

OHIO STATE UNIVERSITY

THIS ISSUE: TWO SECTIONS

A. B. C. CIRCULATION REPORTS OF APRIL 1, 1922
HITTING ON HIGH WITH PATTERSON OF BALTIMORE
MARKET SURVEY OF MASSACHUSETTS



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

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

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Vol. 55. No. 9

NEW YORK, SATURDAY, JULY 29, 1922

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

CHICAGO'S GREATEST AUTOMOBILE MARKET

AUTHORITATIVE statistics supplied by the Advertising Record Company — an independent audit service maintained by all Chicago newspapers—show that in the first six months of 1922 The Chicago Daily News printed more automobile advertising than any other Chicago daily newspaper. Here are the figures:

Total Automobile Advertising Printed in Chicago Daily Newspapers From January 1 to June 30, 1922

		Comparison
The Chicago Daily News printed	305,870 lines	305,870 lines
The Post	" 285,928	" 285,928 "
The Daily Tribune	" 270,338	" "
The Journal	" 129,499	" "
The Daily Herald Examiner	" 124,233	" "
The American	" 103,504	" "
The Daily News' excess over the next highest score, that of the Post.....		19,942 lines

THE CHICAGO DAILY NEWS

First in Chicago

Our business
this year
from January
to June
(six months)
was greater
than in
any previous
entire year

INTERTYPE CORPORATION

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

548 Rand-McNally Building, Chicago

301 Glaslyn Building, Memphis

560-A Howard Street, San Francisco

Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, W C 1

Exhibitor, BOSTON GRAPHIC ARTS EXPOSITION, August 28th to September 2d

Special Announcement To National Advertisers

Detroit News Acquires Detroit Journal

NEGOTIATIONS were concluded Friday, July 21, for the purchase by The Detroit News of The Detroit Journal and its consolidation with The News.

The final issue of The Detroit Journal as a separate newspaper was published Friday, July 21. Thereafter, The Detroit News will be issued as a combination of both, giving advertisers in the rich Detroit field a practically 100% coverage.

The Detroit News will be the only evening newspaper in Detroit having Associated Press service.



The Detroit News

Week Day Evening

Sunday Morning

"Always in the Lead"

Getting ready for Fall Trade

IN

Philadelphia

The third largest market in the United States offers particular attractions to the up-to-date manufacturer who is reaching out for increased business.

With a metropolitan population of three millions and a buying area of seven and a half millions, the Philadelphia territory is capable of producing a large volume of business for the advertiser who cultivates it.

Dominate Philadelphia

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



The Bulletin

Net paid daily average circulation for June,
481,840 copies a day.

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

New York—Dan A. Carroll, 150 Nassau St.
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit—C. L. Weaver, Verree & Conklin, Inc.,
117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc.,
681 Market St.
London—M. Bryans, 125 Pall Mall, S. W. 1.
Paris—J. J. E. Hessey, 5 rue Lamartine (9).

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EDITOR & PUBLISHER



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NEW YORK, SATURDAY, JULY 29, 1922

No. 9

HITTIN' ON HIGH WITH PATTERSON OF BALTIMORE

Under Him Sunpapers Blaze New Trail to a Personal Journalism That Extends to All Members of the Staff—Strives for Atmosphere as Well as Spot News

By BEN MELLON

SOME bitter things have been said about the American Newspaper Publishers' Association, but nothing has carried more sting than an article by Henry L. Mencken that appeared in the Baltimore Evening Sun in the latter part of April this year. Out through the country some publishers are still gasping.

Not because of what Mencken said—it's a well-known fact that he always totes a sledge-hammer and seldom permits it to rest easily on his shoulder—no, that was not the thing that startled and amazed, but, instead, it was the fact that his boss had been elected president of the association only a few days before the appearance of the story.

To the casual observer it looked like something had been put over on the boss while he tarried in New York, and we feel certain that there were many persons who were even more than amazed when they found that H. L. M. had not booted his job with that neat little contribution to current comment.

However, those persons did not live in Maryland.

The Sunpapers of Baltimore are among the most unusual adventures in American journalism today. Frankly they are hard to comprehend, for they run the gauntlet in contradictions to the point that verges on the impossible.

Capitalism, spelled with an upper case C, owns the Suns of Baltimore. It is old Capital and entrenched Capital. It represents railroads, banking, ships, insurance, coal and real estate.

Their owners could, if they would, boast of great estates, but being good Marylanders they won't. That's why the use of the upper case C is in order.

Progressive democracy is the outstanding factor in their editorial policies. And nothing is halfway about the Sunpapers. When they hit it is from the shoulder and they frequently use simple little words that carry a great big punch, but are frowned upon in certain society, in getting over their message.

Capital owns the Sunpapers but labor finds it a champion—not independent individual labor of which we hear so much in some quarters but organized labor that shoots from its hip with "the right to strike." Efforts in some quarters to stigmatize the present striking railroad shopmen as un-American has brought the following rebuke from the Evening Sun:

"This sort of bosh is becoming extremely tiresome. We have had enough of it. It is a profanation of the word American."

Bear in mind that the ownership of the Sunpapers represents railroad and coal ownership and then study the following stand of those newspapers on the question of whether or not in the present national strike emergency the Government shall operate mines or railroads with conscripted labor:

"Demands of this sort come always from the most selfish and the most stupid element of the population, from the people whose conception of international relations is war, whose conception of internal peace involves a machine-gun—in other words, from people who are typical hundred percenters, and who have in reality as clear a conception of what

America means as a hyena has of justice."

Labor doesn't understand it most people don't understand it, and the only enlightenment the Sunpapers offer is: "We're getting out a newspaper."

That's all on the surface. That's why it is so-mystifying. It was to solve the mystery and find the spirit of the Sunpapers that I went to Baltimore. I found it when I stepped up to the classified counter.

"Where will I find Mr. Patterson's office?"

"Paul Patterson—two flights up, in the front. The stairs are at your right."

There was nothing familiar in the way he said: "Paul Patterson." The tone rather gave the impression that there was no spot in the world quite as important as "two flights up, in the front."

Twenty men may own a newspaper and meet regularly to give serious consideration to its problems—and their problems; a dozen editors may struggle over policies every day in the year but if greatness is to be attained by a newspaper there must be one man whose ideas and ideals give the spirit of fair play and justice to all decisions relative to public policy. Serious thoughts, those, for a two-flight climb on a hot summer day.

Paul Patterson was born at Jacksonville, Ill., and when he reached the age of 10 the family moved to the larger town of Rushville. He graduated from high school at the age of 17, with a single ambition, in the furtherance of which

"The day of the shoddy newspaper man seeking favors is gone and in his stead we are getting the self-respecting man who demands his rights as a member of a profession that is going to play an increasingly important part in the welfare of mankind."
—Paul Patterson.

he immediately sat down, wrote a long letter to Charles Dana and then walked down the street and registered at a business college for the summer course in shorthand.

Dana answered the letter and gave him some helpful advice. He has not used shorthand since he left the school at the end of what should have been his summer vacation—convincing proof that he has been a newspaper man all his life.

Patterson wasted no time in the small towns. That fall he put in a number of weeks worrying the city editors of Chicago dailies. Then hunger got the best of the argument and he went out job hunting and landed as a messenger in the Marshall Field wholesale department. He has never forgotten that experience. During his rounds of the Chicago dailies, Patterson had become acquainted with E. S. Sheridan. He had been with Marshall Field over three years when he one day met Sheridan, who had become sporting editor of the Tribune, on the street.

"Would you still like to be a newspaper man?" asked Sheridan.

Patterson became emphatic in reply-

ing with the result that he was invited to come up to the Tribune on Saturdays and help out in the sport department.

Two months later Sheridan tipped him off that the University of Chicago correspondent of the Tribune was quitting and advised him to apply for the job. He did and landed it and here we have the only case on record of a man four years out of school re-entering for the sole purpose of getting a job as a reporter.

However, disaster shortly overtook Patterson. A more experienced reporter for an opposition paper rewrote a magazine story into an interview and Patterson was fired for getting scooped.

Two years on the copy desk of the Journal followed. After that promotion and in the next three and a half years Patterson served in turn as telegraph editor, make-up man and finally city editor. Then new opportunities called and he responded, becoming night city editor of the Inter-Ocean.

Out of the quiet of the old Journal office and into the whirlpool and rush of

the morning Inter-Ocean Patterson swam bravely for a while as night city editor and then sank. When he came up again he was on the copy desk of the Examiner. Shortly afterward he was made city editor, which post he held two years.

Then he "left," if you get what we mean.

In those days it was a pretty good jump from Chicago to Washington, but Patterson made it and landed with Scott C. Bone as White House and Capital man on the Herald. It was only natural that he should be found in the city editor's chair in a few months. And with fate following its natural course, it was not long until he was handing out assignments on the Times. He spent four years on that newspaper, the first as city editor, the second as managing editor, the third as general manager and the fourth as managing editor. Then—well, then, since he had been fired by "Jim" Keeley, William Randolph Hearst and Frank A. Munsey what would you expect a man like Patterson to do? He did it. He went out and landed the kind of a job that many newspaper men, especially those who have no ambition to own farms, dream about the night before payday.

Paul Patterson became press agent extraordinary for the Smithsonian Institution.

Here was the ideal job, with nothing but things to write about and every one of them interesting. However, like all good things it had one drawback—that was very important, because it was financial. Hence it was not because of any lack of love for his job that Paul Patterson responded in person when Charles H. Grasty asked him to join the Baltimore Evening Sun as managing editor in 1911.

Now, with a record like that is it any wonder that Patterson should feel peeved when he is looked upon as a "downstairs" man? In the same breath, is it surprising that he has accumulated a lot of ideas about what constitutes a real newspaper?

It is true that Patterson was business manager of the two Suns from 1913 to 1919, when he was elected president of the A. S. Abell Company, the publishers, but in spirit he is the active editor of those newspapers.

Editorially the two Suns are striking out along definite constructive lines. I do not mean editorial expression but, instead, the upbuilding of a smooth-running editorial and reportorial machine. This is being done by carefully picking the members of the staff and then granting them unusual liberty in the expression of their interpretations of current events aside from chronicling the news happenings of the day. The two Suns probably are offering greater opportunity for individual development, even down to the rawest cub, than any other paper today. In some ways it may be said that they are casting aside many of the things that modern journalism prizes highest. That is why I said in the beginning that the Sunpapers are one of our greatest adventures in journalism.

"The great strides in newspaper making in the next 10 years will be on the



professional side," said Mr. Patterson in discussing the things that the two Suns are doing. "Within that period the newspaper profession will be lifted to a high plane that will put it on a par with all the other professionals, as it should be, not only from the standpoint of learning but in financial return as well.

"The day of the shoddy newspaper man seeking favors has gone and in his stead we are getting the self-respecting man who demands his rights as the member of a profession that is going to play an increasingly important part in the welfare of mankind. The members of the newspaper profession have as great a duty to society, which they must fulfill as the members of the medical profession or the law. It requires clear thinking, honesty and fidelity to the highest principles of justice. The rewards must be sufficient to attract that type of men and women to it.

"On the Sun we came to that conclusion about two years ago and laid out a program that we have since been following."

In outlining the operation of the plan being worked out by the Suns, Mr. Patterson said that the adoption of its method of recruiting new men for the staffs came about in a rather peculiar way. In going through a book of the graduating class of Princeton University, one of the executives of the Sun read that a member of the class, and likewise of one of Baltimore's old families, was going to work on the Sun. He made inquiry but could not find where the man had even made an application for a position. Several months later, just back from a tour of Europe, the graduate applied to the Sun for a job and was taken on as a cub reporter. Today he is one of the "stars" of the staff.

Last spring the Suns sent scouts out to some of the largest universities to recruit men with an ambition to write. Fifteen men in all were secured, with the result that the two papers are going through the summer months with overmanned staffs. Some of these men graduated last spring and are permanent. Others are going back to college for another year, this being merely their try-out. Harvard, Princeton, Yale, Michigan and Pennsylvania State are represented on the list. On the two papers there are fifteen new men of this type. Among them are Richard Cleveland, son of the former President of the United States, who, after graduating at Princeton, entered the law school at Harvard and now is not sure whether to be a lawyer or a newspaper man. A try-out on the Suns under Paul Patterson means something more than a leg job.

Being well-run newspapers, it is only natural that there should be a lot of office grumbling and tearing down of office gods on the Suns. Patterson has solved this problem in a new way. If the men on the Sunpapers think they have something more interesting to say than the Suns are saying the instructions are: "Write it out."

Take the case of H. L. Mencken and Malcolm R. Logan as an example. The head of "H. L. M." rests securely in the office, as every one knows, especially since he got away with that A. N. P. A. story. "M. R. L." is rather a newcomer in the fold—murders, suicides and wrecks are still a part of his lot. Many times, since joining the staff of the Evening Sun, he has said what he thought about Henry's stuff. Last week he put it into writing. There were about 600 words, as neat and compact a sledge-hammer as any meat eater would care to toy with. Instead of the waste basket it went into the editorial page under a two-column head.

Now every newspaper man knows what the "cubs" on any sheet usually think about the editorial page. The "cubs" on the Sun run true to form, but the bluff has been called on those of the Evening Sun.

They have been told to get out a "model" editorial page. It was scheduled to appear this week but the work of solving a murder mystery interfered with the more serious endeavor and the date of publication has been delayed.

Those are two of the things that Mr. Patterson says, "Helps to make the rank

and file feel the Sunpapers are their's as much as any ones."

The Suns, above everything else, are striving for good writing which truthfully reports—that is one reason they are building up a world-wide mail correspondence.

"We are not bothering about special cable news," said Mr. Patterson in discussing this phase of editorial development. "For one reason, cable tolls are expensive, and the news that comes that way is usually duplicated by the press associations.

"Then there is another angle that many persons overlook. Cable news usually comes through in skeletonized form and is rewritten on this side, usually by an American with the American viewpoint. By this process, which is necessary in handling spot news, the story loses the atmosphere of the original author, which is so important if there is true understanding that we are striving for.

"In our regular foreign mail correspondence we do not depend upon one man, because that would only give us one viewpoint. Take France as an example. Our regular letters from that country come from three sources, each of widely diverse political opinion. In this way, I believe, we are giving our readers a basis upon which they can arrive at honest conclusions in considering the part we are going to play in world affairs, be-

cause this service that we are building is not confined to any one country."

In this connection it is worth noting that frequently a spot news cable story will appear on the first page of the Sun or opposite the editorial page where all news on international relations is grouped and on the editorial page will be found a news-letter that will fully interpret the causes leading to it.

It is in the handling of its special features, such as articles of comment and interpretative news, that the Sunpapers differ from many others. They have no syndicate department and do no reselling, although requests for the cost of various outstanding features are frequent. Mr. Patterson gives two very good reasons for this policy—namely, the specials that appear in the Sunpapers are written with the readers of the Sunpapers as the first consideration and, second, every effort is being made to give those papers a newspaper individuality.

This desire to always print the news, and at the same time present every side of it, on big questions where there is an honest difference of opinion has at times led to some very amusing situations. We have already mentioned that coal, in the larger sense, is represented on the board of directors of the Suns.

Well, when the Mingo county miners and operators' dispute was holding the attention of the country the Sun decided

to make an investigation of conditions.

W. Jett Lauck, economic expert of the United Mine Workers' Union and the four railroad brotherhoods, was offered the job. He frequently writes for the Sun. Lauck protested that they would not print what he wrote but they told him to go ahead. To be on the safe side the Sun sent the most conservative member of its own staff down into the same district to write a series of articles and check any overstatements that Lauck might make. When the two series of articles came into the office on schedule time, it was discovered that Lauck didn't know the first thing about "tearing the hide off the coal barons of Mingo" in comparison with the Sun's own staff man, as a matter of fact where he had spoken with discretion—used a paring knife, as it were—the conservative member of the Sun staff had swung a large sized cleaver and tore the scalp off a mine operator with every whirl.

When the present national strike of coal miners broke the Sun again sent for Lauck and asked him to write a series of articles on the causes. Then in the interest of fairplay arrangement was made with T. H. Watkins, president of the Pennsylvania Coal & Coke Company, to write five articles, an equal number, setting forth the operators' side of the questions under dispute.

Now, to get back to that Capitalistic ownership of the Suns. We asked Mr. Patterson a dozen "whys."

"The men who own the Sun are big business men with many interests and they are keenly interested in the Sun as an institution," he replied. "They own ships and they hire shipping men to run them and then let them alone; they own railroads and they hire railroad men to run them and then let them alone. They have applied the same general principle to the Sun."

"As they would run a coal mine—and be satisfied so long as the men they hired got out the coal?" I asked.

"No," was the emphatic reply. "Getting out coal is an engineering problem. A newspaper is a public institution that must always be run in the public's interest."

"Then you mean that they, in a way, look upon newspaper ownership as a public trust?"

"You bet your life. And if you want the truth about the Suns why you can say we are just a bunch of newspaper men having a hell of a good time."

Once a month the directors of the Sun meet. Editorial problems are not put up to them but now and then they are asked for suggestions on the things the papers are doing.

The directing editorial heads of the two papers meet with Mr. Patterson every day, the Evening Sun men at 3 o'clock and the morning men at four. There are times when the president of the company is just a vociferous minority. I was permitted to sit in at one of these conferences.

There is something uncanny in the way Patterson is delegating power and opportunity on the Suns, but what more could you expect from a publisher who don't play golf and has as his great ambition for the near future an overcrowded copy-desk for the sole purpose of forcing at least two men out onto the street every day so they will know something about life in Baltimore.

"The trouble with most newspapers is that they grow old with their owners," remarked Mr. Patterson at the close of the conference. "And we are going to try to prevent that here by encouraging the younger men to keep us stepping."

I looked around the room and agreed that he was at last trying.

Hugh Smith Opens Agency

Hugh M. Smith has established an advertising agency in Newark, N. J., under the name of the Hugh M. Smith Company. Mr. Smith has been connected with Frank Seaman, Inc., and the Cowen Company, both advertising agencies, and has also been advertising manager of the Keystone Varnish Company, Brooklyn, and special sales manager for McKesson & Robbins, New York.

NINETEEN STORY BUILDING IN OAKLAND



THE Oakland (Cal.) Herald has announced that on August 1 work will be commenced upon a new 19-story annex to the home of the paper, to be located on property adjoining the present building to the west. It will be a fireproof steel and brick building and will be architecturally in harmony with the present building of which it is to form an integral part. The first 9 floors will occupy the entire plot. Above this will rise a 10-story clock tower, designed on the lines of the famous campanile of Venice. The flagstaff on the top of this tower

will be 327 feet above the street.

The basement and first floor of the annex will be given over to the pressroom in which will be installed a 10-cylinder multi-color Hoe press, similar to the two which the paper already has.

The basement, sub-basement and first 6 floors of the annex will be occupied exclusively by the Tribune, and the 19th floor will be used for quarters for the radio department. The new annex is to be ready for occupancy July 1, 1923. Edward T. Foulkes is the architect in charge of the plans and their execution.

RECORD PRICE PAID BY DETROIT NEWS FOR DETROIT JOURNAL

\$1,700,000 for Good-Will, A. P. Membership and 146,000 Net Paid Circulation, Without Building or Plant, May Have Bearing on Government Tax Disputes

THE talk of the week in newspaper circles was the purchase on July 21 of the Detroit Journal by the Detroit News, as briefly announced in the last issue of EDITOR & PUBLISHER, and the immediate discontinuance of the Journal as of that date. The transaction is one of the most remarkable on record. The paper absorbed was enjoying the largest business and circulation and advertising in its history of more than 40 years. The

Journal was a one-cent paper, with a circulation of 100,000 copies. They paid \$800,000, the real estate being figured at \$300,000. Under an optional agreement, which they had with Mr. Stair, they turned the real estate back to him a year later, on the \$300,000 basis. N. C. Wright has been editor of the Journal, Mr. Talmadge, general manager; Fred Buggie, business manager, and Grove Patterson, managing editor.

The Detroit News for Saturday, July 22, carried beneath its title the reduced title and symbol of the Detroit Journal. In its editorial and news pages appeared sundry features that have been characteristic of the Journal. The former publishers of the Journal will maintain offices in Detroit as long as necessary to collect accounts receivable, close the affairs of the corporation and dispose of the physical plant, which the News did not buy.

The negotiations for the purchase of the Journal by the News have been under way for four months, but were kept in the strictest confidence by the owners and their representatives and the Messrs. Palmer. Only the fact that Journal representatives and Hearst men conferred regarding a sale of the property, when Arthur Brisbane bought the Detroit Times for William Randolph Hearst last October, gave an inkling that the owners of the Journal were ready to part with

eliminated, and therefore a more ready and complete realization of the ideals of public service attained.

"For the Detroit News does not propose to forget at any time that its primary purpose is that of service and of yet more service. A newspaper has to be profitable in order to survive, but the making of profits is not the first reason for its existence. A good newspaper is a part of the educational force of the community and the very voice of its people, and operates as a complement to all the other agencies of public service. To that ideal the News has been devoted during its long life and to that ideal it will cling.

"The step taken today is merely an advance in the direction of the greater perfection of its effort to reach that ideal."

The Journal said: "With this issue the Detroit Journal ceases publication, its title and good-will have been purchased today by the Detroit News.

"To the people of the city and state they have earnestly sought to serve, the retiring owners are deeply grateful for the generous support accorded them down through the years. The Journal on this, the last day of its publication, has the largest and strongest circulation of its entire history. Only the present overcrowded condition of the Detroit evening newspaper field and the necessity for some merger in the interest of decent American journalism, could have persuaded the Journal to sell, or the News to buy. It is a source of satisfaction to the publishers that this merger consolidates the Journal with as great and effective and clean a newspaper as the Detroit News.

"All prepaid Journal subscriptions will be carried out in full by the Detroit News."

The only tangible property the News gets are the Journal mailing list galleys, the advertising contracts, the Journal "morgue" and the Associated Press membership. The membership certificate was taken down, with its frame, from the wall of the Journal office and transferred to the News building. The Journal did not own its home, so no real estate is involved. About 600 tons of newsprint, in storage in the Journal building and on the way from the George H. Mead mills were taken over by the News, but paper contracts were not involved.

"On account of the sudden absorption of a substantial organization and business," said one of the executives of the Detroit News to EDITOR & PUBLISHER, "it was not only necessary but pleasing to the News to find places for many employees of the Journal." The remark was with reference to the transfer of more than a score of the editorial staff of the Journal, and practically the complete circulation organization, including trucks, carriers, drivers, etc., who reported for duty at the News Monday morning.

Those now on the News staff are: Harry Wade, editorial writer; Curt Bradner, columnist; Walter Longley, news editor; Lindsay Hancock, telegraph editor; Clark Kinnaird, feature editor; Charles Fox, state editor; Wallis Cady, copyreader; H. Drumond, assistant city editor; Patton, Vic Beresford, Guy Gentry, Felix Holt, Bogart, R. Allee, Benny Horne, reporters; Charles Cameron, feature writer; Mary Olsen, society editor; Lew Tower, artist; Mrs. Stella Champney, feature writer; and James Walsh, marine editor.

Grove Patterson, managing editor, will devote all his time to the Toledo Blade and Newark Star-Eagle, of which he was editorial director as well. Calvin Goodrich, chief editorial writer, also goes to the Blade and Star-Eagle.

Art Ogle, city editor, is now with the Detroit Times in the same capacity, Henry A. Montgomery moving up to assistant managing editor. With him are Don Champney, former city hall reporter, and Clifford Epstein, copyreader.

Howard Pearson, sporting editor, retires.

Howard Wright, assistant city editor, goes to the Newark Star-Eagle.

R. H. Lee, copyreader, is now with the Chicago Journal.

William Norton, financial editor, goes with the Detroit Times.

Dorothy Snow, feature writer, is taking a vacation before going to Chicago.

Martin Codel, sporting writer, is with the Detroit News.

Elden Small, dramatic critic, is vac-

ationing in Maine. The plans of others on the staff of the Journal until last Friday are as yet unsettled.

In the business and advertising and circulation departments the News took over most of the employees, a few going to the Times and the News. The shortage of mechanical department help in Detroit made the matter of absorbing printers, stereotypers and pressmen a simple matter. Several men from each of these departments went immediately onto the Times payroll, to prepare for the coming of the first issue of the Times Sunday edition, scheduled for August 6.

In addition to adopting a number of the features of the Journal, the News is planning expansion in other ways in the immediate future. New rotogravure equipment already is being installed and two full pages of illustrations have been made a part of the Saturday editions.

In its 49 years, the Detroit News has won dominance in the Detroit field with remarkably few consolidations. The first occurred within a year of the founding of the paper by James Edmund Scripps, August 23, 1873. The Detroit Daily Union, a publication started by journeymen printers after a strike in 1865, ceased publication in 1874, the News absorbing its circulation. In 1890 Mr. Scripps started the independent Times Publishing Company, and published for two years the Detroit Times, to test whether advantage would accrue to a newspaper sold at one cent. Convinced that his surmise was correct, the Times was stopped and its circulation lists were taken over by the News, which shortly afterward reduced its price from two cents to one. January 1, 1891, Mr. Scripps purchased the Detroit Tribune, which, under various names and ownerships, had persisted in the field since 1849. This morning paper was published by the Evening News As-



W. E. SCRIPPS GEORGE G. BOOTH
Principal owners of the Detroit News.

price paid was approximately \$1,700,000. This covered the Associated Press membership, all of the Journal's subscription lists and good-will and the title heading. The former owners retained the leases, accounts receivable and machinery and plant equipment of every kind, said to have been valued at approximately \$300,000.

This price of \$1,700,000 is said by authorities to represent the largest figure ever realized for newspaper good-will in the history of American newspapers. This view is held, too, by C. M. Palmer, who for the past 25 years has been concerned in most of the large sales and consolidations in the American newspaper field, and who, with his son, Dean, handled the Detroit negotiations. According to Mr. Palmer, the transaction is unique in his experience as furnishing a striking evidence of the value of circulation and good-will expressed in tangible figures. He expects it also to have a strong bearing in the decision of numerous cases now under consideration by the Federal income tax authorities at Washington, where the value of circulation as invested capital is in dispute. The circulation of the Journal on the day before the sale was 146,000.

The active owners of the Journal, N. C. Wright and H. S. Talmadge, have had the property a little over six years and tripled its business and quadrupled its value in that period. They have other large newspaper interests, including the Toledo Blade and Newark Star-Eagle, which require all their time, and therefore were willing to withdraw from the Detroit field with its three evening papers and intense competition, which required more time and attention than they could give it. They will use portions of the Journal equipment in their establishments in Toledo and Newark, and the remainder will be disposed of outside of the city of Detroit. Associated with Messrs. Talmadge and Wright in the Journal ownership were Paul Block and Clarence C. Vernam, of New York, each quarter owners. They bought the Journal in January, 1916, from E. D. Stair, who now owns the Detroit Free Press, for about \$500,000. At that time the



H. S. TALMADGE N. C. WRIGHT

their property for cash, and this was known to very few.

The final papers were signed in the News office at eight o'clock in the morning of July 21, in the presence of George G. Booth, William E. Scripps and H. S. Scott, representing the News; Harry S. Talmadge, representing the Journal owners, and Charles M. and Dean Palmer. The News department heads immediately proceeded to the Journal Building and formally informed the Journal staff of the change in ownership and that it was the last day of publication for the paper. Announcement was made in the first issue of the Journal, as was similarly done in the News, and each employe, with the exception of the mechanical forces, was given four weeks' salary.

The following announcement appeared Friday, July 21, in the News:

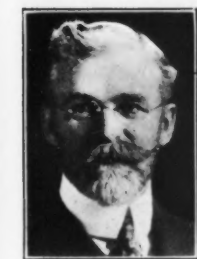
"Negotiations were concluded today for the purchase of the Detroit Journal and its consolidation with the Detroit News.

"The final issue of the Journal as a separate newspaper is being published today, and tomorrow the Detroit News will be issued as a combination of both, giving to the readers of Detroit and Michigan and the adjacent regions the special features which have made the Journal interesting to its readers and at the same time all the exclusive news services and long established features of the News.

"By this step also the Detroit News will become the only evening newspaper in the city enjoying the very valuable rights in an Associated Press membership.

"Fewer and better newspapers is the order of the day in American journalism. The tremendous and constantly increasing cost of gathering all the same and necessary news of the world on the day of its occurrence, to keep the people abreast of the best thought of the times as well as the great facilities required for printing and distribution, offer the fundamental reasons for the development of this concentration.

"With the amalgamation of the Detroit Journal as an integral part of the Detroit News a large and costly duplication of effort will be



H. S. SCOTT
General Manager of the Detroit News

eliminated, and therefore a more ready and complete realization of the ideals of public service attained.



PAUL BLOCK

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CHARLES M. PALMER DEAN PALMER
Who negotiated the Detroit News and Journal consolidation

sociation until February 1, 1915, when it was merged with the evening paper.

The Detroit Journal was founded in 1883 by William Brearly, the first president of the American Newspaper Publishers' Association, and a review of its career serves to recall some most interesting history of past Detroit newspaper events and figures.

In the early activities in the Detroit newspaper field, as they concerned both the Journal and the News, the Evening Times (which, by the way, had no connection whatever with the present Detroit Times) was started by the Detroit News to fight the Evening Sun—a one-cent edition started by the very sensational Detroit Sunday Sun.

The News and the Journal were both selling at two cents. The News did not like the one-cent competition, and so it decided to start the Evening Times in the endeavor to put the Evening Sun out of business. It succeeded so well as a one-cent paper that it not only forced the Sun out, but cut seriously into the Journal to a point where the Journal finally came down to one cent and thus forced the News to a cent, also. The Evening Times was then merged with the News, and both the News and the Journal remained at one cent for several years.

The Evening Times had been nominally started by Major Gil R. Osmun, who had at one time been state editor of the News, and, subsequently, secretary of state of Michigan. Mr. Osmun is now

(Continued on Page 21)

NORTHCLIFFE IS CONSISTENT ADVOCATE OF PROFIT-SHARING

Every Department Head in Amalgamated Press, World's Largest Publishing House, Receives Percentage of Firm's Earnings—Stockholders' Profits Steadily Increase

By W. E. CARSON

EDITORIAL NOTE—The writer of this article is the American correspondent of the Pall Mall Gazette and formerly represented similarly the Northcliffe publications in the United States.

RECENT reports of the serious illness of Lord Northcliffe, the well-known English newspaper owner, have been coupled with statements concerning his various publishing interests, some of which have been rather misleading.



LORD NORTHCLIFFE

Newspaper articles, as a rule, have given the impression that Lord Northcliffe is at the head of one big company which controls his newspapers and periodicals,

whereas the business is divided into two companies in which he and his brothers hold large interests. His newspapers, including the London Daily Mail and the Evening News, but excepting the London Times, are owned by the Associated Newspapers, Ltd. His fifty or more periodicals are owned by the Amalgamated Press, Ltd. The shares of both companies are widely distributed among the general public, while members of the various staffs are also extensive holders.

The history of the Amalgamated Press has been most interesting from the shareholders' point of view. This company conducts the largest publishing business in the world, the circulation of its periodicals—weeklies and monthlies—running into millions.

In 1897, when Lord Northcliffe was known as Alfred Harmsworth, the business was incorporated as Harmsworth Bros., Ltd., with a capital of £6,500,000, the shares being sold at £1 each. They were eagerly bought by thousands of people, largely readers of the Harmsworth publications, who naturally did all they could to boost the papers in which they were financially interested. This did much to develop the business.

At that time members of the staff were given the privilege of purchasing shares on a time payment plan, and many invested their money in this way. They afterwards received a big return from their investments as the stock, from the start, paid at least 40 per cent while the common shares eventually sold as high as £8, or almost forty dollars.

In later years the company was incorporated as the Amalgamated Press, Ltd., and under this title the business is conducted at the present time. It has several companies associated with it, including the Anglo-Newfoundland Development Co., which controls the Northcliffe paper manufacturing plant, comprising 3,400 square miles of timber land in Newfoundland and one of the largest mills in the world. According to a recent statement, the yearly production of this mill has amounted to 60,000 tons of paper and 25,000 tons of pulp. Another associated company is the Imperial Paper Mills, Ltd., which has a plant at Gravesend near London covering seventeen acres. Here pulp from Newfoundland is used in making the finer grades of paper used for the Amalgamated Press periodicals.

A year or so before the war the Newfoundland company was so successful that the Amalgamated Press received about \$250,000 as its share of the annual profits. At that time the yearly profits of the Amalgamated Press amounted to £1,315,000. So prosperous was this periodical company that a large bonus was distributed among the holders of common stock in the form of a free

allotment of shares on a pro-rata basis. The shares were then quoted at \$40.

According to a recently announced plan, which has just been approved by the Amalgamated Press shareholders, a still greater distribution of profits is to be made. Under the new arrangement, the Amalgamated Press is to be reincorporated, under its present title, with a capital of £3,800,000 (over \$15,000,000). When this is accomplished each common stock holder is to receive four £1 shares in the new company in return for each share of the old company.

In addition to this, the shares of the Anglo-Newfoundland Development Co., Ltd., and the Imperial Paper Mills, Ltd., are to be distributed among the holders of common stock. The distribution will amount to one 5 per cent preference share in the Imperial Paper Mills, Ltd., value ten shillings, and three 8 per cent preference shares of £1 each in the Anglo-Newfoundland Development Co.,

Ltd., for each ordinary share of the present Amalgamated Press. There will also be a generous cash bonus.

Those who are familiar with the earnings and outlook of the Amalgamated Press are convinced that the continued growth of the business will eventually result in the new shares reaching a level of £3, with dividends of at least 15 per cent, so that a holder of four shares (representing one share in the old company) will receive 60 per cent. In addition, there will be the dividends and probable increased value of the shares in the two paper manufacturing companies.

Lord Northcliffe, it may be stated, predicted years ago that the common stock of the Amalgamated Press would some day be worth £20 a share and would never part with any of his holdings. At the present time the shares are selling at over £8 and are yielding dividends of 40 per cent. When the reorganization is effected every holder will find his assets very substantially increased.

The preference shares, it should be explained, have averaged about £1 in value and have yielded 5 per cent. Holders of these will receive one 7 per cent cumulative preference share in the new company in exchange for one share of the old stock.

Quite apart from the reorganization of the Amalgamated Press, it may be mentioned that Lord Northcliffe from the earliest times has been a consistent advocate of profit sharing. When his periodical business was first established it was his custom not only to pay good

salaries to his editors, but also to allow them a liberal percentage on their circulations over certain figures. The result was that the young men who conducted the Harmsworth periodicals took as much interest in the business as if it had been their own. In fact, the chief difficulty was to keep them from overworking themselves in their desire to become rich.

Lord Northcliffe, at that time, often remarked to the writer of this article that he could never understand the shortsighted policy followed by most of the important American periodical publishers, who apparently expected their editors to build up large circulations without any incentive beyond earning ordinary salaries. His profit sharing system of the early days is still continued and the head of each department of the Amalgamated Press receives a percentage as the profits increase.

In discussing the Henry Ford high wage system a few years ago, Lord Northcliffe said: "While the big wage idea is good in its way, a much better plan is to allow a percentage to those who hold responsible positions. Every worker is thus inspired to do his best. That plan, I am convinced, will eventually be adopted in all large businesses."

As the result of this system, it may be added, some of the young men who became associated with the Amalgamated Press in the early days and grew up with the business earned from ten to twenty thousand dollars a year in editorial positions. Several left the firm with a hundred thousand dollars or more. One member of the staff who entered the business at a salary of \$15 a week was eventually promoted until he became editor-in-chief with salary and commissions amounting to \$50,000. Some years ago when a change was made in the management he accepted half a million dollars to cancel his contract.

MR. HEARST OUTLINES HOW HIS NEWSPAPERS SHOULD BE MADE

EDITORIAL NOTE.—The following matter is the text of a bulletin recently posted in the editorial rooms of the Hearst newspapers.

HAVE a good exclusive news feature as often as possible. PAY LIBERALLY for big exclusive stuff and encourage tipsters.

Get reporters with acquaintance. When a big story must get in all the papers, try to have notably the best account in your paper.

Try to get scoops in pictures. They are frequently almost as important as news. I don't mean pictures of chorus girls, but pictures of important events.

Make the paper thorough. Print all the news. Get all the news into your office and see that it gets into the paper. Condense it if necessary. Frequently it is better when intelligently condensed—BUT GET IT IN.

Get your best news on your first page and get as much as possible on that page.

Don't use up your whole first page with a few long stories, but try to get a large number of interesting items in addition to your picture feature and your two or three top head stories.

Of course, if your feature is big enough it must get display regardless of everything, but mere display does not make a feature.

When you have two features it is frequently better to put one on the first page and one on the third, so as not to overcrowd the first page.

Get important items and personal news about well-known people on the first page, and sometimes condense a big news story to go on the first page rather than run it longer inside. Make your departments complete and reliable so that the reader will know that he can find a thing in your paper and that he can find it right.

Make a paper for the NICEST KIND OF PEOPLE—for the great middle class. Don't print a lot of dull stuff that they are supposed to like and don't.

Omit things that will offend nice people. Avoid coarseness and slang and a low tone. The most sensational news can be told if it is written properly.

Make the paper helpful and kindly. Don't scold and forever complain and attack in your news columns. Leave that to the editorial page.

Be fair and impartial. Don't make a paper for Democrats or Republicans, or Independent Leaguers. Make a paper for all the people and give unbiased

news of ALL CREEDS AND PARTIES. Try to do this in such a conspicuous manner that it will be noticed and commented upon.

PLEASE BE ACCURATE. Compare statements in our paper with those in other papers, and find out which are correct. Discharge reporters and copy readers who are persistently inaccurate.

Don't allow exaggeration. It is a cheap and ineffective substitute for real interest. Reward reporters who can make THE TRUTH interesting, and weed out those who can not.

Make your headlines clear and concise statements of interesting facts. The headlines of a newspaper should answer the question, "WHAT IS THE NEWS?" Don't allow copy readers to write headlines that are too smart to be intelligible.

Don't allow long introductions to stories, or involved sentences. Don't repeat unnecessarily. Don't serve up the story in the headlines and then in the introduction and then in the box. Plunge immediately into the interesting part of the story.

Run pretty pictures and interesting layouts, but don't run pictures just to "illuminate the text." If a picture occupies a column of space it should be as interesting as a column of type. Pictures of pretty women and babies are interesting. Photographs of interesting events with explanatory diagrams are valuable. They tell more than the text can, and when carefully and accurately drawn people will study them. But much space in my papers is wasted on poor and uninteresting pictures. Make every picture worth its space.

Please sum up your paper every day and find wherein it is distinctly better than the other papers. If it isn't distinctly better you have missed that day. Lay out plan to make it distinctly better the next day.

If you can not show conclusively your own paper's superiority, you may be sure the public will never discover it.

A succession of superior papers will surely tell.

When you beat your rivals one day try harder to beat them the next, for success depends upon a complete victory.

WILLIAM RANDOLPH HEARST.

WILL FIGHT COMMUNISM

Montana Association Pledges Itself at Missoula Convention

(Special to EDITOR & PUBLISHER)

MISSOULA, Mont., July 18.—Resolutions condemning communistic influences which, it was asserted, are trying to impugn the motives of the press of Montana were adopted at the 37th annual convention of the State Press association held here today. The members also ask Congress to grant permission for the construction of a dam at the outlet of Yellowstone lake to control the floodwaters of the Yellowstone watershed; endorsed the Smith-McNary reclamation bill now before Congress, and urged adequate support of the school of journalism at the State University. The resolution against radicalism was prepared by H. S. Thurston of Stanford, R. R. Kilroy of Butte, and W. O. Ensign of Hlysham. Officers elected are: G. M. Moss, editor of the Whitefish Pilot, president; O. S. Warden, Great Falls Tribune, first vice-president; Henry Woare, Chester Democrat, second vice-president; M. J. Hutchens of the Missoula Missoulian, third vice-president; and S. E. Peterson of Great Falls, secretary-treasurer.

The retiring president is P. B. Snelson of the Billings Gazette, whose annual message to the association was an answer to criticism of some eastern bankers that the Montana press has taken and continues to take a pessimistic view of industrial and agricultural conditions as they exist in this state. In substantiation of his denial he cited a word of caution to the press delivered by Montana bankers warning against being over-optimistic, out of proportion to conditions as they actually existed.

The majority of the state editors remained in Missoula to be in attendance at the National Editorial association sessions which were begun the following morning.

Conley Joins Katz Agency

H. Scott Conley, formerly with the financial department of the New York American, has joined the E. Katz Special Advertising Agency, New York, as a solicitor.

THEY ARE ALL IN THE DAY'S NEWS



Photo by World Wide



Photo by Jack Price

Women continue to grasp the reins. Mrs. Lewis Butt Barrett, widow of Edward W. Barrett, former publisher of the Birmingham (Ala.) Age-Herald, has succeeded her husband in that position and becomes America's first directing head of a metropolitan newspaper.

Now they are coming back and leaving Europe—well, we will let them finish that. Walter G. Bryan, member of the general staff of the Hearst publications, and Mrs. Bryan, who came in this week, said that even at that they had a perfectly good time.



Photo by Curtis

The office was marked private but some one yelled, "Come in." Bill opened the door and this week it was announced that William B. Colver, former chairman of the Federal Trade Commission, had been made General Editorial Manager of the Scripps-McRae newspapers, under Robert P. Scripps. His office will be in Washington.



Underwood & Underwood



Who would ever have thought William Allen White (right) would ever have given Henry such a mean look? And who would ever have thought Governor Allen (left) would have turned his face away? That's what national strikes and defense of freedom of expression will do even between such good friends as "Henry and Me."

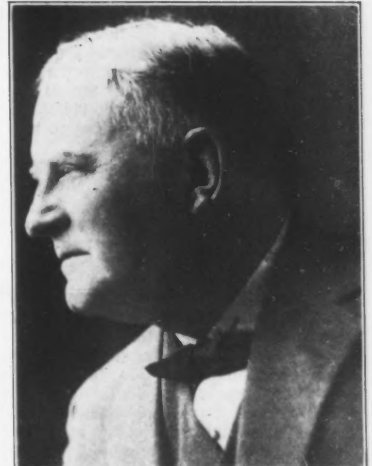


Photo by P. & A.



Simplicity was marked at the funeral services for Charles Ransom Miller, late editor-in-chief of the New York Times, which were attended by many of the notables of the newspaper world. The pallbearers were all members of the Times staff.



Photo by P. & A.

VITAMINE ADVERTISERS ARE CHARGED WITH MISLEADING STATEMENTS

H. C. Lythgoe, Food and Drug Director, Massachusetts Health Department, Has Launched Attack Against Alleged Abuse by Patent Medicine Men of New Discovery

By HAMMOND EDWARD FRANKLIN

AN attack on what he claims is the abuse of the newly discovered vitamins in advertising has been launched by Herman C. Lythgoe, director of the Division of Food and Drugs of the Massachusetts Department of Health. He declares that the advertising of milk as a food in connection with its vitamin content is justified by the facts, but raps the advertising methods connected with several widely pushed commercial preparations, which he predicts are doomed to failure.

"I have no desire or intention of criticizing the scientific work which has resulted in the discovery of those wonderful unknown substances called vitamins; but I wish to point out certain abuses of those discoveries which have been made by commercial houses, and the relations of these abuses to our food and drug laws and our false advertising laws," he states.

"The belief in the supernatural is even now highly prevalent, and appeals to that belief usually bring results, other things being equal. The peculiarly mysterious properties of the vitamins have popularized them, and they have been swallowed hook, line and sinker by the public. It is worthy of note that the same procedure ensued relative to radium and the Einstein theory. The vitamins are so constituted that they can and are being sold at high prices to the incredulous to mitigate mostly imaginary evils.

"I believe that the continued sale of these products is doomed to failure for purely psychological reasons. A proprietary medicine to be successful must possess two prime attributes: First, it must have a disagreeable taste or odor, and, it must show immediate physiological results. The vitamins must of necessity fail in these attributes unless, as in some instances, drugs are added, because they are tasteless and because the abundance of vitamins in our daily diet is such that preparations containing these agents would have no visible effect. These commercial preparations are essentially yeast or other vegetable concentrates, and to some are added strychnine, phenolphthalein and organic iron compounds so necessary for the commercial success of a proprietary remedy.

"No person takes more care in his advertising than the proprietary medicine man. He knows the laws, their limitations, the efficiency of enforcement, and knows that outside of food and drug advertisements there is little or no systematic policing of false advertisements. He is, therefore, careful and the vitamin bunk shows practically 100 per cent efficiency in complying with the food, drug and advertising laws. Let us consider the bunk:

"Weigh Yourself—Then Take Vitamine Tablets—and watch the results. Thin, weak, run-down folks who wish to put on good firm flesh, etc., should try this wonderful nutrition product."

"The advertisement shows a female figure tipping the scales at 95, with scrawny neck, ungainly figure, flabby tissues and sallow complexion. Facing her is the figure of a buxom female of 125 pounds, with clear skin, firm flesh and well-rounded figure chock full of vitamins. The advertisement states:

"We do not claim, however, that vitamins will put flesh on everybody. Some people are naturally too thin and will probably remain so in spite of vitamins and everything else."

"This advertisement advises obtaining your strychnine from other sources.

"Another advertisement of the same proprietary calls attention to a startling exposure, and picturing a young lady in abbreviated costume, truthfully states:

"Take one single substance from the blood of the beautiful, healthy, well-

formed woman in this picture, and she will become weak, thin, emaciated like the thin, scrawny woman in the picture below, on three or even four big meals a day—put this magic-like substance back and she will quickly put on good, firm flesh and become rosy cheeked, strong and vigorous even on two meals a day."

"It again calls attention to the fact that the preparation does not always work, but neglects to add that our daily diets usually contain this one single substance so necessary for our continued existence.

"The directions are to first weigh yourself and then measure yourself, then take two tablets with each meal and keep up the process until you are satisfied with your gain in weight and energy. Note the complete absence of the time factor. The gain in energy is insured by the addition of strychnine to the tablets.

"Another advertisement of the same drug is similarly worded. Just above the picture of the young lady chock full of vitamins, pep and strychnine are directions to take some tablets and watch the surprising results. Does this possibly refer to an overdose of strychnine? I hope not. There was one death in this state this year due to too many strychnine tablets in a child.

"An advertisement referring to a yeast tablet contains one false statement. Referring to iron and vitamins, it says: 'Both of these elements are lacking in the modern diet.' They guarantee to "bring satisfactory results or your money back." The proviso covers a multitude of sins.

"Certain definite measurements of a young woman are given in another advertisement. In 22 days she increases in weight 10 per cent, chest 8.6 per cent, calf 8.3 per cent, arm 5.3 per cent, neck 4.1 per cent. There is still room for improvement. She will be heavier when she reaches the age of 40.

"An interesting advertisement designed by a man who recognizes the bunk and takes the bull by the horns says:

"The discovery and scientific application of the elementary units of body building foods are wonderful helps in rebuilding the ailing. The average person who has robust health and strength does not worry about vitamins and calories; he simply uses _____, appetizing and high in food value."

"To attract attention, this advertisement is headed, 'Vitamines and calories.'

"This discovery of the 'A' vitamin has given a tremendous stimulus to advertisements concerning the dairy interests. The per capita consumption of milk and butter has materially decreased since 1916, but is now increasing due to reductions in price rather than to publicity. The general public prefers butter to oleo, but when the prices go too high, the consumption of oleo always increases, and with the falling prices decreases. With increasing milk prices, the consumption is curtailed, and with decreasing prices, the consumption is increased. The advertising of milk as food with reference to its vitamin content is in general in accordance with the facts, except that no mention is made of low or no vitamin milk, which is something more than a scientific curiosity.

"Kennedy and Dutcher state in the Journal of Biographical Chemistry, February, 1922, page 538:

"1. The presence of vitamins 'A' and 'B' in cow's milk depends upon their occurrence in the ration.

"2. Stall-fed cows will produce a milk rich in vitamins provided their ration consists of a proper combination of grains and leafy food."

"One milk advertisement is rather peculiarly worded. The originator thereof believes that without vitamins we would only half exist, when, in fact, we would cease to exist.

"An advertisement regarding a certain brand of oleo is not false, but is peculiar from a business viewpoint. It calls attention to the high quality of the oleo because of the high vitamin content of the milk used in its manufacture. A strict interpretation of this advertisement would be construed as advice to eat butter. Oleomargarine has reached the point where it can stand upon its own

merits and need depend upon its slight association with the dairy industry to make it effective.

"There has recently been put on the market an article consisting of condensed skimmed milk emulsified with coconut oil. It is devoid of 'A' vitamin, is sold for what it is, is labeled, 'Do not use for infant feeding,' and saves considerable skimmed milk which otherwise would go into the sewers. An attempt is being made to prevent the interstate shipment of this article for the purpose of saving the lives of children who would be given the article for food.

"The proponents of this measure do not consider that the mother who would feed her child an improper diet in one respect would continue to select improper diets if one objectionable substance were removed. It would be disastrous to adults if only infant foods were permitted access to our markets.

"The yeast fad is peculiar. Yeast is high in the 'B' vitamin, but why eat yeast cakes when so much more palatable foods containing the same substance in abundance are readily available?

"A recent yeast advertisement quotes a diet including boiled potatoes and buttered peas, claiming deficiency unless yeast is added. Unfortunately, the paper carrying the advertisement is published in another state and our laws are not applicable under such conditions.

"Another states: 'They pay heavily for it in later life,' but it also could say, 'They pay for it now. And still another says: 'Add two or three cakes to your own daily diet and note the difference,' which statement could easily refer to increased cost of your meals. The statements regarding the 'B' vitamin content of yeast are substantially correct, but the insinuations that the general public is subsisting upon a low or vitamin-free diet are incorrect. And yeast is an expensive food.

"One cannot grow fat on vitamins alone, neither can one do any work on vitamins alone, but in addition one needs some fat, some carbohydrates, a variety of proteins and mineral substances. A deficiency of any of these will produce serious pathological disturbances which require the services of the skilled dietitian, who can make a proper diagnosis of the trouble, rather than those of the proprietary medicine man who does not know you or your trouble. The popular application of the vitamins is to eat three square meals a day and do not worry.

"This was well expressed by Dr. H. W. Wiley at the last meeting of the Association of Official Agricultural Chemists, as follows:

"Milk and greens have vitamins
Enough for little Sid,
So he, at least, will need no yeast,—
A real self-raising kid."

Roostook News Suspends

The Roostook Daily News, of Houlton, Me., suspended publication July 21. The paper was started about two years ago by the Roostook Publishing company, of which Simeon L. White, a Houlton druggist, is vice-president. The members of the editorial and mechanical forces have received no pay for three weeks, according to Donald F. McGrew, editor and manager.

Daily Starts in Noblesville

The Noblesville (Ind.) Morning Times issued its first number July 19. Dailey M. Hudley is the publisher and John G. Baker, formerly of Richmond, Miss., is the editor. The paper is the outgrowth of the Hamilton County Weekly Times.

Loring Pickering Made Manager

Major Loring Pickering, of the San Francisco Bulletin and vice-president of the newly formed North American Newspaper Alliance, has been made general manager of the alliance for one year. His selection as the directing head of the new organization has been announced to the member papers and Major Pickering will return to New York about August 1.

FINE NEW MINNESOTA HOME



THE Crookston (Minn.) Daily Times, established thirty-five years ago, issued its first edition in its own building on July 6. The structure is a three-story brick building and as fine a newspaper home as any city under 100,000 population could desire. E. McKenzie is the proprietor of the Times.

The building was formerly a hotel. It is built of brick and stone and occupies a

ground space of 50 by 100 feet. Two large presses, one for the printing of the newspaper and the other for job work, have been placed in the basement, which also has a stereotyping room, and toilet rooms and shower baths for the employees. The editorial and composing rooms are located on the second floor as well as an assembly room for meetings of the employees of the paper.

N. E. A. WILL DEFEND 18TH AMENDMENT AND ZONE POSTAL RATES

Annual Convention Also Favors Sworn Government Circulation Statements by Weekly Newspapers—J. C. Brimblecom of Massachusetts Elected President

By RALPH B. SWARTZ

(Special Correspondent for EDITOR & PUBLISHER)

MISSOULA, Mont., July 22.—They came, they saw and they conquered. This is Montana's opinion of the delegates to the 37th annual convention of the National Editorial Association, held in Missoula.

And Montana, and Missoula in particular, is willing to let the editors through their various mouthpieces tell the world whether Caser's report should be modified to say: "We went, we saw and they conquered."

Montana belonged to the editors from the day the decision was made that this year's convention should come to the metropolis of western Montana. The nearer the day approached for their arrival the feeling of welcome became intensified, solidified and more spontaneous. Their coming applied the torch to the powder keg and from then on their tour of the state became one grand procession.

Aside from all benefits which may accrue as a result of their western journey, including the advertising this state may receive when these men, and women, too, get home, and aside from all selfish interests, Montana, the treasure state, is glad they came, was glad to extend its hospitality, giving many their first opportunity to grasp the magnitude of the vast storehouses of wealth in its fields and rivers and hills, and will welcome them again if Fate in shuffling the cards, decrees that it again shall act as host.

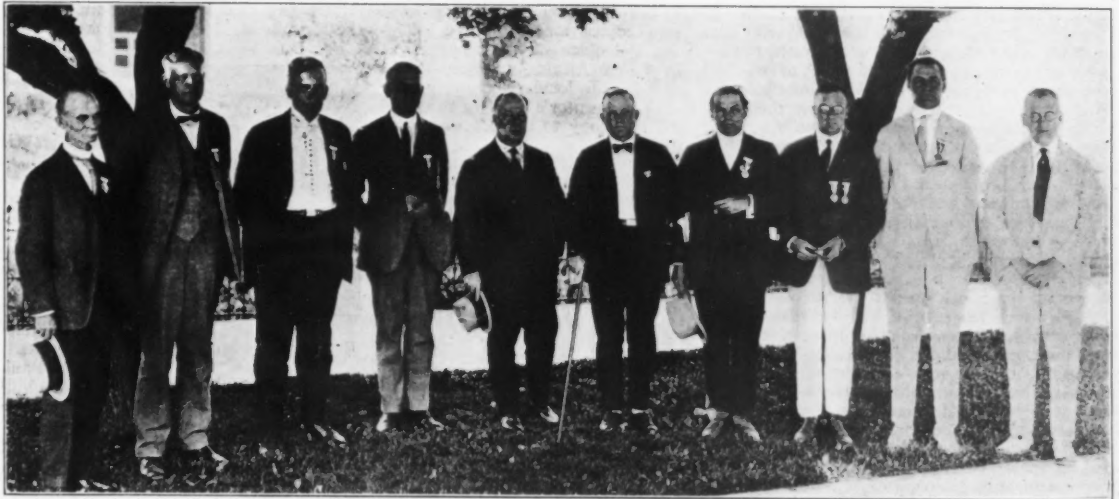
It was a remarkable gathering in many ways, consolidating into a solid unit of interest men assembled from every quarter of the United States. Subjects as varied as are the interests of the publishing world characterized the program and men known nationally in particular fields gave of their experience and knowledge for the benefit of the association delegates.

In the final analysis it was these men who made the convention the success it was. Men other than Governor Joseph M. Dixon and Pete B. Snelson could have extended the welcome of the state and the Montana Press Association, but it could have been no better done. Governor Dixon, himself a publisher of years' experience, knew the things Montana wanted said and what the delegates wanted to hear. Mr. Snelson, editor of the Billings (Mont.) Gazette, appreciates the value of words and knows how to reach the human heart. And the program committee could have chosen in a hundred different places before finding a man better fitted to deliver the response, but Wallace Odell, past president of the New York Press Association and editor of the Tarrytown Daily News, more than filled the bill. Mr. Odell is not, strictly speaking, a humorist, but he succeeded with his remarks in lighting the faces of the travelers, tired from the many miles they had journeyed, and put them in good humor for the days to follow. He was full of sunshine and he radiated his smile until it was reflected in the countenance of each one.

There were no moments of differences of opinion until the final session was reached and the time came for election of officers, but the matter was more apparent than real and the choice of J. C. Brimblecom, of the Newton (Mass.) Graphic as president for the coming year met universal approval. Mr. Brimblecom has been carrying the weight of the office since the appointment of President E. E. Brodie of Oregon by President Harding as minister to Siam. Mr. Brimblecom was chosen vice-president a year ago at the Florida convention and inherited the burden when Mr. Brodie went away.

Other 1922-23 officers are: Wallace Odell, Tarrytown, N. Y., vice-president;

G. M. Moss, Whitefish, Mont., member of executive committee to fill vacancy caused by advancement of Mr. Odell; H. C. Hotaling, St. Paul, Minn., recording secretary, replacing George Schlosser, Wessington Springs, S. D.; W. W. Aikens, Franklin, Ind., re-elected treasurer. On the executive committee are George E. Hosmer, past president, Bradentown, Fla.; George W. Marble, Fort



The new officers of the National Editorial Association (from left to right) are: W. W. Aikens, Franklin, Ind., treasurer; H. C. Hotaling, St. Paul, executive and corresponding secretary; G. E. Hosmer, Bradentown, Fla., executive committee; Will Wilke, Minneapolis, executive committee; George Marble, Fort Scott, Kan., executive committee; Frank Henderson, Little Rock, Ark., executive committee; G. M. Moss, Whitefish, Mont., executive committee; J. C. Brimblecom, Newton, Mass., president; Wallace Odell, Tarrytown, N. Y., vice-president.

Scott, Kan.; Will Wilke, Minneapolis, Minn.; H. U. Bailey, Princeton, Ill.; Frank Henderson, Little Rock, Ark., and G. M. Moss, Whitefish, Mont.

A number of cities are bidders for next year's gathering, but decision of location is left in the hands of the executive committee and selection probably will not be made until some time during the early winter. A message was received from the Mexican government saying an invitation would be extended the editors to meet there if the government was assured it would be accepted. American cities seeking the convention are West Baden, Washington, New York, St. Louis, Cleveland, Detroit, Ottawa Beach, Mich., Columbus, Ohio, Tulsa and Chicago. The Tulsa bid was made in connection with the proposal for a trip into Mexico and a visit to the oil fields in that country.

The report of the resolutions committee, whose recommendations were adopted unanimously, provided for strict enforcement of the Eighteenth amendment to the constitution; that all newspapers submit semi-annual reports to the government of their circulation; and that the zone system be kept in the second class mail service, but that the rates be reduced to the 1919-20 basis, as provided in the Kelly Bill now in Congress.

In connection with the report on the zone system C. M. Redfield of the Malone (N. Y.) Telegram told of the work of Wright Patterson of Chicago, who went to Washington at the instigation of Mr. Redfield and fought successfully an attempt to put the smaller papers on the old flat rate charge.

The program committee was as fortunate in its selection of other speakers as it was for the welcoming addresses and the reply. They were men of national prominence in their respective lines, perfectly capable of discussing questions they understood thoroughly and in which

every editor in the country has a personal interest.

Col. W. B. Greeley, chief forester of the U. S. Department of Agriculture and former chief of District No. 1 of the forest service, with headquarters in Missoula, traced the growth of the paper industry and the increasing scarcity of the material entering into its production. In the forty years, 1880 to 1920, per capita consumption increased from 30 pounds annually to 149 pounds, a jump of almost 500 per cent. He urged the need of conservation and reforestation of thousands of acres of cutover forest land if the future is not to see wood-pulp pass as the basis of paper manufacture.

"The Cinderella of Journalism," a plea for right to existence of the country weekly and a thorough discussion of its necessity as a part of the rural life of any community was a message brought by H. Z. Mitchell, editor of the Bemidji (Minn.) Sentinel. No better recital in defense of the country press has been

clearing House of Chicago. And it was insurance he talked and discussed and before he had gone half way through his prepared speech the editors began to see the significance of his words and apply their meaning to their own business establishments. Summing up in his final paragraph he said:

"If we are to retain our material prosperity, if we are to preserve our national institutions, if we are to safeguard and protect the sources of capital and the processes of production and distribution, if we are to save our system of wealth increment, it is necessary that the present public knowledge in regard to the insurance business be increased, and that the persistent tinkering with it by the opponents of democracy, the quacks of democracy, the spoilsmen of democracy and the ignoramuses of democracy be prohibited.

"The editors of America can wield a more potent force in this direction than any other class or classes, and I have tried to suggest to you the interests which you have in common with the rest of the people of this country in the preservation of the institution of insurance from attacks from without and within."

Then there were other speakers—"Advertising prospects" was discussed by

uttered and Mr. Mitchell had the words and logic to drive home his points.

E. E. Brodie, although in far-away Siam, did not forget the annual convention and sent his greetings, which were read by H. C. Hotaling, executive secretary of the association. Mr. Brodie showed that although transformed overnight from an editor into a minister, his heart still is in the printshop and his interest the interest of the association he had been selected to lead.

The message delivered by Mr. Brimblecom, the president's annual address, made a plea for honesty in the newspaper business. This, he argued, should apply to news as well as to advertising and circulation. He recommended that all publications carrying advertising should be forced to issue sworn statements regarding circulation as newspapers are required to do now. Mr. Brimblecom paid high compliment to Mr. Brodie, whom he was to succeed through stress of circumstance, and lamented the fact the association could not have had Mr. Brodie's guiding hand throughout his tenure of office.

Another topic of interest to every newspaper office—overhead expense and how to keep it down—was brought before the convention by Milton R. Cox, editor of the Arapahoe (Neb.) Public Mirror. Mr. Cox, realizing that expense problems multiplied in proportion to the increase in printing shops, said he would not attempt to solve specific questions but apply suggestions which would cover problems general to all. He advocated a cost-system whereby overhead will appear less in the light of a "profit-eater" and assume the role of a business and improvement barometer.

A subject unusual and, on its face, irrelevant, was brought before the association by Henry Swift Ives, secretary of the United States Insurance Information

Richard Lee of the Lord & Thomas Agency, Chicago; "Forces That Create Favorable Conditions for Newspapers," was handled by Jesse H. Neal, executive secretary of the Associated Business Papers, New York; "The National Editorial Association Home, Potash Sulphur Springs, Ark.," by Dr. L. H. Fordham, Hot Springs, Ark.; "What the Law Says," by William W. Loomis, LaGrange, Ill., author of "Newspaper Laws"; "Industrial Montana, Hon. C. F. Kelley, president of the Anaconda Copper Mining Company, New York; "Importance of Proper Ad Display," E. G. Myers, National Printer-Journalist, Milwaukee; "Montana, the Hosts," H. R. Cunningham, president Montana Life Insurance Company, Helena; "Ye Editors," the Guests, Robert Emmett Dowdell, Forestburg, S. D., the last being delivered at the annual banquet held on Thursday evening.

The "Importance of the Editorial Page," was discussed by Tom Stout, editor of the Lewistown (Mont.) Democrat-News and former representative in Congress from Montana; "More and Better Local Advertising," by H. W. Pickering, advertising expert of Salt Lake City; "Montana's Start in Newspaper Making," by A. L. Stone, dean of the school of journalism at the University of Montana; "Rural Dailies and Weeklies the Coming Advertising Field," a message from James O'Shaughnessy, executive secretary American Association of Advertising Agencies, New York; and "Radio and the Future Newspaper," by Senator John E. Edwards of the Billings Gazette.

Another address on the annual banquet program was that by Brig. Gen. U. G. MacAlexander of England who helped turn back the German horde at Chateau Thierry, who led a gallant host through the forests of the Argonne and who

(Continued on Page 49)

JAPANESE EDITORS PROTEST AGAINST OPPRESSIVE REGULATIONS

Power of Government to Censor Newspapers Has Been Practically Unlimited Since 1909—Editor & Publisher's Interest Welcomed—Summary of Law

By JOHN R. MORRIS

Far East Editor, EDITOR & PUBLISHER

TOKYO, June 23.—The present widespread remonstrance in Japan against the injustice of oppressive press regulations is directed against a law promulgated in 1909, and which has stood unchanged for 13 years. The law now in effect replaced one even more severe in point of penalties provided for violations of press regulations. The older law, though several times amended, had been operative since the beginning of the Meiji era shortly after the Restoration of half-a-century ago. The law of 1909, while it lessened the amount of fines and terms of imprisonment to be assessed in cases of violation, left undiminished the power to suspend publication of a newspaper or close its plant indefinitely. This power is still exercised by the police bureau of the Department for Home Affairs, acting through local police, and by other government departments.

As was pointed out recently in EDITOR & PUBLISHER's editorial, which has been much commented upon in newspaper circles in Japan, the power of the government to censor the newspapers here is for all practical purposes unlimited. One of the leaders of the national movement for repeal of the oppressive legislation, expressing his colleagues' appreciation of EDITOR & PUBLISHER's friendly interest, predicted that within ten years Japan will have a press unhampered by the censor's heavy hand. At present, however, he added, the law can be made to mean whatsoever the government authorities please.

The law of 1909 delegates unlimited powers of censorship to the Minister for Home Affairs and, with reference to news and editorial matter affecting their particular offices, to the Minister of War, the Minister of Marine, and the Minister for Foreign Affairs. A newspaper must observe all warnings and instructions regarding its contents sent out by the government authorities, and may be suppressed without warning or trial. Fines and prison sentences must be determined in court.

A digest of the objectionable law, prepared by Prof. Frank L. Martin, a member of the faculty of the School of Journalism of the University of Missouri, makes reference to all its important points. Prof. Martin has made numerous trips to the Far East and for a period during the war was engaged in newspaper work in Japan. His condensation of the press law is given here:

1. The following are not permitted to become publishers or editors of papers: Persons not in residence before the law was passed; sailors or soldiers, either in service or subject to service; minors; persons considered incompetent; criminals of a certain class.

2. Printing plants of papers published for circulation in the country must be located within the empire.

3. Publishers must record with the Minister of State for Home Affairs: Dates or frequency of issue; whether or not current politics is to be discussed; character of material to be published; exact date of the first issue of the paper; place of publication and location of the printing plant; name of the proprietor or publisher; names and ages of the publisher, editor and printer. This report must be signed by the proprietor and legal representative at least ten days previous to the date of the first issue. Any change of proprietor, editor or printer must be reported within seven days after the change has been made. In case of death the name of the new proprietor or editor must be reported within the same length of time.

4. Any paper that misses 100 days of

publication consecutively, or allows 100 days to elapse between three issues, must cease publication entirely.

5. In case the proprietor of a paper leaves the country for more than one month he must report the appointment of a temporary proprietor. Temporary proprietors and editors, anyone in charge of an editorial department, the signer of any published article and the person requesting the publication of any article of correction or retraction, are subject to all the provisions of the laws.

6. At the time of publication of each issue, two copies must be sent immediately to the office of the Minister of State for Home Affairs, one copy to the main office of the local government, one copy to the procurator's office of the local court and one copy to the procurator of the district court.

7. No paper can publish articles on current politics in its columns unless bond is filed with the government. The amount of the bond required follows: In Tokyo and Osaka, or any point within three miles of these cities, 2,000 yen (\$1,000); cities of a population up to 70,000, 1,000 yen (500); all other places, 500 yen (\$250). The amount of bond is reduced one-half for all publications issued less than three times a month. The government can use this money placed as security to cover fines which are not paid within ten days after conviction. A paper must cease publication within seven days after there is an unpaid deficit in the bond.

8. In the case of the publication of an erroneous article, if a correction is requested by anyone concerned with it, the correction must be published in full, either in the first or second issue following the request. This correction must be published in the same kind of type as the original article. If the correction does not bear the name and address of the writer, or if it contains matter unsuitable for publication under the laws, it need not be published. If the correction exceeds in length the original article the paper may change its established advertising rate for all the extra matter. Any matter reprinted from the Official Gazette must be corrected, in case the Official Gazette publishes a correction. This must be done without request or charge of any kind.

9. No paper is allowed to print the news of preliminary examinations before any law case has been submitted to public trial; or any matter regarding a criminal case prohibited by the procurator in charge; or any arguments of a case the trial of which is not open to the public.

10. Permission must be obtained to print the contents of any document that has not been made public by the government, or document or proceedings of any organization formed in accordance with the law. Permission must also be obtained to publish any petition or appeal made to the government. No paper can publish any article that is likely to arouse sentiment favorable to a criminal, or anything tending to praise or damage a criminal or person accused of a crime.

11. The Minister of State for Home Affairs can prohibit the sale and distribution of papers, or seize all copies if he regards any article contained in the issue as "harmful to peace, order and good custom." He can also prohibit the publication of the fact that such action has been taken by his office. The copies of any foreign paper circulated in the empire are subject to seizure, and, in case of one offense, future copies can be stopped from entering the country.

12. The Minister of State for War, the Minister of State for Marine and the

Minister of State for Foreign Affairs can prohibit the publication or restrict the matter prepared for publication in regard to military, naval and foreign affairs at any time the ministers so desire.

13. Imprisonment or a fine can be imposed in case of the publication of any article that reflects on the dignity of the imperial court, or reflects on the form of government, or is in violation of any of the clauses of the constitution.

14. Punishment is provided for the publication of libel.

EUROPE NOT YET READY FOR AMERICANS

Herman Halsted Finds General Conditions and Methods of Doing Business Do Not Warrant Opening of Branch Offices

"After a thorough investigation of the advertising situation in England and on the Continent, I do not think business conditions warrant the establishment by Americans of European offices," said Herman G. Halsted, vice-president of Paul Block, Inc., who returned last week with Mrs. Halsted from an extended trip abroad.



HERMAN G. HALSTED

Block, Inc., in London and Paris, but we certainly will not do that at the present time. As to reasons, why they are numerous. Leading advertising men of London told me frankly that advertising in England was fifteen years behind that of America. Most of the advertising abroad is in newspapers and in outdoor signs, for there are almost no magazines. The advertising business there and in America is pursued along entirely different lines. The conservatism for which the Englishman has always been noted is greatly emphasized in his attitude toward advertising. It is the policy of agents there to wait for clients to call upon them. According to their standards, soliciting business is out of the question, and I was assured that if I went out seeking business as we do in America, we would be met with most unkind criticism.

"The fault lies not so much with the English advertising men themselves, as with the English buying and selling public. They are the people who have to be educated to the point where they will understand and appreciate American methods of advertising. The advertising men are eager and anxious for American advertising men to come abroad, so that they may learn from them, and they are making elaborate plans and anticipating with pleasure the convention of the Associated Advertising Clubs of the World, in London in 1924.

"In Paris I learned little, certainly little that was encouraging. It was difficult to find an advertising man of high standing who could speak English and was willing to express honest opinions. Some of the daily newspapers of Paris have immense circulation, but most of them are of little volume, and therefore carry little advertising."

Mr. and Mrs. Halsted sailed June 29 for London and while in that city, Mr. Halsted was a guest at the Thirty Club, where he spoke. After several weeks there, during which time they took automobile trips to surrounding points of interest, they went to Holland and also visited Paris and Brussels. Nice and Monte Carlo were next on the list and the crowning event of their trip was the visit to Syd Clarke, former secretary of the Advertising Club of New York.

"Syd looks fine," said Mr. Halsted, and as manager of the vast estates of

Count Antonio Malvasia is doing splendidly. The Count's estate, near Bologna and overlooking Praduro-Sasso, is one of the most beautiful spots I ever have seen. The Count is a charming fellow, devoted to "Syd," whom he says he will never allow to return to America, if there is any way of keeping him. He is thoroughly democratic. As we were strolling through the beautiful grounds surrounding his villa the day after our arrival, I addressed him as 'Count.' He said to me: 'My friends call me Tony, Mr. Halsted.'

"Syd" was eager to hear all about the members of the Ad Club in New York and sent them many messages. We were absolutely charmed with Italy, and one visiting Genoa or Milan would feel that he was in one of the largest American cities, except for a difference in language.

"I did not see a barefoot boy, and everything bespoke prosperity and culture. Leaving Bologna, we visited the Italian and Swiss lakes, including Lake Geneva and then went to Paris and Tours."

PROPAGANDA EDITOR WOULD HELP

Will Irwin Says He Would Save Papers from Flood of Press Agentry—Better Salaries for Editorial Staff Also Needed

"A propaganda editor as suggested in a recent issue of EDITOR & PUBLISHER might help to solve the propaganda question for newspapers," said Will Irwin immediately after a speech made in Madison, Wis. He also said that better salaries for reporters should be provided to keep them in newspaper work rather than let them go into publicity.

"Every social, economic, political, national, and commercial idea is being press-agented," said Mr. Irwin, "and both the newspapers and the public need to be protected from their publicity so that the truth can be arrived at in some way by the newspapers."

"The newspapers are flooded with propaganda of every sort, often furnished them well disguised as news. The difficulty is to distinguish between news and propaganda," said Mr. Irwin in the course of his speech. "If you keep telling people the same thing often enough and long enough, they will believe it, without having been given proof of its truth. The press agents know this."

"The men who were the star reporters of my generation are now publicity directors. They can command large salaries as publicity writers, whereas the newspapers offer them salaries that are meager in comparison. The best talent of the journalistic world is being thrown into the field of publicity, because the remuneration there is so great."

"During the war propaganda was developed to its highest point. For years foreign governments have been studying American methods of advertising and applying them to their propaganda. Once while I was in charge of foreign propaganda for the government during the war, an innocent looking list of hook ordered by somebody in a neutral foreign country from Brentano's was sent to me by the secret service. At first there seemed to be nothing purposeful in the list. Then I eliminated all the fiction, and what remained was all the best books on the principles of advertising, as developed in the United States. These books were going to Germany through their agents in this neutral country."

L. J. Delaney With Thresher Service

Lawrence J. Delaney, recently space buyer of the F. Wallis Armstrong Company, Philadelphia, has joined the Thresher Service Advertising, New York, as space buyer. Mr. Delaney was with the Audit Bureau of Circulations, and previous to that connection with Grandin-Dorrance-Sullivan.

CARRIER PAPERS ENTHUSIASTICALLY PRAISED BY THOSE WHO USE THEM

Others Who Like the Idea Are Deterred from Executing It by High Costs—They Get the Office's Ideas Before All the Boys at Once and Keep the Force Happy

By ARTHUR T. ROBB, JR.

MINIATURE newspapers are being used by 38 daily newspapers of the United States and Canada and two newspaper distributing organizations to spread information and inspiration among the boys who put the papers into the hands and the homes of readers. Many more newspapers favor the "junior paper" idea and would issue one of their own if publication costs were lower. The favorite size of carrier publications would appear, from the results tabulated below, to be about four pages of three or four columns, 12 cms or more in width. There seems to be no standard size of sheet, the one most in favor being the 8 1/2 x 11 inch over-all page. Newsprint is the usual stock, and EDITOR & PUBLISHER is informed that the accepted practice is to use web presses when idle to print the "junior." The great majority are issued monthly, with one quarterly, two fortnightly and one weekly paper, for variety.

Circulation managers at the I. C. M. A. convention in Indianapolis will no doubt discuss their "junior" papers and those of other publications, but interest in the subject is not confined to the host which will gather at the Claypool. For the benefit of circulation executives whose duties keep them at their desk, EDITOR & PUBLISHER asked the newspapers which issue "juniors" to tell in a few words why they do so.

Sidney D. Long, manager of business and circulation of the Wichita (Kan.) Eagle and a former I. C. M. A. president, was responsible for one of the most ambitious house publications issued, until recent months when labor conditions in the Eagle plant interfered with regular editions.

"In regard to our house publication, Superior Service," Mr. Long states, "which covered all departments of the Eagle plant, it was a gigantic success. Our list was made up of at least 75 per cent of folks who wrote asking for the booklet. I might say that we replaced the publicity matter of Superior Service during the past few months with pamphlets of some of the most striking and outstanding articles in our paper. These we used in very large quantities and sent out to our carriers, agents, non-subscribers, stops, etc. This, I believe, is one of the best features we ever had for spreading the gospel of the Eagle among the folks that didn't take it."

"We are using our newspaper in promotion of circulation schemes, news of carriers and stations and publicity for our athletic organization," says Vern Tester, of the Toledo Blade.

B. J. Alf, circulation manager of the Hamilton (Ohio) Daily News, sees one of the chief advantages of Pep, his junior publication, in that the boy takes home the paper and his parents read it and become interested in their son's work.

John J. Kirk, circulation manager of the Cleveland Plain Dealer, says that in the Early Bird, its house organ, "an endeavor is made to appeal more strongly to the newsboy and the state correspondent. If we can draw them closer to the great Plain Dealer organization, our efforts and time spent on the magazine will not have been in vain." One page of this paper is given over to each of the four major departments—editorial, business, circulation and mechanical.

William T. Corbin, circulation manager of the Greensboro (N. C.) Daily News, states that the News "endeavors to boost the best carriers" in its junior paper and carries an honor list in each issue which gives the names of the boys performing the most faithful service, securing the most new business and delivering the paper with the fewest number of kicks.

The Interborough News Company, one

of the New York City distributing organizations, finds that its publication gives newsdealers an opportunity to read what publishers have to say and is an agency for expression of the salesmen's views. Many of the dealers, it is stated, have contributed letters showing how they conduct their business successfully and interesting information that might help some other dealers.

The Newburgh (N. Y.) Daily News uses the alliterative title of News Newsies News for its carrier publication. This is a four-page paper, three pages of which are ready-print, the front page being written in the News office. "Almost every month we make use of the paper," says F. H. Keefe, general manager, "to put across a thought which the office has that may be of benefit to the individual carrier, but which could not be communicated to him in any other way. We are thoroughly sold on carrier publications."

One of the liveliest publications that the present round-up brought in was the Sault News Junior, issued by the Sault Ste. Marie (Mich.) Evening News. C. M. Smith, circulation manager, is editor, with two of the boys as his associates. Its former two-column size was enlarged to three 12-cm columns to the page June 1, for convenience in setting the type on news machines. "It puts more pep into contests and our entire paper is read by all the boys who are big enough to read," says Mr. Smith. "Suggestions given the boys through the junior are usually acted upon. I keep a file of exchange copies of junior publications received and the boys have access to these at all times. This gives them an idea of what boys in other parts of the country are doing."

The Herald Junior, issued by the Decatur (Ill.) Herald, is edited by R. C. Parrish, circulation manager, assisted by one of his staff. "We often use pictures of our boys, as well as group photos of special occasions," declares Mr. Parrish, "and in this way we do not need to run the pictures in the newspaper, where they would have a lot of waste circulation. The Junior reaches just the boys and their families—the paper is mailed to their homes—the people who are interested in our circulation work."

The Decatur (Ill.) Review is considering the junior publication idea, but has

developed no plans yet. It keeps its carriers informed by mimeographed sheets of carrier news.

Meat for circulation men is plentiful in the letter of J. N. Eisenlord, circulation manager of the Chicago Evening American.

"We have had several carrier publications," says Mr. Eisenlord. "American Pep was issued by us for a considerable time and went to all our stores, newsdealers and newsboys. Finding that it was difficult to get any real information of interest to boys or newsdealers and that the majority didn't read it, although it was printed on good paper and carried many cuts, we discontinued it when we started last fall our Saturday edition with Sunday features."

"That inaugurated a junior carrier organization which now consists of about 1,400 boys, covering the city of Chicago."

"Pep Junior is issued every two weeks and consists of four pages, 10 by 12 inches, four columns to a page. The editor is one of the young ladies in the junior carrier department who puts together the stories that our junior carrier aids turn in. This is only a small part of her work, as she really only has to prepare copy which is submitted to her, and the pages being small, it is fairly easy to fill."

"What good this does cannot be determined, but I believe these little fellows enjoy seeing their names in it and stories of their achievements. I have tried to have it humanized by getting real stories of the different boys—about this one's trained dog, the other one's canary, etc.—rather than 'this boy increased five copies, etc.' believing that if we can tie these boys to us a little closer with this paper, as being part of the game we are playing rather than part of the regular business, it will be very successful."

"Our reason for issuing a junior publication," declares Oliver King, circulation manager of the Phoenix (Ariz.) Republican, "is that through its columns we can keep parents of carriers informed as to what is expected of carriers."

C. H. Breed, circulation manager of the Spokane Spokesman-Review, tells how the S.-R. Scout uses the personal note. "Any letters we receive from subscribers, commendatory or otherwise," he says, "are published in the junior, thus bringing the boy prominently before his fellows if he has done work which pleased subscribers; also bringing him forward, not as from us, but from the subscriber himself, in case his work has been sloppy. We find it gingers up the boys and makes the service much better throughout the year than when we tried to talk to them personally and could not get action upon the whole crowd at one time."

H. W. Parish, circulation director of the Scripps North-West League, finds the Seattle Star's junior paper useful as a medium to keep the boys fully informed of good features to be printed in the Star and sales talks on how best to sell these features.

High printing costs are responsible for the temporary eclipse of the Houston Chronicle, Jr., which was one of the model junior papers of the country until recently.

A. R. Michener, circulation manager of the Harrisburg Telegraph, endorses the Telegraph Booster by stating that "it has been published continuously for about fifteen years and we believe it is one of the first junior publications issued by a newspaper."

Another veteran in the ranks is the Journalette of the Minneapolis Journal, half-newspaper size, which recently celebrated its ninth birthday.

W. D. Lyness, circulation manager of the Tacoma News-Tribune, calls his Live Wire a "splendid medium through which to make announcements of promotion offers and also to criticize or commend the work of any members." Commendation is sought and unfavorable mention is avoided by the carriers, he finds.

C. L. Mull, circulation manager of the Passaic (N. J.) Daily Herald, calls a junior publication a "necessity." "It enables the boys to appreciate the oppor-

(Continued on Page 20)

GINGER FOR THE CARRIERS

JUNIOR publications have been proved effective links between the carrier force and the circulation executives by numerous newspapers and well worth their cost even in these days of high-priced labor and newsprint. In response to a recent questionnaire sent to all I. C. M. A. members, EDITOR & PUBLISHER received replies from newspapers which issue "Juniors," giving this information:

Newspaper	Name of Junior Paper	Editor	Size	Issued
Annlston (Ala.) Star	Junior Star	E. G. Shields	4pp., 3-col.	Monthly
Gadsden (Ala.) Times	Go-Getter	J. J. Hailey	4pp., 3-col.	Monthly
Mobile (Ala.) Register	Register & News-Item	C. T. Johnson	4pp., 4-col.	Monthly
Tucson (Ariz.) Star	Star Hustler	R. E. Macafee	4pp., 4-col.	Monthly
Phoenix (Ariz.) Republican	Republican, Jr.	Oliver King	4-8pp., 3-col.	Monthly
Denver (Col.) Rocky Mt.	Pep O Grams	Jane Myerson	4pp., 4-col.	Monthly
Los Angeles Express	Express Junior	G. C. Earl	8pp., 3-col.	Monthly
Hartford Courant	Courant Events	P. F. Viets	8-12pp., 2-col.	Monthly*
Hartford Times	Brass Tacks		8pp., 4-col.	Monthly
Miami (Fla.) Metropolis	Junior Metropolis		4pp., 3-col.	Monthly
Chicago American	Pep Junior		4pp., 4-col.	Fortnightly
Decatur (Ill.) Herald	Herald Junior	R. C. Parrish	4pp., 4-col.	Monthly
Lowell (Mass.) Leader	Booster	Rex Fisher	4pp., 4-col.	Monthly
Detroit News	Hustler	A. E. Holdsworth	8pp., 3-col.	Monthly
Sault Ste. Marie (Mich.) Evening News	Sault News, Jr.	C. M. Smith	4pp., 2-col.	Monthly
Minneapolis News	Daily News, Jr.	E. L. Farrington	6pp., 3-col.	Monthly
Minneapolis Journal	Journalette	Franklin Rook	8pp., 3-col.	Monthly
Newburgh (N. Y.) News	News Newsies News		4pp., 3-col.	Monthly
Interborough News Co., New York	Interboro Newsdealer		12pp., 2-col.	Monthly
Asheville (N. C.) Times	Asheville Times, Jr.	W. R. Geiger	4pp., 3-col.	Monthly
Greensboro (N. C.) News	Greensboro Daily News Junior	W. T. Corbin	4pp., 3-col.	Monthly
Cleveland Plain Dealer	Early Bird	C. P. Himmelman	8pp., 3-col.	Monthly†
Winston-Salem (N. C.) Sentinel	Junior Sentinel		4pp., 3-col.	Monthly
Cincinnati Post	Guide Post	W. R. Rouck	4pp., 3-col.	Monthly
Akron (Ohio) Times	Akron Junior Times	H. H. Kentor	4pp., 4-col.	Monthly
Hamilton (Ohio) News	Pep	B. J. Alf	4pp., 3-col.	Monthly
Toledo Blade	Toledo Blade Carrier		4pp., 4-col.	Weekly
Oklahoma City News	Oklahoma News Booster	August Kuehn	4pp., 4-col.	Monthly
Oklahoma City Oklahoman	Oklahoman Times, Jr.	G. E. Carvell	4pp., 3-col.	Monthly
Passaic (N. J.) Herald	Passaic Herald Booster	"Mgr. Boy Dept."	6-12pp§	Monthly
Harrisburg (Pa.) Telegraph	Telegraph Booster	C. L. Mull	4pp., 3-col.	Monthly
York (Pa.) Dispatch	Hustler		4-8pp., 3-col.	Monthly
York Gazette & Daily	Gazette & Daily, Jr.	C. K. Blasser	4pp., 3-col.	Monthly
Ogden (Utah) Standard-Examiner	Standard-Examiner, Jr.	Gilbert Dietz	4pp., 3-col.	Monthly
Seattle Star	Pepper Box	"Head Carrier"	4pp., 3-col.	Semi-Mo.
Spokane Spokesman Review	S. R. Scout	W. G. Whiteway	4pp., 5-col.	Monthly
Tacoma News-Tribune	Live Wire	R. W. Burby	4pp., 3-col.	Monthly
Edmonton (Alta.) Journal	Journal Junior	A. G. Haley	4pp., 3-col.	Fortnightly
Vancouver Province	Live Wire	H. E. Fuller	4pp., 2-col.	Monthly
Ottawa Newspaper Sub-Scrivation Bureau	Route Boy	Fred Stepler	4pp., 3-col.	Monthly
Bay City Times-Tribune	Times-Trib. Growler	T. V. Armstrong	4pp., 3-col.	Quarterly
Jackson Citizen-Patriot	Citizen-Patriot, Jr.	Fred O. Rouse	4pp., 3-col.	Monthly
Portland (Ore.) Telegram	Portland Tele. Carrier	L. H. Kimball	4pp., 4-col.	Monthly
Tulsa World	Tulsa World Booster	Harold E. Baker	4pp., 4-col.	Monthly
Oakland Tribune	Oakland Tribune, Jr.	Beverly Swabey	4pp., 4-col.	Monthly
Sacramento Star	Junior Star	J. S. Louvain	4pp., 3-col.	Monthly
Birmingham News	Birmingham News, Jr.	Ray S. South	4pp., 5-col.	Monthly

*Courant Events temporarily suspended; will be resumed shortly.
 †Early Bird goes to all departments of Cleveland Plain Dealer, including all connected with sale of papers.
 ‡Joint circulation organization supported by the Ottawa (Ont.) Citizen and Ottawa Journal Dailies.
 §Oklahoman Times, Jr., has 4 columns on page 1; other pages are half size of page 1, and are printed in transverse direction, with 2 columns to the page.

HEAVY CONSUMPTION FORCING 4c PAPER

Increase of Reading Matter, Pictures,
and Greater Distribution, Not Bona
Fide Circulation nor Adver-
tising, the Cause

Increased consumption of newsprint is already showing its reflex in the newsprint market. Spot paper is fairly scarce and mills with a supply for immediate shipment were the week of July 24 quoting the paper-brokers a price of 3.75 cents a hundred pounds, f. o. b. net to the broker, without allowance for the broker's commission. This rise in the spot market has been accompanied by the International Paper Company's announcement that its price for new orders is \$3.75, but as yet the price on newsprint from northern European mills has not been affected. This paper still is being offered at 3.65 on the pier. New York delivery within about eight weeks. If conditions continue as they are now 4-cent paper is considered certain in the fall.

Newspaper executives in New York are much interested in the nation-wide increase of consumption of newsprint because they believe that it is directly caused by an increase of reading matter and pictures, and an increase of distribution.

Advertising, one of these executives stated, has practically nothing to do with the increase of newsprint, for by taking the New York Evening Post figures for the first five months of 1920, 1921, and 1922, and eliminating those papers not reported for the same period of all three years, it was found that the lineage for 1922 was only one per cent higher than for 1921 and 8.5 per cent less than for 1920. This executive considers that about two-thirds of the increased consumption of newsprint has been due to the increased amount of pictures and reading matter in the newspapers of the country and that the rest is the result of the greater number of copies being printed. Net paid circulation increase for this period has been practically negligible. All of which, summed up, means that newspapers are using more newsprint to give their readers larger papers, which are pictorially and otherwise more interesting, to promote and hold the circulation they have.

CANADIAN NEWSPRINT TO JAPAN

High Prices of Native Product Drive
Publishers to Import

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, July 3.—The publishers of some of Japan's largest newspapers, led by M. Ota, vice-president and active director of the Tokyo Hochi Shimbun, have rebelled against the increased price of newsprint in the Japanese market and have begun ordering from Canada a stock which they say is better in quality and lower in price than the native product. Mr. Ota, who succeeded his father in the management of the Hochi Shimbun, for many months has been waging war against the paper barons. Today he said that the prospects for the newspapers winning the contest are good.

Japanese journals use a grade of newsprint inferior to that in general use in the United States so that substitution of a cheaper Japanese stock is impractical. The current quotation on the stock which the Hochi formerly used is 13 sen (6½ cents), and the Canadian mills have underbid this price on better paper laid down in Tokyo.

Initial orders have been received already by the Hochi, the Tokyo Asahi and the Osaka Mainichi.

To Open Second Watertown Mill

The International Paper Company is making plans to reopen its Ontario mill, located at Glen Park, in the Watertown, N. Y. division. The No. 4 mill at

Watertown was reopened about a month ago, after being closed for a year following the strike. It is expected that the C. R. mill, also at Watertown, of the International Paper Company, will be started up after the Ontario mill has been in operation a little while.

BIG 6 TO VOTE SUNDAY ON WAGE SCALE

Topeka Reports the Only Wage Reduction of the Week—All Eyes Now on New York Situation—Increase in Toronto

Big 6, the typographical union of New York, will vote July 30, whether it wishes to renew for another year the existing contract with the newspaper publishers under which compositors get a minimum of \$55 for day work, \$58 for night work, and \$61 for the lobster shift. Nobody would venture to forecast what the vote will be.

The typographical union in Decatur, Ill., signed a contract from July 1, 1922, to June 30, 1923, with the newspaper publishers which continues the present wage scale with a minimum of \$38 for day work. The wage scale question can be reopened January 1, 1923, on a 60-day notice.

The contract between the typographical union of Findlay, Ohio, and the publishers extending to March 1, 1923, is in effect a renewal of the existing contract. It provides for the settling of all differences arising under the contract only by the joint standing committee and further by local arbitration.

The agreement of the Hutchinson, Kan., typographical union with the publishers expiring April 30, 1923, continues the present wage scale with a minimum of \$38 for day work. It also empowers the standing committee to settle all differences and provides for local arbitration.

The Toronto pressmen's union has contracted with the publishers until May 31, 1923, with a wage scale which represents an advance of \$3 a week over the old one, which is \$40 for day work and \$40.50 for night work.

The new agreement of the Baltimore, Md., stereotypers' union expiring July 1, 1923, continues the present wage scale; makes 48 hours day work and 43 night work a week's work; and provides for both arbitration and a subsequent agreement. The minimum wage is \$36 for day or night work.

The stereotypers' union of Memphis, Tenn., have agreed for the period of May 9, 1922, to May 9, 1923, which continues the existing wage scale and provides for 48-hour week. All differences are to be settled in accordance with the International Stereotypers' and Electrotypers' Union-American Newspaper Publishers' Association arbitration contract.

The Topeka, Kan. typographical union contract expired April 30, 1922, and arbitration was decided upon. The board favored a reduction of the wage scale of \$4 a week. On July 12 a compromise was effected which provided for a reduction of \$2 a week making the new scale \$41 and \$38 for night and day respectively. The situation has been deadlocked for some time.

DISLIKE ONE-CENT PAPERS

A Price War in Springfield, Mass., Pleases Public but Estranges Sellers

A price war appeals to the public but tends to estrange dealers, if the experience of the Springfield (Mass.) Republican and Springfield Union in chopping their price from three cents and two cents respectively to one cent is a criterion, judged from an outside point of view.

The papers have received letters of commendation from their readers on their attitude in keeping step with general reduction in prices, but a typical dealer, who was interviewed by an Editor

& PUBLISHER representative, kicked strenuously.

"The sale of both papers in my store has increased but slightly," this dealer claimed in aggrieved tones. "Most of my customers would as quickly pay the old prices as the present one cent price. The fight conducted by the two papers, to my way of thinking, is futile.

"The publishers do not seem to realize that we dealers must make a profit. As it is, all the profit in handling both Springfield papers, we feel, is gone. It was little enough, as it was, but the new plan brings it down so low that, strictly speaking, we could not afford to handle the Republican and the News. Of course, we continue to do so, for we are in a helpless position. But it's bad business, bad business!"

MORE SIGNS OF BETTER BUSINESS FOR 1922

U. S. Steel and General Motors Prospering—Fewer Bankruptcies and Smaller Liabilities—More Employment in Cities

Indisputable signs that business conditions in the United States are steadily and progressively improving were evident the past week. The United States Steel Corporation, one of the country's largest industries doing business in that great basic material of modern industrial life, reported that its net earnings for the quarter ending June 30th of this year were \$27,286,945 as compared with \$19,339,985, a gain of \$7,946,960 over the preceding quarter. For the second quarter of 1921 the corporation earned \$21,892,016. The June earnings of the corporation despite the coal strike situation were \$10,712,004.

The wave of business fatalities which began two years ago continues to ebb according to the Irving National Bank of New York which reports that failures during the month of June, totaling 1,656 with liabilities of \$38,412,782, were the smallest in number of bankruptcies since September, 1921, and the lightest in amount since October, 1920. The crest of this wave passed over the country during the month of January, 1922.

Employment in 65 leading manufacturing cities has risen, for on June 30, 1,428 firms reported to the Department of Labor that there was 1,722,371 persons on their payrolls, the largest number since they began to make these reports early in 1921. Each of the companies reporting normally employ over 500 people.

The pig iron industry continues to increase its volume of output regardless of the coal strike. The total output for June, 1922, according to the *Iron Age*, was 2,361,028 tons, the largest monthly output since January, 1921. On July 1 there were 192 blast furnaces in blast as compared with only 69 on August 1, 1921, only 11 months ago.

The crop outlook for 1922 seems to be very encouraging. The Wall Street Journal states that this year's crops, measured by last year's out-turn, will be not less than \$12,000,000,000 and probably considerably more. This money will go to liquidate loans, erect new building, and buy new machinery. Also this year's crops should prove very satisfactory to the farmers of the country as they seem certain to bring good prices and are being cultivated under deflation wage conditions. The Wall Street Journal puts 72 cents as the present purchasing power of the farmers' dollar, an increase of 16 per cent since December last.

The General Motors Corporation is another national industry which is prospering. The net sales of the corporation jumped from \$80,590,887, for the first quarter of the year to \$137,800,000 for the second quarter. The come-back in earnings of the corporations has put it in good shape and all bank loans, except \$5,400,000 purchase money obligation and current merchandise accounts, have been taken up.

MRS. BARRETT HEADS THE AGE-HERALD

Succeeds Husband as Publisher of
Birmingham Paper by Vote of
Directors—Gives Personal
Message to Staff

(Special to EDITOR & PUBLISHER)

BIRMINGHAM, Ala., July 25.—At a meeting of the board of directors of the Age-Herald Publishing Company, publisher of the Birmingham Age-Herald, held today, Mrs. Edward W. Barrett, widow of the late E. W. Barrett, for 25 years editor and principal owner of the newspaper, was unanimously elected president and publisher. Mr. Barrett died suddenly two weeks ago. Following her election, Mrs. Barrett made the formal announcement that the newspaper will be conducted in the future, under her direction, along the same lines as in the past. "Its policy," her announcement says, "will be grounded upon the ideals of constructive, upbuilding service which have guided it for twenty-five years."

Mrs. Barrett, who has been actively connected with the management of the Age-Herald for several months, is the first woman in the South to become the publisher of a large city daily newspaper.

At a meeting of the Age-Herald organization, following her election, Mrs. Barrett read the following statement:

"I have asked the entire Age-Herald staff to assemble for this meeting today because we are confronted with a new situation, and in order that there may be a full understanding of the duty and obligation that devolves upon all of us.

"In the first place, let me say that the Age-Herald will be conducted in the future along the same lines as in the past, and I know the men and women who make the newspaper will advance it day by day to greater and greater spheres of influence and usefulness.

"It is not necessary for us to remind you that from a small beginning the Age-Herald has developed into a great institution. It has become great because for 25 years it has been grounded upon ideals of constructive upbuilding service.

"By earnest, sincere, conscientious effort the Age-Herald has been brought to the point where it is the most widely quoted newspaper in the southern states.

"It is looked upon nationally as the spokesman for the rapidly growing industrial south. At the same time it is permeated with the chivalry and courtesy of the old south.

"I now call upon you to consecrate yourselves anew to the carrying on the policies and ideals which we have pursued for so many years. I ask each man and woman—from the highest to the lowest—to join me in renewed efforts to make the Age-Herald a still greater instrument of progress in the years to come.

"You know what the Age-Herald stands for. You know its aims and purposes. But I think it fitting to enumerate a few of the fundamental principles which have guided us in the past and which shall continue to guide us in the future.

"Be constructive and helpful. Aid every man or woman who is trying to do something worth while, whether it be in business, social improvement or moral progress.

"Keep the paper clean and make it a welcome visitor to every home.

"Always remember that the Age-Herald is greater than any one person or group of persons. It belongs to the people. It is their mouthpiece. Its columns are always open for the discussion of any question of public interest. It is a forum where all have the right to be heard.

"Never print anything anonymously. Any expression of opinion to which a man is unwilling to attach his name in print is not worth printing.

"In the editorial columns be influenced only by right and justice. Hold up the hand of the faithful public servant who is doing his duty. Don't be bullied by the demagogue. Never be influenced by a selfish consideration. Always build up rather than try to tear down.

"And now a few personal words regarding the business departments:

"All business has been through a period of depression, but we believe great things are in sight.

"I am optimistic about the business outlook. I appreciate all you have done in the past. I want always to be your friend and helper. We are going forward to great things. I call upon each one of the great Age-Herald organization to do his or her part with new energy and determination." S. N. S.

—*the Field*

San Diego, where California began. A city of homes, prosperity and contentment. A county rich in farm products. Linked with the fertile valleys of Imperial and Lower California.

The Harbor of the Sun

Still will sunset's purple wrap in its royal robes the crooning waters, headland and cape and the long swinging reaches of white swept shores. Peace will be there—peace and rest and infinite content breathed like balm in the Harbor of the Sun. Men shall come to dream—each with what dream he loves the best—and if they go it shall be but to come again. In the heart of man there are two times of longing—the time of youth that longs for wealth and power, and the time of retrospect when the soul grows wiser. And for these times and all times, the Harbor of the Sun waits with both a solace and a reward—MCGOARTY.

—*the Papers*

—that broadcast the full Associated Press, Universal Service and the International News to an eager buying public mornings, evenings and Sundays are—

The San Diego Union

and

THE EVENING TRIBUNE

One of the Leaders Among the Big Advertising Mediums of the United States



UNION BUILDING

The San Diego Union

54 YEARS OLD THIS FALL

A TRIBUTE from the Dean of the State Press to the San Diego Union, the Pioneer Paper of Southern California.

"I do not think there is another paper in this country which can as fairly as The San Diego Union claim that it has always been the leading factor in promoting the interests of the community in which it is published. The Union "has been on the job" from the beginning and the present prosperity of the city is much due to its energetic, consistent and continuous efforts to acquaint the outside world with the advantages of the fine harbor on which it is situated. I am proud that I was once connected with a journal that can make such a boast."

This tribute to the San Diego Union was paid by the late John P. Young, managing editor of the San Francisco Chronicle for 40 years.

Total Advertising in Agate Lines for Year 1921

		Agate Lines
Baltimore Sun	M. E. & S.	27,056,462
Los Angeles Times	M. E. & S.	26,987,478
Detroit News	E. & S.	23,549,036
New York World and Evening World	M. E. & S.	23,447,942
Chicago Tribune	M. E. & S.	23,011,023
Philadelphia Ledger	M. E. & S.	22,747,090
Kansas City Star and Times	M. E. & S.	22,412,899
SAN DIEGO UNION AND TRIBUNE	M. E. & S.	21,879,662
Pittsburg Press	E. & S.	21,806,708
New York Times	M. E. & S.	21,652,613
Washington Star	E. & S.	21,032,405
St. Louis Post-Dispatch	E. & S.	19,716,760
Baltimore Sun	E. & S.	19,372,070
Providence Journal and Bulletin	M. E. & S.	18,881,430
Seattle Times	M. E. & S.	18,205,124
Columbus Dispatch	E. & S.	17,858,310
Chicago Daily News	E.	17,793,367
Detroit News	E.	17,684,576
Springfield, Mass. Union	M. E. & S.	17,262,336
St. Paul Pioneer Press Dispatch	M. E. & S.	17,166,952
Cleveland Plain Dealer	M. E. & S.	17,158,120
Louisville Courier-Journal and Times	M. E. & S.	17,114,502
Dayton Herald and Journal	M. E. & S.	17,097,956
Boston Herald and Traveler	M. E. & S.	16,956,510
Philadelphia Inquirer	M. E. & S.	16,744,800
Indianapolis News	E.	16,265,420
Los Angeles Examiner	M. E. & S.	16,028,401
Newark News	E.	15,958,303
Washington Star	E.	15,812,087
San Francisco Examiner	M. E. & S.	15,805,566
Los Angeles Express	E.	15,725,934
New Orleans Times-Picayune	M. E. & S.	15,523,177
Pittsburgh Press	E.	15,423,268
Milwaukee Journal	E. & S.	14,901,966
San Antonio Express and News	M. E. & S.	14,690,057

Still Growing

Agate Lines of Advertising for first six months 1920-1921-1922

1920	10,534,720
1921	11,121,782
1922	11,417,994

National Representatives

O'MARA & ORMSBEE, Inc.

New York—Chicago
Monadnock Building, San Francisco

CLASSIFIED'S WORTH CAN'T BE JUDGED ON PERCENTAGE OF SELLING COST

Profit Is the Important Thing—Every Factor Entering Into Department Varies Under Different Conditions—Some Figures Worth Studying

By C. L. PERKINS

Executive Secretary, National Association Newspaper Classified Advertising Managers

PUBLISHERS frequently ask "What percentage of my classified revenue should the Want-ad department cost?"

Talk to a business manager for a few moments on the subject of Want-ads and he'll be sure to ask, "What ratio should the cost of the classified department be to its revenue?"

And whenever two or more classified managers get together, sooner or later, the conversation gets around to the subject of percentage of cost to revenue.

Someone might compile statistics showing the average cost of Want-ad production in the United States. This figure might then be given as the percentage cost on which all classified departments should strive to operate.

In getting this average, which is probably between 10 and 20 per cent, you would find some papers with a Want-ad selling cost of less than 5 per cent. Such papers have a high rate per thousand circulation, a well established classified section with a large voluntary patronage and a small Want-ad department. The other extreme will be papers with a low rate in proportion to circulation, very little classified lineage, a small volume of unsolicited business, and a large Want-ad department endeavoring to build a big Want-ad section. On such papers the percentage cost of securing this business may be over one hundred per cent.

However, the percentage cost of selling classified is very unimportant notwithstanding the fact that many classified managers, business managers, and publishers gauge the efficiency of their Want-ad departments by that figure.

This does not mean that a classified department should not be conducted as economically as possible. This is not an argument for extravagance, but merely a statement designed to bring about a better prospective of the object of the Want-ad business with the idea that the endeavor to obtain the proper objective will benefit everyone connected with classified advertising.

The objective of a classified advertising department is not to reduce the percentage of selling cost, primarily it is not to sell Want-ads. The object of the classified advertising department of a newspaper is to make money for that newspaper.

Profit—that's the goal.

All newspaper owners, even those conducting their publications for political or other purposes, expect to make money. This is the point classified managers should continually bear in mind. The classified manager who can show increased net profits for his department is worth more to his publisher and will get a greater salary, if he capitalizes the fact, than the one who can point merely to increased lineage or reduced percentage selling cost.

Classified revenues on some papers amount to only a few hundred dollars per week, while on some of the large metropolitan dailies they run into many thousands of dollars. Every other factor entering into Want-ad costs and profits also varies under different conditions. Therefore the following examples in round numbers will serve the purpose quite as well as any actual figures.

Example 1

Classified Revenue	\$1,000	
Mechanical Production Cost.....		\$600
Classified Department Cost.....		200
Total Cost		\$800
Profit	\$200	
Percentage Cost of Classified Department	20%	

Mechanical cost in this and the following examples is intended to include the cost of composition of the Want-ads, and the classified department's share of

department its share of general overhead when judging the department, because the paper would have the same overhead whether it had a classified department or not, and because the department has no control over the amount of this overhead. Neither is it fair in rating the department to take into consideration collection costs and bad debts, as they are seldom controlled by the classified department.

Example 2

Classified Revenue	\$1,000	
Mechanical Production Cost.....		\$400
Classified Department Cost.....		300
Total		\$700
Profit	\$300	
Percentage Cost of Classified Department	30%	

In example No. 1, the mechanical cost is \$600, while in No. 2 it is only \$400. Therefore, paper No. 2 has either a smaller circulation or a smaller volume of Want-ads at a higher rate or both, as it costs \$200 less to print \$1,000 worth of Want-ads. If the Want-ad department of No. 2 costs \$300, or 30 per cent, it still makes a profit of \$100 greater than No. 1.

These two examples are given to show that rates, circulation, cost of printing, and many other factors enter into the matter of Want-ad profits, and that it is, therefore, impossible to determine any standard percentage cost.

Take two more examples—

Example 3

Classified Revenue	\$1,000	
Mechanical Production Cost.....		\$400
Classified Department Cost.....		200
Total		\$600
Profit	\$400	
Percentage Cost of Classified Department	20%	

Example 4

Classified Revenue	\$1,500	
Mechanical Production Cost.....		\$600
Classified Production Cost.....		400
Total		\$1,000
Profit	\$500	
Percentage Cost of Classified Department	26%	

In No. 3 the classified department spends \$200 to produce a revenue of \$1,000, on which there is a gross profit of \$400. This is a production cost of 20 per cent. Would any publisher object to having this cost increased 6 per cent, as in Example 4, if it would add \$100 to the earnings? Certainly not.

These four examples show the fallacy of endeavoring to judge a classified department's efficiency by percentage of selling cost. Profit is the important thing. Yet many publishers themselves do not know the cost and profit of their classified departments and very few of these ever discuss profits with their classified managers. All of which merely limits the profits derived from Want-ads.

Sartwell Recovering

Frank Sartwell, of the editorial staff of the Washington Post who was seriously injured near Frederick, Md., July 2, when the automobile in which he was trying to overtake President Harding's party en route to the Gettysburg maneuvers, was wrecked, is on the road to recovery. James F. Oyster, District of Columbia commissioner and several other members of the Washington city government visited Sartwell recently at the hospital in Frederick.

WINTERS MOVES UP

CHARLES WINTERS, who succeeds the late L. J. Boughner as manager of the classified advertising department of the Chicago Daily News, has had a wide range of experience, not only in classified advertising but in other important details of the business side of a newspaper.



CHARLES WINTERS

Besides a thorough practical training as a salesman of classified advertising, Mr. Winters served a valuable apprenticeship in the business office of the Daily News, rising to the position of manager thereof.

For the past seven years he has served ably as assistant to the manager of classified advertising, and has been active in developing that field. He has always been insistent on "clean classified copy" and the enforcement of a rigid censorship of Want-ads.

He brings to his post three qualities essential to success—experience, efficiency and enthusiasm, and his associates confidently expect him to keep the Chicago Daily News classified department in the proud position it occupies and has occupied for many years.

the stereotyping, press work, white paper and ink costs—the classified department's share being determined by the proportion of total columns of classified to the whole paper.

The classified department cost should include every direct expense of the department—payroll, promotion, expense, rent, telephone bill, supplies, etc., etc.

In example No. 1, on the basis of a \$1,000 revenue, the classified department operates on a 20 per cent basis and the department shows a profit of \$200.

This profit is not net to the paper, yet it is the only possible fair profit by which to judge the operation of the Want-ad department. It is not net because it includes none of the general overhead of the paper, nor any allowance for the cost of collections and profit and loss items. It is unfair to charge against a Want-ad

BALTIMORE SUN

Average Net Paid Circulation in
June, 1922

**Daily (Morning and Evening)
225,606
Sunday, 158,428**

Which when compared to June,
1921, shows

**AN INCREASE OF
9,752 Daily
9,177 Sunday**

Everything in Baltimore Revolves
Around

THE SUN
Morning Evening Sunday

The Ludlow

For All-Slug Composition

YOU will save time and money from the first day you adopt hand composition on slugs for display. Deferred distribution clogs up the ad-alley and empties the cases. Slugs are easier to handle, are accurate in height to paper and stand up under dry-mat pressure.

Distribution Gone Forever

Cases are always full in the Ludlow equipped plant. Ludlow composition is hand composition of matrices. Matrices do not go up into forms. No single matrix is ever absent from its case more than a few minutes at a time.

A miniature foundry is the Ludlow. Miles of composition in any size or style, with cases always full, and yet no type storage—the only drain is from the metal pot!

Non-distribution makes for clean decks, clean cases, happy workmen and quick disposition of all used forms. Standing forms may be dumped instantly or kept forever without shortage in the cases.

Big, bold and extended faces, all the way up to 60 point, are the forte of the Ludlow. Our matrices are as big and heavy as necessary and free from keyboard limitations.

Make-up is quicker with slugs. Time is saved because no lines are pied. Slugs handle like so many cuts.

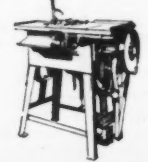
Height-to-paper accuracy saves time in the press room. Fewer make-overs and little make-ready are needed with Ludlow composition.

New type every issue is characteristic of the all-slug method. Abundance of new italic, close-fitting, non-breakable, is always available.

Ask us, on your letterhead, for illustrated literature

The all-slug system now in operation in the Journal office is entirely satisfactory. We carry daily an average of 50 columns of advertising, 95 per cent of which is turned out by linotypes, Ludlow and lead and rule casters.—Albany Journal.

Our display news headings of two columns or over are set on the Ludlow. We are making excellent use of our Ludlow, setting practically all of the larger lines in our display advertisements on this machine.—Bloomington (Ill.) Pantagraph.



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

Due to the Consolidation of The Detroit Journal and News

The Detroit Journal

Offers for Sale

Four Hoe Sextuple Presses with Motors
and Speed Control

16 Linotype and Intertype Machines

Two Lanston Monotypes

Complete Stereotyping Outfit

Type, Type Cases, Chases, Racks, in Fact
Every Kind of Equipment That Goes Into
the Making of a Complete Newspaper

All Machinery Is Strictly Modern and in First Class Condition

AN UNUSUAL OPPORTUNITY IS OFFERED PUBLISHERS TO BUY AT MUCHLY REDUCED PRICES

Particulars on Application to

V. L. McEnally, The Journal, Detroit, Michigan

FEDERAL TAXATION AND ACCOUNTING FROM A NEWSPAPER STANDPOINT

Rates of Depreciation to Be Taken by Publishers—Fallacy of the 10 Per Cent Per Year Figure—Special Depreciation Funds Should Be Set Aside

By CLIFFORD YEWBALL, A. S. A. A., C. P. A.

Editorial Note.—EDITOR & PUBLISHER will publish an article each week on taxation problems affecting newspapers and advertisers, conducted by Mr. Yewball. This is the fourth of the series and is a continuation of the series begun in EDITOR & PUBLISHER of December 10, 1921, and carried into March of this year. Mr. Yewball will deal with the everyday problems of newspaper taxation reports and accounting, as gathered from his personal experiences in working for publishers all over the country. He will endeavor to answer any questions asked of him through EDITOR & PUBLISHER. In taking up the work, he desires to make the following statement: "I am not a lawyer and I appreciate that Federal tax cases present problems requiring the best attention of an accountant and a lawyer who has given the subject special study. The legal discussions in my articles are based to a considerable extent on discussions of the chairman of the Federal Taxation Committee of the A. N. P. A., Arnold L. Guesner, of the Minneapolis bar, with whom I have worked on tax cases."

THE use of good will acquired through stock purchase as invested capital in a corporation was definitely shown to be in error by the Internal Revenue Department ruling published in last week's EDITOR & PUBLISHER. Such a matter may be additional proof that a value did exist in the corporation, at the time of the transfer of the stock, in excess of the par or book value of the stock then outstanding, which would be available at the time of presentation of your circulation claims.

I know of several newspapers, the stock of which has changed hands at a large increase over the nominal or book value, which, after examination and set up of their circulation claims, proved to be less than the new book value.

Publishers, as a whole, have no idea of the amount of money they have spent to build up their circulation. Their books in the early years were on an unscientific basis as regards keeping track of the extraordinary expense over and above the necessary promotion expense, and when one gets the figures out, he is really staggered and suddenly realizes the reasons why his banking account in the early years was so low. I know of one newspaper, with a circulation of 16,000, that has spent upwards of \$250,000 over the past twenty years in building up its circulation. This sum used as invested capital over the past five years, gives a very nice refund of taxes already paid.

Not all newspapers are alike. Some spent more than others, but in most cases substantial relief can be obtained. There are many other matters of interest to publishers which will be dealt with in these columns as the series proceeds. Today we will take the matter of depreciation.

All publishers are inconsistent in the matter of depreciation.

Depreciation is the amount necessary to be set aside each year over the life or usefulness of the property being depreciated, so that when it is ready to go to the scrapage its total cost has been recovered.

Not one per cent of publishers took any depreciation prior to 1909. Those that took it did so from a selfish motive of concealing their profits from the other

interests in the publication. The minute the Income Tax Laws were enacted in 1909, depreciation was taken for the purpose of cutting down taxes, usually an arbitrary rate of 10 per cent being fixed upon.

Ten per cent in ten years entirely wipes out the plant if it is taken on the original cost, which is the correct method of taking depreciation. This found publishers in the high-tax years with their plant account practically written off, with the further objection that no depreciation having been taken prior to 1909 (and the rate established after that date) when the revenue auditor came to examine your books, he proceeded to take this rate from the commencement or date of purchase of your plant.

The effect of this is to have most plant accounts written off prior to 1917.

In the first place the rate of ten per cent is too high. Each article in your plant account should be depreciated according to its estimated life. When I say estimated life I do not mean usefulness for your plant, because it is quite conceivable that long before it is time to put that particular piece of equipment in the junk pile, it may be inadequate for your requirements and require replacing, but that same piece of equipment goes to some other plant and continues its life of usefulness for many more years. It is erroneous to say that the usefulness of any newspaper plant was only ten years.

The average life of a press from the day it is manufactured to the day it goes in the junk pile is in excess of thirty years. True, the capacity of the press may be too small for your requirements. In other words, you outgrow that press and buy a new one, or a second hand one from some other paper that similarly has outgrown it. I have been able to trace several presses still in operation in some plant that were purchased around 1900. The later presses being of much more substantial construction, will naturally last longer.

Furthermore, there is to be considered the item of maintenance. Your press must be in first class condition to do the work it is called upon to do. This means that every defective part must be immediately replaced the minute it shows

signs of wear. These parts are naturally charged to expense, where they belong, under the heading of maintenance. All that is necessary for this item is a general small depreciation fund of about three per cent to cover the deterioration. So that when the press is finally discarded, its total original cost will have been recovered.

The next item of importance in a newspaper plant is the linotype machines. There are many plants today still using a No. 1 model of the Mergenthaler Company, manufactured about 1895. These models are still going strong and are capable of turning out, within their limitations, just as much work as the newer models.

There again the question of maintenance comes into play. In order for these machines to be efficient, they must be kept up to scratch. All worn parts must be immediately replaced, which is in effect a practical renewal of the machine from year to year, so that today these machines, as regards the original machine shipped, probably consist of the frame only. All the movable parts having been renewed over this period and the cost thereof, naturally charged to expense. Here again a rate of three per cent consistently applied would write off the machine in 33 years. My information is that of these machines I know are still working, their life of usefulness will extend beyond this 33 year period.

The next matter of importance from a depreciation standpoint is the building you occupy. Most newspaper plants were built especially for newspaper offices, specially reinforced throughout with steel, and of substantial brick or cement construction. The usefulness of these buildings as newspaper properties extends far beyond the average of like buildings. They are especially constructed and reinforced to carry the weight of machinery and are in a class by themselves. The only reason for discarding them is because the publication has outgrown its quarters and desires larger premises. This matter, however,

is not one that enters into the depreciation question. Depreciation must be figured on the estimated life of the building for the purpose for which it was built. Two per cent or even 1½ per cent is sufficient depreciation on any building especially constructed for a newspaper plant.

These matters are of importance, as properly applied to your property accounts. These rates of depreciation will produce large increases in your invested capital and will more than offset any decreased charge in the high years. At the same time they provide an additional expense for the future. Publishers who have been depreciating the properties at a high rate in the past will wake up some day and find their plants are fully depreciated and that they have no further item to charge against their future profits.

The eyes of many publishers have recently been turned to the Relief sections of the 1917 and 1918 Acts. Next week there will be published a ruling on the question of application of these relief sections, which ruling is of great interest to the readers of EDITOR & PUBLISHER.

Everyone on His Toes

Chicago Tribune employes in all departments have recently been urged to send all news tips to the city editor. The stories do not have to be written, or followed up; the city editor will see after the handling of the stories. But in giving the news tips a greater degree of co-operation is presented, the editor declares, and then too, extra pay will be made for news stories. Larger amounts of money are paid for exclusive tips.

New Agency in Charleston

Jesse H. Whiteley, who has been president and general manager of The Allied Crafts Service, advertising agency, Charleston, W. Va., has formed an advertising service in that city under the name of Lesse H. Whiteley & Co.

NO DINGBATS

in new World Color Quality
FEATURE EMERGENCY MATS

NEW STYLE MAKE-UP

8 Columns (12½ em)—No Side Dingbats!
Length 20" or 21"—No Bottom Dingbats!

7 Columns (12½ em)—
Length 20" or 21"—No Bottom Dingbats!

No tinkering necessary—all ready for the casting box.

Mats can be cut to permit ad or local text insertions.

— NOW —

8 COMPLETE
12½ EM COLUMNS
OF ILLUSTRATIONS
AND TEXT

SUBJECT MATTER

Variety of highclass subject text matter profusely illustrated with line and screen cuts—Selection includes *Illustrated Magazine Pages—Fashion Page—Needlework and Recipe Page—Movie Page—Children's Page—Fiction Page—All Black and White* comic strips and singles page.

Seasonable from 2 to 4 months—Special Holiday pages.

WHEN TO USE

When you need an extra page to fill for any special purpose,—for any emergency,—for any edition,—or to avoid a jam in mechanical departments,—just send the *World Color Emergency Mat* to your stereo and the problem is solved.

TRIAL ORDER

A trial order will make you a religious devotee to the new World Color Quality 7-Column or 8-Column (all text and illustration) Feature Emergency Mats!

WORLD COLOR PRINTING CO.
Est. 1900 R. S. GRABLE, Pres. St. Louis, Mo.

Originators of the nationally famed *Invisible Color Book*
Sold in mats or printed parts

Founded 1799

Norristown Daily Herald

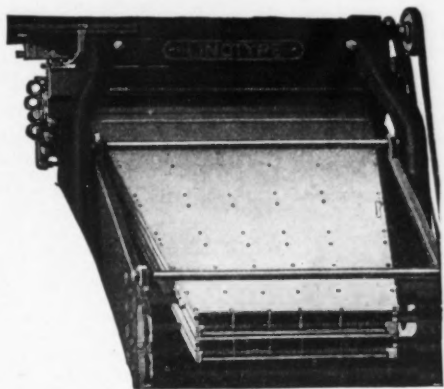
FOR OVER A CENTURY
ONE OF PENNSYLVANIA'S
GREAT HOME NEWSPAPERS

RALPH BEAVER STRASSBURGER
Publisher

A Composing Machine that Provides for Growth

THE MODEL 9 LINOTYPE

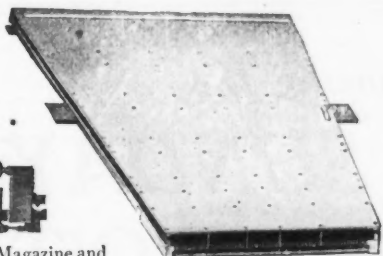
TRADE **LINOTYPE** MARK



FIRST MAGAZINE	8 POINT	SECOND MAGAZINE	12 POINT
BEAUTY DOES NOT IMPLY EL		BEAUTY DOES NOT IM	
BEAUTY DOES NOT IMPLY EL		BEAUTY DOES NOT IM	
BEAUTY DOES NOT IMPLY ELABORATI		BEAUTY DOES NOT IMPLY E	
Beauty does not imply elaboration or ornament. On the contrary, sim		Beauty does not imply ela	
Beauty does not imply elaboration or ornament. On the contrary, sim		Beauty does not imply ela	

You can buy a Model 9 with only two magazines if that will take care of your present needs. This will give you four faces direct from the keyboard.

START WITH TWO MAGAZINES



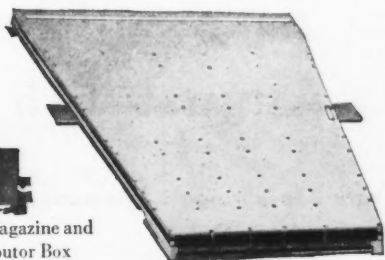
Third Magazine and Distributor Box



FIRST MAGAZINE	8 POINT	SECOND MAGAZINE	12 POINT
BEAUTY DOES NOT IMPLY EL		BEAUTY DOES NOT IM	
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Beauty does not imply elaboration			
THIRD MAGAZINE	14 POINT		
BEAUTY DOES NOT imply elaboration or orname			
nt. ON THE CONTRARY, simplicity and chara			
cter, and the dignity which comes of them, are de			

Later on your own operator can slip in a third magazine and distributor box—a simple change that is made in five minutes, and that will give a range of six faces, any or all of which can be assembled in the same line.

ADD A THIRD



Fourth Magazine and Distributor Box



FIRST MAGAZINE	8 POINT	SECOND MAGAZINE	12 POINT
BEAUTY DOES NOT IMPLY EL		BEAUTY DOES NOT imply	
BEAUTY does not imply elaboratio			
THIRD MAGAZINE	14 POINT		
BEAUTY does not imply elaboration or ornament.			
FOURTH MAGAZINE	18 POINT		
BEAUTY does not imply elaboration o			

When you feel that you have outgrown the three-magazine equipment, a fourth can be added. This will give the operator instant command of as many as eight faces in four body sizes.

AND THEN A FOURTH

In a similar manner, you can buy a Model 8 or a Model 14 equipped with a single full-size magazine and add the second and third magazine later. This plan enables you to meet your present requirements and at the same time prepare for future growth

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO, 646 Sacramento Street

CHICAGO, 1100 South Wabash Avenue

NEW ORLEANS, 549 Baronne Street

CANADIAN LINOTYPE COMPANY, 119 Adelaide Street, West, TORONTO

CARRIER PAPERS PRAISED BY USERS

(Continued from Page 13)

tunities he has in newspaper work," he says. "They read with interest the experiences of their fellow carriers and the talks written by district men, and organization topics are creative of much better co-operation. When a boy can be brought to see an advantage in the work he is doing, something wherein he will be in competition with his elders in earning his livelihood, he is certain to display greater enthusiasm."

Charles K. Blasser, circulation manager of the York (Pa.) Dispatch, publishes in the junior each month the record of carriers not missing any papers during the month and the list increases with each issue, he says. Another feature that he has found very interesting and helpful to carriers is a list of former carriers who are making good.

In Edmonton, metropolis of Northern Alberta, Canada, H. E. Fuller, circulation manager of the Journal, says that the Journal Junior is very useful in promotion work, especially with the country carriers. "I try to get as much personal news in as possible about the carriers and what individual carriers are doing. This gives the other boys something to work for," he says.

Interesting production data is given by T. V. Armstrong, manager of the Ottawa (Ont.) Newspaper Subscription Bureau, which handles the circulation of the Ottawa Citizen and Ottawa Journal. "We issue the Route Boy about four times a year," says Mr. Armstrong, who edits the paper. The publication contains four three-column pages, size 7 by 10½ inches. We purchase these in dummy form from the Ad Art Service of Cleveland, Ohio, and print ourselves the first page only. In this way we keep the cost down to about four cents a copy on a run of 300. We adapt the four issues to the four seasons and give special instructions in each issue. We think it is an excellent medium for conveying instructions to and enthusing carrier boys."

"We do not issue a junior publication at regular intervals, but only when we have some special message to convey to the boys or at certain seasons of the year when, owing to weather conditions, sales and deliveries have to be checked very closely," writes G. M. McTaggart, circulation manager of the Toronto Mail & Empire, whose junior, when issued, is the four-page Bulletin.

"We find that the junior publication, particularly if breezy, well-written and containing some, not too many good stories, biographies, etc., is welcomed by the boys and read thoroughly," Mr. McTaggart continues. "It is by far the best method of keeping every boy well informed regarding:

"(1) Methods followed to overcome difficulties by boys in making perfect delivery.

"(2) Any schemes to increase circulation.

"(3) Any changes that may be contemplated or that have been decided upon.

"Our experience has been that the boys look forward to new issues of our junior more eagerly than to any other publication. Lastly, there is no comeback on the boys' part as 'Nobody ever told me' or 'I didn't understand it that way.' If it is printed in the Bulletin and a copy delivered to every boy, no excuses are accepted."

"Junior" as a prefix or suffix to the name of the small paper does not always meet conditions. For instance, the Tulsa World, which has many men on its force of carriers and agents, has found that the "junior" made no appeal to them and therefore named its circulation paper the Tulsa World Booster.

No matter what the name, however, the advantages of a junior paper rest entirely on what effort is made by the circulation department to use the carrier organization for the purpose of producing subscriptions, says W. F. D. Brown, circulation manager of the Oakland Tribune. "There is no question that a publication of this kind, properly edited, maintains interest in circulation work and is of advantage if not allowed to get into a rut. We find the biggest factor in keeping the interest of the boys is to make them contribute to a large extent to the matter which goes into its columns."

The latter point is touched upon from another angle by L. H. Kimball, circulation manager of the Jackson Citizen-Patriot, who says:

"The greatest trouble we have is obtaining information from the boys direct, such as stories written by themselves regarding the experiences they have had."

James S. Louvau, circulation manager of the Sacramento Star, is enthusiastic over the junior paper's possibilities as a creator and maintainer of morale, but points out that "it is not the junior edition alone that does this. It is the junior edition, our office meetings and our personal contact with each boy that makes our staff consist of such a fine class of boys."

Cincinnati Agency Discontinued

Ralph Seward Heaton and Beecher Hess, who conducted an advertising agency in Cincinnati, have discontinued business. Mr. Heaton has joined the Chicago Elevated Railway Advertising Company as manager.

F. J. Low Forms Agency

Frederick J. Low has resigned as vice-president of the Mutual Service Corporation, New York, and has organized the F. J. Low Company, Inc.

CIRCULATION NEWS AND VIEWS

CARL PHARES has become assistant circulation manager of the Springfield (Ohio) Daily News, succeeding Roger Dudley promoted to circulation manager when Eldon Mathews resigned.

John L. Chance has joined the road staff of the circulation department of the Springfield (Ohio) Daily News.

Frank P. Freel, circulation representative of Buffalo and New York newspapers at Niagara Falls, has returned after a two months' tour of the West which included a visit to the Rotary convention at Los Angeles and a tour of the National Parks.

M. H. Brandon, circulation manager of the Ogden (Utah) Standard-Examiner, has returned from a 12 days' outing in the famous Star valley near Afton, Wyo. In the party were: Ernest Kammeyer, district circulation manager; James Ferguson, head mailer; George Gudmansen, Adrian Wheelwright, Joseph Rand, William Shurtliff, Eddie Kammeyer, Henry Roelink, all carriers.

The Chicago Evening American is conducting a "word class" each day for its readers. The definition of one word is published in a small "box" together with its proper correct pronunciation. On the word fatigued the article said: "If you are a fatigued person, you needn't read the rest of this newspaper today. Fatigued means able to prophecy, forecasting, oracular, speaking like an oracle.

It is from the same word family as the word fate."

Pogo sticks are being given as subscription awards by the Dayton (Ohio) Evening Herald. Orders for three subscriptions, when verified by the regular carriers, secure one of the sticks for any Dayton child. The child is required to get only the order, the Herald carrier collecting at the usual time after delivery.

Six Baltimore Evening Sun newsboys will spend their vacation at the Princeton summer camp at Bay Head, N. J. The trip will not cost the boys or their parents anything, the directors of the Princeton summer camp having among its patrons and contributors a number of prominent Baltimoreans. The two weeks' seashore outing is under the supervision of especially selected Princeton undergraduates.

The St. Paul Dispatch and Pioneer Press have set about producing a large film to be entitled "A Romance of St. Paul." It will depict not only the most fetching scenery in the city and suburbs, but contain the figures of a large number of the men and women of St. Paul to be selected from a list of applicants comprising all who clip and send in the necessary coupons.

The names of the lucky 113 persons who won rewards in the Chicago Evening American's "Know Illinois" contest were announced in the American of July 15. The first prize was \$1,000, second, \$500; third, \$250. There were 110 others ranging from \$25 to \$5.

Announcing the—

SUNDAY DETROIT TIMES

—first issue

August 6th

Sunday rate 23c per agate line until Dec. 31, 1922

The Detroit Journal has suspended publication, leaving the evening field of over 1,250,000 prospective buyers of your merchandise to two papers—

THE DETROIT TIMES has grown from 26,000 to 115,000 since October.

National Advertising Representatives

G. LOGAN PAYNE COMPANY

Tower Bldg., Chicago, Ill.

Kresge Bldg., Detroit, Mich.

Carleton Bldg., St. Louis, Mo.

Security Bldg., Los Angeles, Cal.

PAYNE, BURNS & SMITH

Fifth Avenue Bldg., New York

100 Boylston St., Boston, Mass.



REG'LAR FELLERS

By GENE BYRNES

Dayton News Is Digging

Excavations for the new building which will house the Dayton (Ohio) Daily News when completed, has been started and it is expected that the work will be completed within the next eight months.

(From Editor & Publisher, July 15, 1922)

Yes, they dug up Reg'lar Fellers

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

HERALD-SUN SYNDICATE

280 Broadway

New York City

MILITIA'S POWER LIMITED

Court Rules Officers Had No Authority to Arrest Editor Sanders

(Special to Editor & Publisher)

HOUSTON, Tex., July 21.—When three Texas Militia lieutenants in civilian clothes attempted to kidnap G. V. Sanders, editor of the Houston Press, on the night of August 23, 1920 they acted entirely without authority.

Such is the ruling just made in this case by District Judge Ewing Boyd of Houston after an exhaustive study of law on the subject.

If doesn't matter that the militia lieutenants were acting under orders of Colonel Billie Mayfield, a superior officer, the court held. A soldier obeying the orders of a superior does so at his own peril, so far as civil law is concerned,

Judge Boyd declared, and may be proceeded against in the courts.

The attempted kidnaping occurred during the Texas Militia's occupation of Galveston at the time of the longshoreman's strike. Sanders had editorially criticized the military administration. On the night of August 23, he attended a dinner at the Houston Country Club, far outside the Galveston Military zone. As he was leaving for home, three lieutenants dressed as civilians accosted him and told him he was under arrest. When Sanders indicated refusal to go with them, they attempted to throw him into an automobile. He escaped, with the help of other dinner guests.

It was subsequently revealed that Col. Billie Mayfield had ordered the lieutenants to seize Sanders and bring him to Galveston and held until the military occupation ceased.

Sanders sued Mayfield and the lieutenants for \$25,000 damages, claiming unlawful arrest and assault. Officers of the Texas Militia claimed the right to go outside a military zone to arrest a civilian. Judge Boyd's decision says they can't. The case will be carried by appeal to the Texas Supreme Court, thus establishing definitely the limitations of military authority with respect to civilians.

The case was prepared and handled by Thomas L. Sidlo, general counsel for the Scripps-McRae concern, who is a member of the firm of Baker, Hostetler and Sidlo, Cleveland.



G. V. SANDERS

When the Journal was sold by Mr. Livingston, it had a circulation of about 25,000 copies. During the first four or five years of the Stair ownership, or control, the Journal lost a lot of money. Following that, however, it became a very profitable paper.

H. P. Hetherington died in the summer of about 1915. The general management was then placed in the hands of Mr. Lowe. The latter's health had not been very good for several years and he decided to retire. Early in January, 1916, he sold a portion of his stock to Harry Coleman, who for many years, until a short time before, had been the publisher of the Pontiac Press. Mr. Coleman came in as business manager. A few weeks later, Mr. Stair had an opportunity to sell out to Mr. Talmadge (then Thalheimer) and his associates. Mr. Coleman also sold his interests. He remained with the new owners for five or six weeks, then resigned, and a month later became managing director of the Detroit Free Press. He died in February, 1918.

The fight between the News and the Journal in the old days was a very furious one for many years. At one time, the News decided to put out its sporting extra on either pink or green paper. The Journal decided to act similarly. One day, the Journal ran completely out of this colored newsprint. But it happened that both the News and the Journal were using the same storage house and the Journal managed in some way to get a number of rolls which, unquestionably, belonged to the News.

When the latter learned this, it went to court and obtained a writ of replevin. That afternoon, at press time, officers went over to the Journal office and served the papers. This, however, didn't bother the Journal people in the least. They merely threw the officers out of the press-room, and went ahead and used the colored newsprint. The matter went into the courts still further, but nothing ever really came from it. The general supposition is that at some subsequent date, "Billie" Lowe and Harry Scott settled the case themselves one day when they were out playing golf.

"That swallows come home to roost" has been proved in the Detroit newspaper game. For years, up until about 1912 or 1913, the Journal had had the different Hearst features, including "Mutt and Jeff," then in the height of its popularity. The Journal had advertised these features very extensively. One spring, along in either 1912 or 1913, it completely covered the city of Detroit and the suburban territory with 16-page booklets reproducing "Mutt and Jeff," and some of the other features. A few weeks later, it awoke one morning to find out that the News had taken these features away from it. The Journal attempted through the courts to stop the News from using them, but was unsuccessful. Now, the whirligig of time puts the Detroit Times in the hands of Mr. Hearst, and he, in turn, has taken the features away from the News.

Among those who were connected with the Detroit Journal in its early days are G. Ash, Tomlinson and Dan, Carroll. Mr. Carroll is now in the special agency business in New York, and Mr. Tomlinson is the controlling factor of one of the biggest fleets of boats on the Great Lakes.

Agency Reorganizes

The H. & J. Stevens Company, Grand Rapids, Mich., which is being incorporated, has been formed to succeed the organization of Joe Stevens, Jr. Henry Stevens, formerly director of the advertising service department of the Robert Smith Company, Lansing, Mich., is president of the new company, and Joe Stevens, Jr., is secretary-treasurer.

340 Tons of Newsprint a Day

The St. Maurice Lumber Company of Three Rivers, Canada, a subsidiary of the International Paper Company, will commence to operate its fourth paper machine early in July, thus giving the mill a daily capacity of approximately 340 tons of newsprint.

You Want
FACTS
We Have
FACTS
To Give

THE JIJI SHIMPO
時事新報

the most influential newspaper in Japan. The Jiji's readers are the Nation's leaders—social, political, commercial.

The Jiji carries more advertising from abroad than any other newspaper in Japan.

The Jiji leads in the field of foreign advertising because its readers are Japanese who demand and can pay for quality in merchandise.

Another fact that investigation proves:

"In Japan, the Buyers Read THE JIJI"

For more facts, address: Foreign Service Bureau

THE JIJI SHIMPO

Tokyo, Japan

Cables:
"Jiji Tokyo,"
Bentley Code

Morning
and Evening
Editions

RECORD PRICE PAID FOR DETROIT JOURNAL

(Continued from Page 7)

connected with the Union Trust Company of Detroit.

No definite figures were ever obtainable on the amount of money that was lost by William Livingston while he was publisher of the Journal, but it was the general belief that it was a very large figure. Mr. Livingston sold the Journal to a new company in the summer of 1901. This new company included E. D. Stair, Frank Andrews, Henry Stephens, Albert Stephens and Dr. Book. Fred Britton also had a small block of stock. The Journal lost so much money in the first few years under the new management that Albert Stephens and Dr. Book became disgusted and sold out their interests to Mr. Stair. Later on—about 1912—Henry Stephens died and his interest was also purchased by Mr. Stair. He, in turn, divided this between William B. Lowe and H. P. Hetherington. The former had been business manager since the latter part of 1902. Mr. Hetherington had been managing editor from about the time of change in ownership. The stock was transferred to them by Mr. Stair with the agreement that they pay him back out of the dividends. They did it in a comparatively short time.

An Historic Book for Journalists and Newspaper Men—the Complete Story of the Great Press Congress of the World, October, 1921.

“THE PRESS CONGRESS OF THE WORLD IN HAWAII”

Edited by Dean Williams, School of Journalism, University of Missouri, President of the Congress. About 600 pages (300,000 words). Cloth binding, with title gold stamped. Price \$5 Post Free.

THIS volume is a full and complete record of the historic proceedings of the Press Congress of the World, held in Hawaii in October, 1921. At this Congress, representatives of the Press from all quarters of the globe attended and discussed frankly their own problems and questions common to all newspaper interests. This book reports all the discussions, but in many other ways also makes such an appeal by reason of its intimate approach to the production of newspapers that it is emphatically a work to be owned, for reference, and prized by every newspaper man.

As only a limited edition will be available, orders should be placed at once.

“The Press Congress of the World in Hawaii” is edited by Dean Walter Williams, Director of the Faculty of Journalism of the University of Missouri, who was President of the Congress, and is produced under the direction of the Governing Committee of the Congress.

It will be beautifully printed and bound—an example of the highest developments in typography, print, and binding.

It will be profusely illustrated with special photographs of President Harding (Hon. President of the Press Congress), Congress Officers, and Delegates, and scenes in the Hawaiian Islands taken during the Congress.

The literary contents will include a Foreword by the President of the United States, and a special message to the Congress dealing with the interest and obligation of the press of the world in international affairs—a foreword not heretofore published. This contribution by President Harding is one that will probably be quoted throughout the world for its importance and significance.

The proceedings of the Congress will be given in full, as stenographically reported, and herein are

treated questions of immediate and permanent value to all interested in journalism.

Notable addresses and papers, with messages from journalists in many countries, will describe press conditions in every quarter of the globe. This feature of the volume will be found of high value to every student of journalism, and to every student of world affairs, as well as to men and women engaged in the profession of journalism.

The account of the visit of the Press Congress delegates and their Island trip is written by Howard D. Case, of Honolulu, and is a fascinating chapter of Hawaiian scenes and conditions, as interesting to those who know Hawaii only by repute as to those who have seen its beauties for themselves.

The book will contain approximately 600 pages (size 9 by 6 in.) of 300,000 words—in all a unique record of a unique Congress, a book that should find an honored place in the library of every newspaperman and woman in the country. It is part of the history of journalism.

Price \$5.00, post free. Orders should be sent at once. It is hoped that the book will be ready during August.

To MR. JAMES WRIGHT BROWN (Secty.-Treas).
1117, World Building, New York City, U. S. A.

ORDER FORM.

Enclosed remittance money order for \$5.00. Please send, postage prepaid, as soon as ready, one copy of the book, “THE PRESS CONGRESS OF THE WORLD IN HAWAII,” addressed as below:

PLEASE WRITE PLAINLY

Name

Address

Date Town

CITY, COUNTRY, SUBURBAN, BULK, NET PAID AND UNPAID, AS SHOWN BY A. B. C. REPORTS

Complete List of Daily Newspaper Members of the Audit Bureau of Circulations With an Analysis of Each Paper's Circulation as Given on Page 1 of Its Report to the Bureau for the Six Months Ending April 1, 1922.

EVENING newspapers of the United States to the net number of 35 were recruited to the ranks of the Audit Bureau of Circulations between October 1, 1921, and April 1, 1922. As a result, the total daily average net paid circulation of this class jumped from 13,054,884 copies for the six months ending October 1 to 14,993,568 for the six months ending April 1, an increase of almost 2,000,000 copies daily.

Morning newspapers of the United States showed a net decrease of one on the A. B. C. roster, but the average daily net paid circulation grew from 9,135,854 copies to 9,274,701 during the six months.

Six Sunday newspapers were added and the total Sunday net paid circulation rose from 16,794,097 copies per issue to 17,838,537, an increase of over a million.

These are the outstanding features of the semi-annual tabulation of A. B. C. daily newspaper audits presented in the following pages, with the fact also that the total morning and evening circulation now bearing the A. B. C. hallmark is 24,268,269 copies daily of United States English language newspapers, or 83 per cent of the entire morning and evening circulation of the country. Sunday circulation of 17,838,357 copies audited by

the A. B. C. is 90 per cent of the total Sunday circulation.

Increases noted in the boxes on this page and the summaries and detailed statements on the following pages are evenly distributed among city, suburban and country readers both for daily and Sunday.

Averages for the past three years for each of the three recognized major classes of circulation are maintained in the present statistics, as follows:

Morning—City circulation, 54 per cent; suburban circulation, 19 per cent; country circulation, 26 per cent.

Evening—City circulation, 67 per cent; suburban circulation, 17 per cent; country circulation, 15 per cent.

Sunday—City circulation, 51 per cent; suburban circulation, 16 per cent; country circulation, 32 per cent.

These percentages are based on the net paid circulation, which includes bulk sales. The latter average about 1 per cent or less of the total net paid. Arrears, service copies and unpaid circulation show slight increases, which are in proportion to the gains in the net paid and its subsidiary columns.

Morning papers, including English and foreign language papers of the United States and Canada, number 260, a de-

crease of two since October 1, 1921, and of one since April 1, 1921. There are listed 233 English language morning papers of the United States, a decrease of one since October and of three since April, 1921. Canadian morning papers listed total 22, a gain of one over the two previous tabulations. Two foreign language morning papers have dropped out since the October listing, but the present total of five is one greater than in April, 1921.

Six hundred and three evening papers of all classes in the United States and Canada appear in the tables, a gain of 35 since October and of 41 since April. The American-English language contingent of these papers now numbers 540, a gain of 30 since October and of 35 since April. The present tabulation is the first to include the audits of the Philadelphia Bulletin, the Newark News and the Scripps-McRae list, which were added to the A. B. C. roster late last year.

Canadian evening papers to the total of 55 are on the list, three more than in October and four more than in April, 1921. Foreign language papers in the evening field have eight representatives, a gain of two since October and April.

Records are given of 314 Sunday newspapers, eight more than in October and

12 more than in April, 1921. The 299 American-English language Sunday papers represent a gain of six since October and eight since April.

Six Canadian Sunday papers are two more than were audited in October and in April of last year.

The nine foreign language Sunday newspapers are the same as those audited last October and two more than were listed for April, 1921.

Changes in the papers listed since last October, as noted in a comparison of the summaries on the next pages with those on pages 60 and 61 of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK (issue of January 28, 1922), are:

- Alabama—One evening paper added.
- California—One morning, two evening and one Sunday papers added.
- Colorado—One Sunday paper added.
- Connecticut—One evening paper less.
- District of Columbia—One Sunday paper less.
- Florida—One Sunday paper added.
- Illinois—One evening paper added.
- Indiana—One morning, six evening and three Sunday papers added.
- Iowa—One morning paper less.
- Kansas—One evening and one Sunday paper added.

(Continued on Page 24)

Average Net Paid and Total Circulations of All A. B. C. Newspapers as of October 1, 1921

Distribution	262 Morning	568 Evening	830 Total M. & E.	306 Sunday
City Circulation...	5,345,242	9,620,888	14,966,130	8,786,661
Suburban	1,898,468	2,415,851	4,314,319	2,958,506
Country	2,577,598	2,269,912	4,847,510	5,869,512
Bulk	8,323	21,195	29,518	11,892
Net Paid	9,886,389	14,369,298	24,255,687	17,626,571
Arrears, Service, } Unpaid	210,314	329,102	539,416	252,341
Total Circulation.	10,096,703	14,698,400	24,795,103	17,878,912

Circulations of U. S. A. B. C. Dailies

Distribution	234 Morning	510 Evening	744 Total M. & E.	293 Sunday
City Circulation...	4,979,901	8,800,644	13,780,545	8,257,205
Suburban	1,776,297	2,253,989	4,030,286	2,877,529
Country	2,314,774	1,937,962	4,252,736	5,647,520
Bulk	8,124	20,537	28,661	11,843
Net Paid	9,135,854	13,054,584	22,190,438	16,794,097
Arrears, Service, } Unpaid	173,713	274,130	447,843	238,583
Total Circulation.	9,309,567	13,328,714	22,638,281	17,032,680

Circulations of Canadian A. B. C. Dailies

Distribution	21 Morning	52 Evening	73 Total M. & E.	4 Sunday
City Circulation...	183,720	650,786	834,506	165,230
Suburban	97,211	147,285	244,496	41,232
Country	175,591	266,551	442,142	51,885
Bulk	185	652	837	28
Net Paid	456,707	1,065,274	1,521,981	258,375
Arrears, Service, } Unpaid	30,396	50,066	80,462	3,848
Total Circulation.	487,103	1,115,340	1,602,443	262,223

Circulations of Foreign Language A. B. C. Dailies

Distribution	7 Morning	6 Evening	13 Total M. & E.	9 Sunday
City Circulation...	181,621	169,458	351,079	364,226
Suburban	24,960	14,577	39,537	39,745
Country	87,233	65,399	152,632	170,107
Bulk	14	6	20	21
Net Paid	293,828	249,440	543,268	574,099
Arrears, Service, } Unpaid	6,205	4,906	11,111	9,910
Total Circulation.	300,033	254,346	554,379	584,009

Average Net Paid and Total Circulation of All A. B. C. Newspapers as of October 1, 1921

Distribution	261 Morning	562 Evening	823 Total M. & E.	302 Sunday
City Circulation...	5,112,356	9,711,212	14,823,568	8,850,455
Suburban	1,862,426	2,371,455	4,233,881	2,835,624
Country	2,561,862	2,241,647	4,803,509	5,580,924
Bulk	9,795	22,870	32,665	10,387
Net Paid	9,572,260	14,385,124	23,957,384	17,277,390
Arrears, Service, } Unpaid	189,596	313,099	502,695	220,772
Total Circulation.	9,761,856	14,698,223	24,460,079	17,498,162

Circulations of U. S. A. B. C. Dailies

Distribution	236 Morning	505 Evening	741 Total M. & E.	291 Sunday
City Circulation...	4,790,137	8,880,451	13,670,588	8,321,306
Suburban	1,752,588	2,207,513	3,960,101	2,759,719
Country	2,309,963	1,921,428	4,231,391	5,363,710
Bulk	9,541	22,035	31,576	10,335
Net Paid	8,888,050	13,069,367	21,957,417	16,455,070
Arrears, Service, } Unpaid	157,993	258,563	416,556	209,012
Total Circulation.	9,046,043	13,327,930	22,373,973	16,664,082

Circulations of Canadian A. B. C. Dailies

Distribution	21 Morning	51 Evening	72 Total M. & E.	4 Sunday
City Circulation...	152,965	655,664	808,629	165,922
Suburban	90,431	148,688	239,119	39,773
Country	171,820	252,799	424,619	53,549
Bulk	254	835	1,089	52
Net Paid	415,470	1,057,986	1,473,456	259,296
Arrears, Service, } Unpaid	29,314	49,537	78,851	5,278
Total Circulation.	444,784	1,107,523	1,552,307	264,574

Circulations of Foreign Language A. B. C. Dailies

Distribution	4 Morning	6 Evening	10 Total M. & E.	7 Sunday
City Circulation...	169,254	175,097	344,351	363,227
Suburban	19,407	15,254	34,661	36,132
Country	80,079	67,420	147,499	163,665
Bulk
Net Paid	268,740	257,771	526,511	563,024
Arrears, Service, } Unpaid	2,289	4,999	7,288	6,482
Total Circulation.	271,029	262,770	533,799	569,506

Table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows list various states and their newspaper statistics.

Table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows list Wyoming, Evening, Total, and Sunday.

A. B. C. CANADIAN SUMMARY—MORNING, EVENING, SUNDAY—BY PROVINCES

Table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows list provinces like Alberta, British Columbia, Manitoba, etc.

FOREIGN LANGUAGE A. B. C. DAILIES—BY STATES

Table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows list states like Illinois, Massachusetts, New Hampshire, etc.

TOTALS OF ALL UNITED STATES A. B. C. DAILIES

Summary table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows for Morning, Evening, Total, and Sunday.

TOTALS ALL FOREIGN LANGUAGE A. B. C. DAILIES

Summary table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows for Morning, Evening, Total, and Sunday.

TOTALS OF CANADIAN A. B. C. DAILIES

Summary table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows for Morning, Evening, Total, and Sunday.

GRAND TOTAL OF ALL A. B. C. DAILY NEWSPAPERS

Summary table with 10 columns: Number of Papers, Total City, Total Suburban, Total Country, Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Service & Unpaid, Total Distribution. Rows for Morning, Evening, Total, and Sunday.

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

Table with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Bulk Sale, Net Inc., Total Paid Bulk, Total Arrears, Total Service Unpaid, Total Distribution. Includes sections for COLORADO, CONNECTICUT, DELAWARE, DISTRICT OF COLUMBIA, FLORIDA, GEORGIA, and IDAHO.

Equivalent to a Rate Reduction of Over 20%

That's what the 12,370 (P. O. statement) daily circulation gain of The Washington (D. C.) Times, as compared with the corresponding period of one year ago, amounts to.

National and local display advertisers showed their appreciation by giving the TIMES a gain of 116,565 lines for the month of June, 1922, as compared with June, 1921.

The 109,000 circulation of the Sunday Washington Times is over 20% greater than its nearest competitor.

THE WASHINGTON TIMES

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

National Advertising Representative

G. LOGAN PAYNE CO.

Chicago Detroit St. Louis Los Angeles PAYNE, BURNS & SMITH New York and Boston

For Explanation of Key Letters See Page 39

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

Table with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk Sale, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes sections for INDIANA, IOWA, KANSAS, and KENTUCKY.



Run your pencil down these circulation figures and note how The Register and Tribune dominate in Des Moines and Iowa— daily and Sunday

For Explanation of Key Letters See Page 39

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes MICHIGAN-Continued section with data for Kalamazoo, Lansing, Ludington, Muskegon, Pontiac, Port Huron, Saginaw, and Three Rivers.

MINNESOTA

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes data for Duluth, Mankato, Minneapolis, St. Paul, and So. St. Paul.

MISSISSIPPI

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes data for Jackson, Meridian, and Vicksburg.

MISSOURI

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes data for Cape Girardeau, Columbia, Hannibal, Joplin, and Kansas City.

(The K. C. Journal purchased the Post about May 18, 1922. Papers now published. Journal weekday mornings, Post weekday evenings; Sunday papers consolidated as the Sunday Journal-Post. Previous circulations as given above.)

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes data for Star, Maryville, St. Joseph, St. Louis, and Springfield.

MONTANA

Table with columns: City, Paper, Key Letter, Total City, Total Subban, Total Country, Total Bulk Sale, Total Net Paid Inc. Bulk, Total Arrears Unpaid, Total Distribution. Includes data for Anaconda, Billings, Butte, and Great Falls.

For Explanation of Key Letters See Page 39

The One Best Buy in the Newspaper Field

THE KANSAS CITY JOURNAL AND POST offer the advertiser a combined daily circulation of

340,000

attained too late to appear in this A. B. C. report

The second lowest milline rate in America and an overwhelming reader interest demonstrated by the fact that the reading public in Kansas City are glad to pay these newspapers fifty per cent more weekly for thirteen issues than the price required for the other morning and evening papers.

Advertisers who cash in on this medium will get the advantage of a steadily increasing circulation and a steadily diminishing rate.

KANSAS CITY JOURNAL
KANSAS CITY POST
SUNDAY JOURNAL-POST

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

Table for VIRGINIA-Continued with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes data for Newport News, Norfolk, Richmond, Roanoke, Staunton, Winchester.

WASHINGTON

Table for WASHINGTON with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes data for Aberdeen, Everett, Seattle, Spokane, Tacoma, Walla Walla, Wenatchee, Yakima.

WEST VIRGINIA

Table for WEST VIRGINIA with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes data for Charleston, Clarksburg, Fairmont, Huntington, Martinsburg, Parkersburg, Wheeling.

WISCONSIN

Table for WISCONSIN with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes data for Appleton, Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, Kenosha, La Crosse, Madison, Milwaukee, Monroe, Oshkosh, Racine, Sheboygan, Superior, Wausau.

WYOMING

Table for WYOMING with columns: City, Paper, Key Letter, Total City, Total Sub'ban, Total Country, Total Bulk, Total Net Paid, Total Arrears, Total Service, Total Distribution. Includes data for Casper, Cheyenne.

FIRST-by Merit

The Journal Gains in Circulation

THE Journal is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Journal is the only Milwaukee newspaper showing a gain in circulation during the six months ending April 1, 1922, as shown by sworn statements of local papers to the government.

Government Statements of Milwaukee Newspapers

The Journal-Gain

The Journal shows a gain of 2,814 daily and 2,264 Sunday. The other Milwaukee papers show circulation losses during this period.

Table comparing circulation for April 1, 1922 and Oct. 1, 1921 for Evening and Sunday. Shows a gain of 2,814 for Evening and 2,264 for Sunday.

The Sentinel-Loss

The Sentinel lost 2,556 morning, 2,335 evening and 997 Sunday.

Table comparing circulation for April 1, 1922 and Oct. 1, 1921 for Morning, Evening, and Sunday. Shows a loss of 2,556 for Morning, 2,335 for Evening, and 997 for Sunday.

The Wisconsin News-Loss

The News lost 7,232 evening.

Table comparing circulation for April 1, 1922 and Oct. 1, 1921 for Evening. Shows a loss of 7,232.

No figures are shown for The Sunday Telegram, because this paper did not make a government statement of its circulation for the six months ending October 1, 1921.

The Milwaukee JOURNAL FIRST-by Merit

To Buyers of Advertising

IN CANADIAN NEWSPAPERS

EVERY time Alice in Wonderland tried to score a goal at the game of croquet, the goal got up and walked away. Many merchants have that experience with their advertising. They start using a medium that supposedly reaches a large number of buyers, but without definite information that the buyers are there.

That's why an Audit of Circulations has been established—to PIN DOWN circulation statements, to supply the advertiser with reliable statistics, to give him a measure that is fixed and fair, by which he can judge the merits of a medium.

The Publishers' Statements submitted to the Audit of Circulations for the period ending March 31st, 1922, have just been released. They contain vital information for YOU as a buyer of advertising space. They show that the Halifax newspaper circulation situation is now as follows:

Table with 3 columns: Circulation Type, The Herald, Next Morning Paper. Rows include City of Halifax, Province, TOTAL NET PAID, and various newspaper circulation figures for Halifax.

It will be noted that The Herald now leads in the City, in the Province, and in Total Net Paid Circulation by OVER 7,000. The Mail's lead in the evening field is overwhelming.

THE HALIFAX HERALD-MAIL

Morning and Evening

THE SUNDAY LEADER

Circulation in excess of 10,000

KNILL-BURKE, INC. Chicago—New York U. S. Representative

J. R. RATHBONE Canadian Representative

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

Table with 10 columns: City, Paper, Key-Letter, Total City, Total Sub'n, Total Country, Bulk Sale, Total Arrears Inc., Total Service Bulk Unpaid, Total Distribution.

CANADIAN PAPERS

ALBERTA

Table for Alberta newspapers including Calgary, Edmonton, Lethbridge, and Medicine Hat.

BRITISH COLUMBIA

Table for British Columbia newspapers including Nelson, Prince Rupert, Vancouver, and Victoria.

MANITOBA

Table for Manitoba newspapers including Winnipeg.

NEW BRUNSWICK

Table for New Brunswick newspaper including St. John.

NOVA SCOTIA

Table for Nova Scotia newspapers including Halifax and Sydney.

ONTARIO

Large table for Ontario newspapers including Brantford, Brockville, Fort William, Galt, Guelph, Hamilton, Kingston, Kitchener, Lindsay, London, Ottawa, Peterborough, St. Catharines, St. Thomas, Sault Ste. Marie, Stratford, Toronto, Windsor, and Woodstock. Includes a note for March 31, 1922.

PRINCE EDWARD ISLAND

Table for Prince Edward Island newspaper including Charlottetown.

QUEBEC

Table for Quebec newspapers including Montreal and La Presse. Includes a note for March 31, 1922.

A.B.C. Reports on City, Country, Suburban, Bulk, Net Paid, Arrears, Unpaid Copies, Etc.

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Not Paid Incls.	Total Arrears Bulk	Total Service Unpaid	Total Distribution
QUEBEC—Continued										
Quebec	L'Evenement	(b)	7,806	403	6,276		14,485	2,527	17,012	
			(3 months stat. Mch. 31, 1922)							
	Le Soleil	(r)	16,897	2,101	24,673	55	43,726	6,051	49,777	
Sherbrooke	La Tribune	(r)	1,468	3,249	1,817		6,534	850	7,384	
	Record	(r)	2,135	4,329	3,468		9,932	338	10,270	
Three Rivers	Le Nouvelliste	(r)	2,010	483	898	52	3,243	312	3,555	
SASKATCHEWAN										
Moose Jaw	Times	(r)	5,093	2,995	1,003		9,098	459	9,557	
Prince Albert	Herald	(r)	1,632	868	198	3	2,699	639	3,338	
Regina	Leader	(b)	4,825	7,344	5,879		18,048	847	18,895	
	Post	(r)	6,787	2,538	3,884		13,007	552	13,559	
	Total Daily	(e)	11,612	9,880	9,563		31,055	1,399	32,454	
Saskatoon	Phoenix	(b)	978	1,313	258		2,549	454	3,003	
	Star	(r)	8,564	13,812	2,123		22,499	701	23,200	
	Total Daily	(e)	7,542	15,125	2,381		25,048	1,155	26,203	

FOREIGN LANGUAGE PAPERS
Published in the United States

ILLINOIS										
Chicago	Abendpost	(r)	35,450	4,890	5,392		45,732	475	46,207	
	Sun. Edition	(m)	26,392	3,264	4,595		34,251	375	34,626	
	Jewish Forward		18,893	685	20,348		39,728	350	40,076	
	(Monday to Friday Morning)									
	Sat. Edition	(y)	18,542	685	20,165		39,392	350	39,742	
	Sun. Edition	(m)	17,927	688	20,730		39,345	350	39,895	
MASSACHUSETTS										
Fall River	L'Independant	(r)	2,410	93	258		2,761	221	2,982	
New Bedford	L'Independant	(r)	2,041	136	50		2,227	185	2,412	
			(6 months stat. Sept. 30, 1921)							
NEW HAMPSHIRE										
Manchester	L'Avenir National	(r)	3,091	574	559		4,225	229	4,454	
NEW YORK										
New York	Day and Warheit	(r)	35,501	3,975	18,473		57,949	225	58,174	
	Sat. Morning	(y)	44,103	4,250	19,364		67,717	227	67,944	
	Sun. Edition	(m)	40,296	4,200	19,531		64,027	221	64,248	
	Il Progresso									
	Italo-Amer.	(b)	41,080	12,779	35,737		89,596	1,775	91,371	
	Sun. Edition	(m)	40,055	10,365	34,974		85,394	1,960	87,354	
	Jewish Forward	(r)	95,140	4,390	40,605		140,135	2,409	142,544	
	Sat. Morning	(y)	112,861	4,829	43,090		160,580	2,409	162,989	
	Sun. Edition	(m)	98,328	4,421	42,887		145,836	2,409	148,045	
	Jewish Journal		69,565	1,837	5,038		76,440	1,425	77,865	
	(Monday to Friday Morning)									
	Sun. Edition	(m)	59,104	1,805	5,021		85,930	1,425	87,355	
	La Prensa	(b)	3,403	214	2,429	133	8,179	1,568	7,747	
	New Yorker									
	Staats-Zeitung	(b)	38,395	4,476	13,075		54,946	562	55,508	
	Sun. Edition	(m)	71,681	8,391	31,569		111,641	952	112,593	
	New Yorkski Kuryer									
	Narodowy	(b)	3,272	3,441	4,715		11,428	356	11,784	
	Sun. Edition	(m)	3,673	3,835	4,500		12,008	389	12,397	
	(6 months stat. Sept. 30, 1921)									
	Nowy Swiat	(b)	4,455	902	2,997		8,254	347	8,601	
	Sun. Edition	(m)	5,002	1,035	3,023	112	9,172	295	9,467	
RHODE ISLAND										
Woonsocket	La Tribune	(r)	2,323	354	368	5	3,050	311	3,361	
			(6 months audit June 30, 1921)							

EXPLANATION OF KEY LETTERS

- (A)—Every morning.
- (B)—Morning except Sunday.
- (C)—Morning except Monday.
- (D)—Morning except Sunday and Monday.
- (E)—Morning and evening week days.
- (F)—Morning and evening week days and Sunday morning.
- (G)—Morning except Monday and evening except Sunday.
- (H)—Morning except Monday and evening except Saturday and Sunday.
- (I)—Morning except Sunday and Monday and evening except Sunday.
- (M)—Sunday exclusively.
- (Q)—Every evening.
- (S)—Evening except Sunday and Sunday morning.
- (T)—Evening except Saturday and Sunday.
- (U)—Evening except Saturday and Sunday, and Sunday morning.
- (Y)—Saturday exclusively.
- Roman type indicates morning papers; italic type, evening papers.

ROTOGRAVURE ADVERTISERS

IL PROGRESSO  ITALO-AMERICANO

The oldest Italian newspaper in the United States is the only Foreign Language Newspaper running a Sunday Rotogravure Section (8 pages).

Every alert rotogravure advertiser should include the *Il Progresso's* rotogravure section in his list.

No better argument can be presented to an advertiser than the proven circulation of the *Il Progresso*—the only A. B. C. paper in the Italian field.

Latest A. B. C. audit shows that the *Il Progresso* has a greater circulation than the combined circulations of all the other Italian papers, morning and evening combined.

Rates on Application

Il Progresso Italo Americano

42 Elm St.

New York City

GEORGE R. WHITE LEFT \$9,133,748

Was President of Potter Drug and Chemical Corporation and Consistent Newspaper Advertiser for Forty Years

A tribute to what sustained newspaper advertising can accomplish is contained in the announcement that the estate of the late George Robert White of Malden, Mass., for years president of the Potter Drug and Chemical Corporation, manufacturers of Cuticura Soap, Ointment and Talcum and Sanford's Ginger, amounts to \$9,133,748.

Although the space used in any one publication has been small, Mr. White believed firmly in advertising steadily year in and out all the year 'round. This policy paid from the start and, with the years, the company advertised in every worth while newspaper in the United States of large circulation and many in England, Australia, India, and Africa. Its total appropriation at the time of its president's death amounted to over \$1,000,000 a year. This policy is being continued.

Forty years ago when in its early stages, the company's annual appropriation was about \$140,000, considered a large appropriation in those days. The Potter company has always placed its advertising through the Morse International Agency, New York; has never employed any salesmen; never done any dealer promotion work; and never has called for newspaper co-operation.

Mr. White became a heavy owner of Boston real estate. His real estate holdings on Tremont, Boylston, Washington and State streets are valued at \$4,109,948.40 in the inventory filed in the probate court.

The inventory also shows, among other items, 1,033 shares of the Potter Drug & Chemical Company stock, valued at \$1,549,500. Mr. White's will gives the great part of his estate, estimated at \$5,000,000, to be used for creating works of public utility and beauty in greater Boston.

Obituary

WILLIAM A. CALDWELL, general early service editor in the New York office of the Associated Press, was drowned while canoeing on Lake George, near Ticonderoga, N. Y., July 22. It is believed he suffered an attack of heart failure. Mr. Caldwell graduated in the class of 1900 from Cornell University. He served with the Philadelphia Times, papers in St. Louis, Butler and Meadville, Pa., as managing editor for six years of the Titus (Pa.) Morning Herald and as cable editor of the Associated Press during the latter part of the war. He became general morning editor last November. He leaves a widow and five children.

THOMAS B. McQUEEN, for many years a compositor on the New York Herald, died July 23, aged 64 years.

EDWARD C. THAYER, for over a quarter of a century connected with the Mergenthaler Linotype Company, died July 22 at Princes Bay, N. Y., aged 81 years.

J. A. HUDSON, at one time editor of the Macon (Mo.) Times-Democrat, died at Columbia, Mo., July 22, aged 71 years.

RAYMOND F. McCABE, publicity representative of the Fifth Avenue Coach Company, New York, died July 22 of pneumonia. He was formerly on the staff of the New York Herald.

GEORGE DROGE, connected with the mail and delivery staff of the New York Times for ten years, died July 19.

W. B. GRIFFIN, a well-known El Paso newspaper man, died July 22 in Mexico City of heart disease where he had arrived a week previous to join the staff of the Mexico City bureau of the International News Service. His funeral was attended by the foreign correspondents in a body and the burial took place in the

American cemetery there. Mr. Griffin is survived by his mother, Mrs. Julia Griffin of Reno, Nev.

AUBREY McCONNELL, aged 42, a former Philadelphia newspaper man, died July 21.

WILLIAM COWAN, veteran newspaper man of Warren, Pa., died recently at his home in that city.

LOUIS L. McCORMICK, a pioneer newspaper advertising man of Lafayette, Ind., who was advertising manager of the Lafayette Call until it ceased and from then on connected with the Sunset magazine, died July 24.

FRANCIS DENING HOYT, novelist, aged 79, died July 21.

RICHARD J. MURPHY, realtor and builder and formerly well known as a newspaper man, died July 24 at his residence in Chicago. For many years Mr. Murphy published the West Side Advertiser, later joining the staff of the Evening Journal.

CHARLES EDGAR PULCIPHER, father of K. R. Pulcifer, an editor of the Associated Press, died July 24.

THOMAS McNABB, aged 78 years, one of the pioneer printers of the West, died in Kansas City, Mo., July 21. He took charge of the composing room at the Kansas City Journal in 1869, coming from the Chicago Tribune composing room. He later was in charge of the composing room at the Kansas City Times.

COL. JAMES EDWARD WOOD, veteran newspaper man, died July 18 at Marianna, Ark., at the age of 76. Col. Wood was the author of the present Confederate pension law, and at the time of his death was a member of the general staff of the United Confederate Veterans, holding the rank of brigadier general. In 1889 he established the Lee County Courier and was its editor and owner for 30 years. He was known as a brilliant and virile journalist. He served in the House of Representatives from 1897 to 1899, was a member of the State Senate in 1901 and 1903 and in 1921 was again a member of the house from Lee county.

J. S. MACKERN, advertising promotion manager for the Memphis Press, died last week of pneumonia.

MRS. EVA SHEAN JOHNSON, who previous to her marriage was space buyer for the J. Walter Thompson Company in Chicago, died last week.

JOHN A. CHILDS, publisher of the Evanston (Ill.) Index from 1871 to 1912, died at Evanston, July 14. He had been postmaster at Evanston for twenty-eight years.

C. R. Miller Estate to Family

By the terms of the will of Charles Ransom Miller, editor of the New York Times, who died July 18, and which has been filed for probate, Hoyt and Madge, his son and daughter, are bequeathed the estate. The document was executed in 1901 and named Mrs. Miller sole heir. In the event of her death the property was to go to her children. Mrs. Miller died in 1906.

OVER
10,000
DAILY
AND
GROWING
DAILY NEWS
Passaic, New Jersey

AD CLUB HAS AN AUTO CAMP

Grand Rapids Organization Starts Innovation at State Fair Grounds

Tourists returning from the western part of Michigan report that the Advertising Club of Grand Rapids is maintaining what they claim is the best equipped and best supported campers' site in America. It is located on the West Michigan State Fair Grounds.

The idea was conceived a year ago by John Hutchins, then president of the advertisers. He named a committee which failed to function. Then Ray F. Barnes became president of the club. He immediately appointed Hutchins chairman of the camp site committee. Now the site is a reality and hundreds of tourists through western Michigan have availed themselves of the opportunities offered.

The site, lying within the fair grounds property, was opened July 15, by the club, which raised more than \$1,000 through local banks and business men for the employment of a ground keeper for three months and for provision for water and toilet facilities.

Arrangements have been made with the fair association whereby campers may use buildings on the property to afford them shelter in event of storm. A mail box has been set up at the site, and to induce the club members to visit the place and attend to the comforts of the campers a contest is being conducted at the end of which the advertiser who makes the greatest number of visits to the site will receive a prize. Every time a member visits the property he places a name card in the box. The prize goes to the member who has the greatest number of cards in the box at the end of the season.

When a club member visits the property it is required that he visit the campers, introduce himself with "I'm a member of the ad club." Then he is to ask, "Is there anything I can do?"

The Comstock Park business men have also been enlisted in the help of the ad

club and the merchants there have contributed generously in assisting in the care of the tourists.

On the evening of August first the ad club will hold its annual basket picnic at the camp site.

Colorado Dailies Consolidate

The two daily papers at Loveland, Colo., have been consolidated through the purchase of the Daily Herald by A. W. Barnes, editor and publisher of the Reporter, from Mark A. Ellison. The consolidation became effective on July 1, since when one paper has been issued under the title of the Reporter-Herald. It is published every evening except Sunday. The Reporter was established in 1880, the Herald in 1908. Arrangements are being made to install a flat bed web press. Mr. Barnes is vice-president of the Colorado Editorial Association.

Bankrupt Publisher Assigns

Eugene G. Hatheway, editor and manager of the recently suspended Mt. Clemens (Mich.) Daily Tribune, has filed a petition in circuit court asking the appointment of Varnum J. Bowers as assignee of the defunct company, which ceased publication two months ago. The assets are listed at \$7,976.82 and the liabilities at \$16,282.28. The Detroit Times, Mrs. C. F. Hatheway, W. C. Hatheway and F. M. Wilkinson are listed as the principal creditors.

A Fair Proposal

The Brewster (Wash.) Herald, of which D. L. Gillespie is editor and proprietor, treated itself to a new typesetting machine on its twenty-second anniversary. In its greeting to friends it expressed the belief that the home paper is the one that boosts the town and community first, last, and all the time, and mirrors the financial condition of the town to the outside world. It asked co-operation in its efforts to present a true picture.



The Wichita Eagle

Led its nearest competitor for
the first 6 months of 1922 in
Foreign—Local—Classified
Advertising Lineage

Total Lead
761,548

Foreign Lead
311,590

Classified Lead
437,689

Total Local Lead
449,958

When covering Kansas and Oklahoma send for free booklet—"Influencing 281,000 Consumers."

Represented by

S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta—San Francisco

Pennsylvania

Commercially Pennsylvania offers everything one could ask for, and topping it all, Pennsylvania is a veritable Keystone State in prospects, purpose and push.

Pennsylvania's manufacturing and mining interests are permanent institutions. They cannot be moved.

Pennsylvania is a producer and with its workers comes a demand for goods of all kinds — and Pennsylvania's Daily newspapers carry your message to these people.

Pennsylvania offers trade advantages

sufficiently attractive and sufficiently diversified to warrant the most intensive cultivation National advertisers can concentrate into any field.

These daily newspapers are daily selling merchandise for Pennsylvania storekeepers—the men you want to put the goods out for you.

Localize your advertising throughout Pennsylvania and get results beyond anything you can get through the expenditure of anywhere near an equal amount of money in any other kind of advertising.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M)	29,021	.09	.09	Pittsburgh Dispatch (S)	63,767	.22	.18
Allentown Call (S)	16,104	.09	.09	Pottstown Ledger (E)	1,590	.025	.025
Bethlehem Globe (E)	8,066	.04	.04	Pottsville Republican (E)	11,558	.055	.05
Bloomsburg Press (M)	6,316	.029	.029	Scranton Republican (M)	32,180	.12	.10
*Chester Times and Republican (M&E)	14,752	.065	.05	*Scranton Times (E)	37,701	.12	.10
Coatesville Record (E)	5,436	.0214	.0214	Sharon Herald (E)	4,888	.021	.021
*Connellsville Courier (E)	5,652	.0179	.0179	Sunbury Daily Item (E)	3,911	.021	.018
**Easton Express (E)	14,624	.05	.05	*Warren Times-Mirror (E&M)	7,931	.036	.036
*Easton Free Press (E)	12,147	.05	.05	*Washington Observer and Reporter (M&E)	15,426	.06	.05
*Erie Times (E)	26,428	.08	.08	West Chester Local News (E)	11,010	.03	.03
*Harrisburg Telegraph (E)	36,478	.095	.095	*Wilkes-Barre Times-Leader (E)	21,234	.08	.05
*Lancaster Intelligencer and News-Journal (M&E)	21,867	.08	.08	York Dispatch (E)	16,549	.045	.045
*Oil City Derrick (M)	6,088	.035	.035	York Gazette and Daily (M)	16,614	.045	.045
Pittsburgh Dispatch (M)	54,541	.17	.15				

Government Statements, April 1, 1922.

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

**A. B. C. Net Paid, 12 mos. Ending Mar. 31, 1922. Auditor's Report

OHIO FIRST

These twenty-one cities, represented by twenty-three daily newspapers, have a combined circulation of 610,214, and nine Sunday newspapers, with a combined circulation of 452,442.

The daily circulation of 610,214 can be bought for \$1.5628 a line, and the Sunday circulation of 452,442 can be bought for \$1.185 a line.

These daily newspapers, as listed here, cover the strategic trading and distributing centers of this great state more thoroughly, more completely, more frequently and more economically than they can be covered in any other manner.

Not only this, but there are co-operative advantages obtainable through these daily newspapers which cannot be obtained through any other media of advertising.

These daily newspapers are what they are because of the communities in which they are published.

The communities are great because of the hustling propensities of the merchants, who appreciating home trade, keep their stores thoroughly up to date in every way insuring home people spending their money at home.

The fact that these cities are great is proof of the fact that the local merchants are successful in their efforts to keep home money at home, and proves too that these good people appreciate the efforts made for them.

Ohio people, loyal to the cities in which they live, preferring patronizing their local merchants, reading their own home daily newspaper, are local in every way but thoroughly alive to every new proposition.

These Dailies Will Work Overtime for You

		Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal	(E)	35,904	.085	.085
*Akron Times	(E)	19,518	.06	.06
*Akron Sunday Times	(S)	21,952	.07	.07
*Athens Messenger	(E)	9,775	.03	.03
Bellefontaine Examiner	(E)	4,407	.0179	.0179
Cincinnati Enquirer	(M&S)	73,120	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	181,185	.32	.38
Cleveland Plain Dealer	(S)	221,084	.37	.43
Columbus Dispatch	(E)	72,317	.15	.14
Columbus Dispatch	(S)	74,654	.15	.14
Conneaut News Herald	(E)	3,094	.017	.0179
Dover Daily Reporter	(E)	4,410	.02	.02
*Hamilton Daily News	(E)	8,143	.04	.04
Ironton Irontonian	(M)	3,150	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014

		Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democr't	(E&S)	16,083	.07	.05
*Lima Republican-Gazette	(M&S)	10,270	.035	.035
*Marietta Times	(E)	6,160	.025	.025
Middletown Journal	(E)	5,037	.025	.025
Newark American-Tribune	(E)	6,573	.025	.025
Piqua Call and Press-Dispatch	(E)	6,039	.025	.025
Portsmouth Sun and Times	(M&E)	16,286	.06	.06
Portsmouth Sun-Times	(S)	10,059	.04	.04
*Toledo Blade	(E)	95,683	.25	.23
Toronto Tribune	(E)	1,092	.011	.011
Warren Daily Chronicle	(E)	6,405	.025	.025
*Youngstown Vindicator	(E)	24,063	.07	.07
*Youngstown Vindicator	(S)	25,220	.07	.07

Government Statement, April 1, 1922.

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

WHAT OUR READERS SAY

Night Editors and Doughnuts

PITTSBURGH, Pa., July 24, 1922.

TO EDITOR & PUBLISHER: We have an advance copy of the latest book from the pen of our beloved townswoman, Mrs. Mary Roberts Rinehart, entitled "The Breaking Point." Please let me quote a paragraph from the last chapter:

"Bassett was at his desk in the office. It was late, and the night editor, seeing him reading the early edition, his feet on his desk, carried over his coffee and doughnuts and joined him."

My knowledge of night editors, and it is more or less extensive, goes back into the pre-Valstead days and I have been trying to recall when one of them dallied at midnight over anything like coffee and doughnuts. My old night editors after they had sneaked out, at a convenient hour before midnight, had no time when things began to turn up for anything so trivial as coffee and doughnuts. My acquaintance with the modern night editor convinces me that he has too much respect for himself and his family to waste any time over that indigestible pastry. As a matter of fact I am looking for information and I want you to tell me whether or not the night editors these days are moulding public opinion with doughnuts in the back ground? If so, I seriously feel for the progress of the Staff.

Of course, we all love Mrs. Rinehart and we all know her very well. I wouldn't have much respect for anyone who didn't know her and wish her all the luck in the world. However, I would like her to tell me where she got the inspiration in the closing chapter of the splendid book, "The Breaking Point," to feed a decent night editor on coffee and doughnuts. With the greatest respect,

JOHN P. COWAN.

Publicity Manager, Chamber of Commerce of Pittsburgh.

City Disclaims Liability for Advertising Obligations

CLEVELAND, O., July 21, 1922.

TO EDITOR & PUBLISHER: I am sending you herewith a circular letter being sent out by the City of Valparaiso, Fla., which raises a question of the validity of claims for newspaper advertising in case of bankruptcy. The Mayor of Valparaiso evidently is advised that newspapers holding accounts against the city may have a moral claim for settlement of their bills this claim is not valid. It is rather a new one to us and I presume that a great many newspapers throughout the country are at present busy charging off the Valparaiso account to experience.

GERMAN PUBLISHERS' AUXILIARY,

B. E. SCHAEFER,

The letter referred to by Mr. Schaefer follows:

VALPARAISO, FLA., June 28, 1922.

TO ALL PERSONS HOLDING BILLS AGAINST THE CITY OF VALPARAISO FOR ADVERTISING:

There have been so many communications regarding bills for advertising, that it has been impossible to send a separate answer to each. But each holder of such a bill is due an explanation of the situation regarding his bill, and it is the purpose of this circular letter to give the facts in connection with all advertising bills.

The Valparaiso Development Company, of which John B. Perrine was president, undertook a land development scheme, in furtherance of which they started a settlement now known as the City of Valparaiso, and in connection with the settlement a co-operative farming scheme. After the land business had been in existence for some time, and in April, 1921, a municipal charter was granted by the Florida Legislature to the City of Valparaiso, under which the city was organized with a commission form of government, and with the usual powers of a municipality.

John B. Perrine was mayor of the City of Valparaiso, but all activities in connection with the whole proposition were activities of the Valparaiso Development Company. In November, 1921, John B. Perrine died. In December, 1921, the Valparaiso Development Company went into bankruptcy.

In the bankruptcy proceedings, all of the assets of the Valparaiso Development Company were sold under direction of the United States District Court for the Northern District of Florida to new parties who are substantial people and who are continuing the development upon a sound basis. The city government is now in different hands and has no direct or indirect connection with the land development.

The City Commissioners have been working for some time to straighten out the tangles in which the city affairs were left and to find out just what bills and obligations of the city were outstanding. They have been compelled to obtain legal advice as to what obligations were valid obligations of the city, and what obligations were not valid obligations of the city. You can understand that they are required to act strictly in accordance with the law in recognizing such obligations, and that they cannot recognize any moral obligations, as could be done by private individuals.

The City Commission has been advised that the advertising done by the Valparaiso Development Company under the name of John B. Perrine, Mayor of the City of Valparaiso, and under the name of the City of Valpa-

raiso does not create valid obligations of the city government. Consequently, they must decline to recognize such obligations. It is with regret that the city authorities have been forced to come to this conclusion, and they hope that you will recognize their position in the matter.

Respectfully,

CITY OF VALPARAISO

By Wm. L. Manchester, Mayor.

Cheaper Gravure

NEW YORK CITY, July 22, 1922.

TO THE EDITOR & PUBLISHER: In looking over the rotogravure proposition of a number of the larger newspapers, in which they especially combine as to "simultaneous and collective" advertising, I recall a letter and conversation pertaining to the same subject, addressed to and had with W. W. Young, well known in the newspaper field, dated in February, 1917. It occurred to me you might like to give the results of my study and investigation in this direction to the publishers who are now unable to obtain the benefits accruing from the Rotogravure sections.

It was my intention to publish an eight page rotogravure section of at least 8 columns. Six pages would contain interesting pictures and reading matter running through an entire edition of say 1,000,000 copies. The second page and possibly the third, would be devoted to a subject in which the people in the smaller towns are more interested, than all the jumbled junk of Kings, Lords and Dukes now so prevalent in rotogravure sections; stories of the plays and other interesting matter; photos of actors and actresses; as remarked it is well known that people ARE more interested in pictures and articles of this nature than any other feature in the Saturday or Sunday editions.

The next pages should be devoted to such interesting things as the editor would find most attractive, such as Home Pages, and subjects of real home interest.

There would be about 10 columns of advertising distributed over these 6 pages; National and Standard made goods not now carried by these papers would soon more than fill these columns with "a waiting list, always on hand."

The edition for each town would differ only in the changing of the first page and last page. These would be rotogravure work furnished from "make-up" from the local editor; the back page should be and would be most profitably devoted to advertising of the local motion picture houses giving the program of entertainment for the week. This page will readily bring in \$10 per M, so that the papers having as low as 10,000 circulation will receive \$100.00 for this page. It can be done as I have proved it.

Now comes the scary bugaboo which up to the present time has made this feature impossible; a bugaboo as easily removed as it was created—the changing of the copper cylinder or roller, with the cost of making the change, intaglio or etching.

In no other important phase of business has so little attention been paid toward making this change a simple, inexpensive proposition. In talking with some of the rotogravure press manufacturers and suggesting means whereby this can be easily and readily and cheaply accomplished, they have admitted that it could be done but as there was no demand for such improvement they were not interested in making it.

After suggesting that the roller carrying the first and last pages could be one half the length of the cylinder carrying the 4 pages, that the "dog" or wiper or scraper so called, could be used to keep the two blank pages from inking; or that this roller could be used separately and kept in such a position that it could be quickly changed really without stopping the press and the like, they agreed that all this could be arranged when occasion demanded.

Really what could best be done would be to have one end of the long roller or cylinder—that is half of it made so it could be changed quickly and run the 6 pages as long as the

cylinders would print well. This in fact is my idea for obtaining the best, cheapest and most satisfactory results.

Then the actual cost of etching a new cylinder covering but two pages, reduced to an actuality instead of a hold up by a "scare price," there would be no reason why the newspaper of 10,000 could not publish a rotogravure section at a cost less than \$1.00 per thousand copies of 8 pages.

Let us prove this remarkable statement of a business matter which has been one of my hobbies for sometime but never carried out for lack of time and capital for carrying it out to perfection, but which I think some enterprising newspaper men or press manufacturers CAN, acting on the suggestion, accomplish.

10 columns of advertising, about 3,000 lines at the rate of only 2/5ths of a cent per thousand would give \$12.00 per M circulation less 15% advertising agent's commission, leaving \$10.20 per M, which plus \$10.00 per M for the back page would give us \$20.20 per M, leaving the publisher of the paper nothing to pay. But this is not all; by reason of this rotogravure section he can sell his paper now bringing 3c. from the public for 5c. getting \$10.00 per M more from the newsboys and the newsie will also make more money; this of course on Saturday and Sunday editions as may be.

Then we have actually \$30.20 per M. Here is an increase and an immense profit for some one and the advertising in the rotogravure section of a HOME newspaper WILL prove MORE valuable per one million or two million than in any weekly or monthly magazine on earth; it will help also to turn the tide of advertising TO the home paper, where it rightly belongs.

Even if you had to discount these figures considerably, there would still be a large profit and an opportunity for the smaller town newspaper to have a rotogravure section—a means also of increasing such paper's circulation and influence.

These papers would probably be issued in units of not less than 1,000,000 and the prices quoted as you can quickly learn, by the rotogravure printers today is, outside of the editorial work, \$15.00 per M with a discount. As before remarked the only thing to do is to have a press made with the attachments suggested and the trick is done.

There is much more to be said upon the subject but my letter is now long; if from my suggestions the way can be made clear to give these papers of 10,000 to 100,000 and more, circulation a rotogravure section at a cost of less than \$1.00 per thousand, and it can be done, I shall be pleased to have suggested it.

In closing I may add that purposely I have left a consideration outside of the circulation value, a very profitable source of income—a source which will more than pay the changes to be made in the cylinders.

H. G. STRIPE.

Too Many Imitators

NEW YORK CITY, July 17, 1922.

TO EDITOR & PUBLISHERS: Silent shouters. That's what the Brisbane headlines are. They reach the eye instead of the ear. No need to shout "Wuxtra! Wuxtra!" when in bold display type the headline tells you "72 CHICAGO RAIL WORKERS VICTIMS OF POISON." The reader will want to know the "How, Why and Where," and he will thereby buy a copy and read.

Let Col. Norris G. Osborn cast prejudice aside and thank Arthur Brisbane for giving us "the newspaper of today." We are going forward, not backward, so there will not be a "return to the old-fashioned way of presenting the news like the days of the Sun under Dana."

The trouble with journalism, like other professions, is that it has too many imitators and not enough originators. It may shock some of the old-fashioned editors to know that the news of the future will travel through ethereal waves.

MAURICE BATTISTA.

A Correction

NEW YORK, July 26, 1922.

TO EDITOR & PUBLISHER: In your issue for July 22 you printed the comparative analysis of New York City newspaper circulation at April 1, 1922, and at April 1, 1921. The 1921 statement contains a mistake in reporting the circulation figures of the Sunday edition of the News.

The circulation figures given in the 1921 table refer to the Daily News only—the upper line being the average for the six months preceding April 1, 1921, and the following line being the circulation figures of the Daily News for the month of April, 1921. The circulation of the Daily News had grown so rapidly that the six months' figures did not show the true state of the Daily News circulation at April 1, 1921, and, therefore, the figures for the month of April were added.

The first issue of the Sunday News was not printed until May 1, 1921, and your report is in error in showing the April, 1921, circulation of the Daily News as "Sunday Edition."

NEWS SYNDICATE CO., INC.,
J. W. BARNHART, Business Manager.

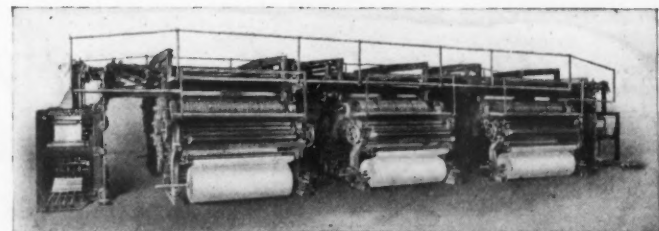
House Organ Revived

The Doherty News, the house organ formerly issued monthly for the benefit of the employes of Henry L. Doherty & Co. and the Cities Service Company, New York, but which was discontinued last year, has been revived as a semi-monthly newspaper. It consists of four pages of four columns to the page, filled with news concerning the personnel and properties of the hundred or more subsidiary companies, scattered across the continent. The editorial staff consists of Frank LeRoy Blanchard, editor; George B. Walker, news editor, and J. R. Dieuaide, assistant news editor.

Kitchener Telegraph Ceases

The Kitchener (Ont.) Daily Telegraph, which has been published since May, 1896, issued its last edition July 15, the name, subscription lists and good will having been purchased by the Kitchener News-Record, Ltd.

The Wilson Advertising Service is the name of a new advertising agency started at Hartford, Conn., by Howard Wilson.



The NEWARK NEWS, Newark, N. J.

are using a Scott Multi-Unit Double Sextuple Press that can be operated as three separate Quadruple machines. It is without any exception the most versatile newspaper press built.

The HUDSON OBSERVER, Hoboken, N. J.

20 minutes from Broadway

are now installing two of the latest type Scott Sextuple Newspaper Presses with heavy duty folders. This newspaper has used only Scott presses for the past 25 years and never missed an edition or the mail.

IF YOU WANT THE BEST, BUY THE SCOTT

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY

NEW YORK
1457 BroadwayCHICAGO
1441 Monadnock Block

FLEXIDEAL

A Dependable, Uniform
DRYMAT

Better in performance than any other, and at a LOWER price.
A trial will convince you.

Unlimited Stock on Hand at all Times

The Flexideal Company
15 William Street
NEW YORK CITY

PROMOTION IDEAS

THE Oklahoma City Daily Oklahoman on July 23 printed an 8 page special Fordson tractor show section in connection with the show held in Oklahoma City, July 25, 26 and 27. The first page carried a story of the tractor illustrated with 5 cuts. This was followed by 5 pages of solid advertising of dealers and an advertisement of the Dearborn Independent. The remaining pages carried general reading matter and advertising.

Through the co-operation of the Burlington (Vt.) Free Press and the Hudson and Essex sales rooms in Burlington, there has been conducted during the week just closing an efficiency test for the new Hudson Super-Six car. An extensive advertising campaign is being carried on by the local dealers and Harry D. Holden, a member of the staff of the Free Press, is riding with the driver of the principal car which is used in the tests as an observer and checker to see that the agency carries out the program as agreed, to see that the records are properly kept and then to furnish such news stories as are agreed upon in connection with the tests.

The Hudson (N. Y.) Republican on August 2 will conduct a sociability run in which any member of the Hudson Auto Club may compete for the nine prizes offered without any entrance fee.

Six representative men of Chicago have been named by the Chicago Tribune to serve as an advisory commission for the selection of the prize winner in its \$100,000 contest for designs of "the most beautiful building in the modern world." Those named are: Joy Morton and Harry A. Wheeler from the Chicago Plan Commission; Ald. E. I. Frankhauser and Ald. Dorsey Crowe from the Chicago City Council. Bertram M. Winston and Sheldon Clark as members of the North Central Improvement Association.

The Hagerstown (Md.) Morning Herald issued a special 28-page Farm Bureau Edition in co-operation with the University of Maryland Extension Service.

Employees of the Birmingham (Ala.) Post, with friends and relatives, the party numbering about 150, spent Sunday at Romeo Camp on the Cahaba River, where they enjoyed a day of feasting, swimming and sports. A four-page tabloid newspaper, filled with news of the picnic, was issued by the Post in honor of the occasion.

The Detroit News is reprinting in pocket size booklet form, under the title "Arms and the Man," the series of articles by Cyril Arthur Player, published in the News from November 17, 1921, to January 13, 1922, giving intimate personal sketches of delegates, attaches and unofficial personages at the Washington Conference on the Limitation of Armaments and Pacific and Far Eastern Problems. The booklet runs to 128 pages.

The St. Louis Post-Dispatch has issued, in handy pocket size, a booklet entitled "Why a Newspaper Should Censor Its Ads," which was the subject of an address made by George M. Burbach, its advertising manager at the National Better Business Commission Conference in St. Louis, February 19 to 25, 1922. Distribution is with the compliments of the Post-Dispatch. It is well worth sending for.

A handsomely printed booklet of 36 pages has been issued by the Brooklyn Daily Eagle on the subject of the Brazil Centennial, in connection with its tour to South America, which began July 26 and will end September 30. The book is replete with historical and modern facts on South America, particularly Brazil, and should serve to give Eagle readers a badly needed more intimate knowledge of the people and conditions on the continent to the south of the United States.

The Marietta (Ohio) Daily Times

hung up a new record for newspaper size in its city when it issued a 72-page "Pageant of Progress" edition on Friday, July 21. The edition, which helped make a slack month a busy one, carried advertising representing between \$2,500 and \$3,000. L. E. Toller, the Times advertising manager, who suggested the number, designed the cover page, which was executed in the Times office, and personally prepared and wrote 7,200 inches of copy. In addition to the general write-ups of Marietta and vicinity, individual business write-ups of the Times were carried. One page was entirely devoted to the history of the Times, with photographs of the entire force. Copies of this edition were mailed to Chambers of Commerce over the United States, going into every state that has organizations of this kind.

The editors of the Boston Post have presented a gold-headed cane to John L. Moore of Tewksbury, Mass., in recognition of the fact that he is the oldest citizen of the town.

"Gravure in Newspapers" is the title of a beautiful piece of rotogravure printing, in 24 pages, just issued by the New York Tribune. Its purpose is to furnish advertisers, and others interested, with a graphic description of the mechanical process and superb reproductive scope of gravure printing as applied to newspaper advertising. Every possible question on the subject seems to have been conceived by Tribune compilers and clearly answered.

The Milwaukee Journal has sent out to all delegates who requested it, a portfolio of all editions of the Journal issued during the recent Associated Advertising Clubs Convention week in Milwaukee. The collection comprises a very complete record of the meetings.

Co-Operate on Texas Election

The Texas Election Bureau, a co-operative body organized by the Texas Managing Editors' Association for gathering and distributing returns during elections, functioned again for the Texas primary election on July 22. The bureau was in charge of A. F. Henning of the Dallas News staff and headquarters were in the Dallas News Building. More than 1,200 miles of leased wire were operated, with correspondents in every county gathering and sending in the returns, which were tabulated at Dallas and the results furnished members of the bureau. The service was at cost, each paper joining the bureau being assessed a pro rata sum. After all expenses are paid, if anything remains of the sum collected, refunds will be made to the papers.

The Atlanta Journal
ATLANTA, GA.

5c Daily 10c Sunday

Associated Press
United Press
Leased Wire Cable and
Financial News

An outstanding
newspaper
Advertising in The
Journal Sells the Goods

IOWA—

**Heads the nation
in combined value
of live stock**

\$614,326,268

Although the number and average price per head of horses, cattle, sheep and mules has declined steadily for the past three years, Iowa still leads in value of live stock on farms.

Milk cows and swine are increasing in number, though the price is radically lower. On January 1, 1920, there were 14,993,000 horses, milk cows, cattle, sheep, swine and mules in Iowa, and on January 1, 1922, there were 13,974,000. At present, swine lead in numbers with 7,546,000 head, while cattle, horses, milk cows, sheep and mules follow in order.

The average price of swine was \$11 per head on January 1, 1922. Horses and mules bring \$73. Milk cows were worth \$53, cattle \$29.60 and sheep \$5.40. Prices have gone up. You can estimate the present value of live stock alone on Iowa farms. A vast buying power is waiting in Iowa—you have but to introduce your product.

**These newspapers can tell your
story to all Iowa**

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,510	.035
Burlington Hawk-Eye (S)	13,171	.035
*Cedar Rapids Gazette..... (E)	19,711	.06
*Council Bluffs Nonpareil..... (E&S)	14,749	.05
*Davenport Democrat & Leader..... (E)	14,649	.06
*Davenport Democrat & Leader..... (S)	17,080	.06
*Davenport Times (E)	23,839	.07
*Des Moines Capital (E)	60,186	.14
*Des Moines Sunday Capital..... (S)	33,607	.14
*Des Moines Register and Tribune.. (M&E)	122,074	.20
*Des Moines Sunday Register..... (S)	116,465	.20
*Iowa City Press-Citizen (E)	6,320	.035
Mason City Globe Gazette..... (E)	11,015	.035
*Muscatine Journal (E)	7,868	.035
*Ottumwa Courier (E)	13,186	.05
*Sioux City Journal (M&E)	50,804	.11
*Sioux City Journal (S)	38,168	.11
*Waterloo Evening Courier..... (E)	15,099	.05

Government Statements, April 1, 1922.

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

EDITORIAL

THE NEWSPAPER BUSINESS

FEW people really comprehend the extent and the magnitude of the newspaper business, as some folks are pleased to characterize the great newspaper publishing industry.

Without making any attempt to portray or to discuss the ethics of the profession of journalism and the nature of the public service rendered to the people every day in the year by the earnest men and women who comprise the news and editorial staffs of the newspapers of the country, it may not be amiss to direct attention to the service performed in a purely commercial way by the advertising columns of the newspapers.

Within recent months many important facts relative to the newspaper earnings have come to light and happily with the full knowledge and consent of the owners of great groups of newspapers.

For example: Mr. Hearst recently published an advertisement in the trade press, stating that his volume of business in 1921 amounted to eighty millions of dollars, about equally divided as between newspapers and magazines. Some weeks later Mr. Brisbane informed the New York State publishers in annual meeting that Mr. Hearst's earnings are now running at the rate of \$100,000,000 a year and profits at the rate of about \$1,000,000 a month. The great Scripps organization makes no secret of the fact that its earnings last year were in excess of \$25,000,000. Mr. Wiley recently told the National Retail Drygoods Association that the New York Times did a volume of business amounting last year to \$15,000,000. The Booth Publishing Company, of Michigan, carried more than \$5,000,000 total earnings last year.

This is information of genuine public interest and it is safe to predict that there will be more of it available in the future, although difficult to believe that such information with respect to American newspapers will be published annually as is the situation today in Great Britain. These factors inspired us to inquire of the United States Census as to newspaper earnings. The only figures available were for the year 1919 and they cover the publishing and printing industry as a whole. Some of these figures are, however, of decided interest.

The volume of earnings reported to the census by the publishing and printing industry of the country in 1919 was nine hundred and twenty-four millions of dollars. This figure includes earnings of newspapers, magazines, class and technical and farm papers. The raw materials, including freight and cost of manufacture represented approximately three hundred million dollars. The value added by manufacture amounted to \$623,000,000. Of this \$924,000,000 we know positively that advertising and circulation revenues constituted approximately \$806,000,000, the remainder being accounted for by the volume of pamphlets, machine composition, etc.

Of the 17,362 establishments that were surveyed, or reported to the census in 1919, 97% were newspapers, dailies and weeklies, tri-weeklies and semi-weeklies. The total invested capital of the 17,362 establishments amounted to \$640,000,000.

The newspaper business in 1919 embraced 16,965 different establishments. There were 424 dailies, 604 Sundays, 93 tri-weeklies, 452 semi-weeklies and 13,375 weeklies. The capital invested in these establishments, exclusively newspapers, was about \$500,000,000.

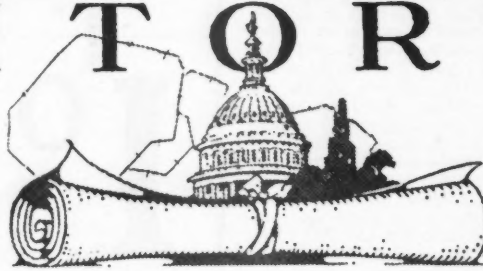
The volume of newspaper business in 1919 amounted to \$566,321,000 as follows: \$373,000,000 advertising, \$192,000,000 circulation. There were employed as executives and employes 160,041 people. The salaries and wages paid in that year amounted to \$204,000,000. The rents paid were \$7,000,000; the federal taxes \$10,000,000; state taxes \$3,000,000.

Another indication of the power and influence of the newspaper is indicated in the circulation figures as reported to the Government and the A. B. C. at April 1st last.

421 morning newspapers had a net paid daily average circulation of 10,200,000 copies, with a joint line rate of \$26.71 and a miline rate of \$2.55 per million paid circulation.

1,596 evening newspapers had a net paid daily average circulation in excess of 18,800,000 per day at a joint line rate of \$61.05 and a miline rate of \$3.23.

543 Sunday newspapers at a combination net paid average circulation in excess of 19,700,000 for Sunday and a joint agate line rate of \$44.41, and an



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg (Miss.) Herald

HAVE ye not known? have ye not heard? Hath it not been told you from the beginning? have ye not understood from the foundations of the earth, and the inhabitants thereof are as grasshoppers; that stretcheth out the heavens as a curtain, and spreadeth them out as a tent to dwell in: That bringeth the princes to nothing; He maketh the judges of the earth as vanity.— (Isa. vi: 21-23). The stone which the builders refused is become the head of stone of the corner? This is the Lord's doing; it is marvelous in our eyes. This is the day which the Lord hath made; we will rejoice and be glad in it.— (Ps. cxviii: 22, 23). He that loveth his life shall lose it; and he that hateth his life in this world shall keep it unto life eternal. If any man serve Me, let him follow Me; and where I am, there also shall my servant be: if any man serve Me, him will my Father honour.— (St. John xii: 25, 26).

average rate of \$2.25 per line, per million subscribers.

But even in the face of these figures we hear a great deal in some quarters these days about the decadence of the press, the loss of power and influence of the daily newspapers. Now what are the facts?

The census reports show that the newspapers reported to the United States Census in 1919 a sale of 8,000,000 copies per day more than in 1909, an increase from 24,000,000 a day in 1909 to 33,000,000 a day in 1919, an increase of 36%. 604 Sunday papers reported in 1919 a net paid circulation of 19,000,000 as compared with 520 in 1909, a net paid of 13,000,000, an increase of 6,000,000 Sunday in the ten-year period or 45%.

Advertisers, especially retail advertisers, assert that newspaper rates are too high, that during the war papers assessed the advertisers increases that the advertisers could not afford to pay. What are the facts?

A close study of the census reports for the year 1909 show that circulation revenues formed 36% and advertising 64% of the total income of newspapers. In the year 1919, circulation revenues formed 34% and advertising 66%. In other classes of publications—magazines, etc.—circulation in 1909 formed 48% of total income and advertising 52%; whereas, in 1919 circulation paid 35% and advertising 65%.

Few people have any just conception of the tremendous volume of advertising in the newspapers. An idea and an appreciation of what the newspaper means in a purely commercial way to the people of the United States, is shown by the fact that the volume of advertising—national, local, classified, of the daily newspapers of the country amounts every day to a book of 200,000,000 pages, each and every page the size of a standard newspaper page, 300 lines deep, seven columns wide.

This is the volume of newspaper advertising delivered every day of the year into the homes of the people. This calculation does not include news, features or comics. It represents commercial advertising exclusively. Such a volume of business would represent an annual book of 21,000,000 ft. thick, equivalent of 21,000 Woolworth buildings, piled on top of each other, seven times higher than Mt. Everest. Turn these pages end to end and you would have a newspaper page advertisement, end to end, that would circle the globe a thousand times.

Such briefly is the power, influence and magnitude of the newspaper business in its commercial relationship exclusively.

McCUMBERPHOBIA

SENATOR McCUMBER, who was recently overwhelmingly repudiated by the Republicans of North Dakota, has again been abusing the privilege of his high office and squandering public funds by taking time of the Senate of the United States to vent his petty spite and spleen against the newspapers of the country.

A few weeks ago he charged, on the floor of the Senate, that the great American daily newspapers were prostituting their news and editorial columns by selling advertising space to the retail merchants of the metropolitan centers who own and control the country's large department stores, a charge that everyone who knows anything about successful newspaper making, knows to be absolutely false, as was promptly shown by both Senator Hitchcock and Capper who know and understand the internal mechanism of the newspaper business, as some folks are pleased to characterize newspaper making.

McCumber again vilified the press on Wednesday of this week when he charged, again on the floor of the Senate, that the American Newspaper Publishers Association demanded free news print paper as the price of supporting William Howard Taft for the Presidency in 1912—another perfectly absurd charge made with great circumstantial detail against two dead men, both of whom, however, were life-long Democrats.

The late John Norris and Herman Ridder represented the A. N. P. A. at that time. That is the only atom of truthful fact in the whole colloquy that occupied the time in the Senate. The A. N. P. A. had a membership at that time of about 300 newspapers and Ridder and Norris could not have truthfully spoken of representing the entire two thousand newspapers of the country, as it is well known that publishers were not a unit by any means on the program at that time; in fact, many editors like Henry L. Stoddard, of the New York Evening Mail, refused to have anything to do with the effort to influence the Congress in the matter.

These facts are known to all newspaper people. They should be made known to their readers. Mr. McCumber should also be repudiated by the entire press of the nation as he deserves to be. If such action is not taken some of the good people may receive just the impression that McCumber and his ilk want them to receive, that the press of the nation is venal and corrupt.

THE CASH VALUE OF READERS

THE purchase last week by the Detroit News of the good will and name, and the carrier, agents and mail subscription lists of the Detroit Journal is a striking proof of the value of newspaper good will as evidenced by the preference of a certain number of people of a community for a particular newspaper.

In this transaction no tangible property was transferred except the mail galleys, card lists, etc., covering the names of regular advertisers and buyers of the Journal. The list of advertisers could have been readily made up by anyone from the columns of the paper itself. So that it is evident that the buyers, who are among the first in the list of able and successful publishers, attached chief value to the list of city readers, agents and mail subscribers turned over to them by the sellers, and to this account a very large part of the purchase price, which is rumored to have been around a million and a half dollars, must be credited. The Journal showed a paid circulation of upwards of 145,000 copies at the time of the transfer. It is therefore evident that ten dollars or more was considered fair value for the good will represented by the daily purchase of a copy of the Journal by each upwards of 145,000 residents of the city and contiguous territory.

No more tangible proof of the high value of newspaper good will has ever been offered than in this case. It would certainly seem that a subscription list, built up at great cost through a series of years, fairly represents invested capital for the purposes of the income tax law, and this demonstration of the cash value of such a list should be convincing to the authorities responsible for the interpretation of the law, which is now in dispute in Washington.

PERSONAL

E. W. SCRIPPS is spending the summer on his yacht at Huntington, Long Island. Robert W. Scripps, editorial director of the Scripps-McRae Newspapers, and W. W. Hawkins, president of the United Press, also have summer homes there.

Bradford Merrill, general manager of the Hearst newspapers, has purchased the large estate of Mrs. Spencer Eddy in the Wheatley Hills section of Long Island in one of the most important real estate transactions of the year in that territory.

C. E. Ingalls, publisher of the Corvallis (Ore.) Gazette-Times and former president of the Oregon State Editorial Association, has been elected secretary of the Republican central committee of that state. At the organization of the committee Mr. Ingalls attracted wide attention by a speech in which he advocated weeding out the religious issue which has been strongly injected into Oregon politics. He demanded that "the elephant, rather than the crucifix or the sign of the Ku Klux Klan, continue to be recognized as the emblem of the Republican party."

Herbert Bayard Swope, executive editor of the New York World, accompanied by Mrs. Swope, returned this week on the Majestic from a two-month's tour of Europe.

Hon. George P. Graham, minister of militia and defense in the Canadian Federal Government, and publisher of the Brockville (Ont.) Recorder and Times, was tendered a public reception last week at Amherstburg, near Windsor, by his constituents in the riding of South Essex. During the afternoon, he was entertained at a garden party, and later officially opened the new General Amherst High School. In the evening there was a public meeting in the town hall, where the minister spoke, and was presented by the people of the town with a handsome club bag.

Caldwell Withers, the young son of F. C. Withers, business manager of the Columbia (S. C.) State, who is an ardent Boy Scout, in company with four other Scouts and a Scout Master, left Columbia July 17 on a bicycle trip to Washington, Norfolk and other cities. Letters were presented to the Mayors of the cities through which the party passed and young Withers carried a letter from Governor Harvey of South Carolina to President Harding.

Edward W. Bok, former editor of the Ladies' Home Journal, has declined to serve as the head of Philadelphia Sesqui-Centennial Exposition although he was elected by the directors on July 17.

William Y. Morgan, editor of the Hutchinson (Kan.) News, was injured in Salina, Kan., last week when a boy on a bicycle ran into him, knocking him down.

Howard Rice, Jr., son of Howard Rice, editor of the Brattleboro (Vt.) Reformer, has been awarded the \$100 scholarship to the University of Vermont offered by the Vermont Press Association to the editor-in-chief of the best high school publication. He was in charge of the Brattleboro High School Dial.

Earl Craven, late editor of the Farmer's Dispatch, the semi-weekly edition of the St. Paul Dispatch-Pioneer Press, has bought a half interest in the Sacramento (Cal.) Union, morning paper, and assumed the managing editorship thereof. George M. Bates succeeds Mr. Craven.

Harry T. Black, editor of the St. Paul Dispatch-Pioneer Press, is putting in his three-week vacation at Santa Monica, Calif.

Chase S. Osborn, Jr., editor of the Fresno (Cal.) Republican, is visiting his father, a former governor of Michigan.

Elbert Bede, of the Cottage Grove (Ore.) Sentinel, is taking a two months' trip through the East.

Arthur Huckle, former owner of the Osceola County (Mich.) Herald, a weekly, has just returned from Europe. He plans to re-enter the newspaper business, and may purchase a daily paper in the South.

A. A. Porter, publisher of the Portage (Wis.) Register, is on a tour of the Pacific coast, visiting relatives at Oregon City, Ore., and Oakland, Cal.

IN THE EDITORIAL ROOMS

HARRY R. LLOYD, assistant managing editor of the Springfield (Mass.) Republican, is spending a leave of absence of 6 weeks at his camp at Big Pond, East Otis. He has been in poor health since last February, when he had an attack of grippe.

William E. Jones, city editor of the Seattle Post-Intelligencer, has been granted a four months' leave of absence, which he will spend touring the Pacific Northwest in his car. In his absence E. B. Fussell, a member of the reportorial staff, will act as city editor, with Gilbert Gordon and Charles P. Ohling as his assistants.

Herman L. Dieck, dramatic editor of the Philadelphia Record, is on a vacation trip to the Pacific Coast.

Bruce Hopper, on the staff of the China Press, Shanghai, has returned to the Pacific Northwest, and will visit his home at Billings, Mont.

E. J. Dingle, editor of Finance and Commerce, Shanghai, is spending several months in Seattle.

Miss Florence Crabb, motion picture editor of the Milwaukee, Wisconsin News and Sunday Telegram, is going to visit the motion picture studios in Hollywood.

H. Rush has left the copy desk of the St. Paul Dispatch and gone with the Milwaukee Sentinel. Jesse Leason, after a season of newspaper work in Chicago, has returned to the Dispatch as copy reader. Miss Sophie Stryker succeeds Mrs. Alfred Schweppe (Dorothy Green) in the society department of the Dispatch-Pioneer Press.

Lester B. Davis, connected at different times with various Oregon newspapers as a writer of news and for a number of years in charge of the publicity for the Oregon State Fair, has moved his family from Salem to Portland.

Stanley Orne, editor of the University of Washington Daily last year, is reading copy on the Seattle Post-Intelligencer.

Robert W. Jones, assistant professor of journalism at the University of Washington, has joined the copy desk of the Seattle Post-Intelligencer for the summer.

Robert H. Purcell, formerly on the St. Paul Pioneer Press-Dispatch; Fiord Goodfellow, formerly on the Peoria Journal; and A. G. Goodyear are recent comers to the Duluth (Minn.) Herald editorial staff.

Herbert Kelly, formerly city hall reporter, is now in charge of the Superior (Wis.) office of the Duluth Herald. The Superior department of the paper was started July 17.

Burton Ballard, reporter of the Fresno Herald, has resigned to join the Fresno Republican.

Ralph Owen, former telegraph editor of the Fresno Herald has been made sports editor of The Fresno Republican.

Charles S. Zack, has left the Springfield (Mass.) Republican, where he was copy desk man and make-up editor, to go to the Providence (R. I.) Journal. His fellow workers were his hosts at a dinner at Cooley's Hotel and presented him with a purse the night before Mr. Zack's departure. Philip C. Gupitl succeeds him as make-up man and Herbert M. French has been transferred from the city department to the copy desk.

William Gardiner, formerly editor of the Olympia (Wash.) Recorder, has joined the staff of the Hoquiam Washingtonian.

Harold L. McClinton, member of the University of Washington School of

FOLKS WORTH KNOWING

WILLIAM G. SUTLIVE, just elected president of the Georgia Press Association for the second time, is managing editor of the Savannah Press. He is the first daily newspaper man to head the organization. Mr. Sutlive has been in a newspaper office since his knee-pants days. He was a "devil" in the office of the Clayton (Ala.) Record for several years, going from there to the Cuthbert (Ga.) Liberal-Enterprise as a printer.



WILLIAM G. SUTLIVE

Thirty-five years ago he moved to Savannah and was employed in the business office of the Savannah Times. Upon the failure of that paper he became associated with the Savannah Press, being the first employe of that paper engaged when it was founded by Pleasant A. Stovall. He has managed to hold on since, going through the regular channels from reporter to city editor and managing editor. He is 49 years of age. There is a Mrs. Sutlive and five junior Sutlives. Besides being president of the Georgia Press Association after a service of several years as vice-president and one year as president, Mr. Sutlive happens to be at the moment Grand Chancellor of the Knights of Pythias of Georgia.

Journalism class of 1922, will join the copy desk staff of The Philadelphia Public Ledger.

J. Garvin Hager, of the Hagerstown (Md.) Daily Mail editorial staff, is ill at his home in Hagerstown.

Clarence Reeder, staff artist of The Item, is winner of the \$100 American Legion contest for a poster design to advertise the American Legion national convention in New Orleans next October. Seventeen New Orleans artists competed. Honorable mention was given to the designs submitted by Gilbert Sutton, another Item staff artist.

Rev. Charles E. Butterworth, of Newton Highlands, formerly a cartoonist of the Boston Journal, has accepted the pastorate of the First Universalist church of Brockton (Mass.).

Earl Farnum, of Providence, sports desk man on the Portland, Me., Press-

Herald and former sporting editor of several New England papers, July 31 will become associate editor of the Trotter and Pacer, a New York weekly.

Gerald K. Rudolph, former managing editor of the Buffalo Enquirer and more recently with the Fox film interests, has been elected vice-president and general manager of the Smoot Systems, Inc., and has opened offices in Cleveland.

Edwin F. Menninger, assistant telegraph editor of the New York Tribune has been made telegraph editor.

Henry M. Neely, dramatic editor of the Philadelphia Evening Public Ledger, was so seriously injured last Monday in an accident aboard his house-boat that he had to be taken to the Jefferson Hospital. A cap on the engine was blown out by a back fire, striking Mr. Neely on the forehead, inflicting a deep gash. His condition is not dangerous.

John Keyes, formerly a member of the re-write desk of the Chicago Daily News, has joined the re-write staff of the Kansas City Star.

Edward E. McCammon, formerly on the staff of Windsor (Ont.) Border Cities Star, is now Windsor reporter for the Detroit News.

Daniel Cushing, formerly of the London, (Ont.) Advertiser, has joined the staff of The Windsor (Ont.) Border Cities Star.

Miss Effie Alley, a member of the local staff of the Chicago Daily Journal, has returned to work after an absence of several weeks.

William Moynihan, formerly of the City News Bureau, Chicago, is a new member of the staff of the Chicago Daily Journal.

W. Stanley Norton, formerly city editor of the Oakland Examiner, is now city editor of the Fresno Herald.

Thomas P. Spink, sports editor, the Fresno (Cal.) Republican; Wallace Moore, reporter; and A. D. Bell, copy desk man, have resigned.

Rev. E. B. Lockhart, now a Methodist Episcopal minister and a former city editor of the Salem (Ore.) Morning Statesman, recently delivered a lecture in Portland on "Life in Paris with the A. E. F."

Jack Goddard, city editor of the Fresno Herald, has transferred to the Fresno Republican and is now working on its copy desk.

Miss Mary Agnes Vitcheatman, daughter of the editor of the National Labor Tribune of Pittsburgh, Pa., preached an evangelical sermon on the 23d at the Gospel Tabernacle at New York. The girl preacher is 14.

Lewis Hyman, formerly circulation manager of the Logansport (Ind.) Pharos-Tribune, is now feature writer

Papers which begin the Haskin Service use it year after year.

for the paper and has been succeeded as circulation manager by John Dunn, formerly assistant circulation manager.

John H. Tennant, managing editor of the New York Evening World, will leave next Friday for Paul Smith's in the Adirondacks to be gone for about a month.

George W. Carpenter has been made night managing editor in charge of the Providence (R. I.) Journal. Leo Mooney is now in charge of the city desk.

John M. Rainey, city editor of the New York Evening World, is back at his desk with a fine coat of tan after spending two weeks at Bradley Beach, N. J.

Frank E. Muller of Ames is now a member of the news staff of the Sioux City (Iowa) Journal.

Walter J. Hunt of Des Moines has been placed in charge of the farm department news of the Waterloo (Iowa) Courier, succeeding Harry I. Berlovich, who has purchased an interest in a magazine published at Waterloo.

THE BUSINESS OFFICE

JOHN HOWARD PAYNE, business manager of the Houston (Tex.) Press, and Mrs. Payne are the parents of a second son born July 20.

Albert Foley, who has charge of the classified want ad section of the Chicago Tribune, has gone on a motor trip to Wyoming.

Miss Mary Crowley, Western manager of the John Budd Company, is on an extended trip to the Pacific Coast. While in San Francisco she will visit the offices of the company.

W. F. Kentnor, of Benjamin & Kentnor, Chicago, spent the past week in Cleveland on a business trip.

George B. Ellison, formerly of the Toledo News-Bee; Rex Compton, formerly with the Detroit Times; H. E. Wilson, who has done newspaper work in Canada; Louis Myles; and R. L. Macauley have joined the advertising staff of the Milwaukee Sunday Telegram. Mr. Compton is to be the automobile editor and Mr. Wilson will handle industrial accounts.

William F. Johns has resigned from the Minneapolis Journal to become Western Advertising Manager of Hearst's International Magazine located in Chicago. He formerly was associated with the Chicago office of Good Housekeeping, with the Pictorial Review and O'Mara and Ormsbee.

J. F. Koons, Jr., has been appointed manager of the foreign advertising department of the Cincinnati Post. Mr. Koons was until recently editor and business manager of Motour, published by the Cincinnati Automobile Club.

Harold Houston, in charge of national advertising of the Paris edition of the Chicago Tribune, and Mrs. Houston are the parents of a daughter born recently.

Edward Clark of the copy and art service department, Chicago Tribune, has joined the faculty of the Academy of

Fine Arts and is teaching decoration and design in the night classes.

Frank L. E. Gauss has been made western manager of Ruggles & Brainard, Inc., New York, color page representatives. Mr. Gauss was formerly western manager of the American Weekly, general manager of the Leslie-Judge Company, and associated with Colliers'.

Austin B. Fenger, formerly in charge of foreign advertising for the San Francisco Examiner, has become affiliated with M. C. Mogenson & Co., Inc., newspaper representatives in San Francisco. He was formerly advertising manager for the Berkeley (Cal.) Times.

Frank X. Gaughen, who has been advertising manager of the Willys Light Division of the Electric Auto-Lite Corporation, Toledo, Ohio, has resigned to join the Capper Farm Press as representative of the Ohio Farmer, Michigan Farmer, and Pennsylvania Farmer, with headquarters at Toledo. John B. Gaughen succeeds him in the Willys Light Division.

Ben L. Pearson, for the past year in charge of the merchandising service department of the Worcester (Mass.) Telegram-Gazette, has resigned. He will pass the remainder of the summer in New Hampshire and plans to return to straight editorial work in the fall.

THE NEWS SERVICES

FREDERICK ROY MARTIN, general manager of the Associated Press, accompanied by Mrs. Martin and little daughter, Nancy, sailed for Europe from New York on the "Majestic," July 29 for a stay of several months, in connection with the Association Press interests abroad. Mr. Martin will visit England and France and possibly Italy. During his absence, assistant general managers Jackson S. Elliott and Kent Cooper will be in charge.

Marlen Pew, editor and manager of the International News Service, sailed July 29 for a tour of inspection of the European bureaus of the I. N. S. to be gone about 2 months.

Miss Lucile Saunders, Portland (Ore.) newspaper woman, who has been touring South America as a free lance, has joined the United Press Bureau in New York. She concluded her travels with a position in the U. P. office at Buenos Aires. She has given up a contemplated trip to Africa in search of further adventures.

Thomas Morgan, of the Rome (Italy) Bureau of the Associated Press, is in New York on a combined business and pleasure trip.

W. P. Flower, formerly A. P. correspondent at Santiago, Chili, is now in New York in charge of the South American service.

A. F. Concha, of the New York office, who has been in Washington for several months in connection with the Tacanarica conference, has been permanently assigned to the Washington staff of the Associated Press.

Victor E. Eubank, who has been the correspondent for the A. P. at Helena, Mont., has resigned and Leon Rowland has been appointed in his place.

J. E. Foster, for several years night manager of the Associated Press in St. Louis, is doing vacation relief work in Kentucky.

WITH THE AD FOLKS

HARRY AHERN, until recently vice-president of the World-Wide Advertising Corporation, New York, is now with the United Advertising Agency of the same city.

Charles J. O'Malley of the O'Malley Advertising & Selling Company, Boston, is in Ireland studying the treaty situation.

Charles F. Beall, secretary of the Brandt Advertising Agency, of Chicago, with his wife and family, are on an extended motor trip to Maryland.

Bruce Barton of Barton, Dustine & Osborne, New York, spoke recently to the Boston Rotary Club, telling his experiences in interviewing noted men for magazine articles.

Al C. Joy, former publicity director of the Sun Maid Raisin Growers, is now publicity director of the San Joaquin Light and Power Corporation.

Mark O'Dea, a Chicago advertising man, has written a series of one-act plays which have just been published under the group title of "Red Bud Women."

Mrs. George Stohlman, wife of George Stohlman, advertising manager of the Missouri Pacific Railway at St. Louis, was seriously injured in a wreck on the Missouri Pacific near Kansas City last week.

Edward Boland, a former San Francisco newspaper man and now publicity and sales manager of the J. C. Forkner Fig Company of Fresno, has returned from an 18 weeks' tour placing a nickel package of Forkner's figs on the market.

George M. Bertram, formerly advertising manager of the Canadian Courier and the Canadian Farm, and more recently engaged in electrical engineering, has joined the James Fisher Company, Ltd., advertising agents, Toronto, as a shareholder and a chief executive.

N. W. Doorly, who has for the past four years been the advertising manager of Men's Wear and the Chicago Apparel

Gazette and also for the greater part of that time, manager for ready to wear advertising on the Daily News Record, has resigned and is entering the advertising agency field as a partner in W. I. Tracy, Inc., Chicago.

Andrew Eldred, advertising manager for the Lincoln Automobile Company, Detroit, spent his vacation visiting his mother in Seattle.

The Progressive Advertising & Publishing Company of Dallas, Tex., has been organized and incorporated with capital of \$2,000 and G. W. G. Chambers, G. C. Chambers and W. E. Carmen as incorporators.

Roy Quinlan, formerly vice-president of the McJunkin Advertising Agency and of the staff of Howard Keeler, has joined Grandin-Dorrance-Sullivan, Inc., as an account executive with headquarters at the Chicago office.

G. Kenneth Goode, formerly with the advertising department of the Richmond (Va.) Times-Dispatch and Evening Dispatch, and R. C. Hall have become members of the firm of the Fred R. Daprich Advertising Agency of Richmond, Va. The firm name will not be changed.

A. F. Baumgartner of Cincinnati was one of the two amateurs to qualify in the recent National "Open" Golf Championship. Mr. Baumgartner's score was 152. He has held the Cincinnati golf championship several times.

THE MECHANICAL SIDE

FRANK P. POWERS, of the Powers Engraving Company, New York, sailed on the Homeric this week for Vienna, where the company has built a factory for producing panchromatic plates that will for the first time enable the direct taking of photographs in colors. Mr. Powers said he would return about August 15 with some of the plates, which would enable newspapers to print color photographs within an hour.

G. C. Willings, vice-president in charge of sales for the Intertype Corporation, has just returned from Atlantic City, where he appeared before the classification committee of the western railroads in connection with the reduction in the freight classification on typesetting machines west of the Mississippi River. The case was

(Continued on Page 53)

The Saturday Income

Church advertisements help materially to meet the expense of daily newspaper publication on Saturdays. Most advertising seeks other days of the week to a considerable extent. Most church ads run on Saturday.

Why not increase this Saturday income?

Help the churches to show a profit from the use of space and they will be as generous in their appropriations as any sort of advertiser. Ask your merchandising department to get facts about church attendance and the number of vacant seats in churches of your city every Sunday. Plan for a "fill every seat" campaign to begin Sept. 1 or soon after—all the churches to join.

We'll announce a new series—52 pieces—of copy for joint church advertising before many weeks.

CHURCH ADVERTISING DEPARTMENT

A. A. C. of W.

Editor and Publisher donates the space for these announcements.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)

- PUBLIC LEDGER COMBINATION NEWS SERVICE.
- PUBLIC LEDGER FOREIGN NEWS SERVICE.
- PUBLIC LEDGER DOMESTIC NEWS SERVICE.
- PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES

WEEKLY MAGAZINE PAGES IN MAT: Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Story," (Byward), "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John), CARTOONS: Sykes' Daily; "Follies of the Passing Show" (Hanlon), Weekly, "Children of Adam" (Rehse), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Bachelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "Sportfolio," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS COMMENT: "The Sport Reel," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

N. E. A. MEMBERS WILL DEFEND 18TH AMENDMENT

(Continued from Page 11)

fought doggedly over the St. Mihiel salient. General Alexander gave an insight into the preparations for conflict made by England after the first blow had been struck and took occasion to rap the pacifist in emphatic terms.

Then there was Hanford MacNider, a stalwart product of Iowa, national commander of the American Legion, who stopped here on his way to Kalispell, Mont., where he was to address the annual encampment of the Montana Legion posts, to tell the editors the purposes of the organization of which he is the head. He declared the American Legion does not demand a bonus but was solidly behind adjusted compensation.

"First among our aims," he declared, "is to see that those men maimed overseas get a square deal from the country for which they fought. Every bit of legislation enacted for them was written, pushed and put through Congress by the Legion. But for this organization we still would have the disgraceful conditions existing two years ago. We want these men cured, rehabilitated, given back to themselves and to the nation. To these objects we will devote our energies."

A glance into the future for the N. E. A. was given by former President George E. Hosmer of Florida, who saw in increased membership the salvation of the association. A plan whereby state organizations would become component parts of the national association was recommended.

"The National Editorial Association," he said, "should have 10,000 members and if it did with a reasonable membership fee, its financial difficulties would be over and it would be able to do really worth while things, for its members and all of the newspapers of the United States."

"In order to build up the association, I firmly believe it should be strengthened by having at least one man, the head of the legislative committee, at Washington whenever Congress is in session. Through the work of this committee this organization did more to stop the upward trend of paper prices in 1916 and 1917 than all other organizations combined. At this time we had a man on the job at Washington."

Co-operation, district conventions of half a dozen contiguous states, mutual sharing of burdens and discussion of problems common to all publishers were additional points emphasized as necessary for the growth of the association.

Discussions of papers presented each day contributed much to the benefit of the three days' sessions, those participating being E. S. Bronson, secretary of the Oklahoma Press Association and editor of the El Reno American; George Schlosser, corresponding secretary of the N. E. A., of Wessington Springs, S. D.; Hon. G. L. Casswell, field secretary of the Iowa Press Association, Ames, Iowa; George Marble, of the Fort Scott (Kan.) Tribune; George Schubel, of the Brooklyn Times; and Senator Jens K. Grondahl, of the Red Wing (Minn.) Daily Republican.

It must not be supposed that the editors and their families and daughters were intent on all work and no play. Remembering the old adage and disdaining the likelihood of having creases ironed in their brains, they cast off the burden of care at the close of each session and became the social animals they are supposed to be.

Responding to the thinly veiled invitation on the morning of their arrival, when the Missoula band and a delegation of citizens called on them before they had hogtied Morpheus and chucked him into an upper berth for the day, the delegates swallowed the hook baited with the lure of fun, like the proverbial Montana trout leaps for the artificial fly. But the comparison goes no further, the trout is fooled, but the scribes discovered the reception was a tame beginning to three days of good time.

Scarcely had Wednesday's sessions closed when visitors and people to the number of 300 boarded waiting automobiles, bound for the summer home of former U. S. Senator W. A. Clark on the shores of Salmon Lake, 5 miles up the Blackfoot canyon, where a tempting dinner was served at long tables spread on the lawn. Professional entertainers provided the enjoyment. The return trip was made near midnight and new thrills were received as the autos glided down the winding highway, stretching its length through the dark shadows of the mountains on either side.

On Thursday evening, the annual banquet was served on the spacious floor of a new garage building which had been transformed into a bower of evergreens, flowers and colors. Here good fellowship, refreshments and good speeches combined to make an evening out of the ordinary, even for editors.

A thousand people witnessed a military spectacle Friday evening in the form of a reproduction of a portion of the Chateau Thierry engagement, given especially for the benefit of the editors. Smoke screens, gas bombs, modern artillery and trench fighting were demonstrated by 1,000 soldiers and national guardsmen. The show was put on with the aid of the War Department.

Other social events included luncheons for the ladies, one at the home of Mrs. M. J. Hutchens, wife of the editor of the Daily Missoulian and through whose efforts Missoula was chosen for this year's convention city, the other at the Missoula County Club where the members of the Woman's Club acted as hostesses.

TWO CITIES HOST TO OREGONIANS

To Attend Annual Convention—Elbert Bede Re-elected President

(By Telegraph to Editor & Publisher)

COTTAGE GROVE, Ore., July 24.—The popularity and influence of the Oregon Editorial Association was made apparent at its annual session, held July 21, 22 and 23, at Corvallis and Newport, when the two cities turned themselves upside down to entertain the newspaper folks, and inside out to feed them. C. E. Ingalls of the Corvallis Gazette-Times had charge of all social features. The attendance was 200, the largest in the history of the association, and those present were repaid with a splendid business. None but active newspaper men were on the program.

Elbert Bede, of the Cottage Grove Sentinel, who has been active in association affairs since its formation ten years ago, was re-elected president. Hal E. Hoss, of the Oregon City Enterprise, secretary, was likewise honored. A. L. Potwin, Albany Herald, was elected vice-president. Hood River was selected as the next convention city.

College students of the Oregon Agricultural College, issued a special edition of "The Type Louse," in which prominent editors were "done" in pointed paragraphs, rhyme and cartoon, and special editions of "The Mermaid" were issued spasmodically on the special train, both going and coming.

The high quality of
**HUBER'S Grit-Free
BLACK NEWS INKS**
also prevails in HUBER'S
COLORED INKS
for comic and magazine
supplements.

Manufactured by

J. M. Huber

Main Office: NEW YORK

HUBER'S colors in use since 1780

INDIANA

Indiana as a tryout territory possesses advantages difficult to duplicate in any other state in the Union.

In the first place Indiana is the center of population of the United States.

This means that one may spread either east, west or south and find good adjoining territory.

It means that Indiana is splendidly honey-combed with railroads. Transportation facilities in Indiana equal those of any state in the Union.

Indiana has the second largest per cent of native born white people with over 89 per cent.

Indiana cities are prosperous—and Indiana daily newspapers edited to appeal to these progressive, prosperous people, equal the daily newspapers of any state in the Union.

Over three million people in Indiana and three million of the pick of the nation.

	Circulation	Rate for 5,000 lines
Decatur Democrat	(E) 3,151	.025
*Evansville Courier	(M) 22,938	.05
*Evansville Courier	(S) 21,392	.05
*Fort Wayne Journal-Gazette....	(M) 23,528	} 38,582 .10
*Fort Wayne Evening Press.....	(E) 15,054	
*Fort Wayne Journal-Gazette	(S) 24,661	.07
*Fort Wayne News-Sentinel.....	(E) 31,508	.08
*Fort Wayne News-Sentinel.....	(S) 32,008	.08
*Gary Evening Post and Tribune	(E) 8,953	.05
*Indianapolis News	(E) 115,634	.20
LaPorte Herald	(E) 3,721	.025
†South Bend News-Times.....	(M) 9,021	} 18,191 .05
†South Bend News-Times.....	(E) 9,170	
†South Bend News-Times	(S) 18,864	.05
South Bend Tribune.....	(E&S) 16,027	.055
*Terre Haute Tribune	(E&S) 22,381	.06
*Vincennes Commercial	(M&S) 5,010	.025

Government Statements, April 1, 1922.

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

†Publisher's Statement.

FIRST IN PUBLIC SERVICE

The Evening World.

The World and The Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL. A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

Few Papers—(if any)—surpass the 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. B. C.

KELLY-SMITH CO.

Marbridge Bldg. Lytton Bldg.
New York Chicago

Known Throughout the World

Why are advertisements coming from England, France, Italy, Norway and South America published in

The Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:

Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co. Marquette Building, Chicago, Ill.

EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended March 31, 1922

average **146,233** daily

New York Chicago
H. W. MOLONEY G. LOGAN PAYNE CO.
604 Times Bldg. 6 No. Michigan Ave.
Suite 401, Tower Bldg.

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Hough, co-editor and publisher of the Martha's Vineyard Gazette, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

THE reason why so many readers knock the average American newspaper is because they have not been educated into reading the newspaper. The man or woman that comes along and syndicates a series of "How to Read Your Home Town Paper" is going to reap a lot of fame and incidentally rake in a few good American dollars.

What reader doesn't knock headlines in a newspaper? A small but live afternoon daily in California had one chronic kicker about headlines, so the editor proceeded to educate him and others in the knack of writing heads, and he's never kicked since.

This is what was done: Every day for a week one front page story was run without a head. A blank space was left, and readers were invited to fill in what they thought was a good head. A small prize was given daily, a grand prize for the best head of the week. The game caught on like wildfire. Sizes of type, and their limitations were explained first. The contestants soon began to find out that headline writing has a grammar all its own. "The" and "Is" were soon eliminated. They began to catch on to the needs of verbs of action. Another thing, it was surprising how many "leads" in a story would be discovered by the head writers, too. In some cases they were lessons (the leads) to the reporter.—H. S.

You ought to have a list of all the farmers among your subscribers who own tractors and what kind they own and when they bought them. You could soon obtain such a list by sending out a return postal card questionnaire and by questioning all the farmers who come to your paper or call you up. Then you could type or proof this information and use it in soliciting advertising from tractor dealers. You could give copies of the list to tractor advertisers and prospects, all of whom would greatly appreciate this service and feel that you were a live wire publication and thus be more inclined to give you business.—F. H. W.

Since the country paper is more or less dependable upon the country folk for moral and financial support it seems that the average country paper does not boost the rural districts as they should. A section of the paper devoted exclusively to the modern farms and prosperous farmers, their family, social and commercial conditions in general, should boost both paper and rural folk alike.—B. F. C.

An interesting feature for the country weekly is a department headed "This Week's Farm Work." Under this heading can be run short items about harvesting, selling hogs, putting up fences and so on. All this sort of stuff will be of great interest to every farm

subscriber to your paper, and this department will give you a change to mention folks who ought to be mentioned and who can't be worked into the news columns in any other way.—F. H. W.

On an Ohio newspaper it was long the practice of all employees to ask the cashier for stamps whenever they had letters to mail. Naturally, this led to abuse of the privilege, and personal mail often went out under office stamps. Now an office boy does all of the mailing. Letters are delivered to him from all departments to be stamped and sent out. When a letter appears that manifestly is personal, it is turned over to the head of the department concerned to be returned to the writer. The plan has resulted in considerable reduction in the paper's stamp bill.—B. A. T.

Publishers of newspapers outside the large cities are much closer to the reader, causing personal contact. The result is, the smaller newspapers have to be very conservative in their editorial columns. Home town folks assume a peculiar proprietary interest in the home town paper, resenting any editorial utterances that smack of radicalism, though very often the radicalism is only broadmindedness and constructive thinking. Taking over a small newspaper established in a western county seat town many years, two young proprietors soon found themselves a storm center because of their liberal views as expressed in the editorial column. Old timers stopped the paper right and left. Something had to be done, and done quick. At the same time the young men thought they had a "mission" to perform, so they did not wish to seal their utterances. One word solved the whole problem. CONTRIBUTED was put at the head of every disturbing editorial. Since then not a letter of protest has come into the office, and all the old timers came back into the subscription fold. The young proprietors are seeking a psychology award.—H. S.

The small city daily or weekly can apply this time and money saving plan to good advantage. Turn an issue over to the American Legion post of your city. Let the members edit the issue and get the advertisements. You do the printing. You can have an arrangement which will pay the post and pay you.—J. M. M.

Why not co-operate with the tractor dealers in your county in staging a big tractor demonstration near your city? This would bring a great many farmers to your city and would enable you to get additional advertising from the local tractor dealers and from all garages handling oil, gas and accessories, as well as from firms in other lines which cater to the farm trade.—F. H. W.

WOMEN RUN SESSION IN GEORGIA

Press Association Also Crowns "Most Proficient Liar"—Abolishing of Second Class Postal Zone System Opposed

(By Telegraph to Editor & Publisher)

QUITMAN, Ga., July 19.—A feature of the thirtysixth annual convention of the Georgia Press Association, held here July 18 and 19, was a session conducted entirely by women members. Miss Emily Woodward, editor of the Vienna News and third vice-president, presided. It was a unique session and was voted one of the best of the meeting. Ernest E. Dallis, of the Johnson-Dallis Advertising Agency, Atlanta, spoke on the need of co-operation between the publisher and the advertising agent.

Wednesday night was "Stunt" Night." This is an original and unique feature with the Georgia editors. It is provided for upon the theory that all work and no play makes Jack a dull boy. A liar's contest enlivened the evening and at the conclusion J. D. McCartney of the pub-

licity department of the Central of Georgia Railway was crowned with marked ceremony the most proficient liar of the bunch.

A paper on "Co-operative Fire Insurance for Country Newspaper Properties," read by R. M. Martin of the Liberty County Herald, made such a strong impression that a committee was authorized to carry out the suggestions made.

The editors declined to adopt a resolution favoring the abolition of the zone system of second class postage and also tabled a resolution decrying picketing in times of strikes in industrial plants.

The legislative committee brought to the attention of the convention a bill to do away with the printing of notices to apply for charters and a delegation was named to go to Atlanta while the legislature is in session to fight the measure.

The following officers were elected: President, William G. Sutlive, Savannah Press; first vice-president, C. D. Rountree, Wrightsville Headlight; second vice-president, Ernest Camp, Walton Tribune; third vice-president, Miss Emily Woodward, Vienna News; secretary, C. E. Bennis, Butler Herald; corresponding secretary, H. M. Stanley, Georgia Publisher, Atlanta; treasurer, J. J. Howell, Leader, Cuthbert.

The Mount Vernon, N. Y. **DAILY ARGUS** carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

There's a Reason Ask The Los Angeles Times

The Hollister Organization is now conducting its third circulation campaign for the Los Angeles Times.

Write or wire for more details of the circulation building plan that has repeatedly satisfied.



PROGRESS

can be demonstrated best in a

SPECIAL EDITION

-showing what industries in your section are doing.

JOHN B. GALLAGHER CO
52 VANDERBILT AVE.
NEW YORK

OFFICIAL DOCUMENTS

Full Text of Important State Papers
Report of Bankers' Committee on German Loan
Senate Committee's Report on Haiti
Complete Irish Constitution

CURRENT HISTORY MAGAZINE for August

Published by The New York Times Co.
25c a copy \$3 a year

Read and Heed

EDITOR & PUBLISHER

Classified Advertisements

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 by return mail. Unavailable ideas will not be returned.

HERE is an idea that should prove popular with your local merchants and win a lot of friends for your paper: Start a contest among the storekeepers in your town for the best half page advertisement. Let some well known advertising men serve as the impartial judges. For first prize, run the advertisement three times free of charge. For second prize, run it twice free of charge. For third prize, run the advertisement once free of charge. More people will read through the advertisements if they know that they have won prizes, and, therefore, the public should be told that they are prize winning advertisements.—D. R.

120 inches to the club. We broke a bit better than even.—R. M. C.

The first Sunday in August is scheduled to be national Friendship Day. Better get busy lining up florists, confectionery stores and others. Get the editorial department to cooperate and invite ministers to make their sermons appropriate to the day. Here is one of the few summer events you can tie up to since the Fourth.—J. M. M.

Go back over the want ad section of your paper in editions issued fifteen, twenty or twenty-five years ago. Pick out some ads from the "For Sale—Real Estate" section in which lots on which now stand imposing structures were originally advertised for sale "for a song." Feature reproductions of this ad together with a picture of the lots with their present buildings and build copy around them emphasizing how this property has multiplied in value. Not alone compelling display copy urging subscribers to read the want ads can be obtained, but good feature articles as well.—R. A.

Alfred E. Miller, Standish, Mich., recently won a \$100,000 legacy by reading want ads and running upon an inquiry as to his whereabouts. Why not build an effective display piece of copy, advertising interest in your want ad columns, around this happening, as the Springfield Republican recently did. You might reproduce the item from EDITOR & PUBLISHER.—J. M. M.

Every day during June a certain furniture store in South Bend, Ind., had an advertisement in the South Bend Tribune. In each ad appeared one or more pictures of an elephant, the trade-mark of the furniture store. Several prizes were offered by the store's manager to the person clipping and turning in the largest number of these elephants by a specified date.—R. H. M.

Land a little extra summer space from men's wear advertisers. Posner's men's store of Boston is using small pieces of copy three or four inches by one column with special illustrations, inviting women to always come in to get the advice of their men clerks in buying things for men. Two or three pieces of copy like this appear in various parts of a single issue of the paper in addition to the company's regular space. A live advertising manager for an up-and-coming men's shop will snap at this.—J. M. M.

This is the fruit canning season of the year. Why not run a fruit canning department in your paper for the next few weeks giving recipes for putting up fruit and similar information and carrying the ads of concerns selling sugar, mason jars, fruit and all the other things needed in canning fruit? Such a department ought to develop some extra advertising.—F. H. W.

A page composed of bakers, markets and stores which make deliveries to camps, etc., proved a July dollar-puller. The sections, lakes and ponds and the time calls would be made were given.—R. M. C.

The Fort Wayne (Ind.) Journal-Gazette runs a weekly page in its Sunday edition called "The Fort Wayne Sample Case." The news on this page concerns the local council of United Commercial Travelers of America, this news being furnished by the council. The advertising on the page is of jobbers employing salesmen. The paper has no difficulty in getting a splendid representation of advertising on the page each week.—F. H. W.

What are the most popular books among your readers? One paper printed a ballot in each issue and asked the readers to send in the names of their "favorite five" books so that the paper in a feature story later might analyze the literary preferences of the present generation. A certain column in the paper was devoted daily to the conduct of this "Literary balloting." Soon the publicity attached to the voting and the more widespread interest in good books that was aroused tended to bring to that paper advertisements from publishers of many of the books mentioned in the ballots.—D. R.

"INTERESTING IF TRUE"

is changed to

INTERESTING AND TRUE

science news reporting
by

SCIENCE SERVICE

1115 Conn. Ave.
Washington, D. C.

The Science News Bulletin is a growing national service.

BUFFALO EVENING NEWS Again Leads All Six-Day Publications in United States in National Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership.
National Advertising 1921—2,517,574
agate lines.

THE BUFFALO MARKET.

The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year.

It is significant to note that at the present time there is no retail store for rent.

Buffalo is busy.
Buffalo is prosperous.
Buffalo is withstanding the onslaught of the reconstruction period.

Your campaign will pay in Buffalo.

BUFFALO EVENING NEWS

E. H. BUTLER, Editor & Publisher.
Kelly-Smith Company, Representatives, Mar-
bridge Bldg., New York, N. Y.; Lytton Bldg.,
Chicago, Ill.

Our Weekly

HOUSE PLANS

are better than ever, and more popular than ever.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

The merchants in your town no doubt have odds and ends of stock that remain on the shelf year in and year out. Have a regular Bargain Day, and in the afternoon hold the Grab Bag Sale, in the City Park or Court House Square. Let each merchant prepare 25 packages, and the whole bunch put together in piles for 5c, 10c, 15c, and 25c. This could be the main feature of the Bargain day. This plan can also be used to raise funds for any civic purpose.—V. B. N.

Induce your dairies to advertise by putting on a "Milk Page" at regular intervals. Publish articles on the food value of milk and its products, the proper care of milk for babies, the importance of milk being sanitary, etc. A letter from your local Board of Health will prove beneficial in soliciting.—R. B. M.

The newsboys and young old boys of Baltimore are this week endeavoring to win a number of cash and other prizes which the American is offering to the best harmonica players. The city has been set off in five districts from which a champion is to be selected each day including Friday and on Saturday the five winners will contest for the championship of the city, the three leaders receiving cash awards of \$25, \$15, and \$10. During the week each night's winner will broadcast a selection on the American's radio. The disciples of Hohner are enjoying an old-fashioned musical week and the proficiency displayed by some of the contestants explains the popularity which the instrument enjoys with the boys.—A.

A St. Louis newspaper has been carrying in the center of the page in its Saturday editions a brief summary of business conditions during the week. Around this digest of the latest trend of industry are many small advertisements from dealers who cater to the business men, such as: printers, dealers in office supplies, employment bureaus, typewriter companies, etc.—D. R.

Under the auspices of the Dispatch papers, Richmond, Va., a Better Homes Electrical demonstration is soon to be staged in that city to show the people how wonderful the modern home can be with proper electrical display and equipment. The papers will co-operate with furniture and electrical dealers in equipping two modern and handsome homes as artistically as possible for the education of Richmond home lovers along such lines.—J. P. M.

Here is a way for you to get increased circulation: Many of the big city stores have customers who have been heavy purchasers regularly for several years. Ask the business houses in your town to look up their old customers' records and find out when each customer made his first purchase from the firm. On the anniversary of the birth of their friendship, let the business firms send subscriptions for your paper to those customers who do not receive it. The idea of a birthday present for the anniversary of a friendship is novel. The business house acquires good-will, for the newspaper is a daily reminder to the customer that the firm is human and has his welfare at heart; the customer is pleased; you, of course, profit by the arrangement. Everybody is satisfied—what could be better?—D. R.

Three of us made the rounds of eighty members of the local advertising club and in one-half day had signed two inches from each, enough to form well-paying borders for some space we had donated to the club, boosting the organization, showing its aims and members. We signed 160 inches at net rates and donated

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWALL
33 West 42nd Street
New York City

Proved value to Advertisers

"Want you to know," write Philip Morris & Co. Ltd., referring to their campaign on English Oval cigarettes, "that we consider your methods of backing up your advertisers better than any Merchandising Service Department with whom we have done business."

LARGEST EVENING CIRCULATION IN NEW ENGLAND. Sells at 3 Cents.

BOSTON AMERICAN

The Pittsburg Press

Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURG MEMBER A. B. C.

Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

In New Orleans it's THE ITEM

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London.

New Papers in Olympia

Robert Doubleday of Tacoma, Wash., together with G. L. Miller, Seattle; and William Meyer, Tacoma have filed letters of incorporation with \$50,000 capital and will issue two papers at Olympia, the Washington State Journal, a state paper, and the Olympia Journal. Mr. Doubleday, who formerly was chairman of publicity of the state Democratic party, has moved a plant to Olympia and expects to commence publication about August 1.

Washington Chain Growing

The Stevens County Farm News, Washington, a "paper devoted exclusively to Stevens County farmers and their interests," is the newest addition to the holdings of the Western Newspaper Association of Spokane, J. R. Dunphy, editor and publisher. R. W. Mason is editor and H. L. Fisk, field man. When The Spangle Spirit went under the management of the association, it became the Spokane County Farm News. Mr.

Dunphy is managing editor; R. W. Mason, editor; L. C. Chamberlain, associate editor; G. W. Curtis, field editor. The Spokane Valley Herald, with the same editorial management, is the third of the group.

New New York State Weekly

The Avoca (N. Y.) Weekly News, a new weekly publication, has just made its first appearance. It is a six page, seven column newspaper. George Peterson, formerly of Corning, N. Y., is the publisher.

Fresno Bee Plant Under Way

Construction work on the Fresno Bee, the new McClutchee evening newspaper, has started and the first of the four stories of the plant are already up. It is not believed that work upon the structure will be completed before November at the earliest. Offices of the new paper have been established in the Griffith-McKenzie Build-

ing with H. R. McLaughlin to be the managing editor, in charge. The work of choosing a staff has not commenced as yet.

First American Press to Be Shown

The Stephen Daye Press, the first press used in the United States, will be one of the features of the second educational Graphic Arts Exposition to be held

in Mechanics building August 28 to September 2. The press, brought from England, was set up in Cambridge in 1639. The Vermont Historical Society has agreed to loan it.

Mexia News Has New Home

The Mexia (Tex.) News has moved into its new two-story brick home built at a cost of \$100,000.

EDITOR & PUBLISHER

NEW YORK, N. Y. RATE CARD in effect March 11, 1922

1. General Advertising

Table with 2 columns: Ad type and Rate. Includes Transient rate 50¢ per agate line, Full page \$200.00, Half page \$113.00, Quarter page \$60.00, Eighth page \$35.00, Sixteenth page \$20.00.

b. PREFERRED POSITIONS.

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

2. Time Contracts

Table with 6 columns: Ad type, Agate Lines, 6 insertions, 12 insertions, 26 insertions, 52 insertions. Rates range from \$18.00 to \$125.00.

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

Quarter, eighth and sixteenth pages must be on definite copy schedule. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$47 per insertion is accorded the privilege of half pages at \$88 and full pages at \$150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28¢ per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract. are paid in advertising space to be used within one month after expiration of contract.

3. Classified Advertising

- a. Help Wanted. .06 a word For Sale. .06 a word Situations Wanted. .03 a word Business Opportunities. .06 a word b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers. c. No discount for frequency of insertion.

4. Reading Notices—(None)

5. Commissions. Allowed to recognized agencies on other than publishers' advertising.

6. TERMS

- a. All accounts payable net 30 days and subject to sight draft immediately thereafter. b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid. c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount. d. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of page, 9 x 12 inches. Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 133 line screen.

8. Time Schedule and Miscellaneous

- a. All copy subject to publishers' approval. b. Forms Close Thursday. c. Advertisements must be in office by Wednesday P. M. for current week's issue. d. Corrections on advertisements may be made up to Thursday, 5 P. M. e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections. f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement. g. Copy for advertisement should be received as early in the week as possible to insure good display and position. h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

10. Circulation

- a. Member of A. B. C. b. (February 1/22) Circulation 5,007

11. Subscription Rates—Domestic \$4.00. Canada \$4.50. Foreign \$5.00

12. Executive Personnel

J. W. Ferguson, general manager; John F. Redmond, managing editor. J. B. Keeney, advertising; Fenton Dowling, circulation.

SUPPLIES & EQUIPMENT For Newspaper Making

Printers' Outfitters Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale printing plant, located in Dayton, Ohio. Excellent opportunity. Address C-781, care Editor & Publisher.

Matrices for Sale On account of changing our newspaper face to a more condensed letter we have on hand 13 complete fonts of six point Roman with full-face two-letter mats. These mats are in absolutely A-1 condition and will be sold very reasonably. If interested please address Shenectady Gazette.

NEWSPAPER PLANT EQUIPMENTS Established in 1919 PECKHAM MACHINERY CO.

MARRSDRIDGE BLDG, 36th & Bway NEW YORK CITY

Modern Hoe (low down) Press, 18 pages at 30,000, printing up to 36 pages, with plate finishing machine. Press can be shipped and erected at once.

1 Model B Intertype, 3 Linotypes from same plant.

Take It To POWERS Open 24 Hours out of 24 The Fastest Engravers on the Earth

Powers Photo Engraving Co. 154 Nassau St., Tribune Bldg. New York City

NEWSPAPER PRESSES FOR SALE

- Goss Straight-line Octuple with double folder. Page length 23 9/16 inches. Goss Straight-line Sextuple with double folder. Page length 23 9/16 inches. Goss Straight-line Sextuple with double former. Page length 22 3/4 inches. Goss Four-Deck Single-width Straight-line Quadruple with single folder. Page length 22 3/4 inches. Goss Straight-line Twenty-Page Press with single folder. Page length 21.60 inches. Goss Monitor Twelve-Page Press. Page length 21.60 inches.

For particulars apply to

R. HOE & CO. 504-520 Grand St. NEW YORK, N. Y.

7 Water St., Boston, Mass. 827 Tribune Bldg. Chicago, Ill.

Is More Speed Needed in Your Mail Room?

Are there mail trains you should catch? Is the time margin for catching mail trains you make too small? You'll never know how speedy your mail room could be or how efficiently your mail list could be handled until you investigate the MULTI-MAILER SYSTEM of addressing, listing, checking, mailing.

If you want speed and accuracy in your mail room—daily correction of your mail list—greater delivery satisfaction for your subscribers, write for literature about the MULTI-MAILER SYSTEM. Suitable for all mail lists. Splendid 14-year record of service. Write today.

Speedomatic Company THE MULTI-MAILER SYSTEM 817-825 WASHINGTON BLVD. CHICAGO

For Prompt Service TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located "American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

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

Train Yourself for a \$10,000 Position

Learn at Your Own Home BY THE NEW WALHAMORE METHOD

Different from all other plans of correspondence instruction. Lessons positively revised and kept up-to-date every month. New material fits loose-leaf filing records. Students are equipped to step out into the business world with the ability to meet present day problems as they exist. Complete courses in BUSINESS ADMINISTRATION, ADVERTISING MANAGEMENT, RETAIL SALESMANSHIP, PHOTOGRAPHIC JOURNALISM, ADVERTISEMENT WRITING, MAIL ORDER MERCHANDISING, NEWSPAPER CORRESPONDENCE, OFFICE MANAGEMENT, JOURNALISM, FEDERAL TAX ACCOUNTING, and BUSINESS EFFICIENCY. Our instructors have been selected from the best and every effort made to render a personal service of great value to all students. Tuition rates are exceptionally attractive. Write for booklet, mentioning course in which you are interested. Address,

THE WALHAMORE INSTITUTE LAFAYETTE BUILDING PHILADELPHIA, PA.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Bookkeeper

Capable of taking charge national advertising department and merchandising service bureau work. Age 33. 14 years experience. A hustler, unafraid of work. Honest and reliable. A-1 references. Address Box C-778, care Editor & Publisher.

Advertising Man

"A man of unusual ability, consistent producer who is largely responsible for our gain in local lineage"—from a former employer. Now advertising manager with successful record. Interested in similar position in medium sized city or staff member on metropolitan paper. Excellent reasons for desiring change. University trained. Box C-796, Editor & Publisher.

Advertising Solicitor

wants position, preferably in Middle West. 5 years' experience as advertising manager and solicitor on metropolitan and small town dailies. 25 years of age. Married. Good references. Available about August 15th. S. B. Rindal, 421 Washington St., Appleton, Wis.

Attention Publishers

Publisher who desires services of thoroughly trained, experienced and resourceful man, invited to look into my record. Last position that of managing editor in town of 200,000. Paper just sold at very attractive figure, making change desirable. Address C-787, care Editor & Publisher.

Circulation Manager

21 years' circulation experience on large circulation (100,000 or more) newspapers. Past 6 years circulation manager. Few have made a better record, and none can offer better reference from past and present employers. Good reason for desiring a change. Age 39. Box C-791, Editor & Publisher.

Circulation Manager

From newsboy to circulation manager, with eight years' experience in successful management and promotion work. Young man of executive and creative ability, now available, desires connection with Western daily. Best of references, age 30, married. Answer Box C-763, Editor & Publisher.

Circulation Manager

Thoroughly experienced circulation manager in all branches of circulation, now seeking connection with Western daily. Understands practically all distributing systems. Knows how to obtain results and service. Exceptional organizer and systemizer. Age 30, available July 29, married. Can furnish the best of recommendations. Answer Box C-764, Editor & Publisher.

Composing Room Foreman

Assistant foreman and head makeup on 22-machine plant would like to hear from newspaper publisher needing capable composing room foreman. Address C-783, Editor & Publisher.

Due to discontinuance of the Detroit Journal, through recent sale of that newspaper to Detroit News, one of the former editors of the Journal is now available for editorial position. Thoroughly seasoned newspaperman, trained in all departments. Has also had small city and country experience. Original, resourceful. High class references. Salary requirement moderate. Address C. V. Vorce, 2934 Blaine Avenue, West, Detroit, Michigan.

Editor

Associate editor of a leading technical journal is now ready for the next step, and his present connection does not offer him the opportunity he seeks. Has had six years' editorial and publishing experience backed by sound training. College graduate, married, age 30. C-795, Editor & Publisher.

Editor

wants position as head of news department in city of 50,000 or more; editorial writer, 35 years old, sixteen years' experience, knows game thoroughly, in present position of editor-manager for 10 years, but desires to relinquish business responsibilities for strictly news end. Address Box C-767, care Editor & Publisher.

Editor and News Executive

31, Democrat, eleven years' varied and successful newspaper experience, desires position with opportunity of writing editorial paragraphs. Box C-782, Editor & Publisher.

Editorial Assistant

Experienced young woman, college graduate; magazine or in publishing or newspaper office. Miss Margaret Jacobson, 115 Johnson St., Brooklyn, N. Y.

News Editor

in city of 9,000 will consider change to larger field in September, Pacific Northwest preferred. Seven years general assignment work metropolitan field, copy desk and city and telegraph and news editor small dailies, as well as editorial writing. Stanford University man. Age thirty-three. Address C-751, Editor & Publisher.

Young Woman

with university training, including practical work in journalism, and one year on country weekly, desires to get on daily. West preferred. Address Box C-760, Editor & Publisher.

SITUATIONS WANTED

Manager of Small Paper

Newspaper man with successful record desires position managing small paper. Experienced in advertising, circulation and editorial departments. Thoroughly versed in business management. Character and ability highly recommended. Would consider position as assistant manager on medium sized paper. Box C-797, Editor & Publisher.

Superintendent of Printing

Have been successful on one of the largest dailies west of Chicago, where several other high price mechanics failed. Saved the firm \$98,000 a year. On another daily of smaller circulation introduced system whereby a saving of \$65,000 a year was made. The printing of this paper was instrumental in my procuring the above position. Can furnish references from former employers, official of N. P. A. and press manufacturer. Very best reasons for this ad. Replies strictly confidential. Address C-790, Editor & Publisher.

Western Representative

Capable advertising solicitor seeks western representation. Several years' valuable experience. Box C-792, Editor & Publisher.

Young Man

with ten years' experience as circulation manager and assistant on daily publications of 60,000 to 100,000 circulation is desirous of making a permanent connection with a good daily newspaper. West or Middle West preferred. Best of references and detailed information will be supplied to anyone addressing C-729, care Editor & Publisher.

CORRESPONDENTS

6c A WORD for advertisements under this classification. Cash with order.

British Trade

journal (leading food weekly) editor, original, successful and clever, pulse on British industrial developments, etc., would make energetic and informative "London-letter" writer, weekly or monthly. Clear and entertaining style. Write full details of requirements to A. V. Hyde, 28 Monument Street, E. C. 3, London, England.

NEWSPAPERS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Is Your Newspaper For Sale?

A successful newspaper publisher is prepared and desires to purchase an evening newspaper in the East, Middle West or Northwest (city of 100,000 population or over) larger preferable. Correspondence strictly confidential. Address C-766, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

"Roads of Romance,"

a newspaper feature. The writer, a newspaper man of wide experience in newspaper work, both editorial and advertising, is now enroute on extended motor trip, at present in the Southwest. Desires to get in touch with newspapers and syndicates in market for articles on old time west, motor touring, Indians, Indian Reservations, National Parks, etc. Inquiries will be forwarded if addressed to J. R. Moffet, care El Paso Herald, El Paso, Texas.

Successful Editor

of British weekly trade journal (London), young, original, clever and careful offers series of 12 (or more) exchange articles entitled "Editing a Trade Journal," which will present this absorbing and important subject in a most informative and arresting manner. Contents result of years of experience in full editorial capacity. Would also sell outright in lecture form. Write, stating terms for this and any other press series you want to A. V. Hyde, 28 Monument Street, E. C. 3, London, England.

NOTICE

6c A WORD for advertisements under this classification. Cash with order.

Wanted.

The address of F. E. Rafferty, circulation content manager. Brother newspaper men who may know his whereabouts are requested to write Editor Stovall, Tribune, Tampa, Florida. This courtesy will be appreciated.

Montreal Journal Incorporates

The Journal Publishing Company, Ltd., has just been incorporated in Montreal, under provincial charter, for the purpose of doing business as printers, publishers and editors, also to "buy, sell, distribute at wholesale or retail, manufacture, acquire and import newspapers, periodicals, etc." The capital stock is \$20,000.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

for an afternoon daily in town of 200,000. Good town and good paper. Prefer man who can also solicit commercial printing. Must be experienced. Address, The Spirit, Punxsutawney, Pa.

Circulation Manager

Attractive opening for circulation manager in thirties; middle west city of 200,000. Preference will be given applicant at present holding responsible position in city of corresponding size or larger. The position advertised is with a strong newspaper which will be quick to recognize evidence of sound, progressive circulation building. Box C-784, Editor & Publisher.

Circulation Man

Position as city circulation manager on paper in one of best towns in Southwest, will be open soon. Prefer young, ambitious man with experience in working through district men and carriers. Must be able to produce under trying conditions as well as in "fair weather." Possibility of opportunity for development in big organization. Give full details concerning your record and anything else that will help "sell" yourself. Also your idea as to salary. Box C-761, Editor & Publisher.

City Editor

Ohio evening paper, city 6,000, wants city editor who can handle A. P. telephone pony service; permanent; state all in first letter. Address C-779, care Editor & Publisher.

City Editor

Evening daily in Florida wants experienced newspaper man as city editor; give age, experience and salary expected in first letter. Address C-762, Editor & Publisher.

Reporter

Evening paper, Ohio town, can use reporter, young man or woman just breaking in. Wages in large. Address C-780, care Editor & Publisher.

Thorough Newspaper Man Wanted

One who can take charge of advertising department and supervise news end of paper when necessary. Must have education, pep and experience and be willing to start with modest salary while demonstrating ability. Town of 10,000 beautifully located in finest section of Northwest. Give full particulars, including expectations and affiliations, in first letter. Enclose photograph and references if convenient. Address C-793, care Editor & Publisher.

Wanted,

a reliable, experienced union news composing room foreman on daily and Sunday newspaper over 50,000 circulation in city over 75,000 population. Permanent position to right party. Write, stating age, experience and qualifications. C-777, care Editor & Publisher.

Woman Editor

wants position as head of Woman's Department. Four years editorial experience present position; daily. Address C-765, care Editor & Publisher.

PERSONAL

(Continued from Page 48)

handled through the Brooklyn Chamber of Commerce.

Joseph T. Mackey, secretary-treasurer of the Mergenthaler Linotype Company, accompanied by Mrs. Mackey, left July 18 on the Mauretania for a two-months' business-pleasure trip abroad during which he will visit the various linotype agencies, both in England and on the continent.

MARRIED

MISS FRANKIE JUVENALL of the Davenport (Wash.) Times-Tribune staff and Roy C. Fox, attorney for Lincoln County, were married recently at Colville.

Miss Grace Cornelia Grace Morgan of Vancouver and S. B. Groff, assistant city editor of the Seattle Star have been married at Vancouver.

Miss Tyra C. Lundberg, until recently a member of the editorial staff of the Philadelphia Public Ledger and previously on the Worcester Telegram, and Walter Henry Fuller of Worcester, Mass., were married recently in Worcester.

Miss Margaret Emslie, formerly feature writer on the Logansport (Ind.) Pharos-Tribune and daughter of W. R. Emslie, its general manager, was married recently to Carl Messinger.

\$10,000

for first payment on an attractive newspaper property. Pennsylvania and Ohio locations preferred. Proposition X. Y.

C. M. PALMER

Newspaper Properties,
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

YES, WE SUPPLY reporters, copy readers, advertising solicitors and circulators. Their applications are not featured here for two reasons. The range of availability is too limited, and changes are usually speedy. The man ready today is likely to be placed tomorrow. New applications are being received constantly. Wire us, stating requirements and salary. No charge is made to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.



STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROKAW BLDG. 42nd and BROADWAY
NEW YORK

WANTED, an Editor for Maine Farmer

We are looking for an editor for the Maine Farmer. This publication has recently been taken over by the Gannett Publishing Company. It now has adequate financing backing—and a future. We are willing to pay a fair salary at the start to an editor and offer him considerably more if he makes good. Write, giving full particulars.

Gannett Publishing Company
Augusta, Maine

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 not being worked successfully in your city does no bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

WHAT kind of a water department has your city? There are many cities which have either reservoirs or driven wells which are utilizing the shores of the reservoirs and the territory occupied by the wells for forestry purposes. Has your city done this? A good story here if it is worked up properly.—J. D. A.

The Omaha Bee is running an editorial contest for readers, all newspaper men harred. First prize in this contest, which runs until August 10, is \$25, with a second prize of \$15 and a third of \$10. The three winners will then be entered in a run-off with the winners of similar contests held by 23 other Nebraska papers. The prizes for this latter event amount to \$100, \$50 and \$25. Each editorial submitted must bear the name, address and occupation of the author. Each contestant is allowed to submit three editorials not exceeding 500 words. Winners in this contest will be announced at the Nebraska State Press Association meeting at Omaha August 31.—A. R. D.

Get in touch with the teachers in your community and have them give you local stories about their work. Have them save the unusual answers they receive to questions for your use. The following answers by pupils published in the New York Evening Mail will give you an idea of the type of stories that will make a hit with your readers.

Equinox is a wild animal that lives in the Arctic.

King Arthur's Round Table was written by the author of Ten Knights in a Bar Room.

Copernicus invented the cornucopia.

Etiquette teaches us how to be polite without trying to remember to be.

In the stone age all the men were ossified.

The climax of a story is where it says it is to be continued.

A gulf is a dent in a continent.

Buttress is a hutler's wife.—F. L.

How is the night life of your city faring since prohibition has begun to get in its hest licks? The Chicago Tribune is running a series of stories on how the one time carnivals of booze and hare are acclimating themselves to aridity. The quest of the "sun dodgers" for the tank of old furnishes laughs galore for the staid folk of the community.—J. R. C., Jr.

A story on famous teams and plays in your town of twenty years ago furnishes one of a series of features that the old baseball fans will look for each night. The Rockford (Ill.) Republic has two columns each night on page one to tell some account of an old player, team or tense moment.—J. R. C. Jr.

The St. Louis Sunday Post Dispatch ran a feature story about a local preacher who defends the "flapper" from his pulpit. He believes that the flapper is going to make a better mother than the mother of the last generation. Look about you—there may be a preacher with a similar attitude in your community.—D. R.

If every citizen could collect his pro rata of his city's wealth, what could he buy with it? How many inches of space in the courthouse, how many blades of grass in the city's biggest park, or how many hairs on the zoo's pet animal?—J. L. R.

What is your pet grouch? An appeal for letters from readers, in which they're invited to air their pet grievances against flappers, road hogs, their mother-in-laws, prohibition and other pet abominations, with a prize of \$5 for the best of the lot, has brought in a good run of funny stuff that can be illustrated with comics.—J. L. R.

The present generation, so the old-time critics would have us believe, is the worst in the history of mankind. The reporter who writes the Fifty Years Ago Today stuff for his paper knows different. He finds in the old files comment on the "immoral styles," and a trail of crime, petty and great, fully as nauseating as that of the police records of today. A comparison of the morals of half a century ago with those of our day through the use of the old files can be made into a convincing and corking feature.—C. A. G.

A visit to the county auditor's office or to the official who has charge of the licensing of dogs will reveal a nice source of information for a feature story. There is no need to examine all license blanks in order to find the exact number of dogs by breeds, merely take a representative number and find percentages for each class,

and with the total number of licenses issued it is easy to find which dog is most prevalent, and which is second, and so on. One county had hound first, collie second, and "just dog" third, making a nice feature story. Also the ages of the dogs can be gotten at the same time, giving an idea of the average age, most under a certain figure, and a glance will reveal the oldest.—R. B. S.

What prosperity barometers do you use to indicate the growth of business in your town? School census figures, telephone directories and city directories supplement the census on population. For business trend, try a monthly stamp sale total from the post office, with comparisons with past years; publish local clearing-house weekly totals. Bank statements can be worked up into good stories on growth of savings deposits.—R. F.

Interview the traffic cop on your busiest corner. Get him to tell you about the excuses offered by people whom he reprimands for ignoring the signals. Get him to tell you about the fool stunts he sees motorists and pedestrians do. Find out what ideas he has about conditions as they will be in your city in years to come and his plans for further regulating of traffic. Every traffic cop in your city is a public character and, for that reason, a vast amount of interest attaches to what he says and does. Get a snappy, new, different traffic cop story.—F. H. W.

What is the oddest job for which there has been a call at your local employment agencies? What class of jobs get the greatest number of employees through the employment agencies? What is the average age of male applicants for jobs? What is the average age of the female applicants? What is the age of the oldest man to secure a job through your local agencies this year and what sort of a job did he get?—F. H. W.

Johnny Dundee, the pugilist who always wears white trunks when in the ring, received his only setback at the hands of Willie Jackson after entering the ring wearing black tights. There is an undertaker in our town who will run like hares at sight of a black cat. Some folks would rather detour a mile than walk underneath a ladder. Superstition, nothing more, and if you will look up your city officials, your librarian, some school teachers, etc., you will get food for some mighty interesting reading. Dig in.—F. E. C.

How many bathing suits are being sold in your town this year? Is the number greater or less than last year? Where are all the places in your town where folks go swimming? What place in your town has been used for the greatest number of years as a swimming place? Run a story along these lines. Now is the time to cash in on the interest of folks in swimming and hathing.—F. H. W.

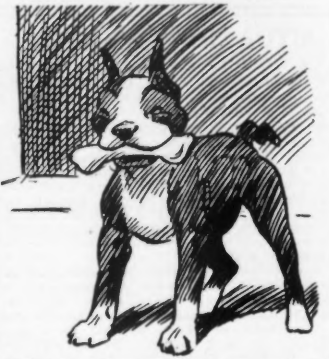
Stir up interest in bird preserves in your county, and you may find some interesting things that you did not know about before. Almost everywhere there are friends of wild things who are going ahead on private enterprises to protect them. Dedication of private property for havens for birds and game is quite the usual thing nowadays. How many acres are devoted to that purpose in your vicinity? The local sportsmen's association or hunting clubs can tell you and get you started on finding out a lot of really good wild life stories.—R. F.

Under the name of "Otto Hobeau," a member of the Columbus (Ohio) Evening Dispatch each Sunday is telling the readers of the Dispatch about unique motor trips to various localities which he makes. In connection with his descriptive narratives, the Dispatch is offering ten gallons of gasoline to other motorists for the best contribution concerning some trip the motorist has made. The award is made weekly.—V. K.

Are boys getting better than girls? Some records say the flappers are filling the Juvenile Courts while the boys are turning to knitting and dominoes. A comparative story ought to prove interesting.—C. B. E.

Regardless of whether the coal strike is settled in the near future, retail coal dealers appear agreed that there will be a shortage and higher prices this fall. For this reason, a survey of the coal situation as to whether the public has laid in its supply, is timely. Your dealers can furnish the information.—B. A. T.

EVERYBODY LIKES A DOG



And the Most Likable Dog of all is BUDDY, created especially for newspapers, by ROBERT L. DICK-EY, who is also drawing dog cartoons for The Saturday Evening Post.

ONCE-A-WEEK, ALL-DOG CARTOON
METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

NEW ORLEANS STATES

ADVERTISING RATES
AFTER OCT. 1

12c DAILY FLAT
15c SUNDAY FLAT
Daily over 51,000
Sunday over 63,000

PRESENT RATE
10c D. & S. on 2,000 Lines

Represented by
S. C. Beckwith, Special Agency
New York

John M. Branham Co., Chicago

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

A Daily Short Story

is a powerful circulation builder with women readers. Our Clean, Snappy Love-Stories of 1,200 Words are used by over THIRTY papers including

Boston Globe
Pittsburgh Chronicle
Chicago Journal
Buffalo Times
Milwaukee Leader
Etc.

As well as papers in England, Australia and New Zealand.

Write for Samples.

The McClure Newspaper Syndicate
373 Fourth Avenue New York City

America's Best Magazine Pages Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

New Haven Register

is New Haven's Dominant Paper

Circulation over 32,500 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

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

NEW ENGLAND TERRITORY

has forty per cent of the savings of the entire United States although its population is but seven and a half per cent of the total.

This territory also leads the United States in the large proportion of its population that is CITY TRADE.

These two facts alone would make a market that the National Advertiser could hardly overlook.

The purchasing power of this field can be swayed by daily newspaper advertising.

This list of daily New England newspapers will move every day an enormous volume of merchandise to the consumer if you will do your part and use adequate advertising space.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	4,968	.0275	.0175
*Boston Sunday Advertiser(S)	416,358	.55	.55
Boston Globe(M&E)	284,724	.45	.45
Boston Globe(S)	322,907	.55	.55
Boston Post(M)	386,796	.60	.60
Boston Post(S)	401,797	.55	.55
Boston Telegram(E)	145,113	.20	.20
Boston Transcript(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,965	.035	.035
*Fitchburg Sentinel(E)	10,739	.05	.035
*Haverhill Gazette(E)	15,425	.055	.04
*Lynn Item(E)	16,273	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury(M&E)	30,659	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle(E)	15,845	.035	.03
*Salem News(E)	20,023	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial(E)	14,400	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express(E)	25,424	.10	.07
*Portland Telegram(S)	25,966	.10	.07

NEW HAMPSHIRE—Population, 443,683

Keene Sentinel(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,640	.10	.06

RHODE ISLAND—Population 604,367

Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times(E)	24,063	.07	.06
Pawtucket Valley Daily Times (Arctic)(E)	2,475	.021429	.021429
*Providence Bulletin(E)	59,767	.135	.135
Providence Journal(M)	30,662	.08	.06
*Providence Journal(S)	54,629	.12	.12
*Providence Tribune(E)	22,501	.10	.09
*Woonsocket Call(E)	13,024	.04	.04

VERMONT—Population, 352,428

*Barre Times(E)	6,644	.03	.02
Brattleboro Daily Reformer. (E)	3,016	.03	.015
Burlington Daily News....(E)	7,001	.04	.04
*Burlington Free Press..(M)	11,168	.05	.05
St. Johnsbury Caledonian-Record(E)	3,124	.025	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post(S)	18,395	.085	.06
*Hartford Courant(D)	29,780	.08	.07
*Hartford Courant(S)	48,006	.10	.09
*Hartford Times(E)	44,077	.12	.12
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin(M)	11,629	.07	.06
*Norwalk Hour(E)	4,504	.025	.025
*Stamford Advocate(E)	8,254	.0375	.03

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

The Print Paper Situation



ONCE again the newspaper publishers of the United States apparently face a serious effort on the part of scheming newsprint manufacturers to create a fictitious shortage of supply.

With mills capable of producing from 250,000 to 300,000 tons per year purposefully idle, with demand for supply slightly greater than in 1921, and with a supposed control of a certain amount of European tonnage, the stage is all set.

That this attempt will fail is clearly shown by the flock of new selling offers coming to us from at home and abroad. The Europeans will soon find that they are being led into a trap which will mean no increased market for their product.

There is no money in idle mills.

Publishers will do well to curtail consumption to the lowest possible point and refuse to be stampeded as they were a few years ago.

There is no justification for present high prices. We are not interested in helping the manufacturer write off his high priced wood. Wood can be bought very cheaply to-day. There is plenty of it offered.

The Publishers Buying Corporation is functioning for the protection of those in need of supply at fair prices and will continue to police the situation.

JASON ROGERS,

Publisher The New York Globe.

New York, July 27, 1922.





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EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Copyright 1922 by the Editor & Publisher Company

Revised Space-Buyers' Chart and Market Survey of the STATE OF MASSACHUSETTS

Second Section

NEW YORK, SATURDAY, JULY 29, 1922

Pages I to XX

MASSACHUSETTS — AN INDUSTRIAL GIANT

Billions Are Annually Poured Into Her Coffers For the Products of Her Mills, Soil and Waters and Make Her One of the Richest Markets of the World

THERE are only three states in the Union that are smaller in area than Massachusetts; only five are larger in population; none have greater buying power as judged by the wealth of natural resources, industry and agriculture.

From the space-buyer's standpoint Massachusetts is one of the most compact and responsive markets in the world; it is a great commonwealth of 60 progressive cities.

The extreme length of Massachusetts is 160 miles and in breadth it varies from 47 to 90 miles, with a total land area of 8,040 square miles. No state in the Union can boast of a more diversified surface. Its high towering mountains and great stretches of broken fruit lands, and fertile farms that lay low and are level and boast of a rich sandy soil. The Connecticut Valley can hardly be excelled for fertility in the United States.

The total population of Massachusetts the last census was 3,852,356. Of these 3,803,524 were white, and of that number 2,558,510 native white and 1,116,638 of native parentage. The urban population of the state is 3,650,248, leaving only 202,108 rural population. Probably nothing can give a clearer idea of Massachusetts as a compact market than these figures, which show a density of population in incorporated centers.

Aside from Boston, with a population of 748,060, there are 7 cities with a population of more than 100,000 and 6 cities with a population

of more than 50,000. The center of population in Massachusetts is Framingham, 22 miles west of Boston and the center of area is in Worcester. Massachusetts can rightly claim title to being one of the greatest educational centers in the United States. Her public school system is one of the most progressive in the country. The buildings, even in the rural districts, are modern and up-

to-date and the high school system is developed to the point where it is available for every child.

Aside from public schools the state boasts of 26 institutions of higher education.

There are 1,055,088 children and youths between the ages of 5 and 20 years within the state. Of these 721,326 were attending school in 1920. More than 59

per cent of these between the ages of 5 and 6 were in school and more than 96 per cent, or 464,752 out of a total of 483,762 between the ages of 7 and 13 years were in school, and 73 per cent of those between the ages of 14 and 15 years were in school. Forty per cent of those between the ages of 16 and 17 and 16 per cent of those of 18 and 20.

Of the urban population between the ages of 7 and 13, 96 per cent were in school and of the rural population between the same ages, 96.4 per cent were in school that year. Probably the highest record of any state in the East and a fair indication of the intelligence of the population to which the advertiser entering the Massachusetts market must make his appeal.

While Massachusetts stands sixth among states in population, nevertheless ranks fourth in the total value of her manufactured products.

In 1919 there were 11,892 manufacturing establishments in the state of Massachusetts and more than 812,000 persons were at that time engaged in manufacturing. Of these 9,457 were proprietors and 89,222—an increase from 59,234 in 1914—were salaried employees and 713,659—an increase from 606,698 in 1914—were wage-earners.

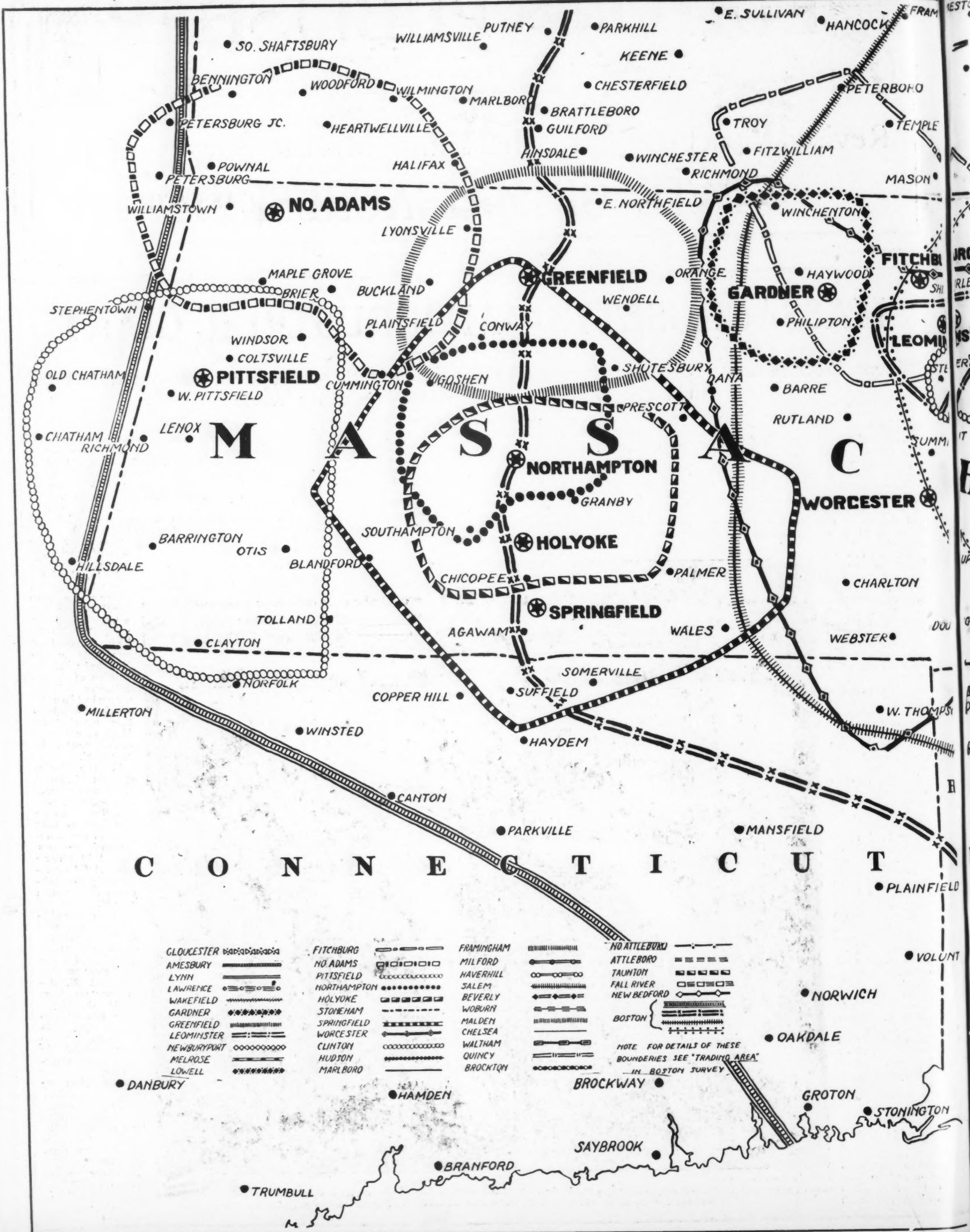
It is when we come to consider the capital invested in industry in 1919 as compared in 1914 as well as the salary and wage comparisons for the same year that we can get the full

(Continued on Page IV)



Photo by Ewing Gallotway

Looking down upon the historic Boston Commons stands the State House which is first in the interest of the people of Massachusetts because of the density of population which binds the entire Commonwealth as one great metropolitan district.



M A S S A C H U S E T S

GLOUCESTER	FITCHBURG	FRAMINGHAM	NO ATTLEBORO
AMESBURY	NO ADAMS	MILFORD	ATTLEBORO
LYNN	PITTSFIELD	HAVERHILL	TAUNTON
LAWRENCE	NORTHAMPTON	SALEM	FALL RIVER
WAKEFIELD	HOLYOKE	BEVERLY	NEW BEDFORD
GARDNER	STONEHAM	WOBURN	BOSTON
GREENFIELD	SPRINGHAM	MALDEN	
LEOMINSTER	WORCESTER	CHELSEA	
NEWBURYPORT	CLINTON	WALTHAM	
MELROSE	HUDSON	QUINCY	
LOWELL	MARLBORO	BROCKTON	

NOTE FOR DETAILS OF THESE BOUNDARIES SEE "TRADING AREA" IN BOSTON SURVEY

DANBURY
HAMDEN
BROCKWAY
SAYBROOK
BRANFORD
TRUMBULL
MANSFIELD
PLAINFIELD
VOLUNT
NORWICH
OAKDALE
GROTON
STONINGTON

**TRADING
AREAS
of
MASSACHUSETTS'
PRINCIPAL
CITIES
VISUALIZED
FOR THE
NATIONAL
ADVERTISER
AND
SPACE
BUYERS**

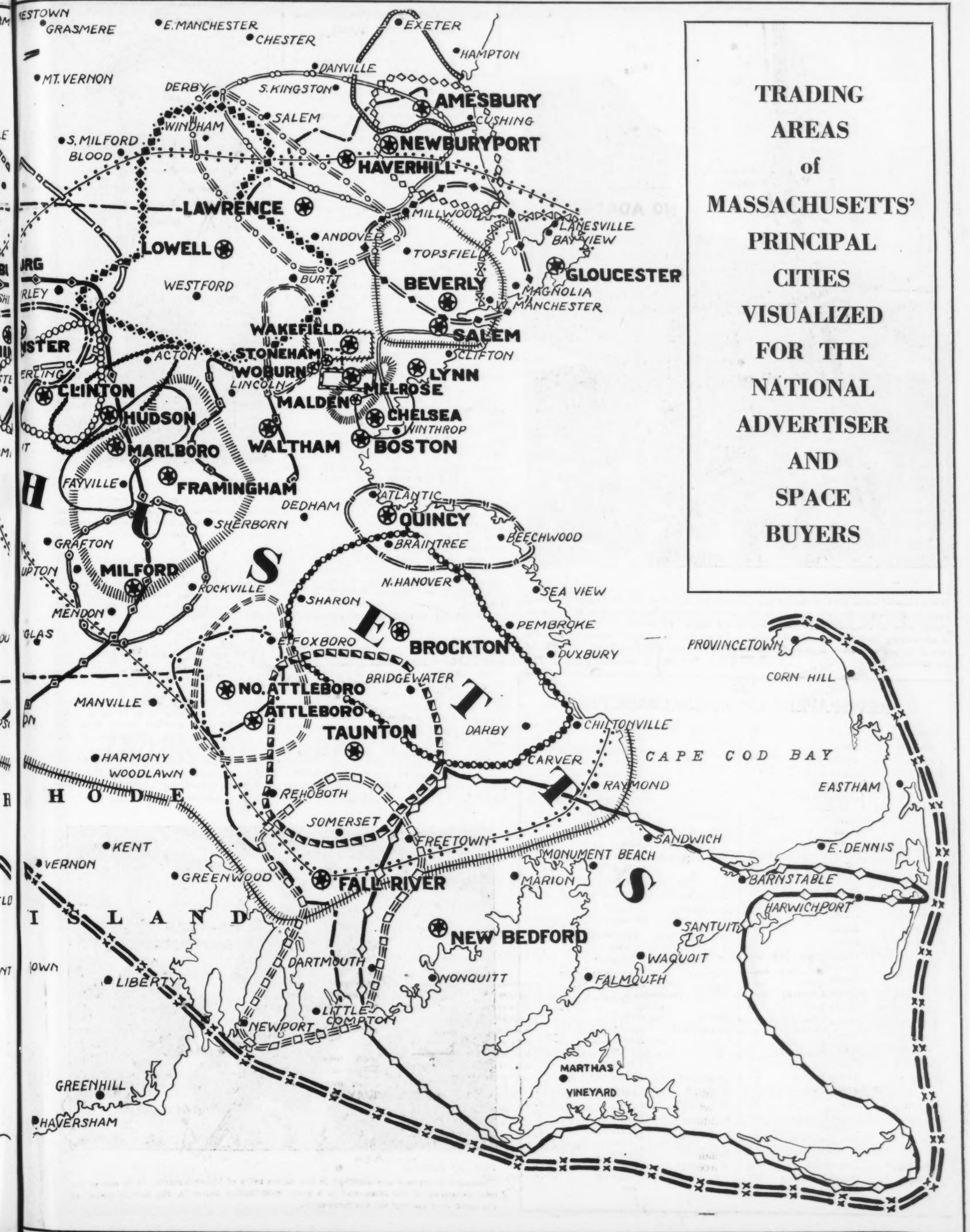




Photo by Keystone

When Massachusetts goes to market she demands the best that the markets of the world have to offer—and when she goes to market there is nothing half-way about it as can be plainly seen by the Saturday night crowd shown above. No people are more responsive to advertising than those of the Bay State. Today they are buying automobiles at the rate of 35 per cent more than last year and only recently they purchased hair-nets by the carload.

**STATE OF MASSACHUSETTS—
INDUSTRIAL GIANT**

(Continued from Page 1)

realization of the potential buying power of the people of the state.

In 1919 the total capital invested in industry in Massachusetts was \$2,964,439,000, an increase from \$1,548,961,000 in a 5-year period. In 1919 industry paid out \$184,149,000 in salaries, an increase from \$83,714,000 in 5 years. In the same period wages increased from \$341,310,000 to \$826,027,000.

The materials purchased by the industries of Massachusetts in 1919 represented a total of \$2,258,232,000, or an increase from \$931,334,000 in 1914.

In the same period the value of the products in Massachusetts increased from \$1,641,373 to \$4,011,058,000.

Many factories have been listed as indicative of Massachusetts progress and high average prosperity. The outstanding one, however, is that the industries which employ the greatest number of people are those in which there is a constancy of employment, or the ratio of the minimum number of the year to the maximum is higher than for the whole country.

Boots and shoes and cotton trades rank first in industrial importance in the state.

Cotton goods products of the state of Massachusetts in 1919 reached a total value of more than \$596,000,000—an increase from \$195,482,000 in 1914. This reaches 31.7 per cent of the total value of cotton goods manufactured in the United States. In this same connection it should be noted that the figures for knit goods reached a total value of more than \$52,000,000 and represents 7.7 per cent of the total value of the production of the United States, and woolen and worsted goods in the state of Massachusetts have a total value of more than \$342,000,000, an increase from \$127,351,000, and represents more than 32 per cent of the total production of the United States.

Massachusetts is also a center for boot, shoe, leather, wool and paper products. Boots and shoes reach a total value annually of more than \$400,000,000, an increase from more than \$200,000,000 in 1914, and represents 38.5 per cent of the total production of the United States. Paper and pulp production has a total value of more than \$7,000,000 and reaches 11 per cent of the nation's output. Massachusetts also ranks high in the production of silk goods, which has a total value of more than \$34,000,000, an increase from \$10,677,000 in value in 1914.



Photo by Underwood & Underwood

Probably no other spot in America has attracted wider attention than that rock at Plymouth which is now protected from the elements and curiosity seekers.

Jewelry also plays an important part in the industrial life of the commonwealth and annual production is valued at \$34,817,000 and reaches 17.1 per cent of the total production of the United States.

In heavier manufacturing electrical machinery and foundries rank high. Products of her foundries have an annual value of more than \$112,000,000 and electrical machinery more than \$91,000,000.

Massachusetts is famed for her fine tools. Their annual value is more than \$29,000,000 and reaches more than 20 per cent of the total production in the United States.

Massachusetts ranks first in fishing industry. Almost one-half of all the fishing vessels owned in the United States be-

(Continued on Page XII)

NEWSPAPERS OF MASSACHUSETTS

Amesbury	News	E	Lowell (continued)	
Attleboro	Sun	E	Lowell	Sun
Beverly	Times	E		Sunday Telegram
Boston	Advertiser	M-S	Lynn	Item
	American	E		Telegram-News
	Christian Science		Malden	News
	Monitor	M		Telegram
	Globe	M-E-S	Marlboro	Enterprise
	Herald	M	Melrose	News
	Traveler	E-S	Milford	News
	Post	M-S	New Bedford	Mercury
	Telegram	E		Standard
	Transcript	E		Times
Brockton	Enterprise	E	Newburyport	News & Herald
	Times	E	N. Adams	Herald
Cambridge	Home News	E		Transcript
Chelsea	Record	E	Northampton	Hampshire Gazette
Clinton	Item	E		
Fall River	Globe	E	N. Attleboro	Chronicle
	Herald	E	Pittsfield	Berkshire Eagle
	News	E	Quincy	Patriot Ledger
Fitchburg	Sentinel	E		Telegram
Framingham	News	E	Salem	News
Gardner	News	E	Springfield	News
Gloucester	Times	E		Republican
Greenfield	Recorder	E		Union
Haverhill	Gazette	E-S		Union
Holyoke	Telegram	E	Stoneham	Enterprise
	Transcript	E	Taunton	Gazette
Hudson	Sun	E	Wakefield	Item
Lawrence	Eagle	M	Waltham	Free Press-
	Tribune	E		Tribune
	Sun American	E-S		News
	Telegram	E	Woburn	Times
Leominster	Enterprise	E	Worcester	Gazette
Lowell	Courier-Citizen	M		Telegram
	Evening Leader	E		Post



Photo by Keystone

Thousands of persons are employed in the cotton mills of Massachusetts. It is one of the first industries of the State and is a great contributing factor in the buying power of the more than century old commonwealth.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Population

1910 Census.....	670,585
1910 Census, Metropolitan District.....	1,531,138
1915 State Census.....	745,439
1920 Census.....	748,060
1920 Census, Metropolitan District*.....	1,772,254
A. B. C. (city) Metropolitan Limits.....	1,651,497
A. B. C. (city and suburban).....	2,574,115
Chamber of Commerce estimate, January 1, 1922.....	825,000
Chamber of Commerce estimate, Metropolitan Boston, January 1, 1922.....	1,925,000

*Note—As defined by the U. S. census, Metropolitan Boston includes besides the central city only those divisions within the 10-mile limit in which the population at the census was at least 150 persons per square mile. This shows 16 cities and 33 towns.

Native white.....	65.7%	Families.....	164,785
Foreign Born.....	31.9%	Met. Boston.....	236,844
Negro.....	2.2%	Dwellings.....	79,597
Students.....	22,500	Met. Boston.....	175,084
English Reading....	96%	Municipal Boston.....	89,776
Factory Workers.....		Met. Boston.....	216,727
Met. Boston.....		Summer Residents.....	75,000

*Note—Figures for Metropolitan Boston include beaches as far north as 5 miles and as far south as 7 miles; also farms and country hotels within same area. It does not include the thousands of vacationists or motorists who come to Boston for the summer or who make it their headquarters for trips into mountains and to the shore. These latter transients cannot be definitely estimated.

Comparison of Municipal Boston's Population

	1910	1920
Male.....	329,703	368,756
Female.....	340,882	379,304
White, native parents.....	157,870	181,811
White, foreign parents.....	195,422	238,241
White, mixed parents.....	61,682	71,514
White, foreign born.....	240,722	238,919
Negro.....	13,564	16,350
Other races.....	2,405	1,225
Males of voting age.....	208,321	235,790
Illiterates over ten years.....	24,468	24,524
No. school age 6-20 years.....	169,116	169,250

NATIVITY OF FOREIGN BORN

	1910	1920
Armenia.....	Not given	1,472
Austria.....	2,413	1,530
Canada (French).....	3,098	1,743
Canada (other).....	47,097	40,265
Denmark.....	1,031	935
England.....	13,601	12,408
France.....	1,073	1,269
Germany.....	8,700	5,915
Greece.....	1,497	3,054
Ireland.....	66,038	57,011
Italy.....	31,380	38,179
Lithuania.....	Not given	4,127
Newfoundland.....	463	2,797

Norway.....	1,914	1,875
Poland.....	Not given	7,650
Portugal.....	1,225	957
Russia.....	41,891	38,021
Scotland.....	5,062	5,079
Sweden.....	7,122	6,780
Syria.....	Not given	1,756
Other countries.....	3,162	6,096

Location
Situating at the head of Massachusetts Bay, it has a harbor with berthing space of more than 40 miles, most of which is in active use for commercial purposes.

It is the terminus of three large railroads: Boston & Maine Railroad, Boston & Albany R. R., and New York, New Haven & Hartford Railroad, all of which connect with lines extending to all parts of the south, west and north.

In the metropolitan switching district the B. & A. R. R. has ten freight terminals and the N. Y., N. H. & H. R. R. has seventeen freight terminals.

There is a Union freight railway connecting wharves between North and South stations.

Surface, elevated and subway lines are maintained throughout the city by the Boston Elevated Railway Co.

These lines extend far out into the suburbs and connect with other electric lines running to points outside the Metropolitan or "Greater Boston" territory. A large proportion of these are the lines of the Eastern Massachusetts Street Railway Co., which is the largest street railway system in the world.

Banks

Savings.....	24	Resources..	\$387,631,074.64
State banks.....	1	Resources..	770,356.32
Trust Co.....	21	Resources..	806,160,790.83
Co-operative.....	43	Resources..	40,487,125.45
National.....	17	Resources..	562,751,528.07

The savings institutions report 838,833 savings accounts. The number of savings accounts in Trust Co., 215,182; in Savings Banks, 760,244. Total savings deposits in Trust Companies, \$75,834,442; in Savings Banks, \$359,702,701.19.

Boston has for some years ranked fourth among cities of the United States as to aggregate valuation, but first as to valuation per capita.

"Greater Boston," or 40 cities and towns outlined by the State, has 51.23 per cent of the total valuation of the State; it also contains 43 per cent of the population. The total valuation (1921) of taxable property in "Greater Boston" is \$2,795,376,127.

Schools

Public Grade "Dist." *71	Total registration...	97,266
Kindergartens.....	Total registration...	9,582
High and Latin.....	Total registration...	18,183
Normal.....	Total registration...	271
Special Schools.....	Total registration...	1,205
Parochial Schools.....	Average number be-	
	longing.....	25,685
Continuation.....	Total registration...	8,271

Survey in Three Parts—Part 1
BOSTON, MASS.

City Classed as
The City of Boston is the twenty-eighth city in the world. It is one of the greatest industrial and commercial centers in the United States. Second largest importing seaport in western hemisphere. The leading educational center of New England, second in America. One of the world's greatest fresh fish ports. The supply center of retail trade throughout central and eastern New England.

Boston maintains evening schools as follows:
Elementary..... 12 Total registration.. 7,811
High..... 9 Total registration.. 4,717
Boston Trade School... 1 Total registration.. 1,103

The total registration in all schools for past school year was 151,155; average membership, 125,465, and daily average attendance, 115,364.

The importance of Metropolitan Boston as an educational center is well illustrated by the following list of schools and colleges and their average enrollment:

	Average Enrollment
Harvard University.....	Cambridge 4,667
Massachusetts Institute of Technology.....	Cambridge 3,436
Radcliffe College (women division of Harvard).....	Cambridge 623
Tuff College.....	Medford 2,128
Boston University.....	Boston 8,024*
Boston College.....	Newton 1,752
Simmons College.....	Boston 1,326
Wellesley College.....	Wellesley 1,551

Theatres
Motion Picture, 38; Motion Picture and Vaudeville, 22; Vaudeville, 2; Burlesque, 3; Productions, 18.

At the present time two of the legitimate theatres are playing stock, and another two have big production motion pictures showing.

The total seating capacity of the legitimate, burlesque, vaudeville and motion picture and vaudeville is 63,636, the thirty-eight motion picture houses seat 28,616; 70 halls, each seating 400 or more, and 72 halls, each seating 400 or less.

The largest amusement building, Boston Arena (amphitheatre), seats 5,786; largest hall is in the Mechanics Building, seating 4,350. The largest theatres are Loew's State Theatre, which seats 4,000; Waldorf Theatre, 3,106; Boston Opera House, 3,000; Boston Theatre, 2,848; Symphony Hall, 2,569, and Tremont Temple, 2,441.

There are 33 houses with more than 1,000 seats each, and 6 houses with seating capacity of more than 2,000 seats.

Churches
Baptist, 34; Christian Science, 3; Congregational Trinitarian, 36; Congregational Unitarian, 21; Disciples of Christ, 1; Episcopal, 36; Friends, 1; Jewish, 40; Methodist Episcopal, 34; Methodist, 2; Swedenborgian, 2; Presbyterian, 9; Roman Catholic, 68; Spiritualist, 3; Universalist, 6; Miscellaneous, 33.

The Boston Department Stores Used More Space In
THE GLOBE
During the Year 1921
Than in Any Other Boston Paper

In the year 1921, the Boston Globe printed **3,170,368** lines of department store advertising, leading the second Boston newspaper (having Daily and Sunday editions) by **441,577** lines.

To cover the Boston trading territory, put the Globe first on your list.

Of the Total Daily Circulation of the Boston Globe, **69.7** percent is in the Metropolitan Boston District, **81.4** percent is in the 30-mile circle about Boston, and **87** percent is within the 50-mile district about Boston.

Of the Total Sunday Circulation of the Boston Globe, **54.1** percent is in the Metropolitan Boston District, **70.1** percent is in the 30-mile circle about Boston, and **81.3** percent is within the 50-mile district about Boston.

EDITOR & PUBLISHER
~ SPACE BUYERS CHART ~

Survey in Three Parts—Part 2
BOSTON, MASS.

Wholesalers

Grocers	83	Tobacco	25
Fruit	119	Men's Furnishings	9
Meats	40	Millinery Goods.....	46
Drugs	16	Clothing	71
Fish	86	Dry Goods	76
Shoes	173	Hardware	33
Stationers	11	Hats & Caps.....	12
Furriers	2	Confectioners	91

Residential Features

The residents of Municipal Boston occupy almost exclusively fine apartments in the better sections and "tenements" and small apartments in the poorer districts.

The largest number of "tenements" (some of the familiar "3-Deck" classification) are in North End, West End, South End, part of Charlestown, Roxbury, Dorchester, South Boston and East Boston.

The better class of apartments are in Dorchester, West Roxbury, Hyde Park, Jamaica Plain, Brighton and Back Bay Section.

Other sections having individual homes and in some cases large estates are Milton, Dedham, Wellesley, Lincoln, Lexington, Winchester and Weston.

Trading Area

For the purpose of securing an accurate outline for the Trading areas of Boston the representatives of Editor and Publisher consulted the advertising managers of three largest retail establishments, several departments which keep an accurate check upon sales and deliveries of merchandise, both by person and mail, and several other reliable sources.

The areas indicated on the map accompanying this survey are divided into four classifications: First, the territory from which the retail establishments of metropolitan Boston derive their daily support; second, the area

from which the stores secure what is termed "Once a Week" business (thousands of people living in this area are accustomed to make weekly trips to Boston for business and pleasure); third, the "Once a Month" area, a wider and not so thickly populated territory, but one where large sales are made because the patrons of the Boston stores who live in this territory are usually large buyers on these monthly or twice a month visits to the metropolitan center; fourth, the "Seasonable and Mail Order Territory," the area from which business is secured by mail or because of once a season (in some cases once a year) visits to Boston on the part of people living in extreme northern and western parts of New England. These latter customers of Boston establishments buy in large quantities, often a whole season's supply of clothing and other necessities, in one order.

The first or "Daily Area" boundary line extends on the north from Rockport, Mass., on the coast, directly west to Nashua, N. H. From this point the boundary line swings in a half circle south through Fitchburgh, Mass., Worcester, Mass.; smaller towns of northeastern Rhode Island, southeast to Fall River and east to the coast at a point just south of Plymouth. These boundaries are based upon the transportation facilities which enable buyers to visit Boston by steam train and trolley in an hour or less, thus making it possible for shoppers to come to Boston in the morning and return in the afternoon, or, in some cases, before lunch hour. From this area the largest Boston stores derive their daily support and to each corner of the territory is maintained exceptionally fine delivery service.

The second, or "Once a Week" area extends north to a point on the coast near Kennebunk, Me. The northern limits of this area circle west and south to Concord, N. H., thence to Winchendon, Mass., and south across the Connecticut boundary to Thompson, Conn. From this point the area extends southeast to Providence, R. I., and then east to almost the same point as the end of the "Daily Area."

The third or "Once a Month" area, because of fine railway accommodations, extends north in Maine to a point on Penobscot Bay, just north of Northport. The fact there is a daily steamboat line from Boston to Bangor during the summer and in winter as long as navigation is open, has a stimulating effect upon business from this section. From this point the "Once a Month" area extends southwest through Auburn and Lewiston to a point just beyond Lehanon. From there the boundary extends west just north of Concord, N. H. to Claremont, N. H. From there the Western limits of the territory follow close along the Connecticut River to Springfield, Mass. From this point the area extends southeast through Stafford Springs, Conn., Ashford, Conn.; Sterling, Conn.; across Rhode Island to Newport and east along the coast to Cape Cod.

The fourth or "Seasonable and Mail Order" area includes all of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and about one-half of Connecticut. The southwestern boundaries run diagonally across Connecticut from New London to Norfolk and No. Canaan, passing through Hartford.

These areas have been rechecked by the Boston Chamber of Commerce, sales promotion departments, advertising managers and others thoroughly familiar with New England business conditions, retail merchandising in Metropolitan Boston, transportation facilities and general conditions, which have a tendency to make Boston the natural wholesale and retail trade magnet of New England.

Suburban and Farm Residents

The Metropolitan District of Boston, according to the 1920 Census, includes the following cities and towns:

	Miles	1915	1920
	From	State	Govt.
Essex County	Boston	Census	Census
Lynn (city)	4 1/2	95,803	99,148
Marblehead (town)	9 1/2	7,606	7,324

Retail Outlets for Nationally Advertised Products

	Municipal Boston	Metropolitan Boston		Municipal Boston	Metropolitan Boston		Municipal Boston	Metropolitan Boston
Automobile			Confectioners	460	821	Furriers	108	118
Makes of Passenger Cars	90	90	Delicatessen	183	215	Fruit	569	903
Makes of Trucks. 42	42	42	Dress Makers	1266	2065	Garages	216	645
Makes of Tires. 62	62	62	Druggists	357	770	Grocers	2227	4768
Makes of Parts. 298	298	298	Dry Goods	402	826	Hardware	199	410
Bakers	411	797	Department Stores	11	35	Hats and Caps	59	184
Cigar Stores	329	503	Electrical Supplies	213	297	Jewelers	276	396
Cloaks and Suits. 222	222	269	Florists	122	366	Ladies' Tailors	181	228
Clothing	263	377	Furniture	195	372	Meat Markets.....	1026	1772

Morning Newspapers				Evening Newspapers			Sunday Newspapers				
Advertiser	Globe	Herald	Post	American Traveler	Christian Science Telegram	Monitor	Globe Transcript	Advertiser	Globe	Herald	Post

The Remarkable Giant Newspaper of Boston

Net Paid Circulation For June 425,135

Sold every Sunday in 1274 New England cities and towns and villages.

60,000 more circulation than any other Boston Sunday newspaper. Greatest of all Boston Sunday circulations and every copy sold at 10 cents, or more.

The circulation that every Boston Publisher envies.

Boston Sunday Advertiser

For quick advertising contact communicate with

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82 Boylston Street
Boston

W. W. CHEW
American Circle Building
New York

E. A. HOLMAN
Monadnock Building
San Francisco

W. H. WILSON
909 Hearst Building
Chicago

EDITOR & PUBLISHER
SPACE BUYERS CHART

Nahant (town)	4	1,387	1,318
Peabody (city)	10	18,625	19,552
Salem (city)	9½	37,200	42,529
Saugus (town)	5	10,226	10,874
Swampscott (town)	8	7,345	8,101
MIDDLESEX COUNTY			
Arlington (town)	3	14,889	18,665
Belmont (town)	2	8,081	10,749
Cambridge (city)	borders	108,822	109,694
Everett (city)	borders	37,718	40,120
Framingham (town)	10	15,860	17,033
Lexington (town)	5	5,538	6,350
Lincoln (town)	7	1,310	1,042
Malden (city)	3	48,907	49,103
Medford (city)	3	30,509	39,038
Melrose (city)	4	16,880	18,204
Natick (town)	7½	11,119	10,907
Newton (city)	borders	43,113	46,054
Sherborn (town)	8	1,696	1,558
Somerville (city)	borders	86,854	93,091
Stoneham (town)	5	7,489	7,873
Wakefield (town)	7	12,781	13,025
Waltham (city)	4	30,154	30,915
Watertown (town)	borders	16,515	21,457
Wayland (town)	7	2,033	1,935
Weston (town)	4	2,342	2,282
Winchester (town)	5	10,005	10,485
Woburn (city)	7	16,410	16,574
NORFOLK COUNTY			
Braintree (town)	4	9,343	10,580
Brookline (town)	borders	33,490	37,748
Canton (town)	borders	5,623	5,945
Dedham (town)	borders	11,043	10,792
Dover (town)	3	999	867
Medfield (town)	6½	3,648	3,595
Milton (town)	borders	8,600	9,382
Needham (town)	borders	6,542	7,012
Norwood (town)	4	10,977	12,627
Quincy (city)	borders	40,675	47,876
Randolph (town)	5	4,734	4,756
Sharon (town)	7	2,468	2,467
Walpole (town)	7	5,490	5,446
Wellesley (town)	4	6,439	6,224
Westwood (town)	2	1,448	1,358
Weymouth (town)	5	13,969	15,057
SUFFOLK COUNTY			
Chelsea (city)	borders	43,426	43,184
Revere (city)	borders	25,178	28,823
Winthrop (town)	borders	12,758	15,455

The Metropolitan District or "Greater Boston" as determined by the State of Massachusetts, only includes 40 municipalities, 14 cities and 26 towns, while the Federal Census includes 16 cities and 33 towns.

AS EDITOR & PUBLISHER did not wish to publish facts and figures which in some cases might conflict with the publicity already issued by local organizations, which is based on the State definition of Metropolitan Boston, it is to be noted that all Metropolitan facts and figures in this chart are based on the Federal Government's definition of Metropolitan Boston.

Principal Industries

MASS. STATE CENSUS 1920		
No. of establishments	2,638	4,471
Capital invested	\$369,401,351	\$846,928,136
Value of stock and materials used	408,240,824	814,021,722
Amount of wages paid during year	114,669,170	267,111,086
Average number of wage earners	89,776	207,066
Value of product	\$674,344,180	1,421,528,434

Note—(N. S.) not shown for Metropolitan Boston.

Artificial limbs, auto bodies and parts, awnings, tents and sails, blackings, stains and dressings, boot and shoe cut stock and findings, boots and shoes, boxes, paper, brass, bronze and copper products, canning and preserving, cleansing and polishing preparations, clothing, men's, clothing, women's coffee and spices, roasting and grinding, confectionery, ice cream, copper, tin and sheet iron products, cotton goods, cutlery and tools, electrical machinery, apparatus and supplies, flavoring extracts and syrups, food preparations, foundry and machine shop products, fur goods, furnishing goods (men's), furniture, hardware, hats and caps, jewelry, knit goods, leather goods, lumber, planing mill products, musical instruments, paints and varnishes, paper goods, patent medicines and compounds, printing and publishing, refrigerators, rubber goods, show cases, signs and advertising novelties, soap, stationery goods, structural ironwork, surgical appliances, suspenders, garters and elastic woven goods, tobacco manufacture, trunks and valises, window, door screens and weather strips, window shades and fixtures, wirework.

Special Information

Within 25 miles of Boston are more shoe factories than in any other section of similar size in the country. Boston is the greatest market in the world for boots and shoes. Practically half of all the rubber boots that are made, are manufactured in Eastern Massachusetts. Boston is the leading market in the U. S. A. for cotton and woolen textiles. Boston leads the country as a wool market and in importations of wool. Boston is the headquarters of the industry which manufactures practically all the shoe machinery used in this country.

Survey in Three Parts—Part 3
BOSTON, MASS.

factures practically all the shoe machinery used in this country.

Value of exports from Boston, during calendar year ending December 30th, 1921, was \$60,655,077.

In the same year the value of imports was \$164,867,888. Boston ranked second in the whole country in the volume of imports.

Boston is the greatest fresh fish market in the world.

Total pounds of fresh fish landed in year 1921, 104,277,324. Value of same was \$4,183,759 (wholesale). Haddock (1st) 55,241,726 lbs. Halibut (3rd) 3,808,468 lbs. Cod ... (2nd) 32,308,915 lbs. Hake ... (4th) 2,959,902 lbs.

Also large quantities of pollock, mackerel, swordfish, cusk, lobsters, smelts.

Retail Section

In Metropolitan Boston there are many retail sections. Each of the 49 towns and cities has its own shopping center or centers. Of course, the largest and therefore most attractive shopping districts are in the heart of Boston or close to its borders.

The principal shopping center is in a district about 1½ miles long and ¼ mile wide. In this section are the shops, theatres, banks, etc., of far-famed Washington St., Tremont St., Boylston St., Summer St., Winter St., West St., Temple Place and Park Square section.

There is a busy retail and wholesale marketing district on Dock Square, Blackstone St., North Market St., South Market St., Clinton St. (including "Faneuil Hall" and Quincy markets).

In the "West End" there is a retail district at Scollay Square, Bowdoin Square, Tremont Row and Hanover St., totalling about a mile. In the "North End" there is another retail district of five or six blocks on Hanover St., Haymarket Square and radiating streets. South Boston has a shopping district about one mile on West Broadway, Dorchester St., and Andrew Square.

In Dorchester there are a group of stores at Uphams Corner, Fields Corner, Grove Hall, Meeting House Hill, Dorchester Center, Neponset, Ashmont and Mattapan. In Roxbury district there is a retail section on Washington St., Blue Hill Ave., and Dudley St. At Roxbury Crossing the retail section is at Columbus Ave. and Tremont St.

In Charlestown there is a busy section on Bunker Hill St., Main St., and City Square, about one mile long.

The principal shopping center of Allston-Brighton District is on Brighton Ave., Harvard Ave. and Commonwealth Ave. Brookline (the richest section in Metropolitan Boston) has a retail section at Brookline Village and at Coolidge Corner. The Jamaica Plain section is ½ mile on Center St. The East Boston principal retail section is on Central Square, Meridan St. and at Orient Heights.

NOTE.—The facts and figures in this chart were secured from the Bureau of Information, Boston Chamber of Commerce; the office of the Superintendent of Schools; State Library; of State Bank Commissioner; office of State Board of Education; Boston Bureau of Statistics; office of Licensing Department; office of State Department of Labor and Industries; Census of Manufacturers; Census of Population; Maritime Bureau, Chamber of Commerce; Bureau of Foreign and Domestic Commerce; Boston Fish Bureau; State Dept. of Public Utilities; Advertising and Merchandising managers of three of Boston's largest retail establishments and numerous other reliable sources.

Boston Daily Advertiser Pictorial

Boston's Only Picture Newspaper

Published every morning—six days a week

Over 100,000 Circulation Every Morning

The most distinctive circulation ever gathered by any Boston newspaper—a circulation made with pictures.

If your advertising copy has the Picture Appeal use the big Boston Daily Advertiser pictorial circulation that has been gathered with Picture Appeal.

Boston Daily Advertiser Pictorial dominates 100,000 circulation with pictures.

For quick advertising contact communicate with

R. C. MILLS
82 Boylston Street
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San Francisco

W. H. WILSON
909 Hearst Building
Chicago

EDITOR & PUBLISHER
SPACE BUYERS CHART

WORCESTER, MASS.

City Classed as Industrial, Educational and Jobbing Center

Population

1910 Census	145,986
1920 Census	179,754
A. B. C. City	179,754
A. B. C. City and Suburban	328,924
Chamber of Commerce, City	190,000
Chamber of Com., City and Sub	350,000
Native Whites.....69.5%	Students
Negroes	English reading.....90%
Foreign born.....29.7%	Home owners (Fam.)39,230
Industrial Workers, 49,000	Dwellings
or	Summer residents....Few

Banks

Savings	5	Resources.	\$101,655,249.65
Trust Companies	2	Resources.	44,685,018.00
National	2	Resources.	29,210,965.15
Co-operative	4	Resources.	6,807,182.39

Worcester has four insurance companies—one life and three mutual fire insurance, whose total assets are approximately \$70,000,000 with a total surplus of over \$5,000,000.

Schools

Public Grade.....72	Pupils.....	26,124
High	Pupils.....	3,930
Trade	Pupils.....	880
Parochial.....11	Pupils.....	6,067

Worcester is the seat of Clark University, Holy Cross College, Worcester Polytechnic Institute, Worcester Academy, Assumption College, Massachusetts State Normal School, Worcester Boys' Trade School and Worcester Girls' Trade School.

In the Evening Schools Worcester has 5,200 students enrolled.

Worcester has one of the largest and best equipped private day schools in New England, also several other excellent private and business schools.

Theatres

1 legitimate, 1 burlesque, 2 motion picture and vaudeville, 10 motion picture exclusively. Largest seats 3,000. Seven average 700 seats. Total 17,200 seats.

Retail Outlets for Nationally Advertised Products

Auto (Passengers). 55	Confectioners	116	Florists	22	Hats and Caps... 16	Opticians	15
Auto (Truck).... 19	Delicatessen	1	Fruits	27	Jewelry	30	Photographers ..
Auto (Tires) Agys 73	Dress Makers.....227	Furniture	34	Ladies' Tailors... 10	Pianos	13	Restaurants
Auto (Parts) Agys 73	Druggists	56	Furriers	6	Meat Markets...157	Shoe Dealers.... 50	Sporting Goods... 6
Bakers	Dry Goods..... 77	Garages	61	Men's Furnishings 19	Merchant Tailors.176	Stationers	14
Cigar Stores.... 36	Department Stores 5	Grocers	665	Milliners	31		
Cloaks and Suits.. 17	Electrical	25	Hardware	31	Milliners	39	
Clothing	Electrical	25					

NOTE — Facts and figures were secured from Chamber of Commerce, Banks, Schools, Theatres, Business Men and other sources.

Churches

Baptist, 17; Congregational, 19; Catholic, 19; Methodist, 9; Lutheran, 8; Jewish, 8; Episcopal, 5; Universalist, 2; Presbyterian, 1; Spiritual, 2; and 15 other churches.

Location

Worcester is situated near the center of Massachusetts and in the center of Worcester County. Three railroads enter Worcester mainline of Boston & Albany R. R. Worcester-Portland Division and Worcester-Winchendon Division of Boston and Maine R. R. and Worcester-Providence and Worcester-Norwich Divisions of New York, New Haven and Hartford R. R. Eleven interurbans serve Worcester running to Fitchburg, Boston, Springfield, Woonsocket and intermediate points. Motor express to Boston and New York.

Principal Industries

Steel, wire, machine tools, wire goods, grinding wheels, carpets, rugs, leather and leather goods, corsets, shoes, envelopes, woolens, skates, wall paper, vacuum cleaners, valentines, looms, steam and electric cars, automobiles, automobile parts, firearms, boilers, elevators, stereotype blankets, clippers, sprinkler systems, wrenches, crankshafts, textile machinery, wool-spinning machinery, chains.

Worcester is a Metal Trades city. Lathes, tools, machinery, constitute its principal product. Skilled workers in steel predominate. Tool-makers, machinists, designers, draftsmen, mechanical engineers make up the bulk of Worcester's factory workers.

Special Information

Worcester has a plant that manufactures 90 per cent of the automobile crank shafts made in America.

Worcester has a plant turning out 75 per cent of all the automobile and bicycle chains made in the United States.

Worcester is the largest inland manufacturing city in the world, not on a waterway.

Worcester has one of the largest loom manufacturing plants in the world.

Number of establishments	618
Persons engaged in manufactures	45,825
Proprietors and firm members	446
Salaried employees	6,706
Wage earners (average number)	38,673
Capital	\$182,520,000

Services	57,315,000
Salaries	12,875,000
Wages	44,440,000
Materials	106,181,000
Value of products	208,706,000
Value added by manufacture	102,525,000

Suburban and Farm Residents

The principal cities and towns in the Worcester trading area are Fitchburg, 41,029; Gardner, 16,971; Leominster 19,744; Clinton, 12,979; Hudson, 7,607; Grafton, 6,887; Millbury, 5,653; Webster, 13,258; Southbridge, 14,245; Milford, 13,471; Marlboro, 15,023; Ware, 2,585; Warren, 3,467; Sturbridge, 1,573; Sutton, 2,578.

Wholesale Houses

Groceries	21	Dry Goods	4
Meats	7	Electrical	1
Fruits	7	Drugs	2
Confectioners	9	Furniture	1
Shoes	4		

Retail Section

The principal shopping center is about 1 1/4 miles long on Main, Front, Shrewsbury and Pleasant Sts. Here are situated large department stores, specialty houses, theatres, banks, restaurants, etc. The smaller stores are located on the adjoining blocks of eight or ten side streets.

There is an Italian trading center about 1/4 miles long on Shrewsbury Street 3/4-mile from the heart of city. The Quinsigamond District has a Swedish shopping center about 1/2-mile long.

There are two neighborhood sections about 1/4 mile each on Webster St. and at Greendale.

Residential Features

There are many "3-Deck" apartment houses of the better grade. There are few large apartments and no slum or strictly "tenement district."

The census shows that there are 19,337 dwellings with 39,230 families living in them.

Trading Area

The Worcester trading area is one of the largest and most prosperous in the state. It is thickly populated and transportation by steam train and trolley is exceptionally good all year. Fine motor roads throughout the territory help to stimulate business among the centrally located stores as indicated by their size and general good business. The trading population is estimated at 450,000 people in an area that reaches north as far as Fitchburg, Gardner and Winchendon, east as far as Milford, Marlboro and Hudson; south beyond the state line to Putnam, Conn., and west beyond Southbridge, Warren, Hardwick and Athol. The western boundary of the area follows close to the county limits.

Newspapers

Telegram (Morn.)	Gazette (Eve.)
Telegram (Sunday)	Post (Eve.)

WORCESTER and Worcester County, with a population of about half a million, can be covered thoroughly and very effectively through the **TELEGRAM-GAZETTE** with a circulation of over 75,000 in that territory.

There are probably few, if any, cities in the whole country of this size that can be covered so cheaply.

Not only does the **TELEGRAM-GAZETTE** blanket the City of Worcester, but it is the only paper going into the surrounding towns in Worcester County.

An example of how the **TELEGRAM-GAZETTE** predominates over the other Worcester paper is shown by the advertising figures. During the year 1921

The TELEGRAM-GAZETTE carried 14,449,778 lines
The Other Paper - - - - - 4,731,165 lines
10,000,000 lines lead in advertising certainly establishes it in
first position without question.

Besides this, the **TELEGRAM-GAZETTE** has three times the circulation of the other paper and also publishes the only Sunday newspaper in Worcester.

PAUL BLOCK, Inc.

Foreign Advertising Representatives

NEW YORK

CHICAGO

BOSTON

DETROIT



LOWELL, MASS.

City Classed as Industrial.

Population

1910 Census	106,294
1920 Census	112,759
Chamber of Commerce, City	125,000
Chamber of Commerce, City and Suburban	175,000
Native Whites	66.0%
Negroes	0.2%
Foreign Born	33.7%
Students	900
Industrial Workers	28%
English Reading	87%
Home Owners (Fam.)	25,034
Summer Residents	None

Banks

Savings	7	Resources..	\$57,917,588.61
Trust Companies	2	Rresources..	7,011,081.00
National	4	Resources..	13,357,756.01
Co-operative	3	Resources..	3,886,849.63

Schools

Public Grade	45	Pupils	11,198
High	1	Pupils	1,687
Vocational	2	Pupils	290
Parochial	17	Pupils	8,564
Colleges	—		

The Lowell Textile School teaching the theory and practical art of textile and other kindred industry is located here. Also a State Normal School and Rogers Hall School for Girls and Notre Dame Academy for Girls. The Evening Elementary School has an enrollment of 977 and the Evening High School an enrollment of 1,381.

Theatres

Lowell has one theatre devoted to stock, one vaudeville and motion picture and six motion picture theatres exclusively. Total seating capacity, 9,300.

Location

Lowell is located 25 miles north of Boston at the conflux of the Merrimack and Concord Rivers and is the county seat of Middlesex County. It is served by the Southern and Portland divisions of the Boston & Maine

R. R. and Framingham Branch of the New York, New Haven and Hartford R. R. Interurban service to Lawrence, Nashua, Boston and Ayer connecting for more distant points. Auto express to Boston.

Principal Industries

Cotton cloth, hosiery and knit goods, sail cloth, leather goods, magnetos, medicines, plush, phonograph needles, split pulleys, muslin underwear, shoes, tire duck, soda-water, woolen and worsted goods, machinery, artificial flowers, ammunition, belting, bobbins, boilers, boxes (wood and paper), brooms, brushes, bunting, carpets and rugs, karbolith flooring, chemicals, confectionery, dolls, dyeing and finishing of textiles, electrical machinery, felt goods, glue, leather tanning, mattresses, monuments and stone working, neckwear, perfumes and cosmetics, structural iron work, wire rope, scales, pneumatic tubes and gravity carriers.

Special Information

Lowell is the home of one of the largest hosiery and underwear factories in the United States; the largest upper leather factory in the world; the great cotton and woolen factories providing the highest grades and finest qualities of cotton and woolen piece goods, making annually enough cloth to go around the world seven times.

Manufactures' Summary of the City

Number of establishments	291
Persons engaged in manufactures	32,139
Proprietors and firm members	236
Salariated employees	1,792
Wage earners (average number)	30,111
Capital	\$114,941,000
Services	33,964,000
Salaries	4,099,000
Wages	29,865,000
Materials	76,993,000
Value of products	137,802,000
Value added by manufacture	60,809,000

Churches

Baptist, 11; Christian Science, 2; Congregational, 9; Episcopal, 2; Evangelical, 1; Jewish, 3; Lutheran, 1; Methodist Episcopal, 5; Methodist, 2; Presbyterian, 2; Roman Catholic, 15; Universalist, 2; miscellaneous, 12.

Suburban and Farm Residents

The most important cities and towns in this area include Collinsville, 1,352; Ballardvale, 692; Westford, 3,170; Chelmsford, 5,682; Billerica, 3,646; Dracut, 5,280; Dunstable, 353; North Chelmsford, 2,093.

Wholesale Houses

Groceries	8	Dry Goods	1
Meats	9	Tobacco	3
Fruits	3	Electrical	1
Confectioners	8	Hardware	—
Shoes	—	Auto Supplies	2

This is a great distributing center for northeastern Massachusetts. Nationally advertised goods are well distributed. Nearness of these houses to larger supplies in Boston is a decided advantage.

Retail Section

The principal shopping section extends two miles on Merrimack and Central streets and eight or ten small side streets. The Centralville section half mile from center extends a 1/2 mile on Bridge street.

The Greek section half mile from center of city extends a 1/4 mile on Market street.

There is a French section also about a half mile from center.

Residential Features

Practically all one and two family houses. A limited number of "3-Deck" structures. A few large apartments. The census shows 17,488 dwellings and 23,034 families.

Trading Area

Lowell's trading area is large, prosperous, thickly populated and only the extreme outer edge territory shares its trade with neighboring cities. On the south this area extends to Bedford, southwest to Ayer, west nearly to Dunstable, north into New Hampshire as far as Nashua, Canopic Lake, Windham and Salem depot, east half way to Lawrence and southwest to Wilmington. Fine transportation facilities enable the people to make frequent shopping trips to the attractive stores of Lowell.

Retail Outlets for Nationally Advertised Products

Auto (Passengers)	40	Confectioners	70	Florists	15	Hats and Caps	16	Opticians	14
Auto (Truck)	10	Delicatessen	2	Fruits	36	Jewelry	27	Photographers	19
Auto (Tires) Ags.	45	Dress Makers	176	Furniture	30	Ladies' Tailors	4	Pianos	15
Auto (Parts) Ags.	51	Druggists	46	Furriers	11	Meat Markets	90	Restaurants	79
Bakers	67	Dry Goods	49	Garages	42	Men's Furnishings	16	Shoe Dealers	44
Cigar Stores	20	Department Stores	4	Grocers	463	Merchant Tailors	81	Sporting Goods	4
Cloaks and Suits	17	Electrical	12	Hardware	18	Milliners	40	Stationers	5
Clothiers	31								

NOTE: Facts and figures were secured from Chamber of Commerce, Supt. of Schools, Banks, Theatres, Business Men and other reliable sources. **Newspapers** Leader, Sun (Eve.) Telegram (Sunday), Courier-Citizen (Morn.).

The Trading Territory of Lowell, Mass.

Local and suburban, from the heart of the city to its outside limits, is reached in the distribution of

THE LOWELL COURIER-CITIZEN and THE LOWELL EVENING LEADER.

Morning and evening newspapers, largely distributed by office carrier service, without duplication, into homes of those who appreciate good products and have ability to buy them.

Combined Circulation

City 16,007. Suburban 3,588. Country 905—Total 20,500. The largest and most influential circulation in this district.

Published by the
Courier-Citizen Newspaper Co.
LOWELL MASS.

General Advertising Representatives
Bryant, Griffith & Brunson, Inc.
New York Chicago Boston Atlanta
225 Fifth Ave. Peoples Gas Building Grant Building
Street



LAWRENCE, MASS.

City Classed as Industrial

Population

1910 Census	85,892
1920 Census	94,270
A. B. C. City	94,270
A. B. C. City and Suburban.....	123,314
Chamber of Commerce, City.....	98,000
C. of Commerce, City and Sub.....	140,000
Native Whites.....58.3%	Industrial Workers ..40%
Negroes.....0.2%	English Reading86%
Foreign Born.....41.4%	Home owners (Fam-)
Students.....None	ilies.....19,715
	Summer residents, None

Banks

Savings	3	Resources..	\$38,697,482.66
Trust Companies	3	Resources..	21,618,930.20
National	1	Resources..	4,094,217.17
Co-operative	3	Resources..	2,973,666.16

Schools

Public Grade	30	Pupils.....	10,561
High	1	Pupils.....	1,461
Parochial	1	Pupils.....	215
Colleges	11	Pupils.....	5,820

Theatres

Lawrence has one theatre playing stock, one vaudeville and motion picture, and seven motion picture theatres exclusively. Total seating capacity, 11,000.

Location

Situated 26 miles north of Boston on the Merrimack River. It is served by the Portland Division, Manchester & Lawrence Branch and Lowell and Lawrence Branch of the Boston and Maine Railway. Interurban service to Boston, Lowell, Haverhill, Nashua and Salem, N. H. Auto express to Boston, Lowell, and Haverhill.

Principal Industries

Woolen fabrics, cotton fabrics, coated paper for national magazines, fabric printing, rugs, automobile wheels, artillery wheels, wagon wheels, bobbins, loom shuttles, fibre tool handles and loom pickers, braids and narrow fabrics, picker straps, roof joints, linen thread, druggists' sundries, shoes, wooden heels, chemicals, machine and woodworking shops, fibre board and various products of foundries.

Special Information

New England's greatest textile centre, second to Philadelphia, in the country in textile manufacture. Has largest print works and worsted mills in the world. Mills cover 400 acres.

Manufactures Summary of the City

Number of establishments	194
Persons engaged in manufactures.....	31,940
Proprietors and firm members.....	143
Salaried employees	1,478
Wage earners (average number)	30,319
Capital	\$171,478,000
Services	36,692,000
Salaries	4,330,000
Wages	32,362,000

Materials	110,959,000
Value of products.....	183,449,000
Value added by manufacture	72,490,000

Churches

Baptist, 6; Congregational, 6; Episcopal, 3; Jewish, 3; Methodist Episcopal, 6; Presbyterian, 2; Roman Catholic, 14; Scientist, 1; Unitarian, 1; Universalist, 1; Misc., 11.

Suburban and Farm Residents

The important cities and towns in this area are Methuen, 15,139; N. Andover, 6,265; Andover, 8,268; Ballardvale, 692; Boxford, 588; Pelham, 503; Reading, 7,439, and Derry and Salem in New Hampshire.

Wholesale Houses

Groceries	12	Tobacco	1
Meats	8	Confectioners	5
Fruits	3		

Retail Section

The principal shopping center is about two miles long on Essex St. and Broadway. There are several side streets with small stores and specialty houses and an average number of stores scattered throughout the city.

Residential Features

There is a large number of 6 to 12-family buildings, a few large apartment houses. The census shows 12,700 dwellings and 19,715 families. At Shawsheen, a development of the American Woolen Co. bordering on S. Lawrence is a \$5,000,000 development of one family houses.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 19	Confectioners .. 53	Florists	9	Hats and Caps .. 20	Opticians	12
Auto (Truck) .. 8	Delicatessen .. 7	Fruits	71	Jewelry	33	Photographers .. 14
Auto (Tires) Agys 18	Dress Makers .. 81	Furniture	35	Ladies' Tailors .. 8	Pianos	8
Auto (Parts) Agys 37	Druggists	Furriers	9	Meat Markets .. 73	Restaurants	81
Bakers	Dry Goods	Garages	30	Men's Furnishings 20	Shoe Dealers	58
Cigar Stores .. 40	Department Stores 4	Grocers	414	Merchant Tailors. 94	Sporting Goods... 5	
Cloaks and Suits. 18	Electrical	Hardware	16	Milliners	Stationers	6
Clothing						

Trading Area

The Lawrence trading area is thickly populated and exceedingly prosperous, as shown by the large number of retail stores in every line of trade and the prosperity of each. Lawrence attracts trade from as far north as Nashua, N. H., Windham, N. H., and intervening points. From the south business is attracted from Boxford, Ingalls Crossing, Ballardvale, Andover, and other towns. From the east trade is attracted from East Boxford, Groveland and Bradford. From the west business is drawn from territory about half way to Lowell.

Newspapers

Tribune, Sun-American, Telegram (Eve.).
Eagle (Morn.).
Sun (Sun.).

NOTE— Facts and figures were secured from Chamber of Commerce, Bank Statements, Theatres, Business Men, Superintendent of Schools and others.

THE LAWRENCE EAGLE AND TRIBUNE

COMPLETELY DOMINATE THE FIELD

OVER 17,000 net paid daily

Three times the city circulation and over double the total circulation of second paper.

Lowest rate per line per thousand of circulation.

The leading classified advertising mediums of
Essex county

Members of A. B. C.

BRYANT, GRIFFITH & BRUNSON, Representatives

Boston, New York, Chicago and Atlanta



HAVERHILL, MASS.

City Classed as Industrial

Population	
1910 Census.....	44,115
1920 Census.....	53,884
A. B. C. City.....	53,884
A. B. C. City and Suburban.....	100,000
Chamber of Commerce, City.....	56,000
C. of Commerce, City and Sub.....	100,000
Native Whites..... 74.6%	English reading.... 85%
Negroes..... 0.7%	Home owners (Families)..... 12,814
Foreign born..... 24.7%	Summer residents..... Few
Students..... 500	
Industrial workers.. 31%	

Location
Haverhill is located on the Merrimack River, 33 miles north of Boston. It is served by the Portland Division of the Boston and Maine R. R. Interurban service to Boston, Lowell, Lawrence, Georgetown, Newburyport, Nashua, Portsmouth and other points. Auto express to Boston.

Churches
Baptist 5, Congregational 7, Episcopal 2, Methodist 3, Catholic 6, Jewish 2, Universalist 1 and 10 other denominations.

Principal Industries
Shoes, slippers, paper and wooden boxes, boxboard, woolen cloth, hats, overalls, wood heels, salad dressing, shoe patterns, shoe racks, shoe trimming, shoe machinery, soles, tops and stiffening.

Suburban and Farm Residents
The most important cities and towns in this area are: Ward Hill 432, Bradford, Groveland 2,650, Byfield 918, Merrimack 1,965, Georgetown 2,004, Boxford 588, Newburyport 15,618, Amesbury 10,036.

Banks	
Savings..... 3	Resources .. \$19,432,753.35
Trust Companies..... 1	Resources .. 3,706,673.13
National..... 4	Resources .. 14,813,894.05
Co-operative..... 2	Resources .. 3,463,304.49

Manufactures Summary of the City

Number of establishments.....	405
Persons engaged in manufactures.....	17,833
Proprietors and firm members.....	407
Salaried employees.....	1,643
Wage earners (average number).....	15,783
Capital.....	\$39,602,000
Services.....	22,122,000
Salaries.....	3,770,000
Wages.....	18,352,000
Materials.....	57,218,000
Value of products.....	96,277,000
Value added by manufacture.....	39,059,000

Wholesale Houses

Groceries..... 6	Tobacco..... 3
Meats..... 7	Confectioners..... 3
Produce..... 6	

Schools

Public Grade..... 31	Pupils..... 6,338
High..... 1	Pupils..... 1,675
Parochial..... 3	Pupils..... 1,807

Bradford Academy with 500 students.

Retail Section
The principal business section extends about a mile on Merrimack, Main and Washington Sts. and on parts of a few cross streets.

Theatres
Haverhill has one theatre devoted to stock, one vaudeville and motion picture and three motion picture theatres exclusively. Total seating capacity 4,200.

Special Information
160 boot and shoe factories located in city. Haverhill produces 20,000,000 pairs of shoes a year. Value of product, \$90,000,000. Invested capital \$34,000,000. Haverhill is the center for the cutting of soles, heels, top lifts, shanks and counters. More than 3,000,000 square feet of floor space devoted to manufacture of shoes alone.

Residential Features
One family homes predominate. Several very fine apartment houses. Large proportion of residents are home owners. There are 9,125 dwellings containing 12,814 families.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 25	Clothing..... 22	Electrical..... 12	Hardware..... 11	Milliners..... 19
Auto (Truck).... 10	Confectioners..... 24	Florists..... 7	Hat and Caps.... 10	Opticians..... 13
Auto (Tires) Agys 25	Delicatessen..... 1	Fruits..... 25	Jewelry..... 15	Photographers..... 12
Auto (Parts) Agys 25	Dressmakers..... 30	Furniture..... 15	Ladies' Tailors... 5	Pianos..... 4
Bakers..... 14	Druggists..... 24	Furriers..... 2	Meat Markets.... 30	Restaurants..... 62
Cigar Stores..... 14	Dry Goods..... 26	Garages..... 23	Men's Furnishings 14	Shoe Dealers..... 29
Cloaks and Suits.. 8	Department Stores 3	Grocers..... 131	Merchant Tailors. 47	Sporting Goods... 2
				Stationers..... 8

Trading Area
Haverhill trading area is thickly populated. It extends on the east to Newburyport, northeast to Amesbury, north into New Hampshire beyond Newton, west into New Hampshire to Windham Depot and Salem, south to Ward Hill about half way to Lawrence and to Boxford and Georgetown.

NOTE: Facts and figures were secured from W. E. Hartwell, Jr., Secretary Chamber of Commerce, schools, banks, theatres and other sources.

Newspapers
Gazette (Eve.).

National Advertisers! — In HAVERHILL

Massachusetts, on the Banks of the Merrimack River,

EVERYBODY READS

Every Working Day, In Every Week, The

Haverhill EVENING Gazette!

(MASS.)

The ONLY Daily Newspaper
That THOROUGHLY Covers—Serves Its Whole Territory

HAVERHILL, Massachusetts, has a steadily GROWING population, a large percentage of whom are HOME OWNERS—the BEST buyers! It is a leading shoe manufacturing center, with splendid shipping facilities. Haverhill shoe operatives are the most skilful—the highest paid—

they are GOOD SPENDERS! Haverhill is the TRADING CENTER for scores of towns within a radius of 18 miles, with a Greater Haverhill population of MORE THAN 100,000! National Advertisers who demand RESULTS, should, when making up their Daily Newspaper lists, include and

Use The HAVERHILL GAZETTE, A Home Paper, with A. B. C. Guaranteed
Circulation and an Exceptionally LOW RATE!

Special Representative—THE JULIUS MATHEWS SPECIAL AGENCY—Boston, New York, Chicago



Photo by Keystone

Massachusetts has beauty as well as wealth. Probably no other state in the east offers such great natural conditions for persons seeking a healthful and beautiful place to play. That is why the state is one of our leading vacation spots.

**STATE OF MASSACHUSETTS—
INDUSTRIAL GIANT**

(Continued from Page IV)

long to that commonwealth. Boston stands supreme in this country as a market for fresh fish, and Gloucester in the production of salt fish. The fresh fish catch in Boston totals more than 118,000,000 pounds annually, while Gloucester cures more than 218,891 quintals of cod and other ground fish annually.

Both ship building and lumber industry hold an important place in the business life of Massachusetts.

The commonwealth has seriously taken up the forestry question and is today harvesting her timber as her other crops instead of cutting it without regard to the future. The annual cut in the state reaches approximately 2,000,000 feet.

Massachusetts can not boast of the diversified mineral wealth of some of the other states of the Union, although her output of granite was exceeded only by Vermont, and handsome brown sandstone is quarried in the Connecticut Valley. Some marble and limestone is also taken out and in at least one county, Berkshire, there are deposits of iron ore.

No other state in the Union approaches Massachusetts in highway improvement and under the laws of the state, county districts have been given assistance in building good roads.

The state can boast of more than 9,000 miles of highly improved highways. When we stop to consider the total area of Massachusetts is only a little over 8,000 square miles and the total mileage of rural public roads is 18,660 miles, we can get some idea of the advance the commonwealth has made over other states in the Union on road construction.

The natural resources of Massachusetts are varied and productive of great wealth either directly or indirectly.

Acres of farm land, large dairies, great tobacco plantations and vast orchards contribute largely to the wealth and buying power of central and western Massachusetts. The Connecticut and Merrimack Rivers fed by an unlimited supply of water from northern New England turn the wheels of hundreds of giant factories. While primarily Massachusetts is a great compact workshop with hundreds of thousands of well paid employees, there are other things besides industrial prosperity that tend to make this state one of great spending capacity in the demand of its people for things worth while.

One of these features is the ideal situation and climatic conditions that makes Massachusetts one of our leading vacation spots. Fine, well kept trails and modern hotels tempt the tourist to climb

the Berkshire Hills, while along the eastern coast the sea-swept beaches and rugged northeast coast lure the lover of boating and bathing.

The national wealth that is represented



Photo by Paul Thompson

Water power has played an important part in the industrial prosperity of Massachusetts. Primary horse power of the state's manufacturers is said to be nearly 2,000,000. A large proportion of this is furnished by the natural water ways of the state.

in the homes that dot the Massachusetts coast line and mountain sides is so great and so nationally representative that no advertiser making nation-wide appeal can afford to ignore it in planning his campaign.

The state contains more than 32,000 farms, containing approximately 2,500,000 acres. The farm value of the state is placed by the Government at \$300,471,734. This is an increase of more than \$73,000,000 in 10 years. Of this amount, \$127,653,607 is represented in land value, \$119,934,224 in buildings, and \$19,359,755 in implements and machinery.

The average value per farm in Massachusetts is \$9,389. An increase of 53 per cent in 10 years. The live stock owned and held on Massachusetts farms today is valued at more than \$33,000,000.

Of Massachusetts 43,000 farms, more than 28,000 are operated by their owners, and of this more than 26,000 own the entire farm, leaving only 2,287 farms in the hands of tenants. An unusual record in eastern states.

More than 14,000 of these farms are entirely free from mortgage. The farmers of Massachusetts pay out annually for labor more than \$16,000,000. In this connection it is worthy of note that the farmers also spend approximately \$4,000,000 a year for fertilizer, and more than

\$20,000,000 a year for feed. Of the total number of farmers in the state, 31,880 are white and approximately 23,000 native born.

Dairying is one of the chief agricultural pursuits of Massachusetts farmers, her farms producing more than 76,000,000 gallons of milk annually and more than 2,000,000 pounds of butter and more than 3,000,000 pounds of cheese. The annual value of milk, cream and butter fat sold reaches more than \$25,000,000.

The total value of all Massachusetts farm crops was placed at \$71,088,000 in 1920. The chief crops are potatoes, hay, cranberries, corn, oats, rye, buckwheat and tobacco. Tobacco crop reached a total of more than 15,000,000 pounds and valued at more than \$6,000,000.

Massachusetts stands first among states in the production of cranberries, with an annual crop of approximately 275,000 barrels valued at nearly \$4,000,000 and representing over 63 per cent of the production of the entire country.

For more than a century Massachusetts as a state has kept pace with the country in growth of population. In the number of wage earners and horsepower, particularly in the latter, the Bay state has shown a high consistent growth that probably has not been equaled by any other from the Atlantic seaboard. Between 1909 and 1919, there was a 50 per cent increase in horsepower, and in the five-year period of 1914 to 1919 there was 140 per cent increase in the value of her manufactured products.



Photo by Keystone

Massachusetts boasts of more improved highways in proportion to the actual mileage than any other state in the Union. She is also a leader in highway safety work. Notice the white line that must not be crossed in rounding this dangerous curve.

Despite its small area, Massachusetts stands 6th in trolley mileage, 4th in the number of passengers, and 2nd in the number of cars.

In the use of electric lighting, piped water, as a stronghold of Mutual Savings banks, and a heavy investor in Building and Loan societies, Massachusetts stands a leader.

It is a well-known fact that Massachusetts is one of the leading banking states in the Union. Her money, more than that of any other state in the United States, including New York, has been the foremost factor in financing the development of our Far West.

The money that she has poured into railroad construction, mining, lumbering and electric development throughout the country is truly representative of the potential buying power of the entire state.

Probably there is no better indication of the buying power of the people than their automobile ownership. The number of people per automobile in the United States is said to be 14, and the number of people per automobile in Massachusetts will this year, it is claimed, fall far below that number.

The people of the state owned more than a quarter of a million automobiles last year, and reports show that for the first 6 months of this year, sales increased 35 per cent over the previous twelve months. In fact the response to automobile advertising in the state this year has been so unusual that the advertisers have been wondering where all the money came from.



Photo by Keystone

Half of the fishing boats of the United States are owned in Massachusetts, and Boston is the greatest fresh fish market in the world. The great modern buildings that house the shore activities of the fishing industry cover many city blocks. A group of them is shown above.

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

**SALEM, MASS., and
PEABODY, MASS.**

These places are so closely allied in business, etc., that they present practically one trading area. City Classed as Industrial; Also Trading Center for Popular Summer Resorts.

Population	
1910 Census, Salem	43,697
" Peabody	15,721
1920 Census, Salem	42,529
" Peabody	19,552
A. B. C. City	42,515
A. B. C. City and Suburban	150,000
Chamber of Commerce, City, Salem	43,000
C. of Commerce, City and Suburban, Salem	135,000
Salem Peabody %	
Native Whites	73.2 63.5
Negroes	0.3 0.2
Foreign Born	26.3 36.3
Students	1,800
Banks	
SALEM	
Savings	2 Resources.. \$28,167,495.89
Trust Companies	2 Resources.. 7,634,175.11
National	1 Resources.. 3,224,443.34
Co-operative	2 Resources.. 3,026,461.78
PEABODY	
Savings	1 Resources.. \$6,348,803.15
National	1 Resources.. 2,519,955.05
Co-operative	1 Resources.. 2,267,015.32
Schools	
SALEM	
Public Grade	17 Pupils..... 4,885
High	1 Pupils..... 1,129
Parochial	5 Pupils..... 2,846
Schools Peabody	13 Pupils..... 4,793
Theatres	
In Salem: One stock House, 4 Motion Pictures exclusively. Total seats, 5,200; largest, 1,500.	
In Peabody: One Motion Picture. Seats, 950.	
Churches	
In Salem and suburbs there are 28 churches (all denominations).	
In Peabody: 14 churches.	

Location
Salem is situated on Atlantic Ocean, 14 miles north of Boston, on Portland Division of B. & M. R. R. Trolley to Boston, Chelsea, Lynn, Lawrence, Beverly, Peabody, Danvers, Marblehead and Hamilton-Wenham. Auto express to Boston, Lawrence and Haverhill. Peabody is two miles west of Salem.

Principal Industries
Salem: Leather specialties, belting, pillow cases, sheets, shoes, incandescent lamps, tanning, bleaching, felt, freight and passenger elevators, sewing machines, games, novelties, paper and wood boxes, women's waists, chamois, embossing machines, tanners' mill supplies, tents, awnings, sails, hydroplanes, wooden boats.
Peabody: Sheepskin, calfskin, bleached cotton goods, woolen cloth, glue, gelatine, tallow, side leather, sole leather, leather-making hardware, leather machinery, marble and stone, women's shoes, hair goods, blacking, shoe stock, fancy paper, marine hardware.

Special Information

SALEM—MANUFACTURES OF THE CITY	
Number of establishments	153
Persons engaged in manufactures	6,352
Proprietors and firm members	124
Salaried employees	556
Wage earners (average number)	5,672
Capital	\$21,198,000
Services	7,074,000
Salaries	1,170,000
Wages	5,904,000
Materials	16,927,000
Value of products	30,092,000
Value added by manufacture	13,165,000
PEABODY—MANUFACTURES OF THE CITY	
Number of establishments	91
Persons engaged in manufactures	8,676
Proprietors and firm members	67
Salaried employees	596

Wage earners (average number)	8,013
Capital	\$32,787,000
Services	11,758,000
Salaries	1,524,000
Wages	10,234,000
Materials	31,316,000
Value of products	52,907,000
Value added by manufacture	21,591,000

Suburban and Farm Residents
The most important cities and towns in this area are Danvers, 11,108; Beverly, 22,561; Marblehead, 7,324; Essex, 1,990; Ipswich, 6,201; Topsfield, 900; Middlestown, 1,195; Swampscott, 8,101; Georgetown, 2,004; Rowley, 1,249; Lynnfield, 1,165; Wenham, 1,090.

Wholesale Houses

SALEM	
Grocers	2
Meats	4
Tobacco	1
Confectionery	1
Boston wholesalers also supply retail trade in this area. National advertisers are assured the finest distributing service desired.	
PEABODY	
Retail trade supplied by Salem wholesalers.	

Retail Section
Salem: Principal shopping, 1 1/2 miles on Essex, Washington, Central, Front and Lafayette Sts. A Polish trading center on Derby St. A French trading center on Congress, Harbor and Leavitt Sts. An Italian section on Mill and High Sts.
Peabody: 1/2 mile on Central, Main, Lowell and Foster Sts. Also small Greek section on Walnut St.

Residential Features
Salem: Mostly one and two-family houses. Many of these are famous historical landmarks. Also a large number of 6- to 12-family structures.
Peabody: One- and two-family houses.

Retail Outlets for Nationally Advertised Products

S. P.	S. P.	S. P.	S. P.	S. P.	S. P.
Auto. (Passengers) 19 3	Confectioners 18 8	Florists 6 5	Hats and Caps 13 3	Opticians 7 1	
Auto. (Truck) 7 0	Delicatessen 0 0	Fruits 16 8	Jewelry 8 3	Photographers 11 2	
Auto. (Tires) Agys. 14 6	Dress Makers 52 20	Furniture 15 4	Ladies' Tailors 7 2	Pianos 7 1	
Auto. (Parts) Agys. 14 6	Druggists 17 10	Furriers 2 1	Meat Markets 30 18	Restaurants 22 9	
Bakers 16 9	Dry Goods 22 8	Garages 16 6	Men's Furnishings 13 3	Shoe Dealers 24 7	
Cigar Stores 9 3	Department Stores 3 0	Grocers 119 71	Mechant Tailors 41 20	Sporting Goods 4 1	
Cloaks and Suits 8 0	Electrical 9 3	Hardware 7 6	Milliners 28 5	Stationers 7 2	
Clothiers 23 3					

NOTE—Facts and figures were secured from Chamber of Commerce, Salem Banks, Schools, Theatres, Business Men; Chamber of Commerce Peabody, Banks, Schools, Business Men and other sources.

Trading Area
Salem's trading area is wide because of good transportation, historical interest of city, popularity of its nearby summer colonies and fine standard of stores. The area does not extend south any further than the city limits, but to the east trade is drawn from points as far distant as Gloucester. On the north the area extends beyond Ipswich and Georgetown, sharing part of the trade with Beverly. West Peabody and Ingall's Crossing mark the western boundary of this area.

Newspapers News (Eve.).

SALEM, MASS.

Is the centre of 150,000 population, the whole territory being covered by one daily paper.

THE SALEM EVENING NEWS

The News is the home paper of Salem, Beverly, Peabody, Danvers, Marblehead and twenty other towns. (Delivered in Salem by over 100 carriers.)



Over 19,500 daily paid circulation. Salem is the natural center of this important territory



Able space buyers know they cannot cover this city of wealth and industry by using outside papers.

THE SALEM EVENING NEWS, Salem, Mass.

Foreign Representatives
JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago Detroit

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

FITCHBURG, MASS.

City Classed as Industrial

Population

1910 Census	37,826
1920 Census	41,013
A. B. C. City	41,013
A. B. C. City and Suburban	110,000
Chamber of Commerce, City	45,000
Chamber of Commerce, City and Suburban	150,000
Native Whites	67.8%
Negroes	0.1%
Foreign Born	32.1%
Students	few
Industrial Workers	26%
English Reading	86%
Home Owners (Fam.)	9,273
Summer Residents	None

Banks

Savings	2	Resources...	\$25,222,318.02
Trust Companies	1	Resources...	4,878,657.22
National	1	Resources...	5,096,967.07
Co-operative	2	Resources...	5,944,073.03

Schools

Public Grade	20	Pupils	5,322
High	1	Pupils	1,225
Parochial	5	Pupils	2,830

There is also a state normal school located in Fitchburg.

Theatres

Fitchburg has one theatre playing road shows, one playing vaudeville and motion picture and four motion picture exclusively. The total seating capacity is 5,500.

Location

Located on Nashua River, forty miles northwest of Boston. On the Fitchburg Division of the Boston and Maine R. R. Old Colony Division New York, New Haven and Hartford R. R. Interurban to Gardner, Worcester, Athol, Orange, Leominster and Ayer. Auto. express to Boston, Greenfield and Worcester.

Principal Industries

Automatic sprinklers, auto trucks, awnings, babbitt lining metal, bicycles, books, brass castings, bricks, brooms, children's suits, combs, condensers, cotton yarn, cotton duck, files, gingham, grinding machines, hack saws, hair pins, humidifiers, iron castings, lace curtains, machine knives, mailing machines, machine tools, paper, paper bags, paper and wooden boxes, plating, revolvers, saws, shoes, shot guns, screen plates, steam engines, steam pumps, woolen fabrics and yarn, cotton and woolen.

Special Information

More than 100 diversified industries, practically all locally owned. Yearly value of products \$58,165,000.

Manufactures Summary of the City

Number of establishments	121
Persons engaged in manufactures	10,948
Proprietors and firm members	82
Salaried employees	959
Wage earners (average number)	9,907
Primary horsepower	45,988
Capital	\$51,829,000
Services	12,638,000
Salaries	2,118,000
Wages	10,520,000
Materials	36,055,000
Value of products	58,165,000
Value added by manufacture (value of products less cost of materials)	22,110,000

Churches

Baptist, 3; Congregational, 4; Methodist, 2; Christian Science, 1; Episcopal, 2; Adventist, 1; Jewish, 1; Universalist, 1; Roman Catholic, 6; Unitarian, 1; Evangelical, 3; Miscellaneous, 2.

Suburban and Farm Residents

The most important cities and towns in this trading area are Leominster, 19,744; Lunenburg, 1,634; Westminster, 1,343; Ashburnham, 2,012; Ashby, 834; Townsend, 1,575; Winchendon, 5,904; Gardner, 16,971; Princeton, 682; Harvard, 2,546; Ayer, 3,052; Groton, 2,185; Pepperell, 2,300.

Wholesale Houses

Grocers	4	Confectionery	5
Meats	3	Tobacco	2
Fruits	1	Hardware	1

The Fitchburg trading area is one of the largest in the state, therefore the number and size of the wholesale houses is greater than in many cities of equal population. These houses supply trade throughout the central northern part of Massachusetts and a wide area of southern New Hampshire.

Retail Section

Principal shopping section is about a mile long on Main street. Here are located some of the most prosperous stores of their size in Massachusetts.

There is an Italian trading section on Water street about ¼ mile long.

There is a prosperous French trading section about two miles from principal center.

Residential Features

Mostly one and two family houses. Several fine apartment houses. The census shows 6,180 dwellings in which 9,273 families live.

Retail Outlets for Nationally Advertised Products

Auto. (Passengers) 22	Confectioners ... 34	Florists	5	Hats and Caps .. 7	Opticians	8
Auto. (Truck) ... 12	Delicatessen ... 1	Fruits	21	Jewelry	12	Photographers ... 9
Auto. (Tires) Agys 23	Dress Makers ... 57	Furniture	11	Ladies' Tailors ... 3	Pianos	5
Auto. (Parts) Agys 23	Druggists	Furriers	3	Meat Markets ... 54	Restaurants ... 31	
Bakers	Dry Goods	Garages	17	Men's Furnishings 13	Shoe Dealers ... 30	
Cigar Stores ... 16	Department Stores 5	Grocers	154	Merchant Tailors. 25	Sporting Goods .. 3	
Cloaks and Suits.. 13	Electrical	Hardware	11	Milliners	Stationers	4
Clothing	21					

Trading Area

The Fitchburg Trading Area is one of the largest and most prosperous in the state. It extends north into New Hampshire as far as Peterboro and Troy, west beyond Winchendon and Gardner, south to Princeton, West Sterling, Still River and Harvard, east to Ayer, Groton and Pepperell. There are at least thirty prosperous towns and villages in this area (mostly manufacturing centers), a large number of farms and dairies and during the summer thousands of tourists and vacationists with money to spend.

NOTE—Facts and figures were secured from Chamber of Commerce, Superintendents of Schools, Banks, Theatres and other sources.

Newspapers Sentinel (Eve.).



Morrill, Photo.

This halftone shows as much of Fitchburg as can be included in a single picture. Fifteen paper mills, three woolen mills, most of the foundries, machine shops, and other metal industries, are beyond the view. The homes on the hillsides are merely suggested. Yet enough is seen to convey the idea of a substantial, vital, progressive community. One who knows the better type of New England city expects such a place to be well furnished with the comforts and conveniences, and even the luxuries, of life. Here are liberal buyers for merchandise of every grade, and in almost every home the Sentinel is rated as one of the necessities.

The Fitchburg Sentinel

COVERS FITCHBURG THOROUGHLY

There is no substitute, and none is needed. About 80 per cent of its circulation is local and 20 per cent suburban. In several adjoining towns it holds the field as exclusively as it does in its home city.

REPRESENTED BY

The Julius Mathews Special Agency

Boston

New York

Chicago

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“MERCHANDISE MOVES IN THIS MARKET”



TAUNTON, MASS.

City Classified as Industrial

Population	
1910 Census	34,259
1920 Census	37,137
A. B. C. City	37,137
A. B. C. City and Suburban	60,000
Chamber of Commerce, City	38,000
Chamber of Commerce, City and Suburban	58,000
Native Whites	72.1%
Negroes	0.9%
Foreign Born	26.9%
Students	None
Industrial Workers	26%
English Reading	85%
Home Owners (Fam.)	8,062
Summer Residents	None

Banks	
Savings	2 Resources.. \$15,068,300.38
Trust Companies	1 Resources.. 3,480,078.10
National	1 Resources.. 2,112,442.80
Co-operative	6 Resources.. 6,516,580.31

Schools	
Public Grade	29 Pupils..... 4,687
High	1 Pupils..... 821
Parochial	3 Pupils..... 1,519
Parochial High	1 Pupils..... 143

Taunton also has one large private school and one business college.

Theatres
Taunton has one theatre playing road shows and motion pictures, one devoted to motion picture and vaudeville and four motion picture theatres exclusively. Total seating capacity, 4,800. Largest theatre 1,200 seats.

Location
Located on Taunton River, thirty-four miles south of Boston on Old Colony Division of N. Y. N. H. & H. R. R. Trolley to Boston, Fall River, New Bedford, Brockton (2 routes), Providence, Attleboro and Middleboro. Auto freight to Boston, New Bedford, Fall River and Providence.

Principal Industries
Aluminum, brass, copper, cotton goods, cotton yarn, cotton mill machinery, stoves, foundry and machine products, electric specialties, furnaces, bricks, eyelets, silverware, sheet copper and yellow metal, machine drills and tools, medicines, crucibles, block lead products, marine engines, britannia and pewter ware, oil cloth and silk fibre, nails, rivets, tacks, twist drills, silver, jewelry and leather novelties, lace curtains and textile finishing.

Special Information
Taunton is the stove center of the east. There are 167 factories of various sizes employing more than 10,000 men and women.

Manufactures Summary of the City

Number of establishments	167
Persons engaged in manufactures	9,946
Proprietors and firm members	114
Salaried employees	851
Wage earners (average number)	8,981
Capital	\$31,650,000
Services	11,159,000
Salaries	2,146,000
Wages	9,013,000
Materials	27,787,000
Value of products	48,331,000
Value added by manufacture	20,544,000

Churches

Baptist, 2; Congregational, 5; Episcopal, 2; Methodist, 5; Catholic, 10; and 11 other denominations.

Suburban and Farm Residents

The cities and towns in the Taunton area include Weir Village, East Taunton, Whittenton, Myricks, 850; Meadowbrook, Chaces, Westville, Raynham, 1,695; Mansfield, 6,255; Eastondale, 680; Somerset, 3,520; Crystal Springs, and Assonet, 1,476.

Wholesale Houses

Groceries	2	Hardware	1
Meats	2	Confectioners	4
Fruits	1	Tobacco	1

Retail Section

The retail business section centers at Taunton Green, extending about 1 1/4 miles on Main, Weir, Cohannet Sts. and Broadway. There is a French trading section on Whittenton and Bay Sts. in the north end. Also a section in the "South End" on Somerset Ave., Weir and East Water Sts. for about 1/2 mile.

Residential Features

Taunton is made up of practically all one and two family houses. No large apartments. A few 3-deck tenement houses. Great proportion of the families are home owners.

Retail Outlets for Nationally Advertised Products

Auto. (Passengers) 19	Confectioners13	Florists 11	Hats and Caps.... 7	Optician 8
Auto. (Truck) 5	Delicatessen 1	Fruits 10	Jewelry 6	Photographers ... 6
Auto. (Tires) Agys 24	Dress Makers 48	Furniture 13	Ladies' Tailors... 3	Pianos 6
Auto. (Parts) Agys 17	Druggists 17	Furriers 6	Meat Markets ... 27	Restaurants 27
Bakers 10	Dry Goods 29	Garages 13	Men's Furnishings 6	Shoe Dealers 18
Cigar Stores 4	Department Stores 1	Grocers 101	Merchant Tailors.. 3	Sporting Goods... 3
Cloaks and Suits.. 3	Electrical 4	Hardware 7	Milliners 14	Stationers 4
Clothiers 14				

Trading Area

Taunton's trading area is limited in square miles but is decidedly prosperous and thickly populated. To the north this area extends to Mansfield, Eastondale and Raynham. From the east trade is drawn from an area reaching to Middleboro. On the south the area extends to Somerset, Crystal Springs and Assonet. On the west it extends to Rehoboth and territory close to Attleboro.

NOTE.—Facts and figures were secured from L. J. Parker, Secretary Chamber of Commerce, merchants, banks, schools, theatres and other sources.

Newspapers

Daily Gazette (Eve.).

The Taunton Daily Gazette

Published daily (excepting Sundays and Legal Holidays) two editions every afternoon, one for Raynham, Norton,

Rehoboth, Dighton, Berkley, East Taunton, Myricks, etc., and the other for Taunton proper, by

William Reed & Sons Company

5 to 9 Cohannet Street - - - Taunton, Mass.

Business tries to establish close relationship of salesman to customer, for this means efficiency and more business. The newspaper that goes directly into the homes, that is read from front page through the back page, that carries YOUR MESSAGE with it, is your home salesman. That's the position the Gazette holds in the Taunton field. That's the position it has held since 1848, and most of that time, as at present, it has been the only daily paper published in Taunton, the next nearest daily is twelve miles away.

The Gazette prints from ten to twenty-two pages, of an eight column paper every day. It is equipped with modern machinery sufficient for its needs and simply prints newspapers with its plant and endeavors in every way to meet the real demand upon its columns from Taunton and vicinity for news and advertising. Its circulation growth has been

steady without canvassing or scheming. It covers the city of Taunton like a blanket. Its copies are bought by home owning people who work in positions which pay good wages and who either have the paper delivered directly at their homes or carry it home with them at night for every member of the family to read. You don't find the Gazette thrown around in public places, discarded after a hasty scanning. It's an A. B. C. Member and has been for years.

It is bought to read because its readers want it. It has steadily studied the needs of its field for news and has given it to them as quickly and completely as possible. That's the reason it is a profitable vehicle for advertisers, local and general.

It believes in and serves Taunton, its home city. That's why it can serve YOU, Mr. Advertiser and Space Buyer.

The Taunton Daily Gazette

LEADING MASSACHUSETTS INDUSTRIES

	1919	1914
Boots and Shoes.....	\$442,466,000	\$200,530,000
Boots and Shoes, Cut Stock.....	86,214,000	35,637,000
Boots and Shoes, Findings.....	44,357,000	19,021,000
Bread and Bakery Products.....	66,017,000	33,309,000
Rubber Shoes.....	59,579,000	23,789,000
Confectionery.....	68,897,000	22,935,000
Cotton Goods.....	596,880,000	195,482,000
Electrical Machinery.....	91,939,000	43,869,000
Foundries.....	112,274,000	65,605,000
Knit Goods.....	52,424,000	17,419,000
Tanning.....	129,249,000	45,265,000
Paper and Pulp.....	87,591,000	43,353,000
Rubber Goods.....	86,358,000	23,011,000
Slaughtering.....	97,533,000	51,725,000
Woolen and Worsted Goods.....	342,626,000	127,351,000
Printing and Publishing.....	88,428,000	46,964,000
Jewelry.....	34,817,000	14,176,000
Cutlery.....	19,673,000	4,354,000
Silk Goods.....	34,194,000	10,677,000
Wire.....	24,552,000	8,389,000
Tools.....	29,159,000	8,620,000



Photo by Paul Thompson

The town hall continues to play an important part in community life of the citizens of Massachusetts. Her people are proud of this old institution, as can be seen by the above example.

PITTSFIELD, MASS.

Population—1920 Census..... 41,763
 1910 Census..... 32,121
 Cham. of Com. Estimate, City and Sub..... 100,000
 8 Banks, Resources, \$30,886,822.37. 23 Schools, Pupils, 7,967.
 Theatres, 6; seats, 4,800. *Trading Area*—South to E. Canaan, east beyond Otis, north to Cheshill, west into New York to Chatham. *Newspapers*—Eagle (Eve.).

Auto. (Passenger) 16
 Auto. (Truck) ... 19
 Auto. (Tires) Agys 16
 Auto. (Parts) Agys 16
 Bakers 15
 Cigar Stores 34
 Cloaks and Suits... 15
 Clothiers 18

Pittsfield Retail Outlets for Nationally Advertised Products

Confectioners 31
 Delicatessen 1
 Dress Makers 81
 Druggists 10
 Dry Goods 14
 Department Stores 6
 Electrical 9
 Florists 10
 Fruits 13
 Furniture 9
 Furriers 8
 Garages 18
 Grocers 122
 Hardware 5
 Hats and Caps .. 13
 Jewelry 15
 Ladies' Tailors .. 13
 Meat Markets ... 40
 Men's Furnishings 16
 Merchant Tailors. 25
 Milliners 17
 Opticians 11
 Photographers ... 11
 Pianos 5
 Restaurants 19
 Shoe Dealers ... 20
 Sporting Goods .. 7
 Stationers 7

SPRINGFIELD, MASS.

Population—1920 Census..... 129,614
 1910 Census..... 88,926
 Cham. of Com. Estimate, City and Sub..... 500,000
 14 Banks, Resources, \$164,806,649.57. 55 Schools, Pupils, 28,609.
 Theatres, 17; seats, 16,800. *Trading Area*—South to Windsor Locks, Conn., east to Fishdale, north to Greenfield, west beyond Chester. *Newspapers*—News (Eve.); Union (Eve.-Sun); Republican (Morn.-Sun).

Auto. (Passenger) 42
 Auto. (Truck) ... 21
 Auto. (Tires) Agys 34
 Auto. (Parts) Agys 108
 Bakers 78
 Cigar Stores 70
 Cloaks and Suits. 25
 Clothiers 35

Springfield Retail Outlets for Nationally Advertised Products

Confectioners 154
 Delicatessen 24
 Dress Makers 198
 Druggists 75
 Dry Goods 61
 Department Stores 4
 Electrical 32
 Florists 21
 Fruits 86
 Furniture 24
 Furriers 18
 Garages 56
 Grocers 453
 Hardware 20
 Hats and Caps .. 35
 Jewelry 48
 Ladies' Tailors .. 22
 Meat Markets ... 178
 Men's Furnishings 37
 Merchant Tailors. 22
 Milliners 46
 Opticians 21
 Photographers ... 20
 Pianos 10
 Restaurants 130
 Shoe Dealers ... 57
 Sporting Goods .. 10
 Stationers 6

WALTHAM, MASS.

Population—1920 Census..... 30,915
 1910 Census..... 27,834
 Chamber of Com. Estimate, City & Sub..... 50,000
 5 Banks, Resources, \$20,112,291.22. 16 Schools, Pupils, 3,784.
 Theatres, 4; seats, 3,235. *Trading Area*—East to Waverly, north to Concord, west to S. Sudbury, south to Newton Falls. *Newspapers*—News (Eve.); Tribune (Eve.).

Auto. (Passengers) 7
 Auto. (Truck) ... 3
 Auto. (Tires) Agys 8
 Auto. (Parts) Agys 8
 Bakers 11
 Cigar Stores 8
 Cloaks and Suits. 2
 Clothiers 4

Waltham Retail Outlets for Nationally Advertised Products

Confectioners 18
 Delicatessen 3
 Dress Makers 45
 Druggists 14
 Dry Goods 12
 Department Stores 2
 Electrical 2
 Florists 9
 Fruits 15
 Furniture 9
 Furriers 6
 Garages 14
 Grocers 90
 Hardware 7
 Hats and Caps ... 2
 Jewelry 2
 Ladies' Tailors .. 2
 Meat Markets ... 23
 Men's Furnishings 2
 Merchant Tailors. 25
 Milliners 12
 Opticians 9
 Photographers ... 9
 Pianos 1
 Restaurants 25
 Shoe Dealers ... 8
 Sporting Goods .. 2
 Stationers 2

CLINTON, MASS.

Population—1920 Census..... 12,979
 1910 Census..... 13,075
 Cham. of Com. Estimate, City & Sub..... 23,000
 4 Banks, Resources, \$8,907,972. 13 Schools, Pupils, 2,525
 Theatres, 3; seats, 1,899. *Trading Area*—North to Harvard, east to Hudson, south to Berlin and west to Sterling Junction. *Newspapers*—Item (Eve.).

Auto. (Passengers) 4
 Auto. (Truck) ... 4
 Auto. (Tires) Agys 8
 Auto. (Parts) Agys 11
 Bakers 10
 Cigar Stores 14
 Cloaks and Suits. 7
 Clothiers 6

Clinton Retail Outlets for Nationally Advertised Products

Confectioners 21
 Delicatessen 3
 Dress Makers 13
 Druggists 7
 Dry Goods 16
 Department Stores. 6
 Electrical 3
 Florists 5
 Fruits 4
 Furniture 4
 Furriers 4
 Garages 6
 Grocers 59
 Hardware 4
 Hats and Caps ... 5
 Jewelry 2
 Ladies' Tailors .. 26
 Meat Markets ... 26
 Men's Furnishings 8
 Merchant Tailors. 4
 Milliners 6
 Opticians 2
 Photographers ... 3
 Pianos 1
 Restaurants 9
 Shoe Dealers ... 13
 Sporting Goods .. 3
 Stationers 4

AMESBURY, MASS.

Population—1920 Census..... 10,036
 1910 Census..... 9,894
 Cham. of Com. Estimate, City & Sub..... 15,000
 3 Banks, Resources, \$6,350,595.17. 9 Schools, Pupils, 1,861
 Theatres, 2; seats, 1,310. *Trading Area*—South half way to Newburyport, west to Newton, north to Exeter, east to Salisbury. *Newspapers*—News (Eve.).

Auto. (Passengers) 3
 Auto. (Truck) ... 1
 Auto. (Tires) Agys 5
 Auto. (Parts) Agys 6
 Bakers 3
 Cigar Stores 7
 Cloaks and Suits. 1
 Clothiers 3

Amesbury Retail Outlets for Nationally Advertised Products

Confectioners 8
 Delicatessen 10
 Dress Makers 10
 Druggists 6
 Dry Goods 9
 Department Stores. 6
 Electrical 2
 Florists 3
 Fruits 6
 Furniture 3
 Furriers 3
 Garages 3
 Grocers 38
 Hardware 3
 Hats and Caps ... 2
 Jewelry 3
 Ladies' Tailors .. 3
 Meat Markets ... 9
 Men's Furnishings 3
 Merchant Tailors. 4
 Milliners 4
 Opticians 2
 Photographers ... 1
 Pianos 2
 Restaurants 8
 Shoe Dealers ... 5
 Sporting Goods .. 3
 Stationers 1

N. ATTLEBORO, MASS.

Population—1920 Census..... 9,238
 1910 Census..... 9,286
 Cham. of Com. Estimate, City and Sub..... 15,000
 3 Banks, Resources, \$7,511,907.95. 12 Schools, Pupils, 1,747
 Theatres, 1; seats, 825. *Trading Area*—South to Adamsdale, east to Attleboro Falls, north to Wrentham, and west to Grants Mills. *Newspapers*—Chronicle (Eve.).

Auto. (Passengers) 10
 Auto. (Truck) ... 2
 Auto. (Tires) Agys 3
 Auto. (Parts) Agys 3
 Bakers 3
 Cigar Stores 3
 Cloaks and Suits. 0
 Clothiers 2

North Attleboro Retail Outlets for Nationally Advertised Products

Confectioners 4
 Delicatessen 0
 Dress Makers 5
 Druggists 5
 Dry Goods 8
 Department Stores 1
 Electrical 2
 Florists 2
 Fruits 3
 Furniture 2
 Furriers 0
 Garages 3
 Grocers 24
 Hardware 1
 Hats and Caps ... 3
 Jewelry 1
 Ladies' Tailors .. 7
 Meat Markets ... 1
 Men's Furnishings 3
 Merchant Tailors. 6
 Milliners 3
 Opticians 1
 Photographers ... 1
 Pianos 1
 Restaurants 2
 Shoe Dealers ... 5
 Sporting Goods .. 1
 Stationers 1

STONEHAM, MASS.

Population—1920 Census..... 7,873
 1910 Census..... 8,500
 Cham. of Com. Estimate, City and Sub..... 6,700
 3 Banks, Resources, \$2,513,793. 7 Schools, Pupils, 1,552
 Theatres, 2; seats, 1,317. *Trading Area*—Trading Area limited to the city itself. *Newspaper*—Enterprise (Eve.).

Auto. (Passengers) 3
 Auto. (Truck) ... 0
 Auto. (Tires) Agys 6
 Auto. (Parts) Agys 6
 Bakers 3
 Cigar Stores 2
 Cloaks and Suits. 1
 Clothiers 3

Stoneham Retail Outlets for Nationally Advertised Products

Confectioners 3
 Delicatessen 3
 Dress Makers 10
 Druggists 4
 Dry Goods 4
 Department Stores. 4
 Electrical 1
 Florists 5
 Fruits 3
 Furniture 6
 Furriers 6
 Garages 6
 Grocers 15
 Hardware 2
 Hats and Caps ... 3
 Jewelry 1
 Ladies' Tailors .. 3
 Meat Markets ... 4
 Men's Furnishings 3
 Merchant Tailors. 3
 Milliners 4
 Opticians 2
 Photographers ... 1
 Pianos 1
 Restaurants 4
 Shoe Dealers ... 6
 Sporting Goods .. 3
 Stationers 1

HUDSON, MASS.

Population—1920 Census..... 7,607
 1910 Census..... 6,700
 Cham. of Com. Estimate, City and Sub..... 11,000
 3 Banks, Resources, \$5,611,814.47. 8 Schools, Pupils, 1,117
 Theatres, 2; seats, 1,530. *Trading Area*—Acton on the northeast, Berlin on the southwest, south halfway to Marlboro, east to Gleasondale. *Newspapers*—Sun (Eve.).

Auto. (Passengers) 3
 Auto. (Truck) ... 2
 Auto. (Tires) Agys 6
 Auto. (Parts) Agys 6
 Bakers 4
 Cigar Stores 2
 Cloaks and Suits. 1
 Clothiers 3

Hudson Retail Outlets for Nationally Advertised Products

Confectioners 4
 Delicatessen 2
 Dress Makers 6
 Druggists 4
 Dry Goods 6
 Department Stores. 6
 Electrical 2
 Florists 1
 Fruits 2
 Furniture 3
 Furriers 5
 Garages 5
 Grocers 21
 Hardware 1
 Hats and Caps ... 2
 Jewelry 3
 Ladies' Tailors .. 3
 Meat Markets ... 7
 Men's Furnishings 3
 Merchant Tailors. 5
 Milliners 4
 Opticians 1
 Photographers ... 1
 Pianos 1
 Restaurants 5
 Shoe Dealers ... 4
 Sporting Goods .. 1
 Stationers 1

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

NORTH ADAMS, ADAMS, WILLIAMSTOWN, SHELBURNE FALLS MASS.

These three localities are surveyed on this single chart because they are so close together and have only the North Adams newspapers as their regular dailies. City classed as N. A., Industrial; A., Industrial; W., Educational; S.F., Industrial.

Population

North Adams, 1910 Census	22,019
North Adams, 1920 Census	22,282
Chamber of Commerce Estimate	24,000
Chamber of Com. Estimate, City and Suburban	50,000
Adams, 1910 Census	13,036
Adams, 1920 Census	12,967
Williamstown, 1910 Census	3,708
Williamstown, 1920 Census	3,707
Shelburne Falls (and Duckland), 1920 Census	2,869
Shelburne Falls, Present Estimate	3,000
Natives	77.0%
Foreign	22.5%
Negro	0.4%
Students	150
English Reading	94.0%
Industrial Workers	30.0%
Families	5018
Summer Residents	0

Banks

North Adams Banks	4	Resources	\$13,628,142.02
Adams Banks	5	Resources	6,504,127.60
Williamstown Banks	2	Resources	1,878,564.22
Shelburne Falls Banks	2	Resources	3,145,572.12

Schools

North Adams Schools	12	Pupils	4,492
Adams Schools	10	Pupils	2,638
Williamstown Schools	8	Pupils	708
Shelburne Falls Schools	6	Pupils	347

Theatres

Moving Picture (North Adams)	2	Seating	2,300;
(Adams)	3	Seating	1,300;
(Williamstown)	1	Seating	800;
(Shelburne Falls)	2	Seating	507.

Location

North Adams—Hoosac Tunnel Route of B. & M. R. R. Pittsfield Branch of B. & A. R. R. Trolleys to Adams, Pittsfield, Williamstown and Bennington, Vt., Summer bus to Greenfield, Pittsfield, Mass., Troy, N. Y., Bennington, Vt. Auto express to Troy and Pittsfield.

Adams—Six miles south of North Adams on B. & A. R. R. Williamstown—Five miles west of North Adams on B. & M. R. R.

Shelburne Falls—East of North Adams on Boston & Maine R. R.

Principal Industries

North Adams—Printing of cotton cloth, leather goods, monumental work, woolen goods, cotton goods, foundries, burlap, house furnishings, curtains, Hoosac marble, special machinery, shoes, paper boxes, machine brushes, confectionery, worsted goods.

Adams—Cotton goods, paper, gingham, cotton yarn, cloth (woolen and cotton).

Williamstown—Cotton yarn, corduroy.

Shelburne Falls—Cutlery, tools, knit goods.

Special Information

North Adams—One of the largest cotton print centers in the east. Annual products valued at \$36,204,000. Large shoe factories, including well known Geo. E. Keith & Co. factory. Home of Arnold Print Works, Windsor Print Works, Hoosac Cotton Co., Hoosac Worsted Co., Strong-Hewat Co., the Beaver Mills, Hunter Machine Company, Weber Bros. Shoe Company, Clark Biscuit Co., Blackinton Mills; Wall, Streeter and Doyle shoes, Graylock Mills, Barber Letter Co.

Adams—Annual valuation of products, \$15,077,000. Home of Berkshire Cotton Mfg. Co., L. L. Brown Paper Co., Berkshire Hills Paper Co. and Renfrew Mfg. Co.

Williamstown—Headquarters of John S. Boyd Co. mills, but most widely known as home of Williams College.

Shelburne Falls—Home of Lamson & Goodnow Co. H. H. Mayhew Co.

Churches

North Adams, 20; Adams, 11; Williamstown, 8; Shelburne Falls, 4.

Suburban and Farm Residents

The heart of a popular summer vacation land on the famous Mohawk Trail. The towns in the trading area are small and somewhat widely separated. Prosperous farms and large dairies are numerous. Principal towns are Bennington, Vt., 7,230; Pownal, Vt., 1,200; Wilmington, Vt., 1,300; Readsboro, Vt., 1,100; Stamford, Vt., 800; Shelburne Falls, 3,000; Colerain, Mass., 1,607; Cheshire, Mass., 1,476; Clarksburg, Mass., 1,136; Charlemont, Mass., 808; Ashfield, Mass., 869; Savoy, 436; Windsor, 403.

Wholesale Houses

Wholesalers of North Adams supply Adams, Williamstown and other nearby towns.

Grocers	3	Fruit	1
Meat	4	Tobacco	2
Confectionery	4	Men's Furnishings	2

Retail Section

North Adams about one mile on Main, Eagle, Bank, Ashland, Holden, Marshall, Centre and State Streets.

Adams—1 mile on Park, Centre and Summer Streets.

Williamstown—1/2 mile on Spring, Water, Main Streets and Cole Avenue.

Shelburne Falls—State and Bridge Streets, 1/4 mile.

Residential Features

North Adams—Mostly one and two-family houses. Many home owners. Three small mill settlements.

Adams—Mostly 1 and 2-family. A few mill tenements.

Williamstown—Many attractive homes and large estates with spacious grounds. Per capita wealth large.

Shelburne Falls—One and two-family houses.

Retail Outlets for Nationally Advertised Products

	N.A.	A.	W.	S.F.		N.A.	A.	W.	S.F.
Auto (Passenger)	15	8	7	2	Dry Goods	19	13	3	3
Auto (Truck)	4	0	0	—	Department Stores	4	2	0	—
Auto (Tires) Agys.	26	12	5	5	Electrical	7	2	2	1
Auto (Parts) Agys.	26	12	5	5	Florists	5	2	1	2
Bakers	9	6	1	1	Fruits	5	10	4	5
Cigar Stores	11	16	16	6	Furniture	9	5	4	2
Cloaks and Suits	5	3	1	2	Furriers	5	1	0	0
Clothers	20	8	5	3	Garages	16	3	3	5
Confectioners	26	24	15	8	Grocers	103	47	9	6
Delicatessen	1	0	0	0	Hardware	4	3	3	1
Dress Makers	33	26	5	5	Hats and Caps	6	6	6	1
Druggists	10	5	3	2	Jewelry	8	3	3	2
					Ladies' Tailors	3	2	0	0
					Meat Markets	24	12	3	3
					Men's Furnishings	8	8	6	3
					Merchant Tailors	21	6	3	0
					Milliners	17	7	2	2
					Opticians	3	1	2	0
					Photographers	6	2	2	1
					Pianos	6	1	0	0
					Restaurants	20	6	2	2
					Shoe Dealers	19	13	6	2
					Sporting Goods	3	3	3	1
					Stationers	3	3	3	1

NOTE.—Facts and figures were secured from Chamber of Commerce, Business Men, Banks, Schools, Theatres, Directories and other sources. **Newspapers** Herald (Eve.), Transcript (Eve.).

THINK OF FIFTY THOUSAND PEOPLE

WHEN YOU

THINK OF NORTH ADAMS, MASS.

The NORTH ADAMS TRANSCRIPT, in its Seventy-Ninth year of continuous publication, with *Associated Press Leased Wire* and a thoroughly organized city and suburban service, is the **ONLY** medium that covers it.

With an evening circulation averaging **NINE THOUSAND NET PAID** (A. B. C. Reports), the TRANSCRIPT reaches practically **NINE OUT OF EVERY TEN FAMILIES** in this community of Fifty Thousand people.

It has the largest circulation of any newspaper on the line of the Boston & Maine railroad between Troy, N. Y. (50 miles to the west), and Boston (140 miles to the east).

It carries exclusively over **NINETY PER CENT** of the foreign advertising placed in this field.

The towns of Adams (14,000), Williamstown (4,000), and Shelburne Falls (3,000) **have no newspapers.**

The first two adjoin and are, for all business purposes, a part of the *City of North Adams* (25,000).

All three, with many small surrounding communities, combine, with North Adams as a distributing center, to make a **SINGLE UNIT** from the standpoint of the *National Advertiser*.

Look at the map in this issue.

The line surrounding North Adams—in the Northwest Corner—marks out a **highly prosperous** little section of *Industrial and Farming* New England that is **ISOLATED** from the influence of any larger city.

The high ranges of the *Berkshire Hills*, pierced by the *Hoosac Tunnel* and traversed by the wonderful *Mohawk Trail*, hem it in by itself.

It **CANNOT** be covered **EXCEPT** from North Adams.

OVER 9,000 NET PAID

If you are going into New England, you cannot afford to overlook this newspaper, in a richly productive field that is all its own.

MEMBER OF A. B. C.

THE NORTH ADAMS TRANSCRIPT

FOREIGN REPRESENTATIVES: THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON

NEW YORK

CHICAGO

LEOMINSTER, MASS.

Population—1920 Census..... 19,744
1910 Census..... 17,580
Chamber of Com. Estimate, City and Sub..... 24,000
5 Banks, Resources, \$10,793,810. 14 Schools, Pupils, 3,571.
Theatres, 2; seats, 2,300. Trading Area—North half way to Fitchburg, west to E. Princeton, south to Sterling Junction and east to Harvard. Newspapers—Enterprise (Eve.).

Auto (Passengers) 5
Auto (Truck)..... 3
Auto (Tires) Agys. 6
Auto (Parts) Agys. 12
Bakers..... 7
Cigar Stores..... 10
Cloaks and Suits..... 2
Clothing..... 7

Leominster Retail Outlets for Nationally Advertised Products

Confectioners..... 11 Florists..... 4 Hats and Caps..... 5 Opticians..... 2
Delicatessen..... Fruits..... 5 Jewelry..... 5 Photographers..... 4
Dress Makers..... 15 Furniture..... 4 Ladies' Tailors..... 3 Pianos..... 1
Druggists..... 9 Furriers..... 0 Meat Markets..... 19 Restaurants..... 10
Dry Goods..... 10 Garages..... 7 Men's Furnishings..... 5 Shoe Dealers..... 8
Department Stores..... Grocers..... 54 Merchant Tailors..... 9 Sporting Goods..... 1
Electrical..... 3 Hardware..... 4 Milliners..... 6 Stationers..... 2

ATTLEBORO, MASS.

Population—1920 Census..... 19,731
1910 Census..... 16,215
Chamber of Com. Estimate, City and Sub..... 40,000
4 Banks, Resources, \$13,141,460.10. 20 Schools, Pupils, 3,976.
Theatres, 2; seats, 2,000. Trading Area—East to Meadowbrook, north to Mansfield, west to Abbottrun, R. 1, south to Lonsdale. Newspapers—Sun (Eve.).

Auto (Passengers) 13
Auto (Truck)..... 2
Auto (Tires) Agys. 7
Auto (Parts) Agys. 6
Bakers..... 4
Cigar Stores..... 4
Cloaks and Suits..... 2
Clothing..... 3

Attleboro Retail Outlets for Nationally Advertised Products

Confectioners..... 9 Florists..... 5 Hats and Caps..... 2 Opticians..... 4
Delicatessen..... Fruits..... 7 Jewelry..... 2 Photographers..... 1
Dress Makers..... 24 Furniture..... 3 Ladies' Tailors..... 2 Pianos..... 1
Druggists..... 7 Furriers..... — Meat Markets..... 7 Restaurants..... 11
Dry Goods..... 7 Garages..... 5 Men's Furnishings..... 2 Shoe Dealers..... 9
Department Stores..... 1 Grocers..... 59 Merchant Tailors..... 8 Sporting Goods..... 1
Electrical..... 2 Hardware..... 3 Milliners..... 5 Stationers..... 1

MELROSE, MASS.

Population—1920 Census..... 18,204
1910 Census..... 15,715
Chamber of Com. Estimate, City and Sub..... 20,000
3 Banks, Resources, \$6,749,370. 12 Schools, Pupils, 3,241.
Theatres, 2; seats, 1,800. Trading Area—Melrose trading area is confined almost exclusively to the city itself. Newspapers—News (Eve.).

Auto (Passengers) 6
Auto (Truck)..... —
Auto (Tires) Agys. 11
Auto (Parts) Agys. 11
Bakers..... 7
Cigar Stores..... 3
Cloaks and Suits..... 1
Clothing..... 2

Melrose Retail Outlets for Nationally Advertised Products

Confectioners..... 4 Florists..... 2 Hats and Caps..... 3 Opticians..... 2
Delicatessen..... Fruits..... 4 Jewelry..... 2 Photographers..... 3
Dress Makers..... 25 Furniture..... 2 Ladies' Tailors..... 2 Pianos..... 3
Druggists..... 7 Furriers..... 1 Meat Markets..... 12 Restaurants..... 3
Dry Goods..... 7 Garages..... 9 Men's Furnishings..... 3 Shoe Dealers..... 3
Department Stores..... Grocers..... 30 Merchant Tailors..... 13 Sporting Goods..... 2
Electrical..... 7 Hardware..... 5 Milliners..... 8 Stationers..... 1

FRAMINGHAM, MASS.

Population—1920 Census..... 17,033
1910 Census..... 12,948
Chamber of Com. Estimate, City and Sub..... 42,000
5 Banks, Resources, \$12,245,054. 14 Schools, Pupils, 3,349.
Theatres, 1; seats, 1,100. Trading Area—North to Maynard, east beyond Natick, south to Milford and west to Westboro. Newspapers—News (Eve.).

Auto (Passengers) 5
Auto (Truck)..... 2
Auto (Tires) Agys. 3
Auto (Parts) Agys. 3
Bakers..... 4
Cigar Stores..... 5
Cloaks and Suits..... 6
Clothing..... 8

Framingham Retail Outlets for Nationally Advertised Products

Confectioners..... 18 Florists..... 9 Hats and Caps..... 5 Opticians..... 4
Delicatessen..... Fruits..... 13 Jewelry..... 6 Photographers..... 2
Dress Makers..... 15 Furniture..... 6 Ladies' Tailors..... 4 Pianos..... 2
Druggists..... 12 Furriers..... — Meat Markets..... 20 Restaurants..... 8
Dry Goods..... 11 Garages..... 7 Men's Furnishings..... 7 Shoe Dealers..... 11
Department Stores..... Grocers..... 51 Merchant Tailors..... 18 Sporting Goods..... 2
Electrical..... 5 Hardware..... 5 Milliners..... 7 Stationers..... 3

GARDNER, MASS.

Population—1920 Census..... 16,971
1910 Census..... 14,699
Chamber of Com. Estimate, City and Sub..... 50,000
5 Banks, Resources, \$11,633,384. 11 Schools, Pupils, 3,432.
Theatres, 2; seats, 2,200. Trading Area—North to State line, west to Athol, south to Williamsville and east to Ashburnham. Newspapers—News (Eve.).

Auto (Passengers) 8
Auto (Truck)..... 4
Auto (Tires) Agys. 15
Auto (Parts) Agys. 15
Bakers..... 7
Cigar Stores..... 4
Cloaks and Suits..... 7
Clothing..... 17

Gardner Retail Outlets for Nationally Advertised Products

Confectioners..... 18 Florists..... 1 Hats and Caps..... 6 Opticians..... 3
Delicatessen..... Fruits..... 12 Jewelry..... 4 Photographers..... 3
Dress Makers..... 22 Furniture..... 8 Ladies' Tailors..... 2 Pianos..... 3
Druggists..... 12 Furriers..... — Meat Markets..... 22 Restaurants..... 11
Dry Goods..... 7 Garages..... 7 Men's Furnishings..... 13 Shoe Dealers..... 13
Department Stores..... Grocers..... 54 Merchant Tailors..... 6 Sporting Goods..... 3
Electrical..... 3 Hardware..... 3 Milliners..... 4 Stationers..... 1

WOBURN, MASS.

Population—1920 Census..... 16,574
1910 Census..... 15,308
Chamber of Com. Estimate, City and Sub..... 49,000
4 Banks, Resources, \$9,010,119.45. 15 Schools, Pupils, 3,857.
Theatres, 1; seats, 1,100. Trading Area—South to Winchester, east to Stoneham, north to Burlington and west to Lexington. Newspapers—Times (Eve.).

Auto (Passengers) 3
Auto (Truck)..... 1
Auto (Tires) Agys. 5
Auto (Parts) Agys. 5
Bakers..... 6
Cigar Stores..... 7
Cloaks and Suits..... 1
Clothing..... 1

Woburn Retail Outlets for Nationally Advertised Products

Confectioners..... 7 Florists..... 17 Hats and Caps..... 1 Opticians..... 2
Delicatessen..... Fruits..... 6 Jewelry..... 1 Photographers..... 3
Dress Makers..... 25 Furniture..... 3 Ladies' Tailors..... 1 Pianos..... 1
Druggists..... 4 Furriers..... — Meat Markets..... 14 Restaurants..... 9
Dry Goods..... 7 Garages..... 5 Men's Furnishings..... 1 Shoe Dealers..... 5
Department Stores..... Grocers..... 43 Merchant Tailors..... 6 Sporting Goods..... —
Electrical..... 1 Hardware..... 4 Milliners..... 5 Stationers..... 1

NEWBURYPORT, MASS.

Population—1920 Census..... 15,618
1910 Census..... 14,949
Chamber of Com. Estimate, City and Sub..... 40,000
6 Banks, Resources, \$17,531,274.18. 15 Schools, Pupils, 2,864.
Theatres, 2; seats, 2,010. Trading Area—On the east to the coast north to the state line, west to West Newbury and south to Rowley. Newspapers—News & Herald (Eve.).

Auto (Passengers) 4
Auto (Truck)..... 1
Auto (Tires) Agys. 6
Auto (Parts) Agys. 6
Bakers..... 12
Cigar Stores..... 7
Cloaks and Suits..... 2
Clothing..... 15

Newburyport Retail Outlets for Nationally Advertised Products

Confectioners..... 10 Florists..... 4 Hats and Caps..... 3 Opticians..... 5
Delicatessen..... Fruits..... 12 Jewelry..... 9 Photographers..... 4
Dress Makers..... 21 Furniture..... 6 Ladies' Tailors..... 2 Pianos..... 4
Druggists..... 9 Furriers..... — Meat Markets..... 18 Restaurants..... 16
Dry Goods..... 14 Garages..... 8 Men's Furnishings..... 4 Shoe Dealers..... 9
Department Stores..... Grocers..... 61 Merchant Tailors..... 12 Sporting Goods..... 3
Electrical..... 4 Hardware..... 4 Milliners..... 10 Stationers..... 2

GREENFIELD, MASS.

Population—1920 Census..... 15,462
1910 Census..... 10,427
Chamber of Com. Estimate, City and Sub..... 50,000
5 Banks, Resources, \$18,592,845. 21 Schools, Pupils, 2870.
Theatres, 2; seats, 2,010. Trading Area—South to Whately, north to Northfield, east to Orange and west to Shelburne Falls. Newspapers—Greenfield Recorder (Eve.).

Auto (Passengers) 11
Auto (Truck)..... 4
Auto (Tires) Agys. 20
Auto (Parts) Agys. 17
Bakers..... 9
Cigar Stores..... 15
Cloaks and Suits..... 4
Clothing..... 18

Greenfield Retail Outlets for Nationally Advertised Products

Confectioners..... 20 Florists..... 5 Hats and Caps..... 7 Opticians..... 7
Delicatessen..... Fruits..... 16 Jewelry..... 6 Photographers..... 4
Dress Makers..... 18 Furniture..... 7 Ladies' Tailors..... 2 Pianos..... 3
Druggists..... 11 Furriers..... 7 Meat Markets..... 32 Restaurants..... 20
Dry Goods..... 10 Garages..... 7 Men's Furnishings..... 12 Shoe Dealers..... 10
Department Stores..... Grocers..... 59 Merchant Tailors..... 14 Sporting Goods..... 4
Electrical..... 4 Hardware..... 4 Milliners..... 8 Stationers..... 7

MARLBORO, MASS.

Population—1920 Census..... 15,028
1910 Census..... 14,579
Chamber of Com. Estimate, City and Sub..... 30,000
4 Banks, Resources, \$10,522,800. 8 Schools, Pupils, 2,325.
Theatres, 3; seats, 2,150. Trading Area—South to Southville, east and south to Sudbury, northeast to Maynard, west beyond Chapinville. Newspapers—Enterprise (Eve.).

Auto (Passengers) 3
Auto (Truck)..... 2
Auto (Tires) Agys. 6
Auto (Parts) Agys. 9
Bakers..... 10
Cigar Stores..... 12
Cloaks and Suits..... 6
Clothing..... 9

Marlboro Retail Outlets for Nationally Advertised Products

Confectioners..... 28 Florists..... 6 Hats and Caps..... 5 Opticians..... 2
Delicatessen..... Fruits..... 15 Jewelry..... 5 Photographers..... 4
Dress Makers..... 25 Furniture..... 5 Ladies' Tailors..... 2 Pianos..... 2
Druggists..... 11 Furriers..... 2 Meat Markets..... 13 Restaurants..... 14
Dry Goods..... 10 Garages..... 7 Men's Furnishings..... 6 Shoe Dealers..... 17
Department Stores..... Grocers..... 59 Merchant Tailors..... 7 Sporting Goods..... 1
Electrical..... 1 Hardware..... 3 Milliners..... 9 Stationers..... 2

MILFORD, MASS.

Population—1920 Census..... 13,471
1910 Census..... 13,055
Chamber of Com. Estimate, City and Sub..... 25,000
4 Banks, Resources, \$8,319,780. 19 Schools, Pupils, 2,544.
Theatres, 2; seats, 1,700. Trading Area—South to Belingham, east to Rockville, north to Whitney's, west to Upton. Newspapers—News (Eve.).

Auto (Passengers) 8
Auto (Truck)..... 2
Auto (Tires) Agys. 12
Auto (Parts) Agys. 12
Bakers..... 9
Cigar Stores..... 6
Cloaks and Suits..... 1
Clothing..... 1

Milford Retail Outlets for Nationally Advertised Products

Confectioners..... 20 Florists..... 3 Hats and Caps..... 3 Opticians..... 2
Delicatessen..... Fruits..... 3 Jewelry..... 5 Photographers..... 2
Dress Makers..... 12 Furniture..... 7 Ladies' Tailors..... 1 Pianos..... 1
Druggists..... 9 Furriers..... — Meat Markets..... 15 Restaurants..... 12
Dry Goods..... 23 Garages..... 10 Men's Furnishings..... 2 Shoe Dealers..... 14
Department Stores..... Grocers..... 61 Merchant Tailors..... 12 Sporting Goods..... 1
Electrical..... 6 Hardware..... 2 Milliners..... 5 Stationers..... 2

WAKEFIELD, MASS.

Population—1920 Census..... 13,025
1910 Census..... 11,404
Chamber of Com. Estimate, City and Sub..... 14,000
3 Banks, Resources, \$5,495,317. 10 Schools, Pupils, 2,774.
Theatres, 2; seats, 1535. Trading Area—Wakefield's trading area is confined almost exclusively to the city limits. Newspapers—Item (Eve.).

Auto (Passengers) 5
Auto (Truck)..... 2
Auto (Tires) Agys. 8
Auto (Parts) Agys. 8
Bakers..... 5
Cigar Stores..... 3
Cloaks and Suits..... 4
Clothing..... 4

Wakefield Retail Outlets for Nationally Advertised Products

Confectioners..... 8 Florists..... 7 Hats and Caps..... 4 Opticians..... 2
Delicatessen..... Fruits..... 5 Jewelry..... 1 Photographers..... 1
Dress Makers..... 15 Furniture..... 4 Ladies' Tailors..... 2 Pianos..... —
Druggists..... 6 Furriers..... — Meat Markets..... 8 Restaurants..... 3
Dry Goods..... 5 Garages..... 5 Men's Furnishings..... 4 Shoe Dealers..... 8
Department Stores..... Grocers..... 20 Merchant Tailors..... 13 Sporting Goods..... 1
Electrical..... 2 Hardware..... 5 Milliners..... 8 Stationers..... 2

NEW BEDFORD, MASS.

Population—1920 Census 121,217
1910 Census 96,652
Cham. of Com. Estimate, City and Sub. 160,000
9 Banks, Resources, \$71,403,988.66. 45 Schools, Pupils, 24,447; Theatres, 11; seats, 9,900. Trading Area—East to Barnstable, north to Middleboro, west to Westport, south includes islands of Nantucket and Martha's Vineyard. Newspapers—Mercury (Eve.); Times (Eve.); Standard (Eve. & Sun.)

New Bedford Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in New Bedford, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

FALL RIVER, MASS.

Population—1920 Census 120,485
1910 Census 119,295
Cham. of Com. Estimate, City and Sub. 145,000
14 Banks, Resources, \$85,061,383.52. 64 Schools, Pupils, 28,254; Theatres, 13; seats, 10,400. Trading Area—South to Newport, north almost to Taunton, west as far as N. Swansea and east to Westport Point. Newspapers—Herald (Eve.); New (Eve.); Globe (Eve.).

Fall River Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Fall River, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

LYNN, MASS.

Population—1920 Census 99,148
1910 Census 89,336
Cham. of Com. Estimate, City and Sub. 275,000
15 Banks, Resources, \$67,182,577.96. 52 Schools, Pupils, 18,346; Theatres, 8; seats, 11,600. Trading Area—South to Beachmont, northeast to Marblehead, northwest to Lynnfield and west to Saugus. Newspapers—Item (Eve.); Telegram-News (Eve-Sun.)

Lynn Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Lynn, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

BROCKTON, MASS.

Population—1920 Census 66,254
1910 Census 56,878
Cham. of Com. Estimate, City and Sub. 130,000
9 Banks, Resources, \$41,589,351.72. 33 Schools, Pupils, 12,490; Theatres, 3; seats, 6,300. Trading Area—South to Middleboro, east to Plymouth, north to Braintree and west to Easton and Stoughton. Newspapers—Enterprise (Eve.); Times (Eve.).

Brockton Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Brockton, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

HOLYOKE, MASS.

Population—1920 Census 60,203
1910 Census 57,730
Cham. of Com. Estimate, City and Sub. 139,000
9 Banks, Resources, \$48,435,500.39. 35 Schools, Pupils, 13,733; Theatres, 11; seats, 8,200. Trading Area—South to Chicopee, east to Bondville, north to Bradstreet and west to Westhampton. Newspapers—Transcript (Eve.); Telegram (Eve.).

Holyoke Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Holyoke, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

MALDEN, MASS.

Population—1920 Census 49,103
1910 Census 44,404
Cham. of Com. Estimate, City and Sub. 80,000
6 Banks, Resources, \$23,420,584.53. 21 Schools, Pupils, 10,994; Theatres, 5; seats, 5,000. Trading Area—Limited to city almost entirely. Newspapers—News (Eve.).

Malden Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Malden, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

QUINCY, MASS.

Population—1920 Census 47,876
1910 Census 32,642
Cham. of Com. Estimate, City and Sub. 80,000
7 Banks, Resources, \$20,226,516.42. 18 Schools, Pupils, 8,969; Theatres, 6; seats, 3,800. Trading Area—South to Accord, east to coast, north to Atlantic, west half way to Readville. Newspapers—Patriot-Ledger (Eve.); Telegram (Eve.).

Quincy Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Quincy, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

CHELSEA, MASS.

Population—1920 Census 43,184
1910 Census 32,452
Cham. of Com. Estimate, City and Sub. 44,000
8 Banks, Resources, \$21,632,548.49. 10 Schools, Pupils, 9,764; Theatres, 3; seats, 3,800. Trading Area—Chelsea's trading area is limited almost exclusively to the city. Newspapers—Record (Eve.).

Chelsea Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Chelsea, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

GLOUCESTER, MASS.

Population—1920 Census 22,947
1910 Census 24,398
Cham. of Com. Estimate, City and Sub. 35,000
5 Banks, Resources, \$15,829,091.22. 23 Schools, Pupils, 5,362; Theatres, 3; seats, 2,066. Trading Area—East and north to the Atlantic coast, south and west along coast to West Manchester, north to Essex and Conomo. Newspapers—Times (Eve.).

Gloucester Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Gloucester, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

BEVERLY, MASS.

Population—1920 Census 22,561
1910 Census 18,650
Cham. of Com. Estimate, City and Sub. 35,000
4 Banks, Resources, \$10,736,244.72. 13 Schools, Pupils, 4,636; Theatres, 3; seats, 1,890. Trading Area—North to Boxford, east nearly to Gloucester, west to Danvers. Newspapers—Times (Eve.).

Beverly Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Beverly, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

NORTHAMPTON, MASS.

Population—1920 Census 21,951
1910 Census 19,431
Cham. of Com. Estimate, City and Sub. 40,000
5 Banks, Resources, \$18,513,257.10. 19 Schools, Pupils, 4,039; Theatres, 2; seats, 2,400. Trading Area—South half way to Holyoke, east to Amherst, north to S. Deerfield and west to Norwich. Newspapers—Hampshire Gazette (Eve.).

Northampton Retail Outlets for Nationally Advertised Products

Table listing retail outlets for various products in Northampton, including Auto, Confectioners, Florists, Hats and Caps, Jewellery, Ladies' Tailors, Meat Markets, Men's Furnishings, Merchant Tailors, Milliners, Opticians, Photographers, Pianos, Restaurants, Shoe Dealers, Sporting Goods, and Stationers.

NOT
CLASS *versus* **MASS**
BUT
CLASS *plus* **MASS**

The Boston Herald-Traveler stands as America's first daily newspaper in national advertising for a very impressive reason.

While it stands acknowledged as the class medium of its field, it has attained mass advertising dominance as well.

The Herald-Traveler is the recognized medium for financial, books, automobile, office equipment and other advertising classifications appealing to the class reader, but it also shows great strength in foods, drugs, men's wear, women's wear, and such types, which are generally considered mass classifications.

There may be greater mass papers than The Herald-Traveler, but these mass papers do not get the class advertising. There may be greater class papers than The Herald-Traveler, but they do not get the mass advertising.

The concerted opinion of American advertising agencies that The Herald-Traveler is Boston's best medium for both types of advertising has given it leadership not only among Boston daily newspapers, but in the entire country as well.

The Herald-Traveler's outstanding national advertising leadership in 1921, which is being steadily continued in 1922, proves conclusively from advertisers' experience that the man who eats may not buy bonds, but the man who buys bonds certainly eats.

THE BOSTON HERALD-TRAVELER

The Boston Herald-Traveler is pleased to announce the appointment of

Mr. FRED C. VEON

as its Pacific Coast Representative

with offices in the Security Building, Los Angeles, Calif.

