

THIS ISSUE:—PITTSBURGH PRESS SOLD FOR RECORD PRICE

EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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56. No. 10

NEW YORK, AUGUST 4, 1923

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

LEADERSHIP!

Features, to a large extent, are responsible for circulation, or the lack of it! Not all features are proved circulation builders—it pays to be sure—*buy leadership!*

Four years from the date of its founding by The Chicago Tribune, The New York Daily News attained first place in morning daily circulation of America. It differed from its parent paper in many ways,—in character, purpose, make-up, size,—yet its FEATURES are identical with those in The Chicago Tribune. These features meant leadership to The New York News—they mean leadership wherever they go!

Chicago Tribune Comics offered in an 8-page tabloid color comic section.

THE GUMPS

By Sidney Smith

CASOLINE ALLEY

By Frank King

HAROLD TEEN

By Carl Ed

WINNIE WINKLE

By Branner

SMITTY

By Berndt

TEENIE WEENIES

By W. M. Danahy

MOON MULLINS

By Willard

KITTY

By Mildred Burleigh

FICTION

Blue Ribbon Serials for Sunday

(one release a week)

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

Blue Ribbon Short Stories—from 1,000 words down

Well Written Tabloid Short Stories of 300-600 words

10 Weekly Short Stories by

CAPT. E. V. RICKEN

Smashingly illustrated

12 Weekly Half-Page Stories

Entitled "OLD RELIABLE"

By Judge Harris Dickson

LEASED WIRE SERVICE

Foreign—National—Local

PACIFIC & ATLANTIC

PHOTOS

Organized by The Chicago Tribune

and The New York Daily News

25 Park Place, New York.

COLOR COMICS

The Gumps—Gasoline Alley—Herold

Teen—Winnie Winkle—Teenie Weenie

—Moon Mullins—Smitty.

BLACK & WHITE STRIP

The Gumps by Sidney Smith.

Gasoline Alley by Frank King.

Harold Teen by Carl Ed.

Winnie Winkle by M. M. B.

Moon Mullins by Frank Willard.

Smitty by Walter Berndt.

W. E. HILL

Page of Comics

in Crevice or Black and White

CARTOONS

John T. McCutcheon—Carey

Garr Williams

BURNS MANTLE

Weekly New York Theatre Let.

THE POTTERS

by J. P. McEvoy

RAYMOND KELLY

Gravel Pit Pups

DR. EVANS

The first and best of newspaper

medical writers.

Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line of Type, Sports, Science and Em-broidery.

Chicago Tribune Blue Ribbon fiction finishes fourth successful year—offering first class, first run serials and short stories by famous writers

FIRST class fiction—years ago—was the monopoly of the magazine,—but not today! For four years now Blue Ribbon stories have been satisfying readers who demand the best in contemporary literature by presenting first run short stories and serials written by the greatest living writers. The popularity of this route to increased circulation is evidenced by the small amount of open territory remaining. Chicago Tribune Blue Ribbon Fiction now enters its fifth season, with Booth Tarkington, Samuel Hopkins Adams, Konrad Bercovici, Vincente Blasco Ibanez, Lucian Cary, Inez Haynes Irwin, Mrs. Wilson Woodrow—and many other top-notchers,—among those present. The complete list for the season represents a better collection of stories than any magazine could afford to offer.

The Chicago Tribune Newspaper Syndicate
Tribune Plant, Chicago 25 Park Place, New York

Buy.....Leadership!

The Growth of THE SOUTH

Though the rate of growth for the whole country is about 15%, there are several Southern States which have made a better showing than this. North Carolina has an increase of 16% and Florida 28%.

The growth of those cities, where large manufacturing establishments and great markets are located, is perhaps more descriptive of the permanent influences of the South. There, workmen and their families have been recruited from the North and West. The cities have grown largely through an influx of population from the outside.

While the trend in the United States as a whole is towards concentration of people in the city (half the population was urban in 1920), the South has two and one-third times as many of its inhabitants on farms and in villages as in the larger centers.

The broad deduction to be taken from this situation is that agriculture, always the cornerstone of Southern business, will remain unchanged while industry recruits new workers from beyond its borders.

The South is coming into its own.

There is one way for the National Advertiser to reach and sell this market; that is through daily newspapers.

	Circulation	2,000 lines	10,000 lines
ALABAMA			
*Birmingham Age-Herald(M)	29,113	.08	.08
*Birmingham Age-Herald(S)	33,721	.10	.10
*Birmingham News(E)	68,936	.15	.15
*Birmingham News(S)	75,791	.15	.15
Mobile News-Item(E)	10,992	.06	.05
Mobile Register(M)	21,264	.07	.07
Mobile Register(S)	32,716	.086	.086
*Montgomery Journal(E&S)	17,446	.06	.06
FLORIDA			
*Florida Times-Union, Jacksonville....(M&S)	32,762	.09(.108)	.09(.108)
Pensacola News(E)	4,795	.03	.03
Pensacola News(S)	5,291	.06	.03
†St. Petersburg Independent(E)	6,420	.03	.03
*Tampa Times(E)	14,009	.06	.05
*Tampa Tribune(M&S)	22,411	.07(.088)	.06(.078)
GEORGIA			
*Augusta Herald(E)	16,466	.05	.05
*Augusta Herald(S)	13,663	.06	.05
Macon Telegraph(M)	23,017	.06	.06
Macon Telegraph(S)	24,395	.06	.06
†Savannah Morning News(M&S)	21,227	.095	.06
KENTUCKY			
*Lexington Leader(E)	16,094	.06	.05
*Lexington Leader(S)	17,300	.06	.05
*Paducah Sun(E)	6,910	.03	.03
NORTH CAROLINA			
Asheville Times(E)	7,766	.04	.04
†Asheville Citizen(M)	12,976	.045	.045
†Asheville Citizen(S)	11,720	.045	.045
†Greensboro Daily News(M)	21,851	.07	.06
†Greensboro Daily News(S)	29,664	.07	.07
†Raleigh News and Observer.....(M)	26,630	.06	.06
†Raleigh News and Observer.....(S)	31,966	.06	.06
Winston-Salem Sentinel(E)	16,656	.05	.05
SOUTH CAROLINA			
*Columbia State(M)	26,709	.06	.06
*Columbia State(S)	28,764	.06	.06
Greenwood Index Journal.....(E&S)	4,165	.026	.026
Spartanburg Journal(E)	4,165	.04	.04
Spartanburg Herald(M&S)	6,511	.04	.04
TENNESSEE			
Chattanooga Times(M)	26,067	.07	.07
Chattanooga Times(S)	26,996	.07	.07
Memphis Commercial Appeal.....(M)	103,000	.16	.15
Memphis Commercial Appeal.....(S)	124,000	.19	.16
†Nashville Banner(E)	60,152	.10	.10
†Nashville Banner(S)	60,762	.11	.11
VIRGINIA			
Alexandria Gazette(E)	3,900	.025	.025
†Bristol Herald Courier(M&S)	6,964	.04	.04
†Danville Register and Bee.....(M&E)	12,577	.06	.05
Newport News Times-Herald(E)	9,941	.06	.05
Newport News Daily Press(S&M)	9,951	.05	.05
*Roanoke Times & World-News.....(M&E)	21,917	.07	.06
*Roanoke Times(S)	15,013	.07	.06

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

† Government Statement, April 1, 1923.

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

94%

**of all the English-reading people
in "Greater Cleveland" read**

**The Cleveland Press
189,397**

**which has the largest circulation
of any daily newspaper in Ohio**

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

—including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.,
52 Vanderbilt Ave., New York

ST LOUIS
ATLANTA
SAN FRANCISCO

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

“Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him,—he knows!

Dominate Philadelphia

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

The 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 the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York Office of
THE BULLETIN

will be located in the
Park-Lexington Building
46th St. & Park Ave.

beginning
August 6th, 1923

Staff: Frank Pita John H. McMurtrie Joseph W. Simpson

Total Circulation of This Issue: 7,000



EDITOR & PUBLISHER



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Charter Member Audit Bureau of Circulations.

Vol. 56

NEW YORK, SATURDAY, AUGUST 4, 1923

No. 10

PITTSBURGH PRESS SELLS FOR RECORD PRICE

Scripps-Howard Understood to Have Paid Approximately \$6,000,000 for Col. Hershman's Daily and Sunday Paper—Will Be Under Ohio Group Management

THE biggest deal from a financial standpoint in the history of the American press was closed Friday, July 27, when Roy W. Howard purchased the Pittsburgh Press from Col. Oliver S. Hershman and added it to the Scripps-Howard newspapers.

For years the Press has been one of the outstanding financial successes of the country and its sale came as a distinct surprise to the newspaper world.

The amount involved is understood to approximate \$6,000,000 with payment covering a period of ten years. The down payment is reported to have been \$1,000,000.

The purchase price does not include the real estate at Bigelow Boulevard and Seventh avenue where, it was recently announced, the Press would build a new home for which plans have already been completed, and an independent option has been taken on that property by the Scripps-Howard Newspapers. The present ground lease of the Press where it is now located still has eight years to run.

This is one outstanding feature of this unusual change in the Scripps-Howard policy whereby they have purchased a financially successful newspaper, instead of attempting the rehabilitation of a run-down property or the establishment of a new one. It is a fact that neither E. W. Scripps, the founder of this great group of papers, nor Robert P. Scripps, the editorial head and co-director with Mr. Howard of the Scripps-Howard Newspapers, have learned of the transaction. They are cruising somewhere in the South Sea Islands on E. W. Scripps' private yacht, the "Ohio," and have been out of communication with the United States for some time.

The purchase price for the Press is the largest ever paid for a single newspaper property.

The Press immediately passed under the management of the general management of the Ohio Group of the Scripps-

Howard Newspapers, of which E. E. Cook is editorial director and William G. Chandler business director.

For the present Mr. Cook will remain in Pittsburgh and direct the editorial policy of the Press until an editor is selected from within the Scripps-Howard organization.

No changes are contemplated for the present in either the Press organization or the foreign representation.

John Y. Chidester continues as managing editor; H. C. Milholland, advertising manager, and T. R. Williams, business manager.

The foreign representatives of the

and typesetting machines. In buying the Press we feel that our big buy lies in the strength and character of the organization with which Col. Hershman was certain to surround himself."

The Press has long held leadership in the Pittsburgh field. The circulation of the Press daily for the six months' period ending April 1, as published in EDITOR & PUBLISHER of July 28, was 156,060, and the Sunday circulation for the same period was 218,943, according to the report to the Audit Bureau of Circulations.

In purchasing the Press the Scripps-Howard organization comes into possession of its only Sunday newspaper.

"While there is present, naturally, a sense of regret in retiring from active newspaper work, the feeling is tempered by the knowledge of the fact that I have placed the paper in the control of the Scripps-Howard organization, whose integrity and wonderful success in other newspaper fields give full assurance of the continuance of the independent principles of the Press. The name Scripps has come to stand for the best ideals of progressive journalism.

"I have known Roy W. Howard, chairman of the board of the Scripps-Howard enterprises, for many years, and it is particularly gratifying to me to be more intimately associated with him, as I shall be in the capacity of a director of the Press with a substantial minority interest.

"I feel confident that as a member of the Scripps-Howard family the Press will add lustre to its brilliant record of achievements.

"OLIVER S. HERSHMAN."

A PLEDGE

"The Pittsburgh Press editorially, under Scripps-Howard management, will continue to be independent in all things and to carry on the ideals and traditions of Col. Hershman to the end that it will ever be a distinct force in the progress and upbuilding of this city and state.

"Its duty to the public is recognized as an honorable and permanent trust.

"SCRIPPS-HOWARD."

The following list of officers is being carried at the head of the editorial page but it is understood these are only temporary:

William G. Chandler, president; H. C. Milholland, vice-president and advertising manager; C. F. Mosher, secretary-treasurer; J. Y. Chidester, managing editor; T. R. Williams, business manager.

The Press uses the United Press and the International News wires; the News-

SCRIPPS-HOWARD NEWSPAPERS

- | | |
|---------------------------|-------------------------|
| Cincinnati Post—1880 | Washington News—1921 |
| Cleveland Press—1878 | Baltimore Post—1922 |
| Columbus Citizen—1899 | Norfolk Post—1921 |
| *Toledo News-Bee—1905 | *Des Moines News—1901 |
| Akron Press—1893 | Denver Express—1906 |
| *Youngstown Telegram—1922 | Oklahoma News—1906 |
| Birmingham Post—1921 | Houston Press—1911 |
| Knoxville News—1922 | Fort Worth Press—1922 |
| Memphis Press—1906 | El Paso Post—1922 |
| Covington Post—1892 | San Francisco News—1904 |
| *Indianapolis Times—1922 | San Diego Sun—1881 |
| Evansville Press—1906 | Sacramento Star—1904 |
| Terre Haute Post—1906 | *Pittsburgh Press—1923 |

In addition, the following Scripps-founded newspapers are operated by the James G. Scripps estate:
Los Angeles Record—1895, Dallas Dispatch—1906, Seattle Star—1899, Portland (Ore.) News—1895, Spokane Press—1902, Tacoma Times—1903.

Note—In every case the figure given is the year of establishment except where the name of the paper is preceded by an * and in those cases it indicates the year of purchase.

Press are: I. A. Klein, New York and Chicago; A. J. Norris Hill, San Francisco, and Charles K. Abbott, Atlantic City. In addition to these the Press will also be represented now by the Allied Newspapers, Inc., a Scripps-Howard enterprise.

The negotiations for the purchase of the Press, which were carried to conclusion without giving rise to a single rumor prior to the formal announcement of the sale, have extended over a period of several months and were carried on entirely by Mr. Howard and Col. Hershman, who have been friends of long standing.

In discussing the purchase of the Press with EDITOR & PUBLISHER this week, Mr. Howard said that he was attracted to the property because of the solid basis on which he knew it to be built. This played an important part in fixing the price. It was gathered from a remark of Mr. Howard, that:

"Good will built through a period of many years, as expressed in circulation figures, not only indicates that the man at the head has good judgment and is on the square, but that he has built up an organization commensurate with his own strength and squareness. Goodwill and organization are the real tangible assets of a newspaper property, rather than presses

For many years the Press has been among the national leaders in both display and classified advertising and its profits are believed to have reached a million dollars annually in recent years.

The only stockholders in the Press at the time of the sale were Col. Hershman and O. E. Williams.

The sale of the Press was announced in the late editions of that newspaper on Friday and the following announcement by Col. Hershman and pledge by the new owners was carried at the head of the editorial column July 28:

"In relinquishing a controlling interest in the Pittsburgh Press, of which I have been owner and publisher for nearly 23 years, I feel that a statement is due my friends and associates and the army of readers who have always stood so loyally with me.

"After 52 years in the newspaper business in Pittsburgh, I am retiring from the exacting duties of a publisher to look after my personal affairs and gain a rest to which I feel I am entitled.

"In giving up my active management of the Press I desire to express my appreciation of the splendid manner in which all departments of the Press organization have co-operated with me in building up and carrying on a great modern newspaper.



Colonel Oliver S. Hershman, who has sold the great property which he built, for the highest price ever paid for a newspaper, and retired after 52 years of active work.



Roy W. Howard, of the Scripps-Howard Newspapers, who negotiated for and purchased the Pittsburgh Press, one of America's greatest newspaper properties.

paper Enterprise Association service and many of the Hearst and other well-known daily and Sunday syndicated features, which it holds under exclusive contract in the Pittsburgh territory.

Last winter the Press was elected to Associated Press membership, but Col. Hershman refused to subscribe to the by-law of that organization, which binds its newspaper members not to furnish local news to any other news service. Col. Hershman held that this by-law was in conflict with a clause in his United Press contract which called for his furnishing local news to that organization.

The Pittsburgh Press was established in 1884 by Col. Thomas S. Bayne. In 1892 Col. Bayne sold the Press to Col. Thomas Keenan, who owned it until 1901. In that year Col. Hershman purchased the Press from Col. Keenan and the Daily News from Christopher Magee and consolidated the two newspapers under the name of the Press. The Daily News had been established in 1892 by Magee, a prominent politician.

Col. Hershman has spent his entire working life in the newspaper business in Pittsburgh. His father was killed in the Civil War, leaving him an orphan at the age of four years. At the age of 12 he entered newspaper work as an employee of the Pittsburgh Mail, a one cent morning newspaper. At the time of the establishment of the Pittsburgh Telegraph in 1873 he joined that newspaper and continued with it for nearly twenty-eight years, during which time he held

practically every position including office boy, press boy, typesetter, clerk, book-keeper, advertising solicitor, manager and finally secretary-treasurer-publisher, he having acquired a large interest in property prior to that time.

In January, 1901, Col. Hershman sold the Chronicle-Telegraph, the Chronicle having been consolidated with the Telegraph a few years before that date, to the late George T. Oliver. The same year Col. Hershman purchased the Press and Daily News.

Having observed newspaper progress almost from the time of Horace Greeley, Col. Hershman as well has had a prominent part in the evolution of the old four-page paper to the modern paper of 40 pages.

In an interview appearing in EDITOR & PUBLISHER on September 11, 1919, Col. Hershman said:

"The great growth in advertising illustrates dramatically the mighty factor it has become in the modern business world. It is greater today than it was a year ago, and I believe it will continue to grow and dominate trade.

"Every day emphasizes its great importance, and I feel that this great growth will continue along broader lines than anyone imagined a few years ago. I realize, perhaps as every other editor and publisher of a metropolitan, that the work has become more and more exacting and that personal attention and thought are greater requisites than could have been conceived not so many years ago."

COURT ACTIONS AGAINST MAGEE PILE UP AS HIS LAWYER IS DISBARRED

Judge Hanna Convicted of Being Present at Banquet in Honor of New Mexican Editor—State Tribune Continues Attacks on "San Miguel County Ring"

(By Telegraph to EDITOR & PUBLISHER)

ALBUQUERQUE, N. M., Aug. 2.—Court actions continue to pile up against Carl C. Magee, editor of the New Mexico State Tribune.

Having been found guilty of libelling Judge Frank W. Porter of the State Supreme Court, and guilty on nine counts of constructive contempt of court for publication of articles criticizing Judge David J. Leahy, who tried him; having been sentenced to two years in the penitentiary and fined \$4,057, and having been pardoned for all this, Magee now faces a \$100,000 libel suit brought by the former president of the State Normal School, one action for contempt of court brought by Judge Leahy, and one criminal libel action brought by former Chief Justice C. S. Roberts, who acted as special prosecutor in the previous contempt actions.

Meantime his chief counsel, former Supreme Court Justice Richard H. Hanna, is suspended from practice in San Miguel County until the Supreme Court can pass on the question of whether an attorney has the right to comment publicly on his client's case. On July 21, Judge Leahy, sitting at Las Vegas, found Hanna guilty of "permitting himself to be met by a band" and of "being present at a banquet purporting to be given in honor of Carl C. Magee." He was suspended from practice, as well as being fined \$25 for direct contempt of court. The latter charge was based on Hanna's question to a witness as to whether or not Judge Leahy was intoxicated at a Fourth of July celebration. The case against Magee, which had been set for July 21, was postponed indefinitely. Now Judge C. J. Roberts drew up a new complaint against Magee, charging that the editor libeled him by accusing him of being connected with ballot box stuffing. The case was set for trial at Santa Fe July 30 but was postponed at Magee's request until Aug. 14.

Magee is continuing his campaign against court officials and the "San Miguel County Ring" headed by Secundino Romero, Mexican-American Republican Leader. He is particularly indignant at the declaration of the prosecution, substantiated and confirmed by Judge

Leahy, that "the people have no right to interfere with the courts" and that any criticism of judicial decisions is contemptuous.

"The public has no right to interfere," Judge Leahy declared from the bench on the last day of Hanna's trial, upholding the declaration of O. O. Askren that the court is supreme and above public criticism.

Magee declares he will continue to expose corruption "wherever he finds it" and "whomever it hits." Not a single libel suit against the editor has been filed on any of the direct charges of graft made by him. On the other hand, the prosecution has consistently based its cases on incidents where it would be necessary for Magee to prove "the state of mind" of the person he is alleged to have libeled.

No code of ethics has ever been formulated for attorneys practicing before the New Mexico bar, and upon this fact Hanna will base his appeal to the Supreme Court. Indeed, for years Judge Hanna has been leader of a movement to bring about adoption of such a code.

Colorado editors, at the closing session of the annual convention of the Colorado Editorial Association, held recently at Colorado Springs, unanimously passed the following resolution praising Governor Hinkle of New Mexico for pardoning Magee:

"Whereas, Carl C. Magee, editor of the New Mexico State Tribune, was convicted of libel in a spite-controlled court, because of his fearless arraignment of misgovernment in New Mexico and was sentenced to 360 days in jail and to pay fines aggregating \$4,000; and

"Whereas, the Hon. James Hinkle, governor of the State of New Mexico, extended executive clemency, freeing Magee from serving the jail sentence and remitting the fines imposed;

"Therefore be it resolved, that the Colorado Editorial Association in annual convention, hereby endorse and approve of the action of Governor Hinkle, and hereby congratulate and commend him for said action in pardoning Magee.

"Be it further resolved, that the association extend congratulations to Mr. Magee, with the assurance that his fellow editors in Colorado appreciate and endorse his fearless campaign for upright-ness in public office."

CAMPAIGN ON TO SELL "ANOTHER STRAW"

THE "HAT GROUP" of the Retail Merchants' Association of Cincinnati is running a newspaper campaign to induce men to buy another straw hat during the season. One of the recent appeals was in the form of a cartoon showing how a youth of courting age won the heart of his best girl by improving the appearance of his top-piece. The campaign is cooperative.

PREMIER OF QUEBEC OPPOSES EMBARGO

Taschereau in Speech Says Federal Authorities Would Exceed Powers—American Markets Essential to Colonists

MONTREAL, Que., Aug. 2.—Hon. L. A. Taschereau, Prime Minister of the province of Quebec, went on record as differing categorically from the Ottawa administration on the question of pulpwood embargo in an important political speech at East Angus August 1. Mr. Taschereau declared that, in his opinion, the American market for pulpwood was essential to the interest of the colonists.

"While they were clearing lots, he said, it was essential that they should be able to live by the sale of the wood cut from their land. The closing of the American market would be prejudicial to them in this respect, he pointed out, as they generally have no other means of subsistence until their land is ready to bear crops.

Further, Mr. Taschereau was of the opinion that any attempt by the Federal Government to place an embargo on the exportation of pulpwood by private individuals would be a direct violation of the province's complete autonomy in all civil matters. The right of every province under the terms of the Confederation of exporting the pulpwood cut on a man's private property was essentially a civil matter, he said, and, therefore, one in which, in his opinion, the Federal Government had no right to intervene.

Federal authorities had the right to place a tax on the export of pulpwood, he declared, but it was his legal opinion that it would be going beyond their power in imposing an embargo. He cited certain recent decisions of the Privy Council in support of this opinion.

As the head of a provincial liberal government, the Prime Minister insisted, he was not trying to interfere with the liberal government at Ottawa. But he suggested that these objections were worthy of careful consideration by the Federal authorities before they decided to put any embargo into effect.

BLANTON CLEARED OF LIBEL

Jury Fails to Find Verdict for Callaway, Texas Ex-Congressman

Congressman Thomas L. Blanton of Texas was exonerated of a charge of criminal libel of former Congressman Oscar Callaway, his opponent in 1922, when Blanton's trial came to a close at Comanche, Tex., July 27. The jury deliberated three hours.

The Grand Jury indictment charged Blanton with criminal libel in connection with a campaign document appearing in the Cisco (Tex.) News, July 16, 1922, touching on Callaway's war record.

With Periodical Publishers

Dr. Ralph E. Rindfusz has been made executive secretary of the Periodical Publishers' Association, New York, succeeding Phillips Wyman, who resigned to become circulation manager of the McCall Company. Dr. Rindfusz has been prominently identified with the American Writing Paper Company and the United Typothetae of America.

WORLD CONTRACTS FOR \$400,000 BUILDING

Six-Story Auxiliary on Frankfort Street to House Color Press, Paper Stores and Job Printing Department

Following out plans under consideration since last February, the New York World has contracted for construction of a new six-story auxiliary building, to cost approximately \$400,000. It is situated at 13 Frankfort street, directly opposite the Pulitzer building.

Work of demolition of the old five-story building, now occupying the site, started last week, and it is expected the auxiliary will be ready for occupancy in about nine months. It will be of steel and brick construction and the architecture will be followed in the building of another plant on adjoining property owned by the Press Publishing Company, when such a building is required.

Engineering problems caused delay in the start of construction. Plans first submitted were rejected by the city.

One feature is the tunnel designed to connect the auxiliary with the Pulitzer Building on Park Row, which now houses the main press room of the World. Present plans, accepted by the city, call for construction of a 20-foot tunnel, 25 feet 8 inches in depth from the street curb, it being necessary to dig down under sewer mains. This tunnel is to be seven feet high and ten feet wide.

Because the tunnel had to be built on an incline between the two buildings, there being a difference of six feet in elevation, an electric chain belt conveyor has been decided upon as the means of transferring plates between the press room of the Pulitzer building and the basement of the auxiliary.

On the first floor of the auxiliary it is planned to install a large multicolor press. The second, third, fourth, and fifth floors will be used for paper storage. The top floor will house the job printing office of the World. Cramped press facilities in the present quarters of the World made the new building necessary. Plans were completed by Cross and Cross, architects, and the contract was let to William J. Brush.

LOWELL PAPER'S NEW HOME

Courier-Citizen and Leader Remodel Storehouse—Ready by Winter

Work started this month on the remodeling of the six-story Prescott storehouse on Kearney Square, Lowell, Mass., and, before winter comes, the building will house the Courier-Citizen and the Lowell Evening Leader.

The building will be made over to four stories, maintaining its present height. The ground floor, 108 feet in depth, will be occupied by the business department. The second and third floors will be offered for rental and the fourth floor will become the editorial room of the newspapers.

Beyond a thick fire wall in the rear of the executive section of the property will be the mechanical departments. The composing room will be arranged so that it will be 100 feet in length. The press and stereotype departments will take the same 100 feet on a mezzanine floor, eight feet above the ground. Ample room is provided for newsprint paper storage.

The storehouse has a frontage on Kearney Square of 53 feet and maximum depth of 250 feet.

Dixie Publisher Sails

Frederick I. Thompson, publisher of the Birmingham Age-Herald, the Mobile Register, and the Montgomery Journal, sailed July 28 on the Leviathan for a stay of several weeks abroad. He was accompanied by his wife and daughter.

Burlington (Vt.) News Buys

The Burlington (Vt.) Daily News has purchased the Dolan building on College street and will remodel it for publication purposes, moving its plant there this fall from the present Main street location.

DEALER'S NAME NOT ONLY LOCAL TOUCH OPEN TO NATIONAL ADVERTISERS

Less Formal, But More Effective, Appeal Gained by Writing Copy Specifically for Certain Markets—Local Consumer's Name and Signature in Small Space Makes for Attention

By HAMMOND EDWARD FRANKLIN

JOHN SIDDALL, editor of the American Magazine, who died recently, once said that from his point of view as an editor it would be ideal if he could print an immense banquet photograph, in which every one of his readers would appear.

His conviction that if Mr. Average Man was in the picture, Mr. Average Man would be certain to buy a copy of the magazine, look at it and tell his friends about it, is based on accurate judgment of human nature. Although Siddall could not go so far as to have the actual physical photograph of all his readers, he did succeed magnificently in making the contents of each issue drive so close home to the interests and ambitions of the average person that the American's circulation rose to record heights.

"Play up the local angle!" is a command frequently heard in most city rooms. The local reader is interested, first of all, in things in his own locality. All real newspaper men know this, and news and headlines—even editorials—are shaped accordingly. To Tom Smith and his wife in Emporia, the fact that their neighbor was held up last night by a tramp and robbed of \$10 looms up as much more exciting and interesting than that France has moved into the Ruhr.

Magnus Johnson, who has just ascended politicians by being elected to the Senate, in spite of the fact that he does not wear a cutaway and spats, won because he adjusted himself most closely to his constituents. They looked upon him as one of them.

It is really strange that more national advertisers have not realized until recently their opportunities to enliven their campaigns by making more of local flavor.

Let me illustrate what I mean:

The Gillette Safety Razor Company a while back had introduced its new, improved Gillette razor with a bang. It wanted a good follow-up stunt—something with a sales punch which would be out of the ordinary. The company was ready to use the newspapers, but it wanted to do more than merely buy space to sing the praises of the razor itself.

The company has the reputation of being willing to spend whatever money is necessary on various rough ideas until the right one is hit upon. E. D. Copeland, the advertising manager, never stops working on new, possible, live stunts, many of which never are carried beyond the experimental stage.

The plan decided upon packed a real upper cut, just because it had a local slant to it which was different. The hand-lettered headline said, "WATCH THE STORE WINDOWS IN CLEVELAND," above a large diamond. Below came the command, "Where you see the Pink Diamond—go in."

The copy in a typical advertisement said:

"Leading merchants are showing the Pink Diamond as a signal of a new and greater cooperation with the men of this city.

"Wherever you see the Pink Diamond, there is headquarters for the finest shaving service of the age—the New Improved Gillette.

"Tomorrow morning—put your old razor in your pocket.

"Take it to any Pink Diamond store and ask to compare it with the New, Improved Gillette.

"You'll see some things about safety razor design you never saw or thought of before.

"This is becoming a New, Improved Gillette town. The men here buy the best. Gillette is making it.

"Substantial merchants give the New, Improved Gillette their preference. The Pink Diamond in their windows is their guarantee of that.

"Be sure to have your dealer show you the fulcrum shoulder, the overhanging cap, the channeled guard, the micrometric precision and the automatic adjustment."

A tipped-in testimonial from William A. Oldfield of the House of Representa-

tive Ways and Means Committee, Democratic whip, and at the right a diagram of the features, with the price, completed a convincing appeal.

The name of the city itself in the top headline was the only feature of the "ad" which entailed extra work. This had to be changed for every city—but the local flavor given was worth it. The copy below was written with a local emphasis, as shown in the words, "This is becoming a New, Improved Gillette town. The men here buy the best."

Incidentally, the local touch, combined with the diamond, gave the dealer an extra reason for tying up with suitable window displays at the right time.

The distribution of a cigar manufacturer was in six States. He wanted a fresh presentation of the quality of his cigars. It was accomplished by a series which showed leading hotels, noted for their luxury and quality clientele through the section, playing up the fact that his sales led in these various hotels.

One was a large metropolitan institution, patronized by the *beau monde*; another was a famous summer watering-place, and so on. In each advertisement, the art showed a single hotel and tied the hotel's prestige up closely with the cigar. Each advertisement appeared in a large list of papers throughout the territory.

Philip Morris & Co., Ltd., obtained local flavor in a slightly different way. A full page was bought. The upper half showed two jolly English gentlemen puffing on cigarettes and pointing at a tobacco shop, in front of which hung the sign, "English Oval Cigarettes." The heading, in type aces high, stated: "6157 Goodly Dealers!—"

Wouldn't that have arrested your attention? The copy went on:

"We are the men who supply Greater Boston with English Ovals Cigarettes.

"We—the 6,157 better tobaccoists, clubs and hotels in the metropolitan district—are proud to sell and sponsor this right good cigarette, blended in the good old English way by Philip Morris."

Below was the signature, price and box, and posted across the bottom:

"6157 dealers of Greater Boston."

No individual names were published.

There was advertising especially prepared for Boston. It wasn't copy planned for any place and casually dropped into Boston. That local emphasis could not do other than make cigarette users think. The psychology of presenting the cigarette as though written by the dealers—as acting as their mouthpiece—and the large number of dealers in a single city like this—could not do other than impress.

Outdoor advertising, the signboards which give local history, through the work done by a leading tire concern, illustrate what EDITOR & PUBLISHER means by getting "local flavor" in the national campaign. A gasoline company utilized a similar idea in giving local history of various parts of a state. Another gasoline company bought space at Toledo recently to show how it has helped Toledo grow.

A concern, with a very small amount of money available for advertising, and having a new soap flake of merit to introduce in the face of strenuous competition, has adopted "local flavor" as a weapon to make up for its small appropriation. It gets the name of the city into the heading wherever it can and occasionally into the copy. It gets letters from the local electric company, endorsing the product, and makes capital of the letters in its copy. It keeps its advertising going consistently all the time in a small way, and it is gaining ground under the very noses of its big competitors.

James S. Kirk & Co., Chicago, has shown its recognition of the value of making copy harmonize with local conditions. It sells "Kirk's Original Cocoa Hardwater Castile Soap." Naturally, the logical market for this soap is in cities where hard water predominates. The company knows these cities and uses newspaper advertising there. After assuring the reader that there is no substitute for this brand, the company adds this significant sentence:

"Specially adapted for the hard water of this city."

The copy for Kirk can be used in all cities which have hard water without

(Continued on page 24)



MRS. T. G. COOK,
907 S Champion Ave.

Says—

"I had eight years of very good service from my 1915 Reo Touring Car."

Helen Esch Cook

(Copyright, 1923, by Frank B. Wilson.)

Dress 'em in 1915 automobiles, or clothes that Dickens might have called ultra-modern, or just call them by the name of their home town—all three have sold cars and pens and cigarettes for advertisers who demonstrate that even unspoken acquaintance helps move goods to consumers.



"6157 Goodly Dealers!—"

We are the men who supply Greater Boston with English Ovals Cigarettes.

We—the 6157 better tobaccoists, clubs and hotels in the metropolitan district—are proud to sell and sponsor this right good cigarette, blended in the good old English way by Philip Morris.

PHILIP MORRIS & CO. Ltd. ENGLISH OVALS CIGARETTES

Blended in the Good Old English Way

20 for 25¢



6157 Dealers of Greater Boston

New York's Rousing Welcome to the John Hancock Cartridge Pen

THREE months ago the John Hancock Cartridge Pen was introduced to New York by a few exclusive shops. Today hundreds of dealers in New York City handle John Hancock Cartridge Pens and Ink Cartridges.

A remarkable popular demand—and a fine service for all those people who want the new principle and science in a writing instrument.

Now, with every sailing, European travelers are taking their John Hancock along—and a supply of cartridges. Fresh ink wherever they find themselves on the Continent.

For sale at all leading dealers

\$5.00

CARTRIDGE PEN

PHILIP MORRIS & CO. LTD., BOSTON, U.S.A.

Look for John Hancock's distinctive mark—the ink stop on the barrel

NO REST FOR ROAD-WEARY REPORTERS WHEN PRESIDENT FELL ILL

More Than a News Interest Attached to Bulletins from Sick Room for the Correspondents who Found Executive a Lovable Companion on 7,000-Mile Jaunt to Alaska

(By Telegraph to Editor & Publisher)

SAN FRANCISCO, July 31—Following the President on his trip to the interior of Alaska was not regarded as a vacation jaunt by the corps of Washington newspaper correspondents who arrived here with Mr. Harding last Sunday. On the contrary, many of them complained of being completely "fed up" on such things as glaciers, mountain scenery, and all the other sights which they observed on the trip, in addition to being pretty well tired out by the long rail and sea journey.

The correspondents who made the trip from Washington to Alaska and back with the President were: Richard V. Oulahan, New York Times; Charles Michelson, New York World; Carter Field, New York Tribune; Robert Barry, Philadelphia Public Ledger; Grafton Wilcox, Chicago Tribune; Robert B. Armstrong, Los Angeles Times; Robert L. Norton, Boston Post; Arthur Sinnott, Newark News; Jay G. Hayden, Detroit News; Frank Kent, Baltimore Sun; James R. Nourse, Universal Service; Larry Martin, United Press; George L. Holmes, International News; Charles G. Ross, St. Louis Post Dispatch; Stephen L. Early and C. R. Bartley, Associated Press; Harold Phelps Stokes, New York Evening Post; Fred G. Bonfils, Denver Post.

When the President reached here and his illness became serious, the newspaper men had a real task imposed upon them compelling them to be "on the job" day and night in order to keep the East fully informed of all the developments in the President's sickness. The anxiety they felt over the President's condition was more real than that ordinarily attaching to the duties of a reporter, for their constant contact and association with the President on the long journey had built up a genuine affection for him among the correspondents, which was deeply felt when he was stricken. This was accentuated when his illness assumed a stage which the doctors pronounced grave, and the correspondents followed the issuance of the sickroom bulletins with a feeling of real interest and sympathy.

All were joyful when the attending physicians were able to report a satisfactory change in the President's condition.

On the long journey to the land of the midnight sun the President had been most solicitous for the comfort of the correspondents and had made himself one of them, always calling them "the boys" and making himself their friend.

On the whole, however, "the boys" brought back many amusing incidents of the trip, which they will long remember. At Fairbanks, the farthest point north, they had pictures taken at one o'clock in the morning, in broad daylight, and found it hard to get any sleep simply because the sun just would not go down and stay down. At Skagway, beginning of the old trail which led into the Klondike; at Juneau, the territorial capital; at Sitka and Anchorage, they found the native populations had arranged events in their honor. Many of them purchased "genuine Alaskan curios," which were found afterward to have been manufactured in New Jersey.

Some of them found the "government liquor stores" in Vancouver an attractive throw-back to the pre-Volsteadian days. Others delighted in fishing in Alaskan rivers at midnight with the sun still shining. The glaciers, both the live ones and the dead ones, were minutely studied with the help of the "H. G. Wells Outlines of History," and several of the correspondents think they could write knowledgeably of the habits and customs of the glacial formations.

The correspondents were all glad to get back to "the States" and so expressed

themselves when they got here. It was a trip, however, which they will long remember, embracing as it did something over 7,000 miles all taken in the period between June 20 and July 29.

TRUE TO THE PRESS

By SAM BELL

Washington Correspondent, Editor & Publisher

PRESIDENT HARDING's action in canceling all his Seattle engagements excepting the one at the Press Club, once he became aware of the extent of his indisposition, was characteristic. The action was only another little incident in the program Mr. Harding has carried out with meticulous care in all his dealings with the press. It is a program which has endeared him to the newspaper men of Washington, no matter the policies and political aspect of their papers or whether they personally agreed with his views. No President, at least in recent years, has met the representatives of the press with such candor and frequency as Warren G. Harding, and no man within memory in the White House has been so singularly free of the inveterate vice of public officials that of playing favorites among the reporters or currying favor with the representatives of papers friendly to the Administration.

The news of the President's illness went deeper with the Washington newspaper men than is ordinarily the case when a public official is stricken. It was more than an element in the day's events which would serve for speculation on present and future lineups, political or otherwise,—another peg upon which to hang a new story or an old one with a new angle. They took it to heart and no group more genuinely expressed a hope for a speedy recovery.

The President's personal acquaintance with the Washington corps is large. It began in the Senate, was increased in the campaign, and has continued to grow in the course of his White House residence. His frequent visits to the National Press Club, the last time to cast his vote in the annual election, and his participation in the golf tournaments of the Washington Newspaper Golf Club are fair instances of the intimacy between the President and the newspaper men.

Of course the fact that he himself is of the breed and understands newspaper problems doubtless has considerable to do with Mr. Harding's attitude, but instances of newspaper men turned public official proving more hardboiled than outsiders to members of the craft are too numerous to mention. The fact is Mr. Harding's attitude is based upon his courtesy, his gentlemanliness and his thorough understanding of the mysterious ethics of the newspaper profession. He is invariably punctual in meeting the newspaper men and he seldom calls off a conference with them, first because he doesn't think he ought to, and secondly because he rather enjoys them. From a newspaper standpoint nothing more can be said in his favor than he is willing to stand before the reporters when he is expected to do so, even though the burdens of his office are so heavy that the health he brought to Washington has been sapped sufficiently in little more than two years to give way under the strain.

With reference to newspaper ethics Mr. Harding's views are best known in the rules laid down for the editorial department of the Marion Star:

"Remember there are two sides to every question. Get them both.

"Be truthful. Get the facts.

"Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half wrong.

"Be decent, be fair, be generous.

"Boost—don't knock.

"There is good in everybody. Bring out the good and never needlessly hurt the feelings of anybody.

"In reporting a political gathering give the facts, tell the story as it is, not as you would like to have it. Treat the parties alike. If there is any politics to be played we will play it in our editorial columns.

"Treat all religious matters reverently.

"If it can possibly be avoided, never bring ignominy to an innocent man, woman or child in telling of the misdeed or misfortunes of a relative.

"Don't wait to be asked but do it without asking, and above all be clean and never let a dirty word or suggestive story get into type.

"I want this paper so conducted that it can go into any home without destroying the innocence of children."

NEW DELIVERY SYSTEM LOOMS IN NEW YORK

American News Company in Dispute Over Compensation, Tells Morning Papers It Won't Distribute Them After Oct. 25

Formal notice was served July 27 on the Publishers' Association of New York by the American News Company that it would discontinue service to the morning newspapers which it circulates in the city after the issues of October 25, 1923. That notice brought to a head a dispute over \$300,000 which the news company claims is due it under its contract with the newspapers—which the latter deny—and it has resulted in several conferences this week among the publishers to determine whether to proceed with organization of their own delivery service, or to attempt further negotiations with the company.

Another factor is said to be a new contract proposed to the newspapers by the American News Company, to supersede the present arrangement which has been in force since 1918. Terms of this are now being considered by the publishers and representatives of the news company.

The latter organization handles the delivery in city and suburbs for the World, Times, American, Tribune, Herald and Staats-Zeitung, and all the Sunday editions and formerly served the Daily News. It is understood that the present dispute arose from the withdrawal of the News from the group served by the company in January, 1922, when it inaugurated its own delivery service.

Costs were rising in 1920, in the handling of newspaper delivery as well as in other departments, and after the entrance of the Daily News into the field, an agreement was made in 1921 between the newspapers and the news company that the latter's rising expenses should be met by a bonus, rather than by increasing commissions. The latter are paid by the papers in proportion to the volume of their circulation that the company distributes. This bonus was a flat sum and was apportioned among the newspapers then party to the contract, including the Daily News.

No change was made in the arrangement subsequently, despite the fact that the Daily News' circulation increased from nothing in June, 1919, to over 300,000 in January, 1922, when it decided to operate its own delivery system. Withdrawal of the Daily News from the contract reduced the news company's commission on a steadily rising circulation and it also cut off the portion of the bonus that had been allotted to be paid by the News under the amended agreement.

The American News Company's claim, Editor and Publisher is informed, is that the bonus which was agreed upon in 1919 should be paid it in full, and that the withdrawal of one paper from the agreement should be met by increased assessments upon the other parties to make up the difference. The disputed

\$300,000 is said to be the amount which the news company believes it would have received, over and above the commissions and bonus that have been paid, had the Daily News remained party to the contract. The publishers have maintained that the bonus was determined as a specific amount to be paid by each newspaper and have declined to increase their allotments.

Plans were drawn more than a year ago by the publishers for establishment of a joint delivery system for the morning papers, routes were laid out and estimates of the costs of equipment and operation secured, but the idea was never executed. Some of the publishers have informed Editor and Publisher that the project was examined at a time when they were dissatisfied with the news company's service, which has since been re-adjusted by agreement, and that consideration of the joint delivery idea has been impossible due to the pressure of labor disputes during the past year. It was revived this week, but the prevailing opinion among the morning paper executives appears to be that the dispute with the news company will be settled before the date of the threatened suspension of service.

S. V. Farrelly, manager of the American News Company, stated to Editor and Publisher that he regarded the matter as confidential between the company and the publishers and that he could not discuss it either for publication or privately at this time. His letter of July 27, addressed to Lester L. Jones, executive of the Publishers' Association, follows:

"Confirming our letter of April 30 last, we find it impossible to continue our distribution service under present conditions, and we are, therefore, reluctantly forced to give you formal ninety-day notice that beginning October 26, 1923, we shall withdraw our service in the Metropolitan district in accordance with the terms of agreement between Publishers' Association of New York and the American News Company, Inc., dated January 15, 1908, as amended. This withdrawal includes the operations of the Nassau News Company. Papers dated October 25, 1923, will be the latest papers accepted and distributed by us."

CHARGE CONTEST FRAUD

U. S. Officials Arrest Manager of Defunct Florida Daily

(By Telegraph to Editor & Publisher)

TAMPA, Aug. 2.—J. H. Wendler, formerly president and business manager of the Florida Post, daily Republican newspaper printed some time ago at Winter Park, who was indicted recently by a Federal grand jury at Jacksonville, has just filed bond of \$1,500 here following his arrest on a *capias* Wednesday at Orlando on a charge of using the mails to defraud.

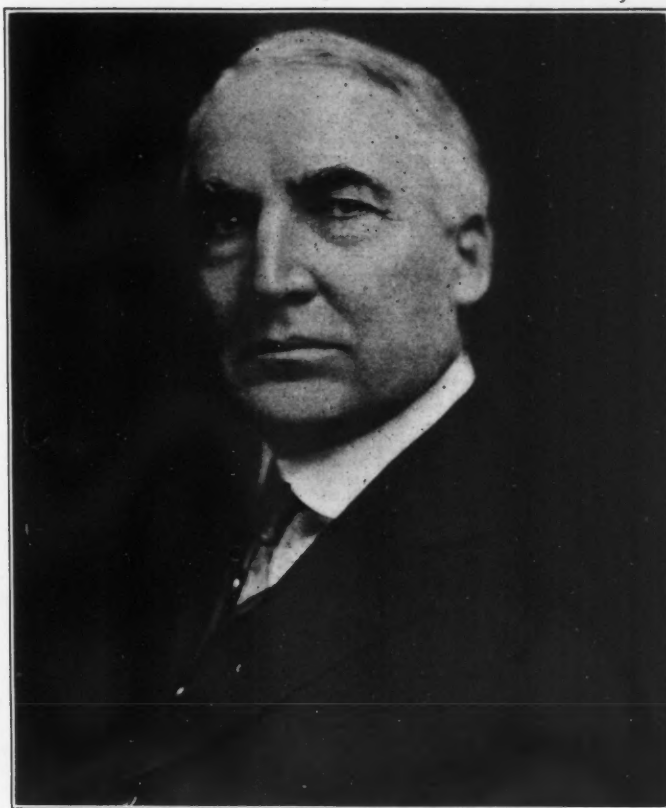
According to Federal officials here, Wendler conducted a subscription contest for the Florida Post in 1922, for which two automobiles, a lot and \$100 in gold were the capital prizes for the winners.

It is alleged that none of the prizes were ever awarded and also that Wendler sold stock in his paper to relatives of certain contestants guaranteeing to place enough votes to their credit to assure their winning. It is also alleged that Wendler caused false statements to be published giving the standings of the contestants as "neck and neck" when winners had already been selected.

More Retail Clothes Ads Urged

At the convention of the Arkansas Retail Clothiers' Association and of the Men's Apparel Club, held jointly at Little Rock, Gilbert J. Blass of the Gus Blass Company, president of the Clothiers' Association, said that retailers should not depend upon the advertising done by manufacturers, but should advertise locally themselves in order to sell not only their merchandise but their goodwill and stores to their communities.

WARREN GAMALIEL HARDING



Twenty-ninth President of the United States
 March 4, 1921—August 2, 1923

Editor and Publisher of the Marion Daily Star
 November 26, 1884—March 4, 1921

SIoux CITY COUNCIL'S INTERVENTION FAILS

Tribune Replies to Mayor and Legislators That It Will Not Set Aside Rights of Its New Employees

Efforts of the City Council to enter into the controversy between the Sioux City Typographical Union, whose members are on strike, and the Tribune and the Journal has brought forth a reply from the management of the Tribune.

The council, by a resolution, suggested arbitration. The resolution read in part:

"Whereas, There exists, and has existed for some weeks, a disagreement resulting in a deadlock between members of the Typographical Union of Sioux City and the daily press of Sioux City; and

"Whereas, said disagreement and deadlock, is not only resulting in loss and injury to both parties to the controversy, but is also a serious injury to the people and to the business interests of Sioux City; therefore,

"Be It Resolved, That we, the Mayor and Councilmen of Sioux City, elected to represent and to promote the interest of all, do now earnestly request and urge the owners and managers of the two daily papers of Sioux City, the Sioux City Tribune and the Sioux City Journal, to tender to the striking printers their former jobs, and we urge upon the striking printers to accept their former positions and return to their former employment at once; and

"Be It Further Resolved, That we earnestly request and urge both parties, in case they cannot between themselves arrive at an agreement with reference to wages and conditions of work, to select each an equal number of fair-minded and public-spirited persons to act as arbitrators, these arbitrators so selected to choose one other person if necessary to act with them; and that both parties to the controversy agree beforehand to accept and abide by the decision of the Board of Arbitration as above constituted.

"Be It Further Resolved, That a copy of this resolution be delivered by messenger immediately to the secretary of Typographical Union No. 180 of Sioux City, and to the owners and managers of the Sioux City Tribune and to the owners and managers of the Sioux City Journal, with the request that both parties to the controversy communicate their reply to the Mayor and Councilmen of Sioux City at the earliest convenient date.

"WALLACE M. SHORT, Mayor."

In reply to this resolution, the Tribune immediately dispatched the following letter:

"To the Mayor and City Council, Sioux City: "The certified copy of your resolution No. 3187 delivered by messenger, according to the instructions therein, was received and is herewith acknowledged.

"It suggests the very plan that the Tribune has argued for many years as being the only solution of arguments between men and nations.

"Always there seems to be among men as well as among nations some persons ingenious enough to block the accomplishment of peace and good will.

"You suggest arbitration. We have asked arbitration for more than three years, but with no avail.

"We have now, and have had for many years, arbitration clauses with the stereotypers' and pressmen's unions—important adjuncts of a daily publication.

"For more than three years local Typographical Union No. 180 has fought arbitration and denied it as an instrument of use. Six times during the recent negotiations with the printers, the publishers offered to submit the question of increased wages to arbitration. This was met as the public knows by the Sioux City printers walking out, refusing to work, and threatening damage. These men left their positions of their own free will. Their act did not mean that the publishers' obligation to serve ceased, however. The newspapers had to be published and were published.

"Men and women willing to work are now setting all the type necessary to produce a good newspaper. These have come here with their wives and families; they are citizens of Sioux City. They are here to stay. The rights of new employees will not be cast aside.

"We cannot arbitrate the rights of others. "THE TRIBUNE COMPANY."

Wage Agreement in New London

After operating through mutual agreement for the past two years upon an open scale basis, New London Typographical Union No. 159 on July 28 concluded an agreement with Theodore Bodenwein, publisher of the New London Day, whereby the composing room staff

receives an increase of \$2 per week. A wage scale was signed, effective August 1, and operative for one year, at the rate of \$42 per week, plus overtime, and the bonus arrangement already in effect. The new rate is equalled in only one other city in the State, the same figure being paid by Hartford publications. Twenty men are affected by the increase. Coincident with the new arrangement, Walter Creighton takes charge of the composing room as foreman.

N. Y. Pressmen's Parleys Next Week

Negotiations will start next week between the Publishers' Association of New York and Web Pressmen's Union No. 25 to write a new contract to succeed the present Manton award, expiring September 1. No proposals have been put forward formally either by union or publishers. According to a mutual understanding, points remaining at issue on August 31 will be referred to the international union's board of directors for advice as to whether resort should be had to arbitration or other methods of settlement.

Striking Printer Loses Appeal

Arnold J. Herz, striking Sioux City printer, who, after being found guilty in District Court of threatening and intimidating printers now employed by the Tribune and the Journal, appealed his case to the Iowa Supreme Court, lost in the higher tribunal. This court affirmed the ruling of the lower court and ordered Herz to post a \$1,000 bond to keep the peace.

DIPLOMAS FOR 22 PRINTERS

Publishers' Meetings Called at Ithaca During New York School Exercises

The second annual commencement exercises of the Empire State School of Printing to be held in Ithaca, August 11, will attract a notable gathering of printers and newspaper publishers of Central New York. The exercises at which Edward H. O'Hara, publisher of the Syracuse Herald and vice-president of the New York State Publishers' Association, will award certificates to 22 graduates, will be held at the Republic Inn, Freeville, ten miles from Ithaca, following dinner at 1 o'clock.

Harry L. Gage, assistant director of typography of the Mergenthaler Linotype Company, will deliver the commencement address. Judge Willard M. Kent, Frank E. Gannett of Rochester, president of the New York State Publishers' Association; Millard V. Atwood, president of the Central New York Press Association, and Ross W. Kellogg, director of the school, will be the speakers. John W. Baker, chairman of the committee on education, will be toastmaster.

Summer meetings of the Central New York Press Association and the Southern Tier Press Association have been called for the Republic Inn at the same time. Commercial printers from Central New York have been extended a special invitation to attend the exercises by Ross W. Kellogg, director of the school. The first annual reunion of graduates of the school will be held at the same time.

Although the Empire State School of Printing was not opened until May 1, 1922, instruction has already been given to 52 men and women. The first class graduated on March 1, 1923. This numbered 13 members. The class of August 11 will bring the number who have completed work at the school up to 35. Of the present graduating class, 17 are now employed as printers and operators and positions await the five who will complete their instruction when school closes.

CLASSIFIED AD MEN LAUD EDITOR & PUBLISHER

AT the Atlantic City convention of the Association of Newspaper Classified Advertising Managers, June 4-7, the following resolution was passed:

"RESOLVED: That the thanks of the Association of Newspaper Classified Advertising Managers be extended to EDITOR & PUBLISHER for the continued effort of that publication in bringing the work of this association to the attention of the newspapers, and to Mr. James Wright Brown, its publisher, for his able and inspiring address during our session."

HERALD-SUN ADS APART

Selling Staffs of Two Munsey Papers Formally Separated

To create a better selling organization, the advertising staff of the New York Herald and the Sun & Globe was divided this week into two separate departments. William E. Severn was placed in charge of Herald advertising, while Edwin A. Sutphen will direct the advertising of the Sun & Globe.

Automobile advertising will continue to be sold in combination as heretofore, Edwin S. Friendly, business manager of the two papers, announced.

When Frank A. Munsey purchased the Globe, Severn was appointed advertising manager of the Evening Telegram, another Munsey publication. His place on the Telegram has now been taken by Jerome Vogel. Severn commenced his newspaper career in the composing room of the Brooklyn Eagle, entering the advertising department of that paper after a number of years, and finally being placed in charge of the automobile department. Later he took over this department on the Globe. Before being appointed advertising manager of the New York Herald and Sun in January of this year, Sutphen was in charge of art advertising on the Tribune. He was formerly assistant manager of the Evening Post.

UNIONS BUYING INTO CALL

Conferences On Regarding Control of New York Socialist Paper

Conferences are being held, looking towards formation of a new holding company for the New York Call, according to an announcement made Aug. 2 by S. John Block, president of the Workingmen's Co-operative Publishing Company, which now publishes the Socialist newspaper. The present company will retain an interest in the new concern, Block said. He admitted that a number of local and international unions probably would have a majority control under the extended ownership.

Among labor organizations interested Block named the International Fur Workers, International Ladies Garment Workers, Amalgamated Clothing Workers, Fancy Leather Goods Workers, and Local No. 51 Pressmen's Union. However, said Block, there would be no drastic changes in the paper's present principal policies.

Auto Victim Fights for Life

His skull fractured when he was struck by an automobile July 30 Monday, William P. ("Wurra Wurra") McLoughlin, veteran New York newspaper man, still lay unconscious Thursday, Aug. 2, in Bellevue Hospital with what doctors said was "a fighting chance for life." McLoughlin ignited the Beacon, a new magazine devoted to opposition to the Ku Klux Klan, the first number of which made its appearance August 1. He was formerly connected with the World, the Evening World, and more recently with the Mail.

ST. JOSEPH GAZETTE FINANCING

McClellan Takes Charge as \$75,000 Bond Issue Is Approved

Following a series of meetings of stockholders, arrangements have been completed for the refinancing of The New Gazette Company, publisher of the St. Joseph (Mo.) Gazette.

By unanimous vote the stockholders decided to issue \$75,000 in second mortgage bonds, subject to an issue of \$50,000 first mortgage bonds, which remain undisturbed. The new bonds will bear 7 per cent interest.

George A. McClellan, formerly of New York, who moved to St. Joseph to take active charge of publication of the Gazette, recently purchased more than 60 per cent of the stock. Virtually all of the remainder is owned by C. D. Morris, former publisher, who remains president of the company, as well as editor.

Negotiations are said to be under way for the purchase of Mr. Morris' stock by Mr. McClellan, but have not yet been completed.

Represents St. Joseph Gazette

The E. Katz Special Agency, New York, has been appointed national advertising representative for the St. Joseph (Mo.) Gazette.

HOUSTON PRESS EXPANDS

Plant Capacity to Be Doubled by Addition of New Story

The Houston (Tex.) Press, a Scripps-Howard afternoon paper, has started work on the addition of another story to the building owned and occupied by it in Houston. This will double the capacity of the entire plant. John H. Payne, business manager, also announces he will install a new Goss speed press, new and larger stereotyping equipment, and will enlarge other departments of his paper. All departments will have double the space now occupied when the addition is completed about Oct. 1.

C. J. Lilley, formerly editor of the Norfolk (Va.) Post and city editor of the Cleveland Press, is editor of the Houston Press. G. B. Parker, formerly editor of the Cleveland Press, is editor-in-chief. Jimmy Matthews, the circulation manager, was formerly circulation manager of the Oklahoman and Times, while Peter Hamilton, advertising manager, was with the New Orleans Item.

CHICAGO SAVES FOR LONDON

2,500 of Advertising Council Plan to Make 1924 Convention

A weekly savings club, to send the 2,500 members of the Advertising Council of the Chicago Association of Commerce to the London advertising meeting next summer, has been organized. It is proposed that each member save \$10 a week.

The council is endeavoring to enlist the firms interested in advertising to send at the firm's expense at least one delegate to the London gathering.

Washburn with "Breaking Point"

Charles Washburn has resigned from the dramatic department of the New York American to become general publicity director of "The Breaking Point," a Mary Roberts Rinehart play being produced by Wagenhals & Kemper at the Klaw Theater, Aug. 16. Washburn was with "The Clinging Vine" last season, and has two plays scheduled for production by Henry W. Savage this Winter.

Quits Allentown (Pa.) Chronicle

Francis R. Lowell has resigned as general manager of the Allentown (Pa.) Chronicle and News, and has been succeeded by John W. Stickle, formerly mechanical superintendent.

\$800,000,000 Annual Sucker Loss

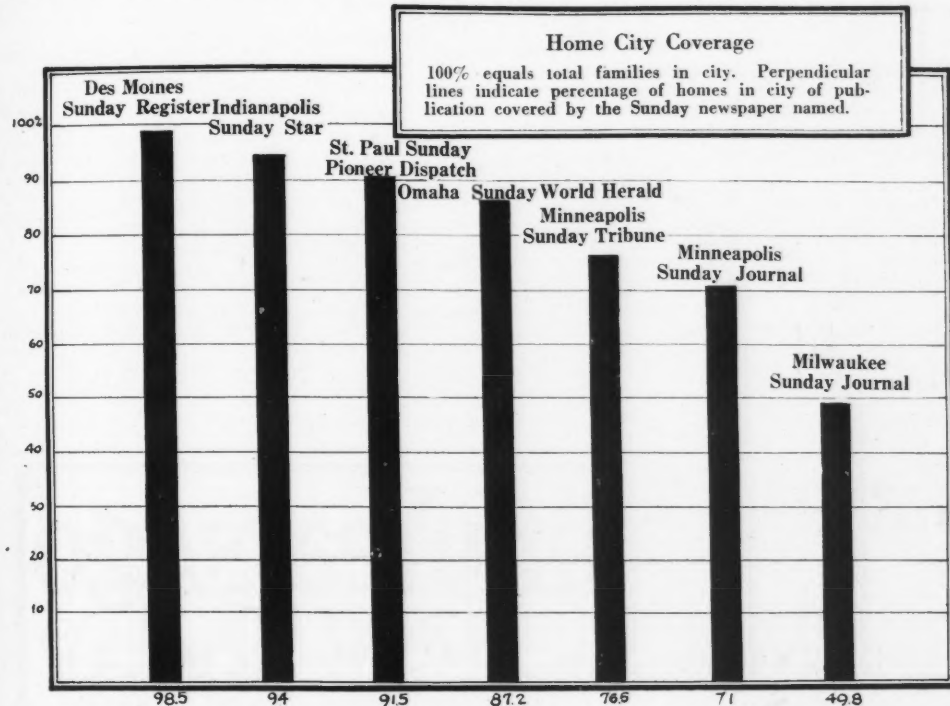
The sucker loss of the country is \$800,000,000 a year, Jerome Simmons, general counsel for the National Vigilance Committee, told the Baltimore Ad Club.



ROSS W. KELLOGG

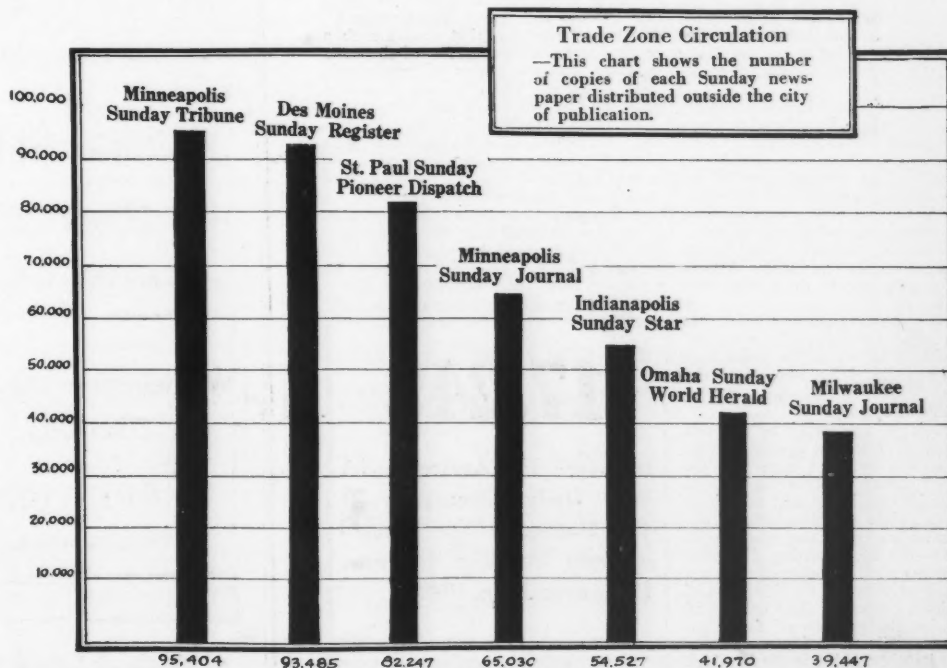
How Big Is The Des Moines Sunday Register ?

Minneapolis, St. Paul, Indianapolis, Omaha, Milwaukee — everyone of these middle western cities has a larger population than Des Moines. Yet none of these centers has a Sunday newspaper that more completely dominates in a circulation way both its home city and the surrounding trade territory.



Compare the thoroughness of The Sunday Register's coverage of Des Moines with the relative home city coverage of these important Middle Western Sunday newspapers.

The chart below shows the number of copies of each Sunday newspaper distributed outside the city of publication. The Des Moines Sunday Register has 99% of its entire circulation concentrated in one state—Iowa. The Iowa trade territory is the richest per capita in America.



Circulation figures are for 6 Months Ending March 31 1923, and were taken from Standard Rate and Data Service.

Beg Pardon!

When these charts were previously published, by error the city circulation of the daily Indianapolis Star was given instead of that of The Sunday Star.

Des Moines Sunday Register Average Net Paid Circulation, 6 months ending Mar. 31, **124,620**

Write for booklet—"Iowa—America's Most Responsive Market."

BRITISH PRESS FEARS RADIO MONOPOLY IS DANGER TO NATION

Newspaper Society, Including Provincial Newspapers, Declares Wrong the Government's Policy in Permitting Official Company to Broadcast News Without Like Privilege to Press

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

The Newspaper Society is probably the most active of all the British newspaper organizations in opposing any development of the existing news-service by radio. At present, the hours of news-readings are approximately 7 and 10 p. m., the duration of the bulletins ranging from ten to fifteen minutes.

In its monthly circular the Newspaper Society sets forth its reasons for its attitude with special reference to the country press and declares that:

The Provincial Morning and Evening Newspaper Press cannot be indifferent to the development of the broadcasting of news by wireless telephony or unaffected by the policy of the Government acting through the Postmaster General towards the British Broadcasting Company in that that policy appears to necessitate the creation of a monopolistic organization dependent in great part for its financial support upon license moneys collected by a government department and paid over to the company by way of subsidy without effective control over the services rendered to the licensed holders.

The Provincial press does not resist the development of broadcasting.

It recognizes that broadcasting, at present in its infancy, is a scientific innovation of great potential importance, and that the public interest requires that it shall be given due facilities to demonstrate its utility, provided that such facilities do not, with official assistance and support, destroy or injure other undertakings at present serving the public interest.

The Provincial press has rendered every assistance to the spread of information about broadcasting and is at the present moment, printing daily programs of the broadcasting entertainments, without charge. Although all other notices of public entertainments are inserted as advertisements and contribute to the revenue of the newspapers.

The Postmaster-General, acting in the public interest, decided that unrestricted broadcasting, as in the U. S. A., merely produced chaos, and that it was necessary to restrict the privilege to one organization.

The terms of the license recently granted to the British Broadcasting Company by the Postmaster-General were settled after consultation in which the Postmaster-General availed himself of the advice of representatives of the newspapers and news-collecting organizations and the clauses regulating the distribution of news were further defined by an undertaking given by the British Broadcasting Company not to distribute news before 7 p. m.

In practice the arrangement made has enabled a news service to be instituted without serious injury to the newspaper press being inflicted by reason of the monopolistic position of the British Broadcasting Company.

The Provincial newspaper in fine sets up no claim to protection against normal competition, but does not urge that the provision of a zero hour is necessitated by the special conditions and that it is contrary to public policy to confer exclusive privileges upon one commercial corporation—the Broadcasting Company—and to allow such a corporation to use its monopoly privilege to the detriment of other business concerns. The case to be presented for the position of those engaged in the collection of news as distinct from its distribution is one in which the newspaper industry is deeply interested, but as it is understood that representatives of the great news agencies are to be examined by the committee, it suffices to make that statement.

The Newspaper Society acquiesces in

the conditions created under the existing license and the supplementary undertaking by the British Broadcasting Company. It contends that these conditions meet the legitimate needs of those "listening-in," and that unrestricted broadcasting of news at all hours of the day and night, and of news of a special character ought not to be granted as a monopoly right to a company constituted of manufacturers of certain apparatus, unless and until similar and equal facilities are accorded to news agencies and newspapers.

It is desired to submit to the committee that a monopolistic news distributing organization enjoying its exclusive privileges either by reason of government protection, by the possession of patent rights, or the aggregation of great capital might conceivably become a danger to the state.

At present, if the newspaper serving an area becomes an exponent and advocate of a certain policy it is not long before it has to meet the competition of a newspaper advocating a contrary policy. Thus every point of view secures due publicity. All points of view have an equal chance of making a successful appeal.

Once grant the sole use of the most rapid method of distribution to a commercial organization, it would be able to give publicity and prominence to any policy favored by those controlling the company.

At the outset, no doubt, such an organization with a free hand might be expected to confine itself to the collection and distribution of certain specialized items of news, such as racing and other sporting results, but the system is in its infancy and it behoves those who are now considering the powers to be granted and necessarily therefore, the restrictions to be imposed, to take long views.

There must, therefore, be envisaged the time when such a news distributing organization will take a wider sweep.

It may be argued that should such a contingency arise the nature of the news provided and the power of propaganda could and would be limited and controlled by some form of censorship.

To those experienced in the collection and distribution of news, the difficulties of such a course appear insuperable. It is only needful to think of the difficulties of dictating to a corporation issuing a constant news service, the exact character of the news it shall transmit, of insisting that it shall transmit news in which it is not interested, or to which possibly, by reason of their other activities, its directors, may be actively opposed, to real-

RACETRACK NEWSLEGGING POPULAR IN CANADA

FOLLOWING the Ontario government's ban against publications giving race results, betting odds and other data, papers which are smuggled into the Dominion are being sold at increased prices. Buffalo newspapers selling for two cents have brought as much as ten cents, it is reported, and corresponding advances have been made in prices of other publications sold in Ontario.

A publication dealing especially with race news and sold in the United States for 15 cents is said to have been sold for as much as 50 cents across the border.

ize the impracticability of censorship.

Finally, if the Newspaper Society wish to urge the narrow view or were concerned only with the immediate interests of its own members it might urge the unwisdom of granting even limited powers to distribute news to a monopoly.

It might take the line that such powers would certainly adversely affect and might in the long run destroy, newspapers in which millions of capital are invested, which give employment to hundreds of thousands of men and women, which supply an appreciable portion of the revenue of the post office.

The Provincial press of Great Britain does not take that narrow view. Its submission in short, is that to give unlimited

powers to a monopoly to compete with those engaged in the newspaper industry, whilst newspaper proprietors are deprived of the advantages conferred by that monopoly, is contrary to public policy.

TO CURB DIVORCE REPORTS

British Legislators' Committee Would Bar Offensive Testimony

Report was made July 30, by the English Parliamentary Committee appointed to investigate the proposed bill aiming to curtail press reports on divorce proceedings, in Great Britain. An amended bill was submitted by the committee to the effect that in divorce, judicial separation or nullity proceedings only the following shall be published:

First—Names, addresses and descriptions of the parties and witnesses.

Second—Grounds on which the proceedings were brought and resisted as set forth in the petition and answer.

Third—Summing up of the judge, the jury's verdict, and the court's judgment.

The amended bill also prohibits the publication in any judicial proceedings of any indecent matter or medical, surgical or physiological details, calculated to injure public morals.

Baltimore Ad Women Elect

The Women's Advertising Club of Baltimore has elected the following officers: Mrs. E. M. Klingel, president; Mary Armiger, vice-president; Louisa Chaney, treasurer; Mary Jane Durham, secretary. Mrs. Klingel is president of the Howard Drug & Medicine Co.

Fifty Years Ago and Today

THE NEWSPAPER

—TO—

ADVERTISE IN

IS THAT WHICH

HAS THE LARGEST CIRCULATION.

THE

EVENING NEWS

HAS AN AGGREGATE CIRCULATION

50 Per Ct.

LARGER

Than any other Detroit Paper,

AND CIRCULATES

Within the City of

Detroit

MORE THAN

THREE TIMES

THE NUMBER

of Papers that pay other Journals

done.

OPPOSITE is a reproduction of an "office ad" published in October, 1873, three months after the founding of The Detroit News by James Edmund Scripps.

Almost from the start The News led all its competitors in circulation. Year in and year out over its fifty years of service it has continued to lead in circulation.

Today, as fifty years ago, The News is distinguished for its fresh, interesting and public spirited viewpoint, and for that reason, is the Detroit public's favorite newspaper.

The Detroit News was founded August 23, 1873. It will celebrate its fifty years of continued public service this month.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan
1873—FIFTY YEARS OF PUBLIC SERVICE—1923

17,249

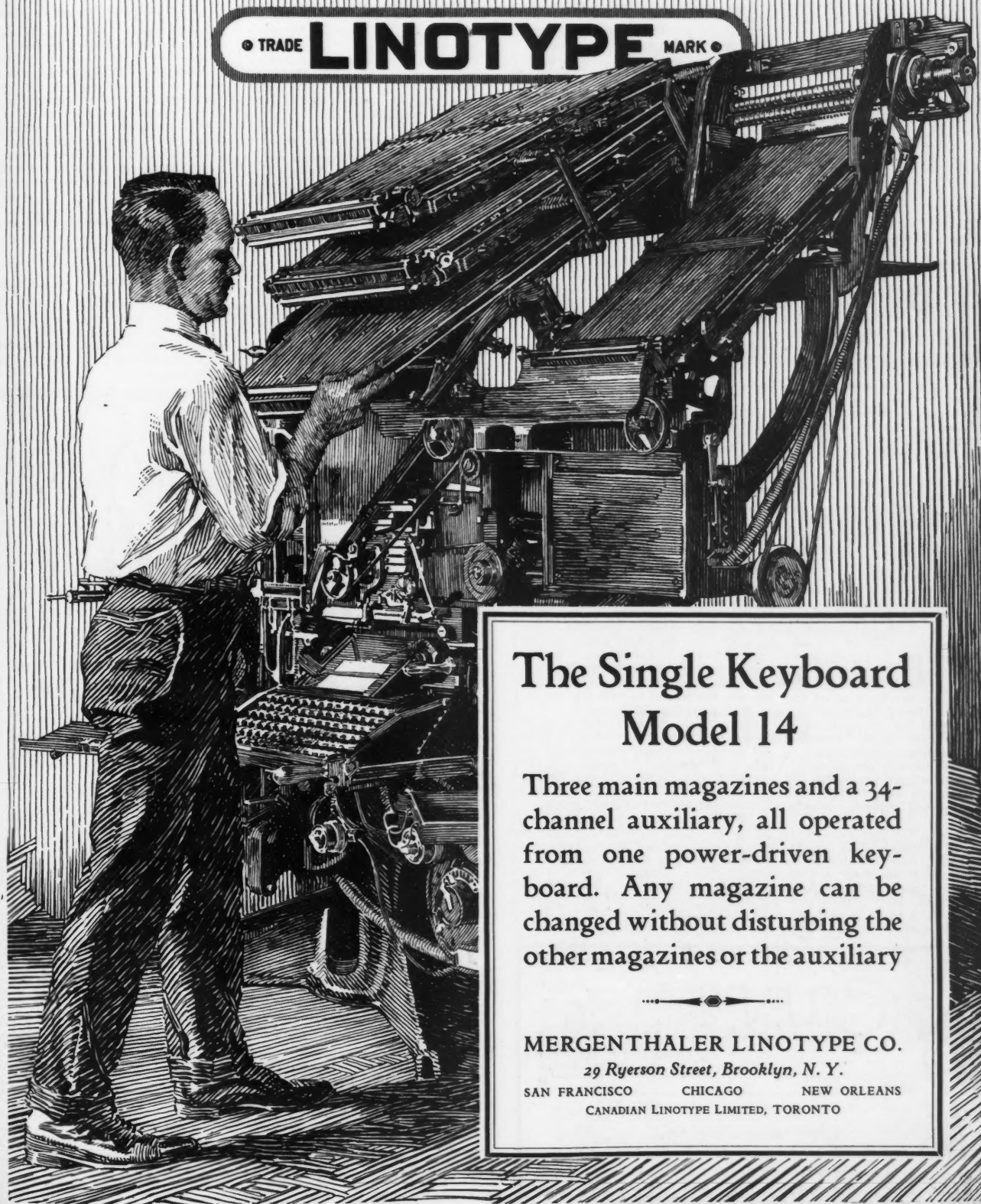
Increase in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in June, 1923, over June, 1922.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

© TRADE **LINOTYPE** MARK ©



The Single Keyboard Model 14

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

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

PUBLISHERS PAY A TERRIFIC TOLL FOR DOMINANCE AT TIMES

While Some Grow Prematurely Old in Pushing Honestly and Fairly to the Top, Others Pay the Price in the Lost Love and Respect of Their Fellows They Made to Suffer

By JASON ROGERS

THE price of dominance in the newspaper business is greater than most mortals have ability or inclination to pay. In many cases its attainment has left badly shattered men prematurely old to enjoy the fruits of the conflict for power and money. In others of the more sane type of construction we see old men or the offspring of founders floundering on to less influential status.

Very frequently dominance is won by everlastingly sticking behind some big moving idea such as in the cases of the New York Times, the Chicago Daily News, the Kansas City Star, the Philadelphia Bulletin and others that could be named. But it takes years of time and men grow old in accomplishing such results.

Of the lot, the achievement of Adolph S. Ochs is distinctly the most interesting and remarkable from many standpoints. He played but a single note—the printing of the news more accurately, copiously and intelligently than ever had been done, and emerged with dominance and large circulation at high rates with a business absolutely sound and immensely profitable.

Mr. Ochs has never indulged in cut-throat methods of competition or fire-works but played fairly, soundly and masterfully. From the time he undertook the building of a seemingly hopeless property then in the hands of a receiver to probably the most successful one in the world, his progress has been steadily forward and upward.

In many cities smaller-bore men finding themselves in possession of a dominant position and determined to stay there, hold subscription prices and advertising rates down to a level so low that it is next to impossible for a competitor to catch hold.

In Kansas City, for example, the late Col. Nelson built the Star to a greater wide-range sectional influence than ever enjoyed by any newspaper, and purposefully intended to hold his advantage. Even today the Star delivers to subscribers a morning and an evening every week day and a Sunday newspaper for 10 cents a week and sells advertising at the lowest rate per line per thousand of any newspaper in the United States.

That this method has accomplished its purpose goes without saying. The Star stands as a marvel in newspaper production. Those familiar with newspaper operation elsewhere wonder how it can sell newspapers so cheaply, advertising at such reasonable rates and remain eminently successful.

In Philadelphia, the Bulletin, which has now passed 505,000 in daily circulation, for a sound, sane and dependable newspaper, stands for dominance in Philadelphia and as a monument of achievement in journalism. It is a very complete newspaper built to its present proportions without resort to artificial fore-

ing methods such as schemes, gift enterprises, or cheap sensationalism.

In Chicago, the Daily News with its 386,000 daily circulation, likewise is a dominant institution recognized for the great power that it is for sane government and all that is best for community and national purposes. Such a position as the News has won is priceless and practically unassailable by those who think that journalism is the dealing in junk and make-believe.

I could go on to picture scores and scores of similar, if a bit less important examples of dominance won by newspaper merit, for the country is full of them, and I later on purpose making a close study of the high spots for the educational value that will grow out of such a consideration.

At the outbreak of print paper excitement when manufacturers were seeking to boost prices, it was the dominant newspapers of the country, determined to maintain their position regardless of cost, who unwittingly played directly into the hands of the pirates and inflicted wholly unnecessary hardship on the whole industry.

They were determined to print and sell all the newspapers the public would consume and to print all the advertising that they could gather. They feared that if they honestly conserved print paper that some of the business they could pick up would go to weaker competitors, and when the crisis was over their position of dominance would be endangered.

One of these publishers kept buying all the spot tonnage he could get at the market. He was driven into red ink by his determination to dominate. The only reason he was not driven into bankruptcy was the self-restraint of the gang of pirates who controlled paper, who hesitated to kill the goose that laid the golden eggs.

Another very distinguished publisher sent out men in every direction to buy up all spot paper in sight regardless of price or condition. He wired orders to many jobbers to buy at the market. As a result he unwittingly did everything in his power to help increase the cost of paper. He was determined to hold his dominant position regardless of losses.

Still another very successful newspaper owner, who thinks his deplorably gotten out sheet possesses dominance, not only bought all tonnage he could against a stormy day, occupied all available storage room in his city and is reputed to have stored reserves at other points.

Other leaders in journalism, out primarily to sustain dominance, bought paper mills at inflated prices and threw overboard tonnage supply for little newspapers. When conditions return to normal, many of these expensive mills will of necessity be forced out of business.

I could go on and specify scores of similar efforts to maintain dominance by

EXTRA! WHY "SPARK PLUG" WEARS A BLANKET

BILLY DE BECK, creator of Barney Google, of song and cartoon, and Lew Cody, of the movies, were honor guests of the San Francisco Ad Club July 18. De Beck, answering the question why he formerly dropped the "Sweet Woman" out of his strip, said: "I can't draw girls. I don't know anything about them. That's why I started to draw a horse."

"Well, then, why did you put a blanket on the horse?" he was asked.

"Because I can't draw a horse either," replied De Beck. His five minutes having expired, he was then relieved of the necessity for further explanation.

newspaper owners. As results seem to prove they were justified in the steps they took, for unquestionably they have more circulation and advertising today than they would have had, had they played differently during the panic.

In other words it seems to be necessary to do things in a pinch which decent and honorable leaders should not do, in order to maintain leadership.

We didn't do these things on the New York Globe. We purposely held down our print and kept out advertising in order to keep within sane tonnage allowance. We saved hundreds of thousands of dollars by doing so. We were able to hold advertising rates nearer to pre-war

basis. We probably played into the hands of those who bought wildly.

I have had the biggest of them admit that they dared not come out into the open in the print paper fight. They would rather grovel in the dirt before the scheming paper profiteers than fight them man fashion. Yes, dominance may be dangerously costly in emergency circumstances.

ADS PROFIT LOAN SOCIETIES

Newspaper Space Causes \$86,000,000 Jump in Ohio Association Assets

Following the report of J. W. Tammehill, state superintendent of Building and Loan Associations, to Governor Donahoe of Ohio, in which it was shown that the assets of Ohio building and loan associations for the fiscal year ended June 30 had increased \$86,210,869.92, a record-breaking growth, it was declared by James A. Devine, secretary of the Ohio Building Association League, that this growth was due mainly to a program of newspaper advertising started two years ago.

At that time only 5 per cent of the building and loan associations were using newspaper advertising, but now more than 80 per cent are doing so.

Golden Jubilee in Fergus Falls

The Fergus Falls (Minn.) Daily Journal celebrated its fiftieth anniversary on July 24. It was started by A. J. Underwood as a weekly in 1873, became a semi-weekly in 1880 and three years later a daily.



You'll Hit the "Bull's Eye" Every Time with the Star

The fact is, The Star completely covers Washington, D. C.—and you can easily figure the economy of concentration at its flat rate of 20c a line.

The Star needs the assistance of no other papers to make advertising maximally resultful in the National Capital.

Our Advertising Department will be glad to co-operate in the planning of any contemplated campaign here.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Duluth News Tribune is the new paper this week.

Furnished full page matrics, 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

PRETTY "SOB SISTERS" OCEAN CITY GUESTS

Jersey Resort Invites "Best Looking Girl" on Two-Dozen Papers to Compete for Silver Loving Cup

Ocean City, N. J., will have a galaxy of beauties invade its shores that will rival any that ever competed in the famous Atlantic City Fall Pageant.

Several days ago, Mayor Joseph G. Champion, through F. Leroy Howe, secretary of the Publicity Bureau of Ocean City, sent wires to two dozen newspapers, inviting the prettiest girls in those offices to be the guests of Ocean City for one day, August 1—when these beauties from the newspaper world will be paraded, entertained royally, and dined by prominent State, county and city officials.

The Baltimore News was the first newspaper to accept the offer, and has named Miss Amelia Doetsch as the prettiest girl in Baltimore newspaper circles to compete with the other newspaper women at Ocean City.

Other dailies who have wired acceptance but have yet to name their representatives include the North American, Evening Bulletin, Record, Evening Public Ledger, Inquirer, and Public Ledger, of Philadelphia; Brooklyn Daily Eagle; Herald, Sun, Evening Post, Times, Tribune, World, and American, of New York; Press, Post-Dispatch and Leader, of Pittsburgh; Post, Star, and Herald, of Washington, D. C., and Richmond (Va.) News-Leader.

During the one-day visit to Ocean City, Miss Marion Steelman, who portrayed "Miss Ocean City" in the 1922 Atlantic City Pageant will be the hostess and will entertain the sob sisters on the resort's eight miles of strand, as well as take them sailing in Great Egg Harbor Bay, and later to dinner dances and theatre parties.

The most beautiful girl will be crowned as queen and will be awarded a huge silver loving cup, to say nothing of the publicity she may receive in the newspapers which her rivals represent.

STRING THEIR OWN WIRES

Richmond Papers Used Old Poles to Reach Cumberland Story

In order to get telegraphic service of Cumberland, Va., during the Garret murder trial, the Dispatch papers and the News-Leader of Richmond paid \$300 each for the privilege of stringing a wire on the poles of the telephone line between Cumberland and Farmville.

A railroad used to run through Cumberland but it was scrapped a few years ago and along with it went telegraphic service. Since then, a single phone wire to Farmville has been the town's principal means of communication with the outside world. The Richmond papers transferred almost their entire staffs of news writers to Cumberland to cover the trial, which got under way July 30.

MINNESOTANS SEE THEIR STATE

Editors View Paper Mill and Stock Farm on Summer Outing

The annual summer meeting of the Northern Minnesota Editorial Association was held at Brainerd July 26-28. The main feature was the variety of recreations provided and newspaper men and their families from all parts of the state were here. E. H. Denu, president of the association, responded to Mayor O'Brien's address of welcome and dozens of little talks were given during the three-days' proceedings by visiting editors and town officials.

One of the outstanding features was an automobile tour to the paper and pulp mills of the Northwest Paper Company. Guides took the visitors in groups of ten through the plant and explained its workings. Another auto trip took the party to Breezy Point lodge, on Big Pelican lake, where it was entertained by Capt.

William H. Fawcett, former Minneapolis newspaper man and now a publisher at Robbinsdale, Minn. There were airplane flights and other amusements, culminating in a steak dinner.

The Echo Stock Farm Corporation acted as host at its mammoth farm near Brainerd, where herds of blooded cattle were inspected and the editors converted to the idea of diversified farming, for it was shown by "facts and figures" that Minnesota farmers must look to dairying rather than to wheat-growing for substantial returns for their labor and investments. There were fishing, swimming and other sports and diversions. Dr. A. G. Rutledge, of Minneapolis, secretary-treasurer of the association and Deputy State Immigration Commissioner, engineered this outing as he has all preceding affairs of the kind.

BURTON IN FIGHTING TRIM

Sir Pomeroy Offers to Go Ten Rounds with Man Who Says He's Sick

Sir Pomeroy Burton, former managing editor of the New York World and now managing director of the London Daily Mail, Evening News and Weekly Dispatch, in a letter to friends in this country denies published reports that he is not in good health.

"If the fellow who dreamed it thinks I am in impaired health and relegated to a departmental job in the lusty group of newspapers of which I am the second largest owner, ask him to challenge me to a ten-round bout, M. of Q. rules, and find out where he gets off," Sir Pomeroy writes.

Sir Pomeroy was reported in ill health at the time he was knighted by King George a month ago.

2,000 PAPERS USE FEATURE

Church Laymen of Atlantic City Pay Cost of "Quiet Talks"

That two thousand dailies, religious and farm journals throughout the United States are publishing weekly feature articles on various subjects written by S. D. Gordon, author of "Quiet Talks," was the announcement made by Rev. Dr. Eugene L. Nixon, executive secretary of the Atlantic City Council of Churches, who is directing the publishing of the articles. No charge is being made by the Atlantic City Council of Churches for these features, but it is stipulated that the articles be printed in the various newspapers without a single change.

The expenses of publishing the 22 weeks' series is being underwritten by the resort laymen.

Former Publisher Kills Self

Llewellyn Joseph Heller, aged 67, former manager of the Bethlehem (Pa.) Times Publishing Company, committed suicide July 29, by jumping from an attic window of his home in that city. Death was instantaneous. Mr. Heller had been in bad health for several years and had recently been seriously ill, with a trained nurse in attendance. Mr. Heller's friends think his continued illness preyed upon his mind. He was manager for some years of the Times, in which he purchased a controlling interest. He retired in 1918, because of a nervous breakdown, when his interest was purchased by Dallett H. Wilson. He is survived by his widow and one daughter.

Correction

Typographical errors were made in listing the total net paid circulations of the Philadelphia Evening Public Ledger and the Philadelphia Record on page 39 of last week's issue. The correct total for the Evening Public Ledger is 183,887 and for the Record 110,136. All other totals for these papers were listed correctly.

10th District Ad Clubs Meet

The annual convention of the Tenth District Associated Advertising Clubs of the World, comprising Louisiana, Texas, New Mexico and Arizona, will be held at Corsicana, Tex., Nov. 5-6-7.

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

PARIS MEN HONOR CORBIIN

Correspondents Give Farewell to Chief of Press Section Going to Madrid
(Special to EDITOR & PUBLISHER)

PARIS, July 10.—A delegation of the Anglo-American Press Association, composed of the principal American and English newspaper correspondents in Paris, today called on M. Charles Corbin, chief of the press section at the Quai d'Orsay, to make a presentation to him on his leaving that post to take up other duties at the French Embassy in Madrid. The gift consisted of a large Indian silver cigarette box bearing an appropriate inscription.

Sisley Huddleston, Paris correspondent of the London Times, and president of the Anglo-American Press Association, made the presentation on behalf of his colleagues. Percy J. Philip, of the New York Times, secretary-treasurer of the presentation fund, then read extracts from letters of correspondents who had subscribed. Henry Wales, of the Chicago Tribune, reminded his hearers of the assistance M. Corbin had always given to American correspondents while at Washington with the French delegation to the Armaments Conference. Elmer Roberts, of the Associated Press, quoted a remark made by President Millerand when receiving some American newspapermen. The French President said, "My admiration for Cardinal Richelieu as a statesman has greatly diminished in recent years because the great Cardinal did not have to deal with the Press. Modern public men must, and it is one of their most difficult duties."

Farthing Verdict for Libel

The jury in a libel suit against the London Morning Post, concluded July 18, awarded Lord Alfred Douglas, complainant, one farthing damages. Lord Alfred complained of a letter from the Jewish Guardian, which said: "It is no longer a paying proposition for men like T. W. H. Crosland and Lord Alfred Douglas to invent vile insults against the Jews." Winston Churchill, formerly First Lord of the Admiralty, testified in the suit, denying he was implicated in a plot to aid Jewish financiers through manipulating news of the battle of Jutland.

Printers Wait for "Play Ball"

Thousands of printers and their families from all parts of the United States and Canada are expected to attend the annual tournament of the Union Printers' International Baseball League, which opens next Sunday afternoon at the Polo Grounds, New York City. Two games will be played on that day, the final contest being scheduled for Friday, August 10. Championship will be decided through an elimination tourney. With the exception of two games, which will be played at Manhattan Beach on Wednesday, August 8, all the contests will be staged at the home of the New York Giants.

California's Advertising Bill

California will pay \$64,500 on August 20 to newspapers throughout the state for advertising during the last year.

INTERTYPE

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

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

LIONS CLUB RUNS THE PAPER FOR DAY, BUT AMATEUR CAUSES LIBEL SUIT

THE ATCHISON (Kan.) Globe is facing a libel suit as the result of an item printed when the editing of the paper was turned over to the Atchison Lions Club for one day early in July. Eugene Howe, editor, tried to convince the irate woman who threatens the suit that the paper should not be blamed, but she could not see it that way.

Following is the item, written by an unidentified Lion reporter, that caused the trouble: "Mrs. Blank Blank of Kansas City, Kans., is visiting relatives on South Seventh street. Mrs. Blank is one of the prettiest and most attractive grass widows ever in Atchison and she is very popular with Atchison young men. Mrs. Blank has two or three dates a day. She

formerly was Miss So-and-So, of south of town. She divorced her husband on the grounds of non-support."

Later developments, after the regular staff took back the paper, seemed to indicate that about the only part of the item true was that Mrs. Blank was visiting relatives in Atchison. She proved not to be divorced, but a wife and the mother of four children. She said she and her husband had never had domestic trouble.

Mr. Howe tried to convince the woman that the Lions Club and not the paper should be held responsible, but she declared that she would be satisfied with nothing but a retraction and a financial settlement.

INTER-STATE CIRCULATORS

President Picks By-Laws Committee for Atlantic City Convention

Directors of the Inter-state Circulation Managers' Association and chairmen of the various committees in charge of arrangements for the semi-annual convention, to be held at Hotel Traymore, Atlantic City, September 4, were guests of Charles O. Reville, president of the association, at his country home on the Severn River, near Baltimore, July 25.

He appointed a committee including Charles T. Buck, Lancaster (Pa.) New Era; Henry C. Carpenter, Lancaster Intelligencer and News Journal, and A. R. Michener, Harrisburg Telegraph, to study plans for revision of the constitution and by-laws. Lloyd Lippincott, of the Atlantic City Press-Guardian, chairman of the program committee, outlined some of the features of the convention, which will have delegates from Pennsylvania, Maryland, West Virginia and the District of Columbia.

Capital's Summer Romance

The lone summer romance of Washington newspaperdom bloomed July 28, when Miss Edwardina I. Rennick, a society writer on the Washington Times, and Mason McGuire, of the Washington staff of the New York Tribune, were married at the Church of the Epiphany.

TRUTH IN FUR ADS

Washington, D. C., Stores Agree to Label "Hudson Seal" Dyed Muskrat

The truth in the advertising campaign of the Washington Better Business Bureau has been successful with the fur dealers of the Capital. As the result of a meeting presided over by Howard M. Cool, newly appointed director of the bureau, representatives of department stores and specialty fur houses pledged themselves to advertise furs this Summer and Fall with a representation of exactly what the skins were. As an example, so-called Hudson seal will be ad-

vertised with the explanation that "Hudson seal" is dyed muskrat.

"The standards agreed upon for advertising furs and skins as well as fabrics imitating furs," said Mr. Cool, "will have a beneficial effect both upon the consumer and upon the fur trade. While relieving the confusion in the minds of the consumer, the standards at the same time will simplify the business of selling furs."

Craig Back on Job Soon

Donald A. Craig, Washington correspondent of the New York Herald, injured in an automobile accident while accompanying President Harding's party, will be back on the job in the Herald bureau in a couple of weeks. He has been making rapid recovery since he was taken home from Denver.

Runs English Section

The Nippu Jiji, Honolulu daily Japanese newspaper which recently became a client of the Associated Press, is now publishing two editions daily, and is maintaining a splendid English section edited by a special staff of young men most of whom are American citizens and received their education in Honolulu. This is now the largest vernacular newspaper in the territory.

VACATIONS ALL AT ONCE

Agencies Find It Good Practice to Take Advantage of Slack Period

Forty-two of the fifty employees of the Henri, Hurst & McDonald advertising agency, Chicago, returned to work July 17, at the close of a novel vacation system. The agency officials, taking the slack period into consideration, and wishing to do away with the old custom of allowing the vacation schedule to extend over several months, decided to let practically the entire force off simultaneously.

In 17 days the agency practically completed its vacation program and found that 42 well rested employes returning at one time injected a wonderful amount of pep into the business.

A similar practice was inaugurated in California, where practically the entire staffs of the K. L. Hamman Co., Oakland, and the Johnson-Ayres Co., San Francisco, went on vacations at the same time, leaving only skeleton office forces.

TAMPA TRIBUNE EXPANDS

Adds Second A. P. Trunk With Bulldog—Plans \$1,000,000 Home

The Tampa (Fla.) Morning Tribune has added another trunk wire of the Associated Press, giving it two trunk lines and a special wire. This enables the Tribune to issue a Bulldog edition at 9 P. M. in ample time to catch the north-bound trains and insure its delivery by daylight each morning in all the towns between Tampa and Jacksonville.

The Tribune is having specifications prepared for erection of a 15-story home to cost \$1,000,000.

Tresca's Paper Barred from Mails

Pending examination by the Solicitor of the Post Office Department at Washington, the last issue of Il Martello (The Hammer), of which Carlo Tresca, I. W. W. leader, is editor, has been suspended from the mails. The paper is published at 304 East Fourteenth street, New York.

Capital Stock Increased

The Telegraph Publishing Company of Nashua, N. H., publishing the Telegraph, has increased its capital from \$50,000 to \$100,000.

THE SCOTT

"Straight-Unit" Sextuple Press with Two Folders

is running every afternoon in the week at the plant of

The Hudson Observer, Hoboken, N. J.

Running with a single 4 page wide roll, it produces 4 page papers at 72,000 an hour and 6 or 8 page papers at 36,000 per hour.

Running with two 4 page wide rolls it produces 6 or 8 page papers at 72,000 per hour, and 10, 12, 14, or 16 page papers at 36,000 an hour. Collecting the product will produce 20, 24, 26, 28 or 32 pages at 36,000 per hour.

Running with three 4 page wide rolls, it will produce 4, 6, 8, 10 or 12 page papers at 72,000 per hour, and 14, 16, 18, 20, 22 or 24 pages at 36,000 per hour. Collecting the product will print up to 48 pages at 48,000 per hour, delivering all products folded to half page size.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

441 Monadnock Block

1457 Broadway, at 42d Street

WHAT OUR READERS SAY

Evening Ledger Circulation 183,887

PHILADELPHIA, Pa., July 31, 1923.
 To EDITOR & PUBLISHER: On page 39 of your issue of July 28, you furnished figures purporting to be A. B. C. reports of circulation.
 A typographical error shows the net paid circulation of the Evening Public Ledger as 18,388, and this figure should read 183,887.
 As we have received only publishers' statements and not auditors' reports of A. B. C. circulation, we cannot see how these figures can be used as an accurate statement of the circulation of the various newspapers for the period ending March 31, 1923.
PUBLIC LEDGER COMPANY,
 Charles A. Tyler, Ass't General Business Mgr.

"What's the Matter With Journalism?"

UPPER MONTCLAIR, N. J., July 27, 1923.
 To EDITOR & PUBLISHER: The answer to the perpetual question, "What's the Matter with Journalism?" was given in your issue of July 21, where P. B. Brown, publisher of the Harlan (Iowa) Republican, is quoted as saying to the members of the National Editorial Association that his small newspaper cleared him net \$11,000 a year, while the highest paid man on his staff got only \$32 a week.

I know of another case, near New York, where the publisher of a small daily clears \$15,000 a year, and his total editorial expense is \$50 a week.

There are lots like them in the newspaper business today. They think of profits and power first, and printing all the news and the real news second. They starve their editorial employees, or work them unholly hours.

The result is that the press, while a better business proposition than before, is not printing half the stories that exist, news of vital importance to the people, and what it prints is often inaccurate and the fundamental points obscured.

Why expect anything else when reporters are hired and fired like common labor, and at common labor wages? Why expect else when the average reporter feels but little loyalty to his employer?

Our real newspapers, institutions that truly serve their readers, you will find directed by men who love journalism. Financial success is not sacrificed, either. Look at the Boston Post, the New York World, the Philadelphia Bulletin, the late lamented New York Globe, the Portland (Oregon) Journal, the Chicago Daily News and countless smaller ones.

If there are few good reporters, it is because there are but few wise publishers. I would like to know what Jason Rogers would advise publishers on this subject.

Sincerely yours,
JOHN A. PIQUET.

Rodeheaver Publicity Scheme

BUCYRUS, O., July 30, 1923.
 To EDITOR & PUBLISHER: I enclose herewith copy of a letter received from the Rodeheaver Company, gospel music publishers, Chicago, and my reply.

C. G. ABBEY,
 Business Manager,
 Bucyrus Telegraph.

CHICAGO, July 25, 1923.

To EDITOR BUCYRUS TELEGRAPH: Enclosed are a couple proofs of a great series of thirteen articles entitled "Song Stories of the Sawdust Trail," written by Homer Rodeheaver, Billy Sunday's famous song leader. Publication of these articles in your newspaper will make a hit with a large section of your readers and can be made the basis of a successful subscription campaign.

This series will be followed by others and can be made the leader around which you can group a "Church and Home Department" which will be one of the most popular sections for your paper. The publishing of a gospel song weekly will be something entirely new and add greatly to your reputation for journalistic enterprise.

We will furnish you the display heading and the gospel song (a different one with each article of the series) in plate form, ready for use on W. N. U. patent base. The straight matter you set in your own office, so that the series looks like the rest of your paper and may be played up as a "homemade" feature.

The complete series will be released September 1, and we will furnish it to you on an exchange basis—you to insert our 5-inch double column ad in each issue in which an article of the series appears. The ads will be furnished in plate form ready for use on W. N. U. base.

If you prefer to deal on a cash basis, the price for the series is \$2.00 per article, \$25.00 for the thirteen. On this basis we will take advertising space at your card rate to equal the price of the articles and run such advertising simultaneously with the articles. If we have a dealer in your city, we will help you secure his advertising during the life of this series and in case we have no dealer, will get one as soon as the articles get started and will

insist that he advertise with you to get full benefit from the articles.

This feature is being offered at first to only one paper in each county and you have first chance. You will have the distinction of being the first publisher to print gospel songs as part of a regular news service—an innovation which will place you far in advance of your competitors.

Sign the card and return it at once, or send rate card if you desire first use of this great feature in your county.

KEM G. BOTTORF,
 The Rodeheaver Company.

BUCYRUS, O., July 27, 1923.

THE RODEHEAVER COMPANY: Your very liberal offer of free publicity to propagate the sale of your gospel songs providing we would also give you some free display advertising has been received.

As a sample of colossal gall it stands supreme in the annals of newspaper history and I am forwarding it and a copy of this letter to Editor & Publisher, our leading trade publication, for general distribution among the profesh.

I expect that our printers would be filled with a holy joy if we would enter their sacred precincts on pay day, and, in a voice filled with deep emotion, sing "One More Day's Work for Jesus" or "Work for the Night is Coming" and I can just imagine our foreman, "Big Bill" Lederer, turning to the boys and saying, "Men, there's no money in the till this week and the boss will now sing for us."

We have contributed on many occasions to Mr. Rodeheaver's salary; we have been on church committees that secured him to render his songs for the entire amount of the gate, but we don't believe we will care to contribute to the success of his publishing house.

May we thank you for your professional advice in Paragraphs 1 and 2—advice which has been used by every seeker of free publicity under the sun. We're always glad to get advice of this character because it convinces us that there are others interested in our welfare, others who could be secured to carry on our work if we should suddenly be called away.

We have always believed that the spreading of the gospel in any form was a work that should be carried on with pleasure by those who had the ability to carry it on. Indications convince us that we were wrong in our belief and that the dissemination of Christ's teaching has been relegated to the "get-the-money" plane of all other enterprises.

No, my dear sir, we don't care to give you any display advertising and we don't care to buy your articles of publicity.

No, indeed, no—no—NO.
C. G. ABBEY,
 Business Manager,
 Bucyrus Telegraph.

From Cleveland

CLEVELAND, July 21, 1923.
 To EDITOR & PUBLISHER: I note the death of Redmond. I didn't know him, of course, but he must have had a lot of ability. And then to die at 34! I regret his passing.
ROBERT I. SNADER,
 Cleveland Plain Dealer.

TRIBUTES TO JOHN F. REDMOND

From Guatemala

LOS CLAVELES, Guardia Vieja,
 July 23, 1923.
 To EDITOR & PUBLISHER: It has been with surprise and deep sorrow that I learned in Editor & Publisher for July 7 of the passing of Mr. John F. Redmond, your associate. Several times, during my visits to your offices and during the lunches or dinners attended by him and me, I had opportunities to appreciate the immense value of his capacities, his character, and energetic and high spirit. I consider it is an immense loss for you.
 Please accept my most sincere condolence and my sympathy for you all in the loss of so valued an associate.
VIRGILIO R. BETETA.

More Duplex Presses Going Abroad

The Argus South African Company, London, has just ordered a 24-page Duplex tubular press for the Johannesburg (South Africa) Star. This is the third press of that size and type installed in the Star office by the London publisher, which also owns the Capetown Argus. In the latter office two 12-page Duplex tubular machines installed within the past three years have been increased to 16-page size. Another export order just received by the Duplex Company is for a third 16-page tubular plate press for L'Information, Paris. Machines of this type were installed by the Paris paper in 1910 and 1917.

Letters! Letters!

from **YOUR** readers
 to **YOUR** Washington
 Bureau

NEWSPAPER editors say that "healthy" circulation and growing circulation is indicated by *responsiveness* of readers—readers who write *letters to the editor*—readers who ask questions and who rely upon the newspaper for personal service.

NEWSPAPER INFORMATION SERVICE, of Washington, D. C., offers to (1) produce for you an interesting, entertaining and educational column of "Questions and Answers" for daily publication in your columns; (2) to answer directly by mail to readers, FREE, all questions sent in by your subscribers and readers; (3) to furnish directly by mail to your readers, FREE, upon request of these readers official government bulletins, unofficial bulletins and such other informative matter in detail as the reader may ask for, *all to be done in your name.*

N. I. S. serves an imposing array of newspapers, including such outstanding journals as the Atlanta Constitution, the St. Louis Star, the Cleveland Press, the St. Paul Daily News, the Cincinnati Post, the Rochester Times-Union and many others.

Among the free booklets and bulletins in demand by readers are those devoted to such subjects as these: Food for young children, the Constitution of the U. S., weight reduction, cook books, weight increase, care of canaries, candy making, white plague, home gardening, travel abroad, uses of concrete, sugarless recipes, the Einstein theory, duties of cabinet members, and many others.

Reference librarians, trained research workers and technical specialists are assigned to answer all questions fully and courteously and in a friendly way. In addition to the N. I. S. great reference library, workers have access to the great Library of Congress, with its 2,831,000 volumes, the great government bureaus and laboratories and other unique facilities found only at the nation's Capital.

Mothers, business men, movie fans, school children, sport fans, school teachers, manufacturers, flappers, merchants, inventors—all sorts of people find use for N. I. S., and in using it will thank YOU for it.

N. I. S. does all of the work. There is no trouble for you at all. Preliminary advertising announcements are furnished. All original inquiries with carbons of replies will be returned to you. *Only a very small space in your paper is necessary to make room for this big department.*

For complete information write to—

ALLIED NEWSPAPERS, Inc.

Publishers Service Department
 52 VANDERBILT AVENUE, NEW YORK, N. Y.

Announcing

A New Linograph—Model 12

IN keeping with our established policy of always striving for increased efficiency in the modern printing plant of today, we have produced this new model Linograph.

Model 12 Linograph is a distinct achievement in line-casting machines and will revolutionize the handling of display and mixed composition. It is built especially to fill the need of a machine in plants requiring profitable composition in a wide variety of faces and sizes. It is in fact an *All Purpose* machine.

The *All Purpose* Model 12 Linograph will carry any desired number of full 90 channel magazines up to twelve, all of which will accommodate any size from 5 to 60 point. In all sizes up to and including 24 point the wide and extended faces may be used. Above 24 point slightly condensed faces can be handled in any desirable size.

Two-letter matrices in 18 and 24 point display faces are in preparation and can be used on Model 12, giving twice as much capacity in these sizes as heretofore possible.

Model 12 Linograph is particularly adapted to the ad alley and to the large trade composition and make-up plants where a great variety of slug composition must be produced rapidly and economically.

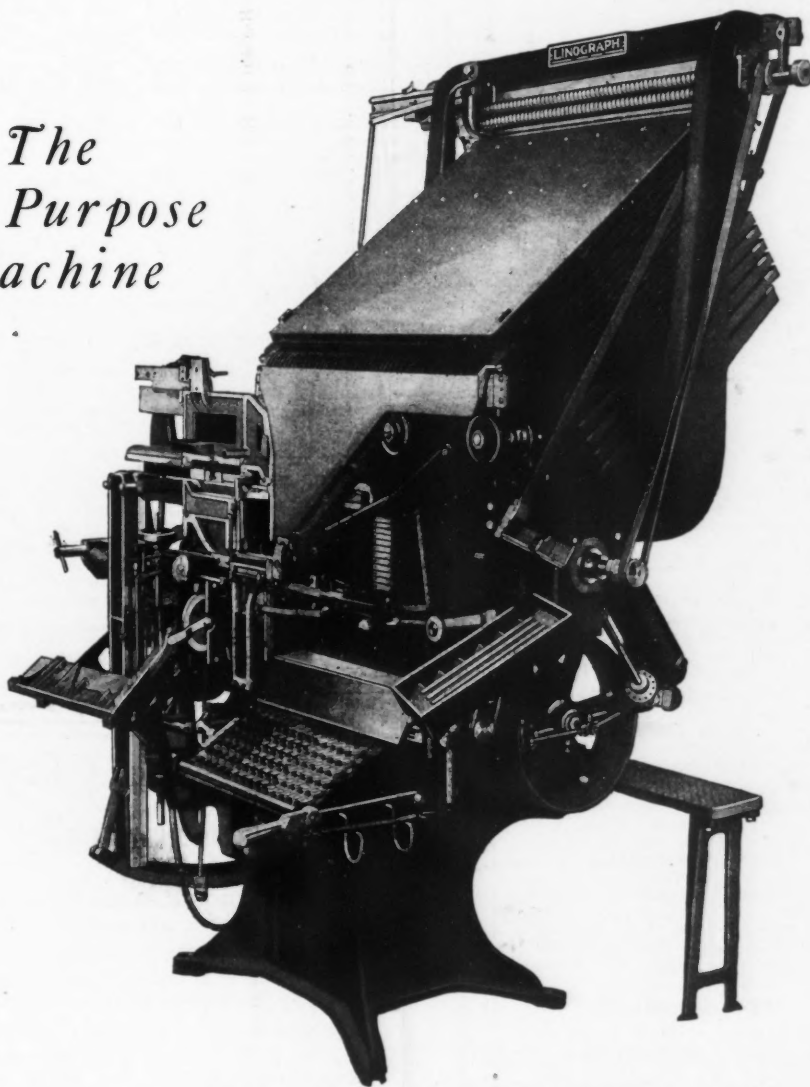
The mechanical details, as in every Linograph, are remarkably simple, and will please even the most critical mechanic. The keyboard layout is the same as on all machines and all regular Linotype or Intertype matrices may be used.

Write for further information. If you need a machine that will handle a great range and variety of composition at low production cost, invite our representative to discuss this and other models.

The Linograph Company

Model 12 LINOGRAPH

*The
All Purpose
Machine*



SOME OF THE FEATURES

12 Magazines

5 to 60 point

All Magazines Removable

Standard Keyboard

Power Magazine Lift

Solid Elevator Jaws

Davenport, Iowa, U.S.A.

ASSOCIATIONS AND CLUBS

THE YOUNGEST MEMBER of the Oregon State Editorial Association is Arthur Priaux, of the Drain Enterprise, who is 18.

Denver is to have a Better Business Bureau. Officers of the preliminary organization are, James C. Burger, president of Hamilton National Bank, chairman, and G. E. Collisson, secretary of the Retail Merchants Bureau of the Denver Civic and Commercial Association, secretary, with Walter W. Winne representing life insurance interests, G. M. Skinker jobbers, L. R. Bach and S. T. McCollum auto accessory dealers, M. E. Houston real estate, F. D. Zimmerman advertising, Frank M. Vaughn investment bankers, and W. D. Downs retail merchants. The organization will be divided into a financial and mercantile branch, the former investigating fraudulent stock selling schemes and the latter untruthful, unethical and fraudulent mercantile advertising.

Revival of the *Employes Bulletin*, official organ of the *Employes Association of the Des Moines Register and Tribune*, has resulted in the election of the following assistant editors, under John Irvin, of the want-ad department, who is acting as managing editor: Joe Pezdirtz, Robert McIntire, Frank Simmons, William Ehlke, Leona Howard and Clarke Kisky.

The Tazewell County Publishers' Association at the annual meeting in the Elks Club in Pekin, Ill., elected officers as follows: Mark L. Cottingham, Tremont, president; J. L. Eyrse, Washington, vice-president; Louis B. Watson, Pekin, secretary-treasurer; Jacob Schmidt, Pekin, George Cremer, Mackinaw, and A. R. Johnson, Morton, executive committee.

The Portland (Ore.) Ad Club has changed its name to the Portland Advertising Club.

W. Frank McClure, chairman of the advertising council of the Chicago Association of Commerce, will preside at the semi-annual convention of the International State Merchants' Council at the Hotel LaSalle, Chicago, Aug. 7-8. President Paul Davis of Waterloo, Ia., will open the convention.

Sixteen new members were secured by the Hutchinson, Kan., Ad Club, in a two-hour campaign one morning. Fifty prospective members were secured. The 12 teams in the contest will continue the work for two weeks, the six highest teams being the guest of the club at a weekly luncheon.

Arthur W. Burch, City Auditor of Spokane, has been elected president of the Spokane Advertising Club, succeeding Raymond P. Kelley. E. R. Ennis has been elected secretary.

The annual convention of the Nebraska Press Association is to be held at Omaha Aug. 9-10-11. Speakers include Ed A. Fry, editor of the *Niobrara Tribune*; Gene Huse, *Norfolk News*; Gov. Bryan, and Walter Williams, dean of the School of Journalism at the University of Missouri.

Officers elected by the Portland Women's Advertising Club are: president, Mrs. Celeste Liston Harris; first vice-president, Miss Arlie Seaman; second vice-president, Mrs. Lloyd Leslie; secretary, Miss Vivian Flexner; treasurer, Miss Mamie Ziegelman; directors, Miss

Janet White, Miss Marian Gilbert, Miss Lenore Schulte and Mrs. Bessie F. Colwell.

The Santa Ana, Cal., Advertising Club has been organized with the following officers: president, Glenn Moore, advertising manager of Hill & Co.; vice-president, Will D. Rudd, district agent, National Cash Register Co.; secretary, Stanley Reed, president of Reed Advertising Agency; treasurer, Fred C. Blauer, Blauer Grocery Co.; additional members of executive committee, Earl Matthews, Fred Newcomb, Jr., J. C. Horton, Herschell Larrick, Jack Horsley.

Tentative plans for holding the annual convention of the Iowa Press Association at Decorah this Fall are being made by G. L. Caswell, secretary.

More than 200 editors and publishers of newspapers in Iowa, Nebraska and South Dakota are expected to attend the annual meeting of the Tri-State Editorial Association which meets at Sioux City, Sept. 20-21-22. V. C. Bonesteel, Sioux City, is chairman of the Chamber of Commerce committee on entertainment. Other members of this committee are Everett G. Tripp, managing editor of the *Tribune*; Willis F. Forbes, day city editor of the *Journal*; B. J. Abraham, United Advertising Agency, and John Adams, assistant secretary of the Chamber of Commerce. Co-operating in the entertainment are the Sioux City Press Club, the Advertising Club of Sioux City, and the officials of the Interstate Fair. John W. Carey, publisher of the *Rock Rapids Review*, president of the association, will preside.

The Summer convention of the South Dakota Press Association will spread all over the Black Hills. It will start in at Rapid City Aug. 20 with a business session. The next day the members will motor to Sturgis, from which point the local entertainment committee will see them to the next town, where the keep-a-going process will be repeated.

The San Antonio Advertising Club has elected the following officers: president, O. H. Mickel; vice-president, N. H. King; secretary-treasurer, A. H. Cadwallader, Jr.; sergeant-at-arms, Walter Jersig; directors, Henry Hart, Claude Anniol, L. Baldwin and J. M. Pitluk.

The Long Beach, Cal., Advertising Club has elected officers as follows: president, A. J. Cole; vice-president, Lorne D. Middough; directors, Hugh A. Marti, Howard Deems, Harry Buffum and R. M. Dickinson.

The Salt Lake City Advertising Club has installed officers as follows: president, E. S. Diamond, manager of Pantages Theater; vice-president, H. F. Fernstrom, Western Fuel Co.; secretary, L. D. Simmons, Stevens & Wallis, Inc.; treasurer, C. H. Norberg, Daynes-Beebe Music Co.; directors, Amy La Costa, Russell M. Brougher, Adrian Pembroke, G. T. Smith, H. J. Halton, T. J. Mullins.

SPECIAL EDITIONS

THE BUTTE MINER is planning an elaborate Montana edition for early Fall.

The Marion (Ia.) *Weekly Sentinel* issued a hooster paper the week of July 24 heralding the Marion Inter-State Fair, Aug. 14-17.

The *Ivanhoe* (Minn.) *Times* issued a 28-page "Biographical Booster and Farm Bureau Edition."

The *LeSueur Center* (Minn.) *Leader-Democrat* got out a 32-page "Better Sires Edition," filled with advertising

and articles on all phases of live stock breeding.

NEW PLANTS AND EQUIPMENT

MIDDLETOWN (N. Y.) *JOURNAL*, completed remodeling new building for executive offices and erection of a new concrete building in rear to house mechanical departments. New equipment includes Intertype for setting display ads.

Martinsville (Va.) *Henry Bulletin*, installed a casting box to handle mats of all sizes.

Venice (Cal.) *News* soon to occupy \$50,000 office building, 60 by 90 feet, to be erected at Washington boulevard and Westminster avenue.

Hollywood (Cal.) *News*, to build new home at Cahuenga boulevard and Selma avenue.

Perham (Minn.) *Enterprise-Bulletin*, soon to be housed in new building under construction.

Rush City (Minn.) *Post*, acquired new Model 3 linograph and a 10 x 15 Chandler & Price Gordon jobber.

Minneapolis Tribune, installed one more Hoe sextuple press.

Marysville (Cal.) *Democrat* is installing new Model E Duplex web press and changing from 7 column 13 ems to 8 columns 12 ems, 8 to 12 pages daily.

St. Paul Dispatch-Pioneer Press laying concrete foundation for No. 3 printing press.

The *Sioux City Tribune* installed Model 8 and Model 9 linotypes.

The Shaffer group of papers has installed large batteries of Intertypes. The *Indianapolis Star* now has 25 and the *Louisville Herald* 17.

NEWSPAPER SALES

ATCHISON COUNTY JOURNAL, Rockport, Mo., by Mr. and Mrs. J. C. Kimbell to J. M. Price, late City Treasurer of Denver and former advertising manager Mountain States Banker.

Suisun (Cal.) *Solano Republican*, by A. D. Weir to E. C. Stowe, owner of *Fairfield* (Cal.) *Enterprise*, for consolidation as *Solano Republican*.

Judith Gap (Mont.) *Journal*, by Lyle A. Cowan to Clarence F. Wallin.

Charlo (Mont.) *Star*, by M. A. Cromwell to Butte Tipton, who will move the plant to Polson, Mont., and publish the *Lake County Star*.

West Seattle (Wash.) *Herald*, by Clifford C. Blood to F. Clyde Dunn and Rupert Hamilton.

Smith County (Kan.) *Journal*, long established, to M. E. Jones, Topeka, and R. E. Busenbark, Lyndon.

Potter Kansas, by Rolla Hines to Roger Martin, a rural mail carrier.

Arlington (Ore.) *Bulletin*, to H. J. Simmons, editor and publisher *Fossil* (Ore.) *Journal*.

Fallbrook (Cal.) *Enterprise*, by C. C. and K. R. Bentley to H. A. Perkins, former owner and publisher *California Cultivator*.

ON THE MECHANICAL SIDE

THE FOLLOWING have been chosen as a committee from Concord, N. H., Typographical Union to make arrangements for the convention of the New England Typographical Union next year in that city: President J. W. Buss, E. B. McCauley, William Bradley, J. H. Leber, James Callaghan, Louis Brusa, George Langill, Francis Westworth, Thomas T. Kelly, John Spachan, Burt Webber, Fred Emery and the Misses Marion Keane, Sara Casey and Mary Phaneuf.

Harold V. Bell, a linotype operator of the *Ogdensburg* (N. Y.) *Republican Journal*, who narrowly escaped serious injury in an automobile accident at Alexandria Bay, N. Y., has retained an attorney to bring action for damages against a wealthy islander. At the time of the mishap the motorist told Bell he was protected by insurance.

Margins—Or Gilt-Edge Securities?

When you buy stock on a margin, your money goes farther—and sooner.

It takes more capital to invest in high-grade securities, but your money is safe and far more productive in the long run.

Are you trying to promote Classified Advertising "on a margin"—a spurt here and a stunt there—always hopeful, but never very successful?

Or would you prefer the security of the National Standard methods of Classified promotion that are doubling Classified Advertising investment values and paying big dividends for the hundred and more newspapers that we are serving in this country and Canada?

If you are through gambling on Classified Advertising success—here is a constructive investment that returns itself many times over—and begins paying immediate premiums, in the bargain!

Interested newspaper executives may have our booklet, "Architects of Classified Advertising," by writing for it.

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

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

Brockton Daily Enterprise

Printing 23,000 Daily

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

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want
advertisements



RUMELY CONVICTION AFFIRMED

Former Publisher of N. Y. Evening Mail Will Appeal to Supreme Court— Did Not Conceal Ownership of Paper, He Says

The conviction in 1920 of Dr. Edward A. Rumely, former publisher of the New York Evening Mail, and S. Walter Kauffmann and Norvin R. Lindheim, lawyers, on charges of conspiring to defraud the government, was affirmed Saturday, July 28, by the Circuit Court of Appeals at New York. Further appeal will be taken to the Supreme Court, Dr. Rumely declares.

A report filed with the Alien Property Custodian that the Evening Mail was American-owned, when, at the time, it was the alleged property of the Imperial German Government, formed the basis of the conspiracy charge. Kauffmann and Lindheim are alleged to have prepared the misleading statement.

The defendants were sentenced in the Federal District Court to serve one year and a day in the federal penitentiary. All three men are now out on \$10,000 bail each. They are allowed ten days to file notice of appeal to the United States Supreme Court.

"The defendants had a fair trial under a valid indictment," Judges Henry W. Rogers, Charles M. Hough and Martin T. Manton declared in their review of the case handed down Saturday, "and we find no sufficient reasons which would justify this court in setting aside the judgment."

Judge William I. Grubb sentenced the defendants December 20, 1920, in the Federal District Court, following a trial which lasted a month.

The firm of Niles & Johnson, lawyers, is representing Dr. Rumely.

In a statement given out Tuesday, Dr. Rumely insisted the answer of his own conscience to the "war-time verdict" of

the jury was "not guilty." He declared his "manhood" would not allow him to either accept the sentence or ask for executive clemency. The only course open is to petition the higher court, he said.

Dr. Rumely further stated that the basic policy of the Mail, as revealed in its editorial pages, during the entire period of his ownership, was the support of Col. Roosevelt, and the bringing of the national policies for which he stood to control "in our political life."

"Time," the former publisher of the Mail insists, "has obscured the issues of the case."

"The hatred of the enemy that we were fighting," he declares in the statement, "was directed against me and I am to be bound by the verdict of a jury rendered under such circumstances."

The full text of Dr. Rumely's statement follows:

"I am not guilty, is the answer of my own conscience to the war-time verdict of the jury, now affirmed by the Court of Appeals. I have always been ready to carry the responsibility for my acts to their final consequences. Now, I should either accept the sentence, or, as was suggested by the court when it was imposed, ask for executive clemency, thereby making an implied acknowledgment of guilt. My manhood will allow me to do neither. The only course open is to petition the higher court.

"Time has obscured the issues of the case. The jury upheld me as the sole owner of the newspaper stock. I did not conceal my debt, but reported it. The issue of the case was whether this debt should have been reported as owing to the Imperial German Government or to Herman Sielcken, who under the terms of the law had become an alien enemy.

"In 1914 I sent two emissaries—a great business man and a personal friend and director of a bank—to Herman Sielcken, who was interested in open trade relations between Germany and the United States, to invite him to join with me in the purchase of the Mail. The direct testimony of every witness who had any knowledge of the financial transactions, including the statements of Herman Sielcken himself to S. Walter Kauffmann, was that the moneys advanced in the spring of 1915 and afterward were for the account of Herman Sielcken and that I was so informed. By remaining in Germany until November,

1917, his property under the terms of the Alien Property Act was liable to seizure as that of an alien enemy.

"We hold the corroborative statement of a prominent American citizen, a friend of Herman Sielcken, whom Mr. Sielcken had requested to share his interest in the Mail. Due to circumstances of the war period, we were prevented from bringing this evidence before the court.

"There was not a particle of direct evidence in the case, which took 30 days to try, that my statement was not truthful. A mass of suspicion and circumstantial evidence was built up which under the stress of war feeling at the time of my trial resulted in my conviction and which the Court of Appeals could not consider. In the midst of the bitterest war antagonism, when Germany had become an enemy of our country, evidence was allowed to go before the jury proving that four years before my sympathies in certain matters had been with Germany. Although I had done everything in my power to support and help our Government, the hatred of the enemy that we were fighting was directed against me, and I am to be bound by the verdict of a jury rendered under such circumstances.

"There was no obstruction of our Government, no disloyal act. The entire files of the paper were offered by us in evidence, but disregarded by the jury. I challenge anyone to re-read the Mail, both in its editorial policies and news presentation, during the entire period of my ownership. Such an investigation will show it to have been a loyal, sincere, constructive and worthwhile effort in American journalism. It was never in any way sympathetic with the purposes or lawless acts of the Imperial German Government. The files stand an unalterable record of this. Practically every member of the Mail's splendid staff, many of whom rendered conspicuous war service, testified at my trial that he had been given freedom to write as he saw and that the policies of the Mail encouraged patriotic public service.

"As revealed in its editorial pages, the basic policy of the Mail, during the entire period of my ownership, was the support of Col. Roosevelt and the bringing of the national policies for which he stood to control in our political life. Scores of personal letters from Col. Roosevelt, analyzing these editorial policies and approving them warmly were excluded on technical grounds. Among them there was a letter written on the day after the charges were filed, in which Col. Roosevelt volunteered to make record of the many services 'that you and the Mail have rendered me for a long period of time and in many matters.' Seventeen months later, in December, 1919, Col. Roosevelt ar-

ranged for a personal interview at his home to go over this material for the purpose of giving his testimony when the case came to trial. His untimely death a few weeks later prevented this.

"I made to the Government the only truthful report that I could make, that of a debt running from me to Herman Sielcken.

"The outcome of the case is of vital importance to me and mine. It has, however, as I see it, a wider significance. In a matter in which I know that right was on my side, can I establish the facts or must I be overwhelmed by a verdict based upon the inferences and suspicions of the mass psychology of the war period?"

WESTERN N. Y. GOLF TOURNEY

McCone of Buffalo Commercial Is Only Contestant to Break 100

E. J. McCone, general manager of the Buffalo Commercial, won the first golf tournament of the Western New York Newspapermen's Golf Association, held July 30 at the Transit Valley Club. He was the only contestant to break 100. Stuart McGuire, sporting editor of the Buffalo News, took second honors. Prizes were awarded to all players, even William G. Hippler, head of the copy desk of the Buffalo News, being rewarded for his score of 178. Scores of the contestants were:

Table listing names and scores of golf tournament contestants, including E. J. McCone (96), Stuart McGuire (101), Vic Sweeney (106), Gail B. Wilkins (108), Gene Korzelious (115), Bob Coulson (118), Lenard Cohan (124), Ralph Thorn (125), Joe Melia (128), Chet Youll (143), Vin Healy (154), Jack Laing (155), Bob Stedler (156), Al Cohen (162), H. Baker (166), Ed. Tranter (168), C. J. Kennedy (168), William Hippler (178), George Deitsel (112), C. H. McChesney (138), W. E. Smith (140), H. Stesel (152), T. A. Rose (164).

Besides, Pony Plates Are Better Plates

When your Pressbuilder sells you a Press—if you have a One or Two Press Plant—purchase of him a PONY AUTOPLATE MACHINE to make its Printing Plates.

His Hand Boxes and Finishing Machines are no longer up to date. They waste Time, Labor, and Space, and cause Delays in the Press Room from Broken Sheets in the Press.

The AUTOPLATE WAY is the only Modern Way of making Printing Plates.

Ask any Metropolitan Publisher.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City

WALLACE BROOKE DIES, WAS SPECIALS' DEAN

Represented St. Louis Republic and
Pittsburgh Dispatch for Over
20 Years in Eastern
Field

Wallace G. Brooke, believed to be the oldest special advertising representative in New York, died July 29 at his home in Brooklyn, following an illness dating from last January. Mr. Brooke was born in Zanesville, Ohio, the son of Robert S. and Mary W. Brooke. At the age of ten years he moved to New York to make his home, and at nineteen, entered the office



WALLACE G. BROOKE

of his uncle, Frank T. McFadden, a special newspaper representative.

He remained with him for some time, and then became associated with M. D. Hanover, who represented the St. Louis Republic. At the death of Mr. Hanover, Mr. Brooke became representative for this newspaper, and for 23 consecutive years was its New York representative.

For twenty-six years he was also the representative for the Pittsburgh Dispatch, and gave up that connection only last winter.

During his long term of years in the advertising business, he represented numerous newspapers, among them, the Chicago Times, Chicago Journal, Chicago Tribune, Louisville Courier-Journal, Cincinnati Commercial, Milwaukee Sentinel, Boston Herald, and Boston Journal.

It was one of his peculiarities that he steadfastly refused to tell his age, and his family in speaking of his death to newspaper reporters respected his wishes in the matter. Mr. Brooke is survived by his

wife and two sons, and by one sister, Mrs. Anthony H. Creagh of Brooklyn.

Obituary

ALEX DEVINE, aged 70, former business manager of the Butte Miner and before that cashier of the Anaconda (Mont.) Standard for many years, died recently in Chicago. A native of the Province of Quebec, he went West more than 30 years ago, entering the employ of the Standard soon after its establishment. At one time he was Postmaster of Anaconda. He resigned from the Miner seven years ago to make his home in Chicago.

WILLIAM D. WRIGHTER, aged 69, for years circulation manager for the Spokane Spokesman-Review in the Yakima Valley, died at Yakima, Wash., July 20. Burial was at Sheridan, Wyo.

SAMUEL E. MULLIN, aged 63, veteran newspaper man of Bellingham, Wash., and for eleven years a member of the City Council there, died suddenly, July 24. He was long in the service of the Bellingham Reveille and served other Bellingham papers that have become extinct. He was a member of the Elks, Odd Fellows, Knights of Pythias, Woodmen of the World, Eagles, and Neighbors of Woodcraft.

EARLE M. THOMPSON died at Belair, Md., after an illness of a year. He was formerly one of the editors of the Hartford Democrat and a member of the State Central Committee.

P. G. SEIFERT, editor of the Spencer (S. D.) News, and a former publisher of the Salem (S. D.) Special, died at Spencer, July 22.

J. HENRY FULTON, aged 26, a former Wilmington (Del.) newspaper man, died suddenly July 21 in Pittsburgh, where he was employed by a coal company. He first worked on the Wilmington News, later becoming sporting editor on the Every Evening. During the war he was connected with war industries, afterward going with duPont Motors. Just before leaving Delaware last January, he was connected with the Newark Post.

C. C. GATES, aged 52, general manager of the Gates Advertising Company, died at a sanitarium in Dallas after a brief illness. He was a charter member of the Dallas Advertising League. The body was forwarded to Decatur, Tex., for burial.

GEORGE H. DORN, aged 62, veteran Kansas newspaper man, died in Junction City recently, after a short illness. He was born in Shoreham, Vt., but went to Kansas at an early age. Most of his newspaper experience was in Clay Center and Manhattan, Kansas towns.

HENRY MATTHEWS, aged 89, formerly with Buffalo newspapers and the Chicago Tribune, died in Buffalo.

MRS. ANNA LOUISE DE CASTRO, mother of J. Edmund De Castro, reporter of the Buffalo Evening News, and wife of Julius

De Castro, formerly head of the foreign department of the Foster-Milburn Co., is dead in Buffalo.

FREEMAN R. CONAWAY, who published newspapers in Mason City, Brooklyn and Ames, Iowa, and was a former State printer, died suddenly July 27 at Cedar Rapids. He was at one time editorial writer for the Des Moines Register and was also secretary to Gov. Larrabee of Iowa. He is survived by his widow and one son.

HARRY J. COCKS, veteran employe in the stereotyping department of the Sioux City Journal, died July 25 after a long illness.

MRS. JANE MORAN, aged 66, wife of Michael Moran, editor of the Brockton (Mass.) Democrat, a weekly, died July 17.

MRS. MARY W. DOE, aged 80, widow of Charles H. Doe, former editorial writer on the Worcester (Mass.) Gazette, died at the Massachusetts General Hospital, Boston, July 28.

DANIEL J. SULLIVAN, Western Union telegraph operator at the Boston Globe for many years, died July 25 in Charlestown, Mass.

MRS. JAMES MONTGOMERY, wife of the circulation manager of the Detroit News, died recently after an illness of several years. Two children also survive.

GEORGE F. MILLER, aged 80, veteran newspaper man of Pittsburgh, died at his home in Sewickley, Pa., on July 24. He was a graduate of the Western University of Pennsylvania, now the University of Pittsburgh. He began newspaper work on the Pittsburgh Leader in 1870 and later was connected with the Pittsburgh Telegraph and Pittsburgh Bulletin. He was one of the founders of the Pittsburgh Press Club, and at one time its president.

GEORGE KRAKOVER, for many years assistant editor of the Jewish Volksfreund of Pittsburgh, died July 25 at an advanced age. He was connected with the Volksfreund for 33 years.

EDWARD J. WICKSON, editor of the Pacific Rural Press since 1873, died July 16 at Berkeley, Cal.

RAYMOND G. RUTTER, formerly city editor of the Lancaster (Pa.) Examiner, and later connected with the Norristown (Pa.) Herald and Norristown Times, died July 25 at the Hahnemann Hospital, Philadelphia. At the time of his death he was employed by the Prudential Insurance Company.

MRS. KATE ANNIE BARNARD DARBY, aged 73, wife of Benjamin Darby, publisher of the Owatonna (Minn.) Daily People's Press, is dead. Her husband and three sons survive.

JOHN G. MOHN, president of the Mohr Printing Company of Northfield, Minn., publisher of the Independent and the United American and editor of the latter, died suddenly of heart trouble and the American discontinued publication.

EUGENE W. NEWMAN, aged 77, veteran Washington newspaper man, better known by his nom de plume of "Savoyard," died July 27. Born in Barren County, Ky., he went to Washington in 1880 and joined the editorial staff of the Washington Post. Later he wrote for the Louisville Courier-Journal and syndicated his column signed "Savoyard" throughout the country. He was the author of several books, including "In the Pennyryle."

ROBERT CHANDLER ALLEN, aged 63, for 20 years publisher and editor of the Galman Star, died July 22. He had severed his newspaper connections several years ago.

Ford Libel Suit Judge Dies

Judge J. C. Tucker, aged 68, died at his home at Mt. Clemens, Mich., July 30. Ever since Henry Ford's \$1,000,000 libel suit against the Chicago Tribune, which was tried before him in 1919 at resulted in a six cent verdict, Judge Tucker has been in ill health. The three months' trial, friends believe, overtaxed his strength.

HAWAII

A Prosperous Market

Sugar Crop 1923 estimated at \$70,000,000, increase over last year 40%.
Pineapple pack \$25,000,000.
Total Exports will be about \$100,000,000.
Imports 1922, from mainland alone \$53,585,740.
Exports to mainland \$73,431,301.
Deposits in ten Honolulu Banks \$50,541,613.

HONOLULU STAR-BULLETIN

(Evening—Except Sunday)

ITS LEADING NEWSPAPER.

Largest circulation of any paper in Hawaii by 50%.

Six Months Ending June, 1923, **Daily 13,269, Saturday 15,182, net paid.**

Almost one hundred National advertisers now using the columns of the Star-Bulletin.
National advertising in Star-Bulletin, 1922 **700,000 lines.**

Six Months Ending June, 1923, **425,000 lines.**
The Star-Bulletin's well organized Merchandising Bureau is at your service.

Advertising Representatives:

ALCORN-SEYMOUR CO.

Marbridge Bldg., New York—Marquette Bldg., Chicago—Security Bldg., St. Louis

M. C. MORGENSEN CO.

Hearst Bldg., San Francisco—Title Ins. Bldg., Los Angeles—Securities Bldg., Seattle

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

Pittsburgh

620-621 McCormick Bldg.

1117 Farmers Bank Bldg.

OUR OWN WORLD OF LETTERS

Edited by **JAMES MELVIN LEE**

Director Department of Journalism, New York University

AT THE NEWSPAPER CLUB the other day, a friend asked, "What is the best recent book, exclusive of fiction, for me to take to read during my vacation? I don't want a practical book but I would like one which, while entertaining, contains 'guts' to make it worth reading."

The best is always a matter personal opinion. I can safely recommend, however, "Roads of Adventure" by Ralph D. Paine (Houghton Mifflin Co.). The roads mentioned in this volume were for the most part trails blazed in the newspaper field. In its pages will be found a stirring autobiographical narrative recording the adventures of a war correspondent in many fields.

The book opens with Paine as a cub reporter on the Times-Union of Jacksonville, Fla., where he "legs" it through a long Southern summer. He saves his wages of \$12 a week to have a little fund with which to take him to Yale.

At New Haven he rows on the Yale crew during his freshman, sophomore, and junior years and supports himself by reporting the news of the university for metropolitan newspapers. In his senior year he was removed from the shell because of over-weight. His remark upon his removal expresses a sentiment which ought to obtain more frequently in newspaper offices, "If I can be of more help to Yale off the crew than on it, I want to be off." How many reporters could truthfully express a similar spirit when removed by the city editor?

The master coach during Paine's years at Yale was Robert J. Cook, who achieved such distinct success in journalism in Philadelphia. It was "Bob" Cook who promised Paine a newspaper job after graduation.

Later Paine becomes a filibuster in Cuba. In speaking of his adventures on that island, he quotes the fine tribute which the late Richard Harding Davis paid to the war correspondents who had been more successful in the field.

One of the adventures stranger than fiction was the assignment given to Paine by William Randolph Hearst to take the beautiful sword, the hilt of which was plated with gold and sprinkled with small diamonds, to Maximimo Gomez, Commander-in-Chief of the Army of the Cuban Republic. This sword had been provided for by funds raised by popular subscription through the Hearst newspapers.

The glimpse, which Ralph Paine gives of a fellow correspondent, Stephen Crane, constitutes a personality sketch which can not be duplicated for human interest in any of the so called literary articles about Crane.

How Sylvester Scovel of the New York World put Paine aboard Admiral Sampson's flagship, New York, without permission would not be believed if told in fiction. Trouble came when the World headed Paine's stuff "From a Staff Correspondent Aboard the Flagship New York." Editors of other newspapers righteously protested that their staff correspondents were discriminated against, and the Navy Department issued an edict which banished Paine from the flagship.

The greatest climax found in the book when Scovel of the World swung his right arm and actually drew blood from the double chin of the major general commanding the American army in Cuba.

Lewis Seibold, then of the world, but now of the New York Herald, interviewed Shafter in behalf of Scovel who had been locked up. Paine, waiting outside, caught the following remarks of General Shafter:

"Of course he ought to be shot—it! He ought to have been shot down in his tracks. The people at home think this war is a cakewalk party. You know they do. . . . I would kick up an infernal rumpus"

the war is about over. . . . It is none of your damned business what I do with him. You have carried out your mission by appearing in behalf of the fool. You can do nothing more. . . ."

When Seibold came out, he remarked to Paine:

"The old man thinks Scovel is crazy. I don't know about that. Deportation will be the sentence. Put him on a ship and send him home. And that is a whole lot better than I expected. Now, if some bright young correspondent had punched the jaw of the commanding general of a French or German army in time of war—deported in a wooden box, eh?"

A new glimpse of Theodore Roosevelt is sketched by Paine. Roosevelt's words to Lieutenant Wise, who was acting American quartermaster, sufficiently indicates the nature of this glimpse:

"Well, I don't know and I don't care a whoop what the regulations are. My men need supplies and I've come after them, and I'm going to get them."

To tell of Paine's adventures as a war correspondent in China, during the Boxer uprising, and his experiences on board the fighting fleets during the World War, might possibly spoil a personal perusal of the book.

I should like to say more—but if I did, I might say too much. There is always the danger of over-praise in reviewing a book written by a friend. (Paine and I were once associated together on the Outing Magazine, when it was edited by Caspar Whitney.) I can safely repeat the recommendation already given, "It is a good book, well worth reading, by every newspaper man—whether tired or retired."

JAMES C. MOFFET, of Louisville, Ky., is a close student of American journalism. His letters of criticism are always constructive. A recent letter calls attention to a sin of omission, and so I print it by way of atonement:

I may have overlooked it, but I have seen no reference in your department to Glenn Frank's editorial discussion of "the seven deadly sins of American journalism" in the July Century. Like everything Frank writes, this article is worth reading, whether you agree with him or not.

The second count in his indictment, "American journalism avoids the things that people are most interested in," I think is very true, speaking from the viewpoint of an outsider. As I may have boringly argued with you before, there has so far been worked out no way or method for an editor to get into real touch with his readers. I sometimes think if some of our editorial writers could be compelled to work for a week or more in the circulation department of their papers, say collecting subscription accounts from door to door, they would find out what at least a few of their readers were thinking and talking about. And they would learn what some of their (paying) subscribers didn't want.

On another point Glenn Frank spoke sensibly. Under heads fourth and fifth, he charges that American journalism underestimates the intelligence of its readers, and overrates their information. Certainly the ideal way to discuss any subject with an unknown reader is to treat him as of equal intelligence with yourself, but as of entire ignorance (of details) of the subject you are handling.

In reading this Century article last Sunday, I could not help wishing the "powers that be" within the office of **EDITOR & PUBLISHER** would devote a little more time, space and attention to discussing American journalism as it is gradually unfolding itself throughout the country than is at present expended on the subject. I know a study of the complete analysis of the Audit Bureau of Circulations reports on the daily newspapers of these United States, for instance, makes for efficiency and all that—in the circulation department, even in this hot weather—but I sometimes think Br'er Brown might profitably assign at least as much space to the editorial end of the newspaper business as he does to that down stairs. One reason why your department is so important is because it deals with a phase of newspaper business that doesn't come within the ring—I beg pardon, I mean range—of the cash register.

WHAT YOU OUGHT TO KNOW ABOUT ILLINOIS

Illinois has an area of 56,665 square miles, of which 56,043 square miles are land. Seventy per cent of that land is in farms and most of these farms are under cultivation.

The fertility of Illinois' soil has caused the state to rank, for many years, as one of the nation's leaders in value of agricultural properties. At the moment Illinois ranks second with 237,181 farms valued at \$6,666,767,235.

Illinois, for many years, has occupied a leading place because of the importance and variety of its manufacturing industries. Within recent years rapid strides have been made putting Illinois far towards the forefront of the nation in manufacturing.

The coal property mining value of the state is estimated at \$160,000,000. Estimated resources underlie the surface of the state to the extent of 240,000,000,000 tons; only about one per cent of which has so far been used up. Illinois is third in coal production.

Illinois is also a large producer of petroleum and natural gas.

In total and per capita wealth Illinois holds an enviable position.

All these facts and figures are only forerunners of greater things to come.

If you are a seller of a commodity—get home with your story through this list of Illinois daily newspapers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News (E)	15,773	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
†Chicago Herald-Examiner (M)	340,591	.55	.55
†Chicago Herald-Examiner (S)	879,471	1.00	1.00
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	537,134	.80	.80
†Chicago Tribune (S)	884,706	1.15	1.15
*La Salle Tribune (E)	2,948	.02	.02
*Moline Dispatch (E)	9,559	.04	.04
†Peoria Journal-Transcript (M&E)	32,648	.10	.09
Peoria Star (E)	24,580	.075	.06
†Rock Island Argus (E)	10,994	.04	.04
*Sterling Gazette (E)	5,530	.03	.03

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

†Government Statement, April 1, 1923.

MANY LOCAL ANGLES FOR FOREIGN COPY

(Continued from page 7)

change, yet perfectly gives a "local flavor."

Another case in point may be taken from the experience of the Pollock Pen Company, maker of the "John Hancock Fountain Pen," the pen with the cartridge re-fill, which rapidly is becoming a national product and which, by the way, includes among other influential financial backers, King C. Gillette and Louis K. Liggett. The company opens up new territory with 10,000-line contracts.

The company, early in its comparatively short history, had done some sales sharp-shooting in New York and had introduced its goods in several stores. It, incidentally, had succeeded in getting its pens on sale at Tiffany's—said to be the first fountain pen sold by that exclusive store. When it did begin later to merchandise in New York in earnest, it is significant to note that it used copy written especially for New York City, and hence especially strong.

For instance, the headline below a picture showing the pen and illustrating its principle:

"NEW YORK'S ROUSING WELCOME TO THE JOHN HANCOCK CARTRIDGE PEN."

Then this copy:

"Three months ago the John Hancock Cartridge Pen was introduced to New York by a few exclusive shops.

"Today hundreds of dealers in New York City handle John Hancock Cartridge Pens and Ink Cartridges.

"A remarkable popular demand—and a fine service for all those people who want the new principle and science in a writing instrument.

"Now, with every sailing, European travelers are taking their John Hancock along—and a supply of cartridges. Fresh ink wherever they find themselves on the Continent.

"Vacationists to the lakes and to the shore and mountains—and the John Hancock goes along, too.

"In the big office buildings the John Hancock Cartridge Pen is on the job.

"It is spreading everywhere.

"You will want to step up to the nearest pen counter and try it. The ink is in a sealed cartridge. You slip in the cartridge and give a turn of the hand. Then you write.

"The sensation and satisfaction is wonderful!"

A coffee roaster ran a piece of copy over the name of an outstanding restaurant, asking the public if it knew that the restaurant used his coffee exclusively. Advertising like this not only has the local atmosphere, but also builds good will.

A large hotel supply house has run consistent advertising this year, urging the public to travel and see the country, and stay at hotels. This house does not sell the public directly, but this advertising naturally is heartily applauded by the hotels.

The American Radiator Company published a series of small advertisements, each citing a specific case where

the Ideal Type A Heat Machine was used in a notable installation.

A novel series of small advertisements, one each day for twenty days, has been attracting comment in Columbus, Ohio, where they appeared in the Ohio State Journal.

"It is a campaign which turns every Reo owner into a salesman," H. W. Pearson of the Robbins & Pearson Company, advertising agency, said, in commenting. "You will notice each of these ads is signed by the Reo owner. This one feature and the smallness of the space helps to make it very effective."

Mrs. T. G. Cook, of 907 South Champion avenue, is shown at the wheel of her Reo and testifies in the copy, over her own signature, that she has had eight years of good service from her 1915 Reo.

It would have been easier for the man writing this series to have sat down and glowingly described the wonderful Reo, but the selling value would have been 10 per cent that of the series, for which pictures had to be taken, owners interviewed, opinions secured and "John Hancock" signed for reproduction. The result is a symposium of local people, which is certain to be read and believed, and is like positive word-of-mouth advertising.

The merchandiser for a well-known kidney pill for years, after making his more general copy approaches, has made it a rule to publish local testimonials from the city in question, under the head, "These are local cases."

One of the finest examples I have yet seen of the adjustment of a national advertiser of his advertising policy to local conditions is that of the work of the Dunlop Tire & Rubber Company, performed by its advertising manager, G. O. MacConachie, and its advertising agency, Barton, Durstine & Osborn.

Here's one advertisement appearing over the name of a local distributor:

"DUNLOP SHOWED US—WE'D LIKE AN OPPORTUNITY TO SHOW YOU.

"Before we stock tires—we want facts. We

KANSAS CITY STAR PAYROLL REVEALED AS \$1,910,000

THE KANSAS CITY STAR, whose series of front page box features entitled "Do You Know?" published a year or two ago, attracted much attention, has resumed the feature on its front page. It gives three or four important facts, mostly statistical, about the important industries of the "Heart of the Continent," the "Gateway to the Southwest."

Among the first of the new series was:

- "DO YOU KNOW:
-The Kansas City Star
-Has 1,289 employees;
-An annual payroll of \$1,910,000;
-An annual output of 182,000,000 complete newspapers."

want to know what we are talking about, when we recommend tires to our customers.

"Dunlop took us at our word, and furnished facts—world-wide Dunlop facts.

"Dunlop's 35-year record of achievement opened our eyes. And Dunlop isn't writing history in any one section or clime—the highways of the world are Dunlop's proving grounds.

"Neither India's blazing heats—nor the stinging cold of the frozen trails in the great Canadian Northwest—Africa's jungle-lined roadways—the rut-eaten paths of the Andes, can make Dunlops quit.

"That's why we are Dunlop merchants, and that's why we recommend Dunlops to you. We can sell you Dunlops for the same price as other reputable tires."

In large type the name of the dealer

is signed, with his address. At the top a very attractive drawing of the front of his store, with two tires and a Dunlop sign on the door is shown. Does this advertising score a hit with the dealer? It does.

The advertising not only gets over where the tires are sold and boosts the dealer, being written in his way of talking, but it nevertheless just as strongly gets over the points the manufacturer would want to do, anyway.

The advertisement referred to shows the tires in use in the blazing heats of India and it shows globes surrounded by Dunlop Tires. It also shows the name of the tire big, with the slogan, "Built on honor to honor its Builders." Yet the big emphasis is given to the local dealer. It is good business.

What medium could be more flexible than the newspaper for injecting real selling "local flavor" into national campaigns?

Publisher's Son Breaks In

W. H. Robertson, son of W. W. Robertson, publisher of the Yakima (Wash.) Herald & Republic, has been in New York, investigating the national advertising field. He is now in Chicago and will go from there to San Francisco and Portland, before returning to Yakima, where he will become manager of foreign advertising of the Herald & Republic.

Sunday Paper Suspends

The Sunday Bulletin, published at Norwalk, Conn., since May as a mystery edition, none knowing the backers or those connected with the publication, has been discontinued.

The Ludlow Helps the Business Manager

THE money advantages of a machine must be real and far-reaching to satisfy the man who has the responsibility for making ends meet. The Ludlow costs less than any other system. It is cheaper to maintain, lasts longer, takes less space, and shows immediate profits on work.

Broader Capacity at Less Cost

Established reputation for practical work is the first test applied to any machine or system which comes before the Business Manager. The Ludlow is meeting the daily requirements of big city dailies and small town weeklies.

How does it work? The Ludlow system comprises the setting of display matrices by hand from cases like type, and casting each line into a trouble-proof slug. In this way you get unlimited quantity in any font, all new, every job.

What will it do? The Ludlow, in much smaller space, will do the work now being done by any system of single types, and will extend the range. It enables you to dispense en-

tirely with type cases and racks.

Who is using it? Chicago Tribune, Indianapolis News, Cleveland Press, the Scripps-Howard chain, Aurora Beacon, and hundreds of other large and lesser papers.

Who operates it? Your best compositor should operate it, but if at any time he is off, any other compositor can use it. No keyboard expert is required.

What does it cost? The complete working equipment costs less than new equipment of any other system for display. The upkeep costs over a period of years are remarkably low. Ask us for actual figures on this.



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

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne

Publisher and General Manager

National Advertising Representatives

G. LOGAN PAYNE COMPANY

Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith

New York and Boston

FIRST IN PUBLIC SERVICE

The Evening World.

The World and the Evening World have a combined circulation, daily, of 600,000 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 Moller's Building, Ford Building, Chicago Detroit

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts for D. N. Ferry & Co.

Earlton, Durstine & Osborn, 383 Madison avenue, New York. Making 1,000-line contracts for the Dunlop Tire & Rubber Company.

Benson, Gamble & Crowell, Tribune Bldg., Chicago. Making 2,800-line contracts for the Parker Pen Company.

Blow Advertising Agency, 116 West 32d street, New York. Making 2,800-line contracts for S. Glemby's Sons Company.

Brooks, Smith & French, Inc., 206 Eliot street, Detroit. Now handling account of the Nono Engine Company, Lansing.

Earl A. Buckley, 18 East 41st street, New York. Sending out orders for the Century Importing Company.

Carleton & Hovey Company, 93 Market street, Lowell, Mass. Will make up lists shortly for "Father John's" medicine and will place account direct.

Chambers Agency, Maison-Blanche Bldg., New Orleans. Making 5,000-line contracts for the Louisville & Nashville R.R.; making 5,000-line contracts for the Ware Chemical Company.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Making yearly contracts for the Morris Morton Drug Company.

Chatham Advertising Agency, 3 West 29th street, New York. Using small space for Nightingale Silk Hosiery.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 5,000-line contracts for Anheuser-Busch, St. Louis.

Dunlap-Ward Advertising Company, Keith Bldg., Cleveland, Ohio. Making 2,800-line contracts for the Cleveland Automobile Company.

George L. Dyer Company, 42 Broadway, New York. Placing account for X. Laboratories, 25 West 45th street, New York.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing account for the Olive Tablet Company, Columbus, Ohio.

George W. Ford Company, Austell Bldg., Atlanta, Ga. Planning advertising campaign for the Georgia Railway & Power Company.

Albert Frank & Co., 14 Stone street, New York. Making yearly contracts for the International Mercantile Marine Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for the Cooper Pharmaceutical Company.

Garber-Glen Buck Company, 1627 Locust street, St. Louis. Running national campaign for the Clymer Manufacturing Company, Denver, Col., manufacturers of the Clymer Windshield Spotlight. Will use large number of newspapers.

Hewitt, Gannon & Co., 52 Vanderbilt avenue, New York. Now handling account of The Judelson Evapo-Dryer Corporation of New York.

Hugh-Cooper Company, 74 New Montgomery street, San Francisco. Will make up lists in next thirty days for D. Ghirardelli company, San Francisco, manufacturers of chocolate and cocoa.

Hugonot Advertising Agency, 29 Railroad avenue, New Rochelle, N. Y. Sending out orders for S. B. Leonard & Co.

Jenkins-Martin, Presser Bldg., Annex, Philadelphia. Planning a national campaign for the Ucan Safety Hair-Cutter Corporation, New York City.

H. E. Lesau Advertising Agency, 400 4th avenue, New York. Making yearly contracts for the Guaranty Trust Company.

Macco Advertising Company, Lehman Building, Peoria. Handling account of the Empire Manufacturing Company, Indianapolis.

Robert M. McMullen Company, 522 5th avenue, New York. Making 5,000-line contracts for products of F. F. Dalley.

Newell-Emmett Company, 120 West 32d street, New York. Making 2,800-line yearly contracts for Liggett & Myers Tobacco Company.

Pexto Advertising Service Bureau, Southington, Conn. Will make up lists in August for Peck, Stow & Wilcox Company, Southington, Conn.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Making 5,000-line contracts for American Beauty Macaroni.

Frank Presbrey Company, 247 Park avenue, New York. Making 2,000-line yearly contracts for the Nonik Glassware Corporation. Will make up lists in August for Welsbach Company, Gloucester, N. J.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo. Making yearly contracts for the W. H. Comstock Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Making 2,800-line contracts for Cluett, Peabody & Co.

Robinson-Eschner Company, Erie, Pa. Placing account of the American Sterilizer Company.

Ruthrauff & Ryan, 404 4th avenue, New York. Making 5,000-line contracts for Domino House, Philadelphia.

Schl Advertising Agency, City Hall Square Bldg., Chicago. Making 2,800-line contracts for the Calumet Baking Powder Company.

Hugh M. Smith, 65 5th avenue, New York. Sending out orders for the Shepard Chemical Company.

Franklin P. Shumway Company, 453 Washington street, Boston. Handling account of the Glastonbury Knitting Company, Addison, Connecticut.

Westport Papers Expanding

Announcement by the new Westport (Conn.) Standard that it would go from a weekly to three times a week, publishing Tuesday, Thursday and Saturday, has brought a statement from the Westporter-Herald, elder sheet, that it would, under a new incorporation for \$50,000, purchase a Duplex press and print a daily as soon as the press is installed. Willis S. Jones and his three sons comprise the new corporation of the Westporter-Herald Publishing Company. It is reported that the Standard will go to a daily to meet competition, but no announcement has been made on this point to date.

**REPUTATION
In Color Printing**

"Our colored comic sections are printed in Saint Louis by The World Color Printing Company—premier color printers with a "Rep" that means everything to us. We get better work at all times than we could possibly turn out ourselves.

"You can always bank on live and harmonious colors printed in perfect registry,—ideally printed comic sections.

"Theirs is a service built on 22 years of consistently superior color comic printing!"

**So Say Those
Who Know**

**The World Color
Printing Co.**

Est. 1900. R. S. Grable,
President, St. Louis, Mo.

**"Color Printers to the
Nation's Publishers"**

**MINING IS LEADING ACTIVITY
IN
WEST
VIRGINIA**

The mining industry classified according to principal products are bituminous coal, petroleum and natural gas, limestone, sandstone and clay.

The leading mining industry of West Virginia is that of bituminous coal in which West Virginia is outranked in production only by one state of much greater land area.

West Virginia ranks first in output of natural gas gaining about \$40,000,000 annually therefrom. In petroleum output it ranks eighth.

All workers in West Virginia regardless of the industry, are paid good wages and for the most part have steady work.

Here is an ideal field for advertisers. For a small appropriation you can be a big advertiser in West Virginia.

The cities listed here are the principal marketing and distribution centers of the State.

	Rate for Circu- lation lines		Rate for Circu- lation lines
Bluefield		Martinsburg	
†Telegraph(M)	10,900 .84	*Journal(E)	4,037 .83
Charleston		Parkersburg	
*Gazette(M)	19,529 .88	†News(M)	5,738 .825
*Gazette(S)	23,122 .87	†News(S)	5,738 .825
		*Sentinel(E)	7,258 .83
Clarksburg		Wheeling	
*Exponent(M&S)	8,901 .83	†Intelligencer(M)	12,797 .8325
*Telegram(E)	11,538 .84	†News(E)	15,261 .85
*Telegram(S)	13,510 .845	†News(S)	14,719 .87
Huntington			
†Advertiser(E)	10,114 .835		
*Herald-Dispatch (M)	12,979 .835		
*Herald-Dispatch (S)	12,662 .84		

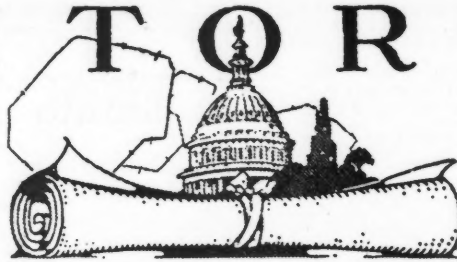
*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1922.

SUPREMACY

In seven months of this year The New York Times published 14,328,654 agate lines of advertising, a gain over the corresponding period of last year of 581,496 lines and an excess over the second New York newspaper of 3,678,476 lines.

The New York Times

EDITORIAL



THE PRESIDENT

AMERICAN journalism bows in grief with the whole civilized world this morning, in the consciousness of a double bereavement.

President Harding had woven himself and his life inextricably into the fabric of the country's journalism. His newspaper was among the best of the five hundred or more of its class—the backbone of the press—and the late President's faithfulness in the little things of the Marion Star was rewarded in his dominion over many. With the latter he kept the faith to his last moment.

What his passing will mean to the nation and to the world is too vast a field for press-time speculation. They will be great, but the difficulties they present will be overpassed. It is not in his official capacity that the death of a man leaves the most-felt gaps, but in the lives of those who knew him and loved him.

That is especially true of Mr. Harding. To the brave comrade of his hard struggles as a young publisher, his helpmate even to the point of deathly illness under the White House strain, the men and women of the press extend mute sympathy.

Mrs. Harding shared with the President the kindly nature and the spirit of our craft that made the White House assignment one of pleasure for the corps of correspondents. Both found joy in meeting with their colleagues of the press even amid the endless succession of official duties that bounded their lives. No President has ever maintained more mutually frank and satisfactory contact with the reporters; none, of the many more gifted in making Page One news, has been more highly esteemed and loved.

His all too brief career in the greatest executive post in the world was guided throughout by the high principles that he set for the conduct of his newspaper. The nation's editors will cherish them as expounded before their society's meeting this spring.

"Be decent, be fair, be generous"—those were the cardinal points of the President's newspaper creed. American editors can do no higher honor to its great friend and colleague than to make these words shine forth in gold in every word and every column of the newspapers entrusted to their care.

SANE REGULATING

AMERICAN editors will find little of the gag in the regulations recommended by a committee of the British Parliament for the printing of divorce court news. In that they will be in agreement with the Newspaper Proprietors' Association, which has recommended adoption of the proposed statute. Under its operations, publication of salacious testimony whose only appeal is to the itchy-minded is the sole act which brings in its wake judicial prosecution.

There is no censorship of news by the judges sitting in the divorce proceedings. There is no loophole for suppression of the news of such cases, with the obvious evils that such suppression holds not only for the press, but for the public.

A law that permits publication of names and descriptions of the principals, with the gist of the complaints and answers filed, and the findings of the court, is in complete accord with the non-statutory practice of the American press and will be welcomed, it may be assumed, by self-respecting leaders of British journalism.

THE SPIRIT OF TRUE HELPFULNESS.

Section 9.—Matthew 6:1-4.

1 Take heed that ye do not your alms before men, to be seen of them: otherwise ye have no reward of your Father which is in heaven.

2 Therefore when thou doest thine alms, do not sound a trumpet before thee, as the hypocrites do in the synagogues and in the streets, that they may have glory of men. Verily I say unto you, They have their reward.

3 But when thou doest alms, let not thy left hand know what thy right hand doeth:

4 That thine alms may be in secret: and thy Father which seeth in secret himself shall reward thee openly.

THE PITTSBURGH PRESS

JUDGED from every possible angle the sale of the Pittsburgh Press to the Scripps-Howard Newspapers is the high-water mark in American journalism from a financial standpoint, but with that there is interlocked the romance of the bigger thing that we call Americanism.

Col. Hershman was orphaned by the Civil War and, beginning as an office boy in the newspaper business, acquired in 1901 and built a property that he has just sold for the highest price that has ever been paid for a daily publication.

Roy Wilson Howard, who began his newspaper career as a reporter on the Indianapolis News one year after Col. Hershman purchased the Press, was the buyer. The fact that E. W. Scripps, founder of the Scripps-Howard Newspapers, and Robert P. Scripps, of Scripps-Howard Newspapers, are cruising among the South Sea Islands out of communication with the United States, only adds to the glamor of this transaction.

Some may not realize it, but from a financial standpoint the newspaper business has reached the point where its valuation must be judged in millions. From the standpoint of public morale for the furtherance of humane welfare and physical peace of the world, its value among institutions for the advancement of civilization cannot be estimated.

Measured in dollars and cents the price paid for the Pittsburgh Press, generally believed to have been closer to \$7,000,000 than \$6,000,000, was low. In recent years the annual profits were much greater than the price paid for the property by Col. Hershman and his associates less than a quarter of a century ago.

Col. Hershman's name has already found its place in the journalism of Western Pennsylvania. Living in a hotbed of gang politics, that represented selfish politics at its worst, he stood aloof and was at all times heart and soul a newspaper man.

His independence was one of the big things purchased when Roy W. Howard paid a record price for this unusual property.

The entrance of the Scripps-Howard organization into the Pittsburgh field naturally means change. It is particularly fitted to find a place of importance in such a highly developed industrial community because of the experience gained by its directors in such cities as Cleveland, Cincinnati and Akron.

From a business standpoint it must be admitted that the Pittsburgh advertising rate per thousand circulation is unusually low and, if we are to judge by other cities, entirely out of keeping with the Scripps-Howard idea of a fair return for newspaper space.

This argues well for the continued prosperity of Pittsburgh newspapers.

A MASTER'S OPINION

JOHAN WANAMAKER through his life was one of the most consistent newspaper advertisers in this country. With him, advertising was one of the most important integral parts of the great mercantile house which he built. It was common knowledge that while he might take a vacation from every other business activity, he never took a vacation from his advertising department for an extended period. He might be resting in Florida but he always found time to keep in telegraphic touch with that part of his great organization. Wanamaker was not only a great advertiser but a student of advertising.

It was for that reason that one of his last messages on the subject given to Gordon H. Cilley, advertising manager of his Philadelphia store, shortly before his death, deserves the serious consideration of newspaper publishers and department store owners. In telling of this conversation near the close of the life of the great merchant, Mr. Cilley speaking before the Poor Richard Club of Philadelphia, said:

"He described newspaper advertising and said it was in a bad way. The people, he said, were beginning to resent the extraordinary volume of advertising that appears in the daily papers. They resented the extravagance of the copy and the voluminous unhandy bundle that the average newspaper had become. They were tired of big flaming type headlines that meant nothing.

"If the newspapers are going to save themselves and be useful to the public and useful to the merchant who advertises in them," he said, "they will have to double their advertising rates. Thus they will be able to reduce faithful advertising to its proper proportions and cut out the waste and falsify advertising altogether."

Continuing his address, Mr. Cilley said: "If it could be carried into effect, what would happen? Newspapers would come to a new dignity and a new usefulness. There would be room in the newspapers for news of the world and better and higher comment for the men who cover the news. They would write it and edit it."

At another place he said: "Those of us who have been buying space for a good many years know that the magazines certainly charge twice too much for their space, but I believe that the newspapers charge too little to maintain themselves in their proper sphere."

Remember this was not the advertising manager of a newspaper speaking, but instead the advertising manager of the largest retail store buyer of newspaper white space in the world.

Every student of advertising knows that the present scale of newspaper advertising rates is economically unsound and that it must go up rapidly and materially. The forests of the world cannot stand the present waste much longer.

The threatened Canadian embargo on pulp wood is one of the certain straws that shows which way the wind is blowing.

WALLACE G. BROOKE

NEW YORK'S advertising circles this week suffered a loss whose magnitude will grow with the weeks of realization that Wallace Brooke has made his last call. True, for the last six months his meetings with friends in the agencies and among his fellow newspaper men have been purely for the pleasure of keeping old acquaintance green, but in thirty years and more before 1923, he had been familiar and a welcome figure among buyers and sellers of newspaper space.

He was modest to the point of shyness. His might well have been an open book and as such an inspiration to better living and better workmanship among his fellows, but though his friends were legion his intimates were few indeed. The newspapers which claimed his services number many great ones which saw their heyday during his connection with them, and though his part in their prosperity was no mean one, it was not his bent to bask in their glory.

He was one of the last of the missionaries who opened the newspaper road to service and wealth to a host of manufacturers, and his life may well be ended in the consciousness that its work was well done and worth while.

PERSONAL

HAL E. HOSS, newly-elected president of the Oregon State Editorial Association, is the youngest man to attain that post, being but 30. He is editor of the Oregon City Daily Enterprise. He has been secretary of the association two years, is secretary of his home town chamber of commerce, and a trustee of the Kiwanis Club.

C. A. Storke, who has been an editorial writer on the Santa Barbara (Cal.) Daily News since 1914, has been appointed by Gov. Richardson as a member of the State Board of Education. Mr. Storke established the Los Angeles Herald in 1873, but practiced law from 1875 to 1913.

J. L. Phelps, a former newspaper publisher of Stockton, has been appointed secretary of the California State Board of Harbor Commissioners at San Francisco.

C. M. C. Raymond, for eight years secretary of the Los Angeles Advertising Club, is the new secretary-treasurer of the Pacific Coast Advertising Clubs Association.

Charles H. Browne, editor of the Horton (Kan.) Headlight-Commercial, has been appointed postmaster at Horton. He is also a colonel in the Kansas National Guard.

M. F. Amrine, who has been warden of the Kansas Penitentiary for several years, has gone back to his paper, the Council Grove Daily Guard.

Clarence Haugawout of the Onaga (Kan.) Herald has been appointed postmaster of his town.

John Redmond, editor of the Burlington (Kan.) Republican, is spending the Summer in Colorado because of poor health. He is accompanied by Mrs. Redmond.

E. W. Mickle, editor of the Emden (Ill.) News, has been appointed acting postmaster.

Edwin S. Underhill, publisher of Bath and Corning, N. Y., and former congressman, escaped injury when his automobile went through a guard rail and fell to the street below the New York Central viaduct at Corning.

John P. Norton, general manager of the Escanaba (Mich.) Daily Press, accompanied by Mrs. Norton, is sojourning on the Pacific Coast for six weeks.

Mr. and Mrs. K. L. Ames, Jr., are spending a fortnight at the Forest encampment on Lake Superior with the latter's parents. Mr. Ames is publisher of the Chicago Journal of Commerce.

Charles O. Weston, editor and publisher of the Fairfax (S. D.) Advertiser, is the father of twin boys, born July 22.

Carson Taylor, editor and publisher of the Manila Daily Bulletin, who arrived in San Francisco on his way to his Los Angeles home, lauded Maj. Gen. Wood, saying that the agitation against him was purely political.

Harvey Ingham, editor of the Des Moines Register, gave the principal address July 19 at the annual homecoming celebration at Laurens, Ia.

Harvey White, editor of the Buffalo Commercial, and members of his family were injured when their automobile turned turtle near Canandaigua July 29. Mrs. White suffered a broken collarbone. Mr. White was painfully bruised, and his son, Howard, reporter of the Commercial, driver of the machine, was cut and bruised. A daughter escaped injury.

M. A. James has completed 45 years as editor of the Canadian Statesman, Bowmanville weekly.

Frank Presbrey, New York advertising agent, is vice-chairman of the Committee of One Thousand which is endeavoring to secure immediate action on plans for new rapid transit facilities in New York City.

Clare A. Briggs, the cartoonist, has accepted the invitation of Managing Editor Hough of the New Bedford (Mass.)

Evening Standard, to judge the beauties seeking to represent New Bedford at the annual pageant at Atlantic City.

J. D. McKenna, publisher and editor of the Sussex (N. B.) Record, is now president of the New Brunswick Publishing Company.

Ferdinand W. Hartford, owner and publisher of the Portsmouth (N. H.) Herald, has been appointed chairman of the publicity committee in charge of the tercentenary celebration of that city Aug. 19-23.

Frank Neal, for 30 years publisher of the Northville (Mich.) Record, has been appointed postmaster in that city.

George C. Waldo, Jr., editor-in-chief of Post Publishing Company papers in Bridgeport, Conn., is a member of the Chamber of Commerce highways committee, leading figure in a combined municipal and civic societies' movement to induce the State to improve Fairfield County highways.

Karl A. Bickel, president of the United Press Associations, who left last week for abroad, is not expected to return to this country until the middle of September. He is planning to visit the foreign correspondents of the United Press, stopping at London, Paris, Berlin and Riga.

Graham Patterson, publisher of the Christian Herald, returned to New York this week, having completed a personal survey of religious and educational problems in small cities and towns between New York and his Summer home in Wisconsin. He declares he is ready now to drop his fight against the moving pictures. Progressive clergymen are determined to make the screen serve the purposes of the church, he said.

IN THE EDITORIAL ROOMS

ADVANCEMENT has been the keynote in a readjustment of the staff of the Philadelphia Evening Bulletin. **Fred Fuller Shedd**, formerly chief of editorial writers, has been appointed editor. **Charles E. Shull**, managing editor, has been made directing editor, and **William B. Craig**, city editor, is now managing editor. **Charles Israel**, assistant city editor, has been named city editor. **Leo Murphy**, assistant city editor of the Inquirer, is now assistant city editor at the Bulletin.

Harold H. Jensen has left the Salt Lake City Telegram to take a job in the business office of the Deseret News. He formerly was a special writer for the News while making an extended European tour.

Miss Lillian B. Connelly, music editor of the Salt Lake City Deseret News, has resigned. She is succeeded by **R. J. Jessup**, former incumbent, who has been attending the Berkley, Cal., University for the past year.

Mrs. Magdalene Phillips Grahl, just back from her honeymoon, took over the job of subbing for Mrs. Reson Jones as movie editor of the Des Moines Register and Tribune.

Mort Latz-Lippman, former dramatic critic on the Atlantic City Mirror, is now connected with the Atlantic City Boardwalk Illustrated News.

Ret Crosby, formerly city editor of the Leesburg (Fla.) Weekly Commercial and managing editor of a Terre Haute (Ind.) paper, has been made director of publicity for the Wabash Valley Exposition to be held in Terre Haute in September.

Florence Lawson of the sports department of the Philadelphia Evening Bulletin has resigned.

Reynolds Packard has been added to the dramatic staff of the Ventnor (N. J.) News and the Atlantic City Mirror.

C. H. Hites, formerly editor of the American Motorist, official organ of the American Automobile Association, has joined the Washington Post as Sunday editor.

Redvers Mackenzie, golf expert of the Montreal Star, has again carried off the amateur championship of Quebec Prov-

FOLKS WORTH KNOWING

A RECENT AND NOTABLE success in newspaper publishing achieved by an American in a foreign country is that of **Ralph B. Ross** with **El Suplemento Semanal**, Buenos Aires. Forty weeks after the first issue appeared, the Weekly Supplement (translation of the name) has reached a circulation of over 100,000.



RALPH B. ROSS

The publication is unique in that it is sold to 145 newspapers in the interior of the Argentine who use it with their Sunday editions, either inserted or pasted into same, exactly as many Sunday supplements are used in the United States.

El Suplemento Semanal is at present a six-column, eight-page paper, generously illustrated, and containing many excellent articles and features, such as women's pages, children's pages, short stories, lively drawings, fashions, farm and stock raisers' sections, jokes, etc.

Mr. Ross, who is the sole owner and director, is an American born in Moberly, Missouri, and was formerly city editor of the St. Louis Republic, and also connected with papers in Sioux City, Burlington, Ia., Chicago and other parts. He was also U. P. Washington man before going to South America. For about three years he was connected with La Nacion, and during that time he changed over the makeup from the old time want ads on the front page system to the present modern "American style" makeup.

Besides directing the destinies of **El Suplemento Semanal**, Mr. Ross also represents the King Features Syndicate in South America.

ince and was runner up in the Dominion amateur tournament.

Ronald A. (Pat) Reilly, former staff photographer on a Cleveland newspaper, has been named coach of the Ambassador Swimming Club, Atlantic City.

L. Busbey White, formerly Washington correspondent of the Chicago Inter-Ocean and for years private secretary to "Uncle Joe" Cannon, has been named assistant to **John T. Adams**, chairman of the Republican National Committee. Mr. White succeeds **Sumner Curtis**, who

was killed in an automobile accident near Denver while accompanying President Harding.

S. Morgan Powell, dramatic critic for the Montreal Star, is preparing a series of articles on actors and actresses of note, to appear in the Saturday issue of his paper under the title "Memoirs That Live." He is also preparing a further series of memoirs and comments on prominent musicians and other stage celebrities, which will be published in book form.

D. F. Lane, senior reporter on the Watertown (N. Y.) Daily Times, was operated on recently and his tonsils removed. He is taking a month to recuperate at his cottage on Cranberry Lake.

John Smith, of Swainton, N. J., has been named associate editor of the Cape May County Times, Sea Isle City. **William A. Haffert** is managing editor of this weekly, which is one of the biggest in south Jersey.

George F. Chambers, who was editor of the Ogdensburg (N. Y.) Republican-Journal 25 years ago, returned for the Old Home Week celebration held under the auspices of the Press Club. Two years ago he deserted the newspaper profession to become office manager for Tutino & Co., a real estate and insurance firm located in Brooklyn.

Dagmar Carlson, formerly of the Fort Worth Record, who has been with the Montreal Star for nearly a year and has distinguished herself on several occasions, first as the discoverer of **Patricia O'Connor**, the cleverest confidence woman Montreal has yet entertained; as a member of a party of reporters who did good work in the destruction by fire of the village of Terrebonne, Que.; and also by her admission to the rank of squaw by the Iroquois Indians of Caughnawaga, is seeking new fields to conquer and will move to Toronto.

Ralph Quinn, rewrite man on the Detroit News, has a broad smile on account of the birth of a son July 22.

Constantine Rasis, assistant on the exchange desk of the Detroit News, will oppose the junior chess champion of Ohio at the chess and checker tournament at Cedar Point, O., in August.

Don Marquis, of the New York Tribune, packed up **Archy**, **Mehitable**, the **Old Soak**, **Aunt Prudence Hecklebury**, **Captain Peter Fitzurse** and **Hermione** last month and embarked on his annual vacation. During his absence **Robert B. Peck** of the Tribune's rewrite staff undertook to keep "the Lantern" trimmed and burning brightly. To encourage contributions from the staff during this interregnum, the Tribune announced that three prizes would be awarded to the three contributors whose work ranked highest in quan-

"Two million pieces of stationery are carried in stock to serve the readers of newspapers represented by **Frederic J. Haskin**"

tity and quality. Morris Gilbert, rewrite man, captured first honors; Ted Olson, head of the copy desk, won second money, and M. A. Goodrich, of the dramatics staff, was third.

Harry F. LeFerte, State news editor of the Sioux City Journal, has left for Dubuque, Ia.

Roy Larsen, city editor of the Sioux City Tribune, boasts a son born July 23.

Miss Connie Robinson, editor of the Birch Tree (Mo.) Shannon Herald, is just 17 and has one more year of her high school course to complete. She says her ambition is to become a real good newspaper woman and make the Shannon Herald the best paper in Missouri.

Louis White Fehr, member of the city staff and public service editor of the New York American, was to sail with Mrs. Fehr Aug. 4 on the United States liner America for a several weeks tour in Europe. His column on the American's feature page, "Public Service—Legal Information," has attracted much attention and draws several hundred inquiries each week. He is a practicing attorney.

P. J. Richards, day commercial reporter for the Sioux City Journal, has been elected adjutant of Sioux City Post, Disabled American Veterans of the World War.

E. S. Carter, formerly managing director and editor of the St. John (N. B.) Daily Journal, is now occupying the same positions on the Daily Telegraph-Journal and the Evening Times.

O. L. Barbour, formerly editorial writer of the St. John (N. B.) Daily Telegram, has retired from that position.

Milton J. Morgan, night city editor of the Detroit Free Press, has resigned and joined the staff of the Campbell-Ewald Co., advertising agents.

Hal E. Mitchell, night editor of the Detroit Free Press, has returned to his desk after an absence of several weeks due to a severe attack of peritonitis.

Louis E. Rich, for 39 years connected with the Brockton (Mass.) Enterprise, 37 years of that period being in the news and editorial departments, and for the past six years news editor, has given up that post to devote his time to editorial writing on the paper. Just before leaving his desk, he was presented a solid gold watch by his associates. Murray Travers has been named news editor, and Joseph Messier appointed telegraph editor, succeeding Mr. Travers.

Charles J. Cameron, for 20 years on Detroit newspapers, is accompanying Senator Couzens on his trip to Europe to study reforestation. Cameron goes not only as a newspaper man but also because of his linguistic abilities.

Einar Barford, of the editorial staff of the Philadelphia North American, has been appointed chief investigator of the new Securities Bureau of the Pennsylvania Department of Banking, at a salary of \$6,000.

Harry C. Leer, military editor of the Detroit Free Press, expects to leave soon for the training camp at Grayling, Mich., where he will spend some time. Mr. Leer was a war correspondent as far back as 1898.

J. T. Wallace is now night city editor of the Detroit Free Press, taking the place vacated by Milton J. Morgan.

Karl W. Miller, son of George E. Miller, editor-in-chief of the Detroit News, has been in Washington for some time acting as assistant to Jay Haydon, News Washington correspondent. He has now left on a three months' assignment to study political, financial and industrial conditions in South America.

Phil J. Reid, editor of the Detroit Free Press, is back at his desk after an absence of two months on account of illness.

George Redmond, sporting editor of the Hibbing (Minn.) Daily Tribune, has been put out of the running by illness and his work is in the hands of Patrick Doyle.

Justin F. Forrest, who has been sitting in as assistant city editor of the Chicago Evening American for the past month,

has returned to his work as city hall reporter.

Frank Ridgway, farm and garden editor of the Chicago Tribune, is the father of a baby boy.

Bob Becker of the Chicago Tribune's editorial department has returned from northern Wisconsin, where he visited Parke Brown, who is on leave of absence from the same paper on account of illness.

Joseph Hurley, police reporter on the Bridgeport Star, is well again after a siege in the hospital with septic sore throat. Doctors held Hurley's daily swim to blame for his illness.

O. W. Lund, for 20 years editor of the Luck (Wis.) Enterprise, has retired to engage in other business. He is succeeded by Richard Fugh, formerly connected with Canadian and North Dakota newspapers.

William Ellyson, graduate of the University of Richmond, is a recent addition to the reportorial staff of the Richmond (Va.) News Leader.

Miss Lillian Schaefer, formerly telephone operator for the Chicago Daily News, has been promoted to an aide to the assistant city editor.

John F. Delaney, who left the editorial staff of the Chicago Evening American to engage in advertising work for himself, has returned to his old job.

Carl Smith, who was formerly employed in the office of the Oregon Public Service Commission, going from there to a place on the Portland Journal, of which paper he was presently made Washington correspondent, went back West on President Harding's special train and has been renewing Oregon friendships after an absence of eight years. His family is visiting in Nebraska.

R. R. Kilroy, managing editor of the Anaconda (Mont.) Standard, joined President Harding's special train at Butte and accompanied the party through the Yellowstone Park and as far as Missoula. From there he went to Shelby to send signed stories to his paper on the fight and its aftermath.

Charles Gleeson, University of Montana student, is doing vacation period work on the Butte Daily Post.

Don Stephens of Missoula, who has been gathering syndicate material in trapping predatory animals for the Government in the Highwood Mountains of Montana, has joined the staff of the Butte Daily Post.

Arthur Joyce, city editor of the Philadelphia Evening Public Ledger, has been shifted to the city desk of the morning paper. S. Ellmore Boney of the Public Ledger will fill the vacancy left by Mr. Joyce.

HOLDING NEW POSTS

W. G. REES, managing editor St. John (N. B.) Daily Telegraph-Journal, from news editor Halifax Herald.

Arthur C. Garvin, reporter St. Joseph

Thousands of Portland, Maine families take no other Daily Paper

The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

In more than FIFTEEN of every SIXTEEN homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

Portland's Only Evening Paper!
Portland's Only Three-cent Daily!

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

(Mo.) Gazette, from University of Kansas.

Joe S. Turner, reporter Kansas City Kansas, from University of Kansas.

Harry Flannery, Baltimore Sun, from Notre Dame School of Journalism and Hagerstown Daily Mail.

M. K. Bowman, Portland Oregonian, from Winnipeg Tribune.

Emerson Hasserick, Philadelphia Evening Bulletin, from Public Ledger.

Joseph Duckworth, Philadelphia Public Ledger, from Atlanta Journal.

Warner Olivier, Philadelphia Public Ledger, from Baltimore News.

Beverly Randolph, Philadelphia Evening Public Ledger, from Chicago American.

A. M. Belding, reporter and exchange editor St. John (N. B.) Evening Times, formerly editor.

E. W. McCreedy, editorial writer St. John (N. B.) Evening Times, formerly managing editor St. John Daily Telegraph and Evening Times.

Harry Ervin, reporter St. John Daily Telegraph-Journal, formerly on Daily Sun, Daily Star, Standard and Daily Journal.

R. G. McInerney, assistant to E. S. Carter, managing director St. John Daily Telegraph Journal and Evening Times.

Thomas J. O'Neill, sports editor Albany Times-Union, from assistant sports editor Albany Knickerbocker Press.

George E. Tager, Associated Press, New Haven, from copyreader Bridgeport Telegram.

T. F. Richards, day commercial reporter Sioux City Journal.

Earl B. Douglas, State news editor Sioux City Journal, from day commercial reporter.

IN THE BUSINESS OFFICE

KENNETH THOMS, formerly with the Alma (Mich.) Record, has joined the staff of the Greenville (Mich.) Independent as advertising manager, succeeding Leslie D. Harrop, who has gone to Albion to become sales representative for a commercial concern.

Ralph E. Wright, formerly of the advertising department of the Niagara Falls Gazette, is with the Penzoil Company.

C. C. Honeywell, advertising manager of the Boston Store, San Diego, has resigned to join the Sacramento Star. He has been succeeded by E. C. Biddle.

C. A. McLaughlin, formerly with the Evansville (Ind.) Courier, is now in the Cincinnati Post advertising department.

Miss Purdy, advertising manager of the St. John (N. B.) Daily Telegraph-Journal and Evening Times, has been succeeded by Miss Yerxa, who has been assistant.

Oscar E. Nelson of the Lynn (Mass.) Telegram-News advertising staff, and Mrs. Nelson are on a two weeks' motor trip through New Hampshire and Vermont.

Miss Romaine Norton of the business office staff of the Lynn (Mass.) Telegram-News has returned from two

The Ethics of Church Advertising

Some publishers are reluctant about soliciting advertising from the churches. They are willing to sell space to the churches if they are asked, but it seems like making money out of churches to ask for advertising.

This attitude, while reflecting a high standard, does block the advance of the churches.

The publisher has a way of helping the attendance of every church in his community. If he makes an initial contribution of a special combined church rate he can show the church officials, or better, laymen connected with the churches, that they can increase largely money invested in efforts to enlarge church attendance.

Study again the church advertising problem of your town. Can't you get all the churches to unite on large copy in a newspaper evangelistic campaign?

CHURCH ADVERTISING DEPARTMENT

A. A. A. C. W.

Editor and Publisher believes firmly in the merits of proper church advertising and donates this weekly space to prove it.

NEA

A Complete Daily News Feature Service For Progressive Papers.

Write for Samples and Rates

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO

NEA

weeks' vacation spent in New York and New Jersey.

Henry Ford, a vineyardist and fruit rancher, has been made manager of the advertising department of the Modesto (Cal.) Herald. For 20 years he was owner and publisher of papers in Michigan and Florida.

C. J. Nuttall, business manager of the Sioux Falls (S. D.) Commercial News until its removal to Omaha August 1, is to be editor and manager of the American Farm Equipment.

Frank R. Haines has left the law blank publishing house of Walter S. Booth & Son, Minneapolis, to take charge of the Okabena (Minn.) Press.

MARRIED

FRANK P. NOON, sports writer, San Francisco Call, for two weeks kept secret his marriage to Miss Mary Hannon. He is the twin brother of Harold Noon, city editor of the Oakland Post-Enquirer.

Daniel P. McConnell, sports editor of the Camden (N. J.) Post-Telegram, to Miss Alice Deegan of Atlantic City, while attending the Lions' International Convention at Atlantic City, McConnell being a delegate from the Camden Lions Club.

John Cowles, assistant publisher Des Moines Register and Tribune, to Miss Elizabeth Bates of Oswego, N. Y.

Charles H. Rafferty, Olean, N. Y., newspaper man, to Miss Jettie Lyons Craven, Emporium, Pa.

Raymond Smith, assistant sports editor Des Moines Capital, to Miss Myrne Wixcel, at Marcus, Ia., July 22.

Miss Helen M. Tuohy, daughter of the wrestling promoter and former sporting editor of the Boston Herald, to Victor J. Galleni, July 16, in Beachmont, Mass.

William E. Johnston, cartoonist on the Boston Telegram and Lynn Telegram-News, to Miss Alva T. Smith, July 23.

Leroy E. Brown, in the advertising department of a Los Angeles department store and formerly on the advertising staff of the Boston Transcript, to Miss Sara L. Culp of Los Angeles.

Raymond J. Martin, former city editor of the Albany Argus, now connected with the Albany Publicity Service, to Miss Mabel Gray, July 28, at Albany.

Gus Robbins, manager of the United Press Bureau at Wilkes-Barre, to Miss Marie Hogan of Syracuse, N. Y.

Vincent Sexton, reporter, Bridgeport (Conn.) Post, to Lillian L. Weldon, a school teacher, July 30. In his home town, Stratford, a Bridgeport suburb, Sexton is a member of the Board of Education.

SEEING THE WORLD

FRED HEISKELL, managing editor of the Little Rock (Ark.) Gazette, is in Hagerstown, Md., looking up records of his family before they migrated West. A metal weather vane figure of a man adorning the top of the ancient market house at Hagerstown has been known from time immemorial as "Little Heiskell," and the Arkansas newspaperman expects to trace his ancestry through this familiar landmark.

Miss Ethel H. Gies, club editor of the Seattle Post-Intelligencer, spent her vacation in Rocky Mountain and Yellowstone Park and visiting in Butte.

F. D. Caruthers, Jr., business manager of the new quarterly, Foreign Affairs, New York, has returned from a motor tour of Vermont and the Adirondacks.

T. J. Campbell, associate editor of the Chattanooga News, left July 24 for a vacation trip. He will go first to Seattle to visit his daughter, Mrs. S. C. Williams.

Charles Farnham, reporter for the Lawrence (Kan.) Journal-World, spent a week's vacation at his old home, Central City, Neb.

Fred L. W. Bennett, Salt Lake City commercial and class journal correspond-

ent, has returned after a two weeks' tour of Southern Utah.

Miss Elizabeth Lonergan, New York correspondent for several American and English newspapers and magazines, is making a tour of the Pacific Coast.

Victor O'Keefe, of the local staff of the Wilmington (Del.) Every Evening, has returned from a week's vacation at Atlantic City.

C. W. Gaskell, Intertype vice-president in charge of production, is spending a month's vacation in Canada.

John F. Ferguson, formerly chief editorial writer of the Sioux City Tribune, now editorial writer for the Milwaukee Journal, visited friends at Sioux City during his vacation.

John M. Rainey, city editor of the New York Evening World, has returned from his vacation.

L. E. Bladine, owner and publisher of the Cedar Falls (Ia.) Daily Record, with his wife and son, is touring Europe.

Mrs. Margaret McCarthy Herlihy, society editor of the Lynn (Mass.) Telegram-News, accompanied by her husband, has been enjoying a motor trip through the New England States and the Adirondacks. During her absence, her sister, Mrs. Marion Dalton, formerly on the Telegram, is editing the society page.

John J. O'Brien, police and court reporter on the Lynn (Mass.) Telegram-News, is spending a two weeks' vacation motoring through New Hampshire and Vermont.

Ward Irvine, who went from the Portland Journal to act as private secretary to Gov. Pierce of Oregon, is taking a two weeks' motor tour of southern Oregon.

J. Baum, business manager of the Los Angeles Times, accompanied by Mrs. Baum and I. Zellerbach of San Francisco, the Pacific Coast paper manufacturer, also accompanied by his wife, are spending their Summer vacation motoring on the North Coast.

Henry O. Weitschat, city editor of the Detroit News, spent July with his family in the resorts of the Grand Traverse Bay section of Michigan.

L. L. Stevenson, New York correspondent of the Detroit News, is spending two weeks fishing in his old home vicinity, the Grand Traverse Bay section.

Conrad Gehring, editor of the Kutztown (Pa.) Patriot, sailed on the French liner "Paris" for an extended tour of Europe.

H. E. Hart, railroad editor of the Pittsburgh Post, returned from a vacation trip to French River, Canada.

Jackson Scholz, of the New York office of the United Press, has been relieving J. S. Wasney, Philadelphia bureau manager, who is on vacation. Next week he will relieve J. J. Rowlands, manager of the Boston bureau.

Hugh Baillie, general news manager of the United Press, returned this week to the New York office, following three weeks vacation spent on a motor trip.

Miss G. Louise Maiden, secretary to Howard Kahn, editor of the St. Paul Daily News, has gone to Forest Lake for her Summer outing, leaving her work in the hands of Miss Jeannette Ertz.

A. H. Cook, Sunday editor of the St. Paul Pioneer Press, went to Oberlin, O., his former home, for his yearly rest.

Howard Kahn, editor of the St. Paul Daily News, is putting in his vacation at his old home in Bloomington, Ill.

Thomas J. Dolan, a former Albany newspaper man, now on the Los Angeles Examiner, is passing his vacation in Albany.

E. C. Derr, manager of the United Press Chicago office, is on vacation.

Glenn Griswold, managing editor of the Chicago Journal of Commerce, has left on a two weeks' trip to the Gun and Rod Club in Wisconsin.

George Stone of the Chicago Daily News and his family have gone on a trip through the Rocky Mountains, and Julius Kingle, same paper, and his family left for a vacation in the Adirondacks.

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthi
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

The **Pittsburgh Press**
A Scripps-Howard newspaper
Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH. MEMBER A. B. C.

Foreign Advertising Representative:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

New Haven Register
is New Haven's Dominant Paper

Circulation over 35,800 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

The **NEW YORK EVENING JOURNAL**
has the largest circulation of any daily newspaper in America.

The Buffalo Evening News Is FIRST—in News
—in Advertising
—in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,463 net paid.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg., New York, N. Y. Lytton Bldg., Chicago, Ill.

In New Orleans it's **THE ITEM**

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago 561 Fifth Ave. New York

EVENING HERALD
Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.
Seven Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:
H. W. Holman, 604 Times Bldg., New York.
E. L. Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

THE DAILY MAIL ATLANTIC EDITION

Opening of New York Offices at
280, Broadway, New York

All American advertising for THE DAILY MAIL ATLANTIC EDITION is now handled by our own representative, Mr. H. H. Field, Daily Mail Offices, 280, Broadway, New York.

THE DAILY MAIL ATLANTIC EDITION is printed and published daily on the great Cunard liners sailing between England and New York.

For the five days occupied by each voyage, east or west, it is the only newspaper within the reach of the people of wealth and position who constitute the passenger lists of these famous ships.

Full particulars of advertisement rates, etc., from

H. H. FIELD
Daily Mail Offices
280, Broadway New York
Telephone: Worth 7072

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of

1000 AUTOS EVERY
WEEK

You Can't Cover
Baltimore Without
The Baltimore News
and
The Baltimore American

Ask for present-day facts on the Baltimore situation.

OVER
64,000

LARGEST EVENING
CIRCULATION IN IOWA

The
Des Moines
Capital

"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

ON TO BRITAIN NOTES

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

By HERBERT C. RIDOUT, London Editor

Americans Who "Followed Up."—The returned British delegates have been the subject of a shower of printed matter and correspondence from enterprising American publishing houses intent upon following up their visit. In addition to the inevitable personal mail of the delegates, the Curtis Publishing Company of Philadelphia despatched to each visitor copies of the issues of the Saturday Evening Post, Ladies Home Journal, and Country Gentleman that the delegates saw being printed on the visit to the Curtis Building; the John Wanamaker Store of the same city sent a large parcel of books and booklets relating to their founder, his work, the store and the city history. Apparently the British delegates are not to be allowed to forget their visit, and if the truth be told, I fancy that, so impressed was the entire party, not a single member of it is likely to resent any efforts of their American friends to maintain their interest in the things they saw and the folk they met on your side.

William H. Rankin's Election to Thirty Club.—The election of William H. Rankin, of the William H. Rankin Agency, as a honorary member of the Thirty Club of London, in recognition of his services to that body, has drawn from him a letter of acknowledgment to John Cheshire, president of the club. In the course of his letter Mr. Rankin refers to his appreciation of the fact that "only the strongest motives could impel you to throw open, for a little space, the portals of the Thirty Club to admit a friendly American," adding that he sees in this a sign "of a very real consummation of our dearest hopes, the beginning of close, friendlier and more affectionate relations between your country and mine." Mr. Rankin's letter is being very favorably commented upon in British circles.

American News in London.—The complaint sometimes made that English newspapers do not devote much space to American affairs is certainly not justified in the case of the London Daily Telegraph, the well-informed daily American news column of which has specially attracted the lately returned British delegates. This feature is, of course, a reflection of the strong pro-American feeling always evidenced by Lord Burnham as proprietor of that journal.

Sir Charles Gets to Work.—Sir Charles Higham's delight at the coming of the Advertising Convention to London is something joyous to see. He sees in it the realization of his greatest hopes and from the moment the news reached him threw himself into the work of spreading the gospel with a vigour even greater than that exhibited in those days when he was the lone disciple of the British party plugging the American field. Sir Charles frankly declares that he is ready to work night and day in his co-operation to make London 1924 the biggest thing in welcomes and values that Americans have ever known outside their own country. And that spirit is growing in every other direction.

Merchants Education Association Wants to Link Up.—At the fifth annual conference of the British Association of Education in Industry and Commerce held this week in London, Viscount Burnham was elected president for the coming year and H. Gordon Selfridge vice-president. On the previous day of the conference its members had inspected the mechanical production of the Daily Telegraph and in inviting Lord Burnham to the chair, reference was made to the impression so created. In proposing the election of Mr. Selfridge as vice-president, Sir Archibald Denny said that Mr. Selfridge was a great pioneer in business, who had brought to this country

from America the sense of numbers and distances. No doubt, he said, we had much to learn from America in regard to "layout," imagination, and the celerity which characterized business methods in that country. Perhaps it was a happy circumstance that Mr. Selfridge should be prospective president of that association, because next year the Advertising Congress of America was to be held in London.

That meant a great deal more than an advertising congress, on this side of the Atlantic, because advertising in America attracted some of the best minds and most influential names in the whole of the United States. He hoped something would be done to link up the congress to their association by the consideration of resolutions passed by the congress, which he had no doubt would be to the advantage of all concerned.

Exchange of E. S. U. Delegates.—The English Speaking Union which has shown considerable interest in next year's Convention in London welcomed this week Miss Martha Gill, an elementary school teacher of Philadelphia, who will be the guest of the Common Interests Committee of the English-Speaking Union for a month. Later in the month Miss Edith M. Yates, an English elementary teacher of domestic science from Stratford-upon-Avon, is sailing to the United States to be the guest of the American organization in a similar way.

Women's Advertising Club for London.—I learn that Miss Kathleen MacLachlan who accompanied the British delegation to America as official secretary, was so impressed during her visit with the great work of the women's advertising clubs of the United States and the wonderful personalities included in them (with dear Jane Martin of New York among them) that she is proposing to found an advertising club for the women of London.

W. S. Crawford, with whose agency Miss MacLachlan is associated, has promised his full support and it is believed that such prominent ladies as Miss Anne Meerloo, of the Meerloo Publicity Service, Mrs. A. J. Wilson, of A. J. Wilson & Co., Ltd., Miss Marion Jean Lyon, advertisement director of Punch, Miss Sangster of W. S. Crawford, Ltd., and others will form a nucleus of the proposed organization, which it is hoped will be in full swing in time to take part in the welcome to America next year.

More Advertising Urged.—One notable result of the intense interest aroused by the coming convention in British publishing circles is the realization that there is wide scope for the education of the reading public in publicity and its place in merchandizing. As John Cheshire pointed out on more than one occasion, advertising and advertised goods are frequently suspect to a certain section of the community, and it is now being urged that publishers should at once begin the publication of articles on advertising subjects with the view of building interest against the 1924 Convention and so preparing the way for the recognition of that event as one of the greatest in British business history.

As British publishers themselves as a rule have hitherto been reluctant to admit anything more than oblique references to the subject of advertising to their news columns, this is a genuine advance. It may be said that the action of the London City Convention to the extent of a whole news column every day was a revelation to many publishers, and has probably had much to do with the present desire to see more advertising of advertising.

The Washington Bee

AMERICA'S PREMIER NEGRO JOURNAL
WASHINGTON, D. C.
ESTAB. 1870 BY W. CALVIN CHASE

Not a Class Publication,
but a Paper Essential to the
Community.

Local and National Circulation.

Our long, faithful, goodwill service, together with our bona-fide circulation, warrants serious consideration of ADVERTISERS.

MAY WE SERVE YOU!

There Is Good Stuff From Europe This Summer!

FRANK G. CARPENTER'S

Readers know it is good because they had the same stories from him weeks and months ago.

—and he is still many laps ahead!

CARPENTER'S
WORLD TRAVELS
Washington D. C.

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,150, 316 lines for total advertising for 1922.

First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.
220 Fifth Ave. New York City

Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

Few Papers—(if any)—surpass
TRENTON NEW JERSEY TIMES

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.A.P.

KELLY-SMITH CO.
Mariborough Bldg. New York Lytton Bldg. Chicago

"No. 1" On Every Food Schedule

With Alfred W. McCann, the country's leading food expert, now associated exclusively with it, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL

NEW YORK, N. Y.

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
6 LUGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

EFFECTIVE AUGUST 1ST

THE INDIANAPOLIS NEWS

WILL PROVE INSERTION OF NATIONAL ADVERTISING BY THE PUBLISHER'S DIRECT CHECKING SERVICE PLAN

Publisher's Direct Checking Service is new, different, and is designed to meet the requirements of the publisher, the national advertiser and the advertising agency.

Plan sold on a money-back guarantee of satisfaction. Send one dollar for details with complete instructions, suggestions, etc. When plan is retained and installed, send proof problems efficiently and economically.

\$5

PUBLISHER'S DIRECT CHECKING SERVICE
O. W. COOK, MANAGER
Danmora, New York

THE NEW ORLEANS STATES

In two years has increased
Daily over 17,000
Sunday over 41,000
Summer, 1923—
Sunday over 78,000
Rate 12c flat Daily
15c flat Sunday
Daily rate advances to 13c.
Oct. 1st

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

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

ONE newspaper has found use for its discarded originals of cartoons by offering them as rewards for new subscriptions gathered by carriers, one original being offered for each new subscription. It was found that the cartoon originals were prized greater by the boys than actual cash and there is no let-up in eagerness on the part of carriers to get new subscriptions and so win one of the coveted cartoons.—Bert A. Teeters, Lock Box 295, Springfield, O.

Many newspapers are overlooking a chance to advertise their publications to the hundreds of office building workers by not painting the tops of their automobile trucks and cars with suitable advertising to be read by these "cliff-dwellers." Painting these would not cost a large amount and would reflect a degree of enterprise worth while.—James M. Mosely, Boston.

The stores here have adopted a plan for closing each Thursday at noon during the summer months. Merchants have complained that this half-day closing practically ruins their business that day, as there is little or no buying activity in the mornings. Consequently our lineage on Wednesday afternoons was comparatively light. Then we sold the idea of co-operative hour sales for Thursday mornings. Every merchant advertises real bargains for one hour for Thursday morning. The crowds came out, our Wednesday issues carry more advertising than when the stores were remaining open the whole day.—Lewis J. Raemon, Star, Anniston, Ala.

Here is an idea which you may be able to sell to a spasmodic advertiser and cause him to advertise regularly. Give him a space about one column by three to five inches. Head the ad "10 Years Ago Today" and then look up in the files and see what item of interest may be reprinted. Below this, there is room for a few lines about merchandise. The Evening Journal of Washington, Iowa, has sold this idea to a drug store which has found it mighty successful, and it means 75 to 100 more inches of space each month.—Donald O. Ross, Cedar Falls, Ia.

What are the best selling books locally? Some information from the local book-stores on this point could be used as the center of a page of ads of local book stores advertising the most popular books and also advertising the other goods they had for sale.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

Lay out a page for a "better milk day" with an editorial on the value of pure milk, buttermilk and milk products at the top or center. To make the page especially interesting a few prizes may be offered for the largest lists of foods, drinks and desserts requiring milk in the mixing or cooking. Sell a good sized space to your largest dairy, ice cream plant or creamery and then make the rounds of the smaller dairies. Most of the dairymen will welcome the opportunity to be represented on such a high class page which brings their industry into the limelight.—Robert B. Miller, Chronicle, Marion, Ind.

In boosting their circulation the Birmingham Age-Herald uses a full page advertisement carrying a map of the state of Alabama and showing just how thoroughly their leased wire service covers the state. Their state news service has

proved very effective as a circulation builder.—H. B., Southern News Service, Box 2472, Birmingham, Ala.

A Kansas daily keeps its circulation at a high point by the use of a daily "What They Say" column. In this column appear comments, jokes and the like by rich or poor, black or white, young or old, on serious or frivolous subjects. The value of the scheme lies in the fact that no one knows when he will be quoted. The reporter never tells any person when he will quote him, and as a consequence there is a rush for the papers when they come off the press. The editor says that this is the best pulling department of his paper, for he believes that all people like to see their names in print.—Chester L. Shaw, 840 Kentucky street, Lawrence, Kan.

Many daily papers conduct one or more farm pages for the benefit of their numerous rural subscribers but few of them seemingly make any attempt to cash in on this page by running advertising of farm implements and other articles usually found in the farm publications. Yet, at a fraction of the cost of advertising in the farm publications, the dailies can display such copy on the farm page, where it will have 100 per cent attention. If these farm pages were not read, newspapers would not run them, so consequently they must be overlooking a good bet in advertising.—J. M. Williams, Lock Box 84, Danville, Ill.

The Albuquerque (N. M.) Morning Journal has struck upon a unique way of successfully advertising their advertising columns, by publishing four comical cartoons across the ad pages just above the ad columns. These cartoons depict the individual unsuccessfully trying to sell something. But there is always, at least one cartoon—the last one in the right hand column—which clearly shows how easily and quickly the Journal can sell the article. For example: The first cartoon shows a man standing in one corner of his living room with his fingers in his ears, while his wife is playing an old worn-out screechy piano. Next cartoon shows another man with a Journal in his hand pointing out the ads to the owner of the sick piano. The third cartoon shows where the man has found an ad offering to sell an almost new piano at a bargain; while the fourth cartoon depicts the woman playing a good piano and her husband sitting and smiling while he enjoys the sweet music.—B. F. Clark, 1411 South Edith street, Albuquerque, N. M.

Comparatively few persons venture a-shopping in disagreeable weather, the very time when shopping can be done in greatest comfort—after one gets to the store. Why then do merchants not advertise a reduction of one per cent on the price of any article in the store on rainy days? They need not wait for a rainy day, but advertise beforehand; the turnover will account for the lost one per cent—or if it won't, then make the standing reduction for rainy days one-half per cent. However, a flat reduction of one or one-half per cent is a better plan than a half on this and two per cent on something else. All that is needed is for the advertising salesman to sell the idea to the merchant; the latter knows what he can allow for the extra trade.—R. E. Downer, The Express, Buffalo, N. Y.

\$1.17 A DAY

Can you advertise profitably to people who have less income than that? \$1,800 a year income to a family of 4.3 people is \$1.17 a day for each member. In Cincinnati's trade area there are 37,005 families, accredited with an annual income of \$1,800 or over. The Cincinnati Commercial Tribune has a sworn daily paid circulation of 54,077, over 95% of which is in the Cincinnati trade area. 49,437 families reached each morning where there are only 37,005 families with \$1,800 yearly income. The newspaper which has appealed to the good homes of its community since 1793 and covers the best buying-power of the Cincinnati trade area is the

CINCINNATI COMMERCIAL-TRIBUNE

CONE, HUNTON & WOODMAN, Inc.
National Advertising Representatives

A Saving— Not an Added Cost

The service rendered by this organization — specializing solely in newspaper, printing and publishing buildings, does not mean an added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd St. New York

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.

New Records

From nothing to 200,000 in seven months on Sunday—
From 25,000 to 200,000 in eleven months Evenings.
Watch for the next chapter.

DETROIT Evening and Sunday TIMES

"ACTION" — NEWMYER'S 1924 CALL TO S.N.P.A.

New President Sets Out Six Points Which He Expected Southern Press to Push to Conclusion

"Action" will be the slogan of the Southern Newspaper Publishers' Association for the ensuing year...

At a recent meeting of the newly elected officers, board of directors and committees the program for the year was outlined...

Re-establishment of the association's joint advertising campaign is one of the chief things included in the program...

There are six important matters that are given especial attention in the outline...

In taking up the duties of his new office Mr. Newmyer compliments what has been accomplished during the past year...

Following is the outline in full of the 1924 program:

1. To re-establish the Association's joint advertising campaign:

Candor compels the admission that the national advertising trend is slightly towards magazine media. Magazine circulation alone can not produce Southern sales...

2. To secure ACTION on the Agency Relations Report:

This platform of advertising procedure was unanimously adopted at the 1923 convention...

tional action is secured, city by city, on this vitally important program. The new agency relations committee (membership confidential) will talk to you through the Chairman of the Board, Victor H. Hanson. They will submit:

(a) A plan for sectional action on the question of granting commissions direct. You are then reminded of the indisputable fact that if Southern newspapers collectively city by city, discontinue granting commission direct, this ancient problem would vanish within the year.

(b) A plan for sectional action to assure granting of differential rates only to agencies recognized by the Southern Newspaper Publishers' Association or the American Newspaper Publishers' Association...

3. To encourage greater editorial interest in the Association:

Under the chairmanship of Major John S. Cohen, the managing editors of the South will be urged to greater participation in association programs, plans and performances...

4. To watch legislation, particularly as applied to traffic and postal affairs:

Colonel Robert Ewing's committee will watch Washington; guide you on railway traffic matters; observe their reflex on postal rates (and the reverse)...

5.—Printing Schools and Labor:

Chairman Harry Giovannoli is already effectively in action on printing school problems. We promise constructive action during the year...

6. To complete the Washington and Lee School of Journalism:

Under Major Cohen's leadership, the association's commitment of \$50,000 as a foundation for this purpose, has been completed...

SUPPLIES & EQUIPMENT For Newspaper Making

Cheap Wise Wood semi-autoplate, excellent condition. 7 columns. What are we offered? Brooklyn Daily Times, Brooklyn, N. Y.

For Sale Linotype Model 5, \$1,600; Model 8, \$2,200; over equipment—only reason for selling. Reynolds Printing Plant, New Bedford, Mass.

Printers' Outfitters Printing Plants and business bought and sold. American Typetounders' products, printers' and bookbinders' machinery of every description. Conner, Fender & Co., 96 Beekman St., New York City.

For Sale Goss two roll, two plate wide sixteen-page rotary with complete stereotyping machinery. Factory rebuilt and like new. Roy C. Goodwin, Geneva, N. Y.

WANTED

One Combined Jig Saw and Drilling Machine, Friction drive. 24" x 36" table. One Curve Plate Router. Late type on both. THE OMAHA MORNING BEE Omaha, Nebr.

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

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.



MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO EASTERN OFFICE Marbridge Building 84th Street NEW YORK

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY Imaginative, but not too exciting. The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Pages

BILLY BUNK New Paper This Week. Savannah Morning News, Savannah, Ga. The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

MRS. CONTRARY Mrs. Contrary Mrs. Contrary The Herald-Sun Syndicate, 280 Broadway, N. Y. "BRINGING UP BILL"—"HANK & PETE" 6-col. strips—hitting on all cylinders. Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE

Think of It—2,752 Consecutive Insertions It pulls and holds circulation. The Herald-Sun Syndicate, 280 Broadway, N. Y.

Exploit and Adventure

A WEEKLY PAGE OF DASH AND DARING A Bull's-eye hit with Readers Metropolitan Newspaper Service, New York

Fiction

LET US BUILD YOUR CIRCULATION Famous stories by famous authors. Service for Authors, 35 West 42d St., New York

Home Decorations

HOME BEAUTIFUL—By Dorothy Ethel Walsh Beauty Through Economy—Unusual Series The Herald-Sun Syndicate, 280 Broadway, N. Y.

Photo News Service

IF YOUR PICTURES LACK THE PUNCH Try ours KADEL & HERBERT, 153 E. 42nd St., New York City

GOSS

"Comet"

Flat-Bed, Single-Acting Web Perfecting Press

Prints and folds 3,500 4, 6 or 8 page six, seven, or eight column newspapers per hour.

Prints direct from type or from flat stereo plate.

A 5 hp motor runs it. Six composition rollers instead of 12 and other mechanical parts reduced proportionately.

Most efficient, simplest, and most dependable press of its capacity ever built. 400 in use.

Send for Full Data

The GOSS PRINTING PRESS CO. 1535 S. Paulina St. Chicago

"QUICK STICK"

A Quick Mixing, Drying and Tight Sticking Paste Powder For Mailing Rooms

This tenacious white paste is made from pure vegetable gum and won't sour or mold. Newspaper offices everywhere say it speeds up the mailing and makes the wrap more secure. Try it.

THE COMMERCIAL PASTE CO. COLUMBUS, OHIO



Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For these unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man
An advertising salesman with initiative, has made good in the New York advertising field. Wishes connection with publication in or near New York City. An interview will undoubtedly convince you of my ability. Excellent references. B-783, Editor & Publisher.

Advertising Man
Advertising salesman and copy writer desires executive connection with good daily. Now employed as city representative, city of 60,000, for out-of-town daily. Six papers in competition. On fifth paper. Made over 100% gain in limpage at higher average rate. Four in limpage yet production is two-thirds total business. Thirty-one. Married. Box B-883, Editor & Publisher.

Advertising Manager
Five years experience now connected with large eastern newspaper can prove that he is qualified to act as Publishers' representative. Would like to hear from Publisher who desires a personal and efficient representative in Chicago or elsewhere. Address Box B-905, Editor & Publisher.

Advertising Manager
Now employed on metropolitan daily would like to hear from a publisher who is seeking the services of a capable advertising manager. Worked in editorial, business and advertising departments; also with large advertising agency. Married, pleasing personality. If you are looking for a real producer with all-around newspaper experience communicate with Box B-904, Editor & Publisher.

Advertising Representative
23 years old, seven years' experience in the advertising and publicity field. Four years' record on national and local papers. Seeks position with high class publication in New York City. Moderate salary or drawing account. Address Box B-880, Editor & Publisher.

Advertising Salesman
Industrious and aggressive advertising salesman and copy writer anxious to make change. Am a consistent producer with a record of leading my department in new and renewal contracts secured. The place I want must offer a future for a hustler. Age 28. Box B-884, Editor & Publisher.

Advertising Solicitor
Copy writer, manager, seeks connection with Western newspaper large or small on strictly make-good basis; unquestionable reference. Address B-907, Editor & Publisher.

Advertising Solicitor and Copy Writer
29, married, 7 years' experience, seeks connection, middle-west preferred, now employed on metropolitan daily, desire to return to smaller field. Unquestionable references as to ability and character. B-902, Editor & Publisher.

Agricultural editor and writer
desires change of situation. Middle age, married, capable, trustworthy, high moral standing, endorsed by agricultural extension departments and practical farmers alike. Fit to be your representative in the field, the office, or in public speech. Correspondence solicited. B-908, Editor & Publisher.

Business Manager
Am now employed as business and advertising manager on paper with 40,000 circulation. My record for the past eight years is out of the ordinary. Tremendous strong afternoon competition and run more space in morning paper. A personal interview will convince you that I know how to run a paper successfully. My position is good as long as I want it, but I am looking for a change for good reasons. If you need an executive of proven ability do not overlook this opportunity to secure the right man. Write B-888, Editor & Publisher.

Business Manager
An experienced and advertising manager highly developed and very profitable Mid-West daily; considered good executive; able to retain good-will and co-operation of competent employees or build new organization if needed; very successful advertising salesman and hold the fullest confidence of advertisers; job I want is that of developing unsatisfactory and perhaps unprofitable newspaper property, building real daily in 12,000 to 40,000 city; no hurry; am seeking the right opportunity for lifetime connection offering attractive future; full record and references. Box B-851, Editor & Publisher.

Circulation Manager
An experienced Circulation Manager wants to contract with some publisher having a daily circulation of 5,000 or more for the output of his paper and recirculate them on his own expense. I am doing this now but in a larger field to work. Can give bond and references. Will go any state. P. O. Box 458, Abilene, Kansas.

Copy Reader
telegraph editor, general desk man, or editorial writer available at once; 29, well seasoned by years of successful experience on small and metropolitan dailies; college graduate; speedy, accurate, reliable; will go anywhere on trial. Box B-862, Editor and Publisher.

SITUATIONS WANTED

Classified Manager
Three years' experience in eastern city of 100,000. Would like connection on California paper as classifier, manager or solicitor. Married. Age 27. References. Address Box B-911, care Editor & Publisher.

Editor-Business Manager
wants connection with afternoon daily in small city, where there is possibility of acquiring interest in business eventually. Full data as to experience and capabilities from Lester C. Bush, 437 Caroline St., Youngstown, Ohio.

Editor-Manager
Now employed on community weekly, 5,000 circulation. Experienced in news and business ends. Desires editorial position with small town or community weekly of larger circulation, on Pacific Coast or middle west. Available about September 25. B-898, Editor & Publisher.

Editorial Executive or News Editor
Now employed on leading newspaper in city of 120,000. Seventeen years' experience on large and small dailies. Seeks managing editorship of responsible newspaper in a city of from 40,000 to 150,000 population. Address B-882, Editor & Publisher.

Experienced Newspaper Man
specializing in production of strong editorials and snappy paragraphs, desires connection with live publication. Practical printer-journalist, who has worked up from composing room to editorial desk. Can make an editorial page that readers sit up and notice. Former newspaper critic for leading trade journal. Contributor of short fiction, verse, etc., to standard magazines. Address B-909, care Editor & Publisher.

Experienced Newspaper Woman
now holding good job but wanting to get away from New York seeks position live daily anywhere West or Southwest. Excellent feature writer and can fill any kind of editorial job from re-write to Sunday editor. Can give references from both Eastern and Western editors. Box B-864, care Editor & Publisher.

Fiction Writer
specialty short stories; would like to connect with syndicate or newspaper. Lewis Wilson Appleton, Jr., 1922 East Pacific Street, Philadelphia, Pa.

Highly Identified News Manager
and editorial writer seeks responsible connection with chance to acquire interest in daily, weekly or other periodical. B-893, Editor & Publisher.

Magazine Section
in search for an editor or assistant, by answering this advertisement, will find young man, capable writer, moderately prolific, sound ideas on human appeal, now directing news end of small daily, desiring an opportunity in newspaper magazine field, in which he has had no experience, but for which he believes himself qualified. B-899, Editor & Publisher.

Mechanical Superintendent
At present engaged; executive experience with three of the largest metropolitan papers; desires to change; \$150 weekly to start; will pay for myself in monetary saving and give you efficiency; references from big men; will take hold at once and relieve you of all worry in connection with getting out your paper; 40 years old, man of refinement, personality and great executive ability. Address B-900, care Editor & Publisher.

merely to suggest
that a young man—the son of an editor who hopes he's the father of one—wants He's gone to several colleges, including a real school of journalism, but he's kept in touch with the composing room; thus his theory and practise have been nicely mixed.

He's wandered Europe. He's run a column. He's edited for the movies. He's done publicity. And other fiction. He is now—and has been for a year or so—assistant editor of a weekly of national circulation. It happens that it is his dad's sheet; in spite of which, he could stay on forever. But he wants to stretch out. He humbly invites suggestions. B-890, Editor & Publisher.

Newspaper Composing Room Foreman
middle aged, now employed wants situation in plant of ten to fifteen machines. Familiar with non-distribution systems and cost finding. Prefers Middle West. Can furnish best of recommendations. Have had years of experience in both large and small plants. Union. Address Box 10, Haynes Advertising Company, Omaha National Bank Bldg., Omaha, Nebraska.

Publishers Take Notice
Two high calibre, sure-fire newspaper men, highly successful newspaper advertising and business record desire connection with run-down newspaper that needs building up. Willing to share burdens on a salary and working interest basis. Now employed but available on short notice. Address B-903, Editor & Publisher.

SITUATIONS WANTED

Single Man
27, with seven years in the game behind him wants desk job, sports, wire or re-writes. Two years in university. Can do anything on newspaper. Now located in Middle West, but will move anywhere. Available immediately. B-889, Editor & Publisher.

Woman
experienced editor and reporter, desires work. Box B-897, Editor & Publisher.

Young Man
experienced in advertising desires a position with a reliable newspaper as advertising manager or assistant. Good copy writer and can sell it. Good references. B-910, care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Man Wanted
For evening daily in Florida city of 15,000. Must be experienced and capable of handling advertising department. State experience, and salary wanted. B-912, Editor & Publisher.

An Exceptional Opportunity
for a young man who can take charge of the Classified Advertising Department of a morning and Sunday newspaper of 75,000 circulation in a city of 400,000 inhabitants. We not only want a man who can build up the department but who can also solicit business if necessary. One who is now employed but desires to better himself, or one who is second in command and desires the position as manager. State qualifications and salary desired. All communications will be treated confidentially. Address Box B-906, Editor & Publisher.

Classified Advertising Manager Wanted
One of the largest Metropolitan dailies in this country requires the services of a thoroughly capable classified advertising manager. Must have clear record of successful operation. Address Box B-914, Editor & Publisher.

Wanted Circulation Manager
A young man who has experience in handling boys and men and circulation. A result getter who can sell a newspaper on its merits and service. A young man who wants to start on a modest salary and be increased according to his production until he has a job which will pay well, and in which he would be happy. Address B-901, Editor & Publisher.

Wanted
High class newspaperman with all around experience on small daily for Business and Advertising manager of Pacific Coast evening paper with circulation of about 4,000. Must have executive ability, wide experience and enthusiasm. An unusual opportunity for right man. Salary commensurate with ability required and results obtained. Opportunity to acquire interest for right man after demonstrating worth. Give experience, present position, salary expected, age, references and full particulars in first letter. Write B-887, care Editor & Publisher.

Wanted—
High grade advertising solicitor for evening daily in small New England city. Desire is to contract with right person to solicit business on strictly commission basis, the whole local field to be left exclusively for the right man. Little solicitation is being carried out now although the paper is operating at a profit. The first year the right man ought to be able to produce \$5,000 revenue for himself and by the third year it ought to be more than \$10,000. Only persons of experience and the highest recommendations as to character and industry considered. Replies treated in strictest confidence. Men in late twenties or early thirties preferred. B-892, Editor & Publisher.

N. Y. CORRESPONDENTS

6c A WORD for advertisements under this classification. Cash with order.

Do You Want N. Y. Hotels Covered?
Complete daily lists of home town visitors. Wired or mailed at toll rates.
\$1.00 per wk. for newsp's under 30,000 circ.
\$2.00 per wk. for newsp's under 60,000 circ.
\$3.00 per wk. for newsp's under 100,000 circ.
\$4.00 per wk. for newsp's under 150,000 circ.
\$5.00 per wk. for newsp's over 150,000 circ.
News assignments covered.
Box B-894, Editor and Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Magnetic Baseball Player Boards
\$100 to \$300 on lease with or without exclusive privilege. Geo. H. Reynolds, Treas., Standard Player Board, New Bedford, Mass.

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. MOJ4, Hannibal, Mo.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 233 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

WANTED—City and Managing
Editors for five newspapers in medium sized cities east of Indiana. Requirements in each case exacting. No would-be or has-been can pass. Young men of demonstrated initiative, a news judgment, resourcefulness, writing ability and executive capacity are required. Cover age, education and experience in first letter. Registration free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

★★★★★★★★★★★★★★★★★★★★

★ **STARR SERVICE CORPS** ★

★ Pierre C. Starr ★

★ Furnishes successful practices and co- ★
★ operative systems pertaining to any ★
★ phase of ★

★ **NEWSPAPER MANAGEMENT AND ★**
★ DEVELOPMENT ★

★ **Increasing Advertising ★**
★ Earnings, Circulation, Etc. ★

★ Service limited to daily newspapers ★
★ with not less than 15,000 circulation. ★

★ **STARR SERVICE CORPS** ★
★ Upbuilders of Newspapers ★
★ 42d St. & B'way New York City ★

★★★★★★★★★★★★★★★★★★★★

FRALICK & BATES, Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES

New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

N. Y. World Convention Booklet
The New York World has issued and distributed 20,000 booklets containing a symposium of opinions of leading men and women as to why New York City is entitled to the Democratic National Convention in 1924. The booklet follows up the World's campaign for the convention begun May 15.

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

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Thomas W. Briggs' Company
General Offices' Memphis, -Tenn.

We increase your Local Display 10,000 lines Monthly With Our

Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

The Ellis Parker Butler Masterpieces

A Weekly Series of Famous Humor Stories

Illustrations by Van Benthuysen

Eighteen Weeks, Beginning August 6.

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

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.

THERE'S a big human interest story in your city to be obtained from the examiners of applicants for licenses to run motor vehicles. A constant stream of people seek licenses. What experiences do the inspectors have with them? What common mistakes are made? What should applicants know in advance? What ludicrous or pathetic instances have arisen? What per cent are rejected? How does the rigidity of examination in your section compare with that in other states? Talks with examiners would uncover "good stuff." The reporter also could ride around with some of the people being examined. Who are cooler—women or men—in trying out?—James M. Mosely, 306 Bay State road, Boston.

Too much emphasis in the past has been put on the classics and not enough on practicalities. Schools will be opening for Fall in a few weeks. Why not begin to prepare a live series of stories on viewpoints of college alumni, uneducated parents, boys and girls, educators, etc., on the various angles of this question?—James M. Mosely, 306 Bay State road, Boston.

Is the knicker proper for women to wear to business? It would be more appropriate and convenient than the present dress, according to Miss Helen Louise Johnson, chairman of the Home Economics Department of the General Federation of Women's Clubs. What do the men and women in your town think of knickers, anyway, and of their application in business?—James M. Mosely, 306 Bay State road, Boston.

A recent conversation with a congenial old bookseller revealed interesting, and surprising, things about public demand for old books. Old religious books, to the writer's surprise, went well. It was very hard to sell a medical book more than seven or eight years old. Books on economics were very slow sellers, but books on advertising and letter-writing found a constant good demand. Putting a price of 10 cents a book on old, seemingly valueless books, price would move them—some customers taking forty or fifty of the 10-centers. Old bookstores are mighty interesting places. An interview with old bookstores in your town, taking up such points as these, would be mighty interesting, too.—John T. Bartlett, R. R. No. 2, Box 279, Boulder, Col.

With the coming of the spring and summer seasons a topic of much interest to that large percentage of citizens who own automobiles is the condition of the roads surrounding your town. Some newspapers print weekly summaries, giving the condition of all main roads in their territory. In most instances this information can be secured accurately and without trouble or expense from the local automobile club.—Charles A. Roberts, The Daily News, Springfield, O.

An Illinois newspaper carried a story about shipping day-old chicks by parcel post. Interview postmaster or postal employees to find out number of chicks shipped out or received this spring. How does this year's volume compare with previous years? What rules must be observed in shipping baby chicks? Do they have to be fed in transit? How much loss is there on the average in shipments? Dealers in day-old chicks can be asked for information also. Are there more chicks sold than eggs for hatching? Is there general satisfaction in using the mails for shipping the chicks? What distances are they sometimes shipped? The volume of business in day-old chicks in the average community is usually quite

surprising.—G. C. Biggar, Illinois Agricultural Association, 608 South Dearborn street, Chicago.

The Peoria (Ill.) Star is inaugurating an interest building feature by enlisting a capable cartoonist to draw cartoons of the city's best known citizens, these to be published with sketches about their hobbies, business and civic activities. This is perhaps an old idea in a new dress but, it is safe to say, will be closely followed.—Robert L. Beard, News-Sentinel, Ft. Wayne, Ind.

Many merchants are glad that their feminine clerks "primp." They say that pleasing faces, brightened by judicious use of the lipstick, powder puff and eyebrow pencils, help business by increasing the attractiveness of their stores. For that reason they do not begrudge the time used in "primping." Some will estimate that women will employ from 15 to 45 minutes of the working day beautifying themselves. This story will be read by all women and most men.—Earl B. Douglas, The Journal, Sioux City, Ia.

An interesting story is always available at the marriage license bureau of any city. A woman reporter searching the records of a year to discover what feminine name was most popular for brides uncovered other statistical facts that made a column of interesting reading and a lead for a woman's page. Among the facts discovered was the most popular age for marriages in the particular city, how many women marry men older than themselves, the percentage of those who marry younger men and about the average ages of those who marry the younger men. Another feature was the feminine name most popular for brides for each nationality and the number of weddings among men and women of foreign birth.—James H. Guilfoyle, The Telegram, Worcester, Mass.

Was your community ever known by any other name than the one it now has? Why was the name changed? Look up your local history, and perhaps you'll get the story of some family feud, or financial venture, or something else of interest to your readers. My community was once known as Moeringville. Later, the name was changed to Hart's Corners. And then following the suburban trend, the more exclusive name of Hartsdale was selected. Some little while ago, agitation was started to change the name to Greenacres, after a certain residential section. But a clause in the deed, whereby the railroad was allowed to run its tracks and maintain a station, would be invalidated if the name were ever changed from commemorating the Hart family, prevented the change. At least that's the story I've been told. Perhaps you have a similar story regarding your town's name.—G. Harris Danzberger, Hartsdale, N. Y.

A good story, emphasizing the danger at grade crossings, can be obtained by having a staff man ride with the engineer or motorman of an important railroad or interurban line on a trip out of and back to your city. His story could contain material gained both from personal observation and from the trainman.—G. W. Greene, 51 South Sixth street, New Bedford, Mass.

"Here are the ones who gather the local news you read in the Star," said the caption on a five column group photograph of the newspaper's reporters. The art was printed to give a "personal touch," as well as to make the public acquainted with the faces of the staff men.—Bert A. Teeters, Lock Box 295, Springfield, O.

Johnnie-of-the-Circus and His Cuffy Bear

Arthur Scott Bailey's delightful daily children's serial of juvenile adventure and the circus brings the flavor of Tom Sawyer and Huck Finn to thrill the youngsters of today.

ANIMALS!—BIG TENTS!—BANDS!

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST. — NEW YORK

"THE WISHBONE MAN"

A strip of ingenious fancy soon to be released by

C-V Newspaper Service, Inc.
350 Madison Ave., New York City

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 56TH STREET
New York City

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

GOLF

A daily illustrated feature by a golf writer with a brand new slant.

Type mats if desired.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

You Need It Every Day

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

"It's as Necessary as Ink"

**Answers 50,000 questions relating
to newspapers and advertising.**

Contains the names of more than 20,000 newspaper executives—daily and Sunday newspaper circulations and rates for United States and Canada—executives of newspaper and advertising associations and clubs—complete lists of newspapers of England, Ireland, Scotland and Wales—long list of legal decisions affecting newspapers and advertising—analysis of magazine circulations by states for leading monthly and weekly publications in general field and hundreds of other important statistics, figures and facts that are part of every newspaper and advertising executive's daily work.

Cloth bound Copy \$2.00

THE EDITOR & PUBLISHER COMPANY

63 Park Row,
New York
U. S. A.

We Have No Dull Summer Season In NEW YORK STATE

This is the time of year when New York State opens its door to the vacationist and tourist. And they come in thousands, hundreds of thousands.

Every mile is a mile of beauty or a mile of riches, and many of them, miles of both.

To the wealth of New York State must be added the millions of dollars poured into the pockets of New York State people by the thousands of tourists and vacationists who flock to the numerous beaches, mountains, lakes, farms and cities.

It is estimated that 200,000 transient travellers enter Greater New

York daily, over 1,000,000 visitors travel to Niagara Falls yearly. The Adirondacks and Catskills have, each summer, hundreds of thousands of tourists and campers, and the lakes there, tens of thousands. The ocean beaches, daily, have large throngs of visitors.

All of the people within the boundaries of this state have one habit in common. They all read the daily newspaper. If your advertisements ring true every one is tempted to buy. The money is here. The natives are in their homes entertaining prosperous visitors.

There Is No Dull Summer Season In New York State

It is up to you, Mr. Advertiser, to get some of this wealth that is in circulation. These newspapers are your best aids to marketing in a big State that knows "no dull summer season."

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press.....(M)	81,585	.09	.09	*The New York Herald.....(M)	175,408	.49	.45
Albany Knickerbocker Press.....(S)	49,175	.11	.11	*The New York Herald.....(S)	188,314	.49	.45
†Auburn Citizen.....(E)	8,816	.04	.085	The Sun and The Globe, New York.....(E)	180,879A	.55B	.48B
*Brooklyn Daily Eagle.....(E)	83,079	.20	.20	*New York Times.....(M)	341,174	.65	.687
*Brooklyn Daily Eagle.....(S)	76,887	.20	.20	*New York Times.....(S)	544,880	.75	.785
*Buffalo Courier and Enquirer.....(M&E)	82,869	.18	.18	*New York Tribune.....(M)	180,842	.40	.36
*Buffalo Courier.....(S)	120,758	.25	.22	*New York Tribune.....(S)	186,239	.40	.36
†Buffalo Evening News.....(E)	114,408	.21	.21	†New York World.....(M)	355,858	.595	.58
*Buffalo Evening Times.....(E)	35,006	.15	.15	†New York World.....(S)	591,819	.595	.58
*Buffalo Sunday Times.....(S)	102,809	.15	.15	†New York World.....(E)	277,570	.595	.58
*Corning Evening Leader.....(E)	7,888	.04	.04	*Niagara Falls Gazette.....(E)	15,572	.065	.055
†Elmira Star-Gazette.....(E)	24,708	.09	.07	*Olean Times.....(E)	6,857	.08	.08
*Geneva Daily Times.....(E)	5,780	.04	.04	†Poughkeepsie Star and Enterprise.....(E)	11,743	.05	.05
Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	68,181	.20	.18
†Gloversville Leader Republican.....(E)	6,786	.03	.08	Saratoga Springs Saratogian.....(E)	7,921	.04	.04
†Gloversville Morning Herald.....(M)	5,805	.035	.035	*Staten Island Daily Advance.....(E)	12,049	.05	.05
*Ithaca Journal-News.....(E)	7,455	.04	.04	Syracuse Journal.....(E)	45,014	.12	.12
*Jamestown Morning Post.....(M)	9,743	.05	.03	*Troy Record.....(M&E)	22,698	.05	.05
*Middletown Times-Press.....(E)	8,298	.03	.08				
*Mount Vernon Daily Argus.....(E)	8,590	.04	.04				
*Newburgh Daily News.....(E)	10,332	.05	.05				
*New York Evening Mail.....(E)	144,185	.42	.40				

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
A—Sun A. B. C., April 1, 1923, prior to amalgamation.
B—Sun Globe combination rate.

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