H. L. Wilson, General Delivery, Washington, D. C.

Writer

Newspaper man, young, experienced in economic, political and studio affairs, wishes writing connection with high-class newspaper, magazine or syndicate. Now on publication. Box B-532, Editor & Publisher.

Wanted.

Position by young man with some Republican newspaper, where I can learn the game. I have the ability to become a newspaperman. Best of references. Address E. A. Fisher, Jr., Sulphur Springs, Taupa, Florida.

What's Your Problem?

To increase local advertising lineage in getting new business, or to still better handle what trade you have. No matter what you want, this solicitor-manager with fifteen years advertising and merchandising experience will increase your local totals. A combination of "pep and personality," with the ability to write copy and make lay-outs that bring results. Wish to connect with live organization who have a real opportunity for a producer accustomed to establish new high sales records. For more facts address Box B-534, Editor & Publisher.

You Need Me.

Age 32, advertising experience, 16 years' on both small and Metropolitan papers, solicitor and manager. Eight years' experience special Edition and feature work. Write strong copy. Have personality and executive ability. Desire connection, paper South or West, where future is big. Consider salary or salary and commission. B-527, Editor & Publisher.

SALES REPRESENTATIVE

6c A WORD for advertisements under this classification. Cash with order.

Graduate Mechanical Engineer

and former mechanical superintendent of large daily newspaper is in a position to represent one or two manufacturers of printing machinery and supplies in New York and vicinity. Practical experience and widely acquainted in the newspaper field. Valuable to any concern desiring the services of well equipped office in New York and thorough systematic sales service. Address Box B-542, Editor & Publisher.

Cities Star, who has recently disposed of his interest in the Saskatoon (Sask.) Star and Regina (Sask.) Post. The new paper will probably be called the Capital.

To Grow Bamboo for News Print

Andrew Carter, publisher of the Arcadia (Fla.) Enterprise and the Moore Haven (Fla.) Times, has announced plans for launching a new enterprise for Florida—the growth of bamboo, for manufacture into paper for newsprint.

New Home for Provo Herald

The Provo (Utah) Daily Herald is to have a new building soon.

May 1 Moving Day for Ohio Paper

The New Lexington (Ohio) Tribune, one of the oldest newspapers in Perry

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Strong Newspaper

in the Middle West, leader in its field circulation and classified, wants able classified manager. This man will now be employed or have substantial reasons for not being. His past experience will be such to enable him to plan, promote and execute classified campaigns, direct and develop street staff and know how to procure best results from inside telephone staff. He will be a man to stand up under stiff competition. Big opportunity for right man after he has proven he is the man. If you want an opportunity for personal interview, write fully regarding yourself, both business and domestic side of your life and let photograph accompany your reply. Address B-531, Editor & Publisher.

Classified Advertising Manager

A morning, evening and Sunday newspaper located in a city of 450,000 in the Central West has a splendid opportunity for a live wire, big enough to survey the field, analyze conditions and then organize his department in a way which will get real results. His primary qualification must be ability to break down selling resistance. State all about yourself in first letter and send photograph. Address B-536, Editor & Publisher.

Copy Reader Wanted

by Florida's leading dailies. We want to locate a young man who will work into executive position. He must have a good education, be a good writer and good editor. He must have imagination, must be capable of dealing with routine work, newspaper matters, as well as grasping the opportunities to exploit news in a state that is growing rapidly. State experience, salary to start and other information in letter addressed to Box B-513, Editor & Publisher.

Wanted

Advertising solicitor with record of production, possessing qualities for advertising manager. Vacancy due to death. Write fully, giving experience, references, age and salary. Fort Worth Press, Fort Worth, Tex.

Want to Get in Touch

with trade paper publisher who has vision, foresight and aggressiveness to appreciate a very unusual opportunity in a new field. Object: establishment of publication. If you have a plant all the better. Address Box B-530, Editor & Publisher.

Wanted

Experienced desk man capable of supervising makeup. Address Box B-517, Editor & Publisher.

Wanted.

A good mechanical superintendent for newspaper plant. Must have a thorough, practical knowledge of all mechanical departments of a daily newspaper, know how to get and maintain a high standard of printing and production, as well as to handle men. Permanent position to one who can furnish satisfactory references. State full particulars as to experience and give references with reply. J. M. Riegel, care Dispatch, St. Paul, Minn.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Capital Wanted

National publication requires additional capital to develop its possibilities. B-543, Editor & Publisher.

Retiring Newspaper Publisher

will sell \$15,000 to \$25,000 interest and guarantee dividends; also adequate salary to right manager with necessary experience on business end. Great opportunity on highly successful daily near New York. Address B-506, Editor & Publisher.

Wanted

Newspaper property or substantial interest for \$7,000 to \$10,000 first payment. Address B-537, Editor & Publisher.

Will Sell

8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

county, will move to its new home about May 1. It has occupied present quarters in the courthouse for 15 years.

Capital Stock Increased

The Clarksville (Tex.) Times has increased its capital stock from \$10,000 to \$20,000.

Niles News Incorporates

The Niles (Ohio) Daily News Company has been incorporated by E. R. Smith and Ruth Whitney.

Wanted Southern Newspaper

An experienced newspaper man desires property in South Atlantic States, in town of over 50,000 population, with good surrounding territory.

PALMER, DE WITT & PALMER

Newspaper Properties,
225 Fifth Avenue New York

Business established 1899 by
C. M. Palmer

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

YOUR EDITORIAL PAGE—Is it interesting? Is it holding and winning readers? Our No. 8814 has business-building sense; gift of seeing in local events topics for editorials; is fair, tactful, virile in expression; has executive skill in directing news staff. Just over 30, holding responsible place, ready for a bigger position. It may be to your advantage.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
 Pierre C. Starr
 Furnishes successful practices and cooperative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
 Increasing Advertising Earnings, Circulation, Etc.
 Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
 Upbuilders of Newspapers
 42d St. & B'way New York City

NOTICE

INTERNATIONAL PAPER COMPANY.
 New York, March 28, 1923.
 The Board of Directors has declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable April 10th, 1923, to preferred stockholders of record at the close of business April 9th, 1923.
 OWEN SHEPHERD, Treasurer.

Denison Herald Increases Stock

The Denison (Tex.) Herald Publishing Company increased its capital stock from \$10,000 to \$45,000 this week.

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.

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

INTERVIEW a dozen or more representative citizens on the matter of what, in their estimation, your city should strive for as a unit during the year 1923. What is the greatest need of the city toward which its efforts should be turned during the coming year? The answers to this question will not only furnish interesting reading, but will set people to thinking along constructive lines and may open up a whole field of news material. It may also give a paper an opportunity to lead the way in some community improvement project. If the material develops sufficiently, it may be worth while to run an interview each day for a couple of weeks, or longer. The answers may include a new city hall, new high school, public park, soldiers' memorial, street improvement, better police force, more adequate fire protection, etc.—Edward F. Crane, Burlington Free Press, Burlington, Vt.

It would be a good stunt for the paper to put on a "Kite Day" when it would offer prizes for the kites flying the highest, the most unusual kites, the biggest kites, the most comical kites and so on. The contest could be held in some vacant lot on the outskirts of the city. The stories and photos which the paper would run in connection with the event would be very interesting to all the paper's readers.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

How many "have never" persons are there in the town or city where you reside, men and women of an eccentric nature, who have never attended the movies, church, a bargain sale or ridden on a train or in an automobile for various reasons? Some of those reasons are highly amusing, others may have little tragedies connected with them, the majority are interesting. A special writer, assigned to the job of digging up "have never's" will be astonished at the amount of material he locates. Usually a person who has a pronounced antipathy toward movies or churches will express his views for publication.—L. B. Birdsall, 40 Mitchell street, St. Thomas, Ont., Can.

There's a rattling good feature story to be had from the employment managers of the stores and offices in your city on "Hobbies of the Employer," bringing out

some of the comparatively insignificant things that may win or lose a position to an applicant; a loud tie, high-heeled shoes or a soiled handkerchief.—John G. Baker, Milwaukee Journal, Milwaukee, Wis.

What is the average number of hours persons spend yearly in your city in telephone conversations? The per capita average of the United States is 16 hours, according to telephone companies. The Ann Arbor (Mich.) Times-News has printed a story showing that the per capita average in Ann Arbor is more than 20 hours. The local telephone company can furnish the average number of daily calls and the average length of time spent in home to home, business to business, and business to home telephone conversations, from which computations can be made.—Bruce Millar, Times-News, Ann Arbor, Mich.

Who has the biggest family in your city? Offer a prize of \$5 or so to the biggest family and advertise on your first page that you are looking for this family. You'd get a lot of interesting facts and figures from this, and the daily stories you'd write about the contestants entering for the prize would be tremendously interesting to all your readers. When you found the biggest family, you could run their photo, together with a write-up telling the history of all the members of the family.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Who among your nearby local farmers owns the oldest husking peg? Do farmers in your county use them? And if they do there will be a lively story as to the oldest one in the county. The farmer will tell when he first used it, and count up the number of bushels he has husked with the peg in the years he has had it.—Victoria Adelaide Harvey, Liberty, Mo.

In nearly every city and town is a bulletin board, used to post notices of court proceedings, dry recitals of proposed legislative action and legal notices of all descriptions, and they stay on the board, unread, until the wind blows them down or they fall off from their own weight. This board is a survival of medieval days, when there were no newspapers and the town crier went through town with his bell, crying, "Hear ye! Hear ye! and hawked the news. Get a story about this board and the antiquated law that requires that notices of all legal proceedings be posted in two public places.—R. A. Seelig, Wenatchee World, Wenatchee, Wash.

Write a human interest story about the "ups and downs" of elevator operators' daily work. I wrote a feature story for my paper of the girl operators of our city—little foibles of human nature they noticed in passengers, funny incidents like that of the young man who abstractedly gave the telephone number of his sweetheart instead of his floor number to his own confusion and the other passengers' delight, curious characters like the sea captain who would not ride in the elevator because it made him seasick (he walked up floors and floors), the unexpected sights operators see when they arrive before their prospective passengers see them—one man using the elevator button for a "heart" in a fencing practice with his umbrella, two elderly sweethearts in the midst of a touching farewell, an orator practicing his after-dinner speech with flourishes of the hand—men shoppers, women shoppers, etc.—M. B. Patterson, Vancouver Sun, Vancouver, B. C., Canada.

Some of the
Distinguished Contributors
to our
Daily and Weekly Services

H. G. WELLS
FRANK SIMONDS
SIR PHILIP GIBBS
ANNE RITTENHOUSE
T. R. YBARRA
SIR GILBERT PARKER
J. S. FLETCHER
RUBY AYRES
LAURA JEAN LIBBEY

Write for Particulars

The McClure
Newspaper Syndicate
173 Fourth Avenue, New York City

THEM DAYS IS
GONE FOREVER

By Al Posen

The only comic strip
written in rhyme and set
to music.

UNITED FEATURE
SYNDICATE

NORRIS A. HUSE, General Manager
World Building New York

WIRE
NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

FOR THE LADIES

Weekly Fashion Page
Daily Fashion Hints
Handicraft in the Home

Let us tell you more about
'em.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

PREHENSILE

Beck's Gas Buggies
Strip and Down the
Road week-end car-
toon seem to reach
out, grasp and hold
readers. Otherwise,
why so many users?

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK

Thomas W.
Briggs
Company
Memphis, - Tenn.

Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

Million
Dollar
Hearst
Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

?Do You Know?
SCIENCE SERVICE

Interesting shorts, making a daily feature, appear under the above heading in our general news report.

The Daily Science News Bulletin also contains:

NEWS stories telling what is happening on the frontiers of science.

Authoritative, vital and striking signed articles.

News of the Stars.

"Chats on Science" by Dr. Edwin E. Slosson.

Photographs and Drawings in mat form.

Some territory is still open.

Wire Allied Newspapers, Inc., 52 Vanderbilt Ave., New York City, selling agents.

SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

PENNSYLVANIA

No state can offer more or better opportunities for money making than can this great Keystone State.

Commercially Pennsylvania is a producer and with its workers comes a demand for goods of all kinds—and Pennsylvania's daily newspapers carry your message to these people.

These daily newspapers cooperate in every way to make advertising pay and pay handsomely. Use them to get your share of the business.

Daily newspaper advertising works alone to better advantage than does any other kind of advertising.

Daily newspapers, with their local circulations, their local news and their local advertising, do more towards popularizing merchandise than does any other kind of advertising.

These Pennsylvania daily newspapers, in this profitable territory, tell the home news to these people, day by day, and can tell your story to a much greater advantage than you can get it told any other way.

THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
***Allentown Call (M)	28,009	.09	.09	†Scranton Times (E)	37,148	.12	.10
***Allentown Call (S)	15,118	.09	.09	***Sharon Herald (E)	5,002	.021	.021
†Bloomsburg Press (M)	6,507	.029	.029	†Sunbury Daily Item (E)	4,109	.021	.018
***Chester Times & Republican. (M&E)	14,331	.065	.05	***Warren Times-Mirror (E&M)	8,056	.036	.036
†Coatesville Record (E)	5,369	.0214	.0214	***Washington Observer and Reporter (M&E)	15,553	.06	.05
†Connellsville Courier (E)	6,103	.0179	.0179	†West Chester Local News (E)	10,768	.03	.03
***Easton Express (E)	17,241	.05	.05	**Wilkes-Barre Times-Leader (E)	22,061	.08	.05
*Easton Free Press (E)	12,147	.05	.05	†York Dispatch (E)	16,726	.045	.045
***Erie Times (E)	27,648	.08	.08	†York Gazette and Daily (M)	16,452	.045	.045
***Harrisburg Telegraph (E)	39,478	.095	.095				
†Johnstown Ledger (M)	12,096	.05	.05				
***Oil City Derrick (M)	6,686	.04	.035				
Pottsville Republican and Morning Paper (E&M)	14,500	.07	.06				
Scranton Republican (M)	32,180	.12	.10				

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

Do You Seek to Reach People With Incomes of \$5,000 a Year or Over?

ACCORDING to an analysis of the Federal Income Tax Reports for the year 1920, 628,000 persons in the United States acknowledged net incomes in excess of \$5,000 a year.

According to New York State Income Tax Reports for the same period, there were 112,127 people in the State who acknowledged incomes of \$5,000 or over.

A study of these returns shows that 78,902 reside in New York City and immediate New York State suburbs as follows:

	Number of Returns Over \$5,000	Taxable Income Represented
New York City	74,154	\$1,178,915,000
Mt. Vernon	1,145	13,666,900
New Rochelle	1,358	17,843,800
Ossining	98	1,564,700
Peekskill	109	1,122,600
Port Chester	171	2,532,000
White Plains	633	8,504,700
Yonkers	1,234	15,474,100
	78,902	\$1,239,623,800

These figures would seem to indicate that these 78,902 people have 21 per cent. of the taxable wealth of the country.

Obviously, if you have an article you want to sell to people of this class, here is the largest group of them on earth, every member of which can be easily reached through the daily newspapers.

THE NEW YORK GLOBE

Member A. B. C.

JASON ROGERS, *Publisher*

Member A. B. C.

LORENZEN & THOMPSON, INC., *Special Representatives*
Chicago New York Detroit San Francisco Los Angeles

