



# 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.

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NEW YORK, SATURDAY, JULY 26, 1924

No. 9

## Classic Posthumous Analysis of Reporting By Able Reporter Macfarlane

Writer Whose Tragic End Grieved Many Friends Wrote with Understanding and Keen Appreciation  
of Colleagues in Journalism—Hitherto Unpublished Text of Notes Left to Missouri School

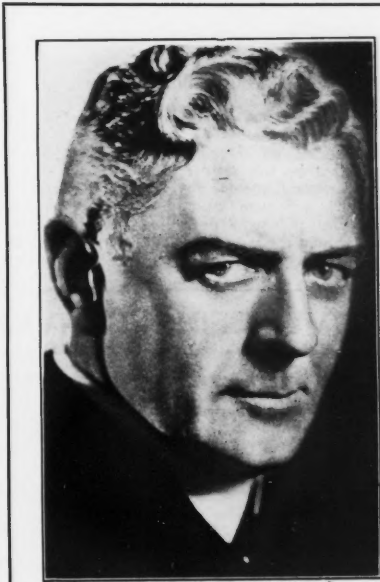
PETER CLARK MACFARLANE, whose suicide at San Francisco brought sorrow to many, was a great reporter. Born in Missouri, he traveled and always with wide-open eyes. Student, he knew books and hearts of cities and camps and war's immortal. A preacher, actor, author, journalist, the friendliest of men, he was first always a reporter. He was a reporter with keenness of observation, vividness of statement, vividness of picture, and of big heart.

At the International Press Congress in San Francisco in 1915 he was asked to write the subject "The Life of the Reporter." The notes of his speech, hitherto unpublished, are in the files of the School of Journalism of the University of Missouri. "Use them, if you will," said MacFarlane, "they may be of some use to some young reporters to realize the tremendous responsibility of their great work."

EDITOR & PUBLISHER regards this analysis as a classic and herewith presents the full text:

Reporting is not a career," said Mr. MacFarlane, "it is a cycle in a man's life. A reporter begins young—eyes as big as saucers, ears as big as sails, hope as big as heaven. Everything is a story and every story is big. Enthusiasm is large, vision larger, ignorance largest of all. These are a cub's characteristics. At one end of the city room, excitable, imaginative youth; strike a match and he believes a bomb has been exploded! At the other end, experience, old at thirty-five, so blase that you might explode a bomb under his feet, and he would finish the sentence he was writing, bend over and knock the match out on the edge of the cuspidor (can't you see him?) and look around and say, "Who struck that match?" But the odd thing is that the man who is necessary to the paper is not the man who knows so much, but the man who doesn't feel so much. Every year a new crop of cubs come into the desks, and the city editor frowns and looks suspicious, and the copyholders growl, and we have to have these boys to make the paper. There is something in the sparkle and tang of life that has to go to the pages of the paper, something that comes from nowhere but the heart of youth. The cub is big and clumsy, expert of life, the world seems to him it does to a baby, a great big buzzing ball. But they are the boys that put the news on. And it is an odd thing that as a man ceases to be young and foolish he is in danger of ceasing to be a good reporter. It is odd but it is a fact. As the flock of cubs come in, the stream of old boys goes straggling out. People sometimes feel sympathetic about these victims of remorseless time, but you can't care your tears. With the exception of those who wear hats in the house almost of us here have a sprinkling of gray hairs, and I observe some old reporters. Their legs are not so tireless as they used to be, we are not always first on the

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The Late Peter Clark Macfarlane

### MACFARLANE EPIGRAMS

- The reporting man must be a writing man.
- The reporter who takes nothing to the fact will bring nothing away.
- You will probably write best if you write like yourself.
- The time for dull grey writing is past, like the time for dull grey living.
- News is power.

scene, we do not grind out as much copy as we used to, but I think we do it better. There is not as much enthusiasm, but I suspect, more sense. We have learned how to take care of ourselves, and we slip on to be editors, or business men, or fiction writers, or become secretaries of the navy, or secretaries of state, and you do not need to pity us so very much. And there are a few of us that—well, that come into the Home for Superannuated Newspaper Men in time; but even then, we have played our part in the greatest game there is; we have seen a few big things in our day, have written a few big stories: once, far out on the line, a managing editor sent us a telegram with the words "Thank you," and we kept that and showed it until it was worn out; but the memory has not worn out at all.

"Something has gone out of us, it was not wrung out of us, we gave it out into the story, into the paper, into the thought or the word. It is a great thing to be a news gatherer, and everything that is published, hourly, daily, weekly, monthly, annually, depends for its value on the news in it. If a book of fiction is not news, it is not a best seller; if an advertisement is not news, it is not a successful advertisement. The "Man with the Hoe" was a poem, too, but it was news, and it went all over the country. When the Bible ceases to be a book of

news, it will cease to circulate. Let me write your news, and I do not care who writes the editorial. The typewriter of the correspondent is bigger than the cannon. The biggest jar in this war did not come from the shell or the submarine; it came from a few lines telegraphed from a battle front by a reporter who said that after eight months of preparation the soldiers of Great Britain were halted because they had not the right kind of ammunition. The greatest piece of reporting done in America in these recent months was just the publication by the papers of a personal letter written by Mr. Woodrow Wilson on the other side; the power in that was not in any armament that backed it, it was not in any beautiful style that expressed it, it was in the news the letter contained. News is power. Let the eyes of the press burn brilliantly, and society will take care of itself. Put out the eyes of the press, and the world and society will grope in blindness. News, however, cannot exist without the reporter. There is an impression that possibly the reporter is becoming extinct like the dodo. It is said that we have two new sets of men. They are called the leggers and the rewrite men. The leggers are the young men with big eyes and big ears and long noses, butting into everyone's affairs and rushing to the telephone. At the other end of the telephone sits the rewrite man with the high-priced

imagination. He undertakes to translate the inaccuracies of the leggers into news, to spread before his readers an accurate impression of things he has not seen, of sounds he has not heard. There is an impression that to make an up-to-date paper, these are the means that you must use to get to the ears of the people, but if a paper does this very long the result is that, as it screams louder and louder, it by-and-by loses its voice entirely. But without preaching, I want to say that the newspaper which depends upon somebody's imagination for this kind of work is going to be less interesting, and day in and day out that paper which depends upon the writer, upon the vividness and power of his imagination, rather than upon the vividness and power of the news stories, upon the individual reporter who goes out and exposes himself to the infection of the fact will not stay interesting.

"Then we come to the reporter himself. The reporter must go out and see and find and hear and know; and then he must write so you will go where he has gone, and find what he has found, and see what he has seen, and hear what he has heard, and know what he has known. To be a reporter is not to be a human camera or a phonograph. The reporter is not a machine, he is an intelligence. He does not allow the fact to lie on his mind as upon a blank page, he allows it to act upon his intelligence. The reporter who takes nothing to the fact will bring nothing away, not even the fact itself, when he comes back to the office. The measure of the reporter is almost always the measure of the man. He has limitations. Talk to the man of the ordinary city paper and you will find he feels his limitations to be enormous. But it is for him to remove the limitations. He has to force his way through every channel and write into his pages what no blue pencilling can put out. He may give you an impression that his paper is a great machine that grinds him up into sausage meat, but it is his meat, is it not? And he can have the satisfaction of knowing that has forced himself through.

"But not only must the reporter see, he must write. The reporting man must be a writing man. That does not necessarily mean flowers and phrases and fine words, though it may. You may write like Marie Corelli, or Mister Roosevelt, if you can, or like Woodrow Wilson, if you can; but you will probably do your best if you write like yourself. There are no rules for writers that are not modified by the personality of the individual. The point is to get originality, to set down facts that glow and quiver and have the light of life in them. Some get that light one way, some another way; but you must get it if the combination of words which you use are to give the reader the same view that you as a writer have. The time for dull gray writing is past, like the time for dull gray living. You cannot write a successful magazine story today in the sober and mature stride incul-

cated twenty years ago, and have enough people read it to make it pay. The successful article must depend not only upon the interest of the subject matter but the manner in which the matter is presented. That is not a sign of deterioration in public taste. It is an advance. It marks the abandonment of a pose, the demand that vital interest shall appear in vital form. It asks the reporter that he be human, that he yield somewhat to the play of the fact upon himself. The result will not be less true, but more so. The psychologist has told us that we have done about nine-tenths of our thinking below the neck; the reporter had better do a good deal of his writing below the neck, or it won't be a human document. The time for the stilted construction, for the long involved sentence, is past. People have not the time to explore your sentences. They are apt to think if you don't express the thought clearly you have not got it clearly, that if the paragraph does not glow, the fire must have gone out; that if your sentences do not squirm, and wriggle, and leap out from the page, they must be dead.

"We allege that our papers demand sensation. There is sensation everywhere—in the papers, in the theater, in the pulpit. I am not sure that it is anything to be complained of. This is a noisy age. If you want to make yourself heard, you have got to lift your voice. But the disposition to judge a thing by the amount of sensation it creates is a pretty fair instinct. If there is not much pulse, there is not much life. Jesus was pretty sensational that day when He picked up a cat-o-nine-tails and whipped a lot of the highbinders out of the temple. But that sensationalism was an expression of His personality, of the intensity of His moral nature. The thing to complain against is not the demand for sensation, but the habit of furnishing a false sensation when there is no real one, or when the wit of the reporter was not keen enough to get

the real one. In every piece of news that happens, in every event, there is a certain sensation that may be real, but may be altogether false, and it is easier sometimes to write the false sensation than the true one. It is easier to write fiction than fact—I pretend to know because I pretend to do both. It is the reporter with the surface mind who sees the surface fact, and writes the surface story; and it is a thing that will be accepted by some surface minds that read it, to its hurt. That thought confers a pretty high responsibility. When the whole population of San Francisco turns over a clean page of its mind this afternoon to be smudged by a lot of men and women who tell the happenings of the day, that means a pretty high responsibility. It leaves a big responsibility on the press, a responsibility that is all through journalism, and on the reporter.

"The editor of a few years ago said the people only wanted facts. 'Never mind about the writing,' he said, 'put it down, put it down!' They advocated an enormous mass of facts. But have you noticed in the last few years, especially in the afternoon papers which are read by people who have a little more time, columns of comment, of personal advice to the lovesick, and so on and on? Do you know what that all means? It means that people are tired of a diet of hamburger steak, and now they want something garnished, something made digestible by the vital juices of some personality. The day of the writing man has come, and he is important to the community. This is a supreme moment, it seems to me, for the man who holds the pen poised in his hand. Big events have always made big writers. In every newspaper office there is a tradition that some one man; some plodder who once was swept clear out of himself on the tide of some big story, a man hitherto without imagination whose imagination suddenly awoke and took fire. He had been a man dull

of words, now his phrases seem to blaze. He had had the ability just to generalize, and then something happened that made him seem to hold the universe on his pen.

"This is a great day. The world, society, is going to be recreated in our generation. There is new spirit of social development abroad in this world of ours that has made men enlarge their ideas. A few years ago achievement seemed the great object. I suppose, if you will permit a personal reference, I have seen into the hearts, in the last three years, of the men doing the big things in America, and the things I bring back from the heart of every great man is this new sense of social service, of the knowledge that their work is bigger than bread and butter. Journalism is greater than bread and butter, but to supply the want of the world; and as we supply that want, our work will be good or ill.

"I was talking one night a few years ago with one of the greatest newspaper men in the world. The hour was late, the last edition was put to sleep; far off the rumbling of the press was dimly heard. No telephone rang, no copy boys came, and the man was just showing me his heart. He was telling me the story that has never been published, the story of his beginning in the slums of a great city where, the day that Garfield was shot, Gladstone walked down the street and bought his paper. At the time he was managing editor of what boasted itself as the greatest newspaper in the world. He began to tell me then what things he hoped to do. He was still an employee. He was not rich. He did not even own the paper that he had helped to make great; but the plan he had evolved and that he was telling me about was just a little scheme for the good of the race. I do not even know if it was practical. But that was the thing that this man, whom the world almost feared because he dared to wield the scepter of his power

without fear, had before him as his dream. His dream was just a dream of helping things on. Then, as if he thought perhaps I should be surprised, he suddenly said: 'Do you know that the big newspaper of tomorrow is not going to be built of scoops or beats, but of service? The paper that renders the largest service to its subscribers is going to be the greatest paper.' That was not said to me as the sentiment of a soft-hearted man, but as the deliberate judgment of a hard-headed man.

"I sat one morning with Henry Ford listening to him talk reminiscences. Then he began to talk about his little cars. He was not talking about his output, not about the millions. He was rejoicing in the comfort and the happiness that his cars were bringing to the little people. He did not boast of the product of his factory, but of the producers. He told me what good citizens they were. Now that man is a type. He did not make the new social sympathy, the new social sympathy made him. And writing men were the men who spread this social sympathy. Their writing was the ether on which this social sympathy traveled in heat waves from the heart of the country. Your reporter is a great asset. When you stop and count up the compensation in pelf, it is not very large, but if a reporter can feel himself somehow akin to Homer and Moses, there is reward; if a reporter can see himself sometimes the engine of divine wrath, sometimes the ministering angel, sometimes the light that leads men kindly, there is compensation enough.

"To be a reporter is a great calling."

#### Hotchkiss Wins Puzzle Prize

Professor George Burton Hotchkiss, chairman of the Department of Advertising and Marketing, New York University, won first prize of a dozen golf balls in the Victor Cross Word Puzzle Contest held on board the Lancastra.

## FIRST PICTURE OF THE ADVERTISING CONVENTION



His Royal Highness the Prince of Wales addressed a packed hall when he opened the London convention of the A. A. C. W., first pictures of which arrived this week. At the right of the Prince can be seen Viscount Burnham, presiding officer, and in the row behind the speaker are seated Harold Vernon, Lou E. Holland, H. H. Charles, Frederick Potter, Andrew Milne and others of fame in advertising.

# EMPLOYEES' PENS BLUNT NATION'S EDITORIALS

## And Underpaid Writers Cannot Keep Essential Contacts With the World, In Opinion of Alfred Holman, San Francisco Bulletin's New Editor

By TRUMAN HANDY

"THE writer who cringes, or hedges, neither gets his readers' respect nor keeps his own.

"There must be no mincing diplomacy in editorial expression; no tilting at windmills.—nothing but frankness in the declaration of one's opinions supported by adequate reason.

"Where I can see no solution of even a public evil I leave it alone. I do not believe in thrashing the air with an impossible idea."

These views of Alfred Holman, editor of the *San Francisco Bulletin* and former publisher of the *Argonaut*, whose pen in recent years has marked him as one of the most trenchant and widely-read editorialists in the country, attach a broad significance to current newspaper ethics.

And Mr. Holman, as a newspaper owner-publisher and as a member of both the advisory board of the Pulitzer School of Journalism and the board of trustees of the Carnegie Endowment for Peace, of which Elihu Root is chairman, occupies not only a rare position today in American journalism but is, like Fremont Older and the later Harrison Grey Otis, an outstanding figure as a pioneer in Western newspaper dictatorship.

He is distinctly a thinker and of rather unusual status. Inasmuch as the majority of his life has been devoted to writing almost exclusively for his own papers, his work quite naturally has been characterized by a frankness, a freedom, that rarely can be the product of an employed pen.

At the same time he is no radical. One finds him thoroughly tolerant, deeply interested in the young newspaper man of today, in the maker of future newspaper history. He is quiet, calm, cosmopolitan. Scholastic in aspect. A man of broad conceptions.

When the *Bulletin*, San Francisco's oldest daily, changed ownership recently, there was a dubious flurry in Pacific newspaper circles.

Who would the new editor be?

Would the *Bulletin*, avowedly a paper of extreme popular flavor, continue its stand for the people with its new controllers comprising a group of particularly eminent local capitalists?

How could such a merger of extremes possibly be accomplished?

At length Holman was announced the new editor—the same Holman who for nearly two decades has been personally responsible for the discerning and basically reliable *Argonaut* that has the distinction of being the first journal, of opinion published in the West to run in harness tandem with the *Dial*, the *Nation* and others of similar category.

And, incidentally, it was the *Argonaut* which, under Holman's guidance, first scraped sundry politics out of a rather bilgy mire and, in addition, brought to light Ambrose Bierce, whom each fleeting year sees more acclaimed the equal, if not perhaps the peer, of Poe.

Holman was busy making certain rearrangements of the *Bulletin* when interviewed for EDITOR & PUBLISHER. In fact, his guiding force there is already vastly apparent.

"Writing," he said, "must be an honest expression. No man writes convincingly of views which are not his own conviction and thinking. Editorial writing, to be effective, must deal in the main with matter that is current, with the best of it explaining the meaning of things not obvious to the reader. It should interpret the news.

"The man who brings to current events the support of illustrations and principles drawn from history and lessons of life as he has seen them makes a vital contribution to public intelligence.

"As I appraise the editorial writing of the country its main fault, I find it that it is too largely the work of employed pens.

"Also, editorial writers have too little



### ALFRED HOLMAN'S FIVE POINTS

(1)

Take your character with you always.

(2)

Make no compromises.

(3)

Always do your best work.

(4)

Extend your contacts with men and things.

(5)

Read unceasingly what is going on in the world and read the best books.

opportunity for contacts that keep them in touch with the active forces of their time and without which no man can be intimately conscious of the facts of an atmosphere that should inspire him.

"The man who lives in a Harlem flat and who touches life only through the office of his newspaper can have only poor equipment for his work.

"The fault is largely with the publishers. Not one in 20 pays those who write his paper with a liberality that enables them to mingle on free, equal terms with the world on the one hand of which they write and the other of which he addresses.

"Only a few months ago Mr. Munsey told me there was not an editorial writer in New York who had the opportunities for contacts that his job required. It is a case now of either permitting men freedom or of paying them enough so

that they can properly support relationships for their works."

Nor, as has been said, does Holman speak from the standpoint of an outraged hireling. His interest in the paper he now edits is partly proprietary and, with the exception of various contributions to the *North American Review*, *Century* and other magazines and, in recent years, to the *New York Times*, he has been, since 1888, publisher and editor of the *Seattle Post-Intelligencer* and owner-editor of the *Pacific Rural Press*, of San Francisco, the *San Jose Mercury* and the *Sacramento Union*, as well as the *Argonaut*.

Despite his proprietary interests he rebels against commercialized journalism. For instance:

"In my several publications the centre of gravity has always been in its head rather than in the stomach, with the

### CAPPER HOST TO 17,000 CHILDREN



Seventeen thousand young and grown-up children of Topeka, Kan., were guests of Senator Arthur Capper at the picnic with which he celebrated his 59th birthday, July 14. For the past 16 years Senator Capper, publisher of the *Daily Capital*, has marked his anniversaries by giving the city's children an outing, and last week's turnout made a new record, according to George C. Cobbe, city circulation manager of the *Capital*, in charge of arrangements.

policy made in the editorial room rather than in the business office. I hope I do not boast when I admit of a series of modest successes under this regime. It can be done!

"An editor has no more right to juggle with opinions and judgments than a judge on the bench. Opinion is not a commodity that can be bought and sold successfully. Nor is the influence which, in one degree or another every editor may exercise, something he may lend or give away.

"While one may accord or withhold publicity at his pleasure he may not, if he be an honest man, apply the same principle to his opinions. I would as soon feed poison to my readers as to give them biased information or twisted judgment."

For the young journalist Holman has the highest ideals and a strict doctrine, prescribing what Polonius epitomized: "To thine own self be true." It was brought out forcefully to him early in his career, he says, by the late Harvey W. Scott, for half a century publisher of the *Portland Oregonian*, and who gave Holman his real introduction to journalism as his personal assistant.

Scott's theory was, "Give your readers strong meat," and, throughout the years, Holman has purposely followed it.

"Looking back over a fairly long career," he said, "I regard journalism as one of the most inviting professional careers, extending opportunities to a young man afforded by none other—opportunities of distinction and service that are hardly paralleled.

"In any legitimate view it calls for no moral compromise and any other than legitimate journalism should be avoided like any other evil thing.

"The small newspaper remains the best training school for unseasoned writers for, while the great papers hold men to a narrow classification of work, in the smaller ones all columns are open to initiative and industry.

"I would counsel the young man: (1) Take your character with you always; (2) make no compromises; (3) always do your best work; (4) extend your contacts with men and things, and (5) read unceasingly what is going on in the world and read the best books.

"Your work should be done in the professional spirit. If this can't be accomplished in one association go somewhere where it can be done. No other road leads to the kind of success that is worth having; it is the only way to build character and to maintain self-respect in journalism or any other career."

### ASKS \$150,000 FOR LIBEL

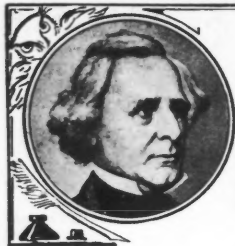
#### Ex-Employe of Vanderbilt Paper Sues Ladies' Home Journal

Captain Edward J. Ralph, formerly of the army and Aid to the Assistant Secretary of War, recently filed suit in Los Angeles against the Curtis Publishing Company of Philadelphia, asking \$150,000 damages for alleged libel, as the result of an article published in the *Ladies' Home Journal* for May, 1924.

The article referred to purported to be an interview with Cornelius Vanderbilt, Jr., whose corporation publishes the *Los Angeles Daily News*, and of which Captain Ralph was one of the original directors.

The article detailed Mr. Vanderbilt's efforts to start his paper in the face of a "widespread conspiracy and the efforts of treacherous executives within the organization." The article stated that "three of the executives were discharged summarily on ample proof of their treachery."

Captain Ralph, with two others, was asked to resign from the corporation, but, he declares, not for the reasons given in the *Ladies' Home Journal* article, which he asserts is untrue.



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(Continued from Last Issue)

All the way through the pages of this little book portions of Herald news stories are torn and twisted to suit the libellous purposes of the author, though he must have been perfectly well aware that a "live" newspaper like the Herald covered all the news, however sensational or repulsive might be the cases of immorality and criminality that had to be written up. The author made use of every form of abuse; attacked his private character, and even dragged in the names of his wife and infant son to increase the force of the blows struck at him anonymously.

The following repulsive pen picture of Mr. Bennett was drawn by his prejudiced assailant:

"James Gordon Bennett is six feet high, when he stands straight; lean, raw boned; lantern jawed; with a very long, crooked nose; a disagreeable mouth; small grey eyes, squinting so terribly, that their apparent angle of vision does not extend more than half an inch from the narrow bridge of the nose. He has a narrow forehead; grizzly hair and whiskers, and speaks with a broad Scotch accent. He is exceedingly violent and profane in his language to those in his employ, treating them habitually with the most vulgar abuse."

The concluding sentence of this waspish little volume is a barefaced denial of the facts regarding the Herald's steady growth and increasing prosperity. Here follows the venomous paragraph:

"The whole establishment exhibits decrepitude and decay. Bennett, as malicious as ever, has not even the miserable power to do mischief. With failing energies and a tottering establishment, he is the serpent without his fang—the viper without his venom—hissing but stingless."

Mr. Bennett entirely ignored this last impotent attack and the book practically fell dead from the press.

Both Beach and Bennett plainly intimated that each other's competing newspaper was "going down" rapidly, and Mr. Bennett expressed this view one day in the following squib:

"The Sun is now rapidly going down, in consequence of its inertness, want of talent, want of principle, and want of enterprise. The Herald is going up and we mean to maintain our admitted supremacy."

In 1844 Mr. Bennett made a notable addition to his news gathering facilities by establishing a daily express between New Orleans and New York, enabling him to secure news in from one to four days in advance of the mails. He systematically covered the entire Southern field, including even Havana and the then disturbed territory of Texas.

## CHAPTER SIXTEEN

### Mr. Bennett As a Censor of Newspaper Morals—Prosecutes Noah for Libel—Is Publicly Whipped—Herald's Use of the Telegraph

MR. BENNETT kept a close watch over the struggles of his contemporaries for existence, and for any derelictions from the "straight and narrow path," and early in 1845 caught the Tribune in the "fabrication of 'important' foreign news," pointing his editorial finger at poor Greeley, who was too mortified to reply. It was well understood that the Tribune was far from prosperous, and was constantly being beaten by the Herald in the collection of news.

Another editor and publisher to be given some unwelcome publicity about this time was "Cheap Jimmy," the fate of whose little daily is thus described:

"ANOTHER NEWSPAPER GONE.—The *American Advocate*, recently started by a person calling himself 'Cheap Jimmy'—and cheap enough, we suppose he now feels himself to be—disappeared one morning, bright and early last week, and has been added to the number swallowed up by the Aurora and the notorious Plebeian. Such is the end of another of those fruitless and bootless attempts, by persons unacquainted with the business, to start newspapers. 'Cheap Jimmy' announces he has lost \$2,000. If that be all, he has reason to congratulate himself as having made a very good bargain. Some of the papers that have exploded recently have lost from \$10,000 to \$20,000 each, and others now in existence will probably lose as much before they learn sense and clear out of the way of those who know how to manage newspapers."

The Aurora was pretty bad, but the Plebeian was "much worse," according to Mr. Bennett, being "coarse, vulgar and obscene."

Again, in the fall of 1845, Mr. Bennett drew the attention of the public to another of Noah's freak schemes, in the following skit:

"VOICE FROM AN OLD CLOTHES SHOP.—We are very much gratified in perceiving by a notice in one of the small papers that M. M. Noah, formerly an

editor in this city, of some celebrity, is still alive, and is endeavoring with laudable ambition to make a little noise in the world before closing his mortal career. We having heard much of him of late, we supposed he had been buried amongst the 'clo', or had been slumbering amongst the dead. But it seems he is actually alive and kicking. He intends, we understand, to get up a Convention—a 'National Convention' of all native editors for the purpose of adopting resolutions to effect the exclusion of all foreign born editors, reporters and newspaper proprietors. According to the most recent accounts, it seems a large proportion of the independent press of this country is managed by persons born in other lands. 'Clo' thinks this highly dangerous! Hence his patriotic effort."

This attack spurred Noah on to repeat some of his slanders against Mrs. Bennett in his paper, the *Sunday Times*. His reckless and vindictive policy thoroughly roused Mr. Bennett, who on January 29, 1846, in a slashing editorial, announced his prosecution of Noah for libel, both civilly and criminally:

"PROSECUTIONS FOR LIBEL AGAINST M. M. NOAH.—We have given directions to my lawyer to begin fifteen or twenty separate and distinct suits for false and malignant libels, published by an old Jew, called Mordecai Manuel Noah,\* against my family during the last five or six months. These will be civil suits, but I shall at the proper time lay all those aggregate and atrocious offenses before the Grand Jury.

"For more than six years, this man Noah has been defaming my reputation and character by the publication of the most atrocious falsehoods against myself, until by his conduct he has broken down and been driven from every newspaper with which he was connected. For these libels on myself, I care nothing—and never would have noticed them in any shape, but during the last six months he has had the audacity and brutality to try to defame and insult all the female members of my family. \*\*\*\*\* For these mean and brutal attacks—conscious of being equal to any person in this community, either in birth, education or reputation, my family have too much spirit—too high a personal character—and too much contempt for the source they spring from, to give them a moment's uneasiness. But it is a duty which I owe to society—to the good name which will be transmitted to my children, during their future career, to take this brutal man Noah, from the sink of corruption and beastliness into which he has fallen—to bring him into the courts of justice and to punish him and exhibit his beautiful career as a warning to others.

"The cause of this atrocious conspiracy against me and my family may be readily traced to the remarkable success of the newspaper establishment which I have created in this country without money or rich friends. The surprising success has so far surpassed the expectations of my contemporaries that they attribute to my prosperity and untiring enterprise the downfall of their own schemes, and the destruction of their own miserable papers. Hence the jealousy—the rivalry—the hatred—the intense hostility which many journals entertain toward the *Herald* and its proprietor.

"I came to this city nearly thirty years ago. I started the *Herald* in 1835, and have succeeded by my own talents, industry and the generosity of the American people to place it at the head of journalism in this continent. This has excited the mean jealousy of my rivals, and in this brutal mode of warfare this Jew, M. M. Noah, has been from the beginning one of the principal instigators and ringleaders, but it is only during the last few months that I could catch the wretch on his own responsibility, or under his own name."

Bennett's contemporaries did not take his quarrel with Noah very seriously and made fun of both of them. Greeley in the Tribune thus referred to the subject:

"TIT FOR TAT.—Mr. Bennett, of the *Herald*, states that he has commenced fifteen or twenty libel suits against Major Noah for articles recently published in the *Sunday Times*—being, we presume, the 'Black Mail Lectures' which have made that paper almost as popular as the *Mercury*, under the refreshing 'stated preaching' of Dow, Jr. We learn further that the Major is fully up to snuff, and announces his intention of bringing thirty or forty prosecutions against Bennett. Every time the Major is served with a writ, slap! go two writs upon Bennett's shoulder. Bennett will lose at this game, unless he plays it very extensively."

### Mr. Bennett Is Whipped

As luck would have it, the same day that Mr. Bennett's violent editorial appeared, he was attacked with a dog-whip by an enraged citizen, the following account of which appeared in the Tribune:

"Mr. A. A. Clason, of the firm of Clason & Paine, 31 Wall street, attacked James Gordon Bennett, yesterday morning, at the corner of Maiden Lane and Nassau street. Mr. Clason has been contemptuously alluded to several times by the *Herald* in connection with the affair of McLachlan and Templeton, and yesterday morning the parties met, and Clason

'Drew a dog-whip

From beneath his coat,

and struck Bennett, who put up his arms and attempted to cover his face with his cloak, exclaiming, 'None of your nonsense.' After some half dozen blows, the whip broke and the affair was over—Bennett coolly picking up Mr. Clason's hat, which had fallen off in the fray, into the mud, and handed it to its owner."

\*In the Encyclopædias Noah's name is given as Mordecai Manuel Noah.

(To be continued next week)

# WHAT IS THE LURE OF THE TABLOID PRESS?

## Pictures, To Be Sure, But Even More, News Shorn of Waste Verbiage, Say Editors of the New Type— Economic Conditions Will Force Its Universal Adoption Within a Few Years, They Believe

WHY is a tabloid?

What is the lure of this half-size newspaper?

Why do more New Yorkers, for instance, buy the five-year-old *Daily News* than any other of the older dailies?

What kind of people read tabloid newspapers? Are they all "gum-chewers" as the editor of *Time* describes them, or are they Sweeneys and Stuyvesants, Morgans and Cohens, as the advertising manager of the New York *Daily News* declares?

Can the tabloid say it with pictures only, or are news stories which defy the camera necessary to popular acceptance?

Can the tabloid newspaper along present metropolitan lines succeed in smaller cities?

How many page layouts of news pictures need be used to attract and hold attention, without undue expense?

Can the total number of pages be increased indefinitely without loss of the tabloid identity?

How many columns can be included in a page with an eye to symmetry, readability and economy?

Are long train rides between home and business essential to success of a tabloid?

What contributions have been made by tabloid journalism toward the science of newspaper publication and to the public welfare?

These and kindred questions were recently submitted by EDITOR & PUBLISHER to the editors and managing editors of the half-dozen tabloid daily newspapers which have appeared and lived since the armistice. Their answers, direct and illuminating, are given below. Before taking them up, however, it may be well to trace briefly the course that this journalism has followed during its early American career.

It is not new. Tabloid journalism was established in England even before the war and the *Daily Graphic*, *Daily Mirror* and *Daily Sketch* are circulation leaders in London. In the United States, tabloid format has been employed for years by picture periodicals and for almost 20 years by *Women's Wear*, a New York textile trade daily, has followed this style, with 5 columns to the page.

None of these had developed the news technique that marks the tabloids of 1924, all of which are modelled to a great extent upon the *Daily News* of New York, which in turn took its early inspiration from the London picture papers. During its first 5 years, which ended June 26, this newspaper has long since turned its eyes from England and has evolved its own thorough-going scheme of operation.

None of the American tabloids has shunned the possibilities inherent in tales and pictures of ladies in bathing suits or in difficulties that bring them before "the authorities." None of them ignores the news element in murder or triangular amours. Some of them do scrub the hide of a "juicy" story until the blood runs, but all of them prefer not to be known as "yellow journals." The *New York Mirror* avows entertainment as its chief mission, but the others stress news, and in their own ways, avoid the marks that people associate with sensationalism—for instance the diagram with cross indicating the *corpus delicti*.

The success of the New York *News* has been duplicated on a smaller scale in other centers, though some attempts to imitate it have met disaster. In Seattle, the *American*, which floundered for a year before starting, managed to live only a few weeks before the mortician was summoned. In Baltimore the *Times* was equally short-lived, its backers apparently in deep and complete ignorance of the field and the medium. For days the paper appeared without a local picture or story of importance. The *Baltimore Post*, a Scripps-Howard evening tabloid which took the mark with the *Times*, felt its way, studied its field and is now enjoying, after 2 years, a measure of prosperity.

Similar conduct marked the Scripps-Howard *Daily News* in Washington, which is also on the road to success.

In Des Moines, the *News*, an old-established Scripps-Howard paper, switched from regular to tabloid make-up and back again within a year, with indifferent results.

Detroit's *Daily Ledger* gasped only a few breaths before finding the pace too fast.

The *American* in St. Louis also suspended recently after a brief experience. Boston's experience has been unique. The venerable *Morning Advertiser*, kept alive by W. R. Hearst as a four-page

In San Francisco, Vanderbilt launched the *Illustrated Daily Herald* last December, and, in accordance with his slogan "The Public Be Served," he has kept his readers fully informed on a number of alleged plots to end the existence of that paper. The young man appears to like personal journalism and is quoted frequently in his own columns. This paper claims 150,000 circulation at one cent a copy.

Vanderbilt's future plans call for similar newspapers in Detroit and Seattle, at least, and probably in other cities as his earlier ventures become established.

And latest among the metropolitan tab-

more reading columns of type. Had the *News* existed in war days, its readers would have seen at a glance scenes from the great battles; they would have seen the tired soldiers Gibbs described and all the other phases of the war. No written words would have equalled the vividness of the picture.

"That paragraph is in part an answer to your questions:

"What is the lure of the tabloid newspaper for the public? Are the pictures the chief attraction?"

"Certainly pictures are the chief attraction, for they are the very essence of tabloidism.

"Every good picture is a story told in a flash, with the added value of having given the reader the feeling of a person actually seeing the event.

"A large part of the lure is based on the feeling it gives the readers of being eye-witnesses to the big news of the day.

"It is true that certain big stories cannot be covered satisfactorily by the use of pictures and captions exclusively. The Democratic convention was a sample of the kind of story that needs a great deal of type-telling, too. Yet it is safe to say that the conventions this year were presented to the public more clearly than any others, due to the increased use of pictures by all newspapers.

"Editors of the *News* are trained to think in terms of pictures all the time. There are few stories, even of the statistical type, that cannot be pictured in some way; if not by the camera, then by an artist.

"Stories such as the Wall street explosion, the funeral of President Harding and the Lorain tornado can be told much more effectively in pictorial form. Editors of all newspapers, including the most conservative, are realizing this and devoting more and more space to pictures.

"The tabloid newspaper has come to stay and is going to grow so that within the next ten years every city of importance will have one. I do not think the tabloid can prosper in a city of less than 500,000 population. It is the hustle and bustle of a metropolis that has much to do with tabloid success. The rush of a big city makes most readers want their news in such a form that they can grasp it quickly.

"During the Democratic convention, every New York newspaper devoted from 5 to 10 pages daily to the story. I venture to say that not more than one out of every hundred readers of the regular dailies had the time to wade through this mass of type, much of which was repetition. The *News* presented to its readers all of the essential facts and many features of the convention, but we did try to avoid repetition. Brevity, next to pictures, has most to do with a tabloid's success. It is the tendency to print over-written stories that is going to make the tabloid more popular.

"With pictures alone a tabloid could not gain the vast circulation of more than 800,000 daily that the *News* has acquired in five years. The public must be supplied with all the news of the day. A careful check on the columns of the *News* will show editors that practically every important story carried in any other metropolitan newspaper is carried in tabloid form.

"Every day a report is received by me giving a detailed list of all stories printed in other New York newspapers with a check against any the *News* did not carry. There are few check marks on these reports. We try to make the *News* 100 per cent informative and to keep out of its columns anything that could be considered dull.

"EDITOR & PUBLISHER asked among other things, if long subway or train rides between homes and business are necessary for success of a tabloid. Such rides are no more necessary for the suc-

(Continued on page 34)

### SONGS OF THE CRAFT

(Copyright 1924 by EDITOR & PUBLISHER)

By Henry Edward Warner

#### YOURS TRULY

When I was the devil in a small town plant  
In the days of the old print shop,  
I was sticking type about half the time  
And the other half pushing the mop!  
I pushed that mop till the floor was clean,  
Then I took my take like a man,  
And I stuck my thousand in an hour, too,  
Right along with the clean-escaped clan.

And I was a devil of a devil, too,  
When brevier was the pin-point size;  
And many a time I have shown type lice  
With a squirt in a new boy's eyes!  
And many a time I have lingered long  
When the work of the day was done,  
At the Gentlemen's Club of the old print shop,  
Jeffing on the make-up stone!

Now where is the devil of the old hand type?  
He has gone with the Dinosaur!  
He sleeps with the Dodo . . . he has gone his way  
To be seen in the shop no more!  
And the old kick press in the junk heap lies,  
And there it will rust and lie  
Till the printers jump at Gabriel's horn  
And the form is a mess of pi!

When I was the devil! . . . O the memories fair  
In the smell of the old print shop!  
When I stuck brevier about half the time  
And the other half, pushed the mop!  
Let the world wag on as it will, but I  
Shall dream when I may, and smile  
With love for the devilish little devil I was,  
Back yonder a devil of a while!

paper with negligible circulation for the sake of its Associated Press membership, suddenly bloomed as a tabloid. Next Hearst purchased the *Evening Record*, companion to the *Advertiser* in a prior existence, and converted it also to tabloid format. Then Hearst's *Evening American* put out a nearly edition sold in competition with the tabloid *Advertiser*, while its later editions vied with the tabloid *Record*. This trial and error method resulted in the expunging of the *Record* after a few weeks, the transfer of its A. P. membership to the *American* and undisputed possession of the tabloid field to the *Advertiser*. The latter has had a slow and somewhat irregular growth during four years.

Meanwhile, on the Pacific Coast, Cornelius Vanderbilt, Jr., stepped up to show the old timers how to do business, combining purity and profits in journalism. He sold 150,000 advance six months subscriptions for his *Illustrated Daily News* to the people of Los Angeles, which appeared last September as a two-cent morning paper. Apparently, his policies of clean news won the approval of more folks than the members of the women's clubs who first endorsed them, for his circulation reports claim well over 200,000 copies sold daily. Its price is now one cent. Advertising is carried in fair volume.

loids is the *Daily Mirror* in New York, under the Hearst aegis. Hardly a month old, it should not be given much more here than the mention that a number of the most capable Hearst officers have it in charge and that it has had the close attention of Mr. Hearst's three oldest sons. Its infant lineaments are similar to those of its five-year-old contemporary, the *Daily News*. It is geared to high speed.

Which brings us back to this precocious scion of the 77-year-old *Chicago Tribune*, whose co-editors and publishers, Col. R. R. McCormick and Capt. J. M. Patterson, found the energy, money, and brains to give New York a new kind of newspaper. Capt. Patterson has been the genius of most of the promotion that gave this daily a firm foothold and sent its circulation climbing in bounds of 100,000 copies.

Philip A. Payne, who has been with the paper almost from its birth and has been its managing editor for the past two years, and by that token speaks with authority, has this to say of the tabloid:

"Sir Philip Gibbs was the most popular war correspondent because he painted a vivid word-picture of the struggles he witnessed. His pictorial pen gave readers of his stories a mental picture of the war. To envision the war as Gibbs saw it, however, readers had to spend an hour or

BAD WEATHER CUT SPRING BUSINESS LINEAGE STATISTICS INDICATE

New York and Other Cities Show Great Improvement in June Over Earlier Period, Even Discounting Extra Sunday Last Month

TEN of the thirteen Greater New York newspapers whose advertising was measured by the New York Evening Post Statistical Department carried more business during the first six months of 1924 than in the same period of 1923.

Unfavorable weather throughout the country during May and early June is considered as a very tangible factor in cutting down newspaper advertising.

Better weather conditions during the latter part of June and early July will no doubt be reflected in the July lineage, which, it is indicated, will be about equal to that of July, 1923.

May and June statistics for the 29 cities follow:

For the month of June, the net loss of the same dailies was only 145,806 lines, or about 1 per cent, due no doubt to the fact that June, 1924, had five Sundays against four in the same month of 1923.

Comparative tables by newspapers for the six months and for June appear in an adjoining column.

Indications that business has recovered somewhat from its spring lull appear in the Evening Post figures for May and June covering 134 newspapers in 29 cities.

Table with columns for City, MAY, 1924-1923, and sub-columns for 1924, 1923, Loss, and Gain.

Table with columns for City, JUNE, 1924-1923, and sub-columns for 1924, 1923, Loss, and Gain.

JAPAN NOT SHUNNING U. S. GOODS

Efforts of Hoodlums to Inflame Mob Sentiment Futile—Newspapers Almost Unanimous in Calm Comments

By JOHN R. MORRIS (Far Eastern Editor, EDITOR & PUBLISHER)

Tokyo, June 20.—Abortive attempts of a few groups to instigate a boycott of American goods in Japan has had no appreciable effect on either the sale of American products here or the amount of American advertising published in the country's newspapers.

The origin of the so-called boycott has been with small groups of young hoodlums, who are able to create for the moment an atmosphere of excitement altogether out of proportion to any tangible scheme of action of which they are capable.

There is no doubt that this fact is fully realized by every Japanese who is in any position to have the slightest effect on American-Japanese trade.

The Japanese newspapers, with notably few exceptions, are doing everything in their power to point out the danger to Japan which lurks in the irresponsible vapories of the anti-American agitators.

The Hoshi Shimbun this week devoted an entire page to arguments against confusing American-Japanese diplomacy and American-Japanese trade.

NEWSBOYS' BAND SAILS

Canadian Organization to Play at Empire Exposition, Wembley

Only one Canadian band has so far been engaged to play at the British Empire Exhibition, the Edmonton, Alberta, Newsboys' Band, which is now en route to London, England, to fill a four weeks' engagement at the big exposition.

There are fifty-one boys in the band, everyone of whom is a bona fide "newsy."

Michaels, who sailed with the boys, has made money in Edmonton and has given thousands of dollars to the band. For the trip to England he put up \$6,000 against the \$9,000 subscribed by the people of Edmonton.

ADVERTISING LINE-UP OF NEW YORK DAILIES SO FAR IN 1924

COMPARATIVE LINEAGE JAN. 1.—JUNE 30, 1924-1923

Table comparing lineage for Jan 1 to June 30, 1924 vs 1923, with columns for Pages, Percentage of total space, 1924, 1923, Gain, and Loss.

\*No Sunday edition. \*\*332,394 lines American Weekly, Jan. 1 to May 31, 1923, inclusive, not included. †Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. Globe figures Jan. 1 to June 2, 1923, inclusive.

COMPARATIVE LINEAGE, JUNE, 1924-1923

Table comparing lineage for June, 1924 vs 1923, with columns for Pages, Percentage of total space, 1924, 1923, Gain, and Loss.

\*No Sunday edition. †Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. ‡Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. §Herald and Tribune combined March 19, 1924. ||January 1 to March 18, 1924, inclusive. ¶January 1 to January 27, 1924, inclusive.

COMPARATIVE LINEAGE JAN. 1.—JUNE 30, 1924-1918

Table comparing lineage for Jan 1 to June 30, 1924 vs 1918, with columns for 1924, 1923, 1922, 1921, 1920, 1919, 1918.

†Figures not recorded. ‡January 1 to June 2, 1923, inclusive. ¶January 1 to January 28, 1924, inclusive. ||January 1 to March 19, 1924, inclusive.

COMPARATIVE LINEAGE, JUNE, 1924-1918

Table comparing lineage for June, 1924 vs 1918, with columns for 1924, 1923, 1922, 1921, 1920, 1919, 1918.

†Figures not recorded.

# NEWSPAPER TYPOGRAPHY AND MAKE-UP

## Appreciation of Attractive Typography and Make-Up Greater Now Than Ever Before—Marked Improvements Noted in Many Papers—Difference Between Typography and Typesetting

By H. FRANK SMITH

### Article XVI

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items, such as headings, advertisements, editorial pages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, NEW YORK.

Replies Cannot Be Made by Mail

## How Would You Decide This Question of Make-Up?



Fig. 1—Foreman says story under double-column head should follow in first column as shown above. We agree with the foreman.



Fig. 2—Editor says story should follow in second column. No harm is done, but it isn't standard make-up practice. See Figs. 3, 4, and 5, below

## COMMENT AND CRITICISM

### A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

Sumner J. Harris, Door County Advocate, Sturgeon Bay, Wis.—Regarding the particular question you raised (whether the lead paragraph should follow the left or the right of a double-column head) I agree with your foreman; that is, I would follow the left side of the head, as your proofsheet shows and which your foreman says is right. There does not seem to be any good reason why you could not let the lead follow the right side (or end) of a double-column head, except that make-up practice on suburban weeklies as well as metropolitan dailies seems to prefer having the lead follow the left side (or beginning) of a double-column head. Some papers modify this practice when the double column head comes on the right-hand side of the page, when they make-up the lead to follow the right-hand (or end) of the head. Of course if the double-column head comes in the two last right-hand columns (5 and 6 in your paper) the lead would follow the end of the head, which you of course know. (See Figs. 1, 2

and 3.) Incidentally the typography and make-up of the Advocate is very well done. I think I would put a 2-column head over my classified—you carry enough to make a big feature of this department.

T. R. Longcope, Advertiser, Boston.—I do not see anything important that can be done to your classified to improve it. Your pages have what I like to call a "wallop" in them. I think I would put a 1-point face rule above and below the major heads like "Automotive," "Business Service," etc., just to let these heads stand out a little better so a fellow could find what he is looking for easier—and, maybe, quicker.

Charlton Wright, Sunday Record, Charleston, S. C.—The July 13 issue of the Record looked very good, considering the 44 pages in five sections it carried. The typography and make-up compares very favorably with the better metropolitan papers, and the only thing that might

be refined is the choice of type used in most of your ads—too many different styles and sizes are used in individual ads. Composing room should be more careful to use only the same faces or "families" in any one ad. Your masthead could also be improved—especially the title, which seems all worn and twisted out of shape.

News-Record, Miami, Okla.—Why not kill those 12-point solid mourning borders that you use around the ads of Coyne, Eagle-Pilcher, Commerce Mining and Royalty Co., and N. E. O., in your June 22nd issue and use instead a light-face border similar to Coca-Cola and Skelton? You would improve the attractiveness of the News-Record wonderfully if you did. And when you use the light-face border leave out the 24-point solid squares used for corners in the ad of Amalgamated Lead-Zinc Smelters. These big solid black corners were never intended for a light-face border, or any border for that matter. Your society, sport, local, and mining pages were very attractively handled—and proves that you folks know how to do it right.

Wm. N. Tyler, Review, Jackson Heights, N. Y. City.—For the size and kind of a publication that the Review is, I would say that you are handling the typography of the heads about as well as could be expected—although this does not mean that I would not use a "streamer" for the first page whenever I got a chance to put a little scream in some news item of particular and special local interest (like the opening of the Cross Bay Boulevard, for instance). While the general appearance of the Review is excellent, there are some little refinements which easily can be made; like setting the title on your masthead in the same style of type used for title on front page and enclosing the whole masthead in a border instead of only part of it; put a real head over your classified; use only 1-point face rules around all your ads—making the borders uniform. These are merely minor matters, but the appearance of the Review would be improved if you followed my suggestions.

George W. Greene, Press, New London, Wis.—Generally speaking there is nothing very serious in the Press to criticize. If I were you I would kill all the mourning borders you allow to creep in occasionally. Mourning borders never helped an advertiser in a local paper to sell anything. Your make-up is good—especially the pyramiding of the ads. Your first pages also are commendable. In the issue of June 19 I believe it would have been better to put the Manawa story in the 8th column, to follow end of streamer head, and to have put the Mail Robbery story in columns 1 and 2. Am glad to note you are progressive enough to use upper and lower case for your heads—even the streamers. Just kill the funeral borders, and the Press will stack up with the best of them so far as good typography and careful make-up is concerned.



Fig. 4—When double-column head is used in last two columns, story follows in the outside or last column, of course. This is a very attractive page.



Fig. 5—Double-column heads used in outside columns, in which a lead paragraph is also set double-column—adding emphasis and interest.



Fig. 6—When double-column head comes on right-hand side of page story usually follows end of head, as shown above. Note the double-column head on left-hand side of page—making a well-balanced make-up.

In reviewing the many newspapers that reach our desk each month it is extremely gratifying to note the sincere effort on the part of publishers, editors, compositors, make-up men, and others, to refine and improve the typographical appearance of newspaper pages.

Apparently it is being recognized more and more that there is a very great difference between writing a piece of copy—whether news, editorial, feature, head, ad, or something else—and transforming this copy into an attractive piece of composition—whether an entire page, or merely a small portion of a page.

Not so long ago, when copy was oked, it was cut into "takes," rushed to the composing room, and put into type in the quickest possible way—with little or no regard for such important details as reader interest and advertising values. That was typesetting.

Today the keen newspaper executive sees to it that copy is accompanied by a layout incorporating some of the fundamental principles of good typography that make for attractiveness, easy stimulating reading—such as suitable type faces and related decorative material, proper distribution of white space and margins, form and arrangement, etc., which is known as typography.

### Difference Between Typography and Typesetting

TYPOGRAPHY is altogether different from typesetting. To begin with, typography is concerned more particularly with the presentation of a message, in type—the visualization of an idea—and the consideration of the best ways and means to present that message (put over that idea) in the most favorable manner, so that the greatest number of readers will get it quick; and not overlooking the very important fact that this message is likely to be in competition with a great many other items on the same page, or in the same column.

Typography means planning and plotting the idea on paper in the form of a carefully thoughtout layout. This does not mean creating something "pretty," however, nor developing one of those "clever stunts" that every one looks at and pays no attention to. Some of the most successful typography is done with the simplest of materials—in fact, a great deal of it is done this way—a simple head or illustration, ordinary unadorned body type, and no border or decoration whatever. Look over some newspapers and note that the big and little ads that dominate the pages are usually set in a simple, quiet, dignified way. This applies to all the other typographic details, too. There is power in simplicity—even in newspaper typography and makeup.

Typography merely means thoughtful consideration of a good type face for display, an easily-read type face for the body, both faces set in proper measures and carefully spaced, illustrations positioned to the best advantage and with reasonable regard for balance, the proper distribution of white space and margins, and the selection of a suitable border that will harmonize with the type faces and illustrations. These are some of the fundamentals of good typography.

Typesetting is merely the assembling of these items into justified units, and is one of the least important details of typography.

When newspaper folks, especially those in the composing room, get better acquainted with the splendid possibilities of good typography (as distinguished from mere typesetting) newspaper pages will become more and more attractive, reader interest will be greatly stimulated, and advertising results increased—not to mention the resultant economies of time, labor and money.

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676,532  
1,125,258  
1,360,515  
8,474,871

# QUIBBLES BANISHED IN NEW LABOR COURT

Impartial Body of 12 Men Will Furnish Three Judges From Outside Newspaper Business to Decide Promptly Pressroom Disputes Which Deadlock Standing Bi-Partisan Board

By ARTHUR ROBB

PROMINENT as the proverbial bandaged thumb while New York newspaper publishers and their pressmen were bickering last year over details of the present and future working contracts, was the fact that no permanent or adequate machinery existed for the prevention of prompt adjudication of such disputes. The main award over which so much controversy arose was written by a Judge of the U. S. Circuit Court; supplementary and supposedly clarifying documents were penned by this judge, by associates on the Federal bench in New York, and by learned members of the State Supreme Court, with weeks' or months' delay between complaint and decision. None of the decisions satisfied the union—possibly that was too much to expect of the old local of the New York pressmen—and each of them led to fresh attempts at harassing pressroom operations.



GEORGE L. BERRY

That's a story definitely in the past. There is no local union of New York pressmen at present and the international officers have acted in arbitration of the wage question, which was the only problem left unsolved after the agreement ending the strike last Fall. The three-year contract and the wages it provided were noted in EDITOR & PUBLISHER last week. Other provisions were published last October. These data, ordinarily the meat of a story on labor negotiations, are insignificant beside the news that publishers and employes had agreed upon a complete and detailed plan for obtaining impartial and speedy determination of industrial questions.

The idea received considerable attention last summer when negotiations for a new wage and working contract were at their height. The publishers, always uncertain as to whether their press crews were available from day to day, suggested a permanent three-man board for the hearing and judgment of all disputes. That was the germ of the Printing Commission whose composition and duties are defined at length in the new contract.

Major George L. Berry, president of the International Printing Pressmen's Union, equally anxious to bring stable conditions in the city employing the largest number of web pressmen in the world, had a similar idea, which he developed in great detail, and it was his plan, in essence, which has been adopted, and the debt to him is publicly acknowledged by the publishers.

Primary jurisdiction over all disputes is vested in a Joint Conference Committee, composed of one representative of the New York local union, one representative of the international union, and two representatives to be named by the publishers. So far that differs little from the conciliation bodies familiar to all publishers, except that it is a four-man board and that the international union is represented.

One week is allowed this board for decision of any dispute submitted to it, except differences concerning amendment or extension of the present contract, for which 30 days is allowed.

If the Joint Conference Committee cannot render a decision within the week, jurisdiction is automatically transferred to the Printing Commission. This includes, besides the four members of the joint conference committee, three impartial, disinterested persons, chosen by lot by the four committee members, or, if

they cannot act, by the Mayor or Acting Mayor of New York. This official will select three members by lot from a panel submitted to him of men who have no interest or personal or business relations with any newspaper, or any publisher or union.

The panel submitted to the Mayor is to be selected within thirty days after July 17, the date of the contract, by the joint conference committee and it is to include twelve men whose prescribed qualifications are that they shall be "broadminded men of judicial or business or professional experience, and of practical experience in settling disputes." The three men to be added to the Joint Conference Committee to form the Printing Commission are to be chosen by lot on the first business day after completion of the panel. The other nine members of the panel are to be held in reserve in case substitutes are required.

After three months, the first three impartial members of the commission, or any of them may be removed on request of either party to a dispute, and the vacancy filled by lot from the remaining members of the panel. If this remainder is reduced to three men, a new panel making a total of 12 is to be chosen.

And, if the joint conference committee can't agree within thirty days upon the first panel, the Governor of New York is to be requested to appoint twelve persons or as many of the 12 as the committee fails to nominate.

The Printing Commission of seven members will organize with a president and secretary selected from the three impartial members within 10 days, and will sit, if called by either party, during the first and third week of each month to hear any disputes referred to it.

All of which is merely the winding of the clock-spring. The tick that results is something quite novel in industrial conferences. "Efforts to reach a decision immediately shall be made after the conclusion of the hearing of any case," the contract provides. "When a decision is reached it shall be immediately announced orally, and the three impartial members shall by majority or unanimous vote be recorded as casting a single vote." No minority report is to be recorded.

The commission is directed to prepare, with the co-operation of all its seven members, its findings in clear, workable, unmistakable terms, and its decisions will bind on both parties. Failure of either party to enforce a decision within a week breaks the contract. Disputes over the meaning or application of a decision are to be referred back promptly to the commission.

The three impartial members of the

printing commission are to be paid \$25 each for each session they hold.

Pending appeals to the Printing Commission, orders given by the foreman responsible for the issue raised shall be obeyed and all work continued without interruption or curtailment, the contract directs.

Another sharp tooth is present for prevention of trivial complaints to the Commission. The Commission is empowered to assess against the party presenting the trivial or unjust complaint the entire cost of the session. Otherwise, the expense is shared equally by publishers and union.

When the commission receives an appeal from a foreman's order, it is directed to ascertain whether the order was obeyed, even under protest, and if it is proved that the order was not promptly executed, the appeal is to be summarily dismissed and the discipline enforced by the foreman is to stand. The Commission is the final judge as to whether a foreman's order is in conflict with the contract.

A new provision of what might be called the statutory law of the industry appears in the power vested in the Joint Conference Committee or the Commis-

sion to compensate an employe for obedience to an unjust, unreasonable, or illegal order of a foreman. If the office does not adjust the difference, the committee or the commission can restore pay lost by the employe during unemployment consequent to the order, and may in addition, penalize the office by awarding a week's extra pay to the wronged-union member.

Balancing this provision is one that a union member found guilty by the committee or the commission of disobeying a just, reasonable, or legal order of the foreman, in addition to the discipline imposed by the foreman, be fined one week's pay, to be given to any charity named by the commission.

Organization of a new local union in New York will probably be undertaken in the near future, replacing the old No. 25 which went out of existence last September with the suspension of its charter for the unauthorized strike against the newspapers. Constitution of such a body appears to be essential to the legal composition of the joint conference committee and the Printing Commission under the contract.

Members of both bodies will in all likelihood be named by the parties to the contract without resort to the Governor or the Mayor, it is believed.

## Who's Who in the CONSOLIDATED PRESS



G. MARSHALL, General News Editor and special staff writer, has had the thorough grounding and training in newspaper work required of all Consolidated Press men.

Mr. Marshall's assignments have taken him from the battlefields of Central American revolutions, to the frozen shores of Lake Superior during the famous copper mine strike in 1913-1914.

Naval maneuvers in the Atlantic, human interest stories on the Pacific Coast, railway strikes in the Rockies, all have been treated in the trenchant style of this able reporter.

It was C. G. Marshall who met the P. & O. Steamer Appam when she was towed into Newport News a German prize of war and gave to the world one of the most graphic stories of the world conflict.

From 1907 until 1918 Mr. Marshall was with the Associated Press as correspondent and executive. For three years he has been a member of the staff of the C. P. A.

The special staff service of the C. P. A. is unique in modern journalism.



C. G. MARSHALL

### June, 1924

FOR the month of June the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,999

The five Sundays in June show an average net paid circulation of 177,571 for The Sunday Sun.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

The Consolidated Press Association  
Executive Offices, Evening Star Building, Washington, D. C.



Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

**Blue Ribbon FICTION**

First Run Work of First Class Authors  
 Blue Ribbon Serials for Sunday (one release a week)  
 Blue Ribbon Serials Week day (six days a week)  
 Blue Ribbon Short Stories—from 2,000 words down.  
 Well Written Tabloid Short Stories of 300-600 words

**BLACK & WHITE Strips**

The Gumps by Sidney Smith.  
 Gasoline Alley by Frank King.  
 Harold Teen by Carl Ed.  
 Winnie Winkle by M. M. Branner.  
 Moon Mullins by Frank Willard.  
 Smitty by Walter Berndt.

**COMICS IN COLORS**

Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

- THE GUMPS**  
 By Sidney Smith  
**GASOLINE ALLEY**  
 By Frank King  
**HAROLD TEEN**  
 By Carl Ed.  
**WINNIE WINKLE**  
 By Branner  
**SMITTY**  
 By Berndt  
**TEENIE WEEENIES**  
 By W. M. Donahay  
**MOON MULLINS**  
 By Willard  
**ONE ROUND TEDDY**  
 By Sals Bostwick

**GOOP ETIQUETTE**

By Celest Burgess

**W. E. HILL PAGE OF COMICS**

in Gravure or Black and White  
**HEROES OF THE WEEK**  
 Half Page by Sals Bostwick.

**CARTOONS**

John T. McCutcheon—Carey Orr—Gaar Williams

**BURNS MANTLE**

Weekly New York Theatre letter

**WEEKLY ILLUSTRATED CHILDREN'S STORY**

Raymond Kelly

**DR. EVANS**

The first and best of newspaper Medical Writers.

**WEEKLY COMIC STRIPS**

**JOLLY JINGLES**  
 By Hunter  
**EMBRASSING MOMENTS**  
 By McCullough

**SENTENCE SERMONS**

Roy L. Smith

**Daily and Sunday**

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Em-broidery, Club Ethics, Wake, In Motardom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

**LEASED WIRE Service**

Foreign—National—Local

**PACIFIC & ATLANTIC Photos**

Organized by the Chicago Tribune and The New York Daily News  
 25 Park Place, New York



**The Fastest Selling Comic Strip!**

Moon Mullins, Frank Willard's hard boiled comic character, is now appearing in daily and Sunday newspapers in all parts of the United States and Canada. Its acceptance by other newspapers has been more rapid than any other comic strip The Chicago Tribune has ever produced.

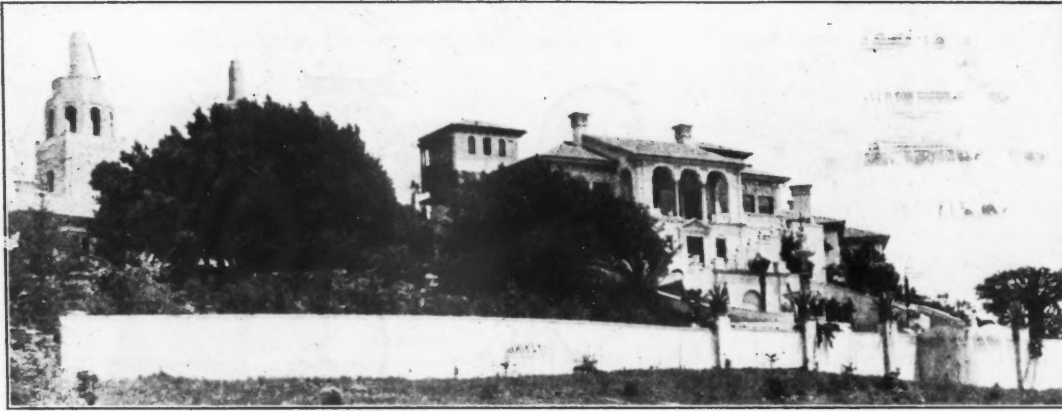
Moon is a tough bird. He thinks that a sock on the head is worth

two on the foot. You never feel sorry for him because you're always laughing at him. The strip is fresh, original, well drawn and invariably funny, and the laughs are sprinkled all the way through.

Breezy humor, well drawn characters, and timely subjects have made this one-year-old strip a great success. If your territory is still open, write or wire for proofs and rates.

**The CHICAGO TRIBUNE**  
**Newspapers SYNDICATE**  
 Tribune Square, Chicago      25 Park Place, New York  
**Buy ----- Leadership**

## HEARST MOVES TO CASTLE ON CALIFORNIA RANCH



San Simeon, San Luis Obispo County, Cal., is Hearst headquarters for the present. The publisher and Mrs. Hearst, with Mayor and Mrs. Hylan of New York as guests, this week took possession of this castle by the sea.

### PRESS AIDS VETERANS WITH BONUS BLANKS

Dailies in Several Sections of the Country Gain Good Will by Helping Applicants with Involved Questionnaires

Former soldiers and sailors again confronted with the mysteries of military paper-work in the application blanks just issued by the War and Navy Departments for the Federal bonus are receiving assistance from their daily newspapers. Incorrect answers, applicants are warned by the government, will result in the blank being returned for amendment, with all the delay that such a step involves.

This help is being extended by the Hearst newspapers, which favored the bonus measure during its stormy passage through Congress and over the President's veto, but it is also being given by other newspapers which fought the bonus as an economic wrong prior to its enactment.

In the latter class are the *Brooklyn Eagle* and the *Oklahoma City Oklahoman*. The experience of the latter in the campaign is related to EDITOR & PUBLISHER by Walter M. Harrison, its managing editor.

Mr. Harrison, swamped by inquiries as to the "when, where, and how" of filing bonus applications, attempted first to have Washington designate the newspapers as the distribution agency for the blanks, but made no headway until he obtained the co-operation of the local American Legion posts.

Blanks were secured through the local post and announcement was delayed until enough were on hand to supply every veteran in the *Oklahoman's* community. A dozen stations were placed throughout the busy sections of the city, manned with Legion men, and a three-day publicity campaign preceded the distribution. Three more days were devoted to placing the blanks in the hands of applicants and on the fourth day the *Oklahoman* opened "bonus headquarters" in a big store room, donated for the purpose, on Main street. Twenty-five stenographers were drafted from a business college, Legion men served in various capacities, and the *Oklahoman* drilled a dozen men in all the intricacies of the bonus law. The *Oklahoman* also provided luncheon for the workers and morning and afternoon publicity during the week.

Six thousand blanks were filled during the week.

"If a similar method is not adopted in every community and sponsored by the liveliest newspapers in the country," thinks Mr. Harrison, "bonus blanks will be straggling in for the remainder of the year. This, of course, will greatly com-

plicate the work of the departments at Washington.

"One of the major benefits of such a tie-up to the newspaper is the gratification of the local Legion posts. On account of our inability to see eye to eye with the American Legion in its fight for a bonus, it was the general local impression that we were against the American Legion. Of course, that was an erroneous impression, but nevertheless a deep-seated impression of our antagonistic attitude toward the bonus. By our leadership in organization of this local bonus campaign, I think that the unjustified ill-feeling has been entirely eliminated.

"One of the important things to do in the starting of this campaign is the publication of a specimen blank, properly filled out. This requires five newspaper columns, fourteen or fifteen inches deep and makes an ugly feature. But, judging from the number of calls for mats from smaller newspapers over the state and from the number of soldiers who came into headquarters with this sheet cut out, it is of great value."

### BOOST PACKAGE GOODS

#### Milwaukee Journal Promotes Sale of Brand Foods

To promote the sale of package grocery products, *Milwaukee Journal* is publishing on Mondays and Thursday, on the woman's page, single column display boxes which effectively call to the attention of housekeepers and buyers the economic and sanitary advantages of food products in packages bearing brand names. A copy writer, with a thorough understanding of the subject, has written a series of catchy ads and *Milwaukee Journal* is making good use of this enterprise in its promoted literature.

#### Appeals from Referee's Decision

W. J. Pape, publisher of the *Waterbury (Conn.) Republican-American*, has taken an appeal to the United States District Court from a decision of Referee in Bankruptcy John H. Bridenbaugh, in the case of C. Godwin Turner, publisher of the *Reading (Pa.) Herald-Telegram*, in which Mr. Pape asked that the trustee of the bankrupt estate, M. B. Eaches, be ordered to turn over to him a press and other equipment which he claims had been leased to him by Mr. Turner. The referee decided against Mr. Pape.

#### Financial Daily Changes Name

*New York Daily Financial America*, which has been published in the financial district for more than 30 years, became the *Wall Street News*, Monday. The change of name was announced by the New York News Bureau Association, which controls its publication. No changes in personnel were made.

#### U. S. Scholarships for British Journalists

Two English journalists will get scholarships worth \$2,500 each this year in the proposed Walter Hines Page School of International Relations, to be established in Johns Hopkins University in memory of the late Ambassador to the Court of St. James's, it was announced Monday by the English-Speaking Union.

#### Wisconsin Ad Managers Meet

Newspaper Advertising Managers of Wisconsin held their second annual summer meeting and outing at Green Lake, Wis., July 14 and 15. Among the speakers were C. C. Younggreen, vice-president, Klau-Van Pieteron-Younggreen Inc., Milwaukee; Harry King of Prudden, King and Prudden; Thomas G. Murphy, business manager, *Janesville (Wis.) Gazette* and Daniel H. Storey, advertising agent of Wausau, Wis.

#### New Long Beach Weekly

A new weekly, the *Long Beach (Cal.) Argus*, appeared recently printed in two colors, blue and red. Francis E. Burkhardt is editor and publisher; Benjamin F. Hoover, business manager; Helen Clifford Heller, local editor.

#### Rome Newspaper Seized

The *Impero*, Fascist newspaper of Rome, was seized by the government last Saturday for advocating the removal of certain officials in defiance of the press censorship law, according to press reports.

#### Coast Monthly to Become Daily

The *Oakland (Cal.) Record*, now a monthly, is soon to be issued as a daily. Walter Barusch has been appointed managing editor.

#### Adds Tabloid Photo Section

*Crookston (Minn.) Times* has added a tabloid size photogravure section to its Saturday afternoon edition. It does not publish Sunday.

In the First Six Months of 1924  
**The Providence Journal**  
(Morning and Sunday)

and

**The Evening Bulletin**  
Printed

**11,742,598 Lines**  
Of Paid Advertising

**This is a gain of 763,506 lines or 6.5% over the corresponding period of 1923**

The reason for this gain is "Advertising in these newspapers produces results."

The sworn net paid circulation figures of these newspapers for the six months ending June 30, 1924, were as follows:

**The Providence Journal . . . . . 34,041**  
**The Providence Sunday Journal 62,604**  
**The Evening Bulletin . . . . . 65,438**

**This makes a new high record for all three newspapers, which indicates the confidence in which they are held by the people of Rhode Island.**

**Providence Journal Company**

Providence, R. I.  
Representatives

**CHAS. H. EDDY CO.**

BOSTON

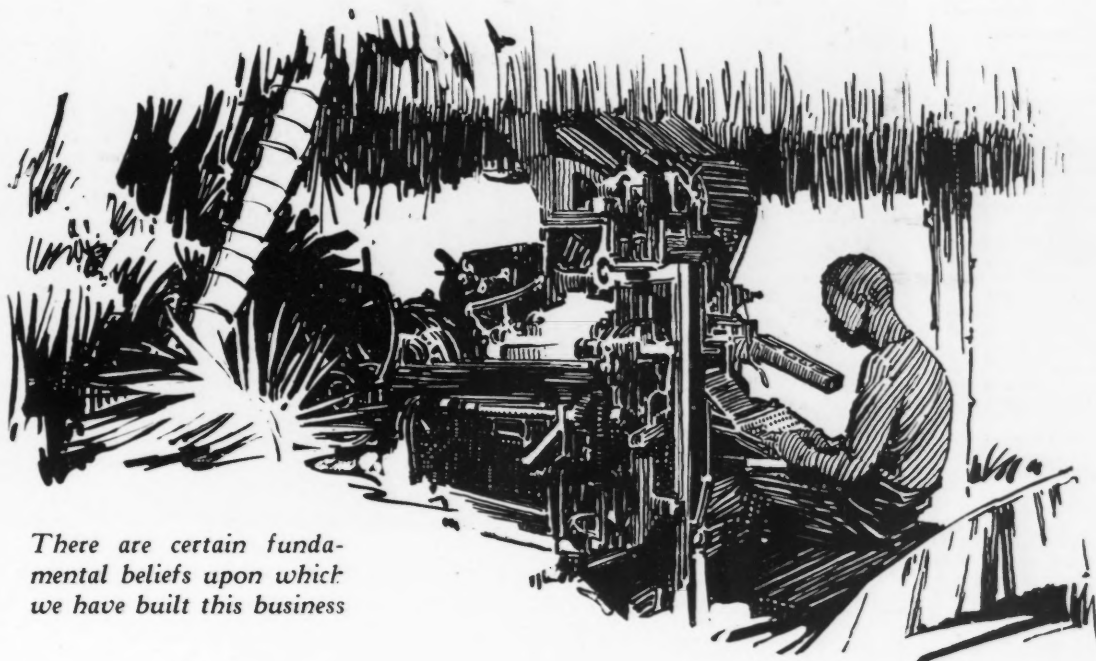
NEW YORK

CHICAGO

**R. J. BIDWELL CO.**

San Francisco

Los Angeles



*There are certain fundamental beliefs upon which we have built this business*

## YOUR MARGIN OF SAFETY

The way to insure uninterrupted operation of the Linotype under all conditions is to fit it to meet the most unfavorable conditions. So we build every Linotype on the assumption that it may come under the tender ministrations of a native operator in the tropical jungle; or that it may be called upon to set a daily newspaper on an ocean liner.

Most Linotypes have a pretty easy time of it.



**Mergenthaler Linotype Company**

*Brooklyn, New York*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

## PORTLAND HOST TO CIRCULATORS

Outing Trips Feature Two Day Meet—  
Dolhenty, Worcester Telegram-Gazette, Presides—Local  
Dailies Entertain

The first general meeting of the New England Association of Circulation Managers ever held in Maine assembled at Portland, July 16 and 17. While headquarters were established in Portland, the meetings of the association were held at various summer resorts in the vicinity of Portland.

Meeting at the Congress Square Hotel here on Wednesday morning, two score of the members went by motor to Poland Springs, where they had luncheon.

In the afternoon a business meeting was held, consisting of round-table discussions of many problems of the newspaper circulation department. President Edward D. Dolhenty, of the *Worcester Telegram-Gazette*, presided.

Returning to Portland late in the afternoon, the circulation managers were entertained at dinner at the New Falmouth Hotel by the *Portland Press Herald* and *Evening Express*.

Special guests of the association at the dinner were Albert W. Fall, of Worcester, Mass., manager of the New England Daily Newspaper Association, and William H. Dow, of the Maine Daily Newspaper Publishers' Association. Others present were as follows:

Edward Donion, *New Haven* (Conn.) *Times-Leader*; C. R. Bailey, New York; F. M. Hammond, Jr., *Boston Transcript*; E. D. Dolhenty, *Worcester Telegram-Gazette*; Leigh D. Flynt, *Augusta Kennebec Journal*; D. L. Minster, *Portland Express*; A. J. Hamel, *Lewiston Sun*; Wayne C. Smith, *Meriden* (Conn.) *Record*; R. Wittum and H. B. Record, *Lewiston Sun*; H. Toomey, *Waterbury Republican American*; Ralph E. Gray, *Portland Press Herald*; Ed Byron, *Augusta Kennebec Journal*; Charles M. Schofield, *Waterbury Republican-American*; William E. Potter, *Manchester* (N. H.) *Union Leader*; J. Isenberg, *Lawrence Telegram*; George H. Reynolds, *New Bedford*; R. J. Gildart, *Portland Express*; Austin B. Croshers, *New Bedford Standard-Mercury*; Lester F. Wallace, of Burgess, Fobes Co., Portland; Donald L. Grey, *Portland Express*.

After the dinner, the guests were welcomed by Mr. Dow, acting in behalf of the Portland publishers, and the response was by President Dolhenty.

The second day's program began Thursday with an inspection at 9 o'clock of the new Press Herald Building. Then the visitors were taken in auto busses for the 35-mile trip to New Meadows Inn, where a shore dinner was served. They returned by steamer through Casco Bay. On the steamer, the second and final business session was held. There was an open forum at which questions of interest to the association were discussed.

The committee of arrangements consisted of Frank S. Hoy, assistant business manager of the *Lewiston Sun*; Daniel L. Minster, circulation manager of the *Portland Express*; and Ralph E. Gray, circulation manager of the *Portland Press Herald*.

### "TAMPA" MISUSE CURBED

#### U. S. Trade Commission Issues "Desist" Order to Cigar Companies

Alleged misuse of the word "Tampa" and "Havana" in marking and advertising cigars has caused the Federal Trade Commission to issue a "cease and desist" order against C. N. Dellinger & Co. of Red Lion, Pa., and Tampa Ribbon Cigar Company of Indianapolis. C. N. Dellinger, head of the Pennsylvania concern and John M. Thomas, president of the Indianapolis company, are named individually by the commission.

It is charged that the Dellinger concern, which manufactures cigars of domestic tobacco worked with the Tampa Ribbon Cigar Company to sell and dis-

## FIND SUNBURN AND CIRCULATION IDEAS IN MAINE



Work wasn't all that occupied the New England circulation managers at their recent meeting. A good time also was had by—(Back row) P. Twomey, *American*, Waterbury; A. B. Croshere, *Standard*, New Bedford; L. D. Flint, *Kennebec Journal*, Augusta; W. C. Smith, *Record*, Meriden; R. C. Gray, *Press-Herald*, Portland; G. Barton, *Journal*, Lewiston; L. M. Hammond, Jr., *Transcript*, Boston; Hartley Lord, *Journal*, Lewiston; Ed. Donlin, *Times-Leader*, New Haven; (Middle row) R. Wittum, A. Hamel, *Sun*, Lewiston; D. L. Minster, *Express*, Portland; J. E. Hennessey, *Herald*, Fall River; W. E. Potter, *Union-Leader*, Manchester; E. D. Dolhenty, *Telegram-Gazette*, Worcester; C. M. Schofield, *Republican-American*, Waterbury; L. F. Wallace, *Burgess-Fobes Co.*, Portland; (Front row) P. J. Gildart, *Express*, Portland; H. R. Record, *Sun*, Lewiston; Ed. Byron, *Kennebec Journal*, Augusta; J. Isenberg, *Telegram*, Lawrence; D. F. Grey, *Express*, Portland; A. W. Fell, manager New England Newspaper Publishers' Association.

tribute them with labels and through advertising that actually represented the goods as so-called Tampa cigars, or cigars made in Tampa of Cuban grown tobacco, commonly known as "Havana" in the cigar trade.

#### Gadsden, Ala., Dailies Merge

Purchase of the *Gadsden* (Ala.) *Evening Journal* by the *Gadsden Times-News* was announced this week. The two papers have been merged as the *Gadsden Times*, the first combined issue appearing July 21. The price was not announced.

#### Increases Capital to \$50,000

The Banner Publishing Company, publishers of the *Breunham* (Tex.) *Daily Banner*, has filed an amendment to its charter increasing the capital stock from \$30,000 to \$50,000.

#### Huntsville (Ala.) Star Suspends

Announcement has been made of the suspension of the *Huntsville* (Ala.) *Daily Star*, morning paper established by Edward Doty less than a year ago. Doty declared the city is too small to support a morning paper several of which have failed in recent years.

#### Classified Real Estate Page

A series of full-page real estate advertisements is being run in the *New York Sun*, originated by Harold L. Goldman, classified advertising manager, to appear the first Saturday of each month for 12 consecutive months. A fourth of each page is given to an editorial on the general subject of real estate, but particularly the importance of dealing with realtors, the rest of the page being occupied by advertisements of real estate men. There are 104 advertisers listed on the page, one inch space being taken by each firm.

#### Sale of Starmer Group Rumored

It was rumored in London this week that the group of London and provincial newspapers under the control of Sir Charles Starmer may change hands soon. The best-known paper of the group is the *London Westminster Gazette*. Other papers in the combination are published at Birmingham, Sheffield, and Nottingham.

#### Utah Publishers Meet

Publishers of Utah visited the scenic attractions of their state during the annual convention of the Utah State Press Association held July 5, 6, 7, at Panquitch. Following a brief business meet-

ing members toured the southern portion of the state. No business of importance was transacted, the meeting being more of the nature of a summer outing. President Karl S. Carlton of Milford, presided. Republican editors present elected W. P. Epperson of Kaysville president of their section.



# 94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

#### Advertising Leadership

For the first six months of 1924 the *Dispatch* exceeded the other Columbus Newspapers combined by 1,886,673 lines.

DISPATCH . . . 10,776,342 lines  
SEC. PAPER . . . 5,177,916 lines  
THIRD PAPER. 3,711,753 lines

204  
exclusive  
national  
advertisers  
first 6 mo.  
1924

215  
exclusive  
local display  
advertisers  
first 6 mo.  
1924

MAKE CENTRAL OHIO  
YOUR TEST MARKET

**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

## Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

# SOME FACTS THAT MAKE OHIO FIRST

Population .....	5,759,394
Density of population.....	141.4
Total urban population.....	3,677,136
Total rural population.....	2,082,258
Towns under 2,500 population.....	67.2
Cities over 5,000 population.....	69
Cities over 25,000 population.....	21
Cities over 100,000 population.....	7
Number of farms.....	256,695
Number of farms owned by occupants.....	177,986
Land in farms (acres).....	23,515,888
Average acreage per farm.....	91.6
Average value per farm.....	\$12,060
Value of all farm property.....	\$3,095,666,336
Revenue from crops and livestock.....	\$904,400,000
Manufacturing establishments.....	16,125
Persons engaged in manufacturing.....	882,934
Number of wage earners.....	730,733
Amount of wages paid.....	\$944,652,000
Average wage paid.....	\$1,294
Value of products.....	\$5,100,308,728
Varied industries.....	246
Ranks first in.....	18
Number of automobiles.....	1,069,100
Population per motor vehicle.....	6
Bank depositors number.....	1,200,000
Deposits in State banks exceed.....	\$1,270,000,000
Building and loan associations.....	875
Total membership.....	1,169,828
Total assets.....	564,348,517

The State of Ohio is one of the fertile trade territories in the Union. The daily newspapers listed here are market finders for manufacturers. They help move goods from the dealer's shelves, provided the advertising copy is strong and in sufficient volume. Cultivate Ohio.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
***Akron Beacon Journal.....(E)	40,558	.10	.10	†††Newark American-Tribune.....(E)	7,893	.025	.025
***Akron Times.....(E)	24,499	.06	.06	New Philadelphia Times.....(E)	7,904	.025	.025
***Akron Sunday Times.....(S)	24,468	.07	.07	Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
†††Bellefontaine Examiner.....(E)	4,706	.02	.02	†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Cincinnati Enquirer.....(M&S)	76,789	.17-.35	.17-.35	†††Portsmouth Sun-Times.....(S)	13,112	.04	.04
†††Columbus, O., State Journal.....(M)	43,588	.12	.11	***Springfield Sun.....(M)	13,272	.035	.035
†††Columbus, O., State Journal.....(S)	43,588	.12	.11	***Toledo Blade.....(E)	109,123	.27	.25
†††Conneaut News Herald.....(E)	3,095	.0225	.0225	***Youngstown Vindicator.....(E)	27,441	.07	.07
††Dover Daily Reporter.....(E)	5,046	.025	.025	***Youngstown Vindicator.....(S)	27,441	.07	.07
††Ironton Irononian.....(M)	3,400	.0179	.0179				
Kenton Democrat.....(E)	2,500	.014	.014				
***Lima Republican-Gazette.....(E&S)	11,742	.05	.05	††Government Statement, Sept. 30, 1923.			
Lorain Journal.....(E)	4,866	.025	.018	†††Government Statement, April 1, 1924.			
***Middletown Journal.....(E)	4,345	.025	.025	***A. B. C. Statement, April 1, 1924.			

## NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



WILLIAM A. CURLEY: "Good jobs go to the loyal."

ASK William A. Curley, managing editor, as to what he attributes the success of the *Chicago Evening American*, and he will tell you:

"Our organization."

Yet this same Mr. Curley went to Los Angeles in 1911 to take charge of the *Los Angeles Herald*, only then recently acquired by William Randolph Hearst, and in two years the Herald was the leading afternoon paper.

From Los Angeles Mr. Curley went to San Francisco and put the also acquired *San Francisco Call* on its feet. Then he headed for Chicago, took charge of the *Evening American*, and now, at 3 cents a copy daily and 5 cents on Saturdays, the American, which was selling at 1 cent when Mr. Curley took charge in 1914, is leading all its competitors in circulation.

And Mr. Curley didn't carry his organization with him from newspaper to newspaper. He built up a new one at each stopping-off place.

His present organization in the editorial department of the *Evening American* numbers several men who were on the staff when he took charge in February, 1914.

Many others are eight and nine-year men, who started newspaper work under Mr. Curley. Others are boys who went away to the World War—and returned to the American, of course. You couldn't drive them away.

"Mr. Curley puts great stress upon the organization," said one of his assistants. "He is very proud of it, and lays much of the success of the American to the organization."

"He doesn't go outside the organization for help, but when vacancies occur, he fills them by promotion from the ranks. The ranks are filled up by new blood, of course, but the better jobs go to the loyal members of the force. That goes down even to the office boys. Several former copy-chasers now are successful reporters."

A "bear" on accuracy, the managing editor of the *Evening American* believes in taking as much pains with a 50-word brief as with a leading murder or political story. And he wants every story entertainingly written.

"He knows what he wants, he knows how to tell others what he wants, and he knows when he gets it," said one of the aides. "He has an unusual faculty for constructive criticism. And he knows how to listen to the other fellow, accept his idea gratefully if it is right, or reject it tactfully, without leaving a sore spot if he thinks it wrong."

And he listens to ideas from any of his staff. He is democratic. Any reporter, re-write man, copy-reader can talk to him, any time—because he's on the job all the time when not elsewhere on business for Mr. Hearst. For in addition to being managing editor of the *Evening American*, he supervises the editorial policy of the *Milwaukee Wisconsin Evening News* and of the *Atlanta Georgian*.

Mr. Curley is a great reader, and an asker of questions. He is a keen student of people generally, continually asking questions about persons whom he has not seen or met, and he has a surprising number of friends and acquaintances in Chicago.

Born in New York 49 years ago, Mr. Curley started newspaper work while quite young on the old *New York Recorder*. For a short time he was in the advertising business. Then, 26 years ago, he went to the sporting department of the *New York American*. He has been in the employ of William Randolph Hearst continuously since.

After serving as sporting editor, make-up editor, night editor and assistant managing editor on the *New York American* he went to Los Angeles in 1911, then to San Francisco in 1913, thence to Chicago and the *Evening American*.

He is married, and the father of 5 children, three daughters and two sons. Bob, the younger boy, is a student at the University of Chicago, quarterback on the football team—and hence William A. Sr., former sporting editor, takes great pride in Bob.

In his organization to which he lays the success of the *Evening American*, he knows them all, from assistant managing editor to copy boy.

An annual stag banquet is held—he calls it a get-together meeting. At the last banquet, one chair was vacant—the chair of a veteran re-write man who had only recently died. As the toastmaster arose, Mr. Curley interrupted and arose, proposing a "Silent toast to one who has passed on—one who typified all the highest qualifications of the newspaper man."

He never forgets a member of his organization.

### Newspaper Publishers!

Merchandising Service Department manager with successful record now available. Write for detailed information to Box B-642, Editor & Publisher.

## SPORTS WRITERS ORGANIZE

International Association Formed by News Men at Olympics

PARIS, July 9.—Opportunity has been taken of the presence in Paris of so large a number of sports writers of all countries to found an International Sports Writers' Association. One of the chief aims of this association is that sports writers of one country shall be placed on an equal footing with sports writers of any country they may visit. At the third meeting of the congress of sports journalists the statutes of the new association were drawn up and will shortly be made public.

The following were elected to the Committee: President: M. Frantz-Reichel (France); vice-presidents: Victor Boin (Belgium), Eric Pollin (Sweden), André Glarner (Anglo-American Press Association), and M. Kineshita (Japan); secretary-general: M. Bruni (France); treasurer: M. Lesturgeon (Holland).

One of the first acts of the newly-formed organization was to define the status of a sports journalist. "A sports journalist," the first resolution runs, "is a journalist who derives the major portion of his income from writing about sport."

### Soldiers Attack Greek Newspapers

Greek soldiers, after invading the offices of two Salonika newspapers, *Tachydromos* and *Himerissia*, July 18, and demanding that the report of a royalist speech be suppressed, fired upon the staff when their demands were refused, according to a *New York Times* report. One of the staff of *Himerissia* was killed; several were wounded. The two newspapers did not appear Saturday morning.

### Editors Take River Trip

The annual river trip of the Southern Illinois Editorial Association started from St. Louis Friday, July 18, for Cairo, Ill. More than 100 were in the party. The return trip ended after breakfast Monday morning. Entertainment was provided on the boat, and at Cape Girardeau, Commerce, Chester, Grand Tower, Thebes, and other river points where stops were made.

### Weekly Establishes Radio Station

The *Fayette* (Mo.) *Democrat Leader* claims the distinction of being the first Missouri weekly paper and perhaps one of the first weeklies in the country, to establish a radio broadcasting station. Joseph Gray, licensed commercial operator is in charge. The station has a 236 meter wave length.

### Copyright Pact With South Africa

A reciprocal copyright arrangement between the United States and the Union of South Africa was made effective July 1. Proclamations providing for the arrangement were promulgated by President Coolidge on June 26 and the Governor-General of the Union on June 13.

The Greatest  
Force in  
British  
Advertising  
is

The Times  
London, England

## Wichita American in Receivership

The *Wichita* (Kan.) *American*, established April 14, went into the hands of a receiver at the request of the Merchants' Printing and Publishing Co., publishers of the paper. George Bassett was named receiver. A reorganization is contemplated. Walter M. Markley, formerly of the *Topeka State Journal*, was managing editor.

## 200 Pledge Honor Ads.

American Fair Trade League has announced that more than 200 manufacturers during the year pledged themselves to that organization to eliminate the practise of misbranding merchandise and issuing misleading statements in advertising. Successful efforts were made by the league to stop misuse in the cigar industry of the words, "Havana", "Tampa", and other local names.

## California Ad Fund Grows

The San Francisco Supervisors have authorized the appropriation of \$20,000, to be contributed to the advertising fund of Californians, Inc.

## New Ludlow Caslon Sizes

Ludlow 1-L Caslon Light is now available in the 6-, 8- and 10-point sizes. This face has been obtainable in sizes ranging from 12 to 48-point.

When you come  
to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

**JOHN BULL**

For Advertising Rates and Particulars write:

PHILIP EMANUEL,  
Advertisement Manager  
ODHAMS PRESS, LTD.  
57-59, Long Acree, London, W.C.I. Eng.

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  
250 Broadway  
Telephone: Worth 7770

LOS ANGELES  
**EVENING HERALD**

Los Angeles, Calif.  
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.  
G. Logan Payne Co., 491 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

# New England's Share of Nation's Manufactures

The New England States produce 11.5% of the total manufactures in the United States.

The total wages paid in this territory amount to nearly two billion dollars annually.

Anyone familiar with New England will readily realize the immense market for luxuries in this territory. First, there is inherited wealth and accumulated wealth, giving the income with which to buy.

New England, with a little over seven per cent of the population of the United States, has nearly forty per cent of America's savings.

The people of New England are, as a whole, educated and discriminating buyers. A product of real worth, adequately advertised, never fails to win its place here.

New England daily newspapers furnish the natural and complete means of communication. They are universally read and the newspapers listed on this page will give prestige with dealer and consumer.

**MASSACHUSETTS—Population, 3,352,356**

	Circulation	2,500 lines	10,000 lines
***Attleboro Sun .....(E)	5,414	.0275	.0175
***Boston Globe .....(M&E)	278,913	.50	.50
***Boston Globe .....(S)	322,053	.55	.55
***Boston Post .....(M)	362,520	.60	.60
***Boston Post .....(S)	367,600	.55	.55
***Fall River Herald .....(E)	15,271	.05	.05
***Fitchburg Sentinel .....(E)	11,410	.065	.045
***Haverhill Gazette .....(E)	13,003	.065	.04
***Lynn Item .....(E)	16,517	.08	.045
†††Lowell Courier-Citizen and Evening Leader .....(M&E)	21,270	.06	.08
***New Bedford Standard-Mercury .....(M&E)	32,565	.10	.10
***New Bedford Sunday Standard .....(S)	27,334	.10	.10
***North Adams Transcript .....(E)	9,604	.0375	.03
†††Pittsfield Eagle .....(E)	17,073	.04	.035
***Salem News .....(E)	21,154	.09	.07
***Taunton Gazette .....(E)	3,551	.04	.03
***Worcester Telegram-Gazette .....(M&E)	33,086	.24	.21
***Worcester Sunday Telegram .....(S)	43,127	.13	.15

**MAINE—Population, 763,014**

***Bangor Daily Commercial .....(E)	14,525	.05	.04
***Portland Press Herald .....(M&S)	31,115(A)	.08	.05
***Portland Express .....(E)	23,400	.10	.07
***Portland Telegram .....(S)	23,734	.10	.07
†††Waterville Sentinel .....(M)	5,999	.035	.025

**NEW HAMPSHIRE—Population, 443,633**

***Concord Monitor-Patriot .....(E)	5,323	.0375	.025
†††Keene Sentinel .....(E)	3,518	.03	.034
***Manchester Union Leader .....(M&E)	23,346	.10	.07

**RHODE ISLAND—Population, 604,397**

†††Newport Daily News .....(E)	6,134	.0336	.0296
†††Pawtucket Times .....(E)	25,391	.07	.07
†††Providence Bulletin .....(E)	64,075	.17	(B).23
***Providence Journal .....(M)	33,534	.10	(B).23
***Providence Journal .....(S)	61,142	.15	.15
†††Providence Tribune .....(E)	22,051	.19	.09
***Westerly Sun .....(E&S)	4,499	.025	.025
***Woonsocket Call .....(E)	13,652	.05	.05
(B) Combination rate Daily Journal and Eve. Bulletin.			

**VERMONT—Population, 352,428**

***Barre Times .....(E)	3,835	.03	.025
†††Bennington Banner .....(E)	3,059	.0125	.0125
***Burlington Free Press .....(M)	12,693	.05	.05
***Rutland Herald .....(M)	10,543	.04	.04
***St. Johnsbury Caledonian-Record .....(E)	4,024	.0214	.015

**CONNECTICUT—Population, 1,330,331**

***Bridgeport Post-Telegram .....(E&M)	46,117	.14	.14
***Bridgeport Post .....(S)	20,565	.09	.09
***Hartford Courant .....(M)	31,940	.08	.08
***Hartford Courant .....(S)	50,247	.11	.11
†††Hartford Times .....(E)	43,997	.12	.12
***Meriden Record .....(M)	7,212	.045	.09
†††Middletown Press .....(E)	7,988	.0325	.025
†††New Haven Register .....(E&S)	40,106	.12	.11
***New London Day .....(E)	11,341	.06	.045
†††Norwich Bulletin .....(M)	12,494	.07	.06
***Norwalk Hour .....(E)	5,624	.03	.03
***Stamford Advocate .....(E)	3,994	.0375	.03
***Waterbury Republican American .....(M&E)	21,951	.08	.07
***Waterbury Republican .....(S)	15,131	.06	.06

\*\*\* A. B. C. Statement, April 1, 1924.  
††† Government Statement, April 1, 1924.  
(A) Circulation daily edition only.

# EDITORIAL

## THE WORLD'S GREATEST MARKET

**T**HE World's Greatest Market—there she sits in glory! Woo her and she will bring to you material blessings beyond dreams of avarice; spurn her and your way shall be lonely and your works futile and barren.

There she sits—in a New York subway car!

Let us survey this market: Her shoes are of the soft skin of the kid, exquisitely designed, with pointed toe, which no foot may fit, raised high in the heel to throw the human form out of joint, and colored a delicate pastel shade, dainty as a glove, and a thousand times removed from all suggestion of contact with the earth's soil or a dirty city street.

Two magnificently turned pedal extremities in silken casements, glistening like shafts of burnished metal, harmoniously blend with the bordering shoes and pleated skirt.

The gown is fashioned with the grace of a flower. One wonders if its contact with this soiled public carriage is not a desecration. It would seem more in place in a drawing room, amid appointments of carved mahogany, crystal chandeliers, polished floors and Persian rugs and soft tapestries spun of an ancient art.

There is a daring, freakish splash of color applied at the side of the skirt of the World's Greatest Market—a conventional design, caught from the fleur de lis and so delicately woven that the imagination pictures prolonged effort of patient, skilled fingers, although we realize that a tireless finger of steel has long since mercifully replaced the human touch. The gown is cut low and is sleeveless, revealing at the neck a fugitive marshmallow flash. The arms extend down to pointed, polished finger tips, pink as sea-shells.

The hat is a diadem, a confection reflecting dazzling prism lights, with lines and proportions so true to the form of face and head that it would seem to have been modelled from the imagination of a Gainsborough to charm Apollo and drive a thousand rivals to despair.

A sparkling solitaire, on the right finger, eloquently proclaims the conquest won and an array of jewelled boxes and beaded bags and silvered mirrors and dangling pearls and myriad touches of elegance and vanity declare in her the triumph of a Golden Age.

In her hand is a newspaper and her blue eyes flit from page to page, lingering here at a vision of a castle on a hill, stopping there to appraise the value of a modern kitchen appliance, swiftly discarding a style of motor car and with precision accepting another one—The World's Greatest Market is making her selections.

From the depth of the sea, from valley and plain, from mountain crag and darkening mine, from tree-top and cave, from office and mill, from countryside and market place, through summer's heat and winter's blast, by day and by night, the legions march to lay their treasures at her feet and accept her gracious bounty.

The World's Greatest Market in the subway train is speeding to the canyons of Wall Street, as our survey is made. Today she shall copy his letters; tomorrow she shall be his Queen.

*Mid-summer, and not many of the dire threats of the Presidential year Gloomy Gus brigade have been realized.*

## RADIO ADVERTISING

**I**N theory, the radio broadcaster is non-commercial, meaning non-advertising and non-propagandist.

Recently we heard a New York theatrical manager advertising over the radio by the smart expedient of soliciting the "prettiest girls" for the chorus of a new show.

Last week we heard broadcasting from a Broadway theatre, the announcer coming in about like this: "This is XYZ, broadcasting for Soandso's Theatre, Broadway and Forty-fifth street, the largest house on Broadway, where performances are given twice daily at popular prices, with seats for everyone."

Just how this business is sold, we do not know, but we dare say that it is as commercial as any other advertising medium.



## I. CORINTHIANS

### CHAPTER I. 19-20.

Where is the wise? Where is the scribe?  
Where is the disputer of this world? Hath not  
God made foolish the wisdom of the world?

## VALUATION STANDARDS

**C**AN newspaper earnings of the post-war period be considered as typical in valuing a property for reorganization or sale? Is the old rule that the average of five years' gross earnings indicates a property's fair worth still valid, considering the experience of newspapers from 1919 to date? EDITOR & PUBLISHER does not think so. The newspaper business has lost little of its hazardous character, even though its prosperity has multiplied since the Armistice. A fair valuation would take into consideration years of red as well as black balances, and recent years have seen comparatively few in the red.

For that reason careful newspaper men read with doubt in their minds a broker's announcement in the *New York Times* this week that he was offering 500 shares of *Brooklyn Eagle* stock, par value \$100, at \$180 per share. The capitalization of the *Eagle* is \$1,500,000, on which an annual dividend of \$10 is paid. The broker pointed out that net profits in 1923 were \$285,648, on gross earnings of \$4,110,738; in 1922, the net was \$400,000 on a gross of \$3,866,995; and in 1921, the net was \$258,387, on a gross of \$3,528,669.

Total assets were reported as \$3,294,917, current assets at \$1,200,000, and current liabilities at \$1,114,666. Among the assets listed was the *Eagle's* Associated Press membership, valued at \$1,000.

Net profits figured against the capitalization, showed a return equivalent to \$19 a share in 1923; \$26 a share in 1922; and \$17 a share in 1921.

Figured against gross income, net earnings represent a profit on the annual turnover of more than 6 per cent in 1923; more than 10 per cent in 1922; and 7 per cent in 1921.

On the appraisal rule of averaging gross earnings for a given period, the three years' figures cited by the broker would warrant a goodwill valuation of \$3,835,467.

Averaging the net earnings for this period cited by the stock salesman, and multiplying by 10, the goodwill might be valued at \$3,146,780.

July 26, 1924

Volume 57, No. 9

### EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

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. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

Averaging the results of both of these methods, the valuation would be \$3,491,123.

So with figures like these in mind, the broker offers the stock as a bargain at \$180, which figure, applied to the 15,000 shares outstanding or in the treasury, would value the goodwill of the paper at \$2,700,000.

No one doubts for a moment that the *Brooklyn Eagle* goodwill is worth that sum; nor is there any doubt that its publishers would refuse for it a considerably larger amount. The point is that valuation of a newspaper according to the earnings of the period since the Armistice is unsound, that its general application would certainly inflate dangerously newspaper capital values and probably result in business disaster and a quick return to the day when a newspaper was the last venture on which an investor cared to risk his fortune.

The very fact that this stock, of a closely held company, is seeking a buyer in the open market, indicates that the ownership of the paper believes unsound the method by which the seller reached his valuation.

*Do the American people read politics? They do, when they are interesting. The American people read anything that is interesting. They do not read anything which is not interesting.*

## ENGLISH IN COMICS

**G**ROSS grammatical errors habitually appearing in newspaper comic strips and jokes are dominating the speech of the children of the country, making it virtually impossible for the schools to teach correct English, according to Miss Edith Spencer, a Los Angeles school teacher, who is seeking to enlist editors in a campaign to "clean up" the newspaper columns. She called at EDITOR & PUBLISHER office this week to urge this journal's support.

Miss Spencer's campaign grew out of a recent meeting of the National Educational Association at Washington, D. C. G. A. Lyon, associate editor of the *Washington Evening Star*, addressed the convention on what the schools can do for the newspapers in the way of training young men to write correct English. Miss Spencer answered with a talk on what the newspapers can do for the schools by eliminating the conscious grammatical errors placed in comic strips, which disseminate incorrect speech among school children much faster than teachers can eliminate it.

"Children in the Lafayette Junior High, during our Better English drive, often brought me comic strips with the statement that the cartoons would have lost none of their effectiveness had correct grammar been used," she declared.

"I am convinced that the newspaper reading done by children every day influences their speech more than what they are taught in school. If newspapers generally would eliminate the grossest errors, I am convinced the effect would be noticeable. It is an almost hopeless task for English teachers to correct habits of speech formed by children before they enter school."

A newspaper ban on the following five common errors is asked by Miss Spencer: "Ain't," "done," "seen," "was" for "were," and the double negative. With these "outlawed" by the newspapers, the Better English movement would be benefited, while at the same time newspaper features would lose none of their effectiveness, Miss Spencer believes.

Miss Spencer came to New York this week to attempt to personally interest newspaper editors in the movement. She told EDITOR & PUBLISHER it is her plan to appeal to the American Society of Newspaper Editors.

The Los Angeles school teacher is not an extremist in the matter of language, and declares no part of her campaign is directed against "slang." "Slang abounds in the newspapers," she said, "not only in cases where it is actually vulgar, is not a menace to good speech. At its best, I think it adds spice to writing and talking.

"If newspapers would only concentrate on the elimination of the five errors previously mentioned they would be doing a cultural service."

*Courtesy is the apple-sauce in the bread of life.*



PERSONAL

ROBERT W. EAGAN, vice-president and editor of the Oil City (Pa.) Derrick, and former managing editor of the Pittsburgh Dispatch, was this week appointed a Knight of the Order of St. Gregory the Great by the Pope for services to soldiers in the World War as director of operations in France, Belgium, Italy and Germany for the Knights of Columbus.

A. L. Glasmann, editor of the Ogden (Utah) Standard-Examiner, has returned from a motor trip through California.

IN THE BUSINESS OFFICE

JOHN E. McCOMB, Jr., has been made assistant to the general manager of the San Antonio Express Publishing Company, publisher of the Express and News.

John Bennett is acting director of advertising of the St. Paul Dispatch-Pioneer Press in place of A. J. McFaul, resigned.

Hal K. Edwards, former business manager of the St. Paul Daily News, has been made general manager of the Federal Construction Company of St. Paul.

Wesley McCurdy, assistant to the general manager, Winnipeg Free Press, has resigned to become the business manager of the Winnipeg Evening Tribune.

C. D. McLucas, classified advertising manager of the Altoona (Pa.) Tribune, has recently been promoted to manager of advertising. Miss Bella Cross, classified manager of the Sharon (Pa.) Herald, succeeds him. Miss Anna Brewer, Miss Madeline Hunsinger and Mrs. Clara Snyder have been added to the Tribune classified staff.

William Geisman has resigned as circulation manager of the Sandusky Star-Journal to become counsellor of circulation for the Chew syndicate of newspapers owned by J. P. Chew of Xenia, O.

R. C. Shelton, circulation manager, Worcester (Mass.) Post and Mrs. Shelton are parents of a daughter, Margaret Elizabeth.

Fred E. Crawford, Jr., of the Chicago office of the New York Sun was recently president of the Rainbow Division Veterans.

IN THE EDITORIAL ROOMS

GEORGE H. THOMAS, for 5 years the editor of the San Diego (Cal.) Sun, has resigned to join the publicity staff of the Ince Studios at Los Angeles. He has been succeeded by Roy D. Pinkerton, formerly chief editorial writer, Cleveland (O.) Press.

Claude Newman, for 3 years sports editor, Mason City (Ia.) Globe-Gazette, has gone to Los Angeles to enter the newspaper field. John L. Fletcher, former farm editor on the Cedar Rapids (Ia.) Republican, has succeeded him on the Globe-Gazette. Don Datisman has joined the Globe-Gazette staff.

J. H. Wolf, editor of the Primghar (Ia.) O'Brien County Call, Iowa's oldest active editor, recently celebrated his 83rd birthday.

J. M. McClelland, managing editor, Longview (Wash.) Daily News, who has been critically ill, is recovering.

E. Robert Anderson has resigned as city editor of the San Diego (Cal.) Sun and has been succeeded by Lawrence Blochman, who has recently returned from a two years' trip around the world.

Clyde R. Miller, a Cleveland newspaper man who holds the position of director of publications of the Cleveland board of education, delivered a series of 10 lectures before gatherings of educators at Columbia University, this week.

Charles H. Heller, of the editorial staff, Trenton Times, has resigned to become postmaster at Morrisville.

A. J. Weller of the Fresno (Cal.) Bee staff and Mrs. Weller are parents of a son.

Dick Downs, former sports editor,

Fresno (Cal.) Bee, later with the San Joaquin Light & Power Company, has returned to the Bee.

Charles W. Canfield, of the local staff, Wilmington (Del.) Every Evening, has returned from a motor tour in the West.

Miss Claire Shipman has returned to the St. Paul Dispatch repertorial staff.

Paul R. Kelty, who retired as news editor of the Portland Oregonian to buy the Eugene Guard, was honored at a farewell luncheon by the Oregonian staff.

H. P. McFadden is now staff photographer for the Sioux City (Ia.) Journal.

P. H. Harvey of Duluth is now on the staff of the Sioux City (Ia.) Journal.

William J. Waldron, sports writer for the Trenton (N. J.) Times, has joined the real estate firm of Waldron & Craig, of Trenton.

Kenneth Mullin of the copy desk, San Antonio Light, has resigned.

W. R. Patriek, Chicago cartoonist, has joined the San Antonio Light.

Charles P. Fenton, sports editor, Sandusky Register, has returned to his desk after two weeks' vacation spent in New York.

Mrs. Robert Ekstrom has resigned as society editor of the Hibbing (Minn.) Daily Tribune and removed to Duluth.

Harold Drulinger is now editing the Allen (Neb.) News succeeding Millard M. Martin who has been named postmaster at Allen.

William Adams, author of a collection of short stories and poems, is now country editor of the Modesto, (Cal.) Herald.

Kenneth Stewart, hotel reporter, Fresno (Cal.) Bee, has left for a trip across the continent by automobile.

Jack Goddard, assistant city editor, Fresno (Cal.) Bee and Lloyd Craig, camera man for the Fresno Republican, have returned from an exploration of several unnamed caverns in the Sierra Nevada mountains.

John T. McCutcheon, cartoonist, Chicago Tribune, has lent to the Art Institute of Chicago two seventeenth century Flemish tapestries.

PRESS ASSOCIATION NOTES

LEO T. HEATLEY, assistant city editor, is sitting in the slot during the vacation of Gerald D. Murray, city editor, Standard News, New York.

Hervey G. Brackbill, night editor of the Associated Press in Baltimore spent his vacation touring in Canada.

Oscar K. Goll, until recently bureau manager at Mexico City for International News Service and Universal Service is now attached to the New York office of the latter organization.

Otis Swift, cable editor, United News, sailed this week from Norfolk for Iceland to cover the flight of the American world flyers.

HOLDING NEW POSTS

WAYNE WEISHAAR, from assistant city editor, Des Moines Tribune, to staff, Associated Press, New York.

WITH THE ADVERTISERS

W. H. Ingersoll, president of the Ingersoll Redipoint Company, St. Paul, Minn., is now general sales manager, DeForest Radio Telephone and Telegraph Company of Jersey City. He is also directing advertising.

WITH THE SPECIALS

FROST, Landis & Kohn have been appointed to represent the Winchester (Ky.) Sun, Visalia (Cal.) Delta, and Selma (Ala.) Times-Journal.

SCHOOLS

EDWARD LYSAGHT, a young civil engineer of Cincinnati, recently was awarded the advertising prize offered each year by Ren Mulford, Jr., to students in his All Sales Class at St. Xavier College of Commerce.

FOLKS WORTH KNOWING

JOHN C. COOK, veteran of New York journalism, has been announced as publisher of the new daily picture tabloid newspaper to be issued in New York soon by Bernarr Macfadden, publisher of Physical Culture, and other magazines.



John C. Cook

He comes to the Macfadden publication from Frank A. Munsey's executive staff, which he joined after the purchase by Munsey of the New York Globe upon which he was acting as business manager.

The new Macfadden publisher had had long experience on the business side of metropolitan newspapers. After "breaking in" on the old Philadelphia Press, he came to New York in the early nineties and was for a time advertising manager for John Wanamaker. From that he became advertising manager of the New York Evening Post.

For 13 years, from 1903 to 1916, he was treasurer and business manager of the New York Evening Mail. In 1916 he retired from daily newspaper work to enter the field of trade journalism, later returning to his old field of activity, joining the New York Herald in November 1918.

In June, 1919, he was made business manager of the New York Journal of Commerce, filling the vacancy caused by the death of Edward Payson Call.

Mr. Cook had no statement to make regarding the new New York daily except that a staff was being engaged and the first issue will be on the streets in a few weeks. The name of the paper has not been announced.

SPECIAL EDITIONS

DAVENPORT (Ia.) Democrat, a 240-page New Home edition, July 20.

Selma (Ala.) Times-Journal, a 116-page Black Belt edition, July 13.

San Diego Union and Tribune, a 72-page Transportation edition July 1, in connection with the opening of the new Rapid Transit Electric Line.

Sheridan (Wyo.) Post-Enterprise, a 40-page Recreation edition.

High Point (N.C.) Herald, a 32-page

National Publicity edition, July 10.

Cairo (Ill.) Bulletin, a 40-page Tri-State Cotton and Development edition.

NEW PLANTS AND EQUIPMENT

WILMERDING (Pa.) News-Tribune, a weekly, has awarded a contract for a new, 2-story, steel and concrete building, 70 by 118 feet, which will be ready for occupancy about Nov. 1st, to cost in the neighborhood of \$80,000.

Wilson & Horton, newspaper publishers at Auckland, New Zealand, have installed a Ludlow Typograph.

Lafayette (Ind.) Journal and Courier recently installed a complete Pollard-Alling mailing system.

Los Angeles (Cal.) Times-Mirror has let contracts for a new three story addition at the rear of the present plant.

Waubun (Minn.) Forum has installed a motor-driven cylinder press.

Westport (Conn.) Standard has purchased a new linotype machine.

Marshfield (Wis.) Daily News, has installed a new Duplex press.

ASSOCIATIONS

SECOND Minnesota District Editorial Association will hold its summer meeting at Luverne, Aug. 1. A feature will be a picnic supper at the Mounds, at which the visitors will be the guests of the Luverne Commercial and Kiwanis clubs.

Boston Advertising Men's Post of the American Legion recently elected Lt. Col. Carroll J. Swan commander. He is a former president of the Boston Advertising Club.

Portland (Ore.) Advertising Men's Association is offering \$100 in prizes to readers of newspaper advertisements for the best letters telling why certain advertisements have impressed them more than others.

Hollywood (Cal.) Advertising Club has been formed with the following officers: President, Paul V. Green; secretary, Arthur J. Kemp.

Glendale (Cal.) Advertising Club, recently formed, has elected the following officers: President, Ed. N. Radke; first vice-president, E. C. Carter; second vice-president, Vincent Salmacia; secretary, E. B. Blake; treasurer, V. E. White, Jr.

San Antonio (Tex.) Advertising Club, under direction of Mrs. Marie A. Wathen, president is turning from its luncheon meeting policy to more serious work as a study organization. Beginning early in the fall the club will inaugurate night classes in advertising.

Rocky Mountain Billposter Advertising Association elected Joseph Quinn, Grand Junction, Col., president at the annual convention held recently.

803 June Brides

wrote to the Haskin Service for information about the details of a formal wedding



**Tristate Editorial Association** composed of editors of Northwestern Iowa, Nebraska and South Dakota will hold its annual convention at Sioux City, Ia., Sept. 18, 19 and 20. W. C. Lusk of Yankton, S. D., is president of the association and Frank M. O'Furey, Iowa Falls, Ia., secretary.

**South Dakota Press Association** will hold its midsummer meeting at Watertown August 21 and 22. John H. Craig, publisher of the Tripp Ledger, is president.

**Des Moines, (Ia.) Advertising Club** recently presented winners of the sixth annual golf tournament with trophies at a dinner dance. The championship cup presented by the Des Moines Capital was won by George Barnes; the Register and Tribune cup by Harry Johnson; the Des Moines News cup by Chester Cogswell and the Ad club trophy by R. D. McFadden.

**Quebec Advertisers Club** has been organized with J. N. Thivierge, manager of advertising, Le Soleil, president.

**Century Club of Boston** conducted its 12th annual golf tournament and track meet at Mt. Tom Golf Club, Holyoke, Mass., June 20, first prize in the former going to Ralph K. Strassman, *Red Book Magazine*, New York, with a net of 65. Wallace E. Howe, Jr., won the tennis prize.

morning press combined.—*Neal O'Hara, New York World.*

Ah, well; if your enemies call it fanaticism, your friends call it moral fibre.—*New York Telegram and Evening Mail.*

Jennie, the stenographer, says she hoped Underwood would be nominated because she always liked his typewriter.—*Cumberland News.*

Some family skeletons persists in showing themselves on bathing beaches.—*New Orleans Times-Picayune.*

Most of the work is done by people who are too nervous to loaf.—*Columbia (S. C.) Record.*

Every now and then the world is bitten into rabies by some mad dogma.—*Don Marquis in New York Herald-Tribune.*

Some people like to sing "Abide With Me," when it comes to putting money in the collection basket.—*New Orleans Times-Picayune.*

A picnic is an occasion which provides opportunity to enjoy all the discomforts that are not of home.—*Albany Journal.*

## GOV. BRYAN IN THE HEADLINES



Gov. Charles W. Bryan of Nebraska crowded his brother from the front page when he was nominated for Vice-President by the Democrats in New York. Four New York reporters are shown getting "national copy" in an interview with the Westerner in his hotel suite.

### WEEK'S FLASHES

The man who invented the death ray is here. He was reported last night sitting on the porch of a seaside hotel as helpless as any one else against mosquitos.—*H. I. Phillips in New York Sun.*

We are getting ready for airplane traffic. Many of our roads seem to be built for it.—*Columbia (S. C.) Record.*

Many a boss at the office helps wash the dishes at home.—*Miami (Okla.) News-Record.*

One of the familiar sights in Dodge City now is horny-handed harvest workers at the drug store buying talcum powder and cold cream.—*Dodge City (Kan.) Globe.*

Friends are people who dislike the same people.—*Lancaster Examiner-New Era.*

We are the greatest hubbub experts in the world.—*Neal O'Hara, New York World.*

By doing without things you want you can save enough to buy finer things when you grow old and no longer care for them.—*Robert Quillen in Detroit Free Press.*

Oil your screens well so the mosquitos can squeeze through without scratching themselves.—*Honolulu Bulletin.*

The hinterland is a place where small sons still ask their dads for a mere nickel.—*New York Telegram and Evening Mail.*

Finland may have the best distance runners, but she isn't in America's class in the matter of run runners.—*Baltimore Sun.*

The only city man who stands in awe of a farmer is the one who has tried to make grass grow.—*San Francisco Chronicle.*

Aviators dislike to fly above the clouds, probably because of the danger of colliding with the heads of some of our politicians.—*James J. Montague, New York Herald Tribune.*

Divorce papers have a larger circulation in Moscow than the evening and

### WHAT'S WHAT IN THE FEATURE FIELD

**AFTER** an absence of 13 years from the newspaper Sunday comic supplements, "Little Nemo in Slumberland," drawn by Winsor McCay will return Aug. 3. The feature will be released on that date by the New York Herald Tribune Syndicate, which obtained McCay's services after he resigned from the Hearst organization late in June.

"Little Nemo," McCay's best known feature, grew out of an earlier comic of his called the "Dreams of a Rarebit Fiend." The feature was discontinued in 1911 when McCay left the *New York Herald* to join the Hearst organization, the Herald refusing to give up its copyright on the comic.

Readers Syndicate, Inc., New York, will release this fall "From Printer to President," a biography of the late President Warren G. Harding, written by the late Sherman Cuneo, widely known writer, personal friend of the President and one time editor of the *Marion Star*. The biography was written prior to the death of President Harding and was approved by him. Cuneo died only a few months after President Harding. The biography will run about 30,000 words.

A series of sport stories are being written by Captain Jack Murphy, an ex-army man, for the Lewis Wilson Appleton Jr., Syndicate, of Philadelphia.

Miss Edith O'Dell, editor-in-chief of the McClure Newspaper Syndicate has returned from a vacation at Ythan Lodge, Big Indian, N. Y.

Charles V. McAdam, vice-president of the McNaught Syndicate is spending the summer at Ashtabula, O. Albert Payson Terhune who writes a weekly dog article for the McNaught Syndicate, returned recently from Honolulu. Rube Goldberg of the same syndicate has taken a summer place at Red Bank, N. J., where he is drawing his daily cartoons.

Russell Cole cartoonist for the Register and Tribune Syndicate, Des Moines, Ia., will leave soon upon a trip to England, France, and Germany.

"The "Quiet Corner," by William T. Ellis, a brief daily religious article will be released by the McClure Syndicate, Aug. 4. This syndicate has just released

"Christine of the Hungry Heart," the latest story by Kathleen Morris.

A weekly golf article by Walter Trumbell will be released some time in September by the Readers Syndicate, Inc., New York.

Frank King, who draws the comic strip "Gasoline Alley" for the Chicago Tribune Syndicate, is spending his vacation fishing in the Black Hills of South Dakota.

#### LIBERTY STAFF COMPLETE

**Harry Duell** Managing Editor of **Chicago Tribune's New Weekly**

The home office staff of the editorial and art departments of *Liberty*, the new weekly magazine published by the editors of the *Chicago Tribune* and *New York News*, was announced this week.

Harry Duell is managing editor, and Morris Aleshire, art director of Tribune publications, is head of the art department. Raymond Sisley is art director, and Otto Kurth is art editor.

Dave Kurner, husband of Mae Tinee, is assistant to the managing editor. Theodore von Keler, Marlin Stevers and George Bastian are copy editors, and Walter O. Victorine has charge of typography, layouts, lettering and designing.

Members of the art department are LaVerne Noll, illustrator; C. W. Gibbs, photographic physicist; Donald Gordon Stewart, manager of photostat department; Jean Joseph Pastoret, retoucher, and Reuben L. Stenseng, illustrator.

E. W. Hunter is now managing editor of *Florence (S. C.) News Review*.

**Weaver Joins Coast Daily**  
C. W. Weaver, formerly with the W. G. Bryan Organization, New York, has just been appointed classified advertising director of the *San Francisco Bulletin*.

25 CENTS AUGUST A COPY

## CURRENT HISTORY

LABOR POLITICS

80,311

six months average

182.2% Gain

Since 1921

Do French South America's Central Greek Republic Chinese Labor German Workmen

Published by The New York Times

### 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.

# 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.



## The Value of Human Interest

The one thing more than any other which makes the rotogravure section eagerly sought for is the fact that pictures quickly tell an interesting story. Next to themselves, human beings are principally interested in other human beings and their activities, so that illustrations for rotogravure advertising are especially effective when they carry a human-interest appeal.

This photograph by Pondelicek for Quaker Oats Company tells its own story of Puffed Rice.

The above example taken from our recently published book, "Rotogravure—How and When to Use It." Advertisers and advertising agencies will find many additional things of interest in this book, which is sent free on request. Address Kimberly-Clark Company, Neenah, Wisconsin.

# ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

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hotel suite.

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"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-Tribune
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Morning Telegraph
Buffalo, N. Y.	Times	New York, N. Y.	Times
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
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario De La Marina	Seattle, Wash.	Times
Houston, Texas	Chronicle	South Bend, Ind.	News-Times
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald
Los Angeles, Calif.	Times	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

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, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St.

**ROTOGRAVURE**  
Prints Perfect Pictures - the Universal Language

**THEY HELPED BRIGHTEN LONDON**



Isabel Adler and Bertha Berger, New Yorkers, were prominent among the advertising women at Wembley last week.

**MERCHANT "JOLLIES" READERS IN AD COPY—  
THEY READ IT AND BUY**

If the proof of an advertisement is the reading of it, then the copy of F. P. Lawrence & Co., of Richland Center, Wis., pass the acid test.

"The first thing I look at when I get my paper each week," said a Richland Center woman recently, "is the Lawrence Company ad. I get more entertainment out of it than anything else in the paper."

Every reader or publisher of a country weekly knows that it is the locals which people read most. They want to hear what other folks are doing. Mr. Lawrence, appreciative of this, and also wise in the fact that people like to be jollied, started sometime ago a little local department of his own which gives news and amuses the reader while giving it. He reads it "Store News," and it is on the front page. He talks about his store—really talks.

Nearly always there is a surprise of some kind, or some customer's name is brought in, and there are always a few smiles. Once he told in a humorous way about a conversation he had with a woman who wouldn't pay her bill, giving

her name. Another time he told of a prominent business concern which had taken away from him the right to sell a certain article of their's because "we were naughty boys and cut the price."

The paragraphs are friendly, confidential chat, well seasoned with good humor. The Lawrence Company has found there is a big pull behind them.

**The Desert News**

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives  
**CONE, HUNTON & WOODMAN**  
 New York Chicago Detroit  
 Kansas City St. Louis Atlanta  
 Pacific Coast Representatives  
**CONGER & JOHNSTON**  
 Los Angeles San Francisco

The following excerpts taken from "Store News" in March are typical of the kind of "stuff" the company is getting across:

"Say, young fellow, the next time you see mother try to fill the tea kettle with water and notice there is no knob on the lid and see that mother has a hard time to keep from burning her hand taking this lid off, just make up your mind that you will come in and spend 5 cents the next time you come to town and get mother a knob for the tea kettle.

"No milk pail should be used unless it is sealed around the top, under the rim, down the sides and around the bottom. No wooden bale should be on the handle. If you doubt any of the above, bring in an old pail you have used for a few weeks and let us show you that you have an accumulation of sour milk in these cracks. If we cannot do so we will give you a new pail as good as yours was when new, free.

"Sure we all like toast, and some of the best toast I ever had was made over an open fire in a toaster that cost 10 cents. We still have those 10-cent toasters, and you can use one in your kitchen stove, and then you will say 'yum, yum' as you eat the buttered dainty. Try it and see. For those who have electricity, we have electric toasters.

"We are the only place in Richland Center where you can buy a corn popper, popcorn, butter and salt. There is nothing finer than popcorn popped in butter, and you can pop it that way if you will get one of our sheet iron poppers.

"Some folks like potato mashers of the old solid wood type, but most people prefer the wire kind. Anyhow, you must have a potato buster, so come in and get one that will bust them good.

"Was counting the kinds of egg beaters we had the other day, and will you believe it we had 7 different kinds, and the price is from 10 cents to \$1.

"A second-hand cook stove and a second-hand range we have for your inspection. The cook stove is all shined up. The range needs a little polish. If you want the range we will sell it for \$5 less than if we polished it.

"Think of it, not a Round Corner range in the store that is not sold. But cheer up; we have more coming, and you will be able to get yours."

**Vanderbilt Says "Go Ahead"**

When Cornelius Vanderbilt, Jr., was informed recently that Louis T. Grant, manager of the U. S. Veterans' Bureau, 12th District, had sued the Vanderbilt papers for \$300,000 for alleged libel, he sent the following message: "Go ahead, smuggler Grant, but may God have mercy on you when we get through with you."

**Newspaper Men in Ship Crash**

Charles H. Taylor, publisher of the *Boston Globe*, and C. B. Carberry, managing editor of the *Boston Post*, were passengers on the Boston to New York steamer *Boston* which was rammed by an oil tanker in Long Island Sound Monday night during a fog with a loss of

four lives. With other passengers they took to life boats and were picked up by ships which rushed to the rescue at the S. O. S. call from the Boston.

**University Press to Meet**

Michigan University Press Association which was the first State association to adopt a code of ethics and which for some years past has been working out a program of editorial development in conjunction with the University of Michigan and its journalism department, will hold its annual fall session at Ann Arbor, Nov. 20, 21 and 22.

**Chattanooga Editor Honored**

Lapsley G. Walker, editor of the *Chattanooga*, (Tenn.) *Times* was elected an honorary member of the Times chapel for life July 20. The chapel is composed of members of the Chattanooga Typographic Union Number 80.

**Wichita Gets Ad Meeting**

Mid West Newspaper Advertising Managers' Association will convene in Wichita, Kan., Aug. 9, 10, 11 and 12.

**JOHN HELD, JR.**

Foremost Artist-Humorist Now Available for Newspapers



Margy says many a girl who talks back to a traffic cop is afraid of a mouse.

(1 Col. Daily, 1/2 Page Sunday)

**UNITED FEATURE SYNDICATE**  
 World Building New York City  
 N. A. Huse, Gen'l Mgr.

**The Business Men**

of your community will value the authentic statements of

**ROGER W. BABSON**

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

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

SPECIMEN RELEASES AND RATES ON REQUEST

## H. H. TAMMEN, CO-OWNER DENVER POST, DIES FOLLOWING OPERATION

Millionaire Publisher Was Vivid Figure in American Journalism—Once Circus Owner—Estate Valued at More Than \$5,000,000



The Late H. H. Tamm

H. H. TAMMEN, editor and part owner with Fred G. Bonfils of the *Denver Post*, and one of the most widely known newspaper owners in the country, died Saturday, July 19, at his home in Denver after an illness of four months. He was 68 years old.

When Mr. Tamm's health began to fail early this spring he spent much of his time in travel in an effort to improve his condition. The attempt was fruitless, however, and three weeks before his death he underwent an operation at Johns Hopkins Hospital in Baltimore. On Monday, July 14, he returned to Denver in the private car of J. Ogden Armour, a close personal friend. His condition did not improve and the end came early Saturday morning.

The death of the Denver editor marks the passing of a vivid personality from American journalism. Mr. Tamm was born in Baltimore in 1856, the son of Heye Henry and Caroline Tamm. His father was an attaché of the Netherlands consular service in the United States.

When he was 14 years old his father died and young Tamm, at that time a student in Knapp's academy in Baltimore, refused to become a burden on his mother and decided to shift for himself. At the age of 17 he went to Philadelphia and engaged in the café business. But he longed to go West, and when he learned that Eastern capitalists had decided to build a fine hotel in Denver, to be called the Windsor, he sought and obtained the café concession.

He arrived in Denver in 1880 at the

time of the opening of the Windsor, at that time considered the finest hotel west of the Mississippi river, and became an important figure in the life of the hotel, then a headquarters for business and politics. Among those whose close friendship Mr. Tamm won during the early days of the Windsor were Lord Dunraven, at that time owner of a large estate in Estes park; Col. William F. (Buffalo Bill) Cody, Senator Edward Wolcott and his brother, Henry Wolcott.

A showman at heart, Mr. Tamm himself was keenly interested in the material curiosities of the West, and in 1881 he founded the H. H. Tamm Curio Company, which he owned at the time of his death. In connection with his curio business, Mr. Tamm published a monthly magazine called the *Great Divide*, and numbered among his contributors the late Verner Z. Reed and Stanley Wood, then widely known as a writer of Western stories. This venture was unsuccessful, and Mr. Tamm sold the magazine to a Chicago publishing company. Years later he revived it as a weekly published in connection with the *Denver Post*.

During his days at the Windsor Mr. Tamm became acquainted with F. G. Bonfils, and when the two learned that the *Denver Post* was for sale they decided to enter into a partnership and buy it. This they did in 1895, at a time when the *Post* was published in a basement room on the site of what is now the Iris theatre, and when the editorial staff consisted of three men.

"Write what you see and what you think," Mr. Tamm told his staff. "If a thing is horrible, tell why it is horrible, and leave nothing to the reader's imagination. Nothing is too trivial to interest some reader, and remember that more people are interested in a man falling and breaking his leg on Curtis street than are interested in a disaster in Egypt or China."

With this as its policy, the *Denver Post* prospered from the start.

But success as a publisher did not interfere with Mr. Tamm's liking for the show business. In 1903 he and his partner acquired the Sells-Floto circus, the management of which was largely in Mr. Tamm's hands.

Despite his deep interest, his unflinching enthusiasm and his natural ability as a showman, however, the circus did not prosper. After losing money continuously, the circus was sold in November 1920, and Mr. Tamm devoted most of his time to the *Great Divide*, leaving the greater share of the management of the *Post* to his partner.

About 1910 Tamm and Bonfils purchased the *Kansas City Post*, directing it in addition to their *Denver* paper until 1922, when they sold it to Walter S. Dickey, owner of the *Kansas City Journal*.

Mr. Tamm was known in Denver for his many charities. In 1921 he donated \$100,000 for the erection of the Agnes Reid Tamm wing of the Children's Hospital, now completed.

Among the tributes printed in the *Post* following Mr. Tamm's death was one from Judge Ben Lindsey, in which he said:

"Harry Tamm was one of the biggest-hearted, most human men I ever knew. He was one of the most honest, most truthful men I ever knew. He was ever kind to children because he had the heart of a child. The children of Denver have lost a friend, but his work for the Children's Hospital will be a monument to his memory."

In his tribute to his partner, Fred G. Bonfils said, in part:

"Harry Tamm, my partner for 30 years, has gone into the 'Great Unknown.' Over there they will recognize and know him at once. He will smile as he looks in their faces and he will tell them the truth and say, 'I had some faults, but I loved my fellowman and I believed in men, women and children.'"

The funeral was held early this week. Among those present were Mr. and Mrs. J. Ogden Armour of Chicago. Mr. Tamm is survived by his wife, Mrs. Agnes Tamm, and a brother, Frank Tamm of Denver.

Besides his newspaper property, it is estimated he left a personal fortune of \$5,000,000.

## Obituary

ERASMUS DARWIN BEACH, at one time editor of *Town Topics*, New York, and for many years employed on the *New York Sun* during the editorship of Charles A. Dana as reviewer of books, died last week in the Brooklyn Home for Aged Men.

JAMES A. CANFIELD, 61, owner and editor of the *Pachogue* (N. Y.) *Advance*, died Monday at his home after a week's illness.

EDWIN STRUBEL, 23, reporter on the *Sandusky Star-Journal*, was killed in an automobile accident near Bluffton, O., re-

## New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 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

cently. He was the son of R. M. Struble, managing editor of the *Star-Journal*.

W. H. ALEXANDER, 62, senior editor of the *Paris* (Ill.) *Mercury*, died July 15, in his home in Paris.

CLEO MATHEWS, editor of the *Blue Hills* (Neb.) *Leader* is dead following injuries received in an automobile accident.

ALBERT E. JACKSON, 62, former postmaster and newspaper publisher in Tampa, Fla., died July 11, in Iowa City.

ARNOLD H. SCHULTHEISS, editor and manager of the *Beobachter*, Salt Lake City German newspaper for many years, died at his home last week.

JOHN R. CORVELL, who started as a reporter in San Francisco, originator of the Nick Carter detective stories and who also wrote novels under the name of Bertha M. Clay, died last week at his home in Readfield, Me.

COMMODORE PERRY HICKS, press-room foreman of the *Long Beach* (Cal.) *Press*, died July 5.

ALEXANDER PAGE, 93, war correspondent for the *Chicago Tribune* during the Civil War, died June 12 at his home in Chicago.

## Newsboys Among Steamer Victims

The bodies of 5 boys, members of the Newsboy Band of the *Baltimore Evening Sun*, were found in the bulk of the bay steamer *Three Rivers*, which burned to the waterline in Chesapeake Bay July 12. They were Nelson A. Miles, 17; Lester Seligman, 15; Ashby Pilker; Vernon Jefferson, 15; and Walter Milliken, 11.

## Typesetter, Aged 101, Dies

Amos T. Mead, typesetter on Buffalo newspapers for nearly 60 years, and the oldest Odd Fellow in New York, died at his home in Portland, N. Y., in his 101st year. He retired more than 20 years ago.

## New Town Advertisers

Longview, Wash., 18 months old and having 5,000 inhabitants, is spending \$100,000 on advertising this year.

## FIVE BIG MARKETS IN TEXAS THREE BIG MARKETS IN LOUISIANA

The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

## "FIRST IN PUBLIC SERVICE"

The *World*.

MORNING EDITION

The *World* and the *Evening World* have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers 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.

The *World*

Pulitzer Building, New York  
Mallers Bldg. General Motors Bldg.  
Chicago Detroit

# GREEK EDITOR DISCUSSES SIGNIFICANCE OF FOREIGN LANGUAGE PRESS

## Declares It Does Not Compete Unduly With Local English Papers—Acts As Americanization Guide To Immigrants

By ADAMANTIOS TH. POLYZOIDES  
Editor Atlantis, Greek Daily, New York

THE Foreign Language American Press sprang from the necessity of a large number of people of the same race and the same tongue, who came to America, and wanted to find their way in a new land, where everything, from the numbering of the streets to the finding of a job, was carried on in a new and a strange way, so diametrically different from what these people were accustomed to in their native countries.

Ignorant of the language of the country in which they found themselves, these immigrants wanted somebody to guide them, to show them the way, to assist them in getting acquainted with America.

The American press was closed to them, and to master the English language to the extent of being able to understand the contents of an American newspaper, was no easy job. But even in case where some of these immigrants succeeded in getting the meaning of a story in a New York daily, still that story was lacking in interest to the new comer. This is only natural for people who go to a foreign country even when they are familiar with its language. And I suppose that familiar as I am with Spanish, a Madrid paper could never give me the excitement of a New York headline in a New York paper.

Coming here from distant lands, eager to find their own people scattered throughout the width of the continent, anxious to secure employment with somebody who could understand their language, the immigrants needed some sort of a house organ, so to speak. This house organ was their newspaper.

That the Foreign Language American Press grew with immigration was to be expected, and therefore the 15 years between the close of the Spanish-American War and the opening of the World War saw the greatest expansion of this class of newspapers, numbering today more than 600 dailies and weeklies, and representing more than 35 languages from Arabic to Welsh. These papers have a combined circulation of 10 to 11 million, approximating one-tenth of the total of the population of the United States.

Some of these Foreign Language American papers are superior to those of the same language published in the old country. A German daily of New York is by far superior to those of Berlin in make-up in bulk, and even in quality and variety of its contents; and the same applies to most Italian papers published in America, and even to Greek.

That some, and at times most of the material of the Foreign Language American Press deals with European questions was to be expected, especially now when the whole of Europe is in turmoil; but it must be added that the general tone of the Foreign Language American Press is strongly and manifestly American. If there is any fault finding with conditions as they exist in the United States, that role is given to the American Press, and to our liberal magazines, who specialize in that sort of work. Those of the immigrants who find that America is not what they expected it to be, have only to work a little harder to get together the price of a return ticket back to their native land. The percentage of these disappointed seekers of modern Arcadia is, I think, in the now popular, or rather unpopular ratio, of half of one percent.

The Foreign Language American Press has given the immigrant his first ideas about American history and American form of government. It is from the columns of the paper printed in his mother tongue, that the immigrant first learned of the goodness of George Wash-

ington, the greatness of an Abraham Lincoln, the strenuousness of a Theodore Roosevelt, the idealism of Woodrow Wilson, the charm of a Warren Harding.

When the Great War came, there was no more loyal, enthusiastic, active and militant lot of newspapers than the great majority of our American papers printed in a rainbow of languages. That there were some black sheep I will readily admit; but that as the saying goes, happens even in the best regulated families.

Those who say that the Foreign Language American Press engages in undue competition with the local press, are in error, because as a rule these papers published in a foreign language are very small affairs in comparison with their English-language contemporaries. To follow the life of an American citizen, to be in the thick of our greater national life, the American paper is indispensable, and no immigrant will be without it within 6 months of his arrival to Ellis Island.

Lest I be suspected of making a saint out of the Foreign Language Press, I will say that it keeps some of the national characteristics of the race to which it belongs. This is only natural. A Hungarian paper cannot help giving news about Hungary any more than the *New York Herald* published in Paris, cannot fail to give the news of America more amply than any of the other French papers of the capital. But whereas the *New York Herald* of Paris is a foreign paper, published in France, a Foreign Language paper published in the United States is American throughout.

The majority of the editors of the Foreign Language American Press are American citizens; they are men who made a thorough study of the problems and of the conditions with which they have to deal. They can follow the foreign problems affecting our American life with a clearer vision, and with a better knowledge of the psychology of Europe in its dealings with the United States. The interests of these people and of this press are not beyond the Atlantic, but right here. It is a fact that during the controversy of the League of Nations, most of the Foreign Language Press of America stood against the League, because the editors of those papers knew perhaps better than their American colleagues, that European diplomacy being so eager to get America in, had something up its sleeve. This notion might have been mistaken, but it was the honest conviction of a class of Foreign Language newspaper men who knew and firmly believed that America could not obtain any

advantage, and would rather lose by joining the League of Nations as at present constituted.

If, however, the Foreign Language American Press does give particular attention to news from the other side, it has a redeeming feature in the fact that it refrains from those extensive, highly colored, and copiously illustrated accounts of crimes, divorces, escapades, and other such items as make the bulk of our sensational press.

Supposing for a moment that the American press of Foreign Language was to suspend publication, what would happen? The readers of those papers would subscribe to foreign papers, published abroad, whose psychology and views would not be in harmony with those of America. In addition to the present bootlegging we would have the newspaper bootlegging, the offense being spiritual in both cases.

I do not think that this will ever happen. The Foreign Language Press of America has served a great and useful purpose, and will gradually pass away with diminishing immigration. The first generation immigrants who read it will pass away too, and the second generation will take no interest in anything but in this bubbling and active American life, which will be their own life. The problem of Americanization about which so much ink is being spilt, is being settled noiselessly and effectively in our public schools, and any talk about the disloyalty or the unassimilation of the foreign element of our population becomes idle when we only take into account that out of the entire German population of the United States there was only one who evaded his obligation at the time of the draft.

The Foreign Language Press of America will follow its natural path, and speaking for myself and my paper, I will confess this much, that it will be a happy day for me when the entire Atlantis will appear in the language of the Declaration of the Independence which is that of our adopted land, of which we are citizens not by chance but by choice.

### N. Y. VETERAN RETIRES

#### Frank Price Served 50 Years in Metropolitan Field

Rounding out 50 years of newspaper work, Frank J. Price of the New York Morning Telegraph, has announced his retirement and has left for his farm in Pike County, Pa.

Until last Saturday the veteran journalist wrote "The Town in Review" paragraphs for the Telegraph, while from time to time he wrote monographs and pamphlets on financial and economic subjects.

At different times he was on the editorial staff of the *Times*, the *World*, and the *Evening Telegram*, and for several years was chief editorial writer of the *Commercial*. Before coming to New York he was associate managing editor of the *Philadelphia Public Ledger*.

## BUILDING and HOLDING CIRCULATION

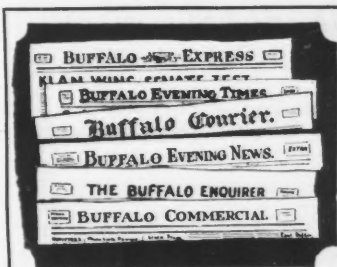
THE newspaper that needs more circulation needs us. Our plan has proved successful everywhere we have tried it. We can put the first newspaper in its field in an invulnerable position, or we can put the second or third newspaper in first place at an insignificant cost to its owners.

### HICKEY-MITCHELL Co.

Builds and Holds Circulation  
Pierce Building St. Louis, Mo.

We serve only one newspaper in a territory, but we serve that one seriously and successfully.

If interested wire. Information without obligation will follow immediately.



# Mirrors of Buffalo

THESE newspapers are the mirrors of Buffalo, reflecting faithfully the life and character of its sterling citizens and at the same time giving hundreds of thousands of readers a clear view of world events. Among many other things, Buffalo has a reason to be proud of her well-edited papers.

Most certainly it is a real pleasure for us to tell you that the publishers of these papers made it unanimous when it came to selecting a type metal—they chose Imperial Metal.

No mere co-incidence can account for ALL SIX Buffalo newspapers selecting the Imperial Metal Plan. There was a reason. That same reason was also in the minds of publishers of other leading Metropolitan newspapers. It decided the small city, town and village publisher that it was what they needed.

### Here's the Reason!

The Imperial Plan showed them how to avoid costly metal troubles and add years of service to their metal. In addition they found it economical and dependable. Let us send you the same Plan that these Buffalo papers use, showing you how it can be adapted to your shop.

# Imperial METAL

LINE TYPE—MONO TYPE—INTER TYPE—STEREOTYPE

"Best by Acid Test"

## Imperial Type Metal Co.

Philadelphia—Cleveland—Detroit

## JAPANESE AGAIN SEEK RADIO ENTRY INTO CHINESE COMMUNICATIONS

State Department Watching Protest of Tokyo Against Erection by Federal Telegraph of an American-Owned Station and Claim of Prior Rights

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

RENEWAL of the Japanese protest to China of the contract of the Federal Telegraph Company for erection and operation of radio stations in Peking and Shanghai has been responsible for a revived interest in the communications situation in the Far East. The Federal wireless, an American concern, is building stations in China despite the Japanese claim that the Mitsui Company has a monopoly granted by China to the radio development of that country. The situation has been the occasion for several exchanges between the American legation and the Peking foreign office on one hand and the Japanese legation in China and the Peking Government.

Recently Japan renewed the protest and again set up the Mitsui claims in the face of the Washington Arms Conference agreement, the American open door contention and refusal to recognize the validity of the Mitsui arrangement, made when the notorious Anfu Government was in power in Peking.

Although the American State Department has taken no official cognizance of the newest Japanese move, every development is being watched. The United States, when the time comes, will reiterate its position, which is that the Federal wireless contract is valid and the United States proposes that the American company receive consideration from China.

The great reasons for American insistence in the situation, in addition to Secretary Hughes' determination to maintain the "open door," is the need of increased communication facilities in and out of China at rates which will be workable for commercial and press messages.

Briefly the history of the controversy is as follows:

Early in 1921, just previous to the calling of the Washington Arms Conference, the Ministry of Communications in Peking signed a contract with the Federal Telegraph Company for the construction of several high-powered radio stations to be owned and operated by the Chinese Government. The Japanese protested and tried to force China to cancel the contract. Secretary Hughes made inquiry of the Japanese and then the Japanese foreign office produced a secret contract which gave them a 30-year monopoly over all wireless construction and development both within China and between China and other nations.

This led to an exchange of communication between Secretary Hughes and Dr. Sze, Chinese Minister at Washington, on the subject of the open door, and provided the legal basis for some of the understandings that later developed at the Washington Conference. The question appeared to be settled when Japan signed the Nine Power Treaty, which included almost word for word the exchange of notes between America and China on the open door policy.

But it didn't settle the matter, for Japan subsequently threatened China with dire consequences if the Federal wireless contract was carried out. Nevertheless work on the stations of the Federal company went forward and the Japanese protests continued.

Finally it leaked out that the station erected in Peking by the Mitsui company was unworkable and the Japanese were attempting to persuade the Radio Corporation of New York and the British Marconi Company to enter into an undertaking with the Mitsui Company by which the station would be internationalized. This plan failed, leaving the Japanese to resume their protests.

The validity of the Mitsui contract has been repeatedly attacked on the ground that it was granted by the Chinese Minister of Navy under the old Anfu regime in 1918 and the Minister of the Navy

was without authority to bind the Chinese Government by the granting of such a contract.

All efforts on the part of Japan to internationalize the radio development of China at the Washington Conference failed because of the protests of China and Japan's action in eventually agreeing to the Nine Power Treaty, which guaranteed to China certain rights that obviously belonged to her, indicated that the alleged monopoly of the Mitsui Company had been abandoned. Chinese officials have taken the Japanese communications, directed at Peking since that date, as an effort to undermine and neutralize the constructive accomplishments with respect to China, made at the Washington Conference.

### GALVESTON TRIBUNE MOVES

Occupies Remodelled Building—New 32-Page Press Installed

The *Galveston* (Tex.) *Tribune* is now housed in its new three-story home at Twenty-fourth and Mechanic streets, printing editions from a new 32-page Hoe press. The building was purchased more than a year ago and was then carefully remodelled to suit the needs of a modern newspaper.

The ground floor is devoted to the "front office," business and advertising departments. Executive and editorial offices as well as the stereotyping room occupy the second floor. The press room is in the basement and operations can be watched from the street level.

Harry I. Cohen is publisher of the *Tribune*. He was born in Galveston and did his first newspaper work as a cub reporter for the *Tribune*. For 3 years he was a member of the *New York Times* staff. During the war he served overseas with the 64th artillery. He became publisher of the *Tribune* in the year 1921.

The *Tribune* is descended from a small paper, the *Print*, established by a number of printers in 1879. It became the *Evening Tribune* in 1885. In 1894 it was renamed the *Galveston Tribune*.

### Brigham Heads Agricultural Editors

Reuben Brigham of Washington was chosen president of the American Association of Agricultural Editors at the annual business meeting of the organization at Brookings, S. D., July 8 to 11. W. P. Kirkwood of Minneapolis, Minn., was named vice-president. The association voted to hold its next meeting at Raleigh, N. C., in June, 1925.

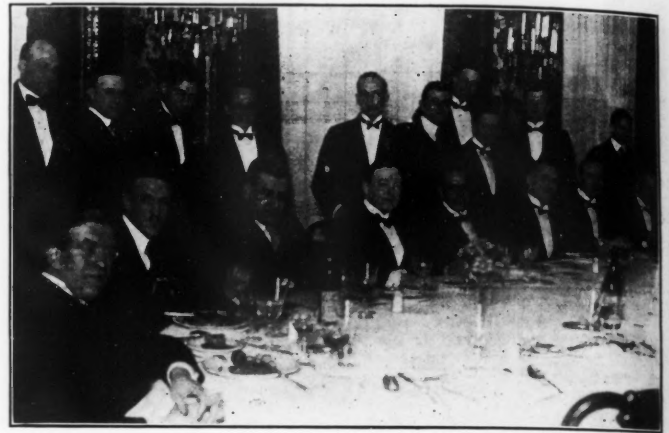
### Campaign for Marquette

Marquette University, Milwaukee, has opened an extensive paid advertising campaign in dailies of Wisconsin, Upper Michigan, Minnesota, Iowa and the Dakotas. Hannah-Crawford Agency, Milwaukee, is placing the advertising.

### Ohio Daily Opens New Plant

*Chillicothe* (O.) *News-Advertiser* held open house, July 24, on the occasion of the opening of its new home.

## BERLIN WRITERS FETE DENNEWITZ



BERLIN, July 3.—American correspondents in Berlin and members of the Embassy staff recently gave a farewell dinner at the Adlon to Carl Dennewitz, who was on the Berlin staff of the *New York Herald* up to the time of its merger with the *Tribune*, and who is now on the *Paris Herald*. Those in the picture are: Standing, from left to right: Jim Howe, Associated Press; E. C. Anderson, Embassy; Samuel Speewack, *New York World*; O. D. Tolischus, Universal Service; Commander Towers, U. S. Em-

bassy; Joe Shaplen, *New York Tribune*; Lincoln Eyre, *New York Sun*; E. E. Norris, U. S. Embassy; D. C. Bodker, Reuter's; George Seldes, *Chicago Tribune*.

Sitting, from left to right: Alvarez del Vayo, *La Nacion*; F. G. Tuckfield, *London Daily Express*; Carl D. Great United Press; "Sig" Weyer, International News Service; Carl Dennewitz; Charles S. Smith, Associated Press; Delano Robins, Secretary U. S. Embassy; Thomas Ybarra, *New York Times*.

### Describes Oregon Market

"Portland and the Oregon Country" is the title of a new folder issued by the *Oregon Journal* describing the markets, resources and population of its territory. It is printed on heavy super paper and bound in loose-leaf, it being the publishers' purpose to keep the information up-to-date.

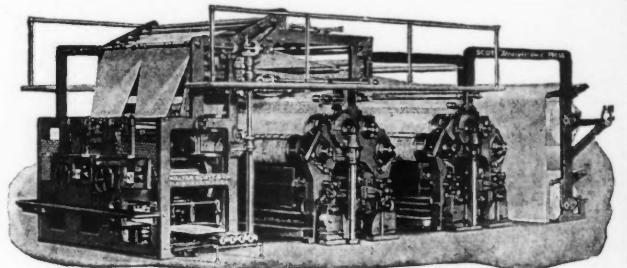
### Rufus T. French

Rufus T. French, 43, of the advertising and publishing firm of Rufus French, Inc., New York, died Monday after a brief illness. Mr. French started his advertising career 20 years ago in the

West, becoming Western advertising manager for Scribner's and the Associated Sunday Magazines. He came East in 1909 and acquired an interest in the Outing Publishing Company. He formed his own business in 1919, specializing in consulting and salesman's duties.

### Newspaper Man Attacked

While resisting a negro hold-up man Wednesday night, Walter Thiesen, staff photographer of the *Pittsburgh Post*, received a razor slash across the throat which required seven stitches to close. He is recovering in a local hospital.



## THE SCOTT "STRAIGHT UNIT" QUADRUPLE PRESS

has four Units and two Folders.

### RUNNING SPEED PER HOUR

72,000 4, 6 or 8 pages      36,000 10, 12, 14 or 16 pages  
18,000 20, 24, 28 or 32 pages

### Additional Units and Folders Can Be Added

at any time increasing the press to Sextuple, Octuple or Double Sextuple capacity to meet future growth of your paper.

LET US KNOW YOUR REQUIREMENTS

## WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

1441 Monadnock Block

NEW YORK

1457 Broadway, at 42d Street



**SERIOUS BUSINESS FOR THE PRINCE**



Young Mr. Windsor may have more solemn words to say to his first Parliament as England's King, but he'll not say them more solemnly than he appears opening the Advertising Convention last week in London.

all newspaper advertising departments and references to competing newspaper, when necessary, should be truthful statements subject to verification from reliable sources. Derogatory references regarding the personnel, policies or advertising value of contemporary newspapers, should be avoided to the end that all forms of destructive and unfair competition may be eliminated and the standards of newspaper advertising constantly raised higher.

"The advertising agency is an established institution which has assisted in the development of advertising, and should be supported because of its service to business. Commissions to advertising agencies should be allowed on national advertising when recommended by properly constituted authority, and if in accordance with established policy of the newspaper, but the recognition of the agency should be restricted to the organizations functioning as bonafide agencies capable of rendering complete and adequate advertising service.

"Business is honorable and advertising, its voice, needs no apology. No advertisement should be published in the guise of news or editorial matter and all advertising should be clearly designated as such by borders, type or similar device.

"Matter designated as news which comes to the Advertising Department should be referred to the Editorial Department for use or rejection by that department on the basis of its news value."

**86 COVER CHICAGO TRIAL**

**Special Wires in Court Room as Leopold-Loeb Case Opens**

Eighty-six newspaper men and women were present in Judge Caverly's court, Chicago, Monday at the opening of the hearing of Nathan Leopold and Richard Loeb, confessed murderers of young Robert Franks.

Admission was by ticket only. Seventy-two press tickets were issued to Chicago newspapers and press associations; 14 to out-of-town writers.

Special direct wires were installed in the court room, immediately adjacent to the judge's bench and the witness stand, for the Associated Press, United Press and International News Service, and for the leading Chicago daily papers. The operators were equipped with silent senders.

Reporters were permitted to use "noiseless" typewriters at the specially provided tables and in the jury box.

In addition to the provision for the press in the court room, a special room was fixed up, adjoining Judge Caverly's court, where tables and additional telegraph wires were installed. Bailiffs were assigned to keep those not carrying press tickets out of the newspaper section.

Flashlight pictures are barred during the sessions of the trial, but can be taken during recesses, Judge Caverly ruled.

**A. A. C. W. DELEGATION LEAVES FOR PARIS**

**Party of 500 Off for French Capital Friday—Will Visit Battlefields —Trip Terminates Next Thursday**

Paris was the Mecca this week of the American delegates to the A. A. C. W. convention at Wembley, following the final adjournment of the business sessions of the convention on Thursday last week. A party of 500 left London for the French capital Friday, July 25, where a gala reception by French officials and business men was in readiness.

The Paris trip will terminate Thursday, July 31, following a round of entertainment and tours to the battlefields of the World War.

The first event scheduled for the American visitors was a national reception upon their arrival in Paris, while other features included visits to Versailles and Fontainebleau, and a ceremony at the tomb of the Unknown Soldier in Paris. Hotel accommodations for the delegation were arranged for by the Paris Reception Committee.

The Paris trip followed a week of sightseeing tours in England, Scotland and Ireland arranged by British convention authorities. The first tour began last Saturday, following the close of the Wembley entertainment program, and carried a group of 250 delegates from London to Brighton, where motor drives were taken to nearby historical points.

Tours to Edinburgh, Glasgow, Belfast and Dublin drew large numbers of the American contingent. Other sightseeing trips led to Yorkshire, Northampton, Southwest England and the Midlands. Each covered a period of several days. Elaborate entertainments were provided by local committees at all points. Transportation was free.

At Edinburgh, on Wednesday, a number of delegates played golf on the famous St. Andrews links as guests of the Royal and Ancient Club of St. Andrew. All of the tours were so arranged that delegates were able to be back in London in time to leave for Paris Friday if they wished. Following the termina-

tion of the Paris visit next Thursday the majority of the touring delegates will sail for home.

**New Home for Southern Daily**

Work on the new \$100,000 home of the Greensboro (N. C.) Record was started July 7. The structure will be of brick and steel construction, two and one-half stories high.

**A. A. C. W. APPROVED CODE OF NEWSPAPER MEN**

THE A. A. C. W. Convention in its final session July 17 received and approved the Code of Ethics adopted recently by the Association of Newspaper Advertising Executives at Columbus, Ohio. In the course of this Code of Ethics, these leading American newspaper declared:

"Since Truth-in-Advertising has been recognized from the beginning as an essential in honest merchandising, every co-operation should be continued to the end that no advertisement be accepted for publication if it is misleading, fraudulent or harmful.

"Complete co-operation with all other departments of the National Advertising Commission of the A. A. C. of W. should continue in order that organized advertising may have greater power to prevent and control abuses which tend to bring the whole or any part thereof into disrepute.

"We believe that every newspaper may be a successful and economical advertising medium when properly used. Complete co-operation should exist between

**TRENTON NEW JERSEY**

A prosperous city of diversified industries served by one paper.

**TRENTON (N.J.) TIMES**

**KELLY-SMITH CO.**

National Representatives

Marbridge Bldg. Lytton Bldg.  
New York Chicago

**Pottstown (Pa.) Ledger Suspends**

The Pottstown (Pa.) Ledger, one of the oldest newspapers in Pennsylvania, and the only evening paper in the city, suspended publication Saturday, June 19. No advance announcement of the move was made. The daily was published by P. Quinn Roth, formerly of Norristown. Earl R. Roth was editor, and Raymond W. Roth, business manager. The Ledger was successor to a weekly paper founded 105 years ago and converted into a daily 51 years ago.

**Monmouth, Ill., Dailies Merge**

Consolidation of two of the oldest newspapers in Illinois, the Monmouth Daily Atlas and the Monmouth Daily Review, took place July 21. The Atlas was established in 1846 and the Review in 1855. The consolidated publication will be known as the Monmouth Review Atlas. It will be issued under the editorship of Hugh R. Moffett, from the new Review plant. A. W. Barnes, publisher of the Atlas, becomes business manager of the consolidated publication.

**Editor Fatally Shot**

James Stitz, former deputy sheriff, surrendered to the sheriff of McMullen County following the fatal shooting of Jay R. Secrest, 25, editor of the Callihan (Tex.) Caller. The shooting was attributed to an article about Stitz in Secrest's paper. It occurred when the men, in automobiles, met as they were returning from the oil fields.

**1893 SERVICE 1924**

as visualized by

**BENJAMIN & KENTNOR CO.**

**THIRTY-ONE YEARS**

Given over to making and keeping friends in the advertising field; thirty-one years of serving both publishers and advertisers; thirty-one years selling honest service honestly has placed this organization in an enviable position in the field.

Always willing to talk representation to the right kind of newspapers.

**BENJAMIN & KENTNOR CO.**

Advertising Representatives of Newspapers

2 W. 45th St. 900 Mallers Bldg.  
New York Chicago

401 Van Nuys Bldg.  
Los Angeles

**FOR PROMPT SERVICE**

**TYPE · BORDERS · ORNAMENTS**

**BRASS RULE**

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

**AMERICAN CUT-COST EQUIPMENT**

Carried in Stock for Prompt Shipment

**American Type Founders Company**

Boston Baltimore Buffalo Detroit St. Louis Denver Portland  
New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane  
Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg

## THE GRAPHIC ARTS AND THEIR RELATION TO MODERN NEWSPAPERS

Advertisers Are Only Beginning to Learn the Possibilities of Artistic Illustration in Daily Press—First Page Best in a Publication, and Copyreader the Best Ad Copywriter

By F. H. McMAHON

A BULLETIN of the Advertising Bureau of the American Newspaper Publishers' Association says: "A newspaper has an almost spiritual duty to perform. It must get out on time. It must achieve in its brief daily life a genuine miracle—and a miracle of mechanical achievement—that might well seem impossible. You can't retard the rapid progress of sizzling news because an advertiser wants a beautiful advertisement."

That one paragraph alone conveys to the thoughtful advertiser and all others connected with advertising the relations of the graphic arts to newspapers. The element of speed, so vital to the success of the metropolitan daily newspaper has itself placed a limitation upon the use to which the advertiser can put the space he buys in that paper, although those limitations have not been arbitrarily set by the publishers but by the advertisers themselves.

The speed with which "sizzling news" is prepared and issued to a public waiting to know what is going on in the world, establishes certain requirements which must be met by all advertisers using the newspapers. Certain kinds of paper must be used, it must be of a sort that will readily absorb ink with which it is printed and assure a clean-looking publication; the ink that is used must have the right constituents to produce effective and satisfactory results at a speed that checks off thousands of copies in the brief space of a few minutes.

Naturally, the finished product, the newspaper as it is issued each day, cannot compare in appearance with the monthly or even weekly publications which take weeks in preparation and equally as long in the printing. Time and the materials used preclude any such possibility.

It is also a fact that the limitations that advertisers have put on the use that can be made of newspaper space are based on precedents established in the days when newspaper equipment was far below the standard of today, when the facilities for preparing copy for the newspapers were sadly inadequate and in no way comparable with present-day methods.

Advertisers in the old days were victims of habits of thought. Because one method had been tried out in the newspapers and found to be a failure, it naturally followed that this same method was not subject to adaptation to newspaper requirements in some other form which would be successful. On the other hand, certain methods had been found successful in newspaper work and as a result any dozen pieces of newspaper copy prepared by the same advertising man appeared to have been cut off the same bolt as far as similarity of treatment was concerned.

The advertiser of yesterday figured out newspaper possibilities this way: "Don't use anything but outlines. Close lines, if they print at all will appear as blurs." "Go light on the blacks, they usually turn out as grays and poor ones at that." "Half-tones are bunk, they fill up and smear after the first few thousands have been printed. Maybe a few newspapers can use them satisfactorily, but most of them can't—so lay off of them!" And so on, listing an infinite number of don'ts and but very few do's.

Even so, today finds relatively few advertisers using the newspapers who are making the best use of the space that is bought. Time and money are spent in market research to find out where to sell the goods to be advertised; high salaries are paid to big men of the advertising profession to dig up the facts concerning the goods and the people who will buy them; equally high salaries are paid men to discover the point of contact with the

consumer and put it into type; but few advertisers are spending much if any time endeavoring to find out what the limitations on the treatment of newspaper space really are.

No more interesting study can be indulged in than that of typography. If one word can be used in a comprehensive manner to explain the best method to follow in arriving at a piece of typography, it is the word simplicity. Study of the typographical work of such acknowledged authorities as John Henry Nash of San Francisco and Bruce Rogers of New York will prove a revelation to the advertiser. These two artists in type follow the simplest methods. You will find that neither uses more than one family of type in an advertisement. They stick as closely as possible to one size, but where display is required, use a larger face, but always of the same family.

The printing office which endeavors to show its versatility by introducing a great variety of types in any one composition entirely misses the mark and destroys the symmetry and balance of the composition. The advertiser—especially in newspapers—should remember simplicity—one family of type, and few sizes.

A composition shot full of white is displeasing to the eye, distracting to the vision and makes the negative rather than the positive impression you desire. The type should be blocked, built solid; there should be fewer open spaces between paragraphs—all the white space possible should be gained in the layout, through block composition on either side of the type. For newspaper advertising the advertiser should avoid the use of type too small and type with hair-line descenders and ascenders. If type is too black-face, it is offensive—if it is too light-face, it easily breaks down in the reproduction process.

An advertisement sent to a metropolitan newspaper is first reproduced in matrix form and then cast in soft metal, and both these processes carried on at tremendous speed. Under these circumstances, what happens to fine-line types or the delicate italics, introduced with so much care? They are broken down, and when printed at the rate of 3,000 an hour, prove a disappointment to the advertiser, and the audience addressed is unable to read them.

But newspaper advertising is not entirely a matter of type and copy, that is to say, editorial content of the advertisement. To quote a Strathmore advertisement, "Paper is part of the picture." Whether the picture is produced in half tone, or some other process, whether the paper be the finest of super-coated stock or plain newsprint, paper always plays as important a part in the finished reproduction as do any of the other mechanical elements that enter into the subject.

Pancoast, perhaps the highest paid mechanical director in the newspaper field, in advising MacManus on the handling of Maggie and Jiggs, said, "Don't forget, you have one of the greatest col-

ors in the world to work with—white." And because the cartoonist makes liberal use of white space, cartoons have come to be a regular part of the diet of the newspaper readers. They have proved that a few lines, properly placed in their relation to the white space, can be made to mean much or little.

This then brings us to a consideration of the embellishments of the space that the advertiser buys in newspapers, and again to quote the Advertising Bureau of the A. N. P. A.: "There is now practically no ban in the newspaper field against any of the techniques of advertising art. Careful study of correct methods of preparation has solved the problem."

Consider for a moment. When Phoenix Hosiery advertising first appeared in the national mediums, embellished by beautiful borders, few paused to realize that a new treatment had been developed that was equally as adaptable to newsprint as to coated stock. But today Phoenix advertisements are appearing in many newspapers and the effect is no less pronounced on the white space of newspapers as it is on the highly calendared stock of Good Housekeeping.

Hart, Schaffner & Marx, crayon drawings, with Ben Day background and high lights hand-tooled out, constitute another treatment of newspaper space which a few years ago would have been thought impossible, and yet today the hundred thousandth imprint of this copy on newsprint stock is as clear and effective as the first.

Before the newspapers can really play their true part in the graphic arts as far as advertising is concerned, the advertiser must learn the proper use of white space. He must study the various possible forms of treatment, spend a little money, if necessary, to try out various ideas, get acquainted with newspaper makers, and learn what really can and cannot be done. Too many advertisers know what can't be done, and not enough know what can be done with newspaper space.

Of many treatments that have been proved suitable for newspaper work in the past two years, each is so entirely individual as to preclude possibility of successful imitation by other advertisers. The enlarged coarse screen half-tone used by Goodrich Tires attracted considerable attention and was used very effectively, especially in heading pieces for the purpose of gaining readers' attention. Flat Ben Days, laid over line drawings, are gaining favor, and when used to illustrate garments on figures enable the advertiser to bring out the general lines of several garments—each in an individual way. Ben Day on shadow backgrounds has been used with great success, where a secondary message almost as important as the primary message is to be conveyed.

The quarter-tone, too, has proven a real success in newspaper advertising. For the quarter-tone, make a coarse screen half-tone of the photograph, or wash-drawing make a proof of it on Rossboard—give this proof to the artist.

who will scrape off the chalk where he wants the picture to show white, and black it where he wants the picture to show black; then make a line engraving and you have the quarter-tone. The purpose in making the line engraving is so there will be no dots over the white spaces, and so the blacks the artist wanted will print black. This is an effective method, but little in use.

It is not generally known, but some of the largest national advertisers are using quarter-tones for newspaper work to great advantage. Probably the most attractive development is in the use of the imitation wood cut—a technique that lends itself to various forms of use, but which never tires. A number of accounts that have appeared recently have used this particular form of illustration very successfully, although not to such an extent as to pull upon the readers.

However, summing it all up, the outstanding characteristic of newspaper art work today is its refinement and beauty. Though this much-desired condition has been reached by gradual steps, it has at last arrived and bids fair to stay with us.

Many newspaper advertisements of today are fit for the finest of magazines; they look like magazine pages, and yet have been so shrewdly handled as to composition and treatment that they print wonderfully well on newsprint despite the popular conception on the limitations of rapid newspaper printing.

The manufacturer has cared only that his advertising printed well and delivered the message; treatment and technique were secondary with him if given any consideration at all. Artists and advertising men, however, are coming more and more to realize that the limits of effective use of newspaper space have not yet been reached, and are making every effort to devise and perfect new and better ways of using it.

Newspapers from an advertising standpoint will never take their just position among the graphic arts until the advertisers themselves learn the proper and best uses of the space they buy.

### Veteran New York Reporter Dies

George Flaunery, 67, for 20 years ship news and criminal court reporter for the New York City News Association, died in Bellevue Hospital Wednesday after a two weeks illness.

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—52 Vanderbilt Ave.  
Chicago Office—5 North Wabash Ave.  
San Francisco—Cleveland—Cincinnati

## "PREMIER" Dry Mats

Reg. Pat. Off., U. S. A.

The Best Dry Mat on the Market is "THE PREMIER." Leading publishers throughout the U. S. A. and New York City who are using "THE PREMIER" concede that no other make of Mats give such excellent results.

All detail in your halftones are reproduced, because the face of the Premier Mat is as smooth as glass, lays perfectly flat and is uniform in quality.

A trial order will convince you. Write us if you are using a Duplex tubular or one of the regular Standard makes of Casting Boxes.

Send us your trial order today which we will bill at the case price and give the Premier Mat a chance to sell itself to you.

We have several grades to offer.  
**SPECIAL BLUE PREMIER Mats** for large Publications taking a great number of Casts.

Our **REGULAR PINK PREMIER Mats** for Publishers taking 1 to 15 Casts.

Each grade is sold at a low price, considering quality.

**PREMIER FLONG COMPANY**  
KARL HAGENBACH & R  
P. O. Box 671, New York, N. Y., City Hall Station  
Sales Office 258 Broadway

In  
New Orleans  
it's  
**THE**  
**ITEM**

**WANAMAKER CABLE BROUGHT WEMBLEY NEWS TO N. Y. ADVERTISERS**



This special sending and receiving apparatus, set up in the Wanamaker New York store, made it possible, through the courtesy of Rodman Wanamaker, for American advertising delegates to keep in touch with some regarding facts "coming and going." Grouped around the instruments are (left to right) R. C. Smart, Western Union Telegraph & Cable company; John Fay, operator; Shepard G. Barclay, representing the Advertising Club of New York, and the Associated Advertising Clubs, and Joseph H. Appel, advertising director of the Wanamaker stores.

**MAGEE AGAIN IN JAIL FOR CONTEMPT**

**Legal Battle On as Sheriff Refuses to Honor Governor's Pardon of Albuquerque Editor—Goes to Supreme Court**

Refusal of Sheriff Delgado of Las Vegas, N. M., to honor a pardon from Gov. J. F. Hinkle releasing Carl C. Magee, editor of the *Albuquerque New Mexico State Tribune* from jail, precipitated a legal tangle involving the State Supreme Court, which was in process of being unravelled as Editor & PUBLISHER went to press this week.

Magee was committed to jail Tuesday after he had been called before Judge David J. Leahy at Las Vegas, to answer contempt charges resulting from editorials printed last summer flaying alleged corruption in the courts of the state. When called before the judge, Magee said he had nothing to say "only that I deny that I am being accorded due process of law and that I deny that this is a court."

Judge Leahy then adjudged him in direct contempt and sentenced him to from 3 to 6 months in the San Miguel county jail.

At the same time he was adjudged in contempt of court on charges preferred a year ago as the result of remarks and editorial utterances made by him during the course of his trial for criminal libel before Judge Leahy. He was sentenced to 3 to 6 months in jail on each of two counts, the sentences to run concurrently.

Gov. Hinkle immediately signed a pardon which was taken to the Las Vegas jail by Adj. Gen. Skipwith on Wednesday. The sheriff refused to honor it claiming the Governor had no authority in a contempt case. Friends of Magee crowded about the jail and the situation became tense. Adj. Gen. Skipwith is reported to have asked the Governor for authority to call out the state militia to effect Magee's release.

Later Sheriff Delgado declared he would release Magee providing erroneous case numbers on the pardon were corrected, and informed the Governor by telephone he was not contesting his power of pardon for direct contempt.

In the meantime Magee's attorneys obtained a writ of habeas corpus from the State bench. The sheriff late Wednesday was formally notified of the is-

suance of the writ and announced he would start immediately for Santa Fe, the State capital, with his prisoner, where the case would be threshed out before the State Supreme Court.

Surrounded in his cell by every comfort that could be supplied him by his sympathizers, Magee remained in high spirits and expressed himself as being confident of the outcome of the hearing before the higher court.

He reiterated his intention of continuing his fight to drive from office District Judge Davis J. Leahy, before whom he has been tried and convicted twice within the last year. Magee declared he would continue his course as mapped out in a statement appearing in his newspaper, the *New Mexico State Tribune*, Wednesday, in which he further attacked Judge Leahy and announced his determination to see the fight through.

The statement, which appeared as a communication to the Judge, declared that Magee did not consider his tribunal a properly constituted court and that he appeared only because Judge Leahy invoked the law of the State to compel his appearance.

**Dies Trying to Save Girl**

Robert G. Welsh, for 18 years dramatic editor of the *New York Telegram* and *Evening Mail* was drowned at Hamilton, Bermuda, Wednesday, in a fruitless attempt to save the life of a young woman who had gone beyond her depth. Welsh joined the old *New York Telegram* in 1906, and remained as dramatic critic after its merger with the *Evening Mail*. He was born in Scotland and was not married. During the war he served in the army overseas. The body was brought to New York for burial.

**First four months of 1924**

Carried more Shoe advertising than any other newspaper in the City.

**NEW YORK EVENING JOURNAL**

**A. N. P. A. Directors Meet**

Directors of the A. N. P. A. held a meeting in New York Tuesday of this week at which applications for membership and routine business matters were discussed. Present at the meeting were: President S. E. Thomason, *Chicago Tribune*; vice-president, John Stewart Bryan, *Richmond News-Leader*; Charles H. Taylor, *Boston Globe*; T. R. Williams, *Pittsburgh Press*; E. H. Butler, *Buffalo News*; George M. Rogers, *Cleveland Plain Dealer*; Howard Davis, *New York Herald Tribune*.

**City of Bath to Advertise**

The committee on manufactures and manufacturing of the City of Bath, Maine, is to launch an advertising campaign to present to the country at large the industrial advantages which that municipality has to offer. Mayor Allan M. Irish is one of the promoters of the plan.

**Staff Holds Annual Picnic**

Annual picnic for employes of the San Antonio Express Publishing Company and their families was held Sunday, July 20, at El Pyron Beach. About 300 attended. Arrangements were in charge of W. A. Druce, office manager; V. G. Sadler, circulation manager, and L. J. Frankel, classified advertising manager, C. M. Meadows, Jr.

**Tyson Leaves Rickard**

Oscar S. Tyson, for the past three and one-half years vice-president of Rickard & Co., industrial advertising agency, New York, has resigned.

**Selling Churches Advertising**

It can be done—but it's dreadfully hard work unless the churches have been in the habit of investing money this way. There are many clergymen and church officers who believe that no money should be spent by churches except for absolute necessities. Only after long persuasion by advertising solicitors will they see the advantages of investing money in advertising.

Many newspapers have found it profitable to sell a page to a group of merchants and professional men on behalf of all the churches in town. The names of all the churches are printed, and at the top a general invitation to worship somewhere, similar to copy offered by the Church Advertising Department of the A. A. C. of W.

Exclusive copy with special ads for special days may be obtained on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price is nominal.

**CHURCH ADVERTISING DEPARTMENT**

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City

## EVERY NEWSPAPER SHOULD HAVE WELL KEPT MORGUE, MAUGHAN DECLARES

Begun on Small Scale, It Can Be Developed to Invaluable Department—Cubs Should Start Filing to Get Broad View of Daily

By CHARLES B. MAUGHAN  
Librarian, St. Louis Post-Dispatch

IN considering the question of a newspaper library, reference and information department, or morgue, it must be borne in mind that the plans are necessarily laid out on a scale commensurate with the size and scope of the paper and with due consideration for the resources available for the purpose.

The department is literally the office store of information and it necessarily covers every factor that goes into the paper. However, a one man morgue can be made as useful to a paper that does not want to go more extensively into the work, as a much more elaborate organization on a larger paper with unlimited resources at its disposal. It is merely a matter of adapting your system of work to your facilities. There are any number of morgues scattered throughout the newspaper offices of the country that do not even receive the undivided attention of one man and there are other fairly organized and efficient departments of the same character that are employing as many as 30 people in the work.

Perhaps we can strike a happy medium between the two extremes by taking as an example the system of work now being followed by the *St. Louis Post-Dispatch* where a staff of 9 is employed. All of them work primarily on the index of the paper each day and in addition each is assigned to a special division of the work with full responsibility for that division.

The work involves making a daily lesson of the paper and recording all the elements in such a way that a ready reference may be had to them at any time in the future. This work has been systematized in such a way that a novice soon becomes familiar with the routine and while it is not possible to entirely eliminate the human hazard, it is found that news matter easily adapts itself to systematic indexing and such a plan has been worked out.

News for the most part is simply the by-product of human activities, personal, social, political, industrial and takes in much of the animal kingdom, a great deal of the natural phenomena and wanders at times into the totally uncharted realms. The index system follows this general course of personal and subject headings, geographical classifications and official designations. The student must understand his local municipal government, his county government, his state government and the general system of government throughout the country and the nations of the world. He must know the legislative procedure and congressional practice as well as the usages and practices of the parliaments, assemblies and legislative bodies of the other countries. He should be fairly familiar with his geography, not only local but state and nation wide and should have such a running touch with the outlines of the world that he can readily visualize the route of such an epochal event as the flight of the American army aviators around the world to the west and the course of their arrivals, the English, French and Portuguese to the east. He may be called upon at any moment to locate the position of these men. In general information, the newspaper librarian should have a knowledge of French, English, German, Spanish and Italian with a background of Greek and Latin as they are called for in the course of a day's work. If he has any spare time to acquire any of the other 3,000-odd tongues that are spoken in the world, 1,600 of which are said to be made use of in the United States, he will probably find that they will come in useful at times.

He should have a general knowledge of world history and a particular knowledge of the men and events of his own period. In fact if there is any place where wider range of knowledge is called for than in a newspaper library it has not been revealed in my experience.

If I were directing the affairs of a newspaper office and had an efficient reference department I would place all students who sought positions in the office, in the morgue primarily in order to get them in touch with the whole scheme of things. If a student goes into one of the departments, he necessarily becomes lopsided either on local news, telegraph news, sport news, financial news or in relation to advertising or circulation questions. In morgue work he comes in touch on an equal basis with all the news departments of the paper as well as the other divisions. It broadens his view and enlarges his knowledge to a point of taking in the whole works so that he becomes familiar with every element that goes into the paper.

The library of a newspaper office is necessarily governed by circumstances similar to those stated at the beginning of this paper. I am familiar with newspaper libraries carrying as high as 10,000 volumes. Such a collection in an office, or course, is an invaluable thing but it is not by any means necessary. A small collection of standard reference works will satisfy the ordinary demands. These should include the Bible and concordance Shakespeare works, dictionaries of all languages, atlases, gazetteers, almanacs, year books, Who's Who, the congressional directory, the year books of the various states, the official publications of foreign governments, Burke's Peerage, Almanach de Gotha, and the list can be added to indefinitely. I have in mind particularly biographies, autobiographies, histories and books of an informative character—no fiction.

The *St. Louis Post-Dispatch* reference department at the present time is carrying in about 100 filing cabinets, nearly 3,000,000 clippings and pamphlets, in the neighborhood of half a million photographs and almost 5,000 cuts. A recent survey of the office to arrive at the valuation brought out the fact that the department contained material that could not be reproduced for several hundred thousand dollars. It was beyond estimable value for when it came to figuring the reproduction cost of the collec-



"A Good Sign to Go By"  
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

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

### F. P. A. HAS HIS DOUBTS

In Altamonte Springs, Fla., there is to be a national home for old newspaper men. The story says that it is to be for aged newspaper men and working newspaper men who care to spend part of their time with associates. But that, it strikes us, is a poor way to frivol away one's sinking years. It would be a good deal of a bore to sit on the porch of the home listening to some tiresome old bird telling you what a devil of a fellow he was on the Bazon's copy desk, when you are waiting for a chance to tell him the really fascinating story of how you covered the Blinkum murder.

And ringing out on the balmy Florida air near the home, the most recurrent sentence probably will be, "So I said to him, 'You can have your old job. I'm through.'"—F. P. A. in the Conning Tower, *New York World*.

tion investigators found that it could not be entirely reproduced at any cost, in other words, the material assembled over the period of years involved was not obtainable from any other source.

The department is considered an invaluable asset to the office and saves many times its cost each year by having available for immediate use material that would otherwise have to be got anew. In addition to being a bureau of information to the office the department also acts in a similar capacity to the general public. Its Answers to Queries section gives service to about 25,000 persons each year.

In the course of a day's work the department files on an average of 300 pieces of reading matter, 50 photographs and a half a dozen cuts. The calls for material in hand averages 200 pieces of reading matter daily, a dozen photographs and a half a dozen cuts.

### Farrell III in Paris

Henry J. Farrell, United Press sports editor, was taken ill in Paris after the Olympic games and has delayed his return home until the Homeric's sailing after Aug. 1.

### 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

### America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service  
241 WEST 58TH STREET  
New York City

### DISPLAY SPACE URGED

Social Agencies of Several Cities Have Found It Profitable

Use of display advertising was suggested at several meetings of the public representatives of social agencies at the recent meeting of the National Conference of Social Work in Toronto. Some display space has been used in Fort Wayne, Ind., by social agencies there following an offer by local department stores to finance page space for the means.

Other cities have used paid space in connection with the annual drive for funds for the community chest. Minneapolis has an item for \$5,000 in its budget for advertising this fall. Paid space has been used in Cleveland. Report came from one conference of another city where half-pages were used with coupon and the cost of the advertising was recovered in donations in two days.

Prediction was made by one speaker that in five years social agencies would be using paid newspaper space in a large way to accomplish the same results now being sought by the national advertising of the need of fresh air work for city children being done by the Metropolitan Life Insurance Company.

## McKeesport daily likes first Ludlow so buys another

IN March, Mr. Jess E. Long, vice-president of The Daily News, McKeesport, Pa., wrote: "That we are well satisfied with the Ludlow is shown by our now making plans to install an additional one. When the Ludlow was put in this office we had grave doubts as to whether it would meet the requirements of our advertisers and to our own satisfaction. After three months we were well satisfied and really wondered why we had not installed the Ludlow long before."

"We doubt if any office was any more skeptical about the Ludlow than we were before and immediately after installing it."

Since writing the above lines Mr. Long has installed a second Ludlow equipment in the composing room of The Daily News.

## Ludlow Typograph Co.

2032 Clybourn Avenue  
San Francisco CHICAGO New York  
Hearst Bldg. World Bldg.

LUDLOW QUALITY COMPOSITION

## DETROIT TIMES

Over 200,000  
DAILY  
Over 250,000  
SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

**ALL IN THE DAY'S WORK**

Drawn for EDITOR & PUBLISHER

By **WALTER BERNDT**

Creator of "Smitty" for The Chicago Tribune Shys at Spelling



WALTER BERNDT, creator of "Smitty," Chicago Tribune syndicate feature, was born so recently that



WALTER BERNDT

He says he couldn't spell very well at birth and denies that there has been much improvement since. Some cartoonists, however, are modest, even if they can't spell it.

At present Mr. Berndt struggles with the daily doings of "Smitty" at a desk on the second floor of the Daily News building, New York. The gentleman at the adjacent desk (whom he calls Mac) is sometimes helpful to him, as you may

see from Mr. Berndt's own penciled remarks:

"I started my drawing career," he explains, "by scribbling pictures on the floor. My first step upward was drawing pictures on the wallpaper. Then I took a hop and landed on the Evening Journal, where I was office boy, sport carto—hey, Mac, are there two o's in cartoonist?—onist, cleaner-up, comic strip artist, or what have you. Not much money, but lots of expee—hey, Mac, how d'ya spell experience?—experience. Thanks very much, Mac!"

"After the hop, I took the skip that took me on the Evening Telegram, and 'skip' was right.

"After the hop and skip, there must always be a jump—and jump I did, 'way out to the Chicago Tribune. But Ma was nice and said I could stay with her little boy, the Daily News, and so I came back to Brooklyn, where I was born, and feel more at home.

"So everything is lovely and I'm looking at the future without any missgiv—hey, Mac, how d'ya spell missgivings? \* \* \* Gosh! Mac's gone home! This is where I gotta stop!"

**INDIANA**

IS AMONG THE FOREMOST STATES OF THE COUNTRY

**IN CROPS AND STOCK RAISING**

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life.

Indiana's agricultural value is great, very great. Her diversified crops never fail and provide steady incomes to her farmers. The crop value exceeds

**\$497,000,000**

and her live stock products are worth

**\$100,000,000**

Indiana leads in agricultural valuation per square mile, on many items. The value of all farm property is \$84,508 per square mile. Over three times the average value for the country.

This vast state is becoming more and more productive and more valuable. The density of population is increasing from year to year.

Indiana's buying power is growing rapidly. Indiana must be considered as an important factor, worthy of your attention and pretty certain to return results in any advertising campaign.

The daily newspapers listed here will carry your sales message to "all Indiana." Use them regularly.

**Directory of Leading Features**

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features	Radio
<b>RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozle.</b> The International Syndicate, BALTIMORE.	<b>RADIO NEWS AND FEATURES</b> Two columns weekly by Carl H. Rutman Washington Radio News Service, Room 201, 1422 F St., Washington, D. C.
<b>Fiction</b> WORLD'S FAMOUS AUTHORS Unexcelled selection, serials, novelettes, shorts. Service for Authors, 33 W. 42d St., N. Y.	<b>Religious Features</b> A "DIFFERENT" SUNDAY SCHOOL LESSON The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial. Readable. Timely. The Ellis Service, Swarthmore, Pa.
<b>"THE METROPOLITAN FOR FICTION"</b> Quality—Romance—Enjoyment Cops and mats. of illus. or full page mats. Metropolitan News, Serv., 150 Nassau St., N. Y.	<b>Weekly Comic Story</b> PAT & MATT Lewis Wilson Appleton, Jr., 1922 East Pacific St., Philadelphia, Pa.
<b>Humor</b> Stock Up With Fall Fun STEPHEN LEACOCK Ace of Humorists—Once a Week Illustrated by KESSLER Metropolitan News, Serv., 150 Nassau St., N. Y.	<b>Weekly Pages</b> CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features. The International Syndicate, BALTIMORE.

	Circulation	Rate for 5,000 Lines
+++Decatur Democrat .....(E)	3,276	.025
***Evansville Courier and Journal..(M)	27,040	37,908 .08
.....(E)	10,868	
***Evansville Courier and Journal.....(S)	32,502	.08
***Fort Wayne Journal-Gazette .....(M)	31,274	.07
***Fort Wayne Journal-Gazette .....(S)	34,657	.07
***Fort Wayne News-Sentinel .....(E)	41,412	.09
***Gary Evening Post-Tribune .....(E)	11,410	.05
Hammond Times .....(E)	15,436	.05
***Huntington Press .....(M&S)	3,563	.025
***Indianapolis News .....(E)	131,818	.25
***Lafayette Journal & Courier... (M)	7,372	20,247 .06
.....(E)	12,875	
+++La Porte Herald .....(E)	4,091	.025
***Newcastle Courier .....(E)	4,603	.025
***South Bend News-Times.....(M)	10,155	23,039 .06
.....(E)	12,884	
***South Bend News-Times .....(S)	21,440	.06
***South Bend Tribune .....(S)	19,718	.06
***Terre Haute Tribune .....(E&S)	23,608	.06

\*\*\*A. B. C. Statement, April 1, 1924.  
+++Government Statement, April 1, 1924.

## WELLER HEADS IOWA'S JOURNALISM SCHOOL

University Editor Named Director After Reorganization — Lazell, Editor Rapids Republican, Joins Teaching Staff

Organization of a school of journalism at the University of Iowa, announced recently, has been completed, with Prof. C. H. Weller, university editor, as director. The school will absorb the courses and faculty of journalism which has heretofore functioned. Fred J. Lazell, editor of the *Cedar Rapids* (Ia.) *Republican*, has been added to the staff as a full time instructor.



PROF. C. H. WELLER

Professor Weller has been editor of all the university's official publications for 18 years. Among his other duties he is chairman of the board of trustees of student publications, business manager of the journal of the Classical Association of the Middle West and South.



PROF. F. J. LAZELL

He was president of the Iowa Advertising Association for two years. He is the official representative of the *Daily Iowan*, student newspaper, in the Associated Press. He is a member of Sigma Delta Chi, professional journalistic fraternity.

Nearly 30 years of Professor Lazell's newspaper career has been spent as reporter, night editor, telegraph editor, city editor, managing editor and editor of the *Cedar Rapids Republican*. He now resigns that position to be succeeded by Fred M. Lazell, his 23-year-old son who graduated this spring from the University of Iowa's courses in journalism. Previous to joining the *Republican's* staff the senior Lazell was a reporter for the old *Des Moines Leader*, later absorbed by the *Register*, and was telegraph editor for the *Des Moines News*. He is also a member of Sigma Delta Chi.



FRED M. LAZELL

Professor William S. Maulsby, who has been in charge of the journalism courses in the past, will continue to be a member of the faculty. He was formerly on the *Springfield* (Mass.) *Republican*, *Christian Science Monitor* and *Des Moines Register*. Other members of the faculty will be George Gallup, graduate editor of student publications; Loren D. Upton, graduate business manager of student publications, and Frank Hicks, university news editor and formerly of the *Waterloo* (Ia.) *Evening Courier*.

The *Daily Iowan*, which set the pace last year for college newspapers by leasing full Associated Press service, will continue to be the laboratory where student newspaper men and women may get practical experience as reporters, editors, business and circulation managers.

Courses in the new school will cover the elementary and advanced phases of reporting and editing, feature writing, editorial writing, law of the press, the ethics and history of journalism, the art of printing and engraving, display and classified ad-

## CORRESPONDENTS' APPEALS NEVER WANE AT GARDEN

NEWS writers at the Democratic National Convention in Madison Square Garden may have become bored as the proceedings dragged along, but their appetites never waned, records of the *New York World* and *Baltimore Sun* Newspaper Club in the basement of the Garden show. Three thousand sandwiches were consumed daily by the correspondents, in addition to huge quantities of soft drinks, cigars and cigarettes. Service was free.

Here is a list of the things daily consumed:

- 1500 sandwiches.
- 1500 smoked sausages, otherwise "hot dogs."
- 25 gallons of coffee.
- 40 cases of soft drinks.
- 25 gallons of ice cream.
- 20 cases of milk.
- 10 boxes of cigars.
- 12 cartons of cigarettes.

T. J. McCartney, the grand vizier of the *Baltimore Sun* organization, the man who will produce anything from a hard-boiled egg to an elephant on order, was at the door of the club every day and managed the commissary. William Johnson, suggestion editor of the *New York World*, was the host inside the club.

vertising, newspaper circulation, newspaper makeup, proof reading and office management.

## ST. LOUIS DAILY SUSPENDS

Receiver Appointed for Amerika Company, Publisher of American

St. Louis, July 19.—Eugene J. Sartorius, vice-president and attorney for the Amerika Publishing Company, publisher of the suspended *St. Louis American*, has been appointed receiver for the company by Federal Judge Faris, on recommendation of three creditors who filed an involuntary petition in bankruptcy against the concern. Authority was given the receiver to continue the company's job printing business and to resume publication of *Die Amerika*, German language daily. The *American*, defunct English edition, will not be revived. Sartorius' bond as receiver will be \$10,000. Bernard Greensfelder, attorney for the creditors, said an inventory, just completed of the Amerika company's property, shows assets of \$150,000. Die Amerika failed to appear Wednesday morning, July 9, for the first time in more than 50 years, when employees quit to force payment of salary.

## Iowa Daily to Build

*Council Bluffs* (Ia.) *Nonpareil* has purchased property adjoining its present plant and will erect a two story building.

## 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

## TIPS FOR AD MANAGERS

Barton, Durstine & Osborn, 383 Madison avenue, New York. Placing account of Lewis & Conger, New York, manufacturers of household equipment.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Said to have obtained a part of the account of A. E. Wright Company, Chicago.

Campbell-Ewald Company, 5 South Wabash avenue, Chicago. Handling account of Krenn & Dato, real estate concern, Chicago. Sending out orders to general list of newspapers on General Motors Company, Detroit, Mich.

Campbell-Ewald Company, General Motors Building, Detroit. Now placing account of The Mate Corporation, York, Pennsylvania.

Campbell-Ewald Company, 18 West 34th street, New York. Handling account of Johnson-Cowdin-Emmerich, Inc., New York, manufacturers of ribbons.

Campbell-Ewald Company, 136 Bay street, Toronto. Placing accounts of the Ontario Silk-Knit Company, Ltd., and Earth-Ritch Ltd., manufacturers of fertilizer.

Caples Company, 225 East Erie street, Chicago. Handling account on Garford Motor Company, Lima, Ohio.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Sending contracts to general list of papers on James S. Kirk Company, Chicago.

Erwin, Wasey & Company, 844 Rush street, Chicago. Sending out orders on Reserve Remedy Company, Cleveland, Ohio. Making up list of newspapers generally on R. Schiffman Company, Los Angeles (asthma remedy.)

Greve Advertising Agency, Hamm Building, St. Paul. Placing account of the Seeger Refrigerator Company, St. Paul.

Hayes, Loeb & Company, 155 North Clark street, Chicago. Placing schedules on Green Circle Chewing Gum. Business, however, is being cleared through Roberts & McAviney, 30 North Dearborn street, Chicago.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Sending out orders to general list of newspapers on Lyko Medicine Company, Kansas City, Mo.

Lord & Thomas, 400 North Michigan avenue, Chicago. Now placing account of the Western Company, Chicago, manufacturers of the "Dr. West" tooth brush.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out copy on Goodrich Transit Company, Chicago.

Mumm-Romer Company, 314 E. Broad street, Columbus, Ohio. Handling account of the Nov-

elty Cutlery Company, Canton, manufacturers of pocket knives and razors.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Sending out orders on National Laboratory, Chicago (Nuga-Tone).

Nichols-Evans Company, 2117 Cleveland Discount Building, Cleveland. Now handling accounts of the Associated Metal Lath Manufacturers, Chicago, and the 1900 Washer Company, Binghamton, New York, manufacturers of the "Cateract" washer and ironer.

Sackheim & Scherman, 218 West 40th street, New York. Placing account of the Peerless Wire Fence Company, Cleveland, manufacturers of fences, gates, posts, paint roofing, etc.

Stack Advertising Agency, 29 East Madison street, Chicago. Sending out orders on Santa Fe railway.

Street & Finney, 171 Madison avenue, New York. Now handling account of the Laramie Gray Company, Philadelphia, manufacturers of women's full-fashioned hosiery.

U. S. Advertising Corporation, 30 North Michigan avenue, Chicago. Sending out orders on Willys-Overland Company, Toledo, Ohio.

Wade Advertising Agency, 130 North West street, Chicago. Handling account of the M. Sheer Company, Quincy, manufacturers of incubators and brooders.

## In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES

13c a Line Flat Daily

15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith West Branham

## 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.

first!

~in daily circulation

~in lineage

~in reader interest

~in proved results

## The Indianapolis NEWS

## THE TACOMA NEWS-TRIBUNE



Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

## THE 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

Frank S. Baker President

Charles B. Welch Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall Ford, Parsons Co.

341 Fifth Ave. 360 No. Michigan Ave.

New York City Chicago, Illinois

R. J. Bidwell & Co.

San Francisco and Los Angeles, Cal.

WHAT THEY ARE SAYING

NO SUBSTITUTE FOR LOCAL PAPER

THERE was a period during which the small-town newspaper seemed to be smothering under the increasing circulation of the city dailies. The city daily does not and cannot devote space to matters of immediate interest to the small town and the surrounding territory. We may say, therefore, that while in the great wall of news that confronts us from day to day the large stones and bricks will always be furnished by the city dailies, through the various news services that cover the entire world, the chinks and the cement will ever be furnished by the local, country paper's news from nearby, the intimate heart-throbs that come from the local business, social, civic and home activities.—J. F. Cunningham, President Wisconsin Agriculturist Company.

MAKING A PROMINENT CITIZEN

A NUMBER of Baltimore newspaper men once tried an experiment to determine if prominent citizens are born or made. They picked out at random an obscure man who conducted a little saloon which he called a hotel. Every few days they attributed some wise saying to this man, interviewed him about local politics or the state of the Union, and kept his name constantly before the public. It wasn't long before he began to be asked to sit on speakers' platforms and to be honorary pall-bearer whenever a leading citizen died. In other words, he did become a prominent citizen. At the end of a year he was elected President. I think it was, of a national hotel men's association.—Fred C. Kelly in McNaught's Monthly.

REPORTERS "SALT OF THE EARTH"

A CITY editor is only as good as his staff of reporters. For, when all is said and done the reporter is the salt of the newspaper earth. When a city editor reaches a point where he ignores this fact, where he feels himself superior to the "covering of a story," where he no longer feels a thrill when a big story breaks, his days of usefulness are nearly over. What kind of news does the public want? The answer is—simple, constructive news, stories that build up, not stories that tear down.—George A. Seel, City Editor, Galveston (Tex.) Tribune.

ADVERTISING WILL PAY IN DOLLARS

TO the public utility industry in all of its branches, Advertising says: "We offer you an agency that contains potentialities of usefulness in your business far beyond anything you have realized in your tentative employments of it. Adequate and intelligent use of the Power of Advertising will pay in dollars, as it pays the merchant and the manufacturer; and in addition to that it will bring a steadiness and stability to your public relations of which you have not dreamed."—B. J. Mullaney.

Oklahoma Dailies Sued

The Tulsa (Okla.) Tribune and the Oklahoma City (Okla.) Times are defendants in two \$25,000 libel suits filed by L. T. Hill of Hominy Okla., proprietor of a string of general stores in northern Oklahoma. Basis of the suits is a story written by Miss Gertrude Bonnin of Washington, D. C., for the Indian Rights Association, and, Hill contends, reflecting on his conduct as guardian of an Osage Indian. Hill also swore to a criminal libel complaint against Miss Bonin.

Staff Opens Clubhouse

Members of the Hagerstown (Md.) Herald-Mail Club opened the clubhouse which they recently built along the Potomac River, near Sharpsburg, Md., with a dance last Saturday night. S. Edgar Phillips, general manager of the Publishing Company, and C. Neill Baylor, editor of the Herald and treasurer of the club, spoke.

Championship Still in Doubt

The Brooklyn Press Club defeated the New York Newspaper Club at baseball on Ebbets Field, July 20, by a score of 5 to 3. It was the third game of the five-game series between the two teams to decide the newspaper championship of New York City. Each team has won a game. One game was a tie.

N. Y. Publishing Firm Formed

James I. Clarke, formerly of New York Sun and known to many newspaper men through his connections with the Liberty Loan drives, and William F. Payson, formerly of New York Times staff, have formed a new publishing firm at 385 Madison avenue, New York, but no statement is made as to what will be published by them.

Daily Changes to Weekly

Lockhart (Tex.) Post-Register, daily, has changed to a weekly publication.

U.C.T. Souvenir Edition

Philadelphia, a magazine size illustrated publication containing 96 pages has been issued by the Convention Committee, Philadelphia Council No. 16, United Commercial Travelers of America, as a souvenir of the 21st grand council of Pennsylvania, held in Philadelphia, June 18, 19, 20, and 21. H. J. Haarmeyer was editor.

New Weekly for Chicago

The West Town News Company, 160 North LaSalle Street, Chicago, has been chartered by the secretary of State of Illinois. It is authorized to have a capital of \$30,000 and to publish and circulate a weekly newspaper and to sell advertising space. Incorporators are: John P. Richard, William J. Boll, Frank J. Tyrrell and Robert E. Faherty.

There is no point in IOWA that is more than twelve miles from a railroad

In Iowa it is no problem to advertise to the rural communities, all of whom have money to spend.

Distribution is provided both for daily newspapers and commodities by more than 104,000 miles of public highways and 10,493 miles of steam and electric railroads.

A fifteen-minute automobile journey connects every farm house in Iowa with a railroad station. Iowa has 571,061 automobiles, enough to carry every person in the state outside in one trip.

The whole country side is assured daily newspapers and commodities. Advertise your goods in the daily newspapers so that the readers can order, by name, your merchandise.

The accompanying list of Iowa's leading daily newspapers will properly introduce your goods to the rural communities as well as to the towns and cities—the buying habits of these people are formed largely through their daily papers.

THESE PAPERS ARE THE DIRECT ROAD TO THE IOWA MARKET

Table with 3 columns: Newspaper Name, Circulation, Rate for 5,000 lines. Includes Burlington Gazette, Cedar Rapids Gazette, Council Bluffs Nonpareil, Davenport Democrat & Leader, Des Moines Capital, Des Moines Sunday Capital, Iowa City Press-Citizen, Keokuk Gate City, Mason City Globe Gazette, Muscatine Journal, Ottumwa Courier, Waterloo Evening Courier.

\*\*\*A. B. C. Statement, April 1, 1924.
+++Government Statement, April 1, 1924.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities



## OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

**B**OTH the front and the back office will doubtless read with interest the editorial in *The Nation* for July 23, entitled "Freedom Through Advertising." This editorial discusses the assertion of Edward A. Filene, the owner of a famous department store in Boston, that advertising is the world's best bet for the attainment of international peace.

Mr. Filene also believes that a revenue from advertising insures a free press, because advertisers want a circulation with buying power, and that no newspaper which does not prove itself to be free can long hold any number of such readers.

The editors of *The Nation* frankly admit that Mr. Filene is right in much that he says, but conclude the editorial in question with the following paragraph:

We accept advertising as the basis of modern journalism, not as a boon, but as a necessary—and perhaps temporary—evil. We see hope in the signs that as the world plunges into an era of mass production, mass selling, and mass opinion, there are arising sizable groups to realize both the need and the opportunity of supporting journals whose clear, free, and individual note, like the "still, small voice," transcends the wind and the earthquake.

**T. H. BAILEY WHIPPLE**, literary critic of the Westinghouse Electric and Manufacturing Company of Pittsburgh, has compiled a volume, "Principles of Business Writing," which might well be put on the shelves of the newspaper library for the use of the copy desk. That part which deals with the principles of business letter writing contains valuable suggestions for those in the advertising and circulation departments. The part devoted to words and phrases often misused could be read to advantage by all who turn in copy. To avoid carelessness in the use of words and phrases most of us need to be reminded occasionally by men like Mr. Whipple.

**F**RRIENDS and admirers of the late Frank I. Cobb will be interested to know that a limited edition of the book "Cobb of the World" has been published by E. P. Dutton & Co. This edition is printed for and by Mr. Cobb's friends; it is limited to 1,500 copies, which are numbered. The price of this special edition is \$10 per copy and the proceeds from it will go to the "Frank Cobb Fund," which will be administered by the Exchange National Bank of New York for the benefit of his children.

I have already mentioned this book by way of a news notice, and I intend to review it more in detail in a later issue. This notice is simply to call attention to the special edition. Of course, there will be a regular and trade edition of the book published by Dutton & Co. and marketed through the usual channels. The price of this regular edition will probably be \$3.50, but this trade and cheaper edition is something quite separate from the limited and numbered edition which I am now mentioning. Friends of Mr. Cobb wanted a fine piece of bookmaking and they have not been disappointed by E. P. Dutton & Co.

**A** BOOKLET entitled "Charles H. Grasty, 1863-1924" contains the various editorial tributes and biographical sketches published in the leading newspapers shortly after his death. Naturally it opens with the editorial from the *New York Times*, which is followed by the sketch of Mr. Grasty's career, published in the same paper at the same time—Jan. 20, 1924.

While Mr. Grasty at the time of his death was connected with the *New York Times*, he will probably be longest remembered for his connection with journalism in Baltimore, where for many years he was publisher of the *Baltimore Sun*. One of the finest tributes in the

booklet is from his old friend, Fabian Franklin. It is entitled "An Old Friend's View" and was published in the *Baltimore Sun*, Jan. 20, 1924.

The article which has special interest for me is the one which appeared in *Time*, the news weekly, and which is entitled "A Publisher Who Preferred to Be a Reporter." Grasty was a great reporter, as well as an able newspaper publisher. One quotation from his interview with General Foch during the dangerous German drive of 1918 will prove beyond the permissibility of a doubt that he had that wonderful eye for those things which give interest to a news story:

General Foch, before answering, took a few whiffs from his 2 cent cigar and looked at me with a smile of quiet confidence in his bright brown eyes. "They won't break through," he said, and the words were as percussive as pistol shots.

The booklet concludes with resolutions adopted by the Associated Press and the Publishers' Association, of New York City.

**F**OR the September issue the *Century Magazine* announces "Is Journalism a Vanishing Profession?" by Ernest Gruening, who was formerly managing editor of *The Nation*.

This article is said to be a study of the effect upon American journalism, and incidentally upon American public opinion, of the consolidation of many newspapers into a few controlled by an increasingly smaller group of proprietors. American periodicals of late have had a good deal to say on this subject, but not any more than can be found in British periodicals where the same condition obtains.

**F**OR those who sit at desks in the business office "Newspaper Accounting" by W. B. Swindell (The Ronald Press) will be found a handy volume to have in the drawer when called upon to make audits, investigations, or reports concerning newspaper properties. The author, who incidentally is secretary-treasurer of the Piedmont Company, has followed the instructions of city editors, "Boil it down."

There is no volume now on the market that contains so much valuable material dealing with the principles of accounting and cost finding as this book. Special mention should be made of the methods to be followed in checking and charging advertising and of the plans suggested for keeping track of departmental expenses.

Publishers of country weeklies and provincial dailies need just such information as will be found in this volume. Cost accounting is just as necessary for the newspaper plant as for any other industrial organization. Many newspapers have failed, not because of poor work of editors or reporters, but because of bad business management.

### LURE OF THE TABLOID

(Continued from page 7)

cess of a tabloid than an arm-chair in the Union League Club is necessary for the success of the Times.

"Fifty years ago, newspaper editors did not print informative head-lines. Readers had to wade through a column or more to find out what a story was about. Gradually editors began to realize the age of hustle by printing headlines that told most of the story. The first informative headline writer was a short of tabloid Christopher Columbus preparing the way for newspapers such as the News that can give their readers all the news of the day in such form that it can be assimilated hurriedly, without causing mental indigestion.

Harold D. Jacobs, editor of the *Baltimore Post*, does not give pictures the premier place assigned by Payne. He has high hopes for tabloid journalism, which he sees as universal in the future. Like Payne, he views over-written news as one of the evil geni of modern journalism and he stresses the need for terse, natural language. Here are Mr. Jacobs' ideas:

"News told briefly, but interestingly, is infinitely more attractive, to Baltimore readers, at least, than pictures in general. However, in addition to news, we try to give our readers plenty of feature and news pictures. While tabloids like the metropolitan examples might succeed in smaller cities I don't believe they would be so successful as one stressing briefer news.

"Long train rides are absolutely not essential to large tabloid sales, in Baltimore, anyway, as the greater portion of our circulation is distributed to homes.

"Speaking only for the Post, I should say that full picture pages are limited in number by public preference. A real tabloid should never lose its identity regardless of the number of pages, if news and advertising is properly tabloided. Every inch in the paper should be interesting.

"Five columns seems to be the popular page-size here.

"The chief contribution of the Scripps-Howard tabloids, in my mind, has been the presentation of news in a natural manner and the elimination of artificial language—written, but never spoken—known as 'journalese'.

"Our instructions to reporters and rewrite men is 'write just as though you were sitting down opposite your reader and telling him about it.' The result is stories shorn of superfluous words, hackneyed phrases and meaningless repetition.

"I believe economic conditions and the newsprint shortage will eventually force all newspapers to reduce size and I believe the Scripps-Howard tabloids are merely pioneering in the field the entire press will eventually have to enter."

John Gleissner, editor of the *Washington Daily News*, agrees in the main with Jacobs that pictures aren't all, when he says:

"There are two types of tabloid newspaper. One relies primarily on pictures, features and entertainment. The other attempts to be a complete newspaper in tabloid form, and while using pictures, does not make this the principal appeal.

"Pictures unquestionably carry a tremendous appeal. So also does news briefed to the bone.

"The tabloid should be able to succeed in cities of 200,000. Our experience leads to the belief that long train rides are not essential to sales, since a large tabloid home delivery can be established.

"A tabloid does not lose its identity through increased size, since the tabloid principle can be applied throughout. The five-column make-up is most popular, as this lends itself to standard equipment.

"The tabloid has shown, in my judgment, that the public likes tabloided news, and a convenient-sized paper. As for

production, paper is saved, smaller bulk makes delivery easier, newsboys can carry more copies for street sales, and advertisements can be smaller because of greater visibility."

Mr. Vanderbilt, on his way to London for the A. A. C. W. convention, set forth some of the ideas he has demonstrated on the Coast:

"Both news and pictures are necessary to meet the variance of taste which we all have in us," he declared.

"I do not believe that a tabloid newspaper can succeed in a city of less than 200,000 population. The tabloid is for the masses and there are no real 'masses' in cities of less than 200,000.

"Long train rides are not at all essential to the success of a tabloid. In Los Angeles and San Francisco there are no subways. Furthermore, 77 per cent of our subscribers have their paper delivered home.

"Number of picture pages is limited by public preference. The cost is immaterial in the end. The public wants so much and no more. People need enough to make them want it again. Too many pictures would spoil this effect.

"In my opinion a tabloid newspaper loses its identity as such by regularly running a great number of pages. It is not then a tabloid, it is merely an abbreviated newspaper.

"Five columns is the best make-up. Columns are too wide with only four to the page, although this number is preferred, it seems, by the British and Canadian tabloids. We print six columns of classified advertisements to a page.

"Tabloid journalism has contributed much to the making of newspapers. It has taught elimination of waste and has brought a lessened production cost, easier distribution for route carriers, because of the reduced size and weight of the papers, and an increase in rates for advertising. It has demonstrated the need for specially trained men in all positions, for brief news services, and for more news photographers. It is leading to the elimination of practically all feature writers, and the training of a large number of new 'stunt writers,' to freak, brief, chatty news stories, the elimination of smut and dirt, and the creation of a clean, interesting, and aggressive newspaper that will enter and remain in the home."

Editors of the Hearst tabloids in New York and Boston declined to comment on the questions.

## 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 128,708  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

## 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—

The Milwaukee JOURNAL FIRST by Merit

# WIRE NEWS

For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York



# DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

## BUSINESS TICKLER

### MID-SUMMER'S

heat reveals in bold outline the ice man, but now is a good time to be thinking of the



- Coal
- Steel ranges
- Pipeless heaters
- Carpets and rugs
- Winter resorts
- Woolen blankets
- Ladies' suits and coats
- Boarding schools
- Sedan cars
- Electric kitchen equipment
- Christmas Saving Funds

And the myriad necessities and comforts of the people which manufacturers and distributors are planning to serve when the big weather wheel revolves again on its axis.

Think ahead—plan ahead—write the business now!

A LOCAL druggist is advertising a unique sale. Prices are reduced in the ordinary sale—usually from 10 to 15 per cent. In addition, this druggist gives free to every customer purchasing 50 cents' worth of goods a "Mystery Bag." This contains samples of nationally advertised goods and sundry products obtained free from the wholesale houses. The sale is advertised as "Manufacturer's Co-Operative Sale." Samples of as many as 25 items were in each bag, and the bags were gratefully appreciated by their customers.—Wayne Coy, *Franklin* (Ind.) *Evening Star*.

You can increase your real estate lineage by running once or twice a week a short article by a leading business man of your city on "Why I Own a Home." Articles should set forth advantages of owning a home and real estate in your city. This plan is being successfully used in many cities.—G. Smedal, *Sioux City*, Ia.

Many persons have been saving their reading period for their vacation. Why not obtain a group of ads from the book-stellers and magazine dealers, featuring "Vacation Books," stories of sea, mountain, outdoors, guides, etc., and include not only light fiction and modern authors but more weighty books and classics which many persons put aside for that long period of uninterrupted rest which they believe they will have on their vacation.—C. M. Litteljohn, *Washington*, D. C.

"Own Your Bathing Suit," for your health and for the health of us all. Sporting goods houses, department stores and specialty shops would back a co-operative campaign on this subject, or at least one full page. No kick would come from resort managers, as locker charges are usually the same whether you use your own or bathhouse suit. Your copy service department could write rings around such a feature.—Ellis Loveless, *Norfolk* (Va.) *Ledger-Dispatch*.

Everybody, young and old, likes a puzzle, particularly if it's reasonably easy to solve. It gratifies their ego, and if there are prizes, there is the element of something for nothing. We ran a puzzle that netted 2 pages of advertising and brought more than 3,000 answers from every class of subscriber. The first page advertisement was of 14 puzzle verses. The names of automobiles were concealed in the

verses. The second page contained the names of the cars, together with the verses and the winners of the contest. Every automobile dealer who joined the contest paid his proportionate share of the cost of the 2-page ads and was highly pleased with the result because of the interest created.—D. E. Cohn, *Columbia* (S. C.) *Record*.

Nearly all the best eating places have certain dishes on which they specialize. For instance, at one restaurant its Italian spaghetti will be particularly good. At another the tomato soup would be unusually excellent. And so on through all the various eating places. It would, therefore, be a splendid idea for the newspaper to get up a list of all the eating places which specialize in this way and to then run some copy urging people to try out all the dishes for which local restaurants are famous, and to then get these restaurants to use some special advertising for the event. A considerable amount of extra advertising could be secured in this way.—Frank H. Williams, *Santa Ana*, Cal.

Under the caption "Today's Notices," sell newsy and interesting readers to advertisers regarding sales, new styles, etc. Placed in the same position each day, this feature will attract increasing attention, and the rate per line may be double the ordinary "reader" rate because it is worth it.—H. H. Hudson, *Cleveland Press*.

Decorative designs of church spires and Gothic cathedrals may assist in selling your space to the churches, when used in conjunction with a display ad of "Ascension (or other church name) News," listing the entire Sunday program.—C. M. Litteljohn, *Washington*, D. C.

Daily or weekly sermonettes by local pastors make a feature for a small town or city paper which is to be commended. The *Saugus* (Mass.) *Herald*, a weekly, is handling such a feature in a unique way, using a boxed head, "The Wayside Chapel," and printing the short sermon double column.—Florence Tisdell, *Muskogee*, Okla.

We recently opened our columns to the members of the Boys' and Girls' Clubs in this county and let them tell in their own way their experiences in raising their pigs and baby beef. We offered medals for the best stories. The request for extra copies on the part of parents and the youthful writers proved that the idea proved popular among our country subscribers.—Donald O. Ross, *Washington* (Ia.) *Democrat*.

THE  
**PASSAIC DAILY NEWS**  
Leads in  
*Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City*  
TRADING POPULATION  
**167,395**  
NEW JERSEY NEWSPAPERS, INC.  
National Advertising Representatives  
(New Jersey Newspapers Exclusively)  
New York Chicago Newark

## G.O.P. NAMES PUBLICITY STAFF

### Many Former Newspaper Men Will Aid in Presidential Campaign

The publicity organization of the Republican National Committee, which began to take shape with the appointment of George Barr Baker, as director, is virtually complete.

Arthur J. Dodge, has been made assistant director and will make his headquarters either in Chicago or Washington. Dodge is veteran Washington correspondent and former president of the Gridiron Club. For many years he represented the *Minneapolis Tribune* and the *Northwestern Miller* at the capital. Recently he has been living in Denver.

James White, formerly representative of Boston newspapers in Washington and during the war publicity man for the Polish Government, will act as special assistant to William M. Butler, chairman of the National Committee. White has been directing the publicity in Washington in the preliminary stages.

Stuart Godwin, formerly of the Washington staff of the *New York Sun* and *New York Herald* is on duty in the Chicago headquarters and A. J. Montgomery, formerly of the *Herald*, is in the Washington headquarters as is James E. Barry, formerly of the *Louisville Courier-Journal*, but more lately with *The Insurance Field* of New York.

Mercer Vernon, Washington and Boston newspaper man, who has been with the National Committee for more than a year, will assist Chairman Butler with his publicity matters and Raymond C. Mayer, former Buffalo newspaper man, who handled publicity for the European Relief Council and the American Relief Administration and various other organizations in which Herbert Hoover was interested, has been assigned to the Washington headquarters of the National Committee.

Other former Washington newspaper men, who are active in Republican publicity affairs are Warren Wheaton and

Richard Lee, both at one time with the Universal Service bureau.

## Ferguson With Coal Review

J. W. Ferguson, one time treasurer of EDITOR & PUBLISHER and formerly promotion manager of the Canadian Daily Newspaper Association, has become business manager of *Coal Review*, official journal of the National Coal Association. Ferguson, whose newspaper and magazine experience has covered all departments, began his career on the *London* (Ont.) *Advertiser*. He has been with the *New York Times*, *Evening Telegram*, *Globe*, and *Philadelphia Public Ledger*.

## Issues Type Book

*Frederick* (Md.) *News-Post* has issued for the benefit of advertisers a type book containing a catalog of type faces.

Over  
**ONE-THIRD**  
added  
to the circulation of The Rochester (N. Y.) *Herald* by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.  
New Evidence of the Supremacy of  
**HOLLISTER'S**  
CIRCULATION ORGANIZATION  
717-718 Commercial Exchange Bldg.  
LOS ANGELES, CAL.

"The Largest Business of its kind in America."  
**Hotaling's**  
**News Agency**  
DISTRIBUTORS  
Out-of-Town Newspapers Exclusively  
If we don't handle your paper in New York we both lose money.  
308 WEST 40th STREET  
NEW YORK CITY

Our Features:  
Irvin S. Cobb  
R. L. Goldberg  
Don Herold  
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

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.  
**The Dallas Morning News**  
Supreme in Texas

Mr. Publisher or Business Manager  
The International Circulation Managers' Association can supply you with a competent circulation manager. Write  
CLARENCE EYSTER  
Sec'y-Treas., I. C. M. A.  
**Peoria Star Co.**  
Peoria, Ill.

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## HOME FOR AGED NEWS MEN ASSURED

**Florida Publishers Formally Accept Gift of Land and Money from Mr. and Mrs. C. D. Haines of Altamonte Springs, Fla.**

ALTAMONTE SPRINGS, Fla., July 21.—First steps toward the founding of a national home for newspapermen, in connection with a school of journalism, were taken here last week, when 50 members of the Saturday Press Association assembled at the home of Mr. and Mrs. Charles D. Haines to receive their gift

to the home and accept the charter and by-laws of the Florida Newspapermen's Home, Inc.

George Hosmer, president of the Florida Press Association, presided at the meeting, which was held in the Jasmine Theater, owned by Mrs. Haines, and part of the bequest to the newspapermen. After his address Mr. Hosmer called on Mr. Haines, who explained his motives in making the gift.

"From the time I was just a boy," he said, "I have had a great longing to be associated with men in journalism. Long ago I realized that I could not write in the manner that newspaper men write, and yet my attachment for the profession continued. Newspaper men have given much to the world and have received but

small recompense. It has been my ambition to be instrumental in providing them with a real home where they can retire at the end of their long labors and enjoy themselves."

It is Mr. Haines purpose to try to raise a \$15,000,000 endowment for the home, and he has already received some encouraging assurances of aid from wealthy men. His ambition for every state to have a building on the grounds with a large central auditorium. His gift includes two citrus groves of 20 acres each, another tract of 25 acres, the Jasmine Theater and the home place, of which he reserves possession for his wife and self until their deaths; a check for \$10,000; \$100,000 worth of stock in the Royal Fern Company, with the agreement that

he will have for the remainder of his life the earnings of the stock above 6 per cent, and \$50,000 worth of stock in the Florida-West Indies Corporation.

Following Mr. Haines' address, Major W. E. Barnett, pastor of the Presbyterian Church at Oakland, editor of the *West Garden Herald*, and a lifelong friend of Mr. Haines, paid a tribute to Mr. and Mrs. Haines. An ovation was given Mrs. Haines upon her appearance on the platform.

A humorous address by Rube Allyn and a talk by J. C. Brossier, of the *Orlando Reporter Star*, concluded the program. In the meantime the executive committee was in session and accepted the charter and by-laws of the Florida National Newspapermen's Home, Inc.

# SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

**For Sale.**

4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for \$50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

**For Sale.**

Goss, Three Deck, Two Plate Wide, Straight-line Press complete with all Stereotyping equipment. Press is in wonderful condition; shipment can be made at once. Roy C. Goodwin, Geneva, N. Y.

**Hoe Curved Casting Box.**

casts 8 columns, 12 1/2 cms, 21" column, good as new, one-half regular price. Immediate delivery. Daily Home News, New Brunswick, N. J.

**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.

**Wanted.**

Used power router for Tubular Duplex, round plates. Publisher, 531 Central Bldg., Los Angeles, Cal.

### 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.

### FOR SALE 15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press Let us know your wants.

**THE GOSS PRINTING PRESS CO.**  
1535 So. Paulina St.  
Chicago

### Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.



*Eliminates the Metal Furnace*  
**Printers Manufacturing Co.**  
709-719 Palace Bldg.,  
Minneapolis Minn.

### N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

### POWERS

NEW PROCESS

### USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	DUPLIX Eight-page, Angle Bar, Flat-Bed Press, Double Drive, Page Length 22 1/4"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"	WOOD Octuple Press, Page Length 23 3/4"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"	WOOD Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"	WOOD Sextuple Press, Page Length 23 9/16"

Full particulars furnished on request

7 South Dearborn St.  
CHICAGO, ILL.

**R. HOE & CO.**

504-520 Grand St., New York, N. Y.

7 Water St.  
BOSTON, MASS.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

### BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**Hutchinson News,**  
Hutchinson, Kansas

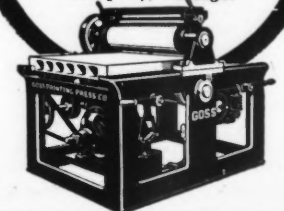
We refer you to them for their opinion



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO  
EASTERN OFFICE: Marbridge Building, Broadway at 54th St., NEW YORK

# GOSS STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



### Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy. Plain chases converted for Autoplate Casting or made larger or smaller. All kinds of chase alterations and repairs. Write for prices.

**American Steel Chase Co.**  
122 Centre St.  
New York

### Cuts Composing Room Costs

Reducing overhead costs increases production profits. Maximum production and uniform product of composing machines can only be had with the aid of an electric metal pot.

### FORTIFIED INTERCHANGEABLE ELECTRIC POT

for Linotype, Linograph and Intertype solves the slug-casting problem perfectly. Fortified Electric Monotype Pot does the same for the type casting machine.

### HANDY HELPER for COMPOSING MACHINE OPERATORS

FORTIFIED MFG. CO. CHICAGO, ILL.

cuts and safeguards. It's a money-maker for the user.

If you do not already have electric pots, write for this booklet. It is free to you.

**FORTIFIED MFG. CO.**  
14th & Agnes Ave., Kansas City, Mo.  
"Fortified Means Satisfied"

# The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising Man.**  
Forceful copy-writer, layout man and sales promotion expert, now employed, seeks eastern or western connection, city over 30,000. Eleven years' experience. Reliable, energetic, married, producer. Box B-644, Editor & Publisher.

**Advertising Man.**  
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to locate in city under 100,000 by September first or before. Minimum salary \$50 a week. Age 31, family. Excellent recommendations. Address Box B-586, Editor & Publisher.

**Advertising Man.**  
Young man, married, with practical display and classified experience, wants permanent position as classified manager on medium size newspaper. I have "built over" the classified section of one newspaper and helped to "build" several others. Am confident I can increase your columns and keep them there. Will start for \$35.00 a week. My services available in fifteen days. Address Box B-656, Editor & Publisher.

**Advertising Man.**  
Capable of managing staff in city of 40,000 to 100,000. 10 years' experience in newspaper special and promotion work. Age 30, married and can produce best of reference as to character and ability. B-658, Editor & Publisher.

**Advertising Manager.**  
Now ready to connect with live western newspaper. Young, married, progressive, business-getter. Now employed. Best references. Address B-659, Editor & Publisher.

**Advertising Manager.**  
27 years of age, now employed but available in 30 days, wishes connection with medium sized newspaper, where there is a possibility of developing into a directing executive. Would like to be considered by some publisher in city of 40,000 to 75,000 population, where the local display, Classified and National Advertising is under one management. Excellent references can be furnished. Box B-649, Editor & Publisher.

**Advertising Salesman.**  
Well Copy-Writer, experienced, desires connection with Live Daily, where Production will be recognized and met with commensurate income; capable of managing Department; Successful Classified Builder; am willing demonstrate ability at own risk and expense. If you want more business, write me. References. Address B-653, Editor & Publisher.

**Advertising Solicitor and Copy Writer.**  
Young married man will connect with progressive western paper. A business-getter, now employed. Wants bigger opportunities for advancement. Address B-660, Editor & Publisher.

**Assistant Publisher or Mechanical Superintendent.**  
10 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

**Business Manager.**  
Young married man, 18 years' experience in the business management of metropolitan Daily and Sunday in city of 250,000 desires connection as business manager or assistant publisher. Through knowledge of circulation promotion, advertising and mechanical departments. Past experience in finance and service enables me to cut off unnecessary expenses. Excellent references. Address B-654, Editor & Publisher.

High class newspaper and advertising men answer

EDITOR & PUBLISHER

Help Wanted Advertisements

## Situations Wanted

**Cartoonist Plus.**  
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

**Cartoonist Plus.**  
Also experienced in retouching, layouts, advertising art, desires change where he can settle down for keeps—being assured of a future if he works for it. B-651, Editor & Publisher.

**Circulation Manager.**  
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member of I. C. M. A. References furnished. Address Box B-612, Editor & Publisher.

**Circulation Manager.**  
With twelve years' successful experience on morning, afternoon and combination newspapers desires change to larger field. Best reference from past and present employers. Now handling circulation of 26,000. A. B. C. records show large increase on every paper. Address B-621, Editor & Publisher.

**City or Telegraph Editor.**  
Eastern city preferred. Seeking permanent place. Box B-652, Editor & Publisher.

**Classified Advertising Manager.**  
Having 12 years' newspaper experience and 6 of these as Classified Advertising Manager of nationally known publication seeks new position. The cause of this desire can be adequately explained. At present employed in city of more than 100,000 population. Prefer place where workable ideas will be given consideration and the possibilities of expansion, both departmental and personal, depend upon the prudence of the applicant. References of the best. Age 26 years. Unmarried but stable. Box B-611, Editor & Publisher.

**Classified Manager.**  
Available immediately. 3 1/2 years' experience, 10 months on one of largest classified mediums of country as assistant. Can show clean record. Past employers best references. Prefer Middle West city but would go anywhere that opportunity is right. No objection to second paper. Age 25, married. Write B-648, Editor & Publisher.

**Classified Manager.**  
At present in charge of department on second paper in city of 175,000. Would like to locate in West or Middle West, although will consider any point where there is opportunity. Can stand on record of present connection alone. A former display man, good promotion copy writer and capable of organizing as well as selling. Not a desk man, but a hustler on the staff. Age 32, married. Address, Box B-643, Editor & Publisher.

**Desk Man.**  
Thorough Desk man wants job. Address B-647, care Editor & Publisher.

**Desk Man.**  
First class desk man, experienced on large and small dailies, seeks position, preferably with evening paper. Understands makeup. Can write editorials and paragraphs. Good character and habits. Highest references. Address B-648, care Editor & Publisher.

**Eastern Advertising Representative.**  
New York office established 1915. Exceptional personal and successful services available. List is limited. Extensive acquaintance among advertisers and agencies. Publishers invited to correspond. Box B-655, Editor & Publisher.

**Editorial Writer.**  
Experienced and capable, desires to make change. If you need a man write to him for specimens of work. Address B-623, care Editor & Publisher.

**Editorial Writer.**  
Paraphraser, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

**Newspaper Executive.**  
Managing editor and publisher's assistant, age 32, now employed, is available to progressive newspaper publisher in city of fifty to five hundred thousand. Can show clean active record, and refer to several well-known publishers. Experience gained with press associations and large and small newspapers. Address Box B-593, Editor & Publisher.

## BUSINESS SERVICES

**Press Clippings.**  
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

## HELP WANTED

**Advertising Solicitor Wanted.**  
Moderate salary to start. One who can build local and handle foreign advertising. Must be reliable and efficient. City of twenty-two thousand. Good chance for advancement to right man. B-657, Editor & Publisher.

**Reporter.**  
National Fraternal Weekly has a real opportunity for an experienced reporter, who is thoroughly capable of covering Congress and is a good rewrite and special assignment man. Prefer man who has gained his experience in town of 150,000 population that desires to make good in Washington. Successful applicant must be a native-born, Protestant Mason. Give full details regarding experience, qualifications and fraternal connections in first letter. The Fellowship Forum, Washington, D. C.

**Wanted.**  
Advertising Salesman and Copy Writer. Young man of clean personal habits, experience and ability. Must come well recommended. Give details regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, The Elkhart Truth, Elkhart, Indiana.

**Wanted.**  
Experienced advertising man, capable of developing and holding local business and handling foreign accounts; must be reliable, energetic, good mixer, and efficient. Only paper in city of 30,000 in good section. Southern man preferred. Write B-630, care Editor & Publisher.

## BUSINESS OPPORTUNITIES

**Daily Newspaper.**  
doing business of \$35,000 annually in New York upstate growing city of 10,000 population for sale. Owner has other business. B-646, Editor & Publisher.

**Daily Newspaper for Sale.**  
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

**Do You Want a Good Newspaper?**  
Due to failing health one of the best tri-weekly newspapers in the country is for sale. Has 4000 circulation. Strictly modern equipment including four linotypes, Goss press and completely equipped job plant. Equipment recently appraised \$49,000. Serves good portion of richest industrial valley in East. Only paper in growing town with fifty industries. Business, both newspaper and job, can be greatly increased. Low rent and labor costs. Lowest price \$75,000. If you cannot finance please save my time. Apply Floyd B. Kulp, 36 S. Front street, Philadelphia, Pa.

## COVERING OLYMPICS TASK FOR GIANTS

**U. S. Writers Sat Long Hours on Hard Benches—Track and Field, Polo, Swimming Events Widely Separated**

By G. LANGELAAN  
(Paris Correspondent, EDITOR & PUBLISHER)

PARIS, July 18.—Alan J. Gould, of the Associated Press; Henry Farrell, United Press; D. J. Walsh, International News; Grantland Rice, New York Herald-Tribune; J. E. (Ted) Meredith, Christy Walsh Syndicate; John Hallahan, Boston Globe; John Owens, Providence Journal, and Vincent Richards, Universal Service, will be through with the biggest Olympiad that has taken place so far by the time these lines reach New York. The plaudits of the crowd were not for them, but it is no exaggeration to say that their task has been greater than that of any athlete taking part. It proved a task for giants.

After the circus walk round and the pretty ceremony of taking the Olympic oath of the first day, the grim business began for the correspondents the next day, when their breaking in session consisted of a 7-hour stretch on the hard benches of the press stand. For 7 hours they had to strain every nerve,

## Sales Appraisals

NEWSPAPER PROPERTIES

**PALMER, DEWITT & 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

**CAN YOU SELL** display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-\$59 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

not merely to see who were the winners of the events, but note their positions during each race, and take notes for the leads which were to be written later. The second day's work brought them the close watching and reporting of no fewer than 17 heats of the 100 metres.

The sprints along the corridor leading from the press stand to the telegraph operators' desks were as exciting and keen as any taking place on the cinder-path. In these performances the lanky Frenchman Saguet employed by the Associated Press made history, rushing away with the copy just as soon as Gould or Topping, of the Paris office, and Angly, of the London office of the Associated Press, could hand it to him. The United Press was also there in force, with Webb Miller watching his team like a general looking over the field of battle.

One of the difficulties in reporting the Eighth Olympiad has been the large distances which have had to be covered. While field and track events were taking place at Colombes, 7 miles from Paris in one direction, polo was being played at St. Cloud, 4 miles from the capital in another direction. Swimming was at Les Tournelles, in the northeast of Paris, and correspondents home from Colombes after a hard day just had time to get a little refreshment and be off again to the Velodrome d'Hiver or to the Cirque de Paris for the wrestling, the fencing or the boxing.

Thomas T. Topping, of the Associated Press, waxed enthusiastic over the chances of his compatriots from overseas and was loudly offering to lay long odds in favor of an American athlete of his choice, seeking takers among his French press friends. An attendant came up and touched him on the arm and told him a gentleman wished to speak to him. Topping went over, and a spectator said, "I want to lay a hundred on the Swede."

He took Topping for a bookmaker.

# HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

**WHAT** are the favorite flowers, plants or trees of your townfolk? Prepare a questionnaire with spaces provided for annuals, perennials, conifers, deciduous trees, vines and deciduous shrubs. Then find out if alyssum or portulaca or some other plant is the favorite annual; if the elm is preferred to the maple; if clematis is the leading vine. Since practically every community has its flower lovers, this feature will surely prove interesting. A florist's catalogue will serve as a guide to the correct classification of plants or trees.—G. Harris Danzberger, Hartsdale, N. Y.

Newspapers usually do not call upon the bureaus of the news service they have serving them for enough individual stories out of the state capital or other nearby larger cities. Quite often editors learn a lead to a story at these points that is of particular interest to the people of the one community in which the paper is published but not of enough state interest to be sent through the regular channels of the news service. Ask your bureau men to secure the story for you. They will be glad to give their clients the extra individual service.—Lewis Hyman, Logansport (Ind.) *Pharos-Tribune*.

During the summer a reporter may interview florists and find out how flowers should be kept fresh. Many householders and home owners gather flowers from their gardens, and are unacquainted with the expert manner of keeping cut flowers alive. Other floral hints may be run from time to time. The interviewer may also ask about the most popular flower from time to time for weddings, parties and other local functions. These stories may be used with some historical background.—C. M. Litteljohn, Washington, D. C.

Get an interview with your city health commissioner and have him give a list of "Don'ts" for swimmers and beach visitors this summer. As for instance, "Don't go bathing immediately after a heavy meal," and "Don't change seats in a canoe or boat while in deep water; wait till you land." Such a list will be clipped and saved for reference.—G. Smedal, Sioux City, Ia.

The cry at the present time among realtors, home owners, and the effort on part of store owners is toward modernism in the home. On every occasion there is being featured the "model home," bungalow, or apartment. An interview with business men, modern young wife and mother of a large family is products of a good story.—L. J. Jellison, Dubuque (Ia.) *Times Journal*.

"Keeping up with McKinney; News Events of Today," says the standing boxed head used by the *McKinney* (Tex.) *Courier-Gazette*. Under this appear daily short news paragraphs about people and things, the first line of each being boldface. The column does not take the place of the usual personal mention column nor does it relegate to the inside without their own headlines too many local stories. This paper abounds in local stuff, having no pony service for telegraph news, and there seems to be plenty of local news to spare to make this column a source of constant surprise to readers.—Florence Tisdell, Muskogee, Okla.

What do your newsboys do with the money they earn and what are their ambitions? It would make an interesting

story to do some investigation along this line and play up the boys who are saving money to go to college. In most cities such a story would be entirely new and as it would be jammed with human interest it would be sure to make a deep impression on the readers of your paper.—Frank H. Williams, Santa Ana, Cal.

What is the average size and cost of all the homes put up in your town during the past six months? Go over the building permits issued in this period for homes, get the average number of bedrooms in the homes, the average cost of the homes, etc., and then present this grand average of size and cost as being the ideal home for the city. This sort of a story would be of immense interest to many of your readers.—Frank H. Williams, Fort Wayne, Ind.

The *Kansas City Star*, under the late Col. Nelson, fostered good literary tastes among its readers by printing selections from the best authors. A similar project in our daily newspapers of today would cultivate a better reading taste and a return to the classics among others besides school teachers and their pupils. "Reprints from the Classics" appearing daily or Sunday with a thumb-nail portrait and biography of different authors, should prove popular.—R. C. Mowbray.

## WHAT OUR READERS SAY

### Features—When and As Wanted

SAN PEDRO, Cal., July 7, 1924.  
TO EDITOR & PUBLISHER: The magazines seem to be alarmed over the number of newspaper consolidations and the increasing demand for "canned" features that are standardizing the newspapers of the country. Will Irwin has let the public in on a lot of tricks of the trade in this week's *Collier's*. "They don't know the half of it." Some of these writers who think the feature business has become so standardized that there will be no room for changes in the plan of things for the next 100 years or so ought to run a country daily close up to a metropolitan field and try to buy a few good features. For most of us "there ain't no such animal."

We are getting out from twelve to twenty pages daily with four Linotypes and a Ludlow. To cut down composition to a minimum we try to get all the good features we need in matrix form, both text and illustration. Outside of three comics we have just one feature that

## The Death Ray

can  
Electrocute an Army according  
to its Inventor

## "The Ark of the Covenant"

by  
VICTOR MacCLURE

is a  
Fascinating Romance

of  
A Man Who Holds  
The World at His Mercy

Immediate Release  
Wire

The McClure Newspaper Syndicate  
373 Fourth Avenue, New York City

we feel measures up to our needs in quality and mechanical requirements. That is a boys' and girls' page once a week.

There is one good magazine page on the market that would fill our needs but it is put out by the owners of a chain group of metropolitan papers, one of which claims our territory. One of the New York papers offered us all its comics and magazine features at the attractive price of \$10 a week and then withdrew the offer we had snapped up because another metropolitan paper claimed the territory.

I offered to bet the salesman for another New York metropolitan paper, who expressed his regret that he could not sell me his features in this territory, that he could get more money from the smaller papers in the territory than he could from one metropolitan paper. He agreed with me but said the boss did not agree with him. I wrote the manager of another New York syndicate and asked him to check up the number of papers using his features in the metropolitan field and compare it with the number of smaller papers that were not using them just to see if he could not find an opportunity. "I believe you have hit on a big idea," he replied, but that is the last I have heard from him.

We are printing an eight-column twelve-em paper, the Pacific Coast standard. Some of the features we would like to get in matrix form are furnished by one of the New York papers in 12½ em seven columns. I asked a traveling salesman why the management of his house persisted in saving at the spigot and letting opportunity run out at the bung hole. He saw the point and then wrote me from New York after he had finally secured an interview with his boss: "I know we have difficulties in the office in setting type on such a raft of stuff we use in the paper and to reset it again in twelve ems would add to the burden."

And so to save resetting it they don't sell it at all to me and hundreds of other country publishers who also have some

burdens, believe me, in getting stuff set in our own offices. Will Irwin says that S. S. McClure nearly went broke trying to prove the theory of economics by evolved in buying a short story for one hundred dollars and selling it to twenty publishers for ten dollars apiece.

It is about time some wise gink carried the idea a little further and discovered what composition is costing the country publishers. What we want is somebody who can sell us a mat to go in our curved casting box and turn out a plate printing eight 12-em columns twenty inches long, that will not have to run the gauntlet of linotype operators, proof readers and make-up men who demand their wages every Saturday night. There is a great big wide world open to some enterprise feature man who can fill this demand for real good features among the smaller papers, along with greater demand for midget feature men for flat casting.

CLARK F. WATZ



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.  
1700 W. 32D STREET  
CLEVELAND, OHIO

NOW READY

A New  
MILDRED BARBOUR SERIAL

Dealing With These  
Three Vital Problems

- 1—The Man in Public Life Whose Career Is Threatened by Scandal Unless He Marries Without Love.
- 2—The Ambitious Woman Prevented by Circumstances from Marrying the Man of Her Choice.
- 3—The Girl Who Finds the Husband She Loves Has Always Loved Another.

Write or wire for

"THE SURPRISING SEX"

METROPOLITAN  
NEWSPAPER SERVICE  
Maximilian Elser, Jr., General Manager  
150 Nassau Street, New York City

Thomas W.  
Briggs  
Company  
Memphis, - Tenn.

Originators of the  
Permanent  
Weekly Business  
Review Page



Look us up in  
Dun or Bradstreet's

Million  
Dollar  
Hearst  
Features

The World's Greatest Circulation  
Builders

International  
Feature Service, Inc.  
New York

AUTOMOBILE  
FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING  
COVERED IN A BIG WAY

The Ullman Feature Service  
Home Life Bldg., Washington, D. C.

# Eighty-Seven Years Later—

¶ There are not many things said eighty-seven years ago that could be repeated today without changing a word.

¶ But here's one:

“Persons wishing to take The Sun can have it left at their residence or place of business regularly every morning, by leaving their name and address at the office, 21 Light St., near Baltimore Street.”

—THE SUN, Vol. 1, No. 1, May 17, 1837.

¶ That was the beginning of Sun Carrier Service.

¶ And it's as important to us today as it ever was.

¶ Today there are 112 Carrier Delivery Routes—owned by men who with their assistants deliver The Sunpapers exclusively, and who make their living at it.

¶ It's the only way to make sure that papers go HOME. Expensive? Yes. But if advertisers are to get results papers must go home.

### June Average Net Paid Circulation

Daily (M. & E.) . . . 246,999

Sunday . . . . . 177,571

Everything in Baltimore Revolves Around

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
360 N. Michigan Ave., Chicago

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

# The Philadelphia Advertising Situation

Jason Rogers in The Advertiser's Weekly says:—

- No. 1 "The Philadelphia retail trading zone contains 3,300,000 people.
- No. 2 The Bulletin has the largest city circulation of any better grade evening or morning daily newspaper in the country.
- No. 3 The Bulletin's milline rate is the lowest of any absolutely evening or morning newspaper in the United States."

## Dominate Philadelphia

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

# The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

Net paid circulation for six months ending March 31, 1924—

**512,445 copies a day**

The circulation of The Philadelphia Bulletin is one of the largest in the United States.



NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)  
 CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard  
 DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
 SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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