

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

NEW YORK, SATURDAY, MARCH 15, 1924

No. 42

30 Glorious Days in Jail for Refusal To Betray a Press Confidence

From His Cell Illinois Editor Sends Own Exclusive Story of Alleged Court Contempt—Edits Paper Through the Bars—Friends Swarm Jail, Bearing Gifts—Conscience Clear, He Gains Five Pounds and Sun's Circulation Leaps.

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By RALPH L. KING

Assistant City Editor Waukegan Sun.

Written in Lake County Jail by Request of EDITOR & PUBLISHER.

SOMEWHERE in the recesses of my brain linger the words of a philosopher. "A Real Man is loyal to his friends and guards his confidences as his bible." I would put that into it. If I were to write a newspaper I have been jailed for being loyal to my friends. I speak from experience because I am writing this in the Lake County jail at Waukegan, Ill., where I am serving a 30-day sentence for con-

real man will do as much or a little more than he promises.

Circumstances had given me many hard knocks in the 37 years of my life, but this was the first time I had ever stood face to face with even a technical violation of the law. During the 28

more severe for the person who does not face a critical situation with the truth. I feel that a coward is one who may know what would be best but doesn't do it.

I thought the whole situation out alone and decided I would rather be a whine-

I installed a loud speaker for the benefit of the other prisoners which gives them great pleasure. I prefer to clamp the headphones over my ears to listen to concerts as I turn out "copy" on my "mill." Peppy music with a liberal supply of saxophone gives me the rhythm I want for my typewriting. Music stimulates my brain. The radio works better in jail than it did at home. I have a longer aerial. The other night I picked up New York City and San Francisco 20 minutes apart.

I am kept busy every minute of the day writing "copy" for the Daily Sun, writing feature stories for dozens of newspapers and syndicates, being interviewed and photographed, and entertaining friends and acquaintances. There have been 1,200 or 1,500 visitors, who, almost without exception, congratulated me upon the stand I took. There has not been one person who has said I should have "told." The entire board of supervisors paid me a visit after an unanimous vote. My visitors have included state officials, judges, ministers, business and professional men of all branches, prominent editors and publishers, tradesmen, laborers, government officials, waifs of the street, people from all walks of life with whom I have had contact in some capacity or other in my work as a reporter and as an editor. Scores of these I did not know by name. One little chap came in with a scrap book and showed me one of his jokes that I once had printed about him.

I never was greatly interested in scandal and would much rather print a humorous item, and in my 18 years experience as a correspondent I have found that editors everywhere prefer a "story" with a laugh in it than other kinds unless they are of an unusual character. For years I have also been conducting a column of "alleged" humor under the pen-name of DeWitt Hunter, in which I quote everybody, using names whenever possible. Even the busy boss reads it



How Editor King spends his days in durance vile, giving jail news the best "covering" it has ever had, entertaining fellow prisoners with home-made radio and receiving as his guests the town's best people.

never violated a newspaper confidence, I am in jail because I consider a man's simple word good as his bible oath. Many of the men on the grand jury told me things in confidence concerning which they would not have wanted me to disclose the names of my informants, and for that reason I did believe they would ask to have me committed for contempt, as I frankly told them that the person who gave me the information had no evidence which would help them in their investigation. I had expected that Judge Claire C. Edwards, who sentenced me and had always seemed particularly friendly, would either dismiss the petition or impose a fine at the most. However I had made up my mind that whatever the cost, I would stand firm with my friends in the news-business because I believe that a

hours the judge gave me either to tell or go to jail, thousands of the best people of the county urged me to stick to my resolution, and with their moral support the discouraging situation changed to one of brightness. My definition of a real man is one who lives up to the best he knows. I could have "lied" out of it by merely saying I did not remember where I got the information, and I believe most of those men on the grand jury would have been relieved to let me slip out of a tight place, because I have since learned that they had no idea the judge would mete out such severe punishment for a mere technicality. Many of the jurors have even visited me in the jail, where I have served half the sentence, amidst the most lavish comforts that any person could possibly have. However, I had always found that punishment always is

less loser and when the 30 days are over to be "up and at 'em." I laid the matter before my wife and 11-year-old son. My wife agreed with me; my son said he never did like a tattle-tale.

The die was cast. No subpoena, mittimus or other court paper was ever served upon me. I stepped into the jail and surrendered myself. Deputy Sheriff D. A. Weale declined to lock me up until he had read the commitment.

My steel lined, octagonal turret on the third floor had been scrubbed, cleaned. Cigars and flowers had been sent ahead by friends. I brought my own bed clothing, typewriter, four tube radio set, calendar, office supplies usually needed in my line of work, and a part of my stamp collection, philately being my particular hobby when I'm where I can't do any fishing.

now, but I had to convert him. While in jail I also am enjoying writing a daily letter to different persons about town and in it I put my experiences behind the bars. The "boys" in the office write a "Dear Ralph" letter, containing all the "hoakum" they pick up about me. The idea is causing much comment and the circulation of the Sun has increased since my incarceration.

In order to keep fit I take my "daily dozen" by tuning in Chicago Y. M. C. A. every morning, and I sleep with all five windows open. I also walk a mile or two through the corridors and negotiate three flights of stairs many times a day. My appetite is keen and I am ordering accordingly, my meals being most excellent, temptingly prepared and well balanced. Salvatore, my valet, a trusty who brings the food, takes care of my room, makes the beds and looks after everything even to delivering the mail and telegrams, makes it possible for me to devote my entire time to work. A "copy" boy takes my manuscript to the office and brings the exchanges as well as the time release copy, which I head up. I also book the future assignments.

The boys at the office, I understand, call me "crow-bait" behind my back, because, I suppose, I am so skinny. They'll have to drop that when I get back because I've gained five pounds and am just getting a good start. Neighbors and friends have swamped me with cake, candy, cookies, shortcake, puddings and other things to eat, and my turrel looks like a first class tobacco store, as I have cigars and cigarets by the thousands. I can't spend a cent. My friends in the radio business supply me with every kind of equipment, one dealer keeps my batteries re-charged. The postmaster donates the postage stamps for my mail.

So far I have not had time to do any stamp collecting. I am building a small radio receiving set for one of the deputy sheriffs, having constructed several others before coming to jail. I wind the coils and make condensers from intersected tin-cans and therefore can build them for a few cents, with the exception of the headphones.

The weather has been quite stormy most of the time since my mail has been coming "in care of the sheriff," and having no snow to shovel, furnace to tend, besides being out of the reach of bill collectors, I have nothing to worry about, especially in view of the fact that my employers have doubled my salary, while my income from special correspondence will be greatly increased.

I have made it my business to be just as cheerful in jail as I ever was out of it. Sheriff Edwin Ahlstrom and the deputies are all personal friends, and treat me royally. Therefore I am living up to my name.

There are about sixty prisoners in this jail and all treat me very cordially, and do everything possible to make my stay pleasant. I reciprocate with radio music, and share with them the eats and smokes. There is practically no loud or boisterous talk, and I am surprised that there is so little profanity. Most of the men are trying to improve themselves by self education, and not a few are studying special courses in trade or profession.

I keep on the lookout for new prisoners as they come in and while the reporters get the court action I frequently am able to get "inside" angles which makes the stories about them more interesting. The county jail is being well "covered" these days.

They say the third day in jail is the hardest, but I have found my entire stay a continual round of pleasure. I could not be happy in jail though if I did not have enough work to keep me busy because I have made my own way in the world since I was 13 years old, with few vacations, this being one of the first real ones I've ever had.

I believe I have upheld the best tradition of journalism by refusing to violate a confidence. I believe that is right. Each must find happiness in his own way and meet duty as he sees it. This was my way of doing it.

Twenty-nine colleges and universities in the United States maintain schools of journalism.

ALL IN THE DAY'S WORK

DESIGN FOR EDITOR & PUBLISHER

By TAD

Inimitable sports cartoonist of the Hearst newspapers, whose rough and ready whimsy give daily joy to millions



WHEN a man has spent 20 years on the same job—doing a cartoon every day, and sometimes two or three a day, he's entitled to celebrate.

That's what Tad has done and when recently he completed his twentieth year in the Hearst service he celebrated —by ordering another gross of pens and digging into his work with renewed vigor.

Although Tad has been working for William Randolph Hearst for a score of years he has met and shaken hands with the "Big Boss" only once. His second meeting, he declares, is scheduled for 20 years from now. After that they may meet every 10 years.

All the world knows Tad, christened Thomas Aloysius Dorgan. He's the biggest figure in the sports cartoon world. But the world didn't know him 20 years ago. Only Arthur Brisbane knew him then.

Mr. Brisbane discovered him out in San Francisco and brought him to New York. He's been here ever since—same office, same job, same page. But not the same salary.

Tad's a southpaw with his pen—but he hits from either side with ideas. He has to. By his own estimate he has done 10,000,000 cartoons in his score of years. That may be an exaggeration—but anyhow it seems like 10,000,000. And he's still going strong.

Anyhow Tad came from Frisco—bringing his entire family with him. He made good thirty minutes after he hit the big town. He's still making good.

Changes? Sure, lots of 'em. As Tad himself remarked: "When I arrived here Tom Powers wore a full beard like General Grant; Doheny had only one oil

can; Tex Rickard was still punching cows in Texas and beer was a nickel a glass."

Changes? Sure. But not Tad. He goes on forever—the king of sports world cartoonists, paragrapher, artist, writer and good fellow!

Baroness Sues News Syndicate

Baroness Lija de Torinoff filed suit in Supreme Court, New York, this week against Mrs. May Wilkinson Mount, who conducts a newspaper syndicate, for an accounting of moneys received in the sale of alleged interviews had by the Baroness with the former German Emperor and his wife, Queen Wilhelmina of Holland, Field Marshal von Hindenburg and others. Filing answer, Mrs. Mount alleges the notables interviewed have written letters repudiating the interviews and alleges the Baroness interfered with the syndication. The defendant demands an accounting from the Baroness and pleads for a judgment of \$4,553.

Brisbane Speaks in Brooklyn

Arthur Brisbane, editorial writer, important cog in the Hearst machine, was guest of honor at a dinner given by the University Club, Brooklyn, March 12. Hearst plans to start publication of the Brooklyn American, March 17. He addressed club members on what he considered "the three things that are at present of most interest to the average American person—money, politics, and oil; the first two always being of interest." In writing his editorials, which he estimated were read by 12,000,000 people daily, he said his aim was to make people think, especially the young.

Lawson Aids Art Fund

Victor F. Lawson, publisher of the Chicago Daily News, has contributed \$1,000 to a fund being raised by the Chicago Tribune and the Chicago Herald and Examiner for the purchase of a Gilbert Stuart portrait of George Washington for the Art Institute of Chicago.

RUMELY MUST SERVE

President Refuses to Pardon Former New York Mail Publisher

Edward A. Rumely, former publisher of the New York Mail, sentenced to the penitentiary for failing to report to the Alien Property Custodian indebtedness to the German government in connection with the purchase of that newspaper during the war, must serve his term. President Coolidge this week refused to grant a pardon. He may, however, commute the sentence.

Rumely with S. Walter Kauffman and Norvin R. Lindheim, lawyers, were convicted on charges of conspiring to defraud the government in 1920. The Circuit Court of Appeals at New York affirmed the verdict and a review was denied by the Supreme Court. The three men were sentenced in the Federal District Court to serve a year and a day.

Wilson Heads Foreign Correspondents

P. W. Wilson, United States correspondent of the London Chronicle, elected president of the Association of Foreign Press Correspondents at a meeting held this week. Sidney J. Clarke, correspondent of the London Telegraph, elected secretary-treasurer, and Antonio Costa of the Rome Tribuna and Douglas Williams of Reuters, Ltd., elected vice-presidents. New members of the executive committee are Percy Bullen, London Telegraph; W. Davies, La Nacion, and president of the association last year, Leonce Levy of Paris Matin, E. K. Moy, of the Shanghai News, A. Wynn Williams, Manchester Guardian.

To Honor New Zealand Editor

Sir George Fenwick, editor of the Dunedin (New Zealand) Otago Daily Times and one of the leading journalists of the Antipodes, will be guest of honor at a dinner given by Chicago newspaper men, printers and allied tradesmen on March 18.



T. A. DORGAN

MUNSEY SHOWS SUN'S PROFIT BY GLOBE DEAL

Takes Editor & Publisher Reporter on Tour Through Big Plant—Justifies His Purchase of Globe, Whose Name Is Now Dropped From Sun's Masthead

MR. FRANK A. MUNSEY took this writer on a tour of inspection of his huge New York newspaper plant Wednesday.

The great consolidator of newspapers had just touched with his magic wand the New York Sun and Globe title, obliterating the name of one of the oldest newspapers in the United States, giving the bright and shining Sun free opportunity to shed its beams unhindered by the shadow of the Globe.

A few months ago Mr. Munsey invested \$2,000,000 in that name, now being stripped from the masthead of his evening combination newspaper.

What had the merger given to Mr. Munsey, in addition to the obvious appreciation of the advertising public for reducing the number of daily mediums?

"Ask Mr. Friendly, the business manager, what has happened to the Sun," said Mr. Munsey. "He has the figures."

Following the tour of inspection Edwin Friendly was asked for the facts and he stated them as follows:

"The Sun today is a bigger, better newspaper. The A. B. C. statement for the 6 months, ending March 31, 1923 gave the Sun's circulation as 180,379. Today the Sun's circulation is more than 250,000 as the Government statement in April will show.

"The basic advertising rate of the Sun before the amalgamation was 50 cents an agate line. The basic rate now is 60 cents an agate line. All rates have been gradually scaled upwards.

"Advertising, despite the increase in rates is steadily gaining. For the year 1923 the Sun gained 33,000 columns of advertising. In January of this year the Sun gained 800 columns; in February 1,000 columns.

"The total lineage for 1923 of the Sun was 10,689,292 agate lines, representing a gain of 1,068,476 agate lines. In January of this year the gain was 240,058 agate lines; in February, 299,822 agate lines."

Inspection of the Herald and Sun plant at 280 Broadway, under the leadership of the silent wizard owner, was far more graphic and interesting than Friendly's cold recital of figures.

When the writer called, the evening newspaper day was at its height. Mr. Munsey was busy; he is always busy. Why not? He is owner of three giant New York newspapers, the Herald, the Sun, and the Telegram and Evening Mail. As owner, he is boss of some 3,500 men and women. His properties are valued close to \$22,000,000.

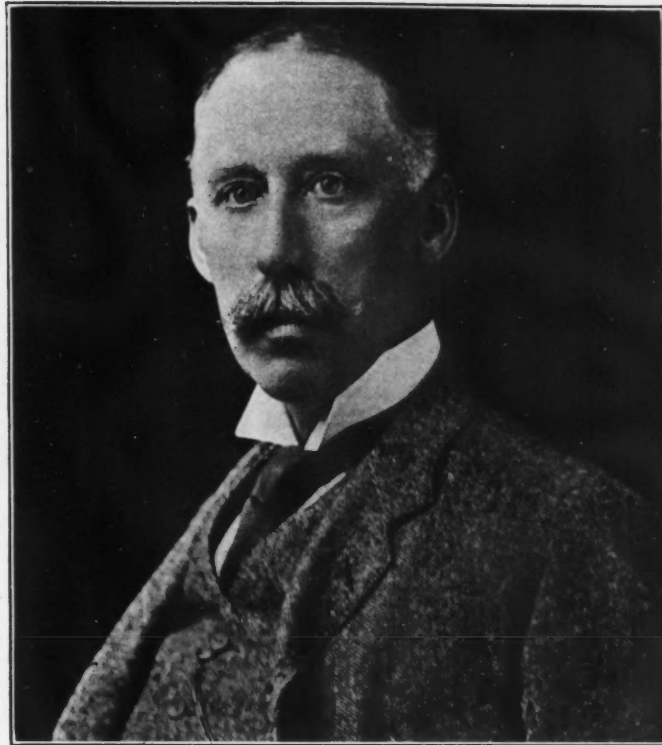
He was going to look over his mechanical equipment, right now. The writer was asked to accompany him.

Frank Andrew Munsey, publisher, put on hat and overcoat to lead the way. Despite the fact he will be 70 this coming August he gives no impression of age. His step is firm. True, his neatly trimmed and twisted mustache is snow white, but the flesh of his long gaunt face is unshaggy, unwrinkled, ruddy.

This man, who began work in a "down East" country store, looked very much the aristocrat today as he prepared to inspect his gigantic properties. It is hard to realize that this man who now calls the Ritz Carlton Hotel home, once was proud to call himself manager of the Western Union Telegraph office at Augusta, Maine.

When in 1882, already 28, he traveled from Maine to New York, the Mecca of all newspaper men, to start his famous Golden Argosy, a juvenile weekly, who would have dared prophesy he would in 1924 be buying newspapers of Manhattan, as then he might have bought a suit of clothes?

Such thoughts as these occurred as we walked outside through the foyer of the Sun building, out through the busi-



FRANK A. MUNSEY
Drops "Globe" Title and Shows Reporter Rapid Growth of The Sun.

ness office, where clerks bent closer to work as he passed. Mr. Munsey, tall, straight, walked with a snap in his stride.

The inspection party, including besides Mr. Munsey and the writer, Mr. Friendly and Fred A. Walker, publisher of the Telegram and Mail, left the door of the business office to step out on Broadway, and turned around the block past a fleet of motor trucks lined up to receive the bundled newspapers from the mail room in the basement.

Munsey's eyes are keen and observant. He noticed the posters plastered on the sides of the trucks and commented on their make-up.

The mail room was the first stop in the inspection trip. A belt conveyor had just been installed. Production and distribution, it was explained, had to be speeded up because of the enormous increase in circulation. By installation of the conveyor newspapers, bundled for transfer to railroad station, post office and stands, are carried automatically and speedily from the basement to street level and trucks. Labor is saved.

This is a new purchase. It is in operation for the first time today. Mr. Munsey examined it critically. One could not talk. The din of the press room nearby crashed against cars. Neatly folded newspapers were brought by automatic conveyors from the presses on the lower level to the mail room to be seized, wrapped, marked and tossed on the belt which whisked them to waiting hands on the street.

Mr. Munsey gestured significantly, as though to say: "See! this vast energy, representing circulation increase, is one result of consolidation."

It was about 4 o'clock in the afternoon. Editions of the Sun were pouring out in thousands to all corners of the city. Men, with hands and faces grimed with printers' ink, who were working feverishly as we bent heads to descend the steps to the mail room, seemed to

double their efforts, when they recognized their chief.

Mr. Munsey next led the way to the roaring press room. Descending from a balcony, the party threaded its way between the impressive rows of giant Hoe octuple presses. These presses, huge beasts of steel, stand shoulder to shoulder, champing and snorting as men, made small by proximity to the machines, feed them white newsprint to be made into newspaper for New York's huge reading public.

It was pointed out that circulation of the Telegram and Mail had so increased since the recent amalgamation that two of the Sun and Herald presses are being used to print that newspaper, which has 4 presses in its own building. The 4 sextuple presses included in the Mail purchase still stand idle. They are not large enough to print the greater newspapers Mr. Munsey is producing.

Despite this tremendous equipment the Sun still frequently has to make use of 5 additional presses in the plant of the New York Tribune, uptown.

The presses in the Sun plant are virtually never silent. Barely finished with the output of the two evening Munsey newspapers, they are started up each night to produce the morning Herald.

Mr. Munsey, turning broad shoulders, to pass between the presses, appeared a pigmy now. He paused before leaving the room. His eyes answered the question put to him before the inspection started. Perhaps he had reasoned all along the roar of presses would prove better reply than mere words. Mr. Munsey is never prodigal with words.

We climbed the stairway and again stood on the main floor. Mr. Munsey waved further questions aside. He walked away alone to an elevator, which carried him past the second floor editorial rooms to the fifth floor, back to his offices where he was again: Busy, very busy.

COOLIDGE TO ADDRESS ANNUAL A. P. MEET

Accepts Invitation to Speak Before Publishers in New York, April 22—A. P. to Elect Five Directors

President Calvin Coolidge will be the guest of honor and speaker at the annual luncheon of the Associated Press to be held at the Waldorf-Astoria Hotel in New York, April 22. This luncheon will be held on the day of the annual meeting of the Associated Press and will be attended by six or seven hundred prominent publishers from different parts of the country who will attend the meeting as members of the A. P.

One of the purposes of this meeting will be the election of five directors for a term of 3 years. The directors whose terms expire are Victor F. Lawson, Chicago Daily News; W. H. Cowles, Spokane Spokesman-Review; Frank P. MacLennan, Topeka State-Journal; E. Lansing Ray, St. Louis Globe-Democrat; and Frederick I. Thompson, Birmingham Age-Herald. The Nominating Committee has announced the following nominations: Ralph H. Booth, Saginaw News-Courier; Victor F. Lawson, Chicago Daily News; J. E. Wheeler, Portland (Ore.) Telegram; W. H. Cowles, Spokane Spokesman-Review; Harry E. Taylor, Portsmouth (Ore.) Times; Frank P. MacLennan, Topeka State-Journal; Louis T. Golding, St. Joseph (Mo.) News & Press; Frederick I. Thompson, Birmingham Age-Herald; Leonard K. Nicholson, New Orleans Times-Picayune; E. Lansing Ray, St. Louis Globe-Democrat.

To succeed V. S. McClatchy, of the Sacramento Bee, who has resigned, Joseph R. Knowland of the Oakland (Cal.) Tribune and Harry Chandler of the Los Angeles Times have been nominated. Mr. McClatchy's term will expire in April, 1925. Nominations will be made from the floor to fill the vacancy caused by the resignation of W. L. McLean of the Philadelphia Bulletin, whose term will expire in April, 1926.

Preceding the annual meeting of the Associated Press, the Board of Directors will meet April 17, 18, 19 and 21 at the new home of the Associated Press, 383 Madison avenue.

At a recent meeting of the Board a letter was read from the late John R. Rathom, editor of the Providence Journal, who was a director in the Associated Press from 1917 to 1923, in which he expressed his appreciation of his long association with the A. P. Resolutions of sympathy were passed upon the death of Mr. Rathom and also upon the death of the late Charles H. Grasty, for years a valued member of the association and at one time a vice-president of the A. P.

Resolutions of regret were also passed on the resignation from the Board of Directors of William L. McLean, of the Philadelphia Bulletin. Mr. McLean has been an outstanding figure of the Associated Press for nearly 30 years, and a member of the Board of Directors and of the Executive Committee nearly all of that time. He has transferred his membership to his son.

\$25 Prize Offered

To stimulate interest in journalism at Johns Hopkins University, the Holland Prize of \$25 in gold and an appropriate medal, will again be awarded this year. The award is given to the student submitting an article, news story, editorial or poem at any time during the school year in the News-Letter, student paper.

OBEY "SIX DAYS SHALT THOU LABOR" BUT ISSUE SUNDAY EDITIONS

Many Small Cities in South and West Support Newspapers Which Compensate for Sunday Issue by Omitting Monday or Saturday Edition

"HOW many towns of 20,000 or more population have newspapers which publish every morning except Monday, and every evening except Saturday evening, and Sunday morning?"

A subscriber to EDITOR & PUBLISHER wants an answer to this question, which touches upon a practice of newspaper publication that is usual in the South and West and almost unknown in the Eastern states.

However, there are very few towns in which the conditions cited prevail.

In Huntsville, Ala., the Star, a new morning paper, omits Monday, and the Times, evening, does not appear Saturday. Huntsville has 8,918 population, according to 1920 census figures.

Owensboro, Ky., with a population of 21,060, has the Inquirer, evening except Saturday, and Sunday morning; and the Messenger, morning except Sunday.

Henderson, Ky., 12,169 population, has the Gleaner, morning except Monday, and the Journal, evening except Saturday.

But, while this idea of putting out a Sunday edition while maintaining a six-day operation basis has few followers in towns of 20,000 or more population, and while there are few towns of any size in which the exact conditions specified apply both to morning and evening operations, there are 104 American towns in which newspaper offices observe a weekly day of rest, while putting out Sunday editions.

In Alabama, besides the Huntsville situation mentioned, Tuscaloosa's only paper, the News & Times-Gazette issues Sunday morning, but omits Saturday evening.

Arizona has morning except Monday operations in Bisbee, Douglas, Globe, Prescott, Tucson, and Yuma. In Bisbee, Douglas, and Prescott, the evening papers issue every weekday evening. In Tucson, the evening paper issues evening and Sunday morning.

Fort Smith, in Arkansas, has the Times-Record, evening and Sunday, except Saturday, and the Southwest American, morning except Sunday and Monday. These papers have a common ownership.

Hot Springs and Pine Bluff have morning except Monday and evening except Sunday operations. Helena's evening paper issues evening and Sunday morning, except Saturday.

Bakersfield, Chico, and Eureka, Cal., have morning newspapers which omit Monday and evenings which omit Sunday. Grass Valley, Cal., goes without a Monday morning paper.

Morning except Monday and evening except Sunday is the rule in Hanford, Madera, Marysville, Merced, Modesto, Napa, Oroville, Petaluma, Pomona, Porterville, Redding, Richmond, Salinas, Santa Barbara, Santa Cruz, Santa Rosa, Tulare, Ventura, Visalia, Watsonville and Woodland. All these towns have one morning and one evening paper. In San Luis Obispo, two morning papers omit Monday issues and the evening paper does not appear Sunday. In Vallejo, Cal., two evening papers drop the Sunday issue and the morning paper doesn't appear Monday.

Durango and Grand Junction, Colo., readers are served morning except Monday and evening except Sunday. Fort Collins' one evening paper drops the Saturday issue but appears Sunday. Cripple Creek's morning paper omits Monday.

Orlando and St. Petersburg, Fla., follow the morning except Monday and evening except Sunday rule. Daytona's morning paper omits Monday, its evening paper appearing weekdays and Sunday morning. West Palm Beach has a morning paper every day and an evening paper from Monday to Friday and Sunday morning.

Athens, Ga., has an evening paper which issues Sunday morning, but omits Saturday. Brunswick's morning paper omits Monday. In Cordele, LaGrange, and Rome, Ga., the evening paper omits Saturday, but publishes Sunday morning. In Columbus the morning paper appears daily, the evening paper daily except Saturday, and Sunday morning. In Waycross the only paper publishes morning editions daily except Monday and evening editions, daily except Sunday.

Nampa and Wallace, Idaho, are on the morning except Monday schedule. In Twin Falls, Idaho, the morning paper omits Monday, the evening paper is absent Sunday.

Bloomington, Ill., has an evening paper which omits Saturday but publishes Sunday, and a morning paper which omits Sunday.

Morning except Monday and evening except Sunday rules in Clinton, Danville, Jacksonville, Jerseyville, and Mattoon, Ill., in each of which two papers are published. Champaign and East St. Louis each have an evening paper which drops Saturday and appears Sunday morning. Paris, Ill., has two evening except Sunday, and one morning except Monday. This is also the situation in Rockford. Quincy reads two evening papers, one dropping Saturday and issuing Sunday morning and the other omitting Sunday.

In Indiana, the morning except Monday and evening except Sunday papers prevail in Anderson, Frankfort, Huntington, Kokomo, Logansport, Marion, Richmond, and Vincennes. Columbus, Ind., has three six-day evening papers, two omitting Sunday and one publishing Sunday, but not Saturday.

Burlington and Waterloo, Ia., follow the evening except Sunday and morning except Sunday rule. Cedar Rapids and Davenport have two evening papers each, one of which omits Saturday but publishes Sunday and the other omits Sunday. Dubuque has three evening papers one of which omits Monday and the other two Saturday, all publishing Sunday editions.

Kansas contributes morning except Monday and evening except Sunday situations in Coffeyville, Hutchinson, Parsons, and Pittsburg, each of which reads two papers. Atchison has an evening and Sunday, except Saturday, paper, and so does Leavenworth. Independence and Manhattan each have two evening except Sunday papers and one morning except Monday. Kiowa is on a morning except Monday basis. Salina has two evening papers, one issuing Sunday morning, but not Saturday, and the other every weekday evening.

Paducah, Ky., takes its newspapers morning except Monday and evening except Sunday. The Henderson and Owensboro operations have been previously described. Ashland, Ky., has an evening and Sunday, except Saturday schedule and Frankfort gets its favorite morning except Monday.

Escanaba is served by Michigan's lone morning except Monday and evening except Sunday newspapers. Houghton has a morning except Monday paper. Ludington has an evening except Saturday, and Sunday morning paper.

Hibbing, Minn., has two evening papers, one omitting Monday, but publishing Sunday, and one publishing every weekday. Owatonna has a morning, except Sunday, situation.

Jackson, Miss., has a morning and an evening paper, both issuing Sundays, the morning paper omitting the Monday edition. Vicksburg's two papers follow the morning except Monday and evening except Sunday schedule. Nachez reads a morning except Monday paper.

The morning except Monday and evening except Sunday idea prevails in

PLEASANT PAYNES



Philip A. Payne, managing editor of the New York Daily News, and Will Payne, writer on many topics, met at St. Petersburg, Fla., last week. The local photographer couldn't resist the temptation.

Carthage and Joplin, Mo., both of which are two-paper towns. Excelsior Springs has two six-day evening papers, one publishing Sunday, but not Saturday, and the other omitting Sunday. Moberly does likewise. Jefferson City has two evening except Sunday and one morning except Monday papers. Kirksville's only daily, an evening paper, drops Saturday, but publishes Sunday. Sedalia has the curious situation where morning and evening papers jointly owned, both publish Sunday editions, the morning paper omitting Monday and the evening paper omitting Saturday.

Springfield's dailies both issue Sunday editions, the morning paper omitting Monday, the evening paper publishing every day.

Bozeman, Havre, and Lewiston, Mont., each have a morning paper which does not appear Monday. Miles City's evening paper omits Saturday, but appears Sunday.

In Nebraska, the two-paper towns which have morning except Monday and evening except Sunday issues are Beatrice, Falls City and Nebraska City. Nevada's Carson City and Tonopah receive similar newspaper service.

New Jersey has only Bridgeton in this class.

New York puts forward Ogdensburg and Plattsburgh, both of which support two morning papers, one issuing morning except Monday and one morning except Sunday. In Middletown, two evening papers appear, one daily except Sunday, and one daily except Saturday, and Sunday morning.

In North Carolina, the general rule under discussion prevails in Goldsboro, Kinston, New Bern, Statesville, and Wilson. In Durham, both papers publish Sundays, the evening paper omitting Saturday's issue.

In North Dakota, the morning except Monday and evening except Sunday plan is used in Fargo and Grand Forks.

Ironton, Ohio, also works on this plan, as does Sandusky. Athens' only paper issues evening except Saturday, and Sunday morning. Middletown has two six-day evening papers, one taking Saturday, the other Sunday, off its calendar.

The morning except Monday and evening except Sunday system has followers in Bartlesville, Enid, and Pawhuska, Okla. One-paper towns where the eve-

ning paper issues Sunday, but not Saturday, include Ada, Duncan, Elmore, Hugo, Lawton, Miami, Norman, Okmulgee, and Wilson. One-paper towns where morning paper omits Monday's issue include Blackwell and Shawnee. In more, the evening paper omits Sunday and the morning paper omits Saturday, issuing Sunday. This is also the case in Okmulgee. In Ponca City, the morning paper omits Monday and the evening paper Saturday and Sunday.

Oregon's followers of the morning except Monday and evening except Sunday operation are found in Astoria, Eugene, and Salem. In Oregon City, only daily issues morning except Sunday.

Rhode Island has an evening paper, Westerly, which omits Saturday, publishes Sunday evening. The other Sunday evening paper in the country now is the New York Evening Telegram.

South Carolina furnishes adherents of the Monday and Saturday holiday plan in Anderson and Florence, both one-paper towns.

South Dakota's papers working the plan are in Aberdeen, Deadwood, and Sioux Falls.

Johnson City, Tenn., has a morning except Monday and an evening except Monday, except Saturday operation under common ownership. In Greeneville the morning paper omits Sunday and in Jackson the evening paper does not appear Saturday.

Texas cities where morning except Monday and evening except Sunday operations are conducted include Greenville, Marshall, and Paris. In Houston the evening paper issues daily except Saturday and Monday. In Amarillo morning and evening combination morning except Monday and evening except Sunday. The other evening paper, new enterprise, issues evening except Saturday. Evening, except Saturday, Sunday morning operations are common in Abilene, Cuero, Denison, Eastland, Mexia, Orange, San Angelo, Sherman, Sulphur Springs and Sweetwater.

Springfield, Mo., has two evening papers, one publishing Sunday, but not Saturday, and the other omitting Sunday. Moberly does likewise. Jefferson City has two evening except Sunday and one morning except Monday papers. Kirksville's only daily, an evening paper, drops Saturday, but publishes Sunday. Sedalia has the curious situation where morning and evening papers jointly owned, both publish Sunday editions, the morning paper omitting Monday and the evening paper omitting Saturday.

Virginia has Danville, where both morning papers issue evening except Sunday and the morning paper morning except Monday; Lynchburg, Staunton, Newport News, in each of which there is an evening except Sunday and a morning except Monday paper.

Washington has Bellingham, where two evening papers omit Sunday and the morning paper drops Monday; Everett, where one evening paper and one morning paper drop the Saturday and Sunday day editions, respectively; Olympia and Yakima, which follow the Everett plan; Walla Walla, where both evening papers issue every day and the morning paper drops Monday; and Hoquiam, where the morning paper omits Monday.

In Fairmont, W. Va., the usual morning except Monday and evening except Sunday system is in force. In Cambridge, the morning paper drops Monday issue, while the evening paper appears every day. In Bluefield, the morning paper does not issue Monday, and in Williamsport, the evening paper makes Saturday its holiday.

Eau Claire, Wis., has a common owned morning and evening combination which issues morning except Monday and evening except Sunday.

In Sheridan, Wyo., the evening paper issues evening and Sunday morning except Saturday.

Seeking Pardons for "Lost Legion"

The Chicago Tribune is fostering movement for the release of the "Lost Legion"—soldiers who were sent to military prisons for offenses committed during war and who still are behind the bars. Don Ewing, staff writer, is at Leavenworth, Kan., organizing a daily Twenty-four organizations in Chicago backing the campaign.

PERSONAL JOURNALISM IS COMING BACK—BROUN

Public Weary of Anonymity of Editorial Page—Thirsts for Individual Opinions and Reactions, Famous "Colyunist" Declares—Every Town of 200,000 Should Have Own Columnist

By PHILIP SCHUYLER

PERSONAL journalism is coming back—slowly, to be sure, but coming back.

The cycle is swinging around again, and the impersonality of American newspaper pages is giving way to the intimate one-man opinions of yesteryear.

Ask Heywood Broun, columnist, author of "It Seems to Me" in the New York World, if you don't believe it.

Scuffers of personal journalism may wear out sleeves laughing up them at the thought of such nonsense coming back. But perhaps this will be a chuckle-stopper. The personal journalism, such as Broun represents in his column is thought well of by the circulation department of the World.

"We estimate Broun is worth 10,000 circulation to us," said Nelson Hoover, supervisor of circulation.

Standardization and syndication are anathema to Broun. He is out with inkpot and pen to blot out dry as desert dust sameness. True, he will tell you, American newspapers have a long, long way to go before they get completely back into the personal cycle. But today he sees the return of the prodigal written in the stars, and if he wasn't slightly inclined towards laziness and stoutness, he might jump about for joy.

"Column conducting is growing."

That is his shout. Although he isn't sure there has been improvement since the days of Eugene Fields' "Sharps and Flats," he is absolutely certain it is growing.

And personal opinion, according to Broun, is creeping slowly, but steadily back into newspapers of the country through the local column of wit, fed by the contributions of readers.

Please italicize local. Its the way Broun told it to EDITOR & PUBLISHER.

Picture him. He swings around in his swivel chair from a letter littered desk and well-worn typewriter. He leans elbows on knees, puts chin in palms. His deep bass drawl falls softly. Occasionally one hand sweeps through tangled hair—hair, which caresses his ears in sartorial defiance. He has taken off a plutocratic raccoon coat and with it all Harvard airs and metropolitan dignity. He looks, in fact, very much a country editor as he says:

"After all, the country newspaper is the base of all journalism.

"People want to read their names and the names of their neighbors in the newspapers. They want to follow the fortunes of everyday people they know well. They like to become acquainted with one definite human personality they can talk to and think with daily in their newspaper. Here is where the column and its conductor serves their purpose.

"It is indeed a little unfortunate that syndication is as widespread as it is. The whole point of a column, I think, is the personal and local reaction of an individual.

"Column conducting has grown and is growing, following the passing of the personal editorial.

"Once the editorials of a newspaper reflected the opinions of one man—a very definitely known person. Then the tendency was towards impersonality. Now the note of personal opinion has crept back and persists in creeping back through what has come to be known as the columns."

And it's a very good thing, says Broun. "Too many people these days are thinking together," is his opinion. "It clogs things up. New York shouldn't be the thinking reservoir of the nation. Small communities should act independently.

"Every newspaper in a city of 200,000 or more should have its own columnist, writing about its own town.

"Few newspapers of America have a distinct personality of their own. They

but add to the excessive standardization in the United States."

It seems to Mr. Broun, you see, that newspapers still serve that silly purpose of acting as society's mirror, when really they should be the beacon light, leading civilization forward. They are reflecting the sameness of American Main Streets, the red front five-and-ten, the chain cigar store, the granite Chamber of Commerce, when really they should

"The tendency of even the best copy desk is towards standardization," he commenced in deliberate tones.

"That well-known lead got by once before, it will get by again' is the attitude of the desk.

"The copy reader, by the very nature of his job, is committed emotionally to conventionality.

"When I was doing baseball for the New York Tribune, I had my fight with

and Riverside Drive to the Bohemian haunts of Greenwich Village.

"I became a columnist more because of luck than anything else," he will tell you.

He started out like perhaps a thousand other newspaper men are starting out this year. In 1908, while he was still at Harvard, he spent a summer working for the New York Telegraph.

He remembers his first story well and laughs over it.

Gertrude Hoffman was appearing in her famous Salome impersonation. She was worth a story. The managing editor finally picked on Broun—"that young college man who is crazy to interview an actress."

Broun drew up a long list of questions.

"One of them, I remember," he said, "was whether she thought her Salome psychological or physical.

"Psycho—what?" was the Hoffman reply. I put it into the story and she has held it against me ever since."

During the next summer, Broun worked for the New York Evening Sun. When he graduated from college he went to the Tribune, where he worked 10 years on the street, copy desk, re-write, sporting editor, dramatic critic, book reviewer, war correspondent, to "It Seems to Me."

"Yes, column conducting is difficult at times."

The thought behind the remark was the average of 100 new plays he must see and write about each year, the hundreds of books he must read.

He spends about 2 hours each day at the office of the World. But, of course, one must count in those hours spent at theaters and in the cozy chair with a book!

"It certainly would be difficult conducting a column without the help of readers," he continued. "And contributors have their dull periods.

"Naturally there are certain stops I can press on and be sure of a reply. I can write in the column about religion, food or politics. These subjects inevitably bring letters.

"When I was hard up, I used to insult Yale or Princeton. But that's no good any more. College graduates refuse to tumble for it.

"It seems strange that this column It Seems to Me, dealing as it does in books and plays largely, should bring more response than the sporting column I once conducted. The Yankees and Giants, it seems, are really less interesting to newspaper readers than Cather or Ferber.

"From my letters, and I get an average of about 50 a day, I try to pick those for printing, which will best give a cross-section of opinion.

"But I am suffering most now from books and plays. I am finding it increasingly difficult, when reviewing a book to say any more than simply I like it or I don't like it.

"The Moving Pictures! They are horribly underwritten in our newspapers. They get all sorts of publicity write-ups, certainly. But no real, vital criticism."

Then, in conclusion, there was one more question. What does Broun do with his spare time?

He writes novels—"The Boy Grew Older," "The Sun Field"; two books of essays, "Seeing Things at Night," and "Pieces of Hate." He is working on a novel now, called "There Lived a Man," a fairy story.

"The first 5 or 6 years of newspaper work are useful to a man who intends to become a novelist," Broun believes. "After this period, it would be better for the embryo novelist either to get out, or else make his newspaper responsibilities pretty light.

"After all, a first-rate newspaper man is more important than a third-rate novelist."



HEYWOOD BROUN

Character picture of World star reporter in his little cubical office on the eleventh floor.

"Well, it seems to me that"

be flaming with new light, new colors, and new ideas.

Let cigar stores, automobiles, cash registers, ash cans, and rotary clubs be standardized, but for goodness sake, don't standardize thought! Let there be originality somewhere, everywhere.

"I assumed," continued Broun, the Broadway dilettante, "that outside of New York people were talking about different things, as they should be. But I have just returned from a trip through Pennsylvania and the middle west, where I was startled by the similarity of conversation everywhere.

"It would be healthier for American journalism, it seems to me, if the various newspapers were originating more stuff of their own."

Well, then, is creative genius being smothered by critic and copy desk?

Broun, a critic himself, slams the latter and defends the former. True, critics outnumber creators ten to one. New books, published, are pounced upon, cheerfully chewed, swallowed, and spat out on newspaper space. But that is quite correct, Broun believes.

"There will always be more critics than creators. Good criticism in itself can be creative."

But, to get closer to the heart of newspaper men: what about the copy readers? Broun hands them a knock-out. But he does it, of course, in his best it-seems-to-me, soft and philosophic manner. It is more of a push than a blow.

The copy desk. Baseball leads must always be the same, I was told. I tried freak leads, which were regularly chopped out. At the end of 6 months, I wore the copy readers out, and was able to write the way I wanted to.

"Damon Runyon, with his catchy humorous first sentence was my idol then. I used to spend from a half to an hour on the first sentence of my stories. Finally, however, I gave that up. Now, when I'm writing a ball game, I sit down to the typewriter and if the catchy first sentence comes to me, I write it down. If not, I just write along and let the story develop itself."

Broun is of the opinion that first-rate writers will always win out against the copy desk. They must, however, be willing to submit to a certain number of cuts, while they keep up their personal line.

Today at 35, called the "highest paid reporter in the country," Broun, although he gets occasional notes of criticism from Herbert Bayard Swope, executive editor, no longer fears the evil pencil of the copy desk. His greatest worry now is ideas for his column.

"It's the easiest kind of newspaper work," he admits. "But at times it's the most difficult."

Broun has been 16 years in newspaper work, every year spent in New York City. Today as author of "It Seems to Me" he has become one of the fabulous figures of Broadway. He is talked about, quoted, discussed from upper Fifth avenue

THIS AUTO EDITOR TELLS THE TRUTH ON HIS PAGE AND MAKES IT PAY

Handout Publicity Finds the Waste Basket While "Brownie" Rowland Tells Milwaukee Journal Readers the News of Motors' Merits and Defects

By W. W. ("Brownie") ROWLAND

Canned praise for every automobile on the American market has been denounced as a weak-kneed effort of newspaper publishers and editors to hold and build up advertising. This was condemned by William Ullman in a recent issue of EDITOR & PUBLISHER. Mr. Ullman is right. Automobiles can be criticized in the same way that theatricals are handled by the dramatic critic—or as books are torn to pieces by the reviewer. It can be done for the automobile, and the newspaper that does it can make money from the operation. Here is the proof. It has been done.

AN automobile editor who "knows his stuff" is quite as dissatisfied with the factory-made publicity he edits each week as is the subscriber whom Mr. Ullman pictures as disgusted with meaningless praise of new models.

Many automobile editors, I feel, are no more than titled copy-readers who edit bales of prepared handout publicity. They often take orders from advertising managers and from advertising solicitors covering the trade. A good advertiser can evendrop in and tell them what is best to run.

Mr. Ullman overlooked one important point in his article which, in general, was directed to automobile editors; that is, the woful fact that the majority of automobile editors have little or no control over the motor pages. It is therefore not up to the automobile editors, but to the publishers and executive of the different newspapers, to follow out Mr. Ullman's advice to quit printing "nice things" about any and every make of car and to start telling the truth.

They must either give the motor editor the same rank and authority over what goes into his pages as the city editor has over the news material, or they can continue in the free publicity game.

Ten years ago I was given the title and duties of automobile editor, with full authority by the publisher and business man to run motor pages as I saw fit.

The first order I gave was for a waste paper basket—largest size. Then the howls began. Threats to cancel advertising, much to the dealers' surpris, had no effect upon the material that passed over the basket into the copy desk.

I wanted to write of automobiles, but I wanted the stories in the most interesting form. If a motor dealer thought his car was good and wanted publicity—he had to bring that car around to me. I've been motoring ever since there was anything to "mote" with and the dealers knew that I was a safe man to trust with their cars.

I personally took new models out for test trips lasting from one to five days. I did not merely run around the block as do many of my confreres. When a car was handed over to me, the dealer knew that car was in for a real test over rough country roads and that if the car was weak, I'd know it soon and so would my readers.

Some cars stood these tests and I said so in print, telling how much gas and oil I used to get a certain mileage, what roads were travelled, what speed the car attained on fast stretches, what it would do on hills and in sand—in general a live story with a bit of humor giving all the dope on that particular car written so any reader could understand it.

Less than three months after the policy of telling the truth about motor cars had been in effect I tested a car that was an absolute failure. After one day's work I turned loose all the sarcastic critical phrases I had framed when the truth-

telling idea was evolved. The dealer was nearly as wild as readers were grateful. This was the first real live information Journal readers had ever had on any car on the market. And they liked it. I still have letters telling of the jolt the first story gave them.

As touring became less and less hazardous and automobiles were being built so well that they were supposed to run a few thousand miles without trouble, the test was expanded. It was announced that I should drive some car over every foot of state highway each year—more than 8,500 miles. Any dealer believing that his car could stand the test and was anxious to have its accomplishments known was asked to bring his car around. This annual trip which I have made for the last eight years has become the Journal's official inspection of state roads. Stories on road conditions, on the performance of the car driven, and on the towns visited are written every day by a reporter with a penchant for humor.

Some of the cars used for this trip have held up—others have not. In each case the public has been told nothing but the truth. But four years ago I drove a much heralded high-priced automobile on a 30-day trip. That car was and still is junk, useless outside city limits. We left parts of that car all over the state and wherever we dropped a part or broke down we told the world about it. We

were unable to finish the trip and came back to Milwaukee behind a truck. We described our entry into Milwaukee, told exactly what had happened and in a resume of the trip detailed every part which had fallen out of that car. Naturally, the dealer didn't like that but—he wanted publicity and he had to take the chance.

New models are sometimes described in the Journal, but seldom without having been tested on a short drive. Improvements are carefully studied and a frank opinion of them printed.

Unusual tests, too, interest your motor subscribers. A dealer in Milwaukee distributing a light car came to me last November and said that his car, selling below the thousand-dollar mark, could beat the fastest train on the Chicago, Milwaukee and St. Paul from Milwaukee to St. Paul. I didn't believe the car could do it. But I took the wheel at 3 a. m. one clear cold day and jolted that car over every type of road often at 55 to 60 miles per hour to St. Paul, a distance of 425 miles, in exactly 9 hours and 5 minutes, beating the fastest train by 32 minutes. Naturally I wrote of it.

Has this policy paid? It has. We have not only gained reader interest from practically every Wisconsin motorist, but have been able to organize 20,455 of our readers into the Journal Tour Club. A "Call of the Open Road," a tour book of Wisconsin, is given to every member. Road reports are made not only for the state highways, but for any of the main roads across the continent. Road maps for as many states as needed are given free to every Tour Club member and in addition each member carries a Journal Tour Club emblem on the radiator of his car. But the truth-telling policy has gone further. It has done just what the weak-kneed policy of patting each other's back has been expected to accomplish. It has aided the Journal to take the lead in automobile advertising.

And so we say in chorus with Mr. Ullman that the truth can be told about motor cars. And we say further that it pays in reputation and, in spite of the many fears, in advertising, too; for we have done it.

MILL OWNERS FAVOR PULP EMBARGO

Canadian Paper Manufacturers Testify Before Royal Commission—Forestry Engineers Say Timber Supply Rapidly Being Exhausted

Those members of the Royal Commission investigating Canada's pulpwood resources, who have been holding sittings in Eastern Canada have completed the taking of evidence. The members of the Commission who have been hearing witnesses in Western Canada are now at work in British Columbia and expect to complete their labors in about 3 weeks. It is expected that the Commission will be able to finish its report and present it to the Government some time in May. To date about 6 months have been spent in the collection of evidence.

At its last hearings in Quebec City Edward Beck, secretary of the Canadian Pulp and Paper Association, submitted evidence obtained from members of the Association in rebuttal of the accusation that Canadian mills were not buying wood from settlers and that the latter had to look to the United States for a market. The manufacturers all stated that they had bought as much wood as possible from private dealers. As a general rule they paid the ordinary export price and in some cases rather more. The Laurentide Company stated that, although they owned extensive limits, 25 per cent of their annual consumption was obtained from settlers. Mr. Beck quoted from statistics compiled at Ottawa, which showed that 30 per cent of the wood used in Canadian mills was furnished by settlers.

An interesting witness at Quebec was E. Wilson, forestry engineer for the Laurentide Company. Mr. Wilson presented statistics showing how Quebec's timber resources were being depleted. In 1913 the quantity available in the province was 363,603,200 cords. In the course of 10 years, 14,000,000 cords had been burned, 72,000,000 cords had been destroyed by the bud worm and 16,500,000 had been cut, making a total deduction of 102,504,608 cords. The yearly cut now averaged 10,460,000 cords, so that, assuming that there was no increase in the demand, the forests would be exhausted in 26 years.

Omer Lucien, president of the Quebec Forestry Engineers' Association, also quoted statistics to show that the timber standing in the province of Quebec, at the present rate of consumption, could not possibly last more than 20 years. Both Mr. Wilson and Mr. Lucien favored the placing of an embargo on the export of pulpwood and the adoption of strict regulations to prevent destruction by forest fires.

Newspaper Man Writes Own "30"

Frank C. Kingsland, 45, newspaper man, went to a hotel March 6 in Los Angeles, wrote his own death notice, marked it "for the newspapers," then killed himself with a revolver. He was suffering from effects of a fractured skull from which he never fully recovered, he stated in his own suicide story. He was on the old New York Sun for 7 years under Chester S. Lord, and was also on the Wall Street Journal.

Confess Klan Award Was Fake

Rev. C. C. Crawford, publisher of the Patriot, a weekly Ku Klux Klan publication in St. Louis, and Howard W. Bowers, a Klansman, have confessed to Klan officials that the "award" of a \$25,000 prize farm in a slogan contest conducted by the paper last fall was a fake. Their confession has been placed in the hands of post office inspectors to determine if the mails were used to defraud.

Canadian newsprint production has increased for 350,000 tons in 1913 to 1,263,000 tons in 1923, or 260 per cent.



W. W. ROWLAND

Brownie Applauds Police Drive Against Dangerous Alley Parking

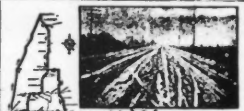
More Lights Needed on Arterial Routes

Highway 61 Nearly All Concrete in Beloit, Another Road of Pride for Wisconsin.

A number of 2000-2500 cc. engines are now being used on the highway. The new concrete road is a real improvement on the old dirt road.

Short Trips
A number of 2000-2500 cc. engines are now being used on the highway. The new concrete road is a real improvement on the old dirt road.

Letters to Brownie
A number of 2000-2500 cc. engines are now being used on the highway. The new concrete road is a real improvement on the old dirt road.



Made of Concrete All One for Oakland in Hard Road Test

Drive Blameless in Many Accidents

"Dad, Look at This!"
Henderson Bicycles and Motorbikes, It's a Work
E. H. KASTEN CO.

"Garage" Your Car Now
before winter sets in

The Garage That Has Made Good

Edison Sheet Metal Works

John Schroeder Bumper Co.

Time to Select Road With Care

Old Hampden Hints "Singlebarrier"

Around Wisconsin

SEE IT TODAY
KISSEL CAR CO.

Better Habits for Less Money

Milwaukee Can Now Compare This Perfected Air-Cooled Car!

Control emissions and save on gas and oil

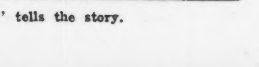
In Single Power

And as to Beauty

Hughes Motor Car Co.

The Powerful, Beautiful, Air-Cooled

FOX



Here's a page that illustrates how "Brownie" tells the story.

BATTLE BEGINS FOR RADIO CONTROL OF AIR

By SAM BELL

WASHINGTON, D. C., March 12.—If radio communication, both telegraphic by Morse code and telephonic broadcasting, is to continue its remarkable development, absolute Government control is imperative.

That is the opinion of Government officials, radio experts and all manner of persons who have been drawn to Washington to appear before the House Merchant Marine Committee in support of the so-called White bill that has been designed to provide a new radio control law. The measure, which has the strong support of Secretary Hoover, would place radio activities under the Department of Commerce, which now has a measure of authority.

Charles P. Caldwell, spokesman for the Radio Broadcasters' Society of America, recently told the Committee that the White bill enacted into law two years ago would have prevented the American Telephone & Telegraph Company which "now threatens to lord it over the radio world," from having received a license. Mr. Caldwell asserted that officials of that company had openly boasted they "intended to drive other broadcasters from the field and make the listeners-in pay."

The head of the Broadcasters' Society urged a change in the proposed measure that would provide for placing radio control in the hands of the Interstate Commerce Commission instead of the Department of Commerce. He pointed out that the Interstate Commerce Commission already exercised similar control over telegraph and telephone companies as well as railroads.

Raymond Anderson, representing New York City told the committee that the American Telephone & Telegraph Company through the exercise of patent rights and excessive charges had blocked New York's efforts to establish a broadcasting station.

While the hearings on the White bill are in progress the Federal Trade Commission is awaiting answer of the big radio apparatus manufacturing companies to the Commission's recent complaint charging monopoly of patents and attempt through that means to control broadcasting.

Secretary Hoover urged the enactment of the bill, but said he opposed the licensing of receiving sets which is the custom in European countries. He could offer no solution for the problem of making broadcasting stations self-supporting except through the sale of their patented devices or charging for advertisements sent by radio.

"Radio and the use of the air," said Mr. Hoover, "should be regarded as a matter of public concern and public trust, to be considered from the point of view of the public interest, just like other public utilities. There must be no monopoly. Something, however, must be done to reconcile the conflicting principles of patent rights and opposition to the development of monopolies.

"It is clear that we cannot allow any single person or group to place themselves in position where they can censor the material which will be broadcast to the public, nor do I believe that the Government should ever be placed in the position of censoring this material."

Secretary Hoover favored 5 or 10 years at the most as the life of a license, contending that the 50 years proposed by some interests would tend to give the licensees "vested rights to the air which they could sell or transfer."

"There are one or two points in the bill," said Mr. Hoover, "that should be discussed in detail. Under the 1912 law, it has been held that the Secretary of Commerce has no discretion in the granting of licenses to stations. It is now obligatory to grant a license to every applicant irrespective of the interference which may be anticipated from the operation of the station. The present bill grants a discretionary power to be exer-

White Bill Before Congress Provides Government Supervision of Broadcasting—New York's "Big Four" Start Patent Fights

cised in accordance with the public interest. I believe this is necessary in order that there shall be no question of vested right in the use of the ether.

"Section 2 (c) of the bill provides that the Secretary of Commerce shall refuse a license to any concern which is monopolizing or attempting to monopolize radio communication through control of the manufacture of apparatus or otherwise. I am in sympathy with the purpose shown

to be placed upon the same basis, and determined in the same manner as is the revocation of a license under this section."

WHILE Congress considers the White bill, radio's "Big Four" have begun a fight in New York for control of the air.

This fight is of enormous interest to newspapers of this country.

It will be waged probably between the

NEWSPAPERS maintaining broadcasting stations may continue with programs, unaffected by the patent dispute now being waged by the American Telephone and Telegraph Company.

No action for infringement of patent rights has yet been begun against any newspaper J. D. Ellsworth, A. T. and T. official told EDITOR & PUBLISHER.

Whatever action is taken eventually, at least 14 newspaper broadcasting stations will be unaffected—stations which are using equipment of Western Electric manufacture, and which have complied with all patent technicalities. They are:

	Wave Length in Meters
Los Angeles (Cal.) Examiner, Anthony & Record.....	KFI 469
Los Angeles (Cal.) Times-Mirror.....	KHJ 395
Oakland (Cal.) Tribune.....	KLX 509
Atlanta (Ga.) Journal.....	WSB 429
Chicago (Ill.) Daily News.....	WMAQ 448
Louisville, (Ky.) Journal.....	WHAS 400
Detroit (Mich.) Free Press.....	WCX 517
Detroit (Mich.) News.....	WWJ 517
Kansas City (Mo.) Star.....	WDAF 411
St. Louis (Mo.) Post Dispatch.....	KSD 546
Portland (Ore.) Oregonian.....	KCW 492
Memphis (Tenn.) Commercial Appeal.....	WMC 500
Dallas (Tex.) News.....	WFAA 476
Fort Worth (Tex.) Star Telegram.....	WBAP 476

"There are other newspapers which have broadcasting stations of other makes, but whether or not they are infringing our patents I would not care to say without a special investigation in each case," Mr. Ellsworth said. "As far as I can learn, we have taken no action against any newspapers and, of course, we trust that we will not have to do so.

"In view of the considerable amount of misunderstanding and misrepresentation of the broadcasting situation, the American Telephone and Telegraph Company makes this statement:

1. That the American Company has not attempted and does not desire a monopoly of broadcasting;
2. That all broadcasting stations must and should operate under regulation and permits from the Federal Government;
3. That the American Company's policy is to grant rights under its patents for reasonable compensation to all broadcasting stations having proper Federal permission;
4. That the American Company's suit against WHN is brought solely for the purpose of protecting its patents from infringement;
5. That any broadcasting station now infringing the American Company's patents can acquire a license for the life of the patents upon reasonable terms."

in the paragraph to which I am referring; but I do not believe that the method there adopted is the proper one. The determination of whether or not a given concern is attempting to set up an illegal monopoly in radio communication is dependent upon the ascertainment of a vast number of facts, and the determination of difficult legal questions.

"We have a conflict between the general American principle of opposition to monopoly and an equally American principle, recognized by our patent laws, that an invention belongs exclusively to him who makes it, which necessarily means an exclusive right in the inventor. The problem does not properly belong to any administrative body. The Department of Commerce has no machinery with which to carry on the investigations necessary, nor is its organization suited for the decision of such questions. I much prefer the principle adopted in section 2 (g) under which the law and facts applicable are determined judicially, and I would suggest that the bill be so amended that the refusal of a license to a monopoly

American Telephone & Telegraph Company, hacked by the three great companies with which it is now admittedly in agreement, the Radio Corporation of America, the Westinghouse Electric & Manufacturing Company and the General Electric Company, and independent broadcasters.

The A. T. and T. began the fight. Officials have announced the company is seeking to stabilize the radio industry. A few days ago suit was brought by the A. T. and T. for infringements of patents against WHN, which is Loew's Theater, New York, and the North American Company, which has been using public utility wires for broadcasting purposes.

Experimenting on Staten Island, New York, the North American Company has been broadcasting a "Radio Newspaper," taking the United Press report.

The New York World has made an investigation and this week brought to light the following facts regarding the fight:

"The four big companies mentioned en-

tered into agreements in 1919, 1920 and 1921 for the purpose of enabling each other to do business without legal interference from each other for alleged infringement of patents. These were cross-licensing agreements, which had the effect of dividing up the radio business, and at the same time shutting off all possible competition.

"By the cross-licensing agreements the following rights and privileges were allocated:

"The A. T. & T. (and the Western Electric Company, whose common stock is owned by the A. T. & T.) got the right to sell broadcasting transmitting sets and the exclusive right to broadcast for toll and use radio inventions requiring wires such as the multiplex telephone and telegraph carrier systems for toll.

"The Radio Corporation got the right to operate trans-Atlantic and other long distance radio telegraph communication stations, to operate ship-to-shore radio telegraph communications, and the exclusive right to sell amateur radio receiving apparatus, which was to be manufactured by the General Electric and by Westinghouse. This included vacuum tubes for home radio receiving sets.

"The General Electric got the right to supply 60 per cent of the needs of the Radio Corporation, because through majority stock ownership in the Radio Corporation it controlled such important inventions as the Fleming valve and the Alexanderson alternator, used in trans-Atlantic radio transmission.

"The Westinghouse company got the right to manufacture 40 per cent of the Radio Corporation's needs.

"These agreements gave the A. T. & T. what might be developed into a radio monopoly, for this company got not only the exclusive right to charge for broadcasting—which it is doing at the rate of \$10 a minute—but also the right to use radio inventions requiring wires for toll.

"It already owned what it claims is a monopoly of modulation circuits utilizing vacuum tubes, developed by Western Electric engineers, and all rights in the vacuum tube amplifying circuit patents purchased from Lee A. De Forest in 1917.

"In other words, stripped of technical phraseology, this meant that the A. T. & T. had a natural monopoly in long distance radio broadcasting because of its monopoly of telephone wires, and a second distinct advantage because it owned the vital vacuum tube grid audion patents.

"Recent developments in radio broadcasting have wiped out the A. T. & T.'s natural monopoly. Last Friday evening, at the dinner of the Massachusetts Institute of Technology at the Waldorf-Astoria, broadcasting was accomplished over a Radio Corporation broadcasting station entirely without the use of wires. London and San Francisco were reached by a brand new method of relay broadcasting.

"So the A. T. & T., if it wishes to maintain its hold on the radio field, has to prove in court that its vacuum tube, modulator and amplifier patents are basic and that all who broadcast from stations not bought from the A. T. & T. or licensed by it are infringing.

"To that end the A. T. & T. brought suit a few days ago against Station WHN and others, with the announced purpose of forcing a new stage of development in radio broadcasting and stabilizing the industry.

"Suit for infringement of patents has also been brought against the North American Company, which has been using public utility electric light and power wires for broadcasting purposes.

"Congress is now investigating, and the Federal Trade Commission is to investigate, because the A. T. & T., if it wins its suit against WHN, can win against all other independents and so obtain a monopoly of the air. If it wins its suit against the North American Company it even wins control over public utility wires so far as radio broadcasting goes."

CLASSIFIED ADVERTISING

The New Public Service

X—ADVERTISE YOUR CLASSIFIED ADVERTISING— FOR MORE READERS!

By BASIL L. SMITH

"BUT" seventy-five per cent of the classified workers in the country will shout, "we do advertise our classified advertising!"

And that's perfectly true. But it's also perfectly true that many manufactured products were advertised 25 years ago, according to the ideas of advertising entertained at that period. And by far the greatest percentage of newspapers today are advertising their "want ads" on the same general plan that was thought to be good stuff back in 1898. They are appealing directly for more advertisers instead of for more readers.

Why this discrepancy? Simply this—classified advertising and its service possibilities have changed fundamentally in the past two decades, even though many newspapers continue to think of it as the same old "want ad section." It has come to be a community service and, as such, it is being advertised by up-to-date newspapers on the same basis that the Bell Telephone Company and the Statler Hotels advertise the services that they are giving to the public. And this new angle on classified publicity is building not only good will for the medium, but good will and circulation for the newspaper as well.

Classified men have known for years that anything that people use, from tomato soup to plate glass, grows in general usefulness when it is intelligently advertised.

And this is true not only of things, but of services, of railroads, of telephone and transit systems.

The right kind of advertising is good for a toothpaste or a banking institution. The more people who learn to use a thing and depend on it the greater will be its success.

These are axioms of the business. And there is an older but none the less true axiom which says that if A equals B, and if B equals C, then A must also equal C. The beauty of axioms is that everybody knows they are true.

And so, to get right down to cases, if the Campbell Soup Company and the Bell Telephone Company find that they increase their businesses by telling the public more and more about their product and their service, respectively, then the classified advertising section of a newspaper can increase its usefulness to the entire community through the proper advertising of itself.

This may be a round-about way of arriving at a simple and inevitable conclusion, but it seems justified by the fact that newspapers in general apparently do not realize the dominant opportunity presented to them of intelligently advertising their own classified service to appeal to more and more readers. If there space is worth hundreds of dollars a week to talcum powders and talking machines, it is worth exactly that same amount to themselves in terms of increased income from classified advertising patronage.

That brings us to the point of asking: "How can newspapers intelligently advertise their classified advertising?" Classified advertising is the most general and at the same time the most personal service to all the people of a city. To advertise it simply from the ad-selling end is to overlook its whole significance and selling strength. To appear for the patronage of hundreds of advertisers instead of for the interest of thousands of readers is to miss the only permanent way to build a volume of ads and to establish the medium on the firm basis of community service.

We don't find a railroad devoting its display ads to imploring people to "Buy a Ticket to Squeedunk or Wherever

You'd Like to Go!" In fact, the railroad's advertising will most probably not suggest in so many words that we take a trip over its lines. Instead, it will tell us of its service, the comfort of its cars, the courtesy of its employees, the beauty of the country through which

HOW GOOD WILL FOR A CLASSIFIED MEDIUM IS BUILT

DIFFERENT people have different ideas on this important subject.

Mr. Smith says that public approval of a medium depends on three things—publicity, results and service.

He takes up each of these points at length in his article for next week, "Public Relations In Classified Advertising."

it runs, and the perfect condition of its roadbeds. But while it builds this idea of service in our minds, it is suggesting more forcibly than plain words even could that it is the railroad we want to travel over the next time we plan a trip.

And here is the important point about the modern way of advertising classified. The service to the readers is the main consideration, the main talking-point of the copy, because when readers are won for the medium, results are guaranteed for advertisers! By building up the service idea in the minds of the readers of the paper, the ads that make up the classified section are assured of attention and the medium itself is fixed once and for all in the minds of the community as a public service that cannot be neglected.

The points around which copy that presents these claims of the classified section to a newspaper's readers is written are not unlike those which win public good will for a railroad or a telephone company. The copy talks about the first principles of service—convenience and usefulness—and tells the public of the "I-2-3" and "A-B-C" system of standard classification and arrangement that makes the classified section as easy to use as a dictionary, and of the variety of the opportunities offered under its many and varied classifications. It points out new ways in which it can serve individual readers, and it sells the public on the underlying idea of the classified section as something very like a public utility. It institutionalizes the classified medium and lets everyone know how and when it can best serve particular needs. And while it is selling the public on this service to readers, it is even more firmly driving home the point that this same service to readers gives the best possible service in results to all advertisers.

This, then is the new basis on which advertising for classified advertising is built.

Daily publicity of this sort constitutes a selling factor that can be made to back up the ad taker and solicitor at every turn. It is a definite example to put before every prospect of the way in which the newspaper is working to guarantee him the best possible results. What Campbell's great advertising campaign is to the salesman who is trying to sell a case of tomato soup to a local grocer—a newspaper's advertising of its classified advertising is to the ad solicitor who is out to sell a lineage order. And the added usefulness of this kind of publicity comes from the fact that while it is a strong selling factor in the hands of solicitors, it is constantly molding general good will and preference for a newspaper's medium in the minds of thou-

sands of today's readers who, in turn, will be tomorrow's advertisers.

Classified advertising publicity like this is as essential to the fullest growth and development of the medium as the advertising campaigns that everyone admits have been important factors in every great national manufacturing or service success. And the rewards of its intelligent application to the everyday work of a classified organization are great.

News Story Ends 30 Year Search

Through the story of a 30-year search, printed in the Rocky Mountain News and Denver Times of Feb. 27, Maggie and John Owens, heirs to an estate in Scotland, were at last located and have taken steps to acquire their inheritance.

GRIFFITH HONORED

Elected Ruler of Elks and Named Health Chief at East Orange

Harry C. Griffith, president and treasurer, of Bryant, Griffith & Brunson, special newspaper representatives, has received two signal honors within the last few days.

Mr. Griffith, was on March 11, elected Exalted Ruler of the East Orange Lodge of Elks. Several days previous to this, he was appointed Health Commissioner, of East Orange, N. J., for a term of 3 years by Mayor Charles Martens. Mr. Griffith is prominently identified in advertising circles, and particularly in the field of "specials." He founded his own business in 1912, and two years later went into partnership with Mortimer D. Bryant and George W. Brunson, Jr., the firm name then being changed to Bryant, Griffith & Brunson. Mr. Griffith takes an active part in the Six Point League, and is a member of the Advertising Club of New York.

Mr. Griffith and his wife have just returned from a two weeks' trip to Florida and Southern resorts.

Unfair Practices Charged

Complaints charging unfair competition have been filed by the Federal Trade Commission against the Zellerbach Paper Company, San Francisco; Western Newspaper Union, Omaha; and the Carpenter Paper Company, Salt Lake City, wholesalers of paper and paper products. The complaint sets forth that the firms control approximately 75 per cent of the wholesale distribution of paper in the states of Utah, Nevada, Idaho and Wyoming and suppress competition in the territory by fixing a uniform price at which their products are sold.

Chicago's Old-Time Ad Men Meet

"Just to meet, shake hands and eat." 58 men who have been in the advertising business more than 20 years attended the third Old-Time Advertising Men's luncheon, Chicago, March 4. Senator Medill McCormick, formerly of the Chicago Tribune, was the chief speaker. Informal talks were made by Edward Wells of the Daily News, C. H. Porter, Hamilton Gibson, and B. D. Butler.

UNIONS TO LAUNCH NEW DAILY IN SIOUX CITY

Register Publishing Company Incorporated for \$25,000 By Striking Printers—Plan Publication Within 60 Days

A third daily newspaper, backed by more than 100 labor organizations, will enter the field at Sioux City, Ia., within the next 60 days, it was announced last Saturday with the filing of articles of incorporation of the Register Publishing Company. The company is capitalized at \$25,000, which will be divided into 1,000 shares valued at \$25 each.

Publication will not start until two-thirds of the capital stock has been subscribed. The newspaper will be published every evening, except Saturday. A Sunday morning edition will be printed.

The new organization will be controlled by a board of directors composed of the following men: Frank M. Kaspar, Herbert M. Strawn, H. W. Ward, Harry F. Noble and W. C. Kehm. They will elect a president, vice-president, secretary and treasurer.

The venture is backed by the striking newspaper printers of Sioux City, who last year walked out when the Sioux City Tribune and the Sioux City Journal refused to meet the demands of the unions. Practically all of the incorporators are members of the union.

The incorporators are J. H. Mikesell, F. E. Hutchinson, W. H. Duncan, A. A. Atchison, E. C. Ashby, Edward M. Strawn, W. C. Kehm, H. W. Ward, Harry F. Noble, James B. Crubangar, Harold H. Reinecke, Frank M. Kaspar and Carlos W. Goltz. Mr. Goltz is a Sioux City attorney and also police judge.

Speaking of the project, Mr. Ward said more than one-half of the capital stock had been subscribed and that the installation of the plant will begin in 30 days. The organization will buy all of its equipment.

The plan has the unanimous backing and endorsement of the various typographical unions in the Missouri Valley conference, Mr. Ward said.

The staff of the new paper has not yet been named. The new paper will be "progressively independent" in policy.

Two daily newspapers are now published in Sioux City, the Tribune, morning and evening, except Sunday, and the Journal, morning, evening and Sunday.

Graves to Edit "World's Work"

Ralph H. Graves, formerly Sunday editor of the New York Times, has been appointed managing editor of World's Work. He succeeds French Strothers, who has become associate editor, and will hereafter devote more time to writing. Graves goes to World's Work from the Doubleday, Page & Co. syndicate department. Carl C. Dickey, member of the New York Times staff, has joined the staff of World's Work.

Arkansas City (Kan.) Daily Sold

Arkansas City (Kan.) Daily Traveler was sold March 3 by R. C. Howard and H. D. Howard to Oscar Stauffer, recently of the Peabody (Kan.) Gazette. Consideration was \$68,000 and a 320 acre farm. The Traveler was started in Arkansas City in 1870. R. C. Howard has been connected with the daily since 1884. Associated with Mr. Stauffer will be Alfred G. Hill of Lawrence, Kan., managing editor and part owner.

Linotype Operators Resume Work

All the Ypsilanti (Mich.) Press linotype operators who left the Press last spring on orders from the union have given up their union cards and gone back to the Press under the American Plan, under which the plant has been operating since the union trouble last year. The men were called out when the Press refused to recognize the authority of the Ann Arbor union.

STANDARDIZED SALES APPEAL AIDS NEWSPAPERS' DRIVE FOR ADS

All Solicitors Should Present Uniform "Story" to Space Buyers Which Does Not Vary Through Changes of Personnel, Says Seelye

By F. A. D. SEELYE

POSSIBLY no two advertising solicitors go about to sell space in the same way. There is no sure way of getting the essential information into the hands of the person who is responsible for selection of media. Some advertising salesmen are endowed with the happy faculty of securing an audience with the right man on the first call. Then, too, if he knows his medium and the market it covers, he is very apt to make a favorable impression on the space buyer. But how many men do?

Some space buyers have even predicted that if a publisher were to sit in an adjoining room and listen to his solicitor "sell" his newspaper either one or the other would be carried out with a case of apoplexy.

Every meritorious publication has something to sell. No two publications are identically alike in physical makeup, editorial appeal, clientele, etc. There is no substitute for circulation. That is what the manufacturer wants when he invests his money in white space. He is entitled to all the facts concerning any publication he has under consideration.

The national advertiser requires this information just as much as the local department store or automobile distributor.

Yet it is an admitted fact that publishers as a rule are lamentably poor merchandisers of their own created commodity. When it comes to analyzing their own paper they permit their representatives to give as many different selling angles as they have representatives. There is no attempt to co-ordinate or standardize the sales canvass. Yet it was this great sales fundamental that made the National Cash Register sales force the best in the entire country.

The personal equation is a poignant factor in any sales solicitation. Give the man with a dominant personality a scientific standardized solicitation and almost immediately a perceptible improvement is indicated in his work. The buyer absorbs his message because it has been well thought out. Facts and figures are laid out with the same mechanical process that our \$20 a day bricklayer places one brick on top of the other until he has a complete structure.

There are certain facts every representative should have at his proverbial finger tips when he goes out to call on manufacturers and advertising agencies. These people buy space generally on the known power of a paper to deliver a large percentage of its subscribers.

Newspapers typify different personalities and the representative who gets his story across is the one who knows just as much about his paper as the publisher himself.

The competent space buyer wants to know if the medium under consideration reaches the field desired. What is the total circulation divided into three paramount classifications, namely, total city circulation, trading radius' circulation, and country circulation.

The agency statistician is one man who loves to cavort in the field of circulation data.

He wants to know, among other things:

Is the circulation guaranteed? How? Is the circulation regularly audited? By whom?

How much gross press run? Are unsold copies returnable?

How much of the circulation is urban? How much suburban?

How much street sales? How much carrier delivered? How much R. F. D. of mail?

An exhaustive examination of the result of these questions tell an interesting story, the answer to which sometimes clinches or loses the contract.

The editorial policy reflects the character of the readers and the possible potentialities of circulation. And so the schrewd space buyer is anxious to know something about the editorial contents of your paper.

What per cent are men readers? What per cent are women readers? Is there a woman's page? Does it carry advertising? Is there a society page?

What special features do you carry such as pure food pages, etc.?

space buyer refers to as the "thickness" of the circulation.

The "length" of its circulation is then determined by an examination and comparison of the "net paid circulation" to find out how much of it there is; and the "breadth" is determined by an examination of "where the circulation goes." Finally, indications of quality are sought through a study of the methods employed by the publisher in obtaining circulation.

It is surprising, however, how few publishers have set about to interpret the facts supplied in circulation reports for the buyer of advertising. To many times it has been left to the imagination of the buyer and he has been compelled to fall back upon just plain every-day figures. No determined effort has been made to explain the individual story concerning the newspaper.

It is this comprehensive "story" of the individual newspaper buttressed by cold statistics attractively stated, which every advertising solicitor should have as the basis of his appeal to the space buyer. It co-ordinates a newspaper's "drive" for space, and keeps the salient features of its efficiency as a medium before the agencies. Scattering, individual appeals, arrived at by the different solicitors through their own efforts, are replaced by a uniform basis of fact.

And this standardization of appeal

ROCHESTER HERALD ELECTS POTTER

New President Has Been with Company Eighteen Years—Manning, Managing Editor, Succeeds Him as Secretary

M. Bruce Potter has been elected president of the Rochester (N. Y.) Herald Company, to succeed the late Louis M. Antisdale.

The appointment necessitates several changes in the executive staff. Potter retires as secretary and is succeeded by William DeWitt Manning, managing editor, Edwin C. Mason, retains his office as vice-president and Potter remain treasurer.

Potter came to the Herald in 1916, entering the commercial printing department. In 1907 he became a stockholder in the company and since that time has been actively interested in the management of the organization. With Antisdale and Mason, he took over the holdings of Messrs. John and William G. David in the Herald Company in 1916 and was made secretary and treasurer.

Mason has been with the Herald for the last 29 years. He joined the advertising department of the Herald, later becoming advertising manager, a position he filled with success for many years.

Manning succeeded the late Howard S. Ruddy as associate editor of the Herald on the death of Mr. Ruddy in December, 1922. After a course in Syracuse University, he became engaged in newspaper work in New York, later removing to New England, and was for some years in Western Pennsylvania. He returned to Rochester in 1916 to become connected with the Herald.

DINE DIXIE STYLE

Sphinx Listen to Southern Dialect and Taste Virginia Cooking

Sphinx Club observed "Southern Night" at the Waldorf Astoria, New York, March 11. The Manhattan advertising men listened to Southern talk and dined on Dixie cooking. The Pullman Porters' Quartet sang old Southern songs and negro spirituals.

Speakers, who dealt with various phases of the development of the South were: Clement S. Ucker, director of development of the Seaboard Air Line; Walter Parker, manager of the New Orleans Chamber of Commerce; Harry McEnery, treasurer of the New Orleans Times-Picayune; and Charles A. McKeand, general industrial agent of the Seaboard Air Line.

COPY READERS ATTENTION!

Premier MacDonald, of Great Britain Tells How to Spell Name

Hear ye, copyreaders! A spelling lesson is announced.

Ramsay MacDonald, Prime Minister of Great Britain spells his name with a capital "D" after the "Mac." The telegraph editor of the Youngstown (O.) Vindicator as a result of a discussion of the subject wrote directly to the Prime Minister to find this out.

A letter received this week from the Labor leader's secretary, informed him of the correct form, and he hastens to inform the rest of his clan.

Japanese Agency in "Big Group"

The Kokusai News agency of Japan claims now to have entered the "Big Group" of news agencies of the world, having recently altered the status of its organization. Y. Iwanaga, managing director, has announced that in renewing the contract with Reuters, arrangement was made whereby Kokusai is established as "an absolutely independent national agency, gathering news for distribution in its own area upon its own judgment and responsibility." Correspondents will be sent to all parts of the world. News going out from Kokusai will be under the Kokusai name.

"WHEN THE PAPER DOESN'T COME"

MY father says the paper he reads ain't put up right;
He finds a lot of fault, too, he does, perusin' it all night;
He says there ain't a single thing in it worth to read,
And that it doesn't print the kind of stuff the people need;
He tosses it aside and says it's strictly on the bum,
But you aught to hear him holler when the paper doesn't come.

HE reads about the weddin's and he snorts like all get out;
He reads the social doin's with a most derisive shout,
He says they make the papers for the women folks alone;
He'll read about the parties and he'll fume and fret and groan;
He says of information, it doesn't have a crumb,
But you aught to hear him holler when the paper doesn't come.

HE is the first one to grab it and he reads it plumb clean through.
He doesn't miss an item, or a want ad—that is true;
He says they don't know what we want, the darn newspaper guys;
"I'm going to take a day some time and go and put 'em wise;
"Sometimes it seems as though they must be deaf and blind and dumb."
But you aught to hear him holler when the paper doesn't come.
From Benson (Neb.) Times, Author Anonymous.

If the information so far obtained shows that the paper is a good medium that are several additional questions that Mr. Advertiser would like to know something about.

What amount of advertising did you carry last year? The year before? So far this year over the corresponding period of last year?

Amount of local display divided according to department stores, specialty shops, and allied lines.

Amount of automobile advertising? Amount of basement advertising? Amount of financial advertising? Amount of patent medicine advertising?

Which days of the week taking an average month carried the largest amount of department store advertising? Grocery products? Specialty shops? Toilet shops? Financial advertising? Financial advertising, etc.?

As one well-known buyer of space says: "In selecting individual newspapers they must be judged on a comparison of their effectiveness in carrying our message to the reader and on a comparison of the cost per unit of circulation."

This space buyer has purchased space for some of the largest advertisers in the country and his word has opened up the purse strings to several millions dollars in newspaper advertising alone.

When asked how he secured the comparative effectiveness of circulation he said: "We consider the influence of the medium with its subscribers as shown by reader interest, news service, appearance of the publication contents, and editorials, other advertisers in similar lines using it, and its political and business policy." This is what the typical

need not be so hard and fast as to hamper a salesman's individuality. It merely provides a permanent selling foundation upon which the individual solicitor can build; an unvarying appeal embracing the outstanding features of a newspaper which make it important as an advertising medium which does not fluctuate with each change in the personnel of the selling staff.

Many newspapers have gone to great lengths to prepare such an appeal for the use of its advertising representatives. After it has been compiled it should be put through a keen analytical test to insure accuracy and authoritativeness. Once it has been mastered by the solicitor it proves an invaluable asset to the advertiser and to the newspaper concerned.

Hearst Plans Brooklyn Daily

Brooklyn will have a new morning newspaper, commencing March 17. It is backed by the New York American, owned by William Randolph Hearst, and will be known as the Brooklyn American. The printing will be done in Brooklyn. Victor Watson, associate publisher of the New York American, declared he was not ready to announce the executive staff of the newcomer. It is being advertised in Brooklyn subway cars as a St. Patrick's Day event, shamrocks being the chief decoration of the copy.

Williams Buys Georgia Daily

Jack Williams, publisher of the Waycross (Ga.) Journal-Herald, this week announced the purchase of the LaGrange (Ga.) Daily Reporter.

NEW CITY

by Incorporating

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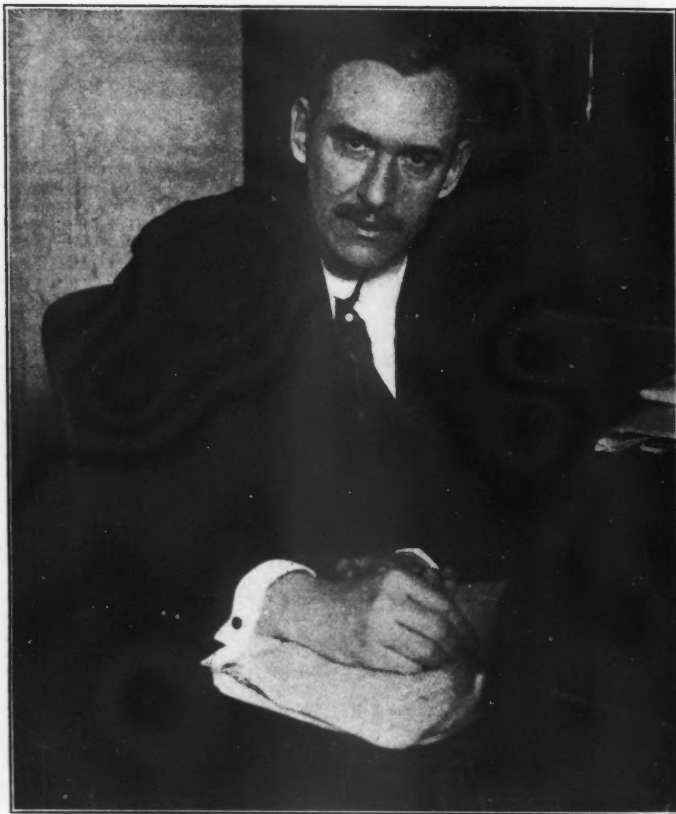
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NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Play the Home Plate"—Joseph J. Early

"FRIENDS are the greatest asset a man in my position can have," says Joseph J. Early, managing editor of the Brooklyn Standard-Union.

And first and foremost he counts among his friends his chief, R. F. R. Huntsman, publisher.

"Mr. Huntsman should have all credit for everything the Standard-Union has done," was the modest way this newspaper maker commenced conversation.

Yet the part played by Early in Standard-Union progress through 26 years' service has been each year of increasing importance. One reason for this is his friends.

Brooklyn, although an integral part of New York, is an enormous metropolis, so constituted that its newspapers must, in a sense, be "small town" to succeed. They must concentrate on Brooklyn news, Brooklyn features; and the managing editor must know and be known by Brooklyn.

The Brooklyn managing editor has New York competition to buck up against. He has to search out and play the news of his neighbor to win circulation. He must know the city of Brooklyn, like most small town managing editors knew their Main street.

Joseph Early fits the shoes of such a managing editor. Born in Brooklyn, his first newspaper work was for the Standard-Union when he was only 16. Then he covered the famous Navy yards. Since he has covered every possible Brooklyn news assignment.

While stationed at the various news channels, he made friends. He knows politicians, important and unimportant, intimately. He himself is of the politician type in opinion and appearance. At desk he sits in vest and shirtsleeves, chewing a long black cigar. Always he has the "peepul" in mind. He belongs to what is known in Brooklyn as the "Rocking Chair Brigade," some 2,000 men who whisper and chatter about local politics. For 15 years he wrote politics from Albany, where he served a term

as president of the Legislative Correspondents' Association. Everywhere he made friends. He is still adding to the list.

Now that Early is managing editor, these friends stand him in good stead. His telephone buzzes continually. Men are phoning in important news tips, which often lead to big local beats.

"The contacts one makes through life all focus at times to keep a newspaper worker informed as to the accurate trend of public opinion," Early will tell you.

To friends, valuable on the outside, the managing editor must add friends within the office, Early thinks.

Thus he in no way shuts himself off from his staff. Rather he works with them as the captain of a team, a captain who plays as hard a game as his teammates. He is well liked for this attitude.

"The success of Brooklyn newspapers lies solely in their intimate contact with their readers," Early continues further developing the theme of "newspaper friendship." "They must always be working to help the community."

As an example, he cites what the Standard-Union accomplished during the recent coal famine. Dealers were holding stocks for a price. The Standard-Union ran stories with pictures, telling of the coal stored at docks and relieving the public mind. Then arrangements were effected between the newspaper and the fuel administrator, whereby people without coal were to come to the newspaper office, explain their predicament and be furnished with at least a ton of the "black gold." In 3 months the Standard-Union in this way provided more than 3,000 Brooklyn families with coal.

"Pay attention to your own knitting," is Early's way of explaining such newspaper activity. "You've got to play the home plate."

While out crusading for "Brooklyn Betterment," Early does not neglect to seek improvement of his newspaper. To cite only one point, the careful make-up

of the Standard-Union is interesting. It was noticed how difficult it was to search for the continuation of a front-page story on the inside pages. Consequently, the Standard-Union now keeps the front and back page free from advertisements and open only for news. All lead stories from the first page are carried over to the last.

COLLEGE JOURNALISTS COMPETE

U. of North Dakota to Hold Publishing Contest With Winnipeg

International competition in journalism is the plan of the University of North Dakota journalism team which is now in training for a publishing contest with the University of Manitoba, Winnipeg.

Following the issuance of a challenge by the North Dakota team to any college or university within a 500 mile radius, the University of Manitoba made arrangements with the members of the staff of its newspaper, the Manitoban, to accept the conditions of the contest.

They call for an exchange of journalists for the purpose of having them publish the rival school paper in the strange town. The two papers published will then be sent to a judge located in another school who will decide and notify the winner.

Mercury Article "Riles" Kansas

Because of the publication of an article depicting John Brown as a horse thief, a murderer and a wine bibber, instead of picturing him as the "Osawatomie martyr who put the galleons on an equality with the cross," the American Mercury, edited by H. L. Mencken and George Jean Nathan, may be barred from the libraries of Kansas. Leland H. Jenks, former Kansan, author of the article, is associate professor of history at Amherst College.

Aurora Star Suspends

Aurora (Ill.) Star, launched in January, 1921, by Albert L. Hall, formerly of Elgin, and John L. Brown, now a Du Page county publisher, came to an end March 5, when Peter Klein, president of the American National Bank, seized its equipment on a chattel mortgage. Most of the equipment had been obtained from Mr. Klein when he gave up publication of the Daily Volksfreund.

Mayor to Resume Editorial Work

Mayor W. Courtright Smith, of Wildwood, N. J., former newspaper man, has resigned to return to newspaper writing. Mayor Smith will join the staff of the Kansas City (Mo.) Journal, he has announced. He was at one time connected with the editorial staff, Philadelphia Bulletin.

Democrats Planning Tennessee Daily

A new daily, the Johnson City (Tenn.) News, is being organized, to be financed by Democratic politicians, and operated by the old organization of the Johnson City Staff. At present both the morning Chronicle, Republican, and the Staff, the afternoon paper, Democratic, are owned by the same firm.

Sailer Sells Jefferson City Stock

Joseph Sailer, founder of the Jefferson City (Mo.) Post and large stockholder; has sold his interests to Frank E. Kimball, secretary of the state board of charities and corrections, and will retire. Sailer founded the paper in 1894 as a German language weekly but later made it an English daily.

News Writers to Bowl

Newspaper men of Western New York will hold a bowling tournament Thursday evening, March 27, at Buffalo. The committee arranging the event is composed of George Obenauer, of the Buffalo Commercial, and P. D. Fahnestock, of the Buffalo Evening News.

TIGHE, DEAN OF CAPITAL WRITERS, RECOVERING

Picturesque Washington Veteran Expects to Resume Work Soon—Has Scored Notable Beats in Lifetime of Reporting

Matthew F. Tighe, dean of Washington newspaper correspondents, who a week ago lay at death's door as the result of a cerebral hemorrhage, rallied surprisingly and is on a way to recover.



MATTHEW TIGHE

War or Navy Secretaries, past or present.

Despite his 73 years, Mr. Tighe expects to be back in the harness for the Universal Service as soon as his wife, Mrs. Josephine Tighe, herself a newspaper writer, his friends and physicians will let him.

Colonel Matt Tighe, as he has been known in official and newspaper circles, came to Washington in the eighties as a newspaper apprenticeship man at Charleston (S. C.) News and Courier. Matt remembers the Charleston earthquake and the night he sat in the Blue Park in Charleston and wrote his story of the disaster in hopes that in some way the organization of the newspaper might be assembled to publish it.

Colonel Tighe's experience as the secretary to a member of Congress did not last long. He found a place on the Washington Times.

But it was in his association with the Hearst organization that Mr. Tighe found himself. He went on the old New York Journal and American bureau and was the first man assigned by Mr. Hearst to the opening phases of the Spanish-American war. He was rushed to Havana upon the sinking of the Maine and did yeoman journalistic service until the approach of war when he returned to Washington to play a prominent part in the handling of the news developments in Washington.

To Colonel Tighe is attributed the lead on the sinking of Cervera's fleet. According to the story he was assigned through the White House grounds where he met Secretary of the Navy Long. Secretary said he had just left the president.

"I showed him this message," said Secretary Long, pulling from his pocket a dispatch confirming an earlier rumor that the Spanish fleet had attempted to escape from Santiago harbor. The message secretary had received told briefly of the destruction of the Spanish fleet. Colonel Tighe had an hour start on his colleagues.

Presidents as well as cabinet members have been and are numbered among Tighe's friends. The colonel always made a hobby of Greek and Latin. William Howard Taft was President often called in Colonel Tighe to set the right on a Greek verb and the office Secretary of War, even in the trying of the world conflict, often rang in argument between Colonel Tighe and crudite Newton D. Baker.

The recent passing of Edwin E. State Department man for the Associated Press, and no less an old timer than Colonel Tighe, was a blow to the Washington newspaper world.

Washington never again will see the complete picture afforded each afternoon at 3:30 o'clock (the State Department press conference hour) when Colonel Tighe and Eddie Hood, seated on a horse-hair sofa in a State Department room, went through the ceremonial ritual of taking snuff.

-and now over 300,000 SUNDAY CIRCULATION

TO BE exact, 301,341 was the high mark reached by The News on Sunday, March 2—the culmination of an unbroken series of circulation gains, beginning almost with the conception of The Sunday News.

This great total is not only the largest circulation attained by The Detroit News, but is the largest ever attained by any newspaper in Michigan.

The News' circulation of over 300,000 every Sunday and over 280,000 daily is so concentrated that The News reaches practically every home in Detroit and suburbs—a coverage equalled by no other paper in a city as large as Detroit!

The Detroit Sunday News now has sufficient circulation in the city of Detroit, alone, to provide a copy for every family. In the local trading territory as described by the Audit Bureau of Circulations. The Sunday News has an equally thorough coverage. More than 240,000 copies are sold here, practically as great a circulation in this area, alone, as the second Sunday paper has, altogether.

And this is the territory of greatest importance to the advertisers, for it is all within easy access of the stores and merchandise outlets. It is the territory where merchandise can easily be distributed—it is the heart of Michigan's population and industrial life, the high wage center of America.

To the left is a tower representing ONE issue of The Detroit Sunday News piled flat as it would look compared with Detroit's skyline.

The Detroit News

News Square

Detroit, Mich.

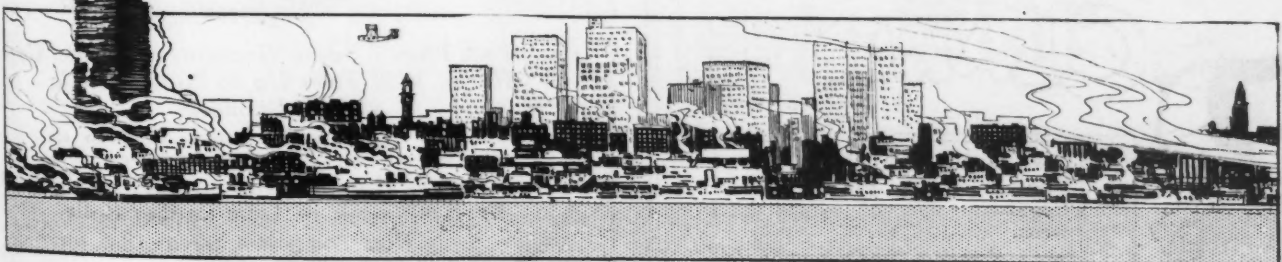
National Advertising Representatives

I. A. KLEIN

J. E. LUTZ

50 EAST 42ND ST., NEW YORK

1110 TOWER BLDG., CHICAGO



NEWSPAPER ADS TURNED TIRE FIRM'S IDLE STOCK INTO SALES

Mason Company's "Safety First" Campaign in 200 Dailies Reaping Orders from Dealers—Superior to Magazine Copy, Executive Declares

By HAMMOND EDWARD FRANKLIN

THAT more and more sales executives who must show tangible results for advertising dollars expended will turn to the newspaper is made clear by the experience of the Mason Tire & Rubber Company of Kent, O.

This company has tried both magazine and newspaper space to turn branded

"Our experience with newspaper advertising has been most pleasing and most productive," Mr. Mason observes. "The advertising manager, in my opinion, is certainly not living who can trace tangible results to general publicity, unless it is price copy or copy with some catch appeal. Results of course are vitally necessary in the tire industry or in any nationalized industry.

"We have in the past used both national mediums and newspapers on general campaigns. Last year, we used very effectively some price copy throughout the United States at a time when there was considerable congestion of manufactured product in tire markets, and it produced some very striking results in many localities in taking care of overstocks in the hands of dealers as well as surplus stocks in many of our branches.

"Last fall, when we added the Mason Safety First Tire to our line as our feature tire, our results from our price campaign of 1923 had been so pleasing that we naturally based the majority of our campaign this year in newspapers."

The Safety First Mason Cord already is taking its place as a good seller and with the opening of the automobile season.

The "Safety First" theme dominates the copy. It has been made the subject of an unusual series by Sweeney & James, Cleveland, an advertising agency which has always dared to recommend the newspaper when it felt that was the proper medium.

The accompanying illustration shows how forcefully the "safety" idea was expressed in newspaper copy.

"You're doubly safe on Safety Firsts"—"They grip slippery pavements like giant hands,"—"Safe! MASON Safety First Cords hold at critical moments,"—"Your assurance of skid freedom"—and "207 Safety Grips that HOLD—and HOLD—and HOLD" are typical captions.

Copy like this, circulated in 200 newspapers and tied up with local dealer activities closely, can hardly do other than sell tires.

"To get the most from newspaper copy, we feel that it must be used in conjunction with a dealer's name," Mr. Mason stated to EDITOR & PUBLISHER. "While the use of general institutional advertising in newspapers over a manufacturer's signature will perform as thoroughly as the same copy in national mediums, yet the same copy over the dealer's signature does produce most striking results and generally brings very satisfactory returns.

"We naturally use in the largest cities large copy, reducing the size of the copy in smaller communities where, owing to less amount of advertising prevalent and

the smaller number of pages to the average paper, it is equally effective.

"I have many times checked up isolated communities where we have no advertising campaign and have found in every case that the overlapping circulation from nearby cities in which our campaign was running reached a grand total far in excess of the largest national magazine medium, either weekly or monthly, proving that we are getting a complete and exact coverage throughout the country.

"Sometime in the not distant future, we hope the newspapers of this country will absolutely discontinue the use of free publicity which does more harm to the average paper than good. While we certainly demand from newspapers who make a habit of giving free publicity our portion of it, we see no reason why newspapers should give the vast amount of free space they now are doing and have been doing for some time, especially in automotive lines—and I might say we have withdrawn our campaign from several papers simply because they crammed their sheets full of free publicity which may be cheaper than hoiler-plate, but certainly in the last analysis is a most visible evidence of mismanagement.

"We have been using newspapers on an increasing campaign for many years and believe that, as a whole, the newspaper field offers the most profitable avenue for national publicity to any manufacturer of a commodity having a wide consumer demand such as automobile tires. We believe that the average newspaper can go a long way towards merchandising its space to the manufacturer who by chance is using its medium."

Two Color Newspapers: The London Daily Express has been printing whole page advertisements in two colors—an innovation. A. B. D. V. Cigarette advertisement showing a red-coated British soldier made effective use of the new process.

SCHOOL NEWS DEBATE AT SEATTLE

Washington Newspaper Institute Session With 250 in Attendance—Association Plans \$5,000 Fund for Year's Work

(By Telegraph to Editor & Publisher)

SEATTLE, Wash., March 13.—Plans raising a \$5,000 budget with which to carry on the work of the Washington State Press Association for the years 1924-25 were discussed by executive committee of the association at the opening session of the 12th annual Washington Newspaper Institute today at the University of Washington.

Forty-five newspaper men representing for the city and news editors' program. More than 250 reservations were made for the daily and weekly editors', trade journal, and advertising men's sessions on Friday and Saturday.

Henry Suzzallo, president of the university of Washington, gave the opening address at the dinner and was tendered by the university and Seattle papers Thursday night.

Paul Cowles, head of the western division of the Associated Press; M. Spencer, director of the University of Washington School of Journalism; C. C. Rosewater, editor Seattle Intelligencer; C. B. Blethen, publisher Seattle Times, will be the chief speakers Friday.

Edgar B. Piper, editor Portland Oregonian, will talk Saturday.

A departure this year from the topics is the round-table discussion the importance of school news papers. Worth McClure, assistant superintendent of Seattle schools, will speak on news the schools want. Grant C. Angle, for 37 years editor the Mason County Journal, on news editors want.

Now Your Wife Can Drive Safely On Skiddy Pavements

No fear now of wet, slippery asphalt, grass-lined streets or treacherous corners when she rides on "Safety Firsts." 207 "Safety Grips" safeguard her and the car. They cling to the road with a leech-like grip. They give sure, certain traction in any emergency.

Safe in the most embarrassing tire troubles, too. For "Safety Firsts" are trouble-free. New, live rubber from Ceylon and the finest, silicate cotton Egypt can provide build a carcass that makes "Safety Firsts" doubly safe.

Thousands have welcomed "Safety Firsts" as the finest, safest tire ever built. Its success has been most remarkable.

THE MASON TIRE & RUBBER CO., Kent, O.

MASON SAFETY FIRST CORDS



Be a "Safety First" driver this year

207 "Safety Grips" that HOLD

Tire Copy That Tells You "Why"

high grade tires into specific sales. While it has no reflection to cast upon the magazine as media, it has received by far the most satisfactory return from the newspapers.

This year this tire company is using 200 newspapers in the United States. It is still a "national" advertiser, but it gets a national coverage in a more direct and influential way than through magazines—the newspaper does the work.

D. M. Mason as general manager of the Mason Tire & Rubber Company has no small share of responsibility for results the company's advertising brings. The man who has to produce advertising results and pay advertising bills on the date due likes to see that advertising "come through."



CLARENCE
By CRAWFORD YOUNG

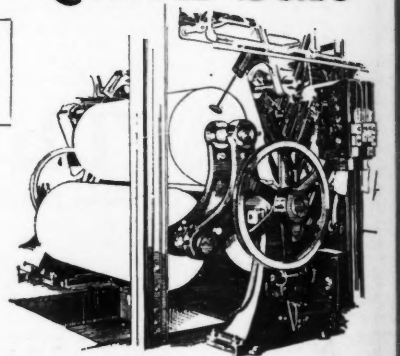
The North Little Rock, Ark., Times, and The Rosston, Okla., General are the new papers this week.

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

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

12 Stone Magazine Reels For Quick Sale

Immediate Delivery on One or More Units

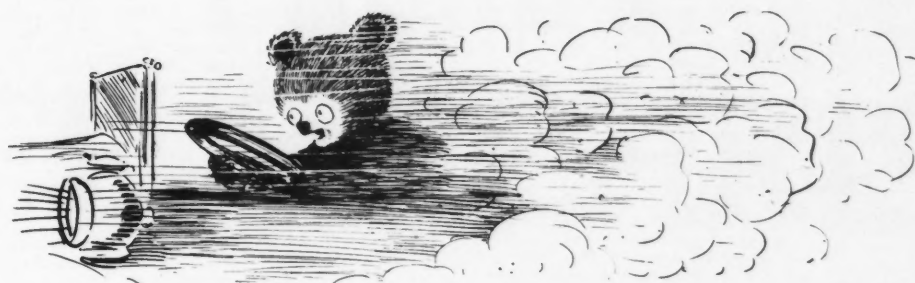


Used Less Than 2 Years, Guaranteed Perfect Condition; Will Take Up to 76-Inch Rolls 36-Inch Diameter

Complete with drives, Cutler-Hammer controls, etc. Price and other information on request.

Available Only Because They Are Being Replaced By Reels Built to Take Longer Rolls Wire Today If Interested

The Detroit News
Detroit, Michigan.



The Star Sets the Pace for Automotive Advertising in the National Capital

During 1923 The Evening and Sunday Star gained a total of 154,756 lines of automotive display advertising — automobiles, tires, accessories, etc.—over that carried the previous year—leading, as usual, in volume of advertising for this specific industry.

Local automobile dealers realize the importance of The Star's inclusive circulation, and showed their appreciation of its power and prestige by increasing their display advertising for passenger cars alone in The Star to the extent of 70,419 lines.

All of which proves that the best judgment in the automobile and allied lines prefers The Star—because it covers Washington so completely—and goes directly into the homes—where the purchase of an automobile receives its most serious consideration.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE

Dan A. Carroll
118 E. 42d Street

CHICAGO OFFICE

J. E. Lutz
Tower Building

EDITOR MOORE GLAD TO QUIT NEWSPAPERS

Ambassador to Spain, Formerly of Pittsburgh Leader, Says "Big Combinations" Spoil Fun—Tells of Spanish Methods

By MAYNARD WALKER

There are two kinds of ambassadors: the commonly accepted, highly polished, "to the manner born," and all that sort of thing—and then there's Alexander P. Moore, well-known newspaper man, former editor of The Pittsburgh Leader, an energetic diplomat, a friendly, whole-hearted human being, and a gentleman.



HON. A. P. MOORE

Since he was appointed United States Ambassador to His Majesty the King of Spain he has accomplished wonders in freeing the ambassadorial atmosphere of many long-standing cobwebs.

He says he does not intend to return to his newspaper work.

"I had forty years of it—that's enough of a 'peep' isn't it?"

"I'll let the big combinations have it now; the newspaper world is becoming more and more the big combination game, as I see it. And the people and the advertiser are more often than not the cause of it.

"The advertiser reasons that by cutting down his advertising and playing politics with the big newspaper interest he can eliminate a couple of papers and his advertising bill will be reduced accordingly. But instead of that he finds when there is only one paper left he is paying 75 cents a line where he formerly paid 50 cents and he has to more or less do what they want him to, besides.

"The reading public have a hand in it too—they support the big combinations in the belief, I suppose, that they will get all the news through the one medium."

He gives the newspapers in Spain credit for less morbid news—murders, accidents, crime—than American dailies carry. Spain has strict laws with respect to charges made by a newspaper against a private individual or concern. The party accused has the right to answer charges, and his answer must be published within 48 hours after the charges were published and in the same position in the paper.

"But the Spanish press don't begin to know the advertising game as we know it," he adds. "They won't even let a man contract for advertising in advance. If there's room they publish his copy, but if the news of the day fills the sheet, that is considered of first importance, and the advertisement waits a week—maybe two

weeks. I am sure that I spend at least 25 per cent less in Spain than I would if the newspapers carried advertising and the telephone system were what it is in the States. Nowhere in the world has advertising reached so near perfection as it has in this country. We undoubtedly surpass all other countries in that respect, and, so far as that goes, there's nothing in all the world as great as the American newspaper."

Alexander P. Moore was appointed Ambassador to Spain March 3, 1923, after having been engaged in newspaper work for more than 40 years, during seventeen of which was editor of the Pittsburgh Leader.

"I don't suppose I could get many of my colleagues to agree with me, but in my opinion an Ambassador is only a sort of glorified salesman, after all; and I have found that my long newspaper career furnished mighty good training for diplomatic work."

The Ambassador expects to aid in bringing about the meeting of the Press Congress of the World which will be held in Seville, Spain, in May, 1925, and which he believes will do much toward cementing the friendly relations already existing between this country and Spain. He sails for Spain on the Aquitania, March 15.

RICH OWNERS MENACE

Journalism Now a Business, Villard Tells Medill Students

Journalism in the United States is no longer a progression but a business—a huge business for very rich men, Oswald Garrison Villard, editor of the Nation, and former editor and owner of the New York Evening Post, declared in a speech before students of the Medill School of Journalism in Chicago, March 7.

"For a few rich men to control newspapers is unsafe," he said. "They are bound to have at heart the interests of their class, no matter how often they may, like Mr. Hearst, make a radical noise."

"In England Ramsay MacDonald and other statesmen, as well as part of the public, are profoundly aroused over monopolization of the press by rich group owners and are actually considering abolishment of the right of incorporation to owners holding more than one newspaper."

In Germany many old newspapers have gone to the wall, and others are being prevented from doing so by government subsidies and lowering of the price of print paper, while many survivors are being picked up by great industrialists, he declared. The French press is almost universally corrupt, Mr. Villard asserted, adding that nearly every paper took money from both the czarist and Kerensky governments. Mussolini the dictator controls the Italian press, he said.

Sullivan Press, Inc., has been incorporated to do business in Columbus, O., by John E. Sullivan, Michael Sullivan, Edward Sullivan, Mary C. Sullivan and Michael Sullivan, Jr. Authorized capital is \$5,000.

ANOTHER BRITISH PRESS DEAL UNDER WAY

Sir William Berry and Brother Acquire Former Hulton Manchester Properties—Controlling Company May Be Formed

By HERBERT C. RIDOUT

(By Cable at EDITOR & PUBLISHER)

LONDON, March 12.—Sir William Berry and his brother Gomer Berry are concerned in a gigantic newspaper deal, expected to culminate this week in formation of a controlling company with a capital of £5,750,000.

The Berry group has acquired the former Manchester properties of Sir Edward Hulton. These include the Manchester Daily Dispatch, Evening Chronicle, Sporting Chronicle, the Sunday Chronicle, the Empire News, a Sunday newspaper, and a number of periodicals.

The present transaction is an interesting sequel to the Hulton-Rothermere deal of last year. Then Lord Rothermere acquired from Sir Edward 8 newspapers, supposedly over the heads of the Berry brothers.

Of these newspapers, one, the London Evening Standard was transferred to Lord Beaverbrook, who took 51 per cent interest, the Daily Mail proprietary retaining a holding of 49 per cent.

Lord Rothermere retains of the Hulton newspapers two picture newspapers, the Daily Sketch, and the Sunday Herald. He also owns the Daily Mirror and the Sunday Pictorial, giving him practical monopoly of the English picture papers,

except the Daily Graphic, an established Berry property.

The Berry group now owns 7 great publishing enterprises.

TRIBUTE TO ALDEN

Eagle Staff Celebrates Editorial Writer's 20th Anniversary

Members of the Brooklyn Eagle staff united in tribute March 12 to John Alden, editorial writer, in commemoration of his 20th anniversary of Eagle service. Fifty-two of Alden's co-workers were present at a dinner held at the Crescent Club, Brooklyn. Dr. Arthur M. Howe, editor of the Eagle, was toastmaster.

Brief addresses were made by Herbert F. Gunnison, Harris M. Crist, H. V. Kaltenborn, Raymond M. Gunnison, Mrs. Esther Coster, Mrs. Elizabeth Ballou, Charles E. Shepard, Thomas S. Rice, Edwin G. Martin, Cleveland Rodgers, and others. A message of tribute was sent by William V. Hester, president of the Eagle corporation, who was unable to be present.

Caruthers Returns to N. Y. Tribune

Porter Caruthers, former advertising manager of the New York Tribune, after an absence of almost two years, has returned to the Tribune as assistant business manager.

Business Editors to Meet

National Conference of Business Paper Editors are planning an important two-day meeting to be held in Washington, March 24 and 25.

News-Democrat Proclaims Ludlow Splendid Investment

IN writing of his satisfaction with the Ludlow, Mr. Fred J. Kern, owner of The News-Democrat, Belleville, Ill., says: "Our Ludlow is a magnificent success, and a splendid investment. Fully ninety-five per cent of the composition formerly done with foundry type in our shop is now done on the Ludlow.

"We recommend the Ludlow to all progressive printers, and unprogressive ones too, who covet success and are greedy to make money."

The News-Democrat enjoys a daily circulation of nearly 7000 in and around Belleville and also a thriving jobbing business where the Ludlow plays a big part.

The always new, clear-cut Ludlow display faces from 6 to 60 point on slugs which have now graced its pages for more than three years have done much toward increasing reader interest in The News-Democrat, and in giving character and distinction to its advertising pages.



Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO:
Hearst Bldg.

Chicago

NEW YORK:
World Bldg.

DISTINCTIVE CAMPAIGN FEATURES

Robert Barry's Dispatches—Authoritative comment on the day's political news. Filed N.P.R. for morning or evening papers.

The Daily Mirror of Washington—Virile satire by Clinton W. Gilbert, author of "The Mirrors of Washington." For morning or evening papers. Mailed a week in advance of release.

Sykes' Cartoons—Famous the world over for their trip-hammer punch and freedom from bias. For morning or evening papers. Daily in three-column mat.

For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

LUDLOW SLUG COMPOSITION

Papini's LIFE OF CHRIST

IN
Ten Sunday Pages
WITH THE
WORLD-FAMED TISSOT ILLUSTRATIONS

Reproduced by Special Permission of the Brooklyn Museum

Beginning April 6

The Opening Installments Will Appear During the Religious Season

OF

Palm Sunday—Holy Week—Good Friday—Easter

Territory Already Closed

New York

Chicago

Boston

Washington

Detroit

Cleveland

San Francisco

Los Angeles

Baltimore

Atlanta

Milwaukee

Rochester

Fort Worth

Toledo

Syracuse

Seattle

DR. FRANK CRANE SAYS—

"The world is interested in Christ more than any other one thing or person. It is such books as this of Papini that open the prison door and let Jesus out into His world."

*Papini's Life of Christ in book form at \$3.50 and \$10.00 per copy is Selling
in the 182nd Thousand*

WIRE FOR OPTION

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

NATIONAL LINEAGE IN NEWSPAPERS TO MOUNT IN 1924, CARROLL PREDICTS

By ROSALIE ARMISTEAD HIGGINS

A "SCOOP" on a story for the Detroit Journal, started Dan A. Carroll, one of the leading newspaper special representatives, in newspaper work. Mr. Carroll, then a lad of 18 attending college in Flint, Mich., was acting as correspondent for the Detroit Journal. An excellent news story he wrote was responsible for his being called into Detroit and offered a job there. He accepted it, but in a short time found that the advertising end of the business made a strong appeal to him. He joined the advertising staff, remained for several years, and at the age of 24 was advertising manager.



DAN A. CARROLL

Like many another youth, Mr. Carroll was looking toward New York with wistful eyes, and in 1904, realized his ambition to live in the metropolis, by becoming associated with Mr. Lee Sharke, at that time one of the best known newspaper "specials" in New York. Shortly afterwards, Mr. Carroll decided to go into business for himself, and one proof of his success is the fact that he has represented 3 of his papers continuously for nearly 20 years—the Washington Star, the Indianapolis News and the Montreal Star.

"The work of the 'special' has changed materially since 1904," says Mr. Carroll. "Twenty years ago, the volume of national advertising then called 'foreign advertising,' was a small factor compared with the present-day national lineage. But few newspaper representatives had organizations that could be called large, or even important factors in the development of new business.

"Coming down to 1924 we find that national advertising is a very important part of daily newspaper revenue—requiring larger and more specially organized forces to properly handle it.

"There is a much better tone to the type of national advertising now appearing in daily newspapers. In my opinion, in the next 5 years following present trade expansion, the growth of national advertising in daily newspapers will be greater in proportion than the growth in local advertising.

"Nineteen hundred and twenty-four will be a big year for national advertising in newspapers, and the publishers who are equipped to give the best service on circulation that sells merchandise and information about their local markets which the national advertiser wants, will carry the biggest league.

"In my experience, I find national ad-

vertisers are interested in markets first, then mediums. I have sold many contracts by giving pictures of the markets first. A great deal of expansion and interest in national advertising in newspapers is due to the analysis of markets, which the service departments of newspapers are perfecting. A newspaper should be in a position to give the advertiser a complete picture of the market as it pertains to his product.

"National advertisers have found out in the last 5 years that the big city newspapers offer opportunity for concentrated effort in centers of population at less expense than the old plan of broadcasting advertising in the general media. In many sales managers' offices, you now find his so-called 'war map,' with the local jobbing centers arranged by states dotted with red, blue or white tacks, indicating the quota of sales in these cities that the order department registers for these trading points. Around these cities is built a selling and advertising campaign that is carrying a great many national advertisers over the line of least resistance and showing increased sales, year after year.

"As an illustration of the type of service which big newspapers are called upon to render national advertisers today, I will tell of the following incident:

"It came up recently that a large national advertiser who had complained about his copy being inserted in the Washington newspaper, Dec. 14, the day a 70-page newspaper was printed.

"This national advertiser took issue with the business office claiming that it was difficult to check results in a newspaper that carried so much big advertising, and stated that had they known of the big edition they would have preferred to run on some other day. The business manager had an impartial survey made of the principal local distributors of the national advertiser. The report was illuminating. The majority of dealers stated the special advertising in the big paper had brought a very general response.

"Personally, I am inclined to believe if more national advertisers would consult their principal distributors in each market regarding the effect of advertising in big newspapers, they will probably discover that results are obtained in greater measures through the columns of newspapers that carry the greatest lineage."

Kansas Dailies Consolidated

Clyde H. Knox, owner of the Independence (Kan.) Reporter, has purchased the Independence Star from A. E. Cox, who for 27 years published that daily, and consolidated it with the Reporter. The consolidation leaves two daily papers in Independence, the Free Press, a morning paper and the Reporter.

HUMOR SYNDICATE STARTS

Fun Shop, Inc. to Furnish Daily Column With Movie Tie-Up

Humor—where is it?

Not in the newspapers, thinks Maxson Foxhall Judell, president and general manager of the Fun Shop Inc., New York.

And where is newspaper promotion?—not on the moving picture screen.

Therefore, Judell, after two years study, has evolved a new syndication feature known as the Fun Shop, which will furnish a half column of high class humor to newspapers and will also issue a reel of humor also called the Fun Shop, which will appear in moving picture theatres bearing the name of the local newspaper buying the service.

Judell claims more than 100 newspapers have already bought the feature, which commences March 31. The film will be distributed by the Educational Films Corporation.

The column of humor will be edited by Judell, who is originator and editor of the column "When Black is Read" appearing in 60 New York theatre programs. His partner in the enterprise is A. H. Messing, vice-president of the Peck Advertising Agency, and former publisher of the Chicago Herald and Examiner.

McLACHLAN FREED

Canadian Labor Editor Escapes 2 Years Label Sentence

After being confined in prison for 3 weeks of a 2 years' sentence for seditious libel, J. B. McLachlan, formerly managing editor the Labor Herald, a weekly,

in eastern Canada, has been liberated. McLachlan was a leader of the Communist faction of the United Mine Workers and secretary for many years of the district U. M. U.

He was charged with criticism of the King and of the Canadian government and convicted on 2 counts at Dorchester, N. B.

He has been released on parole and must report monthly to the police.

For the present, McLachlan will reside with his wife and five children in Glen Bay. For part of the time he was in custody, members of labor unions provided a weekly contribution for the maintenance of the family.

Radio Ad Agency Entertains

Sternfield-Godley, Inc., New York agency specializing in radio advertising gave a dinner to their clients, March 7. Edwin S. Friendly, business manager of the New York Herald and Sun; H. B. Fairchild, advertising manager of the Herald; E. A. Sutphin, advertising manager of the Sun; C. R. Griffen, radio department of the Sun and the Herald; Thomas F. Burns, advertising manager of the Telegram and Mail, Foster Gilroy, assistant business manager of the World, and Jerry Vogel of the New York Journal were present and talked on radio industry and its possibilities.

Daily's Radio Station Suspends

Radio station of the Marion (Ind.) Chronicle broadcasted its farewell program March 7, and suspended operations until next fall. H. D. Ashlock, who was in charge, has joined the Washburn Electric Company of Greencastle, Ind.

188,000

1000-Mile Crystal Set, 27; Neutrodyne, 25
PRINT ORDER
MAR. 1924

Radio Digest

EVERY WEEK
10 PROGRAMS
Illustrated
TEN CENTS

PRINTERS' INK

Life	17	Columns	Line
Woman's Weekly	17	Saturday Evening Post	222,698
Children's Companion	17	Literary Digest	58,827
Am. Legion	10	American Weekly	197,54,001
Am. Legion Weekly	10	Radio Digest	189,35,657
Independence	4	Collier's	136,23,27
Independence	4	Forbes	130,19
Independence	4	Christian Herald	123
Independence	4	Christian Herald	101

Totals for January Columns Line
 Saturday Evening Post 1309 222,698
 Literary Digest 387 58,827
 American Weekly 197 54,001
 Radio Digest 189 35,657
 Collier's 136 23,27
 Forbes 130 19
 Christian Herald 123
 Christian Herald 101

TAKE STEPS TO PURCHASE BROADCASTING
ADVERTISING
 COLS LINES
 Feb. 200 37557
 Mar. EST. 270 50760

and STILL GOING UP Results and Rate Right

Says an Advertiser—

"AS far as we can determine from keyed advertisements the RADIO DIGEST gives us about 100% more returns per dollar spent on advertising than the next best of six leading Radio Magazines, in which we have been advertising."

DON'T MISS A WINNING BET

THE present advertising rate of the Digest is the lowest aggregate line rate per thousand of any Radio publication. The magazine produces results for its advertisers at a low cost.

67,262 Net Paid Weekly Average A. B. C. Auditor's Report June 30, 1923

For Advertising Rates, Write
 E. C. Rayner, Publisher 123 W. Madison St., Chicago
 Jacob Miller, Eastern Representative Times Building, New York City

Fastest Growing Radio Magazine

March 15th Is Celebrated As "Income Day"

Maybe "celebrated" isn't exactly the word for the way most people feel about it—but the fact remains that everybody's mind these days is on the subject of last year's income.

And we'd like to ask every newspaper publisher in the country if he is entirely satisfied with the income that his classified advertising columns paid him during 1923.

And we'd like to know whether or not he would like to feel completely satisfied with his classified income for 1924.

If you will write us your answer to these two questions, we'll have some interesting points to bring to your attention.

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

A Newspaper with a Personality

The Des Moines Capital is Des Moines' newspaper. This is because The Des Moines Capital serves the city and its institutions and its people more fruitfully than any other Des Moines newspaper. The Capital and Des Moines are as thoroughly a unity in the public mind as water and the wave.

The Capital has been edited and published for thirty-four years by Lafayette Young, Senior. The people of Des Moines and Iowa look to the Capital with the utmost faith at all times for sound leadership. In an advertising sense, the Capital is a real result producer because the people of Des Moines and Iowa have habitually, for more than thirty years, made their purchases through the advertising columns of this newspaper. The Capital's advertising is the real servant of both the reader and the advertiser. The department stores last year, in accordance with their usual custom of more than twenty-five years' standing, published more advertising in the Capital than any other Des Moines newspaper. This leadership in the case of the Capital in 1923 amounted to 418,880 lines.

All important national advertisers who enter the Des Moines field make use of the Capital. Here are a few of them who used the Capital only in 1923:

Simmons Beds	Edison Electric Appliances
Old Dutch Cleanser	Lloyd Baby Carriage
Shredded Wheat	Sealdsweet Oranges
Chipso	Carter's Underwear
Nairn Linoleum	Dutch Masters Cigar
Warren Papers	Hickory Garter
MacLaren's Mayonnaise	Salt Lake City Chamber of Commerce
Karnak Rugs	Franklin Baker Coconut
Blue Whirl Egg Beater	Sunkist Lemons

Their judgment was vindicated; their sales were satisfactory. Any national advertiser can sell Des Moines and the Des Moines territory with the Capital alone. To use more newspapers than the Capital in Des Moines is extravagance, and an unusual intensification not needed by national advertisers.

The present city circulation of the Capital exceeds 29,000 copies daily; the total suburban circulation exceeds 16,000 copies daily and the total net paid circulation exceeds 63,000 copies daily.

The Capital

DES MOINES' NEWSPAPER

LAFAYETTE YOUNG, *Publisher*

Special Representatives: O'Mara & Ormsbee, Inc. New York Chicago San Francisco

PONY AUTOPIA

1st

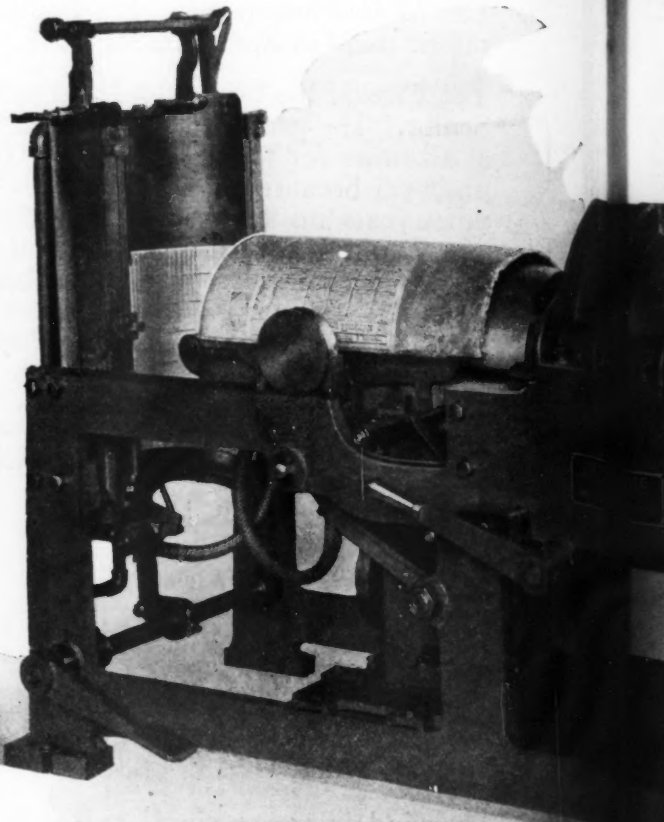
It Makes the Cast.

2nd

It Removes the
Tail.

3rd

It Shapes the Cast
exactly to Printing
Curvature while it
is Plastic.

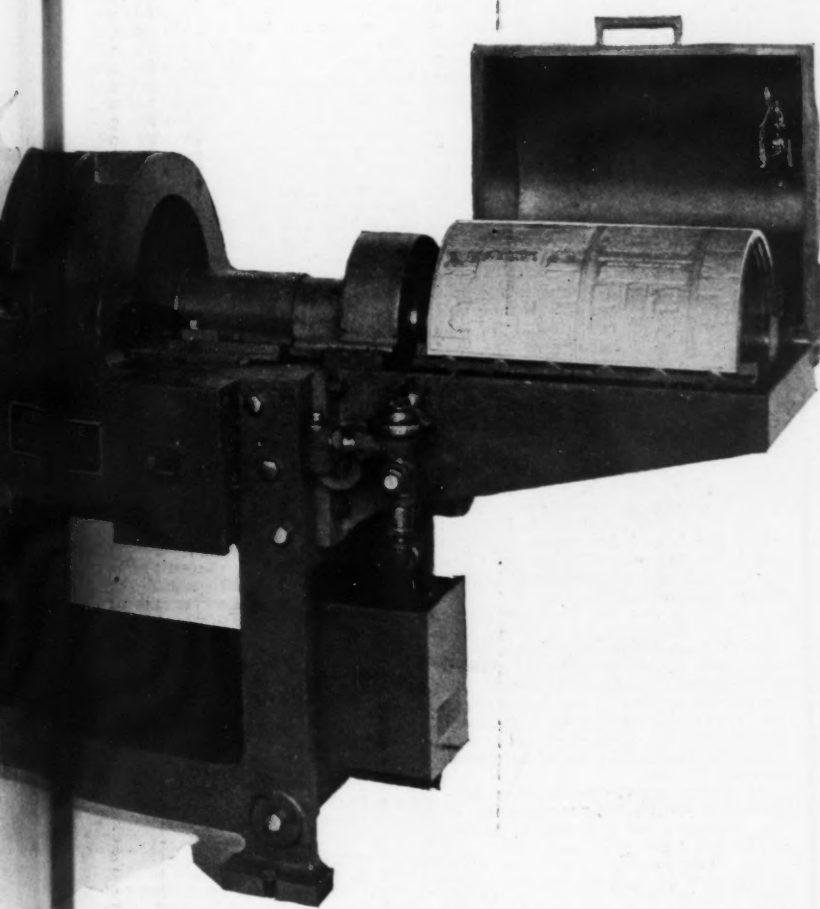


Operations 3 and 4 prevent Paper Breaks a

In no other way can so much work be done sea
in so short a time. For o

WOOD NEWSPAPER MACHINERY
501 Fifth Avenue New York

the
PLATE MACHINE



4th

It Shaves the Cast to an Accurate and Uniform Thickness.

5th

It Performs Every Tooling Operation necessary to finish the Plate.

6th

Finally, it Bathes the Finished Plate, and delivers it Cold and Dry, Ready for Press.

... and makes Perfect Printing possible.

... easily, at so low a cost, in so small a space, and
For one or two press plant.

ER MACHINERY CORPORATION
... New York City

OUTSTANDING FEATURES

of the

San Francisco Chronicle

NEWS

Complete and reliable and commands the respect and confidence of its readers.

CIRCULATION

Reaches the class of people with the greatest buying power.

ADVERTISING

Leads in better classes of advertising including

- Financial
- Automobiles
(excluding accessories)
- Architects, Contractors & Building Material
- Books
- Hotels and Resorts

For the year 1923 the Chronicle led all other San Francisco newspapers except one in total national advertising.

ROTOGRAVURE

The Chronicle publishes the only Rotogravure Section in San Francisco and the finest produced in the United States.

MERCHANDISING SERVICE DEPARTMENT

The first established in San Francisco. Fully equipped to give best possible cooperation to advertisers.

NEW HOME

The Chronicle is erecting one of the best planned and most modernly equipped newspaper plants in existence, occupying an entire block. It will embody all that has been found best and most efficient in the experience of newspapers everywhere.

WILLIAMS, LAWRENCE & CRESMER CO.

National Representatives

225 Fifth Ave., New York
360 No. Michigan Ave., Chicago

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XX—SAN FRANCISCO—"The City"

By HARRY R. DRUMMOND

IN writing of San Francisco it would be hard, indeed, to attempt any continuity—for there is no continuity to San Francisco.

It is so many sided, so metropolitan, so much of a real city, that one just naturally jumps hither and yon, wondering at this, marveling at that, and baffled in every attempt to get down to earth.

San Francisco is the city of the Pacific coast. Make no mistake as to that. In using the word "city" it is meant that San Francisco is a city in every way.

After 18 hectic years one may look back on the "fire" of 1906 and regard it as a blessing in disguise—although, at the time the disguise was perfect, and the darned thing was unhesitatingly voted a calamity—but it gave San Francisco a perfectly good excuse for rebuilding the down-town part of the city in a thoroughly modern and up-to-date manner, and San Francisco has done a splendid job.

To be sure it was the death knell of a lot of "land marks" that remained, year after year, not because they were beautiful, but because of their hallowed associations. No one had the heart to tear them down, but when the "fire" eliminated them, they were replaced with modern buildings that are really worth while.

San Francisco as it stands today is more like New York City than is any other municipality in the country. Witness:

San Francisco is a city of comparatively few homes—94,324 dwellings for 670,000 people. As an apartment house city there are 2,400 of them, mostly modern form fitting flats, 23,823 of them in all. There are 1,845 hotels, 3,056 lodging houses and 5,278 restaurants—all of which means that it is very much like New York City in its mode of life.

San Francisco's population in 1910 was 416,912. By 1920 it had grown to 508,410 and in the year of our Lord 1924 (January), local estimators say it is 670,000, take it or leave it.

This means that San Francisco people "live out"—that home life in the accepted sense of home life in most cities is something else again; that San Francisco people are mixers; they like crowds, like the gay life and live it; that it is a dressy city; that people spend a lot of time and money enjoying themselves, and that means that there is a lot of enjoyment provided for them.

As an item, merely mentioned in passing, there are 70 theatres operating in San Francisco, and it is said to be one of the best show towns anywhere.

San Francisco is to the Pacific coast what New York is to the Atlantic coast; what Chicago is to the Central West; what Denver is to the Middle West. It is the place where people from everywhere congregate for their good times, where they go to imbibe the metropolitan atmosphere, where they go to find out what is what and what is doing.

Blue laws are comparatively few in San Francisco. San Franciscans realize that too much legislation, too much interference, too much law enforcement is not good for any community, and they are "liberal."

People from all along the Pacific coast go to San Francisco to see the shows, to enjoy night life, to buy the latest styles and the gastronomic tid-bits that are found in great cities, and nowhere else.

There are 75,000 automobiles and 6,000 trucks in active operation in San Francisco—and active operation is the correct term—for they are, perhaps, the most active operators of any automobiles anywhere.

San Francisco's streets have Boston looking as symmetrical as a football field by comparison. Aside from being built on the bias, in circles, graceful curves

and sharp angles, many of them are straight up and down—so much so, in fact, that cable cars are not a luxury, but a convenience, but an absolute necessity.

As a port San Francisco is, of course, world famous. In foreign shipping the gross volume, import and export, represents some \$343,000,000 annually, and the domestic shipping figures more than \$1,600,000,000 a year.

There are some 123,500 families in San Francisco, and 52 per cent of the population are gainfully employed. There are 15,000 Asiatics, 2,500 negroes, and large settlements of Italians, French, Mexicans and other nations.

As a manufacturing city San Francisco produces around \$425,000,000 worth of merchandise annually. In order of their importance San Francisco's products are: Printing and publishing, auto bodies and parts, coffee and spices (roasting and grinding), slaughtering and meat packing, bread and bakery products, garments, foundry and machine shop products, tinware, confectionery and ice cream, and furniture.

As a city San Francisco is altogether alluring and pretty. Built upon hills overlooking a wonderful harbor, sheltered from gales, San Francisco is plentifully supplied with that brand of climate that has made California famous.

There are a great many frame houses in the district where the "fire" did not reach, but the newer houses are not frame, and they are very artistic.

There are a number of very elegant and famous residences, homes of old-timers where wealth, hospitality and good cheer have been known for generations. San Francisco is one of the most friendly cities anywhere, and there are many world-famous entertainers whose homes are open day and night for the acquaintances, and where the word "Welcome" is repainted on the doorstep fresh every Monday morning.

There are 274 churches of various kinds and 107 public schools in the city, and both schools and churches rank very high by comparison.

The general tone of San Francisco is metropolitan. Outsiders going to San Francisco absorb the atmosphere of the city, or else they move on. The slow-going, conservative small-towner does not affect San Francisco. He must either get into the stride or move to some other place. He simply is not tolerated.

San Francisco is the financial center of the Pacific Coast, and as such is the home of many very heavy sugar papas.

In a retail way San Francisco again stands comparison with New York City. There is, of course, a "main shopping district," and then there are a number of outlying or neighboring districts, comparing with, say, the 125th street part of Harlem, the Concourse district of the Bronx, the 181st street district of Washington Heights.

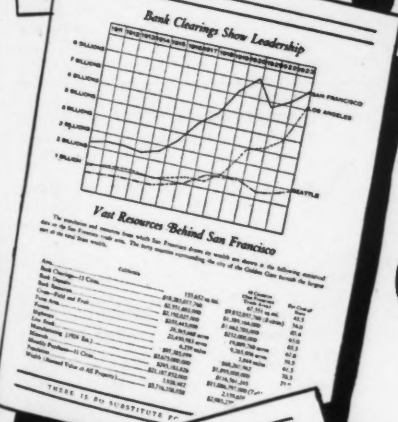
Market street is the "big" street. When the term big is used it is well to mention in passing that Market street is 120 feet from building line to building line, and the only "Main Street" known to the writer where four sets of street car tracks are laid, and all of them used fast and furiously.

Branching out from or running into Market street are many side streets which are business streets. They are on the bias even more than are the streets of lower New York, for there is no semblance of squaring anything geographically. This makes traffic a problem, but it is far from unattractive.

Geary street, California street, Powell street, Stockton street, Grant avenue and Kearney street are all important retail streets, all running into Market street. Grant avenue, just off Market, is a

(Continued on page 24)

64
pages
of facts
& figures!



Watches	100,000,000
Perfumes	80,000,000
Shoes	60,000,000
Handbags	50,000,000
Trunks	40,000,000
Stamps	30,000,000
Artwork	20,000,000
Books	10,000,000
Records	5,000,000
Flowers	2,000,000
Food	1,000,000
Travel	500,000
Amusement	200,000
Education	100,000
Charity	50,000
Other	10,000

Visualizing the Pacific Coast's Greatest Market!

Send for this great book on the rich central and northern California Territory!

San Francisco is the hub of operation to the Pacific Coast's greatest market—and The San Francisco Examiner is the coupling pin that connects buyer and seller. Its huge circulation of almost 160,000 daily and over 330,000 Sunday—almost 2 to 1 daily and 3 to 1 Sunday greater than its nearest competitor—offers advertisers the surest means of reaching this rich market. The Examiner's book for 1924 is packed with vital information of interest to advertising executives, space buyers and advertisers. Send for your copy Now! Address Merchandising Service Bureau,



"There is No substitute for Circulation"

W. W. CHEW
1819 Broadway, New York
Eastern Representative

W. H. WILSON
Hearst Bldg., Chicago
Western Representative

H. H. CONGER
Higgins Bldg., Los Angeles
Los Angeles Representative

FARGO COURIER-NEWS SOLD TO N. B. BLACK

Will Be Continued As Morning Paper
By Forum's Publisher—Was
Formerly a Non-Partisan
League Organ

FARGO, N. D., March 6.—Sale of the Fargo Daily Tribune, formerly the Courier-News, to N. B. Black, president and chief owner of the Fargo Forum, was announced by J. P. Dotson and C. W. Brown, who purchased the Tribune from the Nonpartisan League about 11 months ago. Mr. Black took immediate possession. He purchased the Tribune as a personal proposition and intends to give Fargo and the state a morning paper that will be representative of the highest aims and ideals.



N. B. BLACK

Some years ago, when Democrats and Progressives were struggling against what they called the old line Republicans, the Courier-News came into being. It was an amalgamation of the News, started by Democratic interests, and the Courier, which never got to the point of publishing, and the Call, then owned and published by J. J. Jordan. It later was purchased by Dr. L. P. Guild, a minister, and was published as an anti-Nonpartisan League paper in the early days of that organization. Mr. Guild sold out to two out-of-state men, but they did not long retain possession. They sold the paper to the Nonpartisan League.

About 11 months ago, J. P. Dotson, formerly publisher of the Fargo Forum, and C. W. Brown obtained possession of it.

Mr. Black has been in the newspaper business in North Dakota since 1905, when he took over the management of the Grand Forks Times. In 1912 he negotiated the amalgamation of the Times and the Grand Forks Herald. In 1915, he retired from the management of the Herald, and moved to Fargo, and in April, 1917, he purchased the Forum from Mr. Dotson. He is also president and principal owner of the Minot (N. D.) Daily News.

COOLIDGE TALKS TO NEWS MEN

Attends White House Correspondents' Installation Dinner

President Coolidge's experience with newspapers and newspaper men began when he first encountered the old Boston Journal, a Republican paper long since passed on its way.

But it has been in Washington duties of his high office, that Mr. Coolidge has found his closest association with newspapers and newspaper men. He is losing no time in making himself a newspaperman's President even if he does not talk

the argot of the newspaper shop as did the late President Harding.

All this was disclosed by the President himself last Saturday at the annual dinner of the White House Correspondents' Association, at which he was present sharing honors as a guest with Attorney General Daugherty, John Hays Hammond, C. Bascom Slemm and Edward L. Clark, the last two members of the White House official family. Not only did the President surprise the members of the association by accepting the invitation, but warmed their enthusiasm by standing up and making a speech, which he was willing to have reported in full. The fact that the correspondents had to jump up from the table and work on the story did not perturb them one bit, particularly in the face of the fact that to give the world what the President said at what might have been regarded as a strictly private dinner, was a new and refreshing procedure in Washington, the City of Too Many Confidences.

The President was followed by Attorney General Daugherty, who also told of his newspaper experience and his relations with newspaper men.

The occasion of the dinner, which was attended by nearly 70 correspondents, was the installation of officers for the ensuing year: Isaac Gregg, New York Sun, president; George Durno, International News Service, vice-president; Earnest A. Knorr, Central News, secretary-treasurer; E. Ross Bartley, Associated Press, and James Ring, Washington Times, executive committee.

Bernstein Entertains N. Y. Editors

Herman Bernstein, editor of the Jewish Tribune, entertained about 50 editors, publishers and magazine writers at a luncheon at the Ritz Carlton Hotel, March 11, in honor of Dr. Chaim Weizmann, president of the World Zionist Movement. Among the guests were, Professor James Melvin Lee, conductor of "Our Own World of Letters" in Error & PUBLISHER; Lester Markel, New York Times; John O'Hara Cosgrave, New York World; Herbert S. Houston, "Our World"; George G. Shor, International News Service; S. S. McClure, McClure's Magazine; Norman Hapgood, Hearst's International; Sophie Irene Loeb, New York Evening World; Paul U. Kellogg, "The Survey"; Freda Kirchwey and Carl Van Doren, "The Nation"; H. V. Kaltenborn, Brooklyn Daily Eagle, and Jacob Landau, Jewish Telegraph Agency.

Women's Shop Takes 8 Page Roto

Santa Barbara (Cal.) Morning Press carried exclusively an 8-page rotogravure section advertisement of B. F. Kerr & Co., a women's speciality shop, March 2. The first page carried a large picture of B. F. Kerr & Co.'s new shop and building. The next 6 pages were fashion plates showing the spring modes. The plates were made from photographs of mannequins wearing fashions on display in the shop. The last page carried a formal announcement of the shop. W. R. Mathews, business manager of the Press, conceived the idea. The space of the section was sold at inch rates three times the regular advertising rates.

MAJOR MARKETS OF AMERICA

(Continued from page 22)

very high class shopping street. Further up is the street on which the important Chinese stores are. It is the main artery of Chinatown, a part of the city that, apart from being picturesque and interesting, is important commercially.

In the outlying districts there are Fillmore street for 14 blocks; Clement street for 10 blocks; Mission street for 11 blocks; Irving street, Cortland street, Union street and several others, making in all some 145 blocks of retail shopping districts, and having some 4,500 retail establishments wherein money may be exchanged for merchandise of some kind or other.

There are 5 large department stores in San Francisco. In the order of the volume of business done by each they line up about like this: The Emporium is the largest, Hale's is second in volume, the White House third, City of Paris fourth, O'Connor & Moffett fifth.

As to quality of trade, City of Paris is the "Altman" of San Francisco. The White House is second. O'Connor & Moffett is second, O'Connor &—p-1(c)T Moffett third, the Emporium fourth, and Hales' fifth. These stores collectively do some \$45,000,000 a year.

Good merchandise finds a ready market in San Francisco. Medium weight wearables have an all-the-year-round market. The heavy goods are slow movers; that is, heavy wearing apparel is used only for motoring or for out of the city.

There is no cold weather in San Francisco, and by the same token there is little or no hot weather, and the very sheer merchandise finds small demand.

Spring, summer, autumn and winter are distinguished, one from another, by consulting the calendar. That is about the only way to tell them apart.

Because of the "flat life" small package goods find a ready market in San Francisco. There is neither room nor

inclination to own large amounts of such stuffs at one time, consequently the small package goods are good sellers.

San Francisco people have a habit of attending to their own business, and making every visitor feel at home, and to do as he pleases. Life is lived on a broad scale, it is a 24-hour town, and busy every hour.

Within 200 miles of San Francisco live one-half the population of California and San Francisco is "The City," headquarters, the Mecca, for the northern end of the state. It is the big center for the entire Pacific coast, and one of the really great markets of the country, a market large enough, important enough and influential enough to rank amongst the first dozen markets of the country.

There are a large number of very high grade specialty shops on the order of Bonwit, Teller & Co., Franklin, & Co., and Best & Co., in San Francisco and San Francisco stores have the best informed and most courteous and commodating salespeople in the country and for the most part these stores run on a very high plane.

San Francisco street cars, by the way, carry people for 5 cents and issue transfers—another evidence of metropolitan ideas.

To Name Pulitzer Winners Soon

Winners of the 1923 Pulitzer Prize Journalism will be announced within the next 6 weeks, Dr. John W. Culliff, rector of the School of Journalism, Columbia University, stated this morning. The school's teaching staff met March 10 to consider the selections made by jury of award, he said. Dr. Culliff reported there had been a larger response than usual and that many contributions had been handed in for consideration. The journalistic prizes are among a series of awards in money or medals awarded by the late Joseph Pulitzer to distribution to historians, poets, novelists as well as newspaper men, through Columbia University.

U. P. C. News Service Scores Again

We have just obtained for our weekly feature interview service a cabled interview from India with Mahatma Gandhi, the first statement from the great Indian leader since the British labor government released him from prison.

This interview is of historic importance as it puts to rest the sensational rumors throughout the world that Gandhi intended to lead India in open rebellion against the British Crown.

U. P. C. News Interviews are now appearing in the leading papers of AUSTRALIA, NEW ZEALAND, CHINA and JAPAN as well as in

Sixty of the Leading Papers of America

These interviews throw a vivid light on the great world problems of the day. They will add to the prestige of your paper.

Edward F. Roberts, Editorial Director

U. P. C. NEWS SERVICE, Inc.
243 West 39th Street, New York, N. Y.

FIRST IN OHIO

LEADS ALL OHIO NEWSPAPERS IN PAID ADVERTISING

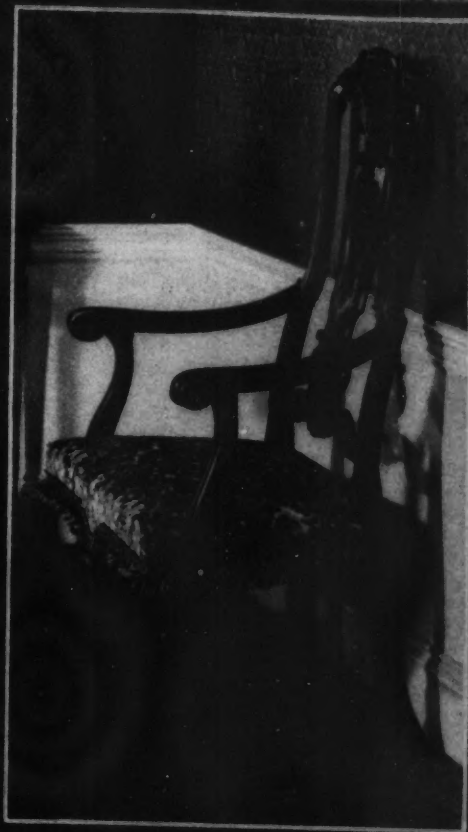
1,612,702 LINES

The Columbus Dispatch starts another year of leadership in Ohio by publishing 150,412 lines paid advertising more than the next Ohio newspaper (Cleveland). Dispatch exceeded other Columbus papers combined during January by 178,731 lines.

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY



What Rotogravure has done for a Boston Furniture Store

*How Rotogravure
Helps Newspapers
and their Advertisers*

- 1 Gives added tone
- 2 Gets results for local advertisers
- 3 Creates new advertising
- 4 Increases circulation
- 5 Intensifies national magazine advertising at local points

Pictures talk faster than type.

The rich effect and clean cut detail possible in Rotogravure printing make it a most effective medium for advertising quality merchandise such as ours; a fact which is proved by the demand for both suites and individual pieces whenever they appear in Rotogravure.

Paine Furniture Company
BOSTON

AS YOU WOULD SEE IT IF YOU WERE THERE

AS YOU WOULD SEE IT IF YOU WERE THERE

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
Boston, Mass.	Herald	New York, N. Y.	Evening Post
Boston, Mass.	Traveler	New York, N. Y.	Forward
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Times
Buffalo, N. Y.	Times	New York, N. Y.	Tribune
Chicago, Ill.	Daily News	New York, N. Y.	World
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
Denver, Colo.	Rocky Mountain News	Providence, R. I.	Journal
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
Grand Rapids, Mich.	Herald	San Francisco, Calif.	Chronicle
Hartford, Conn.	Courant	Seattle, Wash.	Times
Havana, Cuba	Diario De La Marina	South Bend, Ind.	News-Times
Houston, Texas	Chronicle	Springfield, Mass.	Republican
Indianapolis, Ind.	Indianapolis Star	Syracuse, N. Y.	Herald
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Post-Standard
Los Angeles, Calif.	Times	Waco, Tex.	Herald
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Louisville, Ky.	Herald	Washington, D. C.	Star
Memphis, Tenn.	Commercial Appeal	Waterbury, Conn.	Republican
Mexico City, Mex.	El Universal	Wichita, Kan.	Eagle
Milwaukee, Wis.	Journal		

Intaglio printing is variously called gravure, photogravure, roto-gravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 81 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. 51st St.

ROTOGRAVURE
Prints Perfect Pictures - the Universal Language

PAGES BACK FROM INDIES

Man With 150,000 People Has 7 Dailies, He Reports

Even daily newspapers in a town of 150,000 is unusual to express it mildly," Milton Garges, chief of the Traffic Department of the Associated Press, in speaking of San Juan, P. R., says he has been there the last few days.



MILTON GARGES

The people of Porto Rico are loyal to the United States, and do not want self government; they content themselves with their own condition with San Juan, where self government is in the air, and they realize that it has not been there satisfactorily. English is not in the schools. One of the newspapers, El Tiempo, prints one page in Spanish.

Of the 7 newspapers in San Juan, 5 are published in the afternoon and two in the morning. They are all printed in Spanish. Two out of the 7 have been established in the last few months, and appear to be chiefly local organs. The afternoon papers of Porto Rico are issued at 11 o'clock in the morning and there is only one edition. Ponce, a town about 82 miles from San Juan, there are two daily papers. The Associated Press has 4 members in Porto Rico, 3 in San Juan, El Tiempo, Correspondencia, and La Democracia, one in Ponce, El Aguila. My visit to Porto Rico was for the purpose of becoming acquainted with our members, discussing with them an enlarged improved service. At the present time they are getting the service arranged for South America, but they would like to have more news of the United States."

While in Porto Rico, Mr. Garges was treated with a dinner at the Hotel Ponce in San Juan given by representatives of El Tiempo, La Correspondencia, and La Democracia.

Martin Meets Brazilian President

Fredrick Roy Martin, general manager of the Associated Press, called on President Bernardes of Brazil at the Rio Negro at Tetopolis, Brazil's winter capital, March 13. Mr. Martin, with Mrs. Martin has been traveling through South America, is expected to return to this country shortly.

Munsey Starts New Syndicate

Frank A. Munsey this week started the Ald-Sun Photo Syndicate. V. Talley, gravure editor, is general manager, A. J. Ezickson, formerly with the A. Photo Service is sales manager. Mas J. Hughes is news editor. Additional quarters have been provided at Broadway, New York.

FORESHADOWED EVENTS

March 18—New York League of Advertising Women, annual dinner and dance, Pennsylvania Hotel.

March 18—Chicago Publishers dinner honoring George Fenwick, editor, Dunedin (New Zealand) Otago Daily Times.

March 19—Newspaper Men Old Timers' Assn., cabaret, Prospect Hall, Brooklyn.

March 21—New York Newspaper Women's Club, 2nd annual ball, Hotel Astor.

March 24—Six Point League and A. A. A. joint dinner, Hotel Commodore, New York.

March 24—New York Employing Printers Assn., dinner, Hotel Astor.

March 24-25—National Conference of Business Paper Editors, meeting, Washington, D. C.

STANDARD OIL BANS BILLBOARDS

Announces Death of 2,200 Coast Signs in 600 Newspapers

Standard Oil Company of California announced March 12, it would immediately commence tearing down 2,200 of its billboards in Oregon, Washington, Nevada, Arizona and California.

The announcement was made through advertisements in 600 newspapers in the 5 states concerned.

The advertisement read in part: "Convinced that highway advertising signs detract from the natural beauty of the great routes of travel of the Pacific Coast, this company has decided that it will erect no more such signs and that it will immediately remove all of its signs of this nature now standing.

"Hereafter, the company will confine its use of signs to commercial locations.

"The Company feels that the splendid scenery so characteristic of nearly all of the highways of California, Oregon, Washington, Nevada and Arizona should be unmarred, and on that account is willing to sacrifice the advertising value of the signs."

TILDEN: NEWSPAPER MAN

Tennis "Champ" to Write Instead of Play in Olympics

William T. Tilden, 2d, national tennis champion, will write tennis instead of play it during the Olympic games.

The rule adopted by the American Olympic Committee, barring members of the Olympic team from writing for newspapers while abroad automatically bars him from competing in the games, Tilden declared in Philadelphia this week. He said he was under contract to write two articles a week for newspapers during the present year.

Vincent Richards, fourth ranking player in the country, like Tilden is under contract to write articles for a news service and expected to go abroad as its representative in the Spring.

There are 426 English language morning newspapers in the United States.

**ABOUT
Oakland, California**

Five Years of Expansion

Oakland's expansion during the period from 1918 to 1923 is accurately reflected in a table of statistics published below.

When it is taken into consideration that this period was one of reconstruction following the war, the development is remarkable.

The growth ranges from 28 per cent for assessed valuation to 285 per cent for building permits, and shows an average increase of 75 per cent over all. Following are the figures:

	1918	1923	Gain
Population	197,000	280,000	41%
Building permits	\$7,134,000	\$27,500,000	285%
Bank Clearings	\$459,583,000	\$803,797,523	74%
Assessed valuation	\$150,000,000	\$192,221,000	28%
Water connections	46,114	60,127	51%
Electric power consumed.....	207,000,000KWH	296,000,000KWH	43%
Postoffice receipts	\$626,000	\$1,144,000	82%
School enrollment	27,300	44,800	64%
Newspaper circulation	62,000	97,000	57%
Bank deposits	\$86,724,114	\$146,053,000	52%
Telephones	36,677	56,000	54%

Advertising in Newspapers of Oakland and San Francisco

The following figures record the gains and losses of the daily newspapers of Oakland and San Francisco in local display advertising for the year 1923 compared with 1922.

Oakland Post-Enquirer 971,894 lines gain

(EVENING)
San Francisco News 965,846 lines gain

(EVENING)
Oakland Tribune 890,820 lines gain

(EVENING AND SUNDAY)
San Francisco Call 520,856 lines gain

(EVENING)
San Francisco Chronicle 176,134 lines loss

(MORNING AND SUNDAY)
San Francisco Examiner 188,874 lines loss

(MORNING AND SUNDAY)
San Francisco Bulletin 272,972 lines loss

(EVENING)
San Francisco Journal 857,836 lines loss

(MORNING AND SUNDAY)

For January, 1924, compared with January, 1923, The Oakland Post-Enquirer gained 70,700 lines of advertising. The Post-Enquirer again took FIRST PLACE among all Oakland and San Francisco newspapers for TOTAL ADVERTISING GAINS in January.

THE OAKLAND POST-ENQUIRER

Charles Sommers Young
Publisher

R. A. Carrington, Jr.
Advertising Manager

PRUDEN, KING & PRUDEN, INC.

New York

Chicago

Boston

INTERTYPE

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

INTERTYPE CORPORATION

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

SCIENCE NOW PROBES NEWS PRACTISES

Investigation of Press and News Services by Sociologists Seeks to Locate Sources of Public Opinion

A scientific investigation of the newspaper and press services, sources of information, selection and treatment of news, effect on the reading public and also such legal questions as censorship, secret diplomacy and control of the outlets of public information, is quietly being made by the American Sociological Society, according to information reaching EDITOR & PUBLISHER.

Members of the American Sociological Society, meeting in its 18th annual convention in Washington, Dec. 26 to 29, last, voted to carry on research with a view to determining the "technique of collection and distribution of news" and its relation to the formation of public opinion. A committee was formed and this committee today is hard at work, but is not ready to make known the results of the investigations.

The committee, according to W. F. Ogburn of Columbia University, New York, chairman of the standing committee on social research of the society, follows:

Jerome Davis, Dartmouth College; Roscoe Pound, Harvard University; Jane Addams, Chicago; Robert Park, University of Chicago; and Herbert A. Miller, Oberlin College.

The investigation, according to Professor W. F. Ogburn is for the present with reference largely to foreign news.

The Laura Spellman Rockefeller Memorial was to be asked to finance a conference to be called to formulate a plan for a "thoroughly scientific and objective investigation of the instrumentalities involved in the world-wide gathering and dissemination of current news and opinion of international concern." Whether or not financial support was received from other sources is not known, but the Laura Spellman Rockefeller Memorial informed EDITOR & PUBLISHER that requests for funds for such an investigation would be denied.

The American Sociological Society was established about 18 years ago for research and study of sociological problems. At the last meeting in Washington, 172 members were present. Charles A. Ellwood, University of Missouri, was elected president, and John L. Gillin, University of Wisconsin, secretary and treasurer. Headquarters are at the University of Chicago. The society publishes a monthly magazine, the "American Journal of Sociology."

Among the instrumentalities of the press the committee are inspecting are: Cable, radio, telephone, press associations, postal agencies, government collection and distribution of news, distribution and collection of news by the daily and periodical press.

How public opinion is created and expressed, international attitudes formed, is also the subject of study, giving the investigation a world-wide scope. At the present time the committee is operating independently of newspaper men.

VALUE OF COMICS PROVED

20,000 Children Enter Contest to Popularize "Funnies"

What value are comic strips to a newspaper?

The business office likes 'em; the editorial men often wish them thrown out.

T. A. Johnston, comic art director of the New York World, decided he'd settle the dispute between up and down stairs, and last week started a unique campaign to "popularize the comics."

The likeness of Cicero Sapp, a World comic character, was partially drawn and printed in the newspaper. A \$25 prize was offered to the child filling in the best features for the half-baked Cicero. Then came proof of the value of comics, according to Johnston. The World has re-

ceived more than 20,000 entries in the contest.

During the next 8 weeks the World plans to work the same stunt in connection with its other comic characters—if the Post Office department doesn't raise too big a kick. Already the World has been forced to make special arrangements with postal authorities to care for answers to the comic stunt.

"It's the best way I know to get the comic characters in the minds of children," is Johnston's opinion.

HOUSTON CHARTERS LINER

De La Salle, French Line, to Carry Overflow London Delegation

Arrangements have been completed by the Advertising Association of Houston with the French Line for the sailing of the De La Salle, from Houston for the A. A. C. W. convention in London in July.

The French Line have been guaranteed by 10 Houston citizens that the ship will be booked full for this trip. The De La Salle will be brought to Houston for sailing on June 25, arriving in England, July 11.

While the Advertising Association of Houston is sponsoring the project, it is expected that there will be many Texas ad men who will take advantage of the boat leaving Houston. Booking offices have been opened and a number of reservations have already been made.

The boat has accommodations when completely filled, for 190 first cabin passengers, but under the arrangements made with the French Line, not more than 125 will be carried.

Houston's official party of 60 delegates to the convention have already booked passage on the Republic out of New York. George B. Forristall will represent the Houston Club on the Samaria which will sail out of Boston. He will be accompanied by Mrs. Forristall.

\$150,000 FOR JOURNALISTS

Florida Publisher Gives Home for Aged News Men

Florida Press Association has been presented properties valued at approximately \$150,000 including \$10,000 in cash for establishment of a home for aged newspaper men and a school of journalism. Charles D. Haines, of Altamonte Springs, former newspaper publisher, is the donor.

The properties located at Altamonte Springs include a 20 acre orange grove, a clubhouse and a theater.

Mr. Haines pledged himself to assist in raising money up to \$1,000,000 for an endowment for the home and the school. He also promised when the plant is placed in operation to give an additional 80 acres of bearing orange grove. The hundred-acre grove would have an income of \$40,000.

In making the gift, Mr. Haines declared he was actuated by his appreciation of the unflinching public service which newspaper men render unselfishly and often to the exclusion of their own financial advancement.

READING
CARPENTER
IS
SEEING
THE WORLD

CARPENTER'S
WORLD TRAVELS
Washington D. C.

OCHS CELEBRATES BIRTHDAY

Signalizes Event By Increasing Employees Life Insurance

Signalizing the birthday, March 12, of Adolph S. Ochs, publisher and president of the New York Times Company, the group life insurance plan for employees of the Times has been increased from \$1,000 to \$3,000.

Starting with \$500 for six months' service with the Times, the amount is raised \$100 each year until the \$3,000 maximum has been reached, upon the rounding out of 25 years of service. The plan is retroactive and credit is given for past service.

TO GIVE HARDING PORTRAIT

Vancouver Sun Plans Goodwill Gift to U. S. Press Gallery

To consolidate and encourage the goodwill created by the late President Harding's visit to Canada, the Vancouver (B. C.) Sun has commissioned John Innes, leading artist, to paint a picture depicting Harding addressing a Vancouver audience on July 26, 1923.

The Sun will present the painting to the National Press Gallery at Washington.

In explaining the purpose of the painting, R. J. Cromie, publisher and EDITOR & PUBLISHER, as follows: "President Harding's visit to the port of Vancouver in 1923, was the first visit of a States President to Canada. It was of great historical and immense value because it did a great deal for the courage goodwill between the United States and Canada."

Florence Kling Harding, widow of the late President, has written a letter to the Sun, thanking that newspaper for editorial commenting on the memorial.

Gale Hampers Wire Services

Sharp winds, reaching gale force, disrupted wire services on the west coast early this week, delaying transmission of news. News agencies were forced to re-route dispatches south of the coast. Underground wires between New York and Washington saved the day from being completely cut off from agency headquarters. By the United Press, Associated Press, National News Service, and the Service, reported the service was back to normal.

Mexico has but one newspaper plant of 50-ton daily capacity.

DISPLAY AND STRAIGHT MATTER

Produced with equal facility on standard single keyboard Linotypes Models 14 and 22. Each equipped with extra wide auxiliary magazines which are operated from one power-driven standard keyboard.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW YORK

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

TRADE MARK LINOTYPE MARK

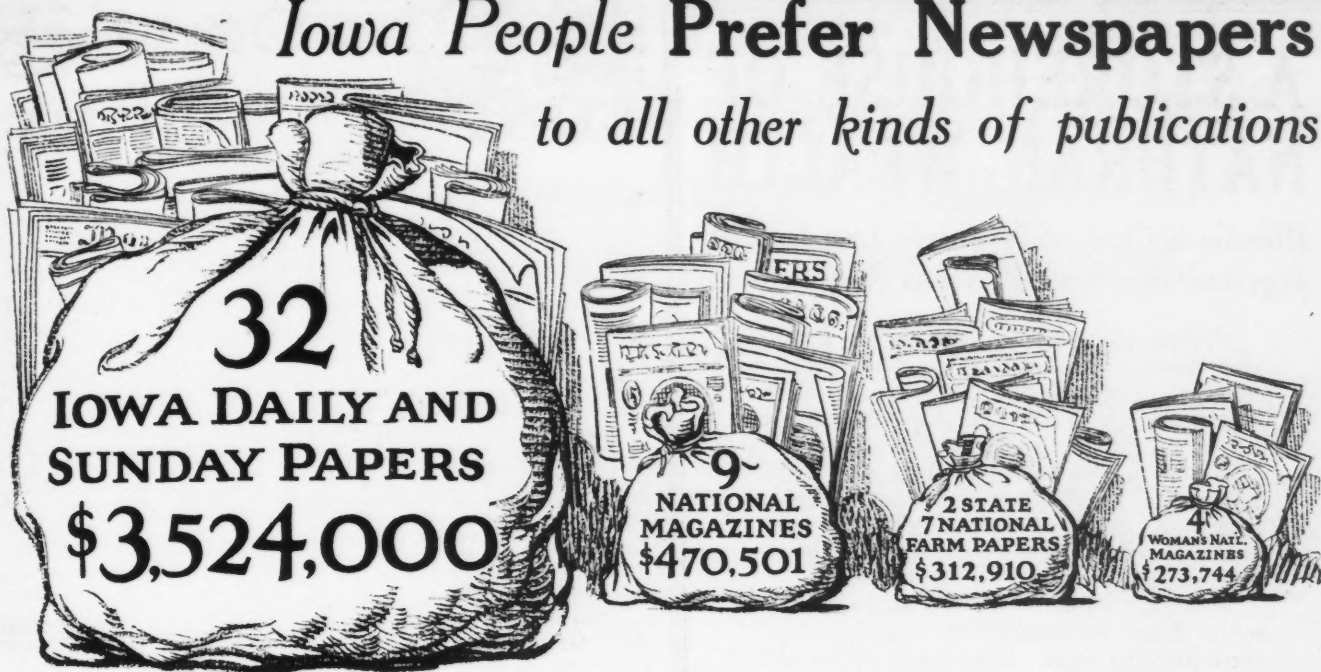
Three Main Magazines and a Wide Auxiliary



All Operated from One Power-driven board with the operation of Straight Matter

Composed entirely on the LINOTYPE

Iowa People Prefer Newspapers to all other kinds of publications



THE advertiser entering the Iowa market has one great advantage to help him in reaching a decision as to the mediums to use. The consumers of the state have already registered their own preference for newspapers as their favorite form of reading matter.

Examine the illustration above. Iowa people spend more money each year for subscriptions to Iowa daily newspapers than they spend for any other two or three classes of publications combined.

Iowa people pay more than three and a half million dollars a year in subscriptions for these 32 Iowa daily and Sunday newspapers. Their subscriptions to 9 leading magazines (Saturday Evening Post, Literary Digest, American, Cosmopolitan, Scribner's, World's Work, Harper's, Century, Atlantic Monthly) amount to \$470,501 a

year. They pay \$188,615 a year for subscriptions to Iowa's two leading state farm papers. If we add the Iowa subscription money for seven national or sectional farm papers, it brings the total to \$312,910. Four leading woman's national magazines (Ladies' Home Journal, Woman's Home Companion, Pictorial Review, Good Housekeeping) are paid a total of \$273,744 a year by their Iowa subscribers.

These figures in each case are secured by multiplying the number of Iowa subscribers by the published subscription price. They help you to understand the hold Iowa daily newspapers have on Iowa people.

It is always good policy, in selling any market, to place the bulk of your selling effort in the mediums preferred by your prospective buyers. There is no question about this in Iowa.

IOWA DAILY PRESS ASS'N, COUNCIL BLUFFS, IOWA

These Iowa daily newspapers have adopted a unique plan of co-operating with National advertisers. Ask about it.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Cedar Rapids Republican
Centerville Iowegian and Citizen
Clinton Advertiser
Clinton Herald
Council Bluffs Nonpareil
Creston Advertiser
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times Journal

Fort Dodge Messenger and Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette
Muscatine Journal
Newton News
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

Total Net Paid Circulation, 584,149
Number of Families in Iowa, 550,000
Total Rate per Line, \$1.80.



Write today for the Iowa market analysis just completed. It tells of a new co-operative merchandising service available for you in every one of the large cities of the state. Use your business letterhead in requesting a FREE copy.

A STOREHOUSE OF NATURAL WEALTH

Illinois is One of Nation's Leaders in Agriculture and Mineral Production

Within the State of Illinois is located the world's livestock, grain and lumber market. This in itself should be sufficient testimony as to the progressive attitude of the people of this rich commonwealth.

Illinois is one of the leading agricultural states in the Union, not the least important phase of which is dairying and poultry raising. The center of agriculture is in the southern part of Illinois.

The total value of Illinois field crops is more than \$1,000,000,000 ranking her third among states. Illinois stands second in production of corn, oats and in wheat, third in broom corn; and potatoes, rye, hay, barley are also grown in great abundance throughout the state. Dairying is a very important industry in Illinois, contributing to the state's wealth with over half a billion gallons of milk each year.

MINERAL WEALTH IS GREAT

Bituminous coal underlies more than half the area of the state, Illinois ranking third in mineral output. The coal output is valued at \$240,000,000 with oil and natural gas in generous measure.

Lead and zinc are mined extensively. Copper ore, asphalt, tripoli, gypsum and marble are also found in the state. It has extensive deposits of sand and gravel, and also vast deposits of clay and limestone through which Illinois has come to be one of the leading states in the manufacture of cement and clay products. The mineral center of the United States lies within the boundaries of Illinois.

Illinois presents an ideal territorial market and the dailies listed here can work wonders in helping you popularize your products.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News.....(E)	16,351	.055	.055
Bloomington Pantagraph.....(M)	17,841	.05	.05
††Chicago Herald & Examiner... (M)	335,270	.55	.55
††Chicago Herald & Examiner... (S)	932,415	1.00	1.00
Chicago Daily Journal.....(E)	117,483	.26	.24
††Chicago Tribune.....(M)	567,628	.80	.80
††Chicago Tribune.....(S)	877,467	1.15	1.15
**La Salle Tribune.....(E)	3,041	.025	.025
**Moline Dispatch.....(E)	10,148	.045	.045
**Peoria Journal-Transcript... (M&E)	32,609	.11	.11
**Peoria Star.....(E)	27,083	.075	.06
††Rock Island Argus.....(E)	10,405	.045	.045
**Sterling Gazette.....(E)	5,755	.03	.03

**A. B. C. Statement, Sept. 30, 1923.
 ††Government Statement, Sept. 30, 1923.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

ACADEMIC and pedantic criticism of the press is seldom worth serious attention. But once in a great while some college president puts aside his cap and gown and sits down with the working press for a heart to heart chat.

An address of this kind was recently given to the newspaper editors of Michigan by Marion Leroy Burton, President of the University of Michigan. (It now appears in printed form in the "Proceedings of the Fifth Annual Meeting of the University Press Club of Michigan.") His topic was, "The Newspaper I Like." He spoke, not as President of the University of Michigan, but as the ordinary reader of the daily newspaper. He pointed out that he was describing, not the newspaper that he ought to read, not the one he read out of sense of duty, but the one that he enjoyed reading.

One tendency which he did not like is thus described:

There is always a desire to emphasize the controversial—constantly a tendency to bring out the thing that is a little unpleasant and disagreeable—to twist it around a little in such a way that by hint, suggestion, innuendo, you reach the point. What they don't say at all is the damning feature of this statement of the case. The result is that the emphasis is quite out of joint, and people who read it are actually misinformed in regard to what happened.

He gave some startling statistics which compared the amount of newspaper space given to the Dempsey-Gibbons fight at Shelby, Montana, and the meeting of the National Educational Association held at San Francisco at the same time. Frankly, he did not agree with the Christian Science Monitor which printed not a line about the fight, for he insisted that one wanted at least to know how it came out, but he did, on the other hand, object to the way the New York Times treated these news events with nineteen and one-half columns on the fight and a third of a column on the National Educational Association.

After taking up the matter of correct emphasis on the news of the day, he made his second point about the breadth of a newspaper. On this point he suggested the following test:

Read your own paper every day for a month or six months or a year—and then turn abruptly to some paper that has a national reputation. Are your interests purely local or wide enough to take in the affairs of the world or at least our own nation? I wonder how you find your own paper? I wonder if it has breadth as well as all of that which appeals to local loyalties, as it should have? And you know the place where it comes to expression is the editorial column. I love to read the editorials; they have all the prestige of mystery, an air of confidence, and so many of them speak with finality for the Omniscient!

His next main point dealt with newspaper ethics and press responsibility for the good taste of the community. To quote his own words:

I confess to you with great candor that I don't see much humor in vulgar allusions and sex inferences. These little squibs of editorials that are written, the point of which is only sheer vulgarity, I think do not improve the taste of the community, and I do not believe that humor needs to come to expression in just that form. I do not think that I am just a mere Puritan, but I am one who, being profoundly interested in the moral standards of thousands of growing young men and women, regret that so often the newspapers of America must resort to the sex appeal in order to think they are saying something funny.

In his plea for the right kind of press support for the honest public official he offered this bit of sincere advice:

If I could have my way, I would abolish most of the organizations that we have in America today, and I would create a new one that would exist for the sole purpose of strengthening the hands of a man who with honesty and intelligence tries to serve his country.

His views about comic supplements should be studied carefully by carping critics who would do away with the supplement and the comic strip. In asking the Michigan editors to think of their comic supplements he said:

I don't mean to say that you can get rid of the comic supplement; it can't be done. At

least I have not been able to do it in my home, and I confess to you that I thoroughly enjoy "Mr. and Mrs." by Briggs; it is so like home at times that it is almost breaking! I confess, too, that I like Andy Gump, because he seems to be so human and clean. And these things that I have noticed that? That is the reason he has such a success. And these things that I have with the fundamental emotions and interests are the things that, after all, to the best of my appeal to people. You are therefore to sense protectors of all of these things that are for the good taste of the community.

He challenged unqualifiedly the statement "we must give the people what they want," but then he added:

I don't mean to say you should all join the Christian Science Monitors, but I do mean to say that the servile, supine, weak, sentimentality acquiescence in the idea that you must furnish the people only what they want is challenged by the fact that we don't know what they want. You will discover every time that the American people will respond—and I know you know it better than I—to something that is at least a bit higher than what they have been accustomed to. People in their best moments want something better than they are.

Possibly I have picked out for quotation things which do not indicate his opinion so much as his dislikes. His conclusions, paragraph, however, will indicate the paper he personally likes to read:

I like a newspaper which recognizes the truth beyond accuracy, the truth requires proper emphasis in the story or the news as a whole; a paper that unobtrusively maintains reader's interests a little broader and his horizon wider; a paper that accepts its freedom of responsibility for public welfare; a paper that elevates the taste of the people and its appreciation of the finer things of life; a paper that in the practice of its daily routine knows how to be silent without ignoring any aspects of truth, that insists upon keeping the individual subordinate to the cause he represents, that stimulates the reader to deeper thought and that holds men and their consciences sternly to the ineradicable distinction between good and evil. Such a newspaper is the making in America. It will be the most potent single force in realizing the dream of democracy.

THE Champion Coated Paper Company of Hamilton, O., is distributing the booklet, "Human Interest in Advertising" by Louis Victor Eyttinger. At least three good suggestions for the advertising man may be found on every page. How important human interest is in advertising is shown in the following paragraph:

Before Helen Woodward applied human interest to the sale of the O. Henry sets, she had moved rather slowly. She made her display show a pictured scene from one of her short stories, then started the copy with a striking headline linking up the story and the illustration, continuing with a thinly, but dramatically sketched outline of the operation.

The pamphlet is equally as interesting to the managing editor as to the advertising manager. Human interest is the target at which editors are aiming. Copies of the booklet may be obtained upon application to the Champion Coated Paper Company.

I HAVE always maintained that the public schools should pay some attention to the newspaper. Conversely, the newspaper might well pay more attention to the public schools. This subject was well handled in an article in the Journal of the National Education Association for March, by Fred Charles of the editorial department of the Cleveland Press Dealer. The general trend of his article is seen in this paragraph:

But while the newspaper man is content to get the school into the range of his vision, he has been no corresponding development of the school man's interest in the press, so far as we can discover.

FRED LOCKLEY of the Oregon Journal tells the story of Oregon's first press in the Christian Endeavor World for Feb. 7. The press, one of the chief attractions in the Public Auditorium at Portland, Oregon, now belongs to the Oregon Historical Society.

SAMMIS CITES VALUE OF COMMUNITY ADS

City and State Advertisers Have Proved Successful by Using Newspapers As Media, He Tells Florida Exposition

Community advertising has proved itself successful, Walter Sammis, of the business department of the New York Times, declared at a dinner of the All-Florida State Exposition in New York, recently. He advocated newspapers as the best advertising media.

Florida, he said, needs "wide-flung, coordinated and continuous advertising," and as proof that community advertising pays, he cited several instances.

"Many States have made advertising appropriations," he declared, "and others are awakening to the value of a tight organization and a loose pursestring."

"Salt Lake City invested \$53,000 in advertising its beauties and attractions and in less than three months reported a 25 per cent increase in railroad travel and a 50 per cent increase in automobile travel to the city—all to be translated into sound dollars spent in the city by strangers, which otherwise would have gone elsewhere," he said.

"Denver, Colo., advertised her specialties far and wide, with special reference to the Rocky Mountain National Park. In one year the number of visitors to that park had increased from 31,000 to 51,000, and their average stay was eight hours instead of four hours. In four years the number of visitors during a twelve-month period had grown to 237,000 and their average stay had increased to full vacation periods of from two weeks to three months."

"The highest point of expenditure for salaries and all expenses, including advertising, was \$68,000 in one year."

"San Diego, Cal., listened to some genius and invested \$150,000 in boosting headquarters, salaries and advertising. The campaign is not yet over nor the money all expended, but already people from outside have invested \$5,000,000 in real estate. Bank deposits increased \$9,974,000 in seven months, against a yearly increase of \$3,685,000 previously. In the same period building permits increased \$1,782,000 over the record of the entire year before; more than 6,000 families had declared their intention of residing permanently in San Diego, and 25,000 more remain to be heard from."

"All this is only the beginning. It will be generations before the beneficial effects of that \$150,000 advertising investment will die away."

"Canada bestirred herself to advertise what she had. In one year alone—1922—a calculation carefully made showed that tourists and vacationists brought to her various provinces by advertising left there the very gratifying sum of \$100,000,000. Last month the Canadian Parliament appropriated \$500,000 to be devoted to advertising to bring more millions in dollars and more settlers into her territory."

How Mississippi Valley Newspapers Ranked in National Advertising in 1923

Figures taken from The Editor and Publisher Feb. 23, 1924*

*Note: Newspapers publishing both morning and evening editions are credited with whichever edition carried the largest volume.

	Lines
Chicago Tribune	4,902,433
Detroit News	4,113,354
Cleveland Plain Dealer	3,973,816
Detroit Free Press	3,495,674
St. Louis Post-Dispatch	3,353,280
St. Louis Globe-Democrat	3,259,836
Milwaukee Journal	3,192,223
Indianapolis News	3,019,422
Minneapolis Tribune	2,944,789
Chicago Herald-Examiner	2,886,840
Minneapolis Journal	2,750,690
St. Paul Pioneer Press	2,722,440
Memphis Commercial Appeal	2,684,486
Columbus Dispatch	2,613,701
Des Moines Register and Tribune	2,544,136
(Figures include only evening and Sunday.)	
Houston Chronicle	2,492,154
Dallas News	2,477,450
Indianapolis Star	2,471,652
Chicago Daily News	2,403,132
New Orleans Times-Picayune	2,363,046
Louisville Courier-Journal	2,335,972
Kansas City Star	2,323,483
Toledo Blade	2,309,793
Cincinnati Times-Star	2,300,137
Cleveland News	2,191,816
Dayton News	2,163,854
Grand Rapids Press	2,080,386
Omaha World-Herald	2,044,175
Little Rock Arkansas-Gazette	1,931,856
Dallas Times-Herald	1,804,360
Cleveland Press	1,732,836
Springfield Republican	1,705,704
Tulsa World	1,682,940
Nashville Banner	1,676,402
Lansing State Journal	1,652,644
Canton Repository	1,643,152
Kalamazoo Gazette	1,639,216
Peoria Journal-Transcript	1,614,508
Akron Beacon-Journal	1,577,366
St. Joseph News-Press	1,556,128
Wichita Eagle	1,549,040
Milwaukee Sentinel	1,522,585
Danville Commercial News	1,512,738
Flint Journal	1,512,070
Omaha News	1,506,771
Peoria Star	1,498,697
Cincinnati Post	1,473,332
Youngstown Vindicator	1,470,399
Sioux City Journal	1,460,313
Knoxville Sentinel	1,456,728
Jackson Citizen-Patriot	1,440,204
Sioux City Tribune	1,423,870
Springfield Journal	1,364,608
Terre Haute Tribune	1,346,044
Lincoln Star	1,320,340
Bloomington Pantograph	1,309,532
Davenport Times	1,299,970
Muncie Star	1,265,684
Des Moines Capital	1,226,317
(Evening and Sunday editions.)	

On week days all national advertising appears in both The Morning Register and The Evening Tribune. The figures above include only the national advertising carried in the evening and Sunday editions. If the morning lineage were added the total for morning, evening and Sunday editions of The Des Moines Register and Tribune is 4,173,680.

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

40TH IN AREA
 27TH IN POPULATION
 2ND IN MINERAL WEALTH
 2ND IN PER CENT OF AMERICAN BORN

WEST VIRGINIA

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states.

Distribution is chiefly by these eight trade centers which are newspaper headquarters for all the rich hinterland that produces besides minerals of great value, corn, wheat, hay fodder, tobacco and fruit.

You can be a *big* advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

Here are the newspapers to start with. Each publication has the facilities with which to co-operate with all advertisers.

	Rate for Circulation lines	Rate for 5,000 lines
Bluefield		
**Telegraph (M)	10,495	.94
Charleston		
**Gazette (M)	19,997	.96
**Gazette (S)	24,135	.97
Clarksburg		
**Exponent (M&S)	8,188	.94
**Telegram (E)	10,410	.94
**Telegram (S)	13,198	.945
Fairmont		
**Times (M)	7,675	.93
Huntington		
††Advertiser (E)	10,596	.935
**Herald-Dispatch (M)	13,596	.935
**Herald-Dispatch (S)	13,458	.94
Martinsburg		
**Journal (E)	3,976	.93

	Rate for Circulation lines	Rate for 5,000 lines
Parkersburg		
††News (M)	7,327	.925
††News (S)	8,919	.925
**Sentinel (E)	7,466	.93
Wheeling		
**Intelligencer (M)	12,231	.9325
**News (E)	13,700	.95
**News (S)	18,794	.97

**A. B. C. Statement, Sept. 30, 1923.
 ††Government Statement, Sept. 30, 1923.

EYE JUMPS BLAMED FOR PROOFREADER ERRORS

Tricky "Fixation Pauses" in Right-Hand Portion of Galleys Hamper Accuracy, Oregon Psychologist Finds in Three-Year Survey

EUGENE, Ore., March 10.—A proofreader errs most seriously on the extreme right hand, vertical portion of the galley proof, according to the findings of D. H. R. Crosland, assistant professor of psychology, who addressed the annual Newspaper Conference at the University of Oregon on "The Results of a Three Years' Scientific Investigation of the Causes of Errors in Proofreading." Dr. Crosland's work is the first thoroughgoing contribution to the subject in the history of psychology, and was made with the co-operation of the school of journalism and the University Press.

Dr. Crosland enlivened his talk by a demonstration of methods. Practically every conference delegate has to do with proofs during the day's work, and all expressed interest in the Oregon man's findings.

The proofreader's failure to catch errors on the right hand, vertical portion of the proof sheet was attributed to the fact that the eye jumps from one fixation pause to another in reading a line. The last fixation pause does not occur at the end of the line, but the eye skips the last few letters and returns to the beginning of the next line. Errors occur in the letters the eye has skipped.

Dr. Crosland also discovered that there will be a greater number of errors overlooked in the lower half of the sheet than in the upper half. This is caused, he explained, by the tendency of the proofreader to become absorbed in what he is reading as he nears the end of the proof sheet, and also by fatigue.

Proofreaders show no appreciable improvement in accuracy as the result of practice and experience, according to the investigator. The length of fixation

pauses in reading a line, the number of letter spaces taken in by the eye during each pause, and the number of pauses per line, are all the result of heredity and very early environment. Therefore it follows that practice has little to do with the proofreader's ability to catch mistakes in printed matter.

A "clean" proof will cause the proofreader to have more errors comparatively than a "dirty" proof. As a corollary the most accurate proofreaders are less likely to fall victims to a "clean" proof. This was found to be true of both practiced and unpracticed proofreaders.

The most practiced readers get into the habit of slow reading. The most accurate person among the 30 journalists, printers, psychologists, and journalism and psychology students who were examined was one of the speediest readers. In slow reading, accuracy then is not as great as it should be for the time expended. The rereading of a proof sheet immediately after the first revision does not increase accuracy perceptibly.

The most frequent kind of error was the failure of the proofreader to catch superfluous leads between linotype slugs. The least frequent kinds of errors were superfluous word spaces and omitted word spaces.

On the basis of Dr. Crosland's research tests can be devised with a practical educational value. Persons may be selected on tests devised by him who would be most likely to profit by training in proofreading. It was demonstrated for example, that accuracy is not wholly the result of long experience.

Dr. Crosland's paper was the first in the program of the opening session.

New Miami (Fla.) Daily

Miami (Fla.) Tribune, evening newspaper, started publication March 11. It is printed five afternoons and Sunday morning and takes full reports of the International News Service and the United Press. Clayton Sigwick Cooper is editor; Thomas N. Jerrall, publisher, and W. L. Wright, circulation manager.

N. Y. DAILIES GAIN LINEAGE IN FEBRUARY

TOTAL newspaper advertising in New York's newspapers for February, 1924, showed a net gain of 346,654 agate lines over the same month last year. But four newspapers showed losses.

Total pages printed increased from 12,298 to 12,714.

Statistical tables follow:

Pages		Percentage of total space		Gain		
1924	1923	1924	1923	1924	1923	
1,234	1,034	American	9.0	1,083,972	**846,634	237,338
1,074	940	Brooklyn Eagle	9.8	1,184,908	1,097,118	87,790
530	560	Brooklyn Times	3.0	363,626	292,534	71,092
1,112	946	*Evening Journal	8.9	1,081,750	878,548	203,202
458	458	*Evening Mail	2.6	308,948	442,228	133,280
646	424	*Evening Post	2.6	308,948	257,938	51,010
612	656	*Evening World	4.8	578,720	625,268	46,548
522	522	*Globe	2.6	308,948	617,882	308,934
994	894	Herald	6.7	816,122	846,234	30,112
976	860	News (Tabloid)	3.5	425,512	315,086	110,426
566	634	Standard Union	4.9	594,340	607,002	12,662
752	570	Sun and Globe	8.3	998,754	1,698,932	699,178
762	490	Telegram and Mail	7.0	851,378	1,479,462	628,084
1,458	1,338	Times	15.6	1,884,882	1,708,832	176,050
944	862	Tribune	6.1	735,818	711,708	24,110
1,054	1,110	World	9.8	1,191,426	1,328,096	136,670
12,714	12,298	Totals		12,100,156	11,753,502	346,654
						Net Gain

*No Sunday edition.
 **53,734 lines American Weekly not included.
 †Sun and Globe combined June 4, 1923.
 ‡Telegram and Mail combined January 28, 1924.

FEBRUARY, 1924-1918		FEBRUARY, 1924-1918		FEBRUARY, 1924-1918		
1924	1923	1922	1921	1920	1919	
American	1,083,972	846,634	858,512	739,050	948,760	672,536
Brooklyn Eagle	1,184,908	1,097,118	1,018,942	849,000	1,027,212	700,924
Brooklyn Times	363,626	292,534	243,812	223,636	†	†
Evening Journal	1,081,750	878,548	843,536	708,444	684,126	640,032
Evening Mail	442,228	407,514	446,822	446,822	426,162	301,236
Evening Post	308,948	257,938	297,564	474,447	359,164	299,554
Evening World	578,720	625,268	660,212	645,194	637,736	456,648
Globe	617,882	499,044	499,044	506,364	623,402	519,260
Herald	816,122	846,234	839,434	859,950	931,296	571,108
News (Tabloid)	425,512	315,086	237,392	130,658	†	†
Standard Union	594,340	607,002	579,492	459,898	683,180	434,374
Sun & Globe	998,754	698,932	661,878	580,848	637,608	538,396
Telegram & Mail	851,378	479,464	492,778	457,984	522,082	625,818
Times	1,884,882	1,708,832	1,681,244	1,453,692	1,889,444	1,202,332
Tribune	735,818	711,708	673,622	663,821	794,900	405,508
World	1,191,426	1,328,096	1,139,150	1,042,940	1,536,668	1,134,494
Totals	12,100,156	11,753,502	11,134,126	10,282,748	11,701,740	8,502,020

†Figures not recorded.

THE Daily Mail

with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

LINKS WITH BRITAIN.

BOSTON

The Pilgrim Fathers

One of the most interesting places in England for Americans is Boston, Lincolnshire. It is not only connected with the early departure, but with the later Pilgrim movement. The whole region round about is rich in relics and memories of the men and women who for conscience's sake forsook the Old World and sought freedom in the New.

St. Boloph's Church is connected with JOHN COTTON, Vicar of Boston, who, convicted of Nonconformity, resigned his cure in 1633, and, in the company of RICHARD BELLINGHAM, afterwards Governor of Massachusetts, and THOMAS LEVERETT, who also became Governor, sailed for America in the "Griffin." The Jacobean pulpit standing today in St. Boloph's must often have been occupied by JOHN COTTON.

London & North Eastern Railway from King's Cross Station, London.

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM

General Agent,

London & North Eastern Rly.
11, Fifth Avenue (at Thirty-Second Street), New York



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

By HERBERT C. RIDOUT

(London Editor, Editor & Publisher)

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

Convention Vice-Presidents:—About 30 prominent business men have agreed to become vice-presidents of the Advertising Convention. When the movement was started, only three Clubs were affiliated with the A. A. C. W.; now there are 28.

Chairman C. Harold Vernon, of the General Committee, has reported that publicity had been given to the question of limitation of delegates, 1,500 being the figure for America. If more should come members would be asked to house them in their own homes.

John Cheshire, Chairman Finance Committee announced that nearly £30,000 had been received for the Convention Fund.

T. B. Lawrence gave details of the towns scheduled for receptions and hospitality:

London: The three chartered steamships are expected to arrive at Southampton early Saturday morning, July 12. The delegates will leave by special trains, arriving within an hour at Waterloo, where they will be met and detailed to respective hotels, a reception to be given in the evening. On Sunday morning an inspirational service will be given at Westminster Abbey; afternoon free; evening, a further religious address at the Albert Hall or Olympia. Monday is an all-Wembley day, the delegates being there till eleven at night. The dance hall has been reserved, accommodating two thousand people. Tuesday, Wednesday and Thursday, sessional meetings morning and afternoon. Wednesday evening, proposed entertainment after the style of the Aldwych Cabaret. On Thursday afternoon the "Convention" business closes, evening entertainment. Friday free for entertainment. Friday or Saturday visits to the provinces.

Brighton (Sussex): About 250; civic banquet and motor tours through South of England and coast.

Torquay (Devonshire): About 100; mayoral reception and sightseeing in Devon and Cornwall scenery.

Margate (Kent): Mayoral reception and trips in Isle of Thanet, etc.

(The three foregoing are popular seaside resorts of Londoners.)
Yorkshire: Leeds will arrange for reception and tour will include Sheffield. York city will be included in the Scottish trip.

Scotland: Edinburgh: Civic banquet. St. Andrews for golf. Glasgow: Program making.

Liverpool (Lancashire): Arrangements making. Port Sunlight (Lever Bros. headquarters) will be visited.

Manchester (Lancashire): Under consideration.

Newcastle-on-Tyne: 100 to be entertained.

Northampton: 100 or 200, with Mayoral reception.

Nottingham: Chamber of Commerce arranging details.

Ireland: Belfast and Dublin are expecting to co-operate.

Horace S. Imber (Chairman, Accommodation Committee) stated that accommodation for fifteen hundred delegates had been arranged at the London hotels, but it was impossible to secure another room in London. Thomas Cook & Son have undertaken to find accommodation for the Colonial and European delegates.

The Abbey Service: By special permission of the Dean of Westminster delegates to the Convention will have reserved accommodation allotted to them in the choir, south transept, and the nave at the official Sunday morning service in Westminster Abbey on July 13, at 10.15 a. m. The Bishop of Durham (Dr. Herbert Hensley Henson) will preach. He is one of the most notable writers and preachers in the Anglican Church.

Private Hospitality Generous: Mr. T. B. Lawrence has reported that so many offers of private hospitality have been received that every hour of the delegates' time has been allocated. Mention was made of a hoped-for garden party at Buckingham Palace, but decision rests with His Majesty alone.

London's New Evening Paper: I am told that the plans for a new London evening paper are well advanced and that it is expected to be on sale about Easter-time. There are three evening papers in London at present.

Irish Newspaper Man Dead: W. T. Brewster, General Manager Independent Newspapers, Ltd., Dublin, who has just died, was one of the best known and popular men in Irish newspaper circles. It was he who saw last year the importance of the coming Convention and delegated Mr. H. H. Jauncey to represent the Irish Independent with the British delegation to Atlantic City.

JOURNALISTS SUCCEED IN U. S. FOREIGN SERVICE

By DIRK P. De YOUNG

A BILL recently introduced in Congress proposes to reorganize the Foreign Service of Uncle Sam, making it more flexible for administrative purposes and more attractive as a career. The hearings have brought some interesting facts to light.

In the first place it is learned that our consular service is on a paying basis, costing the public only \$4,700,000 last year, while it produced \$6,800,000.

In the second place, as we analyze the personnel of the force, we find that journalists have played the leading part in making our consular service what it is today—the only one of a first-class power which is not operated at a loss to the taxpayers.

Without attempting a complete list of journalists, just at random and close together, I recall Robert P. Skinner, consul-general at London; George E. Anderson, consul-general at Rotterdam, and Frank W. Mahin, consul at Amsterdam, all of whom were editors before they went abroad originally nearly a quarter of a century ago to report for Uncle Sam.

American consuls make approximately 25,000 trade reports to the Department of Commerce at Washington every year, while the London Consulate-General alone writes upwards of 50,000 letters on matters of interest to American citizens every 12 months. Naturally, the journalist's trained nose for news and his experience in gathering and reporting

facts has given him the advantage in the field. Moreover, the adventurous spirit of newspaper men, when given an opportunity to enter such a career, has attracted them there in large numbers, where they have made good with but few exceptions.

Briefly, the proposed reorganization contemplates 9 classes of Foreign Service Officers, with salaries ranging down from \$9,000 to \$3,000 per annum in which all consular and diplomatic officers below the grade of Ministers and above the lowest class of consul shall be merged. The proposed changes will simplify matters of internal administration and promote the service. Entrance to the service, also, as now, will be to the lower grades only, after a rigid examination, oral and written, mental and physical, while political affiliations no longer count in favor of the candidates.

Another feature of this proposed measure is the provision for pensions, after 15 years of service or sooner, if an officer is disabled.

There are at present 533 officers of career in our consular service, scattered over the world, while we maintain 409 offices abroad.

There are, however, 2,246 more attached to those consular offices abroad paid anywhere from \$60 a month to \$2,500 per annum. A course in journalism, with a sprinkling of economics, international law, and newspaper experience, is the foundation.



Who reads 'JOHN BULL'?

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

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

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

JOHN BULL

BRITAIN'S DOMINANT WEEKLY

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

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

For Rate Card, Specimen Copy and full particulars write:

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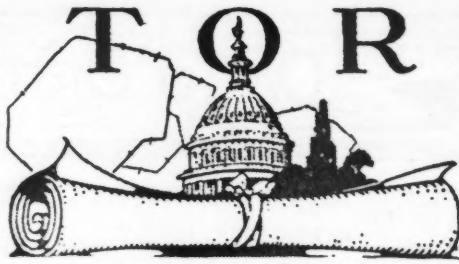
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first!

- in daily circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis NEWS

EDITORIAL



SOMETHING WRONG

FRANK A. VANDERLIP recently made an address at the Heights Free Synagogue, New York, in reference to the alleged editorial incompetence of newspapers and outlined a plan of his own to establish a private investigating and reporting agency as a public service.

We disagree with many of his statements but do not necessarily disagree with his conclusion. Any honest citizen may set up a private political investigating agency and report its findings to the newspapers and doubtless do good work for the nation. Newspapers have not "got to" print the hand-outs of self-appointed social and political trustees, as Mr. Vanderlip assured his hearers, but in general they will print stuff if it is news, contains no libel and is worthy of public reading, in the opinion of the responsible editor.

Mr. Vanderlip would hire a lot of good newspaper men to show the committee how to do the job, and would put a man like the Hughes of the insurance investigation on as investigator-in-chief. That is a clever idea. Mr. Hughes will remember how the newspaper men of New York led him by the hand through the mystic maze of the insurance investigation, and when he had satisfactorily concluded that good work, they showed him how to clean up the race track evil, be governor, member of the Supreme Court, Presidential candidate and Secretary of State. By all means, have newspaper men to show 'em how, Mr. Vanderlip!

Condemning news "hand-outs" by the Washington departments Mr. Vanderlip's committee would investigate these departments and hand-out its reports, thus promising a hand-out battle which would liven things up, and keep the "messenger boys" out of mischief. Mr. Vanderlip characterizes the Washington correspondents' corps as mere messenger boys.

Mr. Vanderlip indicates that if you put a little money into his private investigating bureau you will get all the fun and glory of stirring up the animals without heavy financial responsibilities of publishing a newspaper.

He is sure that almost all newspaper men are dishonest, but equally positive that the members of his committee would be above reproach. Not one of them would have any selfish motive, would be equally pitiless to friend or foe when wrong, would penetrate to the truth without delay, and finding it, publish it in the other fellow's newspaper without fear or favor. Supposedly, no one would use the occasion to run for public office or lay a bet, say on a copper or oil stock, which might fluctuate a few points on the committee's public announcements affecting such industries.

Something tells us there are faults in your scheme, Mr. Vanderlip.

Better start a little newspaper, and edit it according to the dictates of your own conscience. An inside view will change your mind on many subjects. As you have large capacity for, and love of, public service, talent, civic pride, friends and ample capital the obstacles should not seem mountainous. You are badly mistaken when you say that small newspapers cannot be started "any more." We can tell you of a dozen practical men who know how and are doing it right along.

SENSIBLE PLEDGE

DELIGHTFUL is it to learn that the Washington State Press Association members have pledged themselves "not to speak disparagingly through editorial or news columns of competing editors or papers." This is the broad view. The kind of man you like is tolerant of his neighbor. The personal hatchet-thrower is a dreadful bore. As the rule applies to the individual, so does it apply to the newspaper in reader psychology.

The Washington State Press Association does not, of course, intend a blanket protection for a rival who robs a bank or blackmails the town's rich sporting man; what it has in mind is to end insufferable bragging, invidious comparison, contemporaneous abuse, fly-specking, bellicose assaults, belittling comment, lofty superiority, downright knocking. This is a doctrine oft repeated in these columns.

ST. JOHN—CHAPTER XV.

I to 4.

I AM the true vine, and my Father is the husbandman.

Every branch in me that beareth not fruit he taketh away; and every branch that beareth fruit, he purgeth it, that it may bring forth more fruit.

Now ye are clean through the word which I have spoken unto you.

Abide in me, and I in you. As the branch cannot bear fruit of itself, except it abide in the vine; no more can ye, except ye abide in me.

JOURNALISM'S CHARM

IF you have once sniffed printer's ink in a newspaper office, sat up nights with cops, attended the town's fires, banquets, suicides, marriages, funerals, murder trials, Chamber of Commerce meetings, churches and brothels; if you have once snared the wolf and tempered the wind for the shorn lamb; if you have burned your youthful tissue, blistered both heels and poured out your heart in public service through print, chased ad-copy on Main Street to meet the payroll, or hustled the papers downstairs, you are a newspaper man now, whatever may be your vocation!

Once a newspaper man—always that!

Such is the alluring fascination of this work.

Last evening we met an old friend and reporter colleague. He is now head of one of the largest book publishing concerns in America. The spirit which animated his newspaper work has given him success in his adopted field.

"EDITOR & PUBLISHER," said he, "is the only periodical to which I regularly subscribe. In the course of my business week I receive gratuitously many weekly and monthly publications, and it is my duty to read them. But every year I send my subscription renewal to EDITOR & PUBLISHER because it is the one publication that keeps me in touch with an activity that really thrills me—newspaper work. It's something like a letter from home."

Thousands of former working newspaper men, particularly those now engaged in popularizing merchandise through advertising, read this weekly and expect to find in it not only sound advertising service but intimate contact with the working personnel and departments of the newspaper, its romance and its commerce.

We hope faithfully to serve that cause.

March 15, 1924

Volume 56, No. 42

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building 63 Park Row, New York

Marlen E. Petz, Editor.

Arthur T. Robb, Jr., Managing Editor.

Associate Editors,

Warren L. Bassett Philip N. Schuyler

Rosalie Armistead Higgins.

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout; Special Commissioner: H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Crack, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

MISS MILLER'S AGE

THE chivalrous editor of a small-town newspaper in Missouri side-steps one of the deep personal problems thus: "Miss Susan Miller celebrated her — birthday Thursday at a luncheon," etc. If both Miss Miller and the editor are satisfied, as they unquestionably are, we should not complain. However, this odd little clearly reveals the stupidity of suppression.

Instead of protecting the unnatural modesty of Miller the editor makes that lady's age a public target. If she is 45, suppression of it makes her at least 60 in the minds of most people. It is beautifully normal to be 45 when you are that long, and if you suppress the fact there is reason for it—some dreadful reason. The editor now indulges all of the possible dreadful things. Why, also, does the editor shield Miss Miller from the public gaze, when he prints the ages of the rest of us? Much better out with the terrible. The aftermath is much pleasanter. This is of big as of the small affairs of life.

SHORT TAKES

THE length of copy-paper used in the newspaper office, sat up nights with cops, attended the town's fires, banquets, suicides, marriages, funerals, murder trials, Chamber of Commerce meetings, churches and brothels; if you have once snared the wolf and tempered the wind for the shorn lamb; if you have burned your youthful tissue, blistered both heels and poured out your heart in public service through print, chased ad-copy on Main Street to meet the payroll, or hustled the papers downstairs, you are a newspaper man now, whatever may be your vocation!

PUSHED TOO HARD

WHETHER the Mellon tax plan is good or bad across the country in behalf of a bill so terrifically overdone. The kind of pressure that has been brought to bear upon newspaper editors has aroused the suspicion of many and one wonders how much money has been spent for the wide use of such films. The obvious attitude of the campaign has been that something simply had to be sold to the American people. That's all right, when the thing is tangible, well-understood and is thoroughly discussed and reasoned. But the same pull method applied to a legislative measure such technical and debatable qualities as this or any tax bill, is likely to arouse more suspicion through questioning of motives, than support.

RELIGIOUS PAPERS

RELIGIOUS publications persist in increasing. According to the annual report of the Western Christian Advocate, 16-17 Churches, with an approximate membership of 20,000,000, maintain 96 publications, with a circulation of 3,508,893 and in the Catholic Church, with approximately 20,000,000, there are 89 publications, with a circulation of 40,000,000.

Thus, approximately 40,000,000 Americans read 185 religious publications, with a total circulation in excess of 5,000,000.

RADIO CRITIC

NEW YORK TRIBUNE is the first newspaper to employ a radio critic, and it's a first-rate idea. The reading a criticism lies in a comparison of it with your own. The listening-in audience of every city are now much greater than the theatre audience, and radio criticisms are personally interesting to a wide circle. It seems a natural thing for a circulation maker, and is unquestionably a good thing for radio broadcasters, who have offered interesting performances and some frightfully

PERSONAL

James B. Gibson of New York has succeeded H. C. Test as city editor, Ventnor (N. J.) News and the Atlantic City Mirror.

Bill Owen has resigned as assistant city editor, San Antonio (Tex.) Express, going to Dallas as Texas representative of a hardware trade journal. P. M. Barrett of the copy desk succeeds him.

George A. Glynn, editor, Watertown (N. Y.) Standard, is spending a vacation in Florida.

B. L. Stevenson, for 10 years a reporter on the Watertown (N. Y.) Standard, has resigned.

Pierce Gaver and G. W. Krimm, both of whom recently joined the staff of the Hagerstown (Md.) Herald, have resigned.

Eugene Berthianme, member of the staff of the Montreal La Press, sailed for abroad on the S. S. Patria, March 12.

Michael Zack, labor reporter, Lynn (Mass.) Telegram-News, has been appointed to the municipal license commission.

Miss Cecilia Goodell, reporter, Lancaster (Pa.) Examiner-New Era, has resigned to go to Trinidad, Col.

Miss Peggy Murphy, society editor, St. Paul Daily News, has undergone an operation and will be in the hospital a month. Her desk has been taken by Miss Katherine Dobner.

Miss Carolyn Kirkland, of the society department, Chicago Tribune, is spending several weeks in Florida.

Lieut. C. R. Corbin, O.R.C., news editor of the Toledo Blade, is editing "Recruiting Issues," a bulletin of recruiting information issued by direction of the adjutant general of the army.

B. F. Engleman, of the Racine (Wis.) Times-Call, has been made sporting editor.

Leo H. Fisher, Chicago Evening American sport writer, is broadcasting a sport review from the KYW station every Friday night.

IN THE BUSINESS OFFICE

ALFRED W. COCKERILL, circulation manager of the Utica (N. Y.) Press, has been elected president of the Exchange Club, Utica.

Frank S. Hoy has resumed his duties as assistant manager of the Lewiston (Me.) Sun. He was forced to leave last spring because of ill health.

Harry Finley, son of A. C. Finley, circulation manager, Atlantic City (N. J.) Gazette-Review and the Sunday Gazette, has succeeded John Hartnett as real estate editor of both publications.

P. H. Wertz, who left the Watertown (N. Y.) Standard a few weeks ago to become business manager, Middletown (N. Y.) Herald, has returned to the Standard in the advertising department.

John A. Spooner has resigned from the advertising department of the New York Telegram and Evening Mail to join the staff of Dan A. Carroll, publishers' representative, New York, effective March 15.

F. E. McCray, of the Des Moines (Ia.) Register and Tribune advertising staff, is now advertising manager, Astoria (Ore.) Morning Astorian.

L. J. Wilhoite, advertising manager, Chattanooga (Tenn.) Times, has resigned to become vice-president and general manager of the G. K. Brown Company. W. S. Weitzell has succeeded him.

Frank Hewitt, superintendent of country agents, St. Paul Dispatch-Pioneer Press circulation department; R. A. Glass, manager of circulation of the Farmers Dispatch, and Franch Martin and F. J. Schwartz of the promotional department have resigned. No successors have been named.

Francis Lawton, Jr., business manager of Mid-Week Pictorial, published by the New York Times Company, has been appointed business manager of Current History, another Times publication.

Bart P. Guild, formerly general manager, Tucson (Ariz.) Star, has been appointed business manager of the Wash-

FOLKS WORTH KNOWING

WHEN advertising men and newspaper men go to London next July, those who have not already met Lowry Martin, will be given opportunity. Martin, business manager and half owner of the Corsicana (Tex.) Daily Sun and Corsicana Light, a semi-weekly, has been appointed to represent the Texas Daily Press League at the international conclave.



LOWRY MARTIN

Closely associated with newspaper work for more than 23 years, Martin has still found time to be of service to his community and state, and in addition has been active in national advertising circles. At one time he was president of the Tenth District, A. A. C. W., and organized 12 new advertising clubs in various sections of Texas.

Martin is also ex-president of the Texas Daily Press League, and during his administration obtained 40 new members. Then, too, he was also largely instrumental in creating the League's advertising bureau.

With his partner, A. A. Wortham, Martin claims to own one of the most complete publishing plants in Texas, located in their own 3-story brick building at Corsicana.

ington, (D. C.) News, succeeding Maynard Zepp.

Edwin Blanchard, from assistant classified advertising manager, Utica (N. Y.) Press.

Louis W. Bleser has resigned as advertising manager, St. Nicholas Magazine, to join the Eastern advertising staff at New York of the Chicago Tribune's new Colorado Weekly.

Frank E. Quinn is now in charge of automobile advertising for the Newark (N. J.) Ledger.

HOLDING NEW POSTS

OSCAR EDWARDS, from editorial staff, Detroit News, to head of copy desk, Forth Worth (Tex.) Star-Telegram.

Van Wiggins, from staff, San Antonio

(Tex.) Express, to staff, Houston Dispatch.

George Hahn, from Lynn (Mass.) Telegram-News, to copy desk, Boston Telegram.

Richard O'Keefe, from Philadelphia Public Ledger, to staff, Camden (N. J.) Courier.

William F. Ragan, from staff, Cedar Rapids (Ia.) Republican, to Chicago office, United Press.

Leo S. Ryan, from Hoboken (N. J.) Hudson Observer, to advertising staff, Hudson Heights (N. J.) Bergen County Journal.

James B. Adams, from Pleasantville (N. J.) Press, to editorial staff, Atlantic City (N. J.) Gazette-Review.

Buel Patch, from editorial writer, Buffalo (N. Y.) News, to chief editorial writer, New Haven (Conn.) Register.

L. S. Trumbull from rewrite desk, Chicago Journal, to news editor, Westinghouse radio station KYW, Chicago.

Miss Ruth Piper, from advertising art department, Chicago Tribune, to copywriter, McGuire Advertising Agency, Chicago.

Lewis W. Hunt, from assistant city editor, Chicago Post, to rewrite desk, Chicago Daily News. Michael W. Straus has succeeded Hunt.

Lytton Taylor and Charles G. Givens to Local staff, Chicago Daily Journal.

Otto Brinkman, from staff, Milwaukee Wisconsin News to police reporter, Racine (Wis.) Times-Call.

MARRIED

MISS SHIRLEY PUTNAM, managing editor of the Greenwich (Conn.) Press, a weekly, to Eliot O'Hara of Waltham, Mass., March 6. She was known as the only woman managing editor in Connecticut.

Harry Clay Deane, circulation department, Springfield (Ill.) Illinois State Register, to Miss Lena E. Cook, of Springfield, March 6.

William T. Koziak, publisher of the Omaha (Neb.) Western Star, to Miss Cecilia Karbaski, in Sioux City, Ia., recently.

Miss Lena Graffigna, society editor, Lodi (Cal.) Sentinel, to M. J. Comastin, Martin Andersen, managing editor of the Austin (Tex.) American, to Miss Jeannette Bludworth, recently.

Harold McCarty, national advertising department, Chicago Tribune, to Miss Ann Clark, March 4.

Hopewell L. Rogers, assistant to the publisher, Chicago Daily News, to Mrs. Dorothy Felton Counselman of Chicago at Miami, Fla., last week. Mrs. Rogers is a daughter of Samuel M. Felton, pres-

The Haskin Service is now able to provide for the readers of the newspapers it represents over one thousand different kinds of free booklets on educational subjects.

ASSOCIATION CHIEFS

ALFONSO JOHNSON, manager, Columbia Missourian, recently elected president, Northeast Missouri Publishers and Printers Association, is only 34 years old, but had been in the newspaper business 28 years; he started delivering the Washington (Ia.) Journal when 6 years old. In the Chillicothe, Mo., high school, Mr. Johnson founded and edited a monthly magazine and was editor of the annual. From that time on he has been in newspaper work in some capacity from cub reporter to manager. After attending the School of Journalism, University of Missouri, he went to Tokyo, Japan, as business manager, Japan Advertiser, where he served 2 years. While on the Advertiser, he wrote travel features for Japanese magazines and corresponded for a number of American newspapers and trade papers. One of these articles, "Selling Newspaper Space Over the Hibachi," was used as an illustrated feature in *EDITOR & PUBLISHER* in 1919. A survey of advertising possibilities for American goods in Japan submitted to the Department of Commerce was issued as a bulletin and was instrumental in Mr. Johnson's appointment later as U. S. Trade Commissioner to Japan, which position he held until called home by sickness in his family.



ALFONSO JOHNSON

In August, 1920, he became manager of the Columbia Missourian, the daily newspaper produced by the students in the School of Journalism. Mr. Johnson is now grand vice-president of Alpha Delta Sigma, the honorary advertising fraternity affiliated with the A. A. C. W., and has spoken before many conventions of newspaper and advertising men. He was on the program of the Seventh District, A. A. C. W. convention in Kansas City last week. He is a member of the Missouri Press, Inland Daily Press and National Editorial Associations.

ident of the Chicago Great Western railway.

C. G. Applegren, sports department, Chicago Daily Journal, to Miss Delthia Melson, March 8.

Harry L. McClellan, former automobile editor of the Chicago Daily Journal, to Miss Sara Elizabeth Davis of Columbus, Ga., at Miami, Fla., March 1.

WITH THE ADVERTISERS

STANLEY BROWN, of the advertising department of the Fairchild Publications, sailed on the S.S. Berengaria, March 8, to be gone about 6 weeks, visiting England, France, Switzerland, and Germany.

V. T. McGrane, formerly of the publicity department, Westinghouse Electric and Manufacturing Company, is now in charge of the research department of the Experimenter Publishing Company, Inc., publishers of Radio News, Science and Invention and Practical Electrics.

A. F. McCrea, of Detroit, has been made head of the Velle Motors Corporation advertising department. Mr. McCrea succeeds Henry T. Wheelock.

Albert H. Hopkins has joined the J. Roland Kay Company, Chicago, as manager of the domestic department.

Paul Harold will direct the financial advertising department of the Boston office of Albert Frank & Co.

Miss T. R. Kramer, formerly assistant to advertising manager of the Bedell Company, New York, will go to Orkin's, beginning March 17, as assistant to Mr. Rybeck.

IN THE AGENCY FIELD

SHEPARD G. BARCLAY, has left the Gardner Advertising Company, St. Louis, and returned to New York.

Basil H. Pillard and Louis Rose have joined the Pratt & Lindsey Company, Inc., New York.

Harold D. Menken who has been with Sherman and Lebar has joined the staff of Louis H. Frohman, New York.

M. F. Hall has joined the E. P. Remington Advertising Agency, Buffalo, N. Y.

John Moscrip and William C. Hunt have joined Walker & Company, Detroit.

John W. Huntoon, at one time with the Cleveland Plain Dealer, has joined Francis R. Morison, counsellor in financial advertising, Cleveland.

John C. Robel has joined the J. Roland Kay Company, Chicago, as director of plans and merchandising. Crawford E. Elder has joined the staff as account executive.

E. F. Hummert copy chief of Lord & Thomas, Chicago, has been appointed editor-in-chief. Hugh McKay has been made managing editor, and Norman Clement, production manager.

Russell C. Mower has joined the sales staff of William H. Howell & Associates, Chicago.

Clyde S. Blair has joined the H. W. Kastor & Sons Company, Chicago.

SPECIAL EDITIONS

BOSTON Transcript, a 24-page Motor Car Show edition, March 8.

Lynn (Mass.) Sunday Telegram-News, a 16-page Golden Rule edition.

Cobleskill (N. Y.) Times, a 40-page Chamber of Commerce edition, March 4.

Anniston (Ala.) Star, a 102-page Calhoun County and Civic Club edition, March 6.

El Telegrafo, Guayaquil, Ecuador, a 32-page 40th Anniversary edition, Feb. 16.

Salem (Ore.) Statesman, a 40-page Diversity edition, Feb. 28.

Colorado Springs (Col.) Gazette and Telegraph, a 158-page Annual edition, March 2.

Decatur (Ill.) Review, a 40-page Community Shopping Week edition, March 4.

NEWS SERVICES AND SYNDICATES

JOHN A. BROGAN, of the King Feature Service, and Mrs. Brogan, are parents of a son, John A. Brogan III. Mr. Brogan for many years was a reporter on the Elizabeth (N. J.) Journal.

Robert Walrand, representative of the Havas agency in Montreal, sailed for abroad on the S. S. Patria, March 12.

B. F. Knapp, manager of the New York World Syndicate, returned this week from a two months' business trip to the Coast.

WITH THE SPECIALS

J. L. HOEY, formerly with the New York World has joined the staff of Wm. J. Morton Company, New York, publishers' representatives.

SUSPENSIONS

GREENEVILLE (Tenn.) News, morning daily.

Witten (S. D.) American.
Kearney (Neb.) Weekly Hub.
Rushville (Ind.) Republican.

SCHOOLS OF JOURNALISM

SECOND annual gridiron banquet of the Michigan chapter of Sigma Delta Chi will be held at the Michigan Union, Ann Arbor, on April 1. It is planned to invite celebrities from outside the state this year in addition to prominent Michigan men. Prof. John L. Brumm, head of the journalism department, has been chosen as one of the leaders in arranging the Centennial Celebration which will be held this summer in honor of the first settlement in Ann Arbor.

NEW PLANTS AND EQUIPMENT

JOLIET (Ill.) Herald-News last Sunday printed its first editions at its new Van Buren and Scott street plant. A new unit, doubling the plant capacity, has been added to the daily's present Goss press.

Pittsburgh Post has completed the rearrangement of its composing room with the installation of 13 new model B Intertypes.

Davenport (Ia.) Times last week began the erection of a fourth deck on its Goss sextuple press, adding 25 per cent to its capacity. A 64-page edition is now possible.

Grant Utley, publisher, Cass Lake (Minn.) Times, has purchased the former Merchants State Bank building as a home for his paper.

Indianapolis Times is now established in its new home at 214-220 West Maryland street, Indianapolis. On March 14, the Times held "open house" for its advertisers and other business friends, and on March 15, for the general public.

CHANGES OF OWNERSHIP

WILL H. CORNELL has sold the Havelock (Ia.) Review to Leo F. McBride and has purchased the Pomeroy (Ia.) Herald from the estate of the late Allen C. Flint.

Dr. H. Roy Barnes, Dr. H. D. Barnes and Ralph Higgs have purchased the Arlington (Tex.) Journal from Gordon Hill. Dr. H. Roy Barnes will be managing editor and Mr. Higgs general manager.

ON THE MECHANICAL SIDE

G. C. WILLINGS, vice-president of the Intertype Corporation, Brooklyn March 7, for his annual convention in the South.

Everett V. Murray, pressman for Marion (Ind.) Chronicle, has returned from St. Petersburg, Fla., where he served as an efficiency expert in the mechanical department of the Times.

Smith Makes Personnel Changes

Since he has taken over the management of the Fullerton (Cal.) News Feb. 1, Redge G. Smith has progressively re-organized every department. L. Mason, formerly with the Star-Tribune Company, Portland, Ore., as advertising manager is now in charge of the advertising department. John B. formerly with the Baltimore (Md.) and more recently with the Hallock (Cal.) Citizen, is in charge of circulation. Paul Vissman, formerly of Santa Ana (Cal.) Register is city editor.

Birmingham Daily Loses Suit

Birmingham (Ala.) Age-Herald verdict of \$8,953.33 to Thomas W. of Memphis by a jury in United States District court last week. Briggs for a total of \$13,259.50 alleged breach of contract. The suit grew out of contract made March, 1922, when Age-Herald, whereby the Briggs page was to run a weekly business page in the Saturday editions. The alleged the contract was broken in 1923.

They Made Swimming Holes

When the salesman for a line of swimming suits found business poor on the plains of Nebraska he showed the municipalities how they could build swimming tanks. He found places for people to swim and then sold them the suits.

The idea woke up the dealers.

Perhaps the churches of your city need waking up. Possibly some ideas from your department as to why people don't go to church—actual experiences gathered by your reporters on the street—will make the ministers listen to your suggestion of the use of good sized display space.

Whether you sell the space or give it for the good of the town, you will be performing a worth while community betterment act.

CHURCH ADVERTISING DEPARTMENT

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

In Planning Your New Building—

You can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings.

This organization is concerned solely with newspaper, publishing and printing buildings and includes the services of engineering specialists coordinated under the direction of a trained newspaper man.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

Few Papers—(if any)—surpass the

TRENTON TIMES NEW JERSEY AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 36,483 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

EVENING HERALD

Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

List Your Features in the Editor & Publisher Directory—See page 40

ASSOCIATIONS

NEWSPAPER CLUB OF NEW YORK has planned a dinner to be given April 5, to Charles G. Hambidge, president. John R. Binns is chairman of the committee on arrangements.

Insurance Advertising Conference's trophy committee has announced the following judges of award for the Insurance Advertising Trophy: Festus J. Wade, president, Mercantile Trust Company, St. Louis, Mo.; E. T. Meredith, publisher, Meredith Publications, Des Moines, Ia.; and P. L. Thomson, publicity manager, Western Electric Company, New York. The trophy, a silver loving cup, presented by the Phoenix Mutual Life Insurance Company, is awarded annually for skill in the application of advertising principles to the insurance business.

Advertising Men's Association of Portland, Ore., is conducting a survey to ascertain what business and industries in that city are or could become national advertisers in the metropolitan, sectional or national sense of the term.

Pacific Coast Advertising Clubs Association is making arrangements for its annual convention to be held May 25 to 28 at Fresno, Cal. Harry B. Gregory has been appointed general chairman by W. C. Beaumont, president of the Fresno Club. "Co-operative Advertising" will be the theme of the convention.

Arkansas Press Association met in Little Rock recently for its mid-winter session. Frank E. Robins, of the Conway Log Cabin Democrat, president of the association, presided. A resolution providing for payment in advance of all political advertisements was adopted.

Southern Illinois Editorial Association was to hold its Spring meeting March 14 and 15.

Civic Club of New York announces a symposium to be held the evening of April 2, on "Are the Sources of News in Danger, An Inquiry into Modern Propaganda Methods." Speakers will be Edward Bernays, author of "Crystallizing Public Opinion"; Lewis Gannett, of the Nation, H. V. Kaltenborn, associate editor, Brooklyn Eagle, and William G. Shepherd, publicist. James Melvin Lee of the School of Journalism, New York University, will be chairman. Newspaper men are invited to attend.

Advertising Club of St. Louis honored Carl F. G. Meyer, president, on the occasion of his forty-fourth birthday, March 7. The executive committee of the club gave him a birthday cake. The presentation speech was made by Walter B. Weisenburger, who preceded Mr. Meyer as president of the club.

Florida State Press Association will meet in Cocoa April 17, 18, and 19, in annual convention.

Denver Press Club unanimously re-elected Edward C. Day, city editor, Rocky Mountain News, president, at its annual election this week. He is the first president in the club's history of 19 years to be re-elected. Other officers are: Frank White, vice-president; Warren E. Boyer, secretary, and Charles MacAllister Wilcox, treasurer. Directors are: Abe Pollock, Lee Casey, C. L. Parsons and Stanley Whipple. Building of the club's new home will be commenced in the summer, the building fund now having reached \$25,000.

Toledo Woman's Advertising Club has prepared a moving picture film based on the idea of "Read advertising, believe advertising and buy advertising," preparatory to the A.A.C.W. London convention. Principals in the reel are from the Toledo Theatre stock company.

Direct Mail Advertising Association board of governors will meet at the William Penn Hotel, Pittsburgh, April 12, to arrange for the Direct Mail Association annual convention in Syria Mosque, Pittsburgh, in October.

Birmingham Press Club has unanimously voted to admit the women on staffs of local newspapers to membership.

FLASHES

Humpty Dumpty sat on a wall.
Humpty Dumpty's real name was Fall;
And all Sinclair's horses
And all Sinclair's men
Couldn't square Humpty with the public again.
—Neal O'Hara in *New York World*.

Scribbler—I want a fresher expression for the idea of the pot calling the kettle black.

Smart—Let's see. You might say something about the blotter calling the sponge an old soak.—*Boston Transcript*.

"Take longer strides, Sandy" said a Scotch father to his growing boy. "It dinna wear oot yer shoes so quick."—*Edinburgh Guide*.

The six weeks' course in how to select a wife, offered by the Brooklyn Y. M. C. A. is well enough, but it should be followed by a much longer course in how to support her.—*Detroit Free Press*.

The worst things Mr. Daugherty has done are the things he hasn't done.—*Red Bluff (Cal.) News*.

If you wish to locate a fake stock promoter, don't employ a detective. Employ a sucker.—*Baltimore Sun*.

Poland's new cabinet will be formed by Grabsky, which looks like an American idea.—*Seattle Star*.

Ho, hum. Every day is ladies' day in the barber shops.—*Detroit News*.

It's not so much who got the oil graft that's worrying them, G. O. P. leaders say, it's the Principal of the thing.—*New York World*.

One is permitted a smile when newspapers speak of Congressional machinery being set in motion, for the picture of men with oil cans trying to prevent friction has a laughable significance.—*New York Herald*.

The wind took my umbrella off
In high and headlong flight,
But oh, my friends, and ah, my friends,
It made a lovely kite.
—Jean Eric in the *Newark News*.

How could an army mutiny throw Ireland into a turmoil? Is there, after all, a gilded lily?—*New York Tribune*.

Ride in a Henry Clay car during Lent and have the devil shaken out of you.—*New Orleans Times-Picayune*.

A righteous town is one in which the druggist doesn't know what you mean when you wink at him.—*Nashville Tennessean*.

At times the difference between earth and heaven is only the thickness of a brake lining.—*Paducah (Ky.) Sun*.

We should think that when a married woman has her hair bobbed, she would be strongly reminded of her wedding day. Everybody gathers around and congratulates her but nobody knows what they said when they got home.—*New Orleans Item*.

Women are braver than men. No man would dare try on \$125 garments if he had only 15 cents.—*R. Q. in Detroit Free Press*.

If the Pennsylvania does establish "stag" sleepers a lot of timid traveling men will rest more easily.—*New York Tribune*.

The most popular portion of a musical instrument in Washington just now is the soft pedal.—*J. R. W. in Milwaukee Journal*.

Remember!

IT REQUIRES the use of only one medium—at one low advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—



Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday. 1920 census figures are "moth-eaten."

The Detroit News

SALT LAKE CITY, UTAH
—has the largest circulation of any evening daily in the intermountain states.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY
Daily Circulation.....118,000
Sunday Circulation....175,000
Member A. B. C.

4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

NEW YORK EVENING JOURNAL

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus

AND The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field. WESTCHESTER NEWSPAPERS, Inc. T. Harold Forbes New Rochelle

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation. Largest afternoon circulation in New Orleans trading territory.

Total daily over \$2,000
Total Sunday over 77,000
1922 advertising gain, 1,823,632 agate lines.

Greatest record in the South. Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by JOHN M. BRANHAM CO. Chicago, Atlanta, St. Louis, Kansas City, San Francisco

and S. C. BECKWITH SPECIAL AGENCY NEW YORK CITY

PORTSMOUTH, OHIO

EVENING TIMES MORNING SUN SUNDAY SUN-TIMES

now have a combined circulation of over 30,000, and cover South Central Ohio like the dew.

National Advertising Representatives ROBERT E. WARD, Inc. 501 Fifth Avenue 5 So. Wabash Ave. New York 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

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London

WHAT THEY ARE SAYING

THERE ARE JUST TWO PUBLICS

"NEWSPAPERS are the fairly accurate reflex of the public mind, since the community makes the newspaper and the newspaper merely reflects the character of the public for which it is written. There are just two publics, each different minded. One prefers glaring headlines and comics, and the other prefers the substance of the day's events, so we have two different types of newspapers that must live up to the peculiar fancies of the people."

William Allen White, Editor, Emporia (Kan.) Gazette.

FREE PUBLICITY OVER-RATED

"THERE is current among old and experienced advertisers that free publicity in the newspapers is worth a great deal more to them than paid advertising. This belief is so deeply seated in their minds that they would rather pay a press agent twice or three times as much as an advertisement would cost just to get a short story mentioning their firm or product in the reading columns of a daily newspaper.

"As an editor of daily and weekly newspapers for 20 years, and as a buyer, seller and writer of advertising for a like period, I want to say to you that free publicity, as a rule, does not begin to have the influence upon the public mind that most people think it has.

"The mere mention of your name or the name of your store in a news item is not going to bring people to your store and swell your receipts. People will not visit your place of business simply because they read in a newspaper that you have made a contribution to the Red Cross, or that you have purchased a flock of delivery wagons for your store. Such items have a certain value as information, but that is all.

"You may put it down as a fact that free publicity can never take the place of straight advertising. If you have anything to sell, advertise it in display type where people can see it. People don't look for bargains or news about merchandise among telegraph dispatches, editorials, or theatrical criticisms, but in the advertising columns where they are accustomed to look for merchandise news."

Frank LeRoy Blanchard, Director of Public Relations, Henry L. Doherty & Co.

KEEP YOUR ENTHUSIASMS

"TO younger men, I may be permitted to proffer a veteran's advice. If you want to be 100 per cent efficient when you are nearing 65, live; don't merely vegetate while you are young; remember your experiences, and above all things keep your enthusiasms. And never, never imagine that the punch-and-conscience journalism of Horace Greeley and Henry J. Raymond and Charles A. Dana and Henry Watterson is dead in America. Shut your ears when anyone tells you that newspaper making is just buying of brains and selling editions and advertising space. It is not. It never will be. Put truth first, then all the drama that truth will permit; then justice and fair play into what you write."—John Alden, Editorial Writer, Brooklyn Eagle.

DENBY PRAISES NEWSPAPER MEN

"I WOULD like to express my personal feeling about the press and the men of the press. I just want to say that during my three years as Secretary of the Navy I have yet to see the time when I had the slightest suspicion of betrayal of confidence. I have nothing but the deepest appreciation and friendship for the men of the press."—EDWIN DENBY, ex-Secretary of the Navy.

ADVERTISING MUST PRODUCE SALES

"THE department store advertiser does not figure results on the number of newspapers, but on the cash or actual sales made. This is a fair example of the value of an inquiry. Some of the people coming into this particular store for this special sale will make purchases of considerable size; others will make very ordinary purchases; some will not even buy a paper of pins. We have the comparison here in people that write for a pretty booklet or some other literature; some of them may eventually come to Bakersfield or San Francisco or some other community, but the majority of them—and it has been proven so—are not the buyers of railroad tickets.

"Your use of the newspaper should be with the purpose of creating actual sales, not inquiries."—Thomas L. Emory, Pacific Coast Manager, A. N. P. A. Bureau of Advertising.

WHITE COLLAR JOB FALLACY

"THERE is no greater fallacy than that of the white collar job. In a majority of cases the men who have risen to high places are those who began at the bottom. Ninety-nine per cent of the men now at the head of publishing houses began at the lowest round of the ladder. In this way they have learned the practical working of the business. * * * The ability to do things—to accomplish things—to work with your hands is a noble thing."—John Clyde Oswald, editor, American Printer, at commencement exercises, Empire State School of Printing, Ithaca, N. Y.

TWO 1923 LINEAGE CORRECTIONS

CORRECTED figures for 1923 advertising lineage are presented below for the San Diego (Cal.) Union and Tribune and the Portland Oregon Journal. These newspapers, through clerical mistakes, supplied erroneous figures for the tabulation presented in EDITOR & PUBLISHER of Feb. 23. The San Diego newspapers' totals covered only the first six months of 1923 and the Oregon Journal's daily totals included the Sunday lineage, which was also stated as a separate item. Revised figures follow:

City	Newspaper	TOTAL LINEAGE	DISPLAY		
			National	Local	Classified
San Diego	Union (a)	13,201,258	1,863,484	7,994,140	3,343,634
	Tribune (f)	10,518,200	1,656,844	7,524,314	1,337,042
	Total (g)	23,719,458	3,520,328	15,518,454	4,680,676
	Portland Oregon Journal (h)	7,907,529	1,209,348	4,736,074	1,962,107
Portland	Sunday ed (i)	3,395,910	250,810	2,134,804	1,010,296
	Total (k)	11,303,439	1,460,158	6,870,878	2,972,403

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES The S. C. Beckwith Special Agency New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta. PACIFIC COAST REPRESENTATIVE M. C. Mogensen & Co., Inc. Los Angeles—San Francisco—Seattle.

First in Advertising

In January and February The New York Times published 4,023,794 agate lines of advertising, a gain over the corresponding months of last year of 228,080 lines and 1,477,288 lines more than the second New York newspaper.

The Pittsburgh Press

A Scripps-Howard Newspaper Daily and Sunday Has the Largest

CIRCULATION IN PITTSBURGH MEMBER A. B. C. Foreign Advertising Representatives ALLIED NEWSPAPERS, INC. New York Office—53 Vanderbilt Ave. Chicago Office—5 North Wabash Ave. San Francisco—Cleveland—Cincinnati

New Haven Register

is New Haven's Dominant Paper Circulation over 37,000 Average Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED

New Haven Register The Julius Mathews Special Agency Boston—New York—Detroit—Chicago

In New Orleans it's THE ITEM

BEDTIME BIBLE STORIES

BY FLORENCE VINCENT
A New Circulation Producer
That Commands Respect

An elaborate book, one story to a page, headed by an artistically colored sketch. There is a full color Tissot masterpiece reproduction opposite each story, and the pages are interleaved with tissue sheets.

The dignity of this "producer" will attract an unusual number of solicitors.

A new six months' subscriber will cost only fifty cents, including cost of book and solicitor's commission. Old subscribers may have it without cost to you. Wire for option and plans.

KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

THE TACOMA NEWS TRIBUNE



Frank J. Baker President
Charles B. Welch Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall 34 Fifth Ave. New York City
Ford, Parsons Co. 360 No. Michigan Ave. Chicago, Illinois
R. J. Bidwell & Co. San Francisco and Los Angeles, Cal.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, \$119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,766
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

EVERY week,
every month,
every year—

The Plain Dealer publishes more paid advertising than any other Cleveland newspaper.

The Plain Dealer

ONE Medium—ONE Cost (ALONE) Will sell it

John B. Woodward
110 E. 42d Street
New York

Woodward & Kelly
Security Bldg., Chicago
Fine Arts Bldg., Detroit

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

BUSINESS TICKLER



SPRING starts next week.

Easter is only a month distant.

Get busy now for advertising copy for

Florists
Milliners
Seed, Bulb, and

Shrub Houses
Garden Tools
Automobiles and Motor Boats
Motor accessories
Motor painting and repair firms
Railroad and steamship spring and holiday tours

Resorts
Restaurants and hotels
Sports' supplies
Paint, varnish, and wall-paper
Plumbers' supplies
Building materials
Fly-screens, ventilators, refrigerators, fireless cookers, gas and electric kitchen appliances

House movers
Summer homes and cottages and city apartments to let

Spring medicines
Light underclothing
Shoes and hosiery
Spring meats and vegetables
Baby carriages
Awnings, tents, etc.
And of course,
Men's and women's clothing and haberdashery.

P. S.—Can you get the baseball folks to advertise this year?

EASTER! Yet so many people need to be reminded to send flowers! Why not get up a little campaign for local florists? They won't take the time, but if you will just spend half an hour making a few layouts for a series of ads to appear during the ten days before Easter, the florist will be glad for the suggestion and pounce upon the idea at once. He should be good for all his page before Easter, counting all his ads!—R. J. Gibler, 2100 Pine St., St. Louis.

A jingle contest for advertisers is being conducted by the Evanston News-Index with great success. Contributions are so numerous that the advertisers are convinced their space is attracting attention. Had it been a find-the-missing-letter contest, it would not have been a success. Evanston, being a wealthy suburb of Chicago, has residents of considerable leisure. Whereas, they would ponder over a jingle, they would pass over a challenge to find the missing letter. It would be too simple. The prize is not the only object to these particular contestants. Are you sure that your contest is not a success because you have not sized up correctly the readers of your paper?—S. K. D.

We have just succeeded in securing signed contracts for a series of 12 page advertisements, one of which runs each month. And, the advertisements are paid for by doctors, lawyers, dentists, suburban stores and firms which ordinarily do not use much space in the newspaper. The pages were sold at \$1.50 each to forty concerns. The copy is localized, tending to bring about a better community spirit and went over fine. Although the first advertisement has been run, we expect to add more names next time.—Donald O. Ross, Washington, Iowa.

The particular stunt was a boost to the Shriners, but might be worked in connection with any other big gathering or convention. It was a special edition scheme. The best staff man wrote a welcome to the Shriners, which coupled with the program of the day and an engraved drawing of a Shriner in full regalia, filled Page 1. This page was made up and proof sheets given to the ad men. These visited every business establishment in the city with the information and query, "Here's the paper's welcome to the several thousand Shriners coming here—why not an official welcome from you with attention to some of the bargains you can offer?" The result was a 48 page Shriner edition. Heading every ad was the word "welcome" and below, the Shriner's headgear. Then came the special merchandise bargains.—Fred E. Beane, Manchester (N. H.) Union-Leader.

An eastern newspaper had a full page ad entitled "Know 'Em By Their Trademarks." Below were listed fourteen automobile dealers' ads—each ad carried its individual trademark. Spring is approaching. Everybody will soon be thinking about automobiles. This stunt ought to look good to your local auto dealers.—George C. Marcle, Republican-Journal, Ogdensburg, N. Y.

An advertising stunt adding lineage and giving readers a desirable and condensed information about automobile prices was used by the Indianapolis Star. "New Car Prices—Delivered in Indianapolis" was the heading of a half-page of small ads from auto dealers in which were given the Indianapolis prices instead of confusing "F. O. B. Factory" prices of 26 leading makes of automobiles. The ads were three inches and under in size and set in the same style of type. They were grouped in price divisions of "\$400 to \$600," "\$600 to \$1,000," "\$1,000 to \$1,400," "\$1,400 to \$2,000," "\$2,000 to \$4,000," and "\$4,000 and up." Sold on a "repeat basis" such a group of ads would fully justify the effort and should be an appeal as strong to dealers as to readers.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

Staging of "Advertising Week" proved profitable for one newspaper. During the week, members of the department addressed local clubs and other organizations, while in the columns of the paper appeared talks on advertising by merchants and others who had already been "sold."—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Following out the policy of a large number of business magazines, the San Antonio Light runs daily an index to the principal advertisers in that issue. Under the heading, "Index to Advertisers," the following lead appears: "Index to principal advertising in today's Light for the guidance of shoppers." Then follow, in alphabetical order, names of larger advertisers for the day, and the main advertising sections, such as amusements, real estate, classified.—Ruel McDaniel, P. O. Box 1242, San Antonio, Tex.

ADDRESSES WANTED

Mail is being held at the office of EDITOR & PUBLISHER for the following:

SAM LITTLE
T. J. YOUNG
GEORGE O. McCARTHY

TODAY

(MARCH 1ST)

is the half-way point of the tremendously successful circulation building campaign we are now conducting for

THE KANSAS CITY JOURNAL POST

If you are at all interested in circulation gains wire or write us care of The Journal Post for a detailed statement of the big results we are obtaining here.

HOLLISTER'S CIRCULATION ORGANIZATION
largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

GET YOUR SHARE

If we were to tell you about a city not far away, where the population spends \$85,000,000 yearly for the necessities of life, you would be interested, no doubt, in opening a branch store in order to get your share of the business.

Well, the readers of THE BALTIMORE NEWS spend \$85,000,000 yearly, and you don't have to increase your overhead a nickel to get your share. Buy circulation on a rising market.

The Baltimore News

Baltimore's Oldest Evening Newspaper
J. THOMAS LYONS
Vice-Pres. & General Manager

FIRST IN PUBLIC SERVICE

The World

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The World
Pulitzer Building, New York
Mallors Building, Chicago
Ford Building, Detroit

TIPS FOR AD MANAGERS

Barnard Advertising Agency, 104 South Michigan avenue, Chicago. Sending out orders to metropolitan papers on Acorn Radio Company.

Brotherton Company, 10 Peterboro West, Detroit. Making 5,000-line contracts for Ford Motor Company.

Cecil, Barret & Cecil, 12th & Bank streets, Richmond, Va. Making 5,000-line contracts for McCormick & Co.

Conover-Mooney Company, Harris Trust Bldg., Chicago. Making 11,650 and 4,750-line contracts for the Hoffman Heater Company.

J. H. Cross Company, 1,500 Locust street, Philadelphia, Pa. Making 3,000-line contracts for the Caroco Laboratories, Inc.

Cruttenden & Eger, 6 North Michigan avenue, Chicago. Mailing orders on Walbert Manufacturing Company. Placing contracts with metropolitan papers on Bregstone Radio Company.

Dauchy Company, 9 Murray Street, New York. Making yearly contracts for Madison Mills.

Dorrance, Sullivan & Company, Inc., 130 West 42nd street, New York. Making 2,800-line contracts for Boyce & Veeder Company, Inc. (Boyce-ite.)

Dunlap-Ward Advertising Company, Keith Bldg., Cleveland. Making 1,000-line contracts for Paige Detroit & Jewett Motors.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts for Kuppenheimer & Co. Placing account for the Lionel Corporation, manufacturers of Lionel Toy Electric Trains.

Ferry-Hanly Company, 6 North Michigan avenue, Chicago. Placing contracts with Kansas papers on Thomas Rogers & Sons.

Charles H. Fuller Company, 623 South Washburn avenue, Chicago. Making 1,043-line contracts for W. S. Rice. Sending out orders on E. Lawrence & Co. Issuing large copy on Brooks Rupture Appliance.

Gardiner & Wells Company, 150 Madison avenue, New York. Placing account for the Knickerbocker Chocolate Company, New York, manufacturer of Sportsman's Chocolate Bracer, and also for the Vincent Astor Estates, and the Knickerbocker 42nd Street Company.

Gardner Advertising Company, 360 North Michigan Blvd., Chicago. Placing accounts for the Republic Motor Truck Company, Alma, Mich., Motor Wheel Corporation, Lansing, Mich., and Apperson Motor Car Company, Kokomo, Ind.

Gardner Advertising Agency, 1627 Locust street, St. Louis. Making 7,000-line contracts for Certain-teed Products Company.

Hatcher & Young, 508 South Dearborn street, Chicago. Sending orders to middle western papers on Acme Mineral Company (Stock food).

Charles W. Hoyt's Company, Inc., 116 West 32nd street, New York. Using 680 lines 8 times, and 400 lines 8 times for Agrili Company. Making 1,000-line contracts for Russell Mfg. Company.

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making 5,000-line contracts for Protone Laboratories.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, New York. Making yearly contracts for the Woodward Products Company.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Sending out orders on Kolorbak (Hygienic Laboratories.)

J. Roland Kay, 161 East Erie Street, Chicago. Making 3,000-line contracts for the Sunbeam Chemical Company.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Issuing schedules on Manhattan Soap Company.

Kling-Gibson Company, Consumers' Bldg., Chicago. Making 5,000-line contracts for Edna Wallace Hopper.

H. E. Lesan Company, 440 4th avenue, New York. Has secured account of the Prest-Air Corporation, New York.

Lord & Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Sending large copy to metropolitan cities on the Chicago Daily News.

Harry C. Michael's Company, 113 Lexington avenue, New York. Placing account for Samstag & Hilder Bros., Fashionette Hair Nets and Colonial Quality notions.

Patterson-Andrew Company, 1 Madison avenue, New York. Making 2,800-line contracts for Franklin Automobile Company.

Harry Porter Company, 15 West 4th street, New York. Making 3,000-line contracts for Richard Hellman, Inc.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Sending copy on H. C. Bay Company (reproducing pianos.)

Powers, Alexander & Jenkins Company, Madison Bldg., Detroit. Making 1,000-line contracts for Wills-Sainte Claire.

Prather-Allen Advertising Company, 15 West 4th street, New York. Will use newspapers for the Edral Company, Cincinnati, Ohio.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Making 2,800-line contracts for Dearborn Supply Company; making 3,000-line contracts for Cuett Peabody.

Jules P. Storm & Sons, 120 West 41st street, New York. Using newspapers for Baer Brothers, New York, manufacturer of Bruin paints products.

Street & Finney, 171 Madison avenue, New York. Will use newspapers for the Magazine of Wall Street, and the Investment and Business Service of New York.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing orders with newspapers in a few Ohio cities for Warner Chemical Company, "Tromite" water softener, 52 Vanderbilt avenue, New York.

J. Walter Thompson Company, 14 East Jackson boulevard, Chicago. Sending orders to West Virginia papers on Libby, McNeil & Libby.

Trades Advertising Agency, 665 5th avenue, New York. Making contracts for Seaboard Coke Company.

Thompson-Koch Company, 32 West 6th street, Cincinnati. Making 25,000-line contracts for Sterling Products.

Walker & Downing, Oliver Bldg., Pittsburgh, Pa. Placing account for the Stackpole Carbon Company, St. Mary's, Pa.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Placing account for Ingersoll Redipoint Company, pencils, 463 4th avenue, New York.

Neebe Joins Winningham Agency

J. H. Neebe has resigned as vice-president of Dorrance, Sullivan & Co., New York advertising agency, to become an associate in the C. C. Winningham advertising Agency of Detroit, on March 17. Mr. Neebe was previously vice-president, Charles Daniel Frey Company; production manager, Lord & Thomas.

Too Much Noise: No "Extry"

"Extry!" screamed two newsboys on a New York street corner last week. A policeman heard. He bought a newspaper. To his mind the news was not in the least "extry." In fact he failed to find scandal enough to justify the noise of the newsboys' shouting. He arrested them on a charge of violating the section of the Sanitary Code, regarding unnecessary noise.

Radio Sets as Premiums

Fullerton (Cal.) News is capitalizing the prevalent interest in radio in a subscription campaign for boys and girls between the ages of 10 and 17, in which the prizes are radio sets.

SUPPLIES & EQUIPMENT For Newspaper Making

For Sale
Campbell Multipress web newspaper press, printing papers of 4, 6 or 8 pages from flat forms (no stereotyping required) with motor, 220 volts direct current. Can be seen in New York City. Good working order at low price. Baker Sales Company, 200 Fifth Avenue, New York City.

For Sale
32-page Hoe 4 plate wide, 25,000—4, 6, 8, 10, 12, 14, 16-page straight and 12,500—20, 24, 28, 32 pages collected up to 8 columns 13 ems. Complete with 40 h.p. Gen Electric Motor and Controller and Semi Autoplate Caster, practically new. Hoe Metal Funnels and other Stereotyping Equipment. Press in exceptionally fine condition. Now dismantling and can ship promptly. Was printing Rochester "Post Express," acknowledged best printed paper Rochester and one of the best in the country owing to exceptional magazine distribution. This is an opportunity for a high class equipment at very low figure. Wire or write Toronto Type Foundry Co., Limited, 120 Wellington St., W., Toronto, Canada.

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.

Newspaper Presses Ready for You

Goss and Scott 24 Page Presses.
Goss, Hoe and Scott Quadruple Presses.
Hoe and Scott Sextuple Machines.
Scott Octuple Machines.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
CHICAGO NEW YORK
1441 Monadnock Block 457 Broadway

Speed & Economy

This combination is worth more to newspapers than almost any other business.

We are the only makers of addressing and mailing machinery that can give you both at less cost.

It costs you nothing to learn just what we mean.

Write for list of users and give us the size of your list and let us furnish you an estimate.

POLLARD-ALLING MFG. CO.
Addressing and Mailing Machines
220-230 W. 19th St., New York City

N. Y. DAILY NEWS

HALF-TONES

Best in the World

POWERS

NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Manitoba Free Press
Winnipeg, Canada

We refer you to them for their opinion.



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Bldg. Chicago, Ill.

GOSS PRESSES

IT IS UNNECESSARY TO "RACE" A GOSS PRESS IN ORDER TO MAKE IT TURN OUT AS MANY PAPERS PER HOUR AS EXPECTED

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—bitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Feature News

Editors desiring a novel and "different" service are taking Scripps-Paine Service.
Address: SAN DIEGO, CALIF.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

TALES

Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Sunday Features

To Add Zest to your Sunday Paper
EXPLOIT AND ADVENTURE
A Weekly Page of Dash and Darling.
Metropolitan Newspaper Service, New York.

The Market Place of the Newspaper

SITUATIONS WANTED

WORD for advertisements under this classification. Cash with order. For employment one insertion (adv. not to be paid) FREE.

Advertising Manager
 Experience with three prominent newspapers in cities up to a million population. Knowledge of all departments of newspaper publishing. I want to make a connection with a publisher in a medium sized city, preferably second or third paper, where it requires initiative, hard work and a knowledge to crack the hard nuts. Available on immediate notice. Write today for complete details. Address Box A-718, Editor & Publisher.

Advertising Manager—Writer—Salesman
 Successfully managed two small city evening dailies seeks connection offering wide scope. Clean-cut person, 35, married, employed; able to make good business and maintain both; excellent practical ideas; produces first-class layouts. Box A-704, Editor & Publisher.

Man
 Man thoroughly experienced in preparing newspapers, cities and their trade. National Advertisers and their representatives. Good reference. Box A-723, care Editor & Publisher.

Advertising Manager
 Correspondence from publishers in under 100,000 population, my references show a very successful record will stand investigation. Write A-707, Editor & Publisher.

Advertising Manager
 Circulation manager with 11 years' experience. Age 37. Married. Wants position, home delivered circulation. Thoroughly on mail room, A. B. C. records, R. F. suburban promotion. Available on short notice. Best of references. Member of I. C. Box A-712, Editor & Publisher.

Advertising Manager
 Exceptional ability wants position with evening paper. Thorough understanding in all departments. Familiar with promotion. Able to go anywhere. Available at once. Address A-695, Editor & Publisher.

Advertising Manager Assistant
 Man, 37 years of age, ten years' experience especially country and road work, deconnection with a fast growing paper Pacific Coast. Best of references furnished. Address Box A-703, care Editor & Publisher.

Circulation Promotion Man
 Had a thorough training in building circulation for metropolitan newspapers, desire position as promotion manager on a paper that believes in the premium plan of getting circulation. Excellent references. Address Box A-708, Editor & Publisher.

Man
 Men needing a city circulation manager with a successful record as a producer send for my application, will go any address A-706, Editor & Publisher.

Second Newspaper Solicitor
 Connection as classified advertising manager head of lucrative newspaper department where creative work must be done. Three years spent in doing promotion. Large gains in line. Now available. References. Address Box A-701, care Editor & Publisher.

Thoroughly Experienced
 Paper editorial or small city journalist, writer, industrious, married; now head as reporter; able deliver the goods. Position: city trade paper or medium-sized daily. Satisfactory references. Fancy salary expected. Address Box A-664, Editor & Publisher.

Advertising Editor
 Man in the business and who knows from back room of the country weekly newspaper desks of nation's largest dailies. Connection. At present with organization New York's greatest morning paper. Superior knowledge of make-up and head line. Brilliant feature writer and know in every phase of handling local and telegrams. Prefer connection with daily in 100 to 100,000 which needs injection of metropolitan dash and swing. Age 35. If you require services of thoroughly trained and honorable newspaper executive you can turn over, if necessary, the routine of your editorial department, write A-713, Editor & Publisher.

Circulation, Advertising For You.
 Do you ever think of getting an executive advertising editor who can do this for your paper? In my present connection I gave the circulation department a basis upon which to increase 250 per cent increase in circulation, the attainment of a second or third city. I am a fighter and can build circulation for you. I will co-operate with you. Write for a Southern afternoon paper. Box A-677, Editor & Publisher.

SITUATIONS WANTED

Resourceful Business and Advertising Manager
 and associate, seeking greater opportunity, will consider the up-building of a Daily or small group of papers, on a fee and bonus or profit sharing basis—unquestionable character, and broad experience. Past and present accomplishments are conclusive proof of ability. Particularly interested in second or third papers, or one desirous of dominating its field. Will be at the A. N. P. A. meeting. Address Box A-714, Editor & Publisher.

Seasoned Deskman
 skilled writer, work in any department, now employed at fair salary, desires change to morning paper, town of around 50,000. Good education, widely experienced. Hard, keenly interested worker. Excellent references. A-688, Editor & Publisher.

Situation Wanted
 Reporter, capable, married, 28, wants position on live daily anywhere. Can report any time. Ten years' experience. Any decent salary will do. Address Box A-700, care Editor & Publisher.

Somewhere, Preferably in the Middle West,
 is a publisher who desires to relieve himself of the burden of publishing a daily newspaper. An organization of young men, each trained in his respective phase of the business is seeking contact with such publisher. Desire to invest a limited amount in the business and gradually acquire controlling interest or ownership. Splendid opportunity for publisher to avail himself of youth, experience and ability. Address A-709, Editor & Publisher.

Wanted.
 Good opportunity to learn advertising from bottom up, thoroughly. Preferably town of 100,000 or less. Have had experience on the leading New York morning paper. A-653, Editor & Publisher.

Wanted
 Editorial position on small city afternoon daily by married man, 30 years old. Two years' experience on telegraph and county desk of small city afternoon paper; two years' experience in reporting. Graduate of college and school of journalism. Full references. Address Box A-717, Editor & Publisher.

Wanted: Position As Columnist.
 Samples furnished; location immaterial; full information appreciated. J. G. Darley, 98 Gerry Ave., Elmhurst, L. I., N. Y.

Young Woman
 wants job as reporter or feature writer. Two years' experience on daily in town of 40,000. Charge of county bureau, also did general reporting and feature writing. University training. Plenty of pep. Not afraid of work. State salary. Weeks working notice required. A-682, Editor & Publisher.

BACK NUMBERS OF PUBLICATIONS

6c A WORD for advertisements under this classification. Cash with order.

Back Numbers Newspapers and Magazines
 French's Atlas Literary Shop, White Plains, N. Y.

Obituary

ALBERT E. HOYT, from 1892 to 1895 editor of the Lockport (N. Y.) Union Star, and from 1901 to 1912 editor-in-chief of the Albany Argus, died March 7. He was secretary to a member of the legislature at the time of his death.

HAROLD S. BROWN, of the circulation department, Portland (Ore.) Telegram, died recently at the Portland Surgical Hospital.

ABRAM I. ETTER, 62, owner and editor of the Middletown (Pa.) Journal, died suddenly in his office from heart trouble, March 7.

WILLIAM J. CARRIGAN, 62, for 48 years a printer on Beloit, Ill., newspapers, died March 2.

WILLIAM H. KAUTZMAN, 76, publisher of the St. Helens (Ore.) Columbia Herald from 1913 to 1919, died recently at Felida, Wash.

W. L. LEE, 59, vice-president of Reilly & Lee Company, Chicago publishers, died last week in Philadelphia following an operation.

WALTER KINSTLER, 26, artist for the

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager.
 For evening paper, small Ohio city of 5,000; only daily in county; business well established; prefer man with business manager experience who can conduct business during absence of publisher. State all about yourself, experience, references, etc., salary desired, first letter. News-Journal, Wilmington, Ohio.

To a Man Who Now Calls on Newspapers
 —and who can also present our high-class proposition to one paper in each city he visits, we can make a very attractive offer. Write at once stating present connection, nature of work, how often you visit papers, territory, etc. Replies held confidential. A-719, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Advertising and Circulation Campaigns
 2517 New subscribers for the Cherokee Advance, Canton, Ga. Our service will give your advertisers the circulation they rightfully demand. Indiana Circulation and Advertising Company, Shelbyville, Indiana.

Magazine Wanted
 Reaching the average home—will purchase outright. No Trade, Scientific, Socialistic or Radical Publications. Write full particulars. Box A-715, Editor & Publisher.

Opportunity for Newspaper Executive
 Splendid opportunity for man with editorial and business office experience to become publisher and part owner daily in city 50,000. Small investment required. Right man may eventually acquire entire property. Address A-692, Editor & Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
 is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

FEATURE PAGES

6c A WORD for advertisements under this classification. Cash with order.

Increase Your Lineage
 and revenue by weekly business review pages, builders' pages, special editions and anniversary numbers. Personal attention and solicitation. Glad to refer to all pages now using my services. L. E. Bissell, Passaic, N. J.

Brooklyn Eagle, died in Brooklyn, March 10.

PATRICK LANGAN, 63, for more than 22 years in charge of the delivery service of the New York Sun and Herald died March 12.

EDWARD WILLIAM THOMSON, 75, Canadian newspaperman, author and poet, died March 6, at his home in West Roxbury, Mass. He was chief editorial writer of the Toronto Globe in the late 80's and early 90's. Since 1902 he had been writing under his own signature for American and Canadian papers. For 10 years he was one of the editors of the Youth's Companion, Boston, and was a special writer on the Boston Transcript. He is survived by a son, Bernard Thomson, sporting editor of the New York Times.

Dr. Orison Swett Marden

Dr. Orison Swett Marden, 75, founder and editor of Success Magazine who died last week in Los Angeles, Cal., has been called the dean of American editors. An orphan boy bound out to 5 different families in the backwoods of New Hampshire, he worked his way up, educating himself at Boston University and Harvard in law and medicine. He wrote more than 50 books, which were translated in 25 different languages, and reached editions exceeding 3,000,000.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
 M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON Times Bldg. New York

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the publishing and advertising field. No charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

A managing editor, fully equipped and with a broad background of substantial experience will be available after April fifteenth. Highest references. Confidential exchange letters solicited. Box A-710, Editor & Publisher.

Court Decides Daily's Contest

By court order the Montreal La Patrie, French daily, was recently forced to change its prize award in a popularity contest. The court found the man who had claimed the prize had taken names from the city directories, many of them not being subscribers, and ordered La Patrie either to give the prize to the plaintiff, or pay him \$1,000, plus \$100 damages he claimed for expenses.

Direct Primary Attacked

F. A. Miller, editor South Bend (Ind.) Tribune, has published a booklet called "The Direct Primary," in which he maintains that this principle has failed to improve the type of public officials and that the direct primary is destruction of party loyalty. "If nothing better can be found than the delegate convention let us return to that form," he says.

New York Plans Junior Delegation

Efforts are being made to form in New York what is to be known as the "100 Sponsors Club" to send three members of the Junior Advertising Club of New York to the London advertising convention next July. The suggestion was made by William H. Rankin, advertising agent.

Black a Sugar Director

Van Lear Black, chairman of the board of the A. S. Abell Company, publisher of the Baltimore Sun, has been elected a director of the American Sugar Refining Company, which has a refinery at Baltimore.



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO



Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Thomas W. Briggs Company
General Offices
Memphis, - Tenn.

We increase your Local Display 10,000 lines Monthly
With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

AUTOMOBILE FEATURES

The Big Things in Motoring
Written in a Big Way

Write for specimens

The Ullman Feature Service
Home Life Building
Washington, D. C.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

CAN the Chinese in your town play Mah Jongg? What do they think of it? Have any of them trick sets? What are their diversions? The easiest place to interview them is at a chop suey restaurant. And how about the old story that chop suey isn't eaten in China? This feature ties up well to the Mah Jongg craze. Almost every town that supports a daily newspaper has one or more Chinese restaurants.—Max Hahn, Toledo Blade.

This is a Presidential election year, with primaries held in many states in the spring or summer, and a timely article could be written in most any city with respect to the failure of eligible voters to exercise the right of suffrage. That there is an amazing amount of indifference on the part of those who should vote can be shown by statistics and by interviews with those who register voters.—Lowell C. Pratt, Pasadena (Cal.) Star-News.

What is the volume of unclaimed mail which your postmaster annually turns over to the Dead Letter office? How inadequate addresses, poor script, etc., hinder post office employees would make a good feature yarn. There are numerous sidelight and photographic possibilities here.—M. C., Ann Arbor, Mich.

What do prominent men in your city use their hip pockets for? Volstead and cartoonists have made hip pockets as liable to puns as the brown derby. This fact, linked with the fact that a pocket is a peculiar thing to write about, is enough to warrant investigation. Try to get a representative list of what women carry in their hand-bags and run the two together.—Frank H. Fraysur, Middletown (O.) Journal.

A question recently propounded by a native of Holland wishing to secure income tax clearance papers prior to getting a passport was interesting. The question was how the right hand is held in taking the oath. Custom in Holland prescribes that the right hand be raised, but that only two fingers be upraised, in the manner that the American schoolboy does when asking how many are going swimming after classes. Judges, clerks of courts and lawyers furnish a good story on the subject.—G. C. K.

What do business men in your town think about the latest political scandal, the latest divorce proceedings, and other unusual nation-wide gossip. The Pine Bluff (Ark.) Commercial recently made a good feature on this idea.—Fay Bond Scott, Pine Bluff, Ark.

Advertisers and readers alike will be interested in a contest titled "Why Buy at Home" open to all residents of your city and surrounding country. Merchants will be only too willing to furnish attractive prizes to those whose essays on the subject prove the best.—R. W. Stevenson, Easton (Pa.) Express.

Select infrequently quoted paragraphs from the old Bible. Publish one or two selections at a time, and offer a prize to the person who can guess who is the author. Of course there will be a few ministers especially who will guess correctly; but it is surprising how many letters you will receive from persons who will guess the authors to be Shakespeare, Byron, and every other writer, except the right one. Some of these letters may be published after the prize is announced and the author named. The stunt is a comical and interesting one, and shows

how unwell posted is our enlightened public in the greatest book in the world.—B. F. Clark, 101 West 15th street, Hutchinson, Kan.

The Detroit Free Press recently ran a page of photographs headed "Young Detroit Men—Fifty Years on the Job" which proved a popular feature. Each one of the men pictured has been actively engaged in business in Detroit for 50 years or longer, and each of them is on the job every working day at the present time. Under each picture was a short skit giving the high points of the man's business career.—Cyril E. Lamb, Ypsilanti, Mich.

STUNTS

I HAVE found that especially on the smaller publications it is very hard to keep the street sellers calling the head lines. A plan I had good success with was to have a blackboard placed where sellers would be sure to see it when coming in to buy papers. At the top were printed the words, HEADLINE FOR TODAY. Under this the best possible heading was placed as soon as the first paper was off the press.—K. P. Sexton.

In a recent issue of the Fort Worth (Tex.) Star-Telegram, the swap column was advertised as follows.

DIG SWAP
DOWN TO
INTO SOMETHING
YOUR UP
TRUNK DIG
AND
SWAP IT WITH PROFIT.
USE A STAR-TELEGRAM SWAP
AD.—A. R. Davidson.

A stunt I found very successful as a stimulant for increasing street sales was to give passes on a local theatre to newsboys for selling a certain number of papers. I placed no limit upon the amount of passes each boy could win, giving him one each time he sold the fixed amount of papers. I arranged with the manager of the theatre to give passes in return for publicity. One of the publicity stunts was to run the picture of the boys taken in front of the theatre, stating they had been guests at that theatre by an arrangement with its manager as a reward for efficient work, etc.—K. P. Sexton.

RADIO AIDING NEWSPAPERS

Increases Readers Says Long, Business Manager, Wichita Eagle

Radio is increasing the number of newspaper readers in the United States, in the opinion of Sidney D. Long, business manager of the Wichita (Kan.) Eagle, who points out circulations of newspapers all over the country have advanced this past year.

Long, with Emery Hardwick, advertising manager of the Eagle, were in New York this week. They have just concluded an advertising trip in the interest of their newspaper.

"The programs broadcast by radio are stirring up the homes of America," Long said. "Far from replacing newspapers, radio, I think, is proving a great ally of the press. People are interested in current events today as never before. Because of radio, newspapers are becoming more and more necessary to the general public."

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WIRE NEWS
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The New York Tribune Buys The New York Herald

An Epoch in American Journalism

THE NEW YORK TRIBUNE has purchased The New York Herald, including its Paris edition.

Wednesday, March 19, the publication of these combined New York newspapers started at THE TRIBUNE'S new building, 225 West Fortieth Street. This united two of the historic names in American journalism and it established one of the greatest publishing enterprises of the country.

The Herald, founded by James Gordon Bennett in 1835 and owned by Frank Munsey since 1920, won its name by giving to journalism the first complete news service in the modern sense. Under Mr. Munsey it gained a virile editorial policy and enormously increased its influence.

The Tribune, under Horace Greeley and Whitelaw Reid, has had in its eighty-three years of life a lasting effect upon the destinies of the nation.

In this merger, too, are the individuality and tradition of another famous morning paper, Charles A. Dana's Sun, absorbed by The New York Herald in 1920 and perpetuating its name today in one of the strongest evening newspapers in the country. There is also included The Press, a pioneer in the reporting of American sport.

On this historic foundation we hope to give our readers, old and new, a metropolitan newspaper of even greater power and excellence.

The New York Herald Tribune in editorials, news and features will show, as did the great editors of its past, that a newspaper can serve its public not only with good writing, brevity and enterprise, but also with conscience and courage.

OGDEN REID.

Philadelphia

3rd Largest Radio Market in the U. S.

Philadelphians are great home folks and receptive to anything that will provide home entertainment and diversion.

Philadelphia is known as the "city of homes"; there are about 400,000 separate dwellings within the city limits and approximately 100,000 more in the suburbs.

The Philadelphia Bulletin was one of the first newspapers to inaugurate a Radio Department, and today enjoys an immense following of the radio-using public, the largest following of any newspaper published in Pennsylvania.

Nearly every Philadelphia dealer in Radio supplies that advertises uses The Bulletin!
Follow him—he knows!

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—505,035 copies a day.

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

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814 Park-Lexington Bldg.
(46th St. and Park Ave.)

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Verree & Conklin, Inc.
28 East Jackson
Boulevard

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