

EDITOR & PUBLISHER

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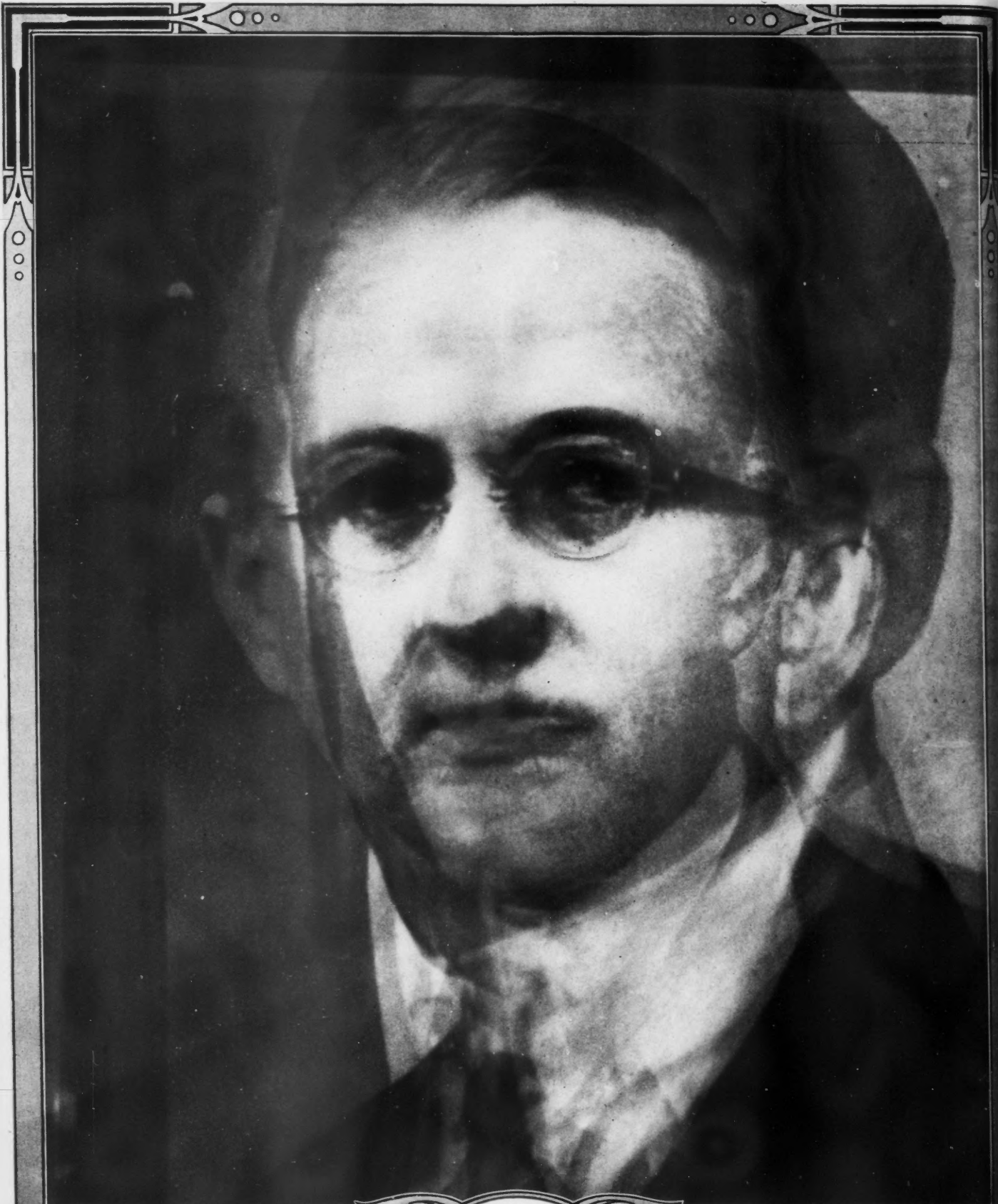
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NEW YORK, SATURDAY, APRIL 19, 1924

No. 47



CALVIN COOLIDGE



THE AMERICAN EDITOR
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THE AMERICAN PUBLISHER
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President American Newspaper Publishers
Association



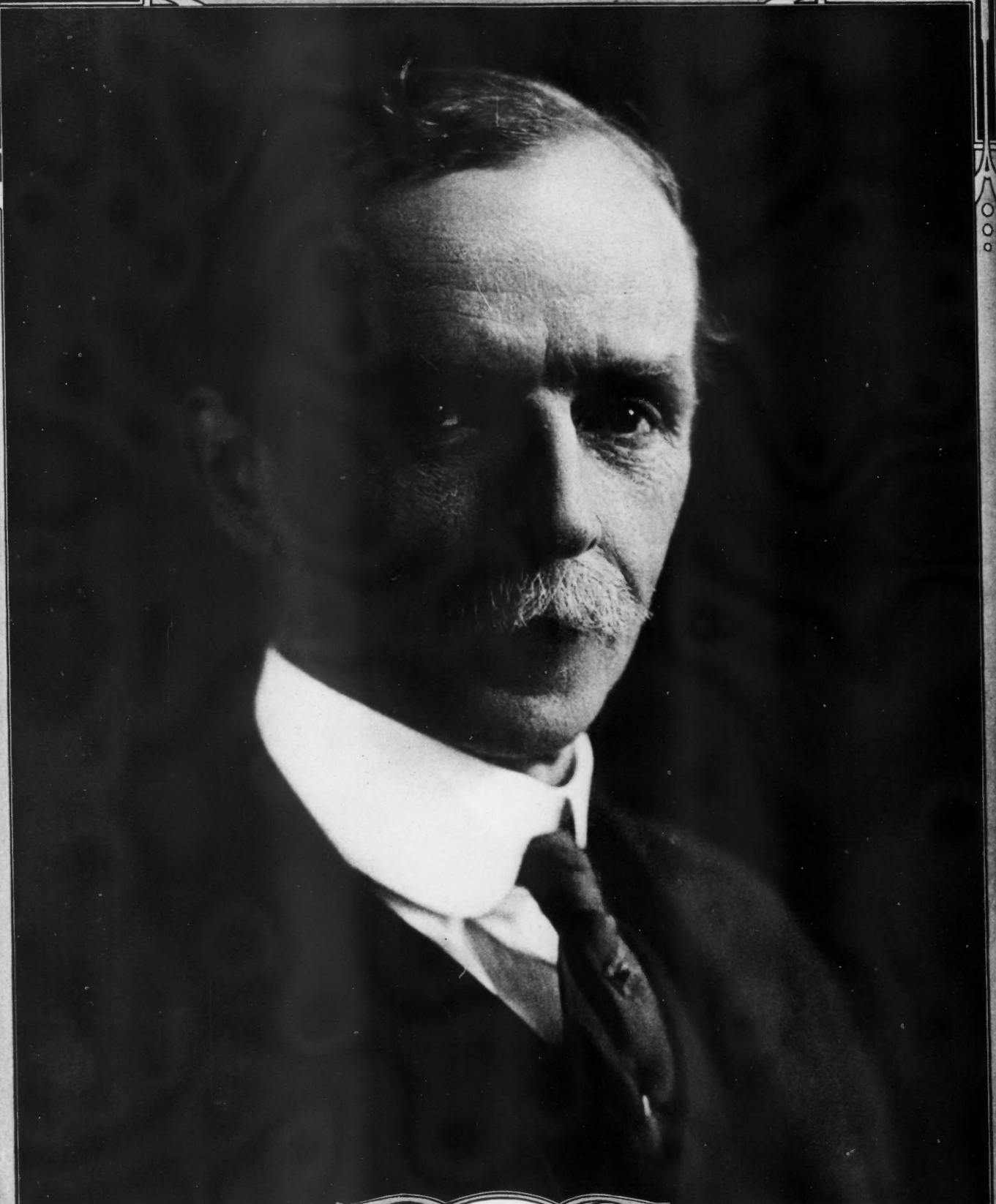
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MELVILLE E. STONE
Secretary and Counselor Associated Press



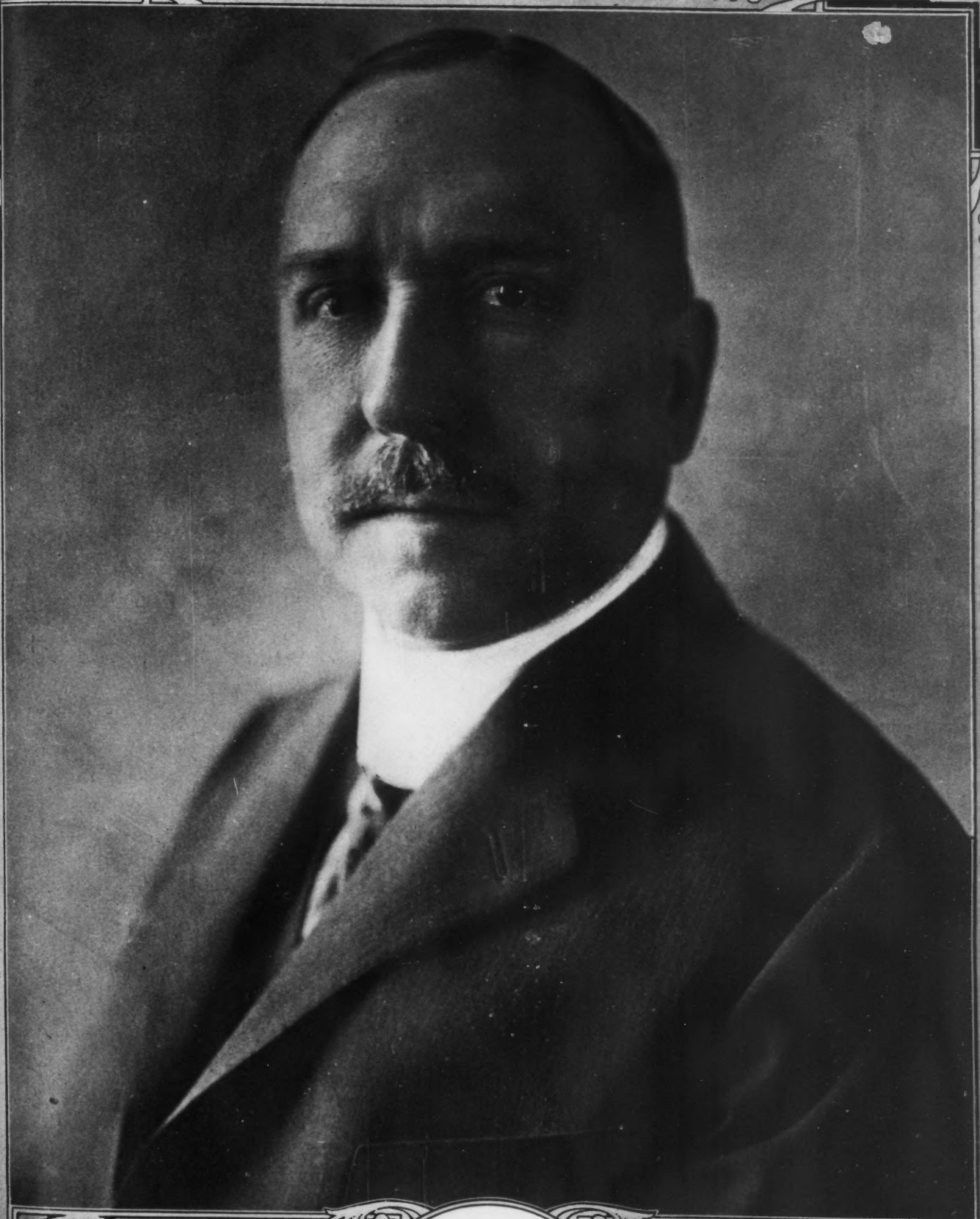
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Editors



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Director Bureau of Advertising A. N. P. A.



LINCOLN B. PALMER
Manager American Newspaper Publishers
Association



S. E. THOMASON
 Vice-President and Chairman, Committee on
 Second-Class Postage, A. N. P. A.

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Newspapers Have Navigated Calm Seas Since Last Publishers' Meetings

Unparalleled Volume of Advertising and Steady Circulation Growth Marked Twelve-Month — Wages Rising More Sharply—No Prospect of Lower Postage Rates—Art Color Printing Developing

FIFTY-ONE weeks have marched across the calendar since the leaders of North American newspaper thought last gathered in New York. They have been busy weeks, profitable weeks for the majority. They saw the business reap record-breaking gross revenues. They saw costs mount to share in the margin of increased income. They saw the development of no new idea in newspaper making, but they did see the beginnings of color printing at newspaper production speed.

They witnessed a long step in the migration of the newsprint manufacturing industry from the United States to Canada and the preparations for the shorter steps needed to complete the journey.

They saw the radiophone filling the breach in news communications interrupted by the fall of ice-laden wires. And they saw the radio industry enter the competition for the advertisers' dollars. In a sentence, it was an interesting, but hardly epochal year.

Newspaper advertising in 1923 passed the total of \$600,000,000, a new high record. Early months of 1924 have indicated that the curve of the present boom is at or near its peak, and that the volume in the Fall may not exceed that of last year. As usual in an era of good business, there have been no serious efforts to disturb or alter the machinery by which advertising comes to the newspapers. Agitation for lower rates was practically absent. So were efforts by advertisers or publishers to change the basis of agency remuneration. Few advertising agencies failed, collections have been satisfactory, and many new accounts have been introduced to the use of newspapers, while few discontinued using newspaper space.

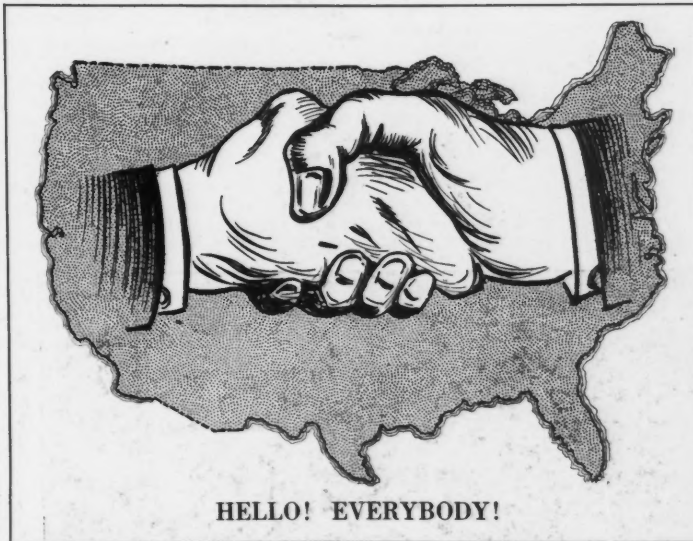
Local advertisers used large space generally. Shopping news ventures by local merchants were attempted in few cities, and several which had previously been launched were discontinued because their cost was disproportionate to the results gained.

Circulation growth more than kept pace with the increase in population. Numerous consolidations have not decreased the number of newspapers sold—excellent evidence that duplication of newspaper circulation is not a serious factor for the consideration of space-buyers. In great measure the growth of circulation was built upon better newspapers and not upon premiums or contests. Where premiums have been used the practice has been to give them to carriers and distributors rather than to readers. Insurance policies came into greater favor as an inducement given or sold directly to the new subscriber.

Advertising rates in the past year increased no more than was warranted by the additional circulation. Higher costs of operation have been absorbed by the increased revenue due to the greater volume of advertising—a development that is disquieting to careful publishers.

Wages to organized labor in all large cities and their territories have resumed their upward climb at almost war-time pace, and in most cases are well ahead of the cost of living. "Real wages" are considerably higher than they were in 1914. "Real" advertising rates were adjusted at a comfortable level at the beginning of 1923, but the margin is no longer safe, and caution would counsel further adjustment of rate-cards to care for the overload of costs, without regard for growth in the volume of business.

By ARTHUR T. ROBB, Jr.



HELLO! EVERYBODY!

Paper consumption, of course, reflected the tremendous advertising volume and circulation, over 2,500,000 tons of newsprint being turned into newspapers in 1923. Paper-makers also took their increased profits from the greater volume, maintaining the price at \$3.75 per cwt. Good feeling prevailed between the makers and users of newsprint, evidenced by the visits of large groups of publishers, on invitation, to the International and Backus plants. Agitation in Canada to forbid the export of wood cut from privately owned lands has been bitterly fought by American manufacturers, and has so far found small favor even in the Dominion. Such a prohibition can be put into effect by a Dominion Order-in-Council, the enabling legislation having already been passed. Added to the present prohibition of export of wood cut from certain Provincial Crown Lands, the proposed step would soon compel the location of the entire American newsprint industry across the Canadian line. This step, in fact, has been decided upon by the International Paper Company for its future developments, President Dodge stated in his annual report last week.

Canadian newsprint mills produced 1,263,000 tons in 1923, while United States mills turned out 1,485,000 tons and the balance is expected to be in Canada's favor within the next few years.

Both Canadian and American interests are now thoroughly aroused to the need of national policies for protection and reproduction of forests. In Canada, the overt argument for prohibiting further wood exports is that the ban is needed to prevent destruction of the Dominion forests within 30 years. In the United States, the A. N. P. A. and other interested organizations at last face a reasonable chance for success in inducing Congress to pass desired forestry legislation. Their measure is now being considered by the national legislature.

Not so successful before Congress have been the efforts of the committee seeking lower second-class rates. Alleged promises of Congressmen were dis-

regarded last year when the House committee refused to report the Kelly Bill, favored by the group representing all publishers, with which the A. N. P. A. was co-operating until the last convention. Similar rate reductions are embodied in a bill before this Congress, but there is little probability that it will be enacted. In fact, present efforts of publishers are being bent to prevent further heavy increases in the rates for first and second zone transportation of newspapers and periodicals, contemplated by the Post Office Department for the purpose of increasing postal employees' salaries.

Wage scales paid to mechanical employees were increased in practically every large city, usually without disturbance to production. In New York, however, the pressmen struck last September without sanction of their international officers and order was restored by co-operative effort of the publishers with the international executives after ten days during which the newspapers issued under a heading combining all their names. No other metropolitan city witnessed a strike. Several smaller cities, notably Sioux City, Ia., Ypsilanti, Mich., Asheville, N. C., and Long Beach, Cal., met strikes by typographical employees by putting their operations on the open shop basis. No trouble was experienced over the "joint action" agreement.

Rising costs submerged three New York newspapers during the past year, the names of the Herald, Globe and Mail being erased as individual journals. Consolidations and suspensions were frequent in smaller cities.

Both of the great newspaper groups controlled by the Hearst and the Scripps-Howard interests increased their numbers during the year, the Pittsburgh Press passing to the Scripps-Howard newspapers for a price said to be in excess of \$6,000,000, a record for American newspapers. The Hearst group added the Albany Times-Union. Two new tabloid newspapers were started in Los Angeles and San Francisco by Cornelius Vanderbilt, Jr.

Recent months have witnessed the entry of radio stations into competition with established advertising media. Several advertisers have adopted the idea, either paying a time rate to a broadcasting station or resorting to more indirect methods. The idea has not attained popularity among the public, and is now the subject of regulatory legislation before Congress. Radio, on the other hand, has fulfilled its promise as an emergency means of supplying news to centers cut off by storms destroying wires. Radio telegraphy has come into increasing use in trans-Atlantic communication, but has not yet attained the expected utility in trans-Pacific transmission, due to high rates and slow service. It was invaluable, however, in giving the world early news of the earthquake which devastated Japan last September.

Outstanding among the new developments which promise to extend the newspaper's field for usefulness to the community is color printing of more artistic value than that seen in comic supplements and Sunday magazines of the past. Two processes are now commercial possibilities for newspapers, printing full color values at newspaper production speed. Both processes are already well understood by publishers and advertisers and will be demonstrated to the public before the Summer of 1924. They open a wider field for newspaper advertising growth than even that made possible a few years ago by the advent of photogravure.

All told, the past year has seen newspapers progress further along the road of sound business practices. Publishers are putting their profits into strengthening their newspapers, into clearing their fields of weak but disturbing competition, into housing their operations in plants permitting economy and expansion and at the same time worthy of the business. The major problems that are always with the industry will not become oppressive until decrease in volume of advertising necessitates the end of unsound and wasteful practices which survived the war-time demand for business sanity—a demand which wrote the obituaries of a good many newspapers but which has meant thereto unknown measures of prosperity for those that survived.

RADIO ADVERTISING SCORED

Former A. N. A. President, Says Broadcasting Cannot Rival Newspapers

Radio was held unsuited for advertising use by J. C. McQuiston, former president of the Association of National Advertisers and radio pioneer, who, in an interview granted New York reporters last week, ridiculed the theory that radio in time may be the chief agency in dissemination of news and take the place of newspapers.

"Radio lends itself only to the broadcasting of musical programs, instructive talks, church services and other matters apart from advertising," he declared.

McQuiston was one of the men who figured in the 1920 decision, to install and operate Station KDKA, Pittsburgh on a daily schedule.

Come to Room 116

EDITOR & PUBLISHER cordially invites visiting delegates to Room 116, Waldorf, to hear the latest radio, write letters, telephone or chat—anything BUT business.

OUR METHODS BRINGING PROSPERITY TO SOUTH AMERICA, SAYS MARTIN

Journalists and Presidents Hosts to Associated Press General Manager on Three-Month Tour—Papers Find Large Volume of U. S. News Profitable Despite Cable Tolls

WHAT Associated Press meeting would be complete without the Traveler Returned from Journeys Far Afield?

This year the Peregrinary Prize goes to Frederick Roy Martin, general manager, recently returned from a three-month circuit of South America, where he visited A. P. members in Lima, Valparaiso, Antofagasta, Santiago, Buenos Aires, Rio de Janeiro and Sao Paulo.

Naturally, he met the leading journalists in the countries he visited and was the guest at dinners given in his honor by newspapers in Lima, Santiago, Buenos Aires and Rio de Janeiro. He was also received in special conferences by Presidents Leguia of Peru, Alessandri of Chile, Alvear of Argentina and Bernardes of Brazil. He was the speaker at the Washington's Birthday luncheon of the American Club at Buenos Aires and addressed the American Chamber of Commerce at Rio.

"The larger and more successful South American dailies are developing rapidly along North American lines," Mr. Martin told EDITOR & PUBLISHER. "It was a radical change when they turned to New York and away from Europe for their chief supply of world news. Improved cable facilities and the upsets of the world war were in part responsible. Once they turned towards us, our South American members have become more and more favorable to our methods of news-gathering and news-distribution. While I was there, our members in Peru, Chile, and Argentina increased the volume of their daily report by one-third. The cost to them because of tolls, compared to what United States papers pay, is enormous. Yet they find it profitable.

"The papers are generally prosperous, though they are handicapped by the fluctuations and the low exchange rates. Two of our members in Buenos Aires are enlarging their equipment. La Nacion is adding American presses and La Razon, which is erecting a new building, is putting in French presses. El Mercurio at Valparaiso has just made over its home, after a fire, and El Comercio in Lima is modernizing its plant. Most of the papers are buying Scandinavian newsprint.

"It is drawing no invidious comparison to say that the dailies of Buenos Aires should be classed with the most enterprising papers in our largest cities. I speak only of our members as reference to others might be misunderstood. Jorge A. Mitre, the director of La Nacion, has personally studied United States newspapers in this country and he is determined to have whatever the best papers here have. His expenditure for foreign news is equaled by not over a half dozen papers in the world.

"Dr. Sojo, who directs La Razon since the death of its brilliant editor, Dr. Cortajarena, is erecting a new building on the Avenida de Mayo with every modern improvement. These Buenos Aires journals

are alert, progressive and enterprising. They are interested in news worth while and spend the necessary amount of money to get it.

"If there is a Pan-American newspaper conference here in 1925, Mr. Mitre will probably attend it.

"The Mercurio group, the Edwards papers, are the most progressive in Chile. Their plants are the best, they put the most energy into their product and have the largest circulation. I was in Santiago when former President Wilson died. The announcement reached there 11 minutes after his death. Mercurio hung out a black bulletin board with the announcement. Its next edition gave an entire page to the story, including the Associated Press obituary review of Mr. Wilson's career."

"What about the Brazilian press?" Mr. Martin was asked.

"There is a strained situation there between the leading paper Correio da



City News Department, Associated Press New York Headquarters.

south. The press is very friendly toward the United States, and more than one Brazilian journalist reminded me that of the twenty republics in this hemisphere, there are only two non-Spanish in language, the United States and Brazil."

"What about your conferences with the Presidents? Were they limited to perfunctory expressions of good-will?"

"Not at all," Mr. Martin replied. "That

heard it charged that he wanted to be a dictator. That he eagerly denied in an eloquent statement which I asked permission to print. He readily assented. I told him I might get some thought of his wrong in my translation. 'Not if you make it sufficiently emphatic,' was his reply.

"President Alvear is a most cultivated and experienced political leader, having long been ambassador in Paris. His office in the Casa Rosita is reached after quite as much military and diplomatic ceremony as surrounds, say Premier Poincaré in Paris. But when I met both, I found the red-tape stopped at the doors of their offices. President Alvear is as simple and democratic as our own Presidents.

"I went up to Petropolis to meet President Bernardes. I was told he spoke no English, no French but only Portuguese. So Ambassador Morgan came to interpret. But the President spoke very good French and was very much interested in the Associated Press.

"Nor was he timid in telling me that the American press had dealt Brazil a bad blow in reporting that his country had entered into a contract for submarines, just on the eve of the Santiago conference.

"I asked if we had not given proper authority for the announcement. He said the source was those who wanted to sell the boats and that the denial never caught up with the original report.

"I explained that we had from time to time similar misunderstandings with even our own State Department which we regretted; that we strove to get the truth and to correct errors and on the whole succeeded reasonably well. He was not resentful and asked many questions about the relations of the press to our Government.

"I told one of the Presidents, which one it would not be fair to mention, that his Government from our way of looking at things interfered too much with the press.

"He smiled and replied, 'Possibly, but it interferes too much with me.'"

Evanston Daily Raises Price

Evanston (Ill.) News-Index has increased its price from two to three cents a copy and changed from 7 to 8 column width.



New General Executive Office and Directors' Room of the Associated Press, with Frederick Roy Martin, General Manager, at his desk in the foreground.

Manha and the Government. The director of this paper has been imprisoned and was in France while I was in Rio. But his representative in charge of the paper, Dr. Manuel Rodriguez, continued attacks on former President Pessoa and was sentenced to imprisonment. The case was under appeal and decision was expected this month. The paper believes it is fighting for the freedom of the press. Its opponents charge it with undeserved criticism of public officials.

"The startling illiteracy of the Brazilian people, probably 90 per cent, is the chief barrier to the development of journals in that country. As the readers are so limited, the interest in world news is necessarily confined to a very small proportion of the population. Yet there is gradual development. There are some brilliant writers, but mechanically the papers are not as modern as in the republics to the

can be left to diplomats. Foreign visitors are not so numerous there as here. The Presidents really want to know what their visitors can tell them. President Leguia pointed out to me, by way of introduction, the spot where Pizzaro was killed in his palace, but in a few minutes we were talking about the Tacna-Arica dispute and the sale of arms to Mexico. He speaks English perfectly. The other three Presidents talked with me in French.

"When I met President Alessandri in Santiago he was very happy over the apparent settlement of a political crisis. He wanted me to meet his young premier, José Mazet, who had drawn up the compromise agreement. There was an atmosphere of elation in the executive offices. A cog slipped somewhere, however, for the crisis was on again when I reached Buenos Aires.

"I told the President that I had often



Foreign News Department, Associated Press Headquarters.



General Operating Room in Associated Press New Quarters.

LABOR, RADIO, LOOM LARGE ON A. N. P. A. PROGRAM

President Coolidge's Address Before Associated Press Luncheon High-Light of Early Convention Week
—Capacity Crowd Booked for Ad Bureau Banquet Thursday

"LADIES and Gentlemen: I give you the one toast that is offered on this annual occasion—The President of the United States."

Then 500 members of the Associated Press in the Waldorf-Astoria ballroom will rise and raise glasses, President Frank B. Noyes will resume his chair at the center of the long table, and Calvin Coolidge, President of the United States, will begin his address to this group of newspaper owners and workers who have heard all of his predecessors in the White House during the past 25 years.

The annual luncheon is always the high-light in the one-day annual meeting of the Associated Press membership, scheduled for next Tuesday, April 22. Some business must be done by the members in meeting assembled; officers, directors and committees have to be elected, but the strong magnet that draws them every April to Fifth avenue and 34th street is the prospect of hearing a leader of national or world thought speak his mind to the nation through the makers of the press without the reservations and inhibitions present at lesser gatherings.

President and Mrs. Coolidge will leave Washington by special train early Tuesday, and will occupy the Presidential suite at the Waldorf. Mrs. Coolidge will have luncheon in the suite with a party of friends. Afterwards, with her party, she will occupy a box overlooking the Grand Ballroom.

This year President Coolidge's address will be broadcast by radio stations WJZ, New York, and WGY, Schenectady, operated by the Radio Corporation of America, and WEAF, New York, operated by the American Telephone & Telegraph Company. Relays will make the address audible throughout the country.

Six places on the board of directors are to be filled at the meeting on Tuesday. Members of the board whose terms expire at this meeting and who have been renominated are:

- Victor F. Lawson, Chicago News.
- W. H. Cowles, Spokane Spokesman-Review.
- Frank P. MacLennan, Topeka State Journal.
- E. Lansing Ray, St. Louis Globe-Democrat.
- Frederick I. Thompson, Birmingham Age-Herald.

Other candidates put forward by the nominating committee for these five directorates are:

- Ralph H. Booth, Saginaw News-Courier.
- J. E. Wheeler, Portland (Ore.) Telegram.
- Harry E. Taylor, Portsmouth Times.
- Louis T. Golding, St. Joseph News-Press.
- L. K. Nicholson, New Orleans Times-Picayune.

To succeed V. S. McClatchy, resigned, for the term ending in 1925, the nominating committee has named Joseph R. Knowland, Oakland (Cal.) Tribune, and Harry Chandler, Los Angeles Times.

Other bodies to be chosen by the meeting are advisory boards for the four geographical districts, auditing and nominating committees.

Officers and a new executive committee will be elected by the new board of directors at a meeting Wednesday morning. Those whose terms expire are:

- President, Frank B. Noyes, Washington Star.
 - First Vice-President, F. D. White, New York Evening World.
 - Second Vice-President, George B. Dealey, Dallas News.
 - Secretary and Counselor, Melville E. Stone.
 - Assistant Secretary and General Manager, Frederick Roy Martin.
 - Treasurer, J. R. Youatt.
- Directors who hold over for one or two more years are:

- Frank B. Noyes, Washington Star.
- Adolph S. Ochs, New York Times.
- Clark Howell, Atlanta Constitution.
- Charles Hopkins Clark, Hartford Courant.
- Elbert H. Baker, Cleveland Plain Dealer.
- H. V. Jones, Minneapolis Journal.
- B. H. Anthony, New Bedford Standard.

Stuart H. Perry, Adrian Telegram. Applications for membership which are likely to come before the annual meeting include, it is said, those of the Rochester (N. Y.) Times-Union, Baltimore Evening Sun and Norristown (Pa.) Times-Herald.

Continuation of the gentlemen's agreement existing between the Associated Press and the Canadian Press was assured at a meeting the middle of this week of the Associated Press board.

E. Norman Smith, of the Ottawa Journal, and president of the Canadian Press, and J. F. B. Livesay, general manager, attended the meeting by invitation. The subject of co-operation between the two news distributing associations was discussed.

While exchange of news forms the basis of the relations between the C. P. and A. P., the former is required to pay a differential, and this subject was considered by both parties.

The meeting was "entirely sympathetic," A. P. officials reported. "Arrangements were concluded for making even more close and intimate the relations of the two associations, which, working on the same general lines, exchange the news of their territories," a statement issued by Livesay to EDITOR & PUBLISHER said.

"Directors of the Associated Press heard with gratification from Mr. Norman Smith, that, notwithstanding loss of the annual grant from the Dominion government, members of the Canadian Press propose carrying on their trans-Canada leased wire service unimpaired."

Present at the meeting were Frank B. Noyes, Florence D. White, George B. Dealey, Melville E. Stone, Frederick Roy Martin, J. R. Youatt, Victor F. Lawson, W. H. Cowles, E. Landing Ray, Frederick I. Thompson, Charles Hopkins Clark, Stuart H. Perry, Adolph S. Ochs, H. V. Jones, B. H. Anthony, Kent Cooper and Jackson S. Elliott.

AD BUREAU BANQUET DRAWS 1200 GUESTS

Senator D. A. Reed, Ambassador Howard and Eleanor Franklin Egan Speakers at Thursday Night Event of Convention Week

Social verve for the convention week is contributed chiefly by the annual banquet of the Bureau of Advertising of the A. N. P. A., which will be held in the Waldorf-Astoria Grand Ballroom at 7 p. m. Thursday, April 24. Nine hundred guests will be accommodated at the tables and more than 300 additional will grace the galleries.

Speakers announced by Howard Davis, New York Herald Tribune, chairman of the dinner committee, include Senator David A. Reed of Pennsylvania; Sir Esme Howard, British Ambassador to the United States; and Eleanor Franklin Egan, world-traveler and writer.

William F. Rogers, advertising manager of the Boston Transcript, will preside and will turn the ceremonies over to Julian S. Mason, managing editor of the Herald Tribune, who will act as toastmaster. Musical entertainment will be furnished by the band of the 101st Cavalry.

1. LABOR.
2. Postage.
3. Radio.

In that order stand forth the chief topics of interest before the American Newspaper Publishers' Association as it enters on its 39th year. The convention will be called to order at 10 o'clock Wednesday morning in the Astor Gallery of the Waldorf-Astoria and will hold morning and afternoon sessions Wednesday and Thursday and possibly Friday. Thursday evening the annual banquet of the Bureau of Advertising of the A. N. P. A. will turn the host of publishers and editors and their friends toward the grand ballroom. Over 500 publishers expect to attend the convention.

Four new directors will be chosen by the A. N. P. A., and, if the practice of the past is followed, S. E. Thomason, business manager of the Chicago Tribune, will be advanced from vice-president to president, in succession to Paul Patterson, Baltimore Sun, who has been in office since 1922. A new vice-president will be named to succeed Mr. Thomason. George M. Rogers, Cleveland Plain Dealer, elected secretary at a recent meeting of the directors to fill the term of John Stewart Bryan, elected a member of the board, and Howard Davis, New York Tribune, treasurer for the past three years, will probably be continued in those offices.

The directors whose terms expire at this meeting are: T. R. Williams, Pittsburgh Press; Harry Chandler, Los Angeles Times; Charles H. Taylor, Boston Globe, and F. G. Bell, Savannah News. Directors whose terms have another year to run are: John Stewart Bryan, Richmond News-Leader (vice E. H. Baker, Cleveland Plain Dealer, resigned); Hilton U. Brown, Indianapolis News; E. H. Butler, Buffalo News, and F. J. Burd, Vancouver (B. C.) Province.

At least one session, probably more, will be given to discussion of labor in many phases. In general terms, these phases are:

1. Report of the Special Standing Committee, rendered by H. N. Kellogg, chairman.
2. Report of the committee on arbitration contract negotiations with the international unions.
3. Report of the committee in charge of the printing trade school fund.
4. Report of the Open Shop Division of the Association.

Interest is manifested chiefly in the third of the above developments. Funds totalling \$20,000 are said to be in hand, available for whatever use the A. N. P. A. sees fit to make of them in its program for training young men and women for work in newspaper mechanical departments.

Radio has been studied intensively during the past year by a committee of which Walter A. Strong of the Chicago Daily News is chairman. Its report will be lengthy and will cover the manifold developments of radio telephony as they have affected the field of newspaper publication—pending legislation, broadcasting of news, protection to copyright, maintenance of stations by newspapers, advertising by broadcasting stations in competition with newspapers and other established and regulated media, etc.

Proposed increases in the rates on second-class postage have fanned anew the interest in that topic for newspaper owners and the report of the postal committee will doubtless be followed by a resolution expressing the association's attitude.

Newsprint and its related subjects—forestry, tariff and traffic—are not such "hot" topics as they have been in past conventions, though interesting reports of accomplishments and tendencies are scheduled.

Recent events have added to the interest always manifested in the report of the legislative committee. The recent Owen bill in the Senate, which would regulate by statute newspaper publication of corrections, and would compel signature of all articles and the daily statement of all business connections of each newspapers' owners, will doubtless be mentioned. Deep interest is also evinced by the association in a clause of the Massachusetts minimum wage law which compels publication by newspapers of all reports of the state minimum wage commission. This statute has been attacked in the courts on constitutional grounds by the Boston Transcript, an A. N. P. A. member. Efforts to enact a similar law in New York State were prevented by the New York local of the A. N. P. A.

Work of the Bureau of Advertising, A. N. P. A., will be reported by the committee in charge to the directors of the association on Monday and to the membership on Tuesday and a new committee will be elected during the closing hours of the convention. Besides William A. Thomson, director, and Thomas A. Moore, associate director, those in command of the bureau's activities are:

William F. Rogers, Boston Transcript, chairman; Harry Chandler, Los Angeles Times, vice-chairman; Howard Davis, New York Herald Tribune; W. C. R. Harris, Toronto Star; William J. Hoffmann, Portland Oregonian; D. D. Moore, Fort Worth Record; Fleming Newbold, Washington Star; D. B. Plum, Troy Record; George M. Rogers, Cleveland Plain Dealer; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times, and John B. Woodward, Chicago Daily News.

A. N. P. A. WEEK FEATURED BY AUXILIARY MEETS

Seven Extra-Convention Events Planned for Publishers—S. N. P. A. Directors Plan Banquet—Koenigsberg Offers a "Mudlark"

Every moment of Convention Week is crowded with meetings, either of the two great organizations which gave it being or of other bodies which have learned to turn the assemblage to their own good purposes. Among the other meetings scheduled are:

Tuesday, April 22—Banquet, officers and directors and committee chairmen of the Southern Newspaper Publishers Association, Hotel Vanderbilt, 7.30 p. m.

Tuesday, April 22—Alouette Fish & Game Club dinner, Empire Room, Waldorf-Astoria, 7 p. m. This is an organization of publishers who visited the International Paper Company mill at Three Rivers, Que., last summer, formed for the purpose of perpetuating the friendships and associations made at that time. W. B. Bryant, Paterson Press-Guardian, is chairman of the committee in charge, other members of which are: R. E. Lent, Passaic Daily News; Richard Brown, Poughkeepsie Star; and E. B. Trow, Poughkeepsie Sunday Courier.

Wednesday, April 23—"Mudlark" entertainment at Friars' Monastery by M. Koenigsberg, head of the Hearst news services and syndicates, 7 p. m.

Wednesday, April 23—Executive Committee Morning Newspaper Publishers Association, Waldorf-Astoria.

Thursday, April 24—Banquet North American Newspaper Alliance, Lotos Club, 7.30 p. m.

Friday, April 25—Meeting, Board of Directors, Audit Bureau of Circulations, Hotel Belmont, 2 p. m.

Friday, April 25—Annual meeting American Society of Newspaper Editors, Ritz-Carlton Hotel, Atlantic City, N. J., 10 a. m.

DIRECTORY OF A. N. P. A. AND A. P. CONVENTIONS DELEGATES

Table with columns: Name of Newspaper, Representative, New York Address. Lists delegates from various newspapers across the United States, including titles like 'Adrian (Mich.) Telegram', 'Akron (Ohio) Times', 'Allentown (Pa.) Morning Call', etc.

DIRECTORY OF A. N. P. A. AND A. P. CONVENTIONS DELEGATES

Table with columns: Name of Newspaper, Representative, New York Address. Lists delegates from various newspapers across the United States, including titles like 'Muncie (Ind.) Star', 'New York Herald-Tribune', and 'Washington Post'.

N. Y. CIRCULATION CHIEFS MEET

(By Telegram to EDITOR & PUBLISHER)

ROCHESTER, N. Y., April 16.—Building circulation through the improvement of carrier-boy personnel was one of the outstanding subjects discussed at the convention of the New York State Circulation Managers' Association held in Rochester, Tuesday and Wednesday of this week.

Slipshod methods of handling carrier boys were scored, and it was pointed out that definite training in collections and soliciting redounds to the benefit of both the boys and the newspaper.

The convention ended at noon Wednesday with a luncheon at which Herbert J. Winn, president of the Rochester Printing Company, Harry Gray, vice-president of the Rochester Journal and

the Post Express, Frank E. Gannett, editor and publisher of the Rochester Times-Union and Bruce Potter, managing director of the Rochester Herald, were guests.

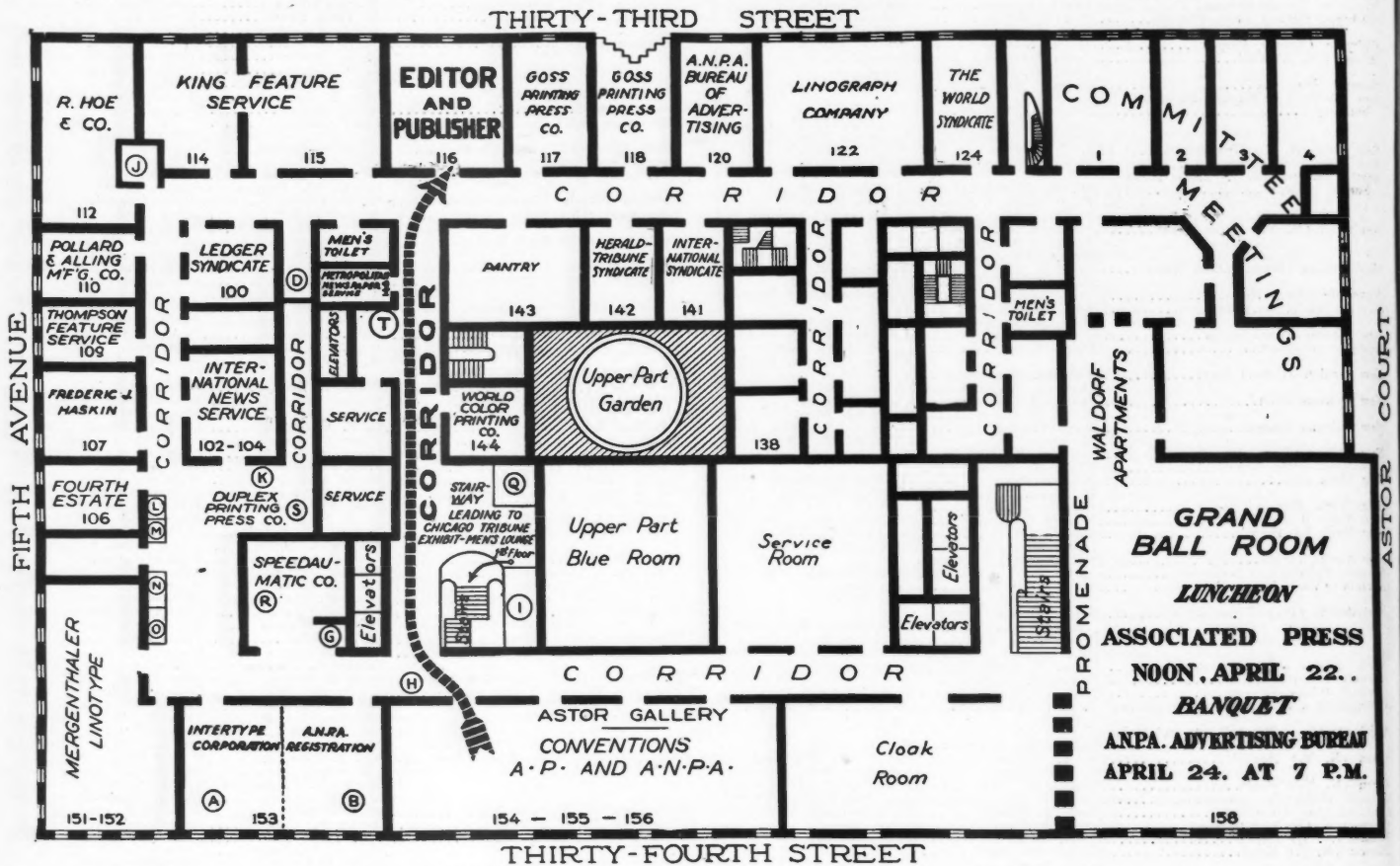
Other speakers at the convention were: A. J. Bulger, of the Buffalo Courier and Enquirer; Leverne Lewis, Ithaca Journal-News; Daniel W. Tanner, Utica Observer-Dispatch; Frank A. Wood, advertising manager, Rochester Times-Union and president of the New York S. D. A.; and George Cihé, Buffalo News.

Hudson, N. Y., was chosen as the next meeting place.

U. S. Correspondents Invade Rome

American newspapermen invaded Rome during the secret and public consistories and the ceremony of hatting the America Archbishops, Hayes and Mundelein, recently. Those who covered the events were: Thomas B. Morgan and F. T. Hollowell Associated Press; Floyd Gibbons, Chicago Tribune; Ferdinand Tuohy, New York World; George Adam, New York Sun; Arnaldo Cortesi, New York Times; M. Cianfarra, United Press; Hirma Moderwell, Chicago Daily News; and Edward Storer, Philadelphia Public Ledger. Correspondents were provided with tickets for the ceremony in St. Peter's.

CONVENTION GUIDE TO SYNDICATE AND SUPPLY EXHIBITS



- AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
Convention, Astor Gallery, Rooms 154, 155, 156
Headquarters, Room 153, Space B
Committee meetings, Rooms 1, 2, 3, 4
Committee service, Room 143
Bureau of Advertising headquarters, Room 120
Bureau of Advertising banquet, Grand Ballroom
General offices, 63 Park Row
Registration Room 153 B
- ASSOCIATED PRESS
Convention, Astor Gallery, Rooms 154, 156
Annual Luncheon, Grand Ballroom
Committee meetings, Rooms 1, 2, 3, 4
Committee service, Room 143
General offices, 383 Madison avenue
- ARTGRAVURE CORPORATION, Space H in corridor
A. H. Sherin R. N. Getches
F. D. Murphy W. A. Milanese
- BELL SYNDICATE, Space D in corridor
John N. Wheeler Homer Sprague
Henry M. Sneyily James J. O'Connell
Jay Jerome Williams Marie Cleary
- BENJAMIN ADVERTISING CORPORATION, Space G in corridor
- BUREAU OF ADVERTISING, A. N. P. A., Room 120
William A. Thomson William C. Flad, Jr.
Thomas H. Moore E. M. Johnson
F. Douglas Campbell E. L. Bode
- CHICAGO TRIBUNE, Men's Lounge, main floor
Col. Robert McCormick Mrs. M. S. Levinson
Capt. Joseph Patterson Frank J. Markey
S. E. Thomson S. H. Wharton
J. M. Cleary John Yetter
Arthur W. Crawford W. H. Whalen
- CLINE ELECTRIC & MANUFACTURING COMPANY, Space O in corridor
A. J. Cline C. A. Dresser
A. H. Parks H. S. Patterson
- HARRY COLLINS, East Foyer
- CUTLER-HAMMER MANUFACTURING COMPANY, Space S in corridor
T. H. Rodman H. R. Ellertson
F. W. Schnell George E. Booth
F. W. Barnecott F. S. Wilhoit
George R. Hefner
- DUPLEX PRINTING PRESS COMPANY, Space K in corridor
I. L. Stone Sam R. Young
Henry F. Bechman H. E. Vehslage
I. K. Stone H. G. Sampson
Charles S. Brown B. M. Phelps
I. C. Squier H. K. Allwardt
Wesley Dammes Charles F. White
M. M. Farley
- EDITOR & PUBLISHER, Room 116
Mr. Brown Mr. Kane
Mr. Pew Mr. Roche
Mr. Robb Mr. Stansfield
Mr. Schuyler Miss McMahon
Mr. Bassett Miss Higgins
Mr. Keeney Miss Ferro
Mr. Dowling Miss Sheldrick
Mr. Strate Miss Clougher
Mr. Tanner Miss Smith
Mr. Drummond Miss Lovett
Mr. Lambert Mrs. Robbin
Mr. Walker Miss Breck
Miss McCarthy
- ELROD CASTER COMPANY, Space M in corridor
- FOURTH ESTATE, Room 106
- GOSS PRINTING PRESS COMPANY, Room 117 and 118
George A. Eddy R. T. Thomas
M. L. Redfield H. D. Bell
M. W. Brueshaber H. S. Mount
J. W. Spencer Harry Sheldon
E. M. Arnold
- FREDERIC J. HASKIN, Room 107
R. HOE & CO., Room 112
A. J. Gallien Howard Reynolds
Oscar Roosen Charles Peterson
H. V. Ball P. H. Gallien
O. L. Crain Gilbert H. Higgins
E. L. Johnson Edgar Rodd
- HOTALINGS NEWS AGENCY, East Foyer. Convention floor
- HIGHWAY LIGHTHOUSE COMPANY, corridor, convention floor
Val A. Schmitz
- J. M. HUBER, Room 144
A. H. Gere Fred Allen
C. W. Luttinger
- IMPERIAL TYPE METAL COMPANY, Space T in corridor
Harry A. Bray H. W. McGrath
- INTERNATIONAL FEATURE SERVICE, Rooms 114, 115 (See King Feature Syndicate)
- INTERNATIONAL NEWS SERVICE, Rooms 102, 104
George Shor W. B. Goode
Barry Farris
- INTERNATIONAL SYNDICATE, Room 14
INTERTYPE CORPORATION, Room 153-A
H. R. Swartz F. H. Dunham
G. C. Willings Albert Sterling
Charles Chidsey W. R. Coleman
T. A. MacElwee O. J. Houck
J. H. Palmer F. H. Hayles
F. A. Hill Richard Hennelley
W. S. Scudder J. W. Schuh
T. S. Homans W. C. Lund
C. W. Gaskell W. H. Borden, Jr.
W. K. Young
- KING FEATURES SYNDICATE, Rooms 114, 115
F. J. Nicht F. E. McIntyre
I. F. Alofsin John Brogan
S. S. Paquin W. W. Williams
- LANSTON MONOTYPE COMPANY, Space Q in corridor
Harvey D. Best H. H. Rossiter
Frederick W. Goudy Richard Beresford
T. Frank Morgan Louis Seipp
David H. Mallalieu William Kirby
H. H. Morley S. E. Haigh
G. Walter Leib H. F. McMahon
F. L. Rutledge
- LEDGER SYNDICATE, Room 100
John Elfreth Watkins Homer George
Edgar E. Parker
- LINOGRAPH COMPANY, Room 122
P. O. Pederson W. W. Pinkerton
W. H. Miller Edgar Prout
W. J. Thomas L. J. Charland
- LUDLOW TYPOGRAPH COMPANY, Space L in corridor
W. A. Reade M. O. Menaige
H. H. Muir R. McLaughlin
W. F. Mulcahy E. Benny
D. E. Roseman V. V. Evans
- McNAUGHT SYNDICATE, Second floor
V. V. McNitt Chas. V. McAdam
- MERGENTHALER LINOTYPE COMPANY, Rooms 151, 152
Fred C. Grumman Jack Sterrett
Walter H. Savory Alfred Archer
Walter C. Bleloch Mark H. Boynton
Fred W. Bott F. C. Schaick
Thomas Butler Harry E. Reid
- METROPOLITAN NEWSPAPER SERVICE, Room 146
Maximilian Elser, Jr. E. J. Clods, Jr.
Earl J. Hadley Carter Lucas
A. L. Brandt Mrs. Helen Searl
Mrs. A. B. Ashley
- NEW YORK WORLD NEWS SERVICE, Room 124 (See New York World Syndicate)
- NEW YORK WORLD SYNDICATE, Room 124
F. B. Knapp W. H. Williams
R. E. Moyer H. C. Thiele
- NEA SERVICE, INC., Space I in corridor
N. C. Ferguson
- NEWSPAPER FEATURE SERVICE, Rooms 114, 115 (See King Feature Syndicate)
- NEW YORK HERALD-TRIBUNE SYNDICATE, Room 142
W. H. Johnson C. O. Davidson
Harry Stator Miss O. Rohde
Philip L. Dietz
- POLLARD-ALLING MANUFACTURING COMPANY, Room 110
Wm. M. Stretch F. DeMinico
Frederick H. Alling Miss L. Demuth
Chas. R. Ketchum
- BASIL L. SMITH SYSTEM, Space in corridor, opposite Room 107.
- SPEEDAUMATIC COMPANY, Space R in corridor
William Ayer McKinney H. M. Pierce
Miss S. M. Johnson
- STANDARD MAGNETIC PLAYER BOARD ASSOCIATION, Exhibit opposite Waldorf elevators, at left
- ASHTON G. STEVENSON, INC., Space in Myrtle Room, corridor
- THOMPSON FEATURE SERVICE, Room 109
R. S. Thompson A. A. Creciado
A. L. Fowle
- UNITED FEATURE SYNDICATE, Room 235, Second floor
N. A. Huse H. A. Beierlein
- UNIVERSAL SERVICE, Rooms 102, 104 (See King Feature Syndicate)
- CHRISTY WALSH SYNDICATE, Space J in corridor
Christy Walsh Joseph Bihler
- SAMUEL P. WESTON, Convention floor
- WOOD NEWSPAPER MACHINERY COMPANY, Space N in corridor
Benjamin Wood Roy Sinszer
Nathan Maynard Washington Wood
N. O. MacKinnon
- WORLD COLOR PRINTING COMPANY, Room 144
W. H. Heine E. Yormart
R. Messing R. S. Grable
- CLIFFORD YEWDALE, Room 225, second floor
Thos. L. Fortune

TWO NEW **BLUE RIBBON** SERIALS!



A *DAILY* Serial Beginning in *The Chicago Tribune* May 12th

The SEA WALL

by Eleanor Mercein Kelly

A story that often touches the earth of tragedy and sometimes soars to the skies of romance. A lovable heroine, who doesn't understand the queer life her father leads—a poor and all but friendless pair, stranded between the "gentry" on one side of The Bay and the oystermen on the other. This is a story of the sea and the salt marshes and the oystermen and the gentler folk, a story of mystery and love with an exceptionally wide appeal. *Starting Monday, May 12, in the Chicago Tribune.*

And a *WEEKLY* Serial which begins in *The Chicago Tribune* on Sunday, May 25th:

ELAINE at the GATES

by W. B. Maxwell

ELAINE AT THE GATES is W. B. Maxwell's latest novel. The story opens with little Elaine Fletcher standing outside the high gates of the great house that was destined to be her home. With her hands on the cross bars, she gazes wistfully through. This scene typifies Elaine's life, standing always just beyond happiness but looking at it eagerly through invisible bars—near to it, yet ever cut off. Mr. Maxwell's books have attained great popularity in this country as well as in England. "Elaine At The Gates" will rival the best of them. *It starts in The Chicago Tribune, Sunday, May 25th.*



FICTION LEADERSHIP

Blue Ribbon Authors include:

- Booth Tarkington
- Gilbert K. Chesterton
- Arnold Bennett
- Achmed Abdullah
- George Barr McCutcheon
- Octavus Roy Cohen
- Samuel Merwin
- Richard Washburn Child
- Albert Payson Terhune
- Richard Connell
- Will Payne
- A. M. & C. N. Williamson
- Princess Bibesco
- Konrad Bercovici

And many others as deservedly popular.

The Chicago Tribune Newspapers Syndicate

Tribune Square, Chicago 25 Park Place, New York

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MILNE HERE TO COMPLETE A. A. C. W. PROGRAM

British Convention Secretary Tells of Gala Events in Store for U. S. Visitors—Registration Fee Set at \$5—Preparing for 6,000 Delegates From All Nations.

IN this country on a whirlwind trip, Andrew Milne, of London, A. A. C. W. convention secretary, took New York's Ad-Row by storm this week, picturing pleasures being planned in England for entertainment of American delegates to the international advertising convention in London, July 13-18.

Coincident with Milne's arrival, reports reaching EDITOR & PUBLISHER from various parts of the United States indicated that enthusiasm in this country in regard to the London meet was increasing.

Arriving April 11, Milne expects to return to London April 23, with all program, transportation and accommodation details of the mammoth advertising meet ironed out.

On April 14, he met with the On-to-Britain committee of the Advertising Club of New York, and on April 18 he was guest of honor at a dinner given by the Club where he told of British convention arrangements.

During the week, he also held conferences with Lou Holland, A. A. C. W. president, Harry Tipper, chairman, and Earle Pearson, secretary of the International Program Committee. Pearson reported the British and American departmental programs have been satisfactorily co-ordinated and will be ready for publication, in part at least, by next week.

"Visiting American delegates will be treated to a gala round of festivities, from the moment they arrive at Southampton until they leave Great Britain, following the convention," Milne told EDITOR & PUBLISHER.

"American delegates, on July 18, will be guests at a gorgeous garden party to be held at Hampton Court Palace. Hon. J. J. Astor has invited the advertising men and women to be his guests at Hever Castle for a reception. H. Gordon Selfridge will entertain American visitors at Lansdown House. Lord Riddle and Lord Burnham are also planning galas for entertainment of the delegates.

"This is only to name a few," Milne explained. "Offers of hospitality are overwhelming."

Milne brought the news that Lord Ashfield, chairman and managing director of the London underground railways, has announced that delegates to the international conclave will be carried free of charge on London's subway system.

British convention officials, Milne reported, have set the American registration fee at \$5. This sum will include a seasonal ticket to the British Empire Exposition to be held at Wembley.

"We are now planning to care for nearly 6,000 convention delegates," Milne continued. "Of this number 3,000 will be British; 2,000 Americans; 500 from the Continent; and 200 from the British Colonies.

"Advertising interests on the Continent are wholeheartedly taking up the matter and the big cities—Paris, Rotterdam, Brussels, Stockholm, Christiania, Turin, Milan, and Barcelona—have organized On-to-London committees and will all send delegates, so that visiting Americans will be given opportunity to meet men from all parts of the world."

Special attention is being given to the entertainment of women delegates and the wives of delegates, Milne said.

"With the women in view," he said, "we have planned a big dance as part of the National Welcome Function, which is to be held at the Royal Albert Hall,



ANDREW MILNE

London on July 12, the night of arrival. At this meeting all the cities of Great Britain will be represented by the leading civic authority.

"On Sunday morning a special service will be held at Westminster Abbey, with the Rt. Rev. Lord Bishop of Durham as preacher. An inspirational meeting will be held in the afternoon at Central Hall, at which distinguished Englishmen will speak. Great Britain has specially requested Fred B. Smith of the Federal Council of Churches to address this meeting.

"At 4 o'clock Sunday afternoon, American women will be given opportunity to meet their English sisters at a women's lunch at the Savoy Hotel. Advertising Women from all parts of England will be present."

"Arrangements for the entertainment of visiting women in England are in the hands of Miss Marion Jean Lyon, president of the Women's Advertising Club of London."

Milne furnished a more complete list of British speakers at the convention than that published in a previous issue of EDITOR & PUBLISHER.

The list of British speakers as it now stands follows: Col. Rt. Hon. Sir Louis A. Newton, Kt., Lord Mayor of London; Ramsay MacDonald, Prime Minister of Great Britain; Viscount Burnham, president of the British Empire Press Union, proprietor of the London Daily Telegraph, and also one of the convention presidents; Viscount Leverhulme, chairman of Lever Brothers, and convention president; Rt. Hon. Sir Eric Geddes, P.C.G.C.B. G.B.E., president of the Federation of British Industries; Sir Herbert Morgan, K.B.E., chairman of the national reception committee; Hon. Frank Kellogg, American Ambassador to Great Britain; Harold Vernon, president of the London Thirty Club; Sir Charles Higham; and John Cheshire, managing director of Lever Brothers.

From St. Louis this week word came that the delegation from that city will leave St. Louis on a special train of 10 Pullmans on midnight July 2. More than 125 St. Louisans have signed up for the trip.

The St. Louis party will be headed by Mayor and Mrs. Kiel, Carl F. G. Meyer,

president of the Advertising Club of St. Louis, and Mrs. Meyer, and Walter B. Weisenburger, chairman of the club's On-to-London committee and Mrs. Weisenburger.

The party will be joined at Detroit by 75 members of the Detroit Advertising Club and at Montreal by 50 members of the Montreal Publicity Association. The combined delegations will sail on the Montcalm of the Canadian Pacific Line.

The program for the newspaper departmental at the convention has been practically completed, according to an announcement by George M. Burbach, chairman of the Program Committee. The speakers and subjects will be:

Louis Wiley, New York Times, "Development of the American Newspaper"; Cornelius Vanderbilt, Jr., of Vanderbilt Newspapers, Inc., Los Angeles, Cal., "Tabloid Newspapers"; William H. Rankin, William Rankin Company, New York "Newspapers, the National and International Medium"; L. W. Claybourn, president, Claybourn Process Corporation, Milwaukee, "Color Printing"; E. LeRoy Pelletier, manager advertising and sales promotion, Rickenbacker Motor Company, Detroit, "The Successful Use of Newspapers in Developing the Automobile Industry"; Douglas V. Martin, Jr., St. Louis Globe-Democrat, "How a Newspaper Can Promote Its Own Business Through Advertising"; W. O. Rutherford, Akron, O., president Goodrich Rubber Company and president Rubber Association of America, "Newspaper Advertising and the Rubber Industry"; John C. Kirkwood, St. James Advertising & Publishing Company, London, "British and American Newspapers Compared."

"There may be one or two additional names on the program," said Mr. Burbach, "but as it stands we feel that we have been fortunate in arranging an excellent menu for those who attend the three departmental sessions, on Tuesday, July 15 (afternoon) and Wednesday, July 16 (morning and afternoon)."

League of Advertising Women of New York has been invited to be hostess for the Federation of Women's Advertising Clubs, on board ship enroute to the convention, to take charge of an evening entertainment. All of the other delegates from women's clubs will be invited to contribute to the program. The part of the League will be a Costume Ball to take place after the entertainment. All delegates on the two ships are invited to wear costumes. Miss Helen Waldo is chairman for the S. S. Republic and Miss Helen M. Hill, chairman for the S. S. Lancastris.

Kansas Form Ad Association

Kansas Daily Newspapers' Advertising Association was organized at a recent meeting held in Hutchinson, Kan. The association will purchase space in leading metropolitan newspapers to advertise Kansas. Marcus Morrow, publisher of the Topeka Capital was made president and Charles L. Nicholson, of the Hutchinson News, secretary-treasurer. Among newspapers and men backing the association are William Allen White, Emporia Gazette; Henry J. Allen, Wichita Beacon; Arthur Capper, Topeka Capital; William Y. Morgan, Hutchinson News; Victor Murdock, Wichita Eagle; George Marble, Ft. Scott Tribune; W. A. Beasley, Pittsburgh Sun; and C. F. L. Scott, Iola Register.

Ad Men Invited to Oshkosh

Northwestern Wisconsin Advertising Association has adopted the slogan "Come to Oshkosh if you can't go to London," boosting its convention to be held at Oshkosh, May 7.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE EDITOR

The editor sat in his easy chair
Smoking a fat cigar;
His chest stuck out, and he wore an air
Richer than King or Czar.
He touched a bell, and he ordered wine
With the style of a lazy Turk,
And he lolled 'way back and murmured: "It's fine,
Living so free from work!"

"For I don't have to hustle at all," he said;
"I don't have to toil a bit!
The censor, he cuts my news for me
And the copy desk edits it!
And Veritas, Reader, E Pluribus,
Brutus and old Fair Play,
Admirer, Citizen, Ultimus—
They work for me every day!"

"Oh, the editor's life is the life for me,
Playing the whole day long
Careless and happy and wild and free,
With wine and women and song!
I just touch the bell when I need a drink,
And I fall asleep in my chair,
With never occasion to work or think
Or pull at my failing hair!"

"Yes, the editor's life is the life for me,
With never a cause to weep! . . .
The editor's life is a snap," said he,
And fell, as a babe, to sleep!
And the angels that watch over lucky men
Stood guard as he slept, until
His dream wore off, and he woke again
And called for another pill!"

And ever and ever the editor
Shall sit where the soft snaps are,
With his highball glass and his humidior
And the smell of a fine cigar;
And ever and ever shall dream sweet dreams,
As he nods in his easy chair,
Fishing for fish in the placid streams
Of the Land of Never-a-Care!



BRIGGS' SERVICE SATISFIES

THIS outstanding fact explains the phenomenal growth of our business during the past few years. Briggs' Service Satisfies!

Dependability, Reliability, plus energetic co-operation with our newspaper clients who avail themselves of our unique plan and add to their local display advertising from 100,000 to 200,000 lines. Obtained by us from channels heretofore considered impossible of producing advertising.

I we are here **A.N.P.A.** and we want
to meet you **CONVENTION** to greet you
NEW YORK

all of our many friends, publishers, editors, business and advertising managers of the many papers with whom we do business; and others whom we have not had the pleasure of knowing personally.

Let us make pleasure profitable by showing YOU how you can add this additional lineage to your own paper. We want the pleasure of explaining the Briggs' Service that Satisfies!

THOMAS W. BRIGGS CO

Home office - Memphis, Tenn.
CONVENTION HEADQUARTERS
HOTEL WALDORF-ASTORIA NEW YORK



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The Treasure— Newspaper men JOURNALISTS

CAPTAINS Kidd, Morgan and Blueskin, noted in their day for aggressiveness and business ability, utterly lacked the fundamental power of foresight. Little did they think that the silvery, palm-bordered beaches on Florida's coast, used then as a hiding ground for stolen treasure, would some day yield fortunes such as no ill-fated galleon ever shipped as cargo.

Newspaper men of America now take their place on the shores of the Spanish Main. Not to exercise that piratical virtue of knowing what you want and getting it; but by knowing what the people want and giving that to them. Newspaper men are building Journalista — the Florida East Coast city destined to take its place with magic Miami and playful Palm Beach.

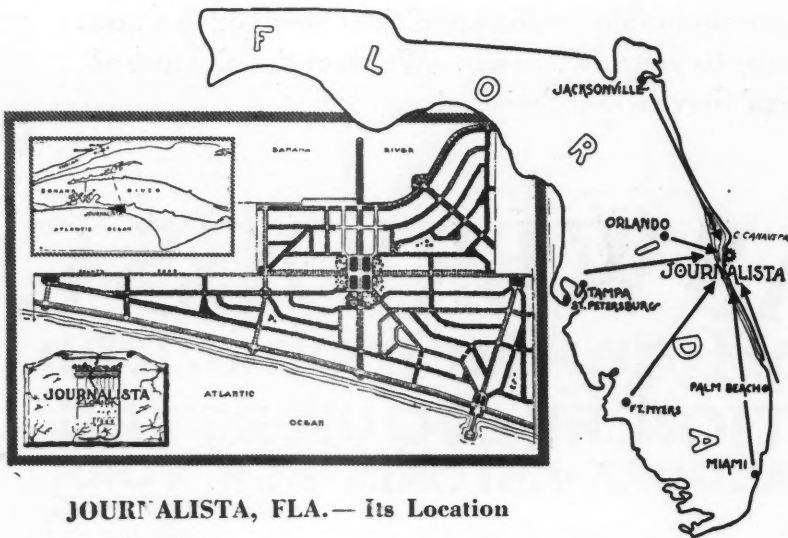
Journalista, naturally a beautiful tract of land, embraces in its borders an unusual combination of tropical beauty. Low rolling dunes sweep gently down to the deep green ocean—and great foam capped billows swing in and break upon its broad white beach. Back from the water's edge—is a tropical luxuriance of palms and pines—rearing majestically above a high and friendly soil.

Journalista in its natural state has a glamour of romance which will make the growing city unusual and impelling.

Strategically located directly east of Cocoa, midway between Jacksonville and Miami, where

the colorful Florida East Coast sweeps toward tropic seas. Formulated and financed by newspaper men, a company holding 500 acres with a mile and a half of the most beautiful ocean frontage on the Florida coast is now beginning its development program. Already \$50,000 of building sites have been sold to Florida citizens. Even now, Journalista is rising as a lasting monument to journalism which must be heralded throughout the nation.

The power of the press will make Journalista, just as it made a magic city of Miami, an insignificant trading post but 25 years ago.



JOURNALISTA, FLA.— Its Location

will be divided among er-builders of ISA—FLORIDA

You, as a member of this newspaper men's enterprise, may profit in this building of a city. The Newspaper Men's Development Corporation is offering shares in the company on a basis more than usually attractive.

Thus will Journalista be developed and sold—by the power of the press—and the treasure will be divided among newspaper men—builders of Journalista.

If you and your paper would join the crew and sit around the iron chest at the division of the treasure, send in this coupon. It doesn't sign you up but will bring the log, reports and records for your consideration.

NEWSPAPER MEN'S DEVELOPMENT CORPORATION

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- BAZILE BROSSIER, VICE PRESIDENT, (General Manager, Orlando Reporter Star.)
- B. MARTIN, 2ND VICE PRESIDENT, Orlando, Florida.
- D. STOWE, SECRETARY & TREASURER, (Asst. Secretary, Orlando Chamber of Commerce.)

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- John F. Schumann.....Orlando Reporter Star
- W. F. Stovall.....Tampa Tribune
- B. McKay.....Tampa Times
- Walter C. Johnson.....Sec'y S. N. P. A.
- Mrs. Marie Holderman.....Cocoa Tribune
- Rayton C. Codrington.....DeLand News
- Claude Johnson.....St. Cloud Tribune
- Hugh Baillie.....United Press Associations
- Wm. W. Nicholas.....Murray Syndicate
- Red Bott.....Mergenthaler Linotype Co.
- Stephen H. Wharton.....Chicago Tribune
- Thomas Advertising Service.....Jacksonville and Tampa
- Stan Newton.....Quality Newspaper Features, N. Y. C.

CHAS. J. STEWART, President ARTHUR G. HENDERSON, Secretary of Board WALTER G. JENNINGS, Cashier

Southern Newspaper Publishers' Association

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RHODE ISLAND: J. W. WALKER, President

UTAH: J. W. WALKER, President

VERMONT: J. W. WALKER, President

WYOMING: J. W. WALKER, President

OFFICE OF THE SECRETARY

Mr. R. B. Brossier,
The Reporter Star,
Orlando, Fla.,

CHATTANOOGA, TENN. May 26, 1923.

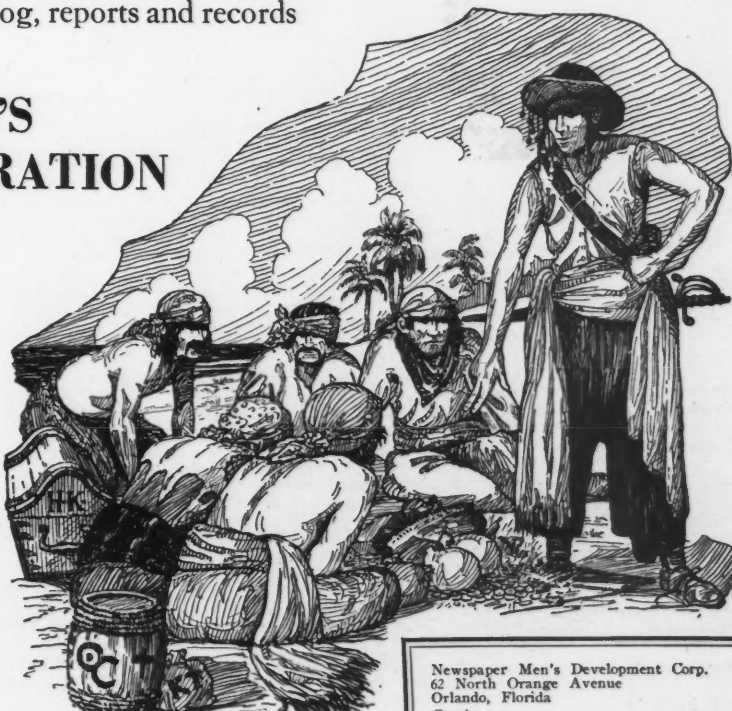
Dear Mr. Brossier:-
I was mighty glad to have had the opportunity to personally inspect the development near Corcora, and which has been named "Journalista" in appreciation of the fact that the project is being supported chiefly by newspaper men.

While I cannot qualify as an expert, I couldn't help but feel that the location is admirable for the purpose intended. The situation is ideal and the beach is every bit as attractive, if not more so, than that at Daytona. It has wonderful possibilities for development, and it is my sincere hope that you will be supported in your efforts, and most especially by the newspaper men of the country. I am sure that if they had inspected the property as I did they would be every bit as enthusiastic.

You have permission to use my name in connection with any reference to Journalista, advising that I have inspected the property and have pronounced it in my opinion an ideal location, having every natural advantage for the establishment of a city such as proposed. Furthermore, that I will be glad to reply to any confidential inquiry concerning the property and my knowledge of the man who conceived the idea, and of putting it into execution.

With kindest personal regards, I remain,

Yours very truly,
W. F. Stovall
Sec'y-Treas.



So the TREASURE was divided

Newspaper Men's Development Corp.
62 North Orange Avenue
Orlando, Florida

Gentlemen:
Kindly send full information on JOURNALISTA,
"The City Built by Newspaper Men."

Signed

Address

Paper

COLVER SPEAKS OF NEWSPAPER OF TOMORROW

Populations Growing Faster Than Forests Means Diminishing Newsprint and Smaller Sizes, Condensed Writing, Smaller Types, Better Newspaper Men at Better Wages—But Spirit of Press Will Not Change

By PHILIP SCHUYLER

CRITICS of the press may howl in chorus.

Old wiseacres may raise hands in horror and pine for the "good old days" of American journalism.

But one veteran maker of newspapers will rest undisturbed; one student of American journalism will refuse to find cause for discontent.

William Byron Colver, old-timer and modern rolled into one, sat in his Washington, D. C., office this week and talked with EDITOR & PUBLISHER on the "Newspapers of Yesterday and the Newspapers of Tomorrow."

"Newspapers have always and will always be of the same recipe, the majority good, with physical appearance the only fundamental change between those of former and those of coming years," said the general editorial manager of the Scripps-Howard Newspapers and editor-in-chief of the Washington News.

General adoption of smaller sized newspapers will constitute the only important difference, Colver believes, between the newspapers of dead and dying days and the dream press of tomorrow. In spirit the newspapers of tomorrow will be unchanged.

Colver in conversation gives evidence of his former legal training. He was admitted to the bar in 1892 and practiced in Cleveland and Sandusky before entering newspaper work. Before answering he considers all questions carefully. He keeps well-ordered files containing his previous written opinions and often refers to them.

"You would be surprised," he remarked, "were you to go to the Congressional Library and study newspapers of many years ago. You would find that, after all, the recipe is about the same through the years."

"Newspapers always did instruct, amuse, and preach; and they always will, in one form or another."

"The tendency of American journalism is to live and to die, to love, to hate, to serve and betray, to seek glory, wealth and fame, to be heroic and to be cowardly; to be good and to be bad and to prepare the way for another generation not much better, not much worse, but just like human beings—just folks."

But in one outstanding respect, newspapers are not "just folks," Colver hastened to add. Change in physical appearance is inevitable, he believes.

"With populations growing faster than forests, the only way to meet the diminishing newsprint supply will be by eventual nation-wide adoption of the tabloid," he declared.

"First of all this physical change will mean smaller advertisements and higher rates; more specialized newspaper men and better salaries."

"While we are now working as masons with granite, when we newspaper men have tabloids to write, we will be as sculptors carving marble," he explained. "Such papers will demand more skillful, specialized workmen. The cycle will be swinging back to the days of Dana, Bennett and Greeley, who were the best informed and foremost thinkers of their communities. These men spent long hours of every day on the fine detail of their publications."

"The life we are living is becoming so complex that one man cannot comprehend it as did the editors of 50 years ago. The small newspapers of tomorrow, therefore, will have a staff of specialists, each one understanding as completely as possible, a part of the big picture."

"Real condensation, which has never been an art in American newspaper publications, will be forced by necessity."

"Anybody can tell a story if you give him enough white space. It took divine



William B. Colver, general editorial manager Scripps-Howard newspapers, former chairman Federal Trade Commission, lawyer and writer.

inspiration to write an eternal code of human conduct in Ten Commandments. In the small newspapers colorful facts will displace hazy descriptive. Nouns and verbs will displace adjectives and adverbs. The reader will know what he has read.

"Smaller newspapers of the future will mean a reduction all around on the size of advertisements, Colver pointed out. Having reduced their size, the quality of advertisements will have to be correspondingly raised, in order to maintain their pulling power. Each word will cost the advertiser so much that it will be chosen with care. Each phrase will be polished. Each statement clear.

"The blaring 72 point line, followed by exclamation points, will give place to effective, well chosen slogan-like 24 point lines," he believes.

"The whitewash brush and billboard method of newspaper advertising will give way to the careful, scientific advertisement writing, which is being steadily developed today."

"If coupled with the reduction in proportionate size of the advertisements, there came a substantial increase in rates, the newsprint famine would be averted and the newspaper publisher of tomorrow would be supplied with the increase in revenue which he will need to make his fine and nicely balanced product."

Returning to the editorial side of the question, Colver's attention was called to what newspaper critics are saying in regard to syndication. Much is being said nowadays about the "standardization of newspapers" and the "good-old-days" and "personal" journalism.

This criticism brought the smile to Colver's lips. He didn't attempt to defend syndication. In his opinion, it needs no defense.

"Look back over the files," was his comment. "You will find the newspapers of 50 years ago were made up very largely of clippings from other newspapers."

"Obviously this is not different in essence from present day syndication. That is, the same material was printed in many

papers. All the syndicate is, is a glorified, specialized exchange editor."

Colver was asked if newspapers of tomorrow will regain the enterprise said to have been possessed by Dana and the newspapers of his day.

"It is not a question of regaining. Good newspapers always have and always will be enterprising," he replied.

"Dana's form of enterprise was a little more spectacular than the common run. Bennett sent Stanley to Africa, but that did no more for the general public good than the purchase of a particularly good comic strip or feature story. What I mean is that those things were essentially the entertainment element in the newspaper as distinguished from the instructive."

"With the invasion of the 'Penny Press' before the Civil War, newspaper enterprise flourished. There came the Greeleys, the Danas, Bennetts and the rest. Journalism had always been personal, but always free and independent. With the 'Penny Press' it became intensely personal and tremendously independent."

"In the old days great newspapers were built around the genius of a great—or at least a bold, ingenious and forceful—man, who, as editor and owner, dominated the whole show."

"Only occasionally did a newspaper outlive its creator and seldom was it possible, by sale, to transfer much of a newspaper property from one editor-publisher to another."

"It remained for Greeley in 1846 to apply the principles of the corporation to newspaper ownership. He took his associates into 'association' as owners of shares or undivided parts of the property. Corporations created by law were not then known."

"This seems to me to be about the only really new thing in journalistic anatomy, during its long history—the substitution of the group or corporation for the individual owner-editor."

"Developed into the corporation, this ownership later substituted the impersonal

shareholder and the salaried editor and business manager for the owner-editor. Newspapers came to be built around a property instead of around a man. This tendency still exists."

"But to get back to the invasion of the 'Penny Press,' and newspaper enterprise. Pony expresses, carrier pigeons, swiftness used by the popular papers made the heads of the ancients swim. There came the railroad and the telegraph and Washington news was rushed to New York by telegraph to Baltimore, thence via Wilmington and Philadelphia and Jersey City by special locomotive, pony express and racing boats. Now we are talking of record-length cable or radio messages. What is the difference?"

"In the early days of the California gold rush the New York Times, Sun, Tribune and Herald printed California editions of 50,000 and 60,000 copies and sent them to the Pacific Coast via the Isthmus of Panama."

"The newspapers of tomorrow will show the same enterprise in new form. Wireless will be used more extensively than ever before. Airplanes will rush special editions by the millions of copies, instead of by the boats of yesteryear carrying thousands."

Here Colver paused.

"You have asked me in effect what are the tendencies of American journalism," he continued.

"Last year about this time I made a speech on that subject at the 14th annual journalism week at the School of Journalism, University of Missouri, Columbia, Mo. My ideas haven't changed since then. Let me get you a copy of the speech."

He went to his files and found a copy, which the writer read with interest.

Towards the close Colver had asked the rhetorical question: "Tendencies in American Journalism?" and had answered the question with another.

"Isn't the tendency of all living, growing things to be born, to decay and to die—always leaving a new generation to take up the procession from cradle to grave?"

Thus, Colver argued, newspapers continue along about the same—"just like human beings—just folks."

"And just as we love folks in the mass and like or hate them as individuals," he concluded, "we like or dislike individual newspapers, but love them in the mass and devote our lives to their service."

"If the purpose of the newspaper we serve is the public service, then we become the servants of the servant of our fellowman. We prosper and our papers live. I can think of no higher calling or more honorable career."

CARROLL SHERIDAN

Promotion Manager King Feature Syndicate, Dies Suddenly

Carroll McCoy Sheridan, 35, promotion manager of King Feature Syndicate, died suddenly April 16, in the New York Post Graduate Hospital of acute diabetes.

Mr. Sheridan was busy at his desk through last Saturday, working on plans for meeting of the A. N. P. A. next week. He went to the hospital on Tuesday and even then kept in communication with his office by 'phone until that night. He was taken much worse early Wednesday and died at 4 o'clock in the afternoon.

"Mac" Sheridan has been promotion manager for King Features Syndicate a little more than a year. Prior to that he was with Hearst's International Magazine in a similar capacity. He had been an advertising man in national and metropolitan fields for several years, and had a large acquaintance with publishers, editors, authors and artists throughout the United States.

Something Entirely New!

Eliminates Web Breaks at the Roll
Increases Net Press Production
Reduces Paper Waste and Losses
Correct Tension Under All Conditions

The JONES AUTOMATIC TENSION

U. S. Patent No. 1,395,830—November 1, 1921.

has now been in successful daily operation for three years and has been thoroughly tested out and perfected. It meets every pressroom condition and has been worked out in a thoroughly practical manner by a practical man.

See It In Operation

on 3 SCOTT "Multi-Unit" and "Straight-Unit"
Double-Sextuple Presses, at the

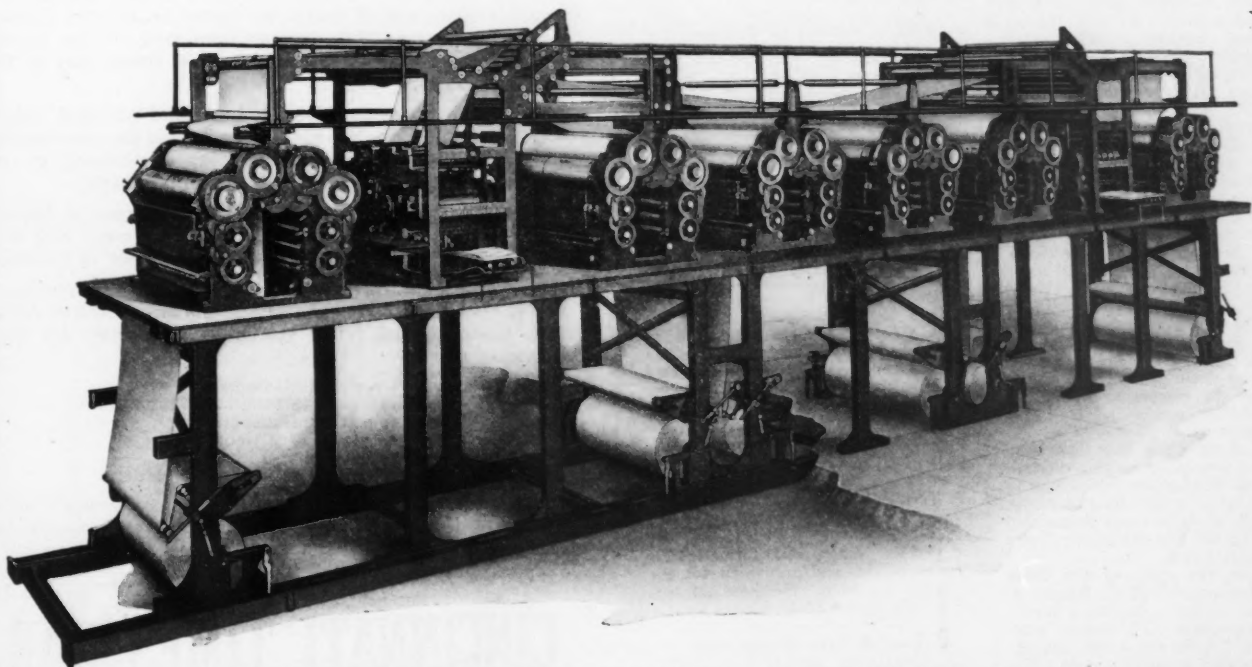
Newark Evening News, Newark, N. J.

Newark is only twenty minutes from Broadway. Our representatives will be pleased to make appointments to show this device in operation.

NEW YORK
1457 Broadway

WALTER SCOTT & COMPANY
Main Office and Factory:

CHICAGO
1441 Monadnock Block



SCOTT "Straight-Unit" DOUBLE-SEXTUPLE PRESS equipped with Jones Automatic Tension

NEWSPAPER MAKER AT WORK

By PHILIP SCHUYLER



Always a reporter—FRANK P. MacLENNAN.

BRILLIANT journalists have declared the reporter is the backbone of a newspaper. If this is true, Frank P. MacLennan's Topeka (Kan.) State Journal needs no chiropractor or other spine adjuster.

"My title as publisher is earned because for the last 35 years I have owned the State Journal," MacLennan has remarked.

"But it isn't the title I prefer—it isn't the work I like best. I much prefer the title of reporter. I hope I always shall be known as a reporter. No other feature of newspaper work requires so much honor, integrity, faithfulness and understanding of mankind."

Naturally, then, after such a firm stand by a forceful personality, who dares prescribe doctor for the State Journal? Who, indeed? When it is a healthy newspaper because of MacLennan and the ability he has shown in gathering about him talented men.

MacLennan, however, cannot escape the title doctor himself—doctor of an anemic newspaper, whose blood tests registered but 800 subscribers. This was back in 1885, when he first purchased the State Journal. Today tests register more than 21,000 circulation. Splendid cure to the credit of "Dr." MacLennan.

At 22, MacLennan began to call himself a newspaper man. Then, graduated from the University of Kansas with a B. S. degree, he was considered educated enough to become mailer, bookkeeper, clerk, reporter, and general all-round utility man for the Emporia (Kan.) News.

Already he had a reporter's nose for news. It led him downstairs to the News press room, where he worked on the old Taylor drum press. It led him to the fonts of the composing room, and stood him before stones and bade him make the paper up.

Up-stairs, down-stairs, that interest in all phases of newspaper making directed the destiny of MacLennan, taking him to the positions of associate editor, business manager, and finally to equal partnership with Jacob Stotler and Alexander Butts in the Emporia News.

Then comes the story of the State Journal. MacLennan sold his interest in the News and decided to become a Washington correspondent. He found, however, that the Topeka newspaper was advertised to be sold at public auction. His bid for the daily with its 800 subscribers was accepted. A year later, after sinking all his money into the plant, and all he could borrow, he tried to get rid of it.

"I never imagined a newspaper could

be in such terrible condition," was his disgusted comment.

Nobody would buy the paper. The reporter went out into Topeka streets and brought back profit instead of a purchaser. Business began to pick up. In 5 years circulation leaped from 800 to 8,000. Today it is called "The Evening Newspaper of Kansas" and lives up to its name.

Publications Decrease in Canada

According to the new edition of McKim's Newspaper Directory, there are 1,499 newspapers and regularly published periodicals in Canada, against 1,553 a year ago. Daily newspapers have decreased from 121 to 114, semi-weeklies from 34 to 30 and weeklies from 1,022 to 975. On the other hand a small increase has taken place in number of monthly and semi-monthly periodicals.

Raddon Returns to Portland

Sam Raddon Jr., for the last three years on the editorial staff of the San Francisco Examiner, and prior to that for 10 years dramatic and motion picture editor of the Portland (Ore.) Journal has returned to Portland as advertising and promotion manager for the Ersted Machinery Manufacturing Company. He is the son of S. L. Raddon, publisher of the Park City (Utah) Record.

American Faces \$100,000 Suit

Attorney General Edward J. Brundage of Illinois has filed in Chicago the praecipe in a \$100,000 libel suit against the Chicago Evening American and William Randolph Hearst, based on a headline over an account of testimony given before committee investigating former Attorney General Daugherty.

Littlehale Absorbs Haase Agency

Frederick Haase, who has been conducting a Special Service Agency, in the Bush Terminal Building, New York, has transferred all of his accounts to Henry T. Hodgskin of the Littlehale Agency, New York. Haase was formerly director of service and promotion for the St. Louis Dispatch. He has not announced his future plans.

Damon & Sons Reorganized

Damon Type Founders Company, Inc., 44 Beekman street, New York, a new corporation with an increased capital of \$1,000,000, has taken over the business of George Damon & Sons, manufacturers of type. D. Everett Damon is president.

"EDITORIAL EARS" WIN OVER "NEWS NOSE"

Merged Photographs of Editors and Publishers Leave Combined Pictures "Containing the Best Features of Each"

Is the old theory exploded?

Have newspaper men ears to hear the passing story of life rather than noses to smell it out?

W. G. Harris, manager of the New York World photographic department, and composite-picture maker, thinks so.

Harris is the mysterious gentleman responsible for the 2 composite photographs appearing in this issue. He stands ready to advance the latest theory of "ears for news," as a result of his juggling with the likenesses of 12 editorial men to make the editorial composite.

And blending the photographs of 12 American publishers into one, he believes he has found the type of that industrious gentleman.

The editorial men, whose faces merge into the sublime physiognomy of the "Typical Editor," and whose composite photograph has a Wilsonian cast about the forehead and eyes, are:

Arthur Brisbane, Edgard B. Piper, Robert P. Scripps, Eric C. Hopwood, Charles H. Dennis, O. P. J. Mooney, D. J. Sterling, Tom Finty, Jr., Casper S. Yost, M. E. Foster, Herbert Bayard Swope and David Lawrence.

In merging the pictures of publishers, as Frank A. Munsey might say, the best features of each have been retained.

The publishers are: Roy Howard, E. P. Adler, C. B. Blethen, C. H. Taylor,

Jr., Paul Patterson, S. E. Thomason, Lansing Ray, John H. Perry, William Randolph Hearst, F. P. MacLennan, Herbert H. Baker and W. S. Jones.

A pioneer at composite photo-making Harris might also be considered a student of characteristics. His eagle eye, he says, is trained to discover the type of group. Great care is taken in composite picture making in order to insure "scientific" results.

The process is simple, merely the photographing of photographs one on top of the other. But the secret of the trick is in preventing one character from dominating the others.

"It seems from the composite picture of the editor, that news is not so much a matter of smelling out as hearing out," was Harris's first observation.

"The typical editor, as shown by the picture, is a cheerful cynic, willing to treat you fairly, if you treat him right. He is the sort of man who knows a new story by intuition, but always wants verification to make it authentic.

"If he thought you were trying to double-cross him, he would see it as quickly as the game is tried.

"The face of the editorial man is more thoughtful and temperamental than the publisher, who is the brisk executive, the business man. The publisher probably is the keener of the two, in financial matters.

"It surprised me," Harris concluded, "that the publisher has no worried look in his eyes. He doesn't seem to take life too seriously. He enjoys his business."

Harris has been making composite pictures for 12 years. His best, he says, was that of the American soldier, in the making of which he merged photographs of one man from each regiment which sailed overseas for France.

House-to-House Solicitation

backed by—
Neighborhood Distribution

This is the secret of the efficiency of display advertising in the Cincinnati Times-Star. Its home distribution reaches eight out of every ten homes in greater Cincinnati, a coverage 25% greater than that of the second evening paper, and two and one-half times that of the leading morning paper.

For sixteen consecutive years local and national advertisers have proved that the Times-Star is the most profitable, placing annually more display advertising in the Times-Star than in any other Cincinnati paper.

In 1923 the Times-Star carried 11,710,139 lines of display advertising, an increase of 1,257,732 lines over 1922 and an excess of 2,192,708 over the second paper in its field.

The Times-Star directories of Cincinnati neighborhood stores give the advertiser and his jobbers complete route lists covering the retail stores in Cincinnati for distribution to

Groceries and Restaurants,
Drug and Cigar Stores,
Bakeries and Confectioneries,
Department and Dry Goods Stores,
Hardware, Jewelry, Electrical
Supply and Auto Accessory dealers.

Advertisers and advertising agencies may secure copies of these directories and detailed market information relative to their products by addressing the merchandising department at the Times-Star.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

What Paper Can You Mean, Mr. White?

The following editorial by William Allen White in the Emporia Gazette was printed two weeks ago under the heading, "Its Annual Paddling."

AN item in the Associated Press dispatches the other day told that the department of justice at Washington was warned by a local representative in Kansas City that certain continuances of criminal cases asked by defendants were unwise, because a newspaper there was taking notice of the continuances and making unfavorable comment. It was apparent that the unfavorable comment of the Kansas City newspaper was in the interest of good government. But it also offended:

First—The defendants who were charged with swindling the public by fraudulent land sales.

Second—The public officials who were possibly allowing the continuances to be made without proper indignation or effective protest.

Third—The friends of the alleged swindlers, and the public officials in question.

There are three rather large groups in a city. Can you guess which paper it was that put the public interest first?

Well, let's go a little further and see if you can't guess.

Now, what paper is it in Kansas City that is able every year to array in the ballot box against it the votes of all the crooks in town, and their friends and dependents? What paper is it that never has the encouragement of any machine politician who might possibly profit by graft, and by little unnoticed favors to the crooks and grafters, if that paper was not vigilant in the public interest?

Are you getting warm on that guess now?

Well, then, what paper is it that year after year goes into the election standing bravely for the decent thing, and year after year comes out of the election licked to a gray, gaunt frazzle politically, and stronger than ever as a newspaper? What paper in Kansas City is it that takes its paddling for its friends, who are just the plain folks with no interest in crooks and grafters? And what paper is it that through eleven months of decent and unrelenting vigilance for the public interest in its town inevitably makes it necessary for the crooks and grafters to vote against it?

You giggle one day in 365 when that paper takes its licking, but during the other 364 you take it, read it, believe in it, patronize its advertisers and have faith in the courage, intelligence and integrity of its editors.

Now can you guess? Well, if you can't—sit down and have a session with your conscience. It doesn't register; the ignition is poor and there's carbon in your conclusions.

Incidentally in the city election April 8, the voters revolted against the corrupt organization. To its surprise the newspaper above referred to found it had supported the winning ticket—"the gray gaunt frazzle" being this time monopolized by its political opponents. But win or lose, the smoke goes up the chimney just the same.

THE MAJOR MARKETS OF AMERICA

New and Exclusive EDITOR & PUBLISHER Service to
Space Buyers

XXV—FRESNO—Getting Over The Raisin Boom

By HARRY R. DRUMMOND

N 1920, when Fresno County, Cal., went to bat with the Government census enumerators, the score was 128,000 people, including: 4,300 Russians; 4,000 Armenians; 2,700 Italians; 1,800 Danes; 200 Germans; 1,200 English; 1,200 Canadians; 3,200 Mexicans; 1,600 Swedes; 500 Japanese; 1,000 Chinese; making 700 foreign born.

Out of this 128,000 people 44,616 of them lived in Fresno, county seat and principal city of the county.

Fresno being the raisin center of the county, naturally rises and falls with the raisin industry, and in order to place Fresno and Fresno County fairly before the people it is wise, perhaps, to review the raisin growing industry as it stands today, so stands Fresno.

Time was, not many years ago, when Fresno was normal. The war, and more particularly the Volstead act, shot Fresno to abnormality—for with the demand for me-made hooch came the news that sins would give said hooch the necessary authority.

A raisin grower's Association was formed, somewhat along the lines of the old tobacco grower's association of Kentucky back in 1905.

A bright advertising man sold them the idea that, with advertising—that is, a lot of advertising, a market could be created, prices could be established and maintained and marvelous things accomplished.

Working hard for this, the raisin growers themselves went absolutely loco, and began going up in value.

Raisin growers sold their property at handsome profits and reinvested in larger ches at still higher prices, owning them "escrow" or mortgaged to the very

bone and that was profitably farmed when represented a valuation of some \$300 to \$500 an acre went to \$1,500 to \$2,000 and was owned "in escrow" at high interest. It did not pay at that price.

When, in order to make it pay, these birds redoubled their advertising, more than redoubled the price of raisins, figuring on collecting the difference from the wide, wide world. It was a bubble scheme—only it didn't work out. Some of the old timers know that it is a bubble, and profitable to crowd advertising just so far—and no further—for, pushed beyond a certain point advertising just naturally turns around and slaps the face.

That is what happened at Fresno. Raisins grown on \$300 an acre land marketed profitably at 5c a pound. On 200 land it was figured that the grower, with careful management, could get by on a pound—which was good logic.

But, somehow, the wide, wide world of its cravings for raisins at 25c a pound simply economized. Gosh! how the world at large did economize on raisins. Raisins gave up till it hurt—that is, it hurt no.

There were hundreds of tons of perfect raisins waiting for eager raisin buyers to step up and plank down two bits 16 ounces—and raisin lovers were un-

derstanding, it was awful! The advertising expecting that something was wrong, suddenly withdrew from the account, and raisins staid in Fresno—and most of them are there yet.

To add insult to injury the darn things were dried, and mildewed raisins are worth a cent less than nothing at all.

And so there you are. Fresno County "in escrow" at some six to eight cents; what it is worth, by a lot of raisin buyers who are worse than broke.

Half the people in Fresno are "real raisiners" who are frantically endeavoring to sell all ranches at six, five, four, and, if

properly approached, and shown some real money, at merely 3 times what they are worth—and they are merely ENDEAVORING, too.

So that, from a normal condition to an abnormal condition, Fresno has come to a decidedly subnormal condition, waiting patiently, yes, and painfully, for a readjustment.

Normally Fresno is a good city. Normally, with a normal valuation and normal conditions, Fresno is a money making city—but Fresno has boomed and filled full of hot air and gas—so full that it burst open.

The readjustment is taking place—but those people from Armenia, Russia, Italy, Mexico and the Orient are rather poor losers and, while they are slipping, inch by inch, they are holding on like a sick kitten to a hot brick, hoping to be able to unload on a sucker before it is too late.

One cold hearted, hard headed business man of Fresno summed it all up something like this:

"The banks are, much against their wishes, in the raisin business—and it's a rotten business for bankers to be in.

"The Association, which went bankrupt, has been reorganized and, in time will have things going again. The raisin growers have pyramided their fictitious land values until they are all worse than broke.

"What we will have to do is to find new growers—men with some money, to come into the county. Then we will dispossess the present escrow owners, turn them adrift, and with new capital and new valuations, start in all over again under normal conditions."

That reads a bit cold blooded all right, but it sums up the situation. Fresno County is all right, normally. Raisins are all right—normally—but the jump from normal to abnormal was so big a jump that the rebound meant subnormality—and now it is simply a case of getting back to normal again, and Fresno will be all right again.

A state survey, just completed, gives the 1923 estimate of Fresno's population as 75,052, which is but 4,000 under the Chamber of Commerce estimate.

Fresno, just about half way between San Francisco and Los Angeles, has an undisputed trade territory of 50 miles north and south, in the San Joaquin Valley, which is 95 miles wide.

Bus lines running on 5 splendidly paved roads serve the territory, and 43,823 automobiles, owned (in escrow again) in the county, add to the ease with which Fresno County people get to the city.

The Southern Pacific and Santa Fe railroads run through Fresno, furnishing good railroad transportation.

Lumbering is an important industry in Fresno County, white pine, sugar pine and redwood being the principal products.

Manufacturing in Fresno is confined to local needs, the big revenue producing product being raisins, which are dried and shipped from Fresno in great quantities—under normal conditions.

Too much emphasis cannot be placed on the fact that the present subnormal condition of this market is due to absolutely nothing except foolish speculation indulged in by Fresno people—and their frantic efforts to get back to earth gradually, and without a parachute.

Fresno is pleasing in appearance. The homes are California homes, of course, bungalow style, and built for the wonderful California climate.

Six department stores do some \$9,000,000 annually—and there are some 1,100 retail establishments in Fresno.

It is not a particularly well dressed town, by and large.

Fresno County will soon recover from the bad effects of its boom—its unwar-

ranted boom, and get back to the thoroughly good business county it is and then the city of Fresno will again be one of the really good cities of the Pacific Coast.

There is nothing the matter with Fresno except that it got a bad case of swelled head, and must reduce the swelling.

ROGERS PLANS NATIONAL DAILY

Former Globe Publisher to Start N. Y. Newspaper Next Fall

Jason Rogers, publisher of the old New York Globe, this week announced he would start publication of his New York daily probably this fall. No definite date has been decided upon.

It would have a national and not a strictly local appeal, he said.

He stated it would be more free from reports of crimes and scandals than are most of the present afternoon newspapers in New York.

At a noonday meeting in Roosevelt House, New York, this week, Rogers spoke of the "wonderful improvement in the general type of all American newspapers, as compared with conditions 30 years ago."

Curtis to Give Organ to Hall

Cyrus H. K. Curtis, newspaper and magazine publisher, has offered to present "the largest and finest organ in the world" to Victory Hall, to be constructed in Philadelphia, as part of the municipality's "city beautiful" program.

WICHITA AMERICAN LAUNCHED

New Daily Tabloid Out Last Monday—W. M. Markley Editor

(By Telegraph to Editor & Publisher)

WICHITA, Kan., April 14.—The Wichita (Kan.) American, the first tabloid newspaper in the Southwest was launched today by the Merchants Printing and Publishing Company, with Walter M. Markley, formerly telegraph editor of the Topeka State Journal as editor. An advance circulation list of 15,000, built up preceding the first issue, is claimed.

A. De Bernardi, Jr., former city editor of the Wichita Eagle is managing editor. H. C. Clay, Wichita advertising man, is advertising manager and H. O. Sondergard, formerly of the Hutchinson Gazette is in charge of circulation. John Tillotson is mechanical superintendent.

The American is to be independent in policy, Editor Markley states.

Officers of the publishing company are: A. M. Morgan, president; T. H. Cartmell, vice-president; C. W. Muff, secretary-treasurer.

The paper carries 16 pages of 5 columns each, 12 ems wide and 16 inches long.

Daugherty in Marion Star Suit

Harry M. Daugherty, in an interview granted the Asheville (N. C.) Citizen, April 15, made known his intention to appear for the owners of the Marion (O.) Star in their suit against Frank A. Vanderlip, growing out of the latter's celebrated Ossining, N. Y., address, Feb. 12.

Most of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

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

SUBSTANTIAL ECONOMIES

are being effected every day in

TIME **INK**
PAPER **POWER**
COMPOSITION **ROLLERS**

by Newspaper Offices using Hoe Presses equipped with the

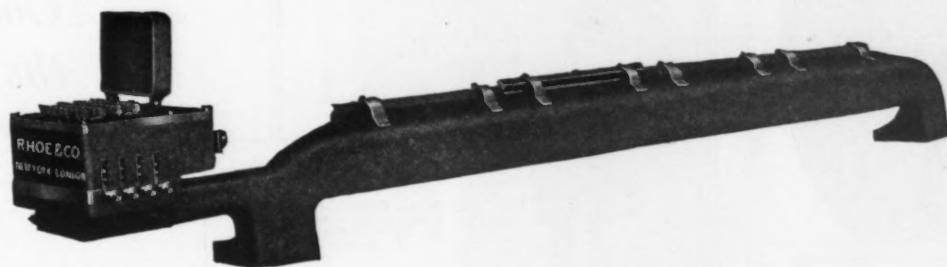
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HOE AUTOMATIC INK PUMPS

In addition to these important economies
Hoe Ink Pumps improve the printing and
are safer, cleaner and easier to operate.

*The Hoe Patented Automatic Ink Pump System of Distribution is
the greatest advance made in Newspaper Press construction since the
introduction by R. Hoe & Co. of the Triangular Former Folder and is*

AN EXCLUSIVE HOE FEATURE



R. HOE & CO.

504-520 Grand Street, New York City

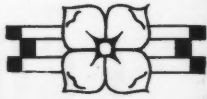
7 South Dearborn St.,
Chicago, Ill.

109-112 Borough Road,
London, S. E. 1, England

7 Water Street,
Boston, Mass.



Edward J. Bing, general European representative of the United Press.



"It was learned at the foreign office today"—by Charles McCann, of the United News London bureau.



Henry Wood, United Press League of Nations correspondent at Geneva.



Ferdinand C. M. Jahn, Berlin manager of United News, at the Berlin foreign office.



Gabriel Courtial, United Press, Paris, leaving the Argentine embassy.



Ed L. Keen, general European manager of the United Press at his desk in London.



Jean DeGandt, Iberian service manager of the United Press, outside the Chamber of Deputies, Paris.



A. L. Bradford, Washington bureau, just about to enter the White House to interview C. Bascom Sless.



Henry L. Farrell, United Press sports editor, interviews President John Heydler of the National League, a few days before the 1924 season opens.



Combing
the World
for News

UNITED PRESS
For Afternoon Newspapers

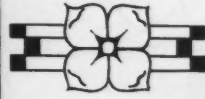
UNITED PRESS
WORLD BLDG.



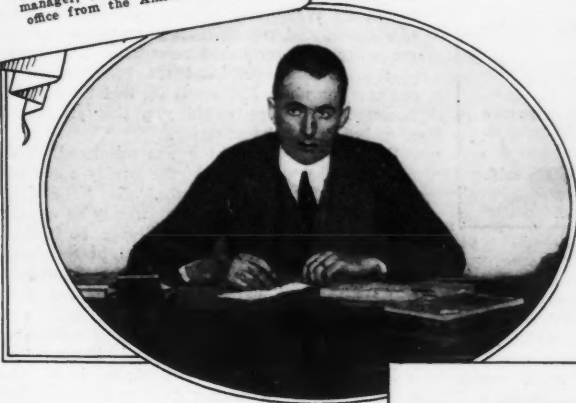
Carl D. Groat, United Press Berlin manager, rushing back to the U. P. office from the American embassy.



Webb Miller, Paris manager of the United Press, faring forth from the U. P. offices.



Lawrence S. Haas, Chilean manager, at his desk in Santiago, Chile.



James I. Miller, United Press South American manager, at work in Buenos Aires.



Minott Saunders, United Press Paris bureau, in the Place de la Concorde, en route to Quai d'Orsay.



Making a reconnaissance along Whitehall—Clarence Dubose, United Press; Charles McCann, United News manager, and Percy M. Sari, United Press London bureau.

Combing the News for Truth

UNITED NEWS

For Morning Newspapers



Clarence Dubose of the London U. P. staff, at the door of 10 Downing street, official residence of England's premier.



John O'Brien, United News Paris manager, in the Tuileries Gardens.



Westbrook Pegler, United News sports and feature writer, gets a new line of old-time fight stuff from Philadelphia Jack O'Brien.



Ray G. Marshall, Peking manager for United Press, with General Wu Fei Fu and Clarence Dubose. This picture was snapped just before Dubose was transferred to London.

ASSOCIATIONS

NEW YORK

EDITORIAL

THE GATHERING HOST

THE regular annual conventions of the newspaper men of the cities of the United States, representative of the functions of news-gathering, editing, publishing and advertising, are scheduled for the forthcoming week at New York and Atlantic City.

EDITOR & PUBLISHER takes this occasion to again greet in fraternal spirit the host of workers in our broad field, where opportunity for service to the Hundred Million knows no bounds, where rewards for true merit are measured both materially and spiritually and where each day brings forth a new marvel, endlessly manifolding the individual and collective responsibilities and achievements of those engaged in newspaper making.

During the year the newspaper industry, according to EDITOR & PUBLISHER's expert compilations of statistics, has leaped into the Billion Dollar class of American industries. This would be a hollow and vain boast if the statement were not coupled with it that American journalism has not sacrificed, for material gain, its honor nor traded upon fundamental principles of integrity in public service.

The first convention of the week is that of the Associated Press, foremost example in America of successful co-operative effort, a living denial of the time-worn theory that successful enterprises cannot be built except upon the basis of individual self-seeking and the lure of huge reward. Associated Press revenues are approximately \$6,000,000 per year, derived from membership assessments, and the whole sum goes back, without sharing of profits, into the product of approximately 75,000 words of news daily.

This great co-operative organization of more than 1,200 morning, evening and Sunday newspapers runs on year by year with singular regularity and in almost perfect harmony. Discord and bickering through selfish aims is not the rule, but the principle of one for all and all for one stands unshaken.

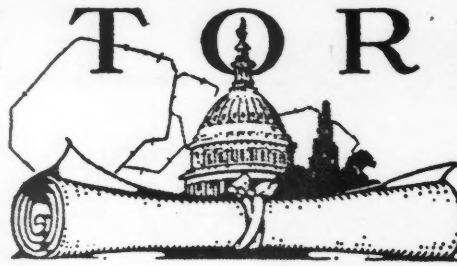
Frank B. Noyes, Washington Star, returns again as president of the Associated Press, which office he has graced for 25 years. The venerable Melville E. Stone, general manager from 1893 to 1921 and now counselor of the organization, reappears in health and good spirit, 75 years young. Frederick Roy Martin, active working chief of the organization, and all the host of officers and divisional chiefs again present the records of stewardship and outlined plans for the future.

The second convention of the week is that of the membership of the American Newspaper Publishers' Association, another great and successful co-operative movement, organized in 1887, to foster the business interests of its members. Paul Patterson, genial and able president of the Baltimore "Sunpapers," has given two years of successful effort as president of A. N. P. A., earning the gratitude of the membership. This convention marks the 19th year of the universally acknowledged efficient management of the affairs of the association by Lincoln B. Palmer.

The Bureau of Advertising, of the A. N. P. A., under the direction of W. A. Thomson, has had eleven years of operation, with results that are definite in the minds of those who understand its function, but may no more be measured in the terms of dollars and cents or agate lines than can the accomplishments of diplomacy be brought to exact totals. The Bureau carries to the business world the gospel of newspaper advertising, triumphant over all other forms of commercial publicity.

New York will see during the week, many committee and special gatherings, social or for the exchange of business experience, and then the curtain will go up on the annual gathering of the American Society of Newspaper Editors, at Atlantic City.

This is the second meeting of the editors of metropolitan newspapers for the consideration of the profession of journalism, one of the most significant movements in the history of newspaper making in this country. The "Canons of Journalism" adopted at the first meeting of these working editors and managing editors laid a firm foundation for all future considerations—perhaps offering the path on which the working newspaper men of this country will find their way to an established and recognized plane of professionalism, which will not only rate them as a class but exact from them ethical standards worthy of their titles.



He Is Risen

ST. MARK, CHAPTER XXVIII,
1 to 6

In the end of the sabbath, as it began to dawn toward the first day of the week, came Mary Magdalene and the other Mary to see the sepulchre.

And, behold, there was a great earthquake: for the angel of the Lord descended from heaven, and came and rolled back the stone from the door, and sat upon it.

His countenance was like lightning, and his raiment white as snow:

And for fear of him the keepers did shake, and became as dead men.

And the angel answered and said unto the women, Fear not ye: for I know that ye seek Jesus, which was crucified.

He is not here: for He is risen, as He said. Come, see the place where the Lord lay.

SENSIBLE ECONOMY

WE think that no thoughtful reader of EDITOR & PUBLISHER missed the significance of the co-operative stunt of the three leading spot-news press services, reported in our last issue, whereby the Western Union Telegraph Company was engaged to lay down at New York a dispatch of 39,727 words comprehending the text of the Dawes report.

The cost of that huge cable delivery, at the usual press rate, was divided among United Press Associations, International News Service and Associated Press. Each service contributed its share to the handling of the message and all shared on equal terms credit for a feat unparalleled for speed and accuracy.

A few years ago, such an accomplishment would have been impossible, due to astigmatic individualism. What greater folly can be imagined than triple repetition of a cable of 39,727 words, with triple cost and triple monopolization of wires already heavily burdened. Yet, in the darker age of wasteful competition, such was the practice. The burdens of such heedless extravagance fell finally upon the newspaper publisher. He paid the ultimate freight. Last week's tri-partite co-operation speaks eloquently of the dawn of better sense and truer economy.

April 19, 1924

Volume 56, No. 47

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

Rosalie Armistead Higgins.

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

S. 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. Craich, 60 Lympstone Avenue, Lawrence Park.

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

ROUGH STUFF

JOURNALISM, as a trade, is not without its dangers.

We pause long enough in a convention number rush to outline a case in point.

EDITOR & PUBLISHER for March 29, contained an article, under the editor's signature, exposing the practise of press agents of the Republican National Committee, at Washington, in disseminating partisan, high-colored, maybe true and maybe false, "handouts" labeled "Special Correspondence" and "From the Daily Blank's Washington Bureau."

This article was written after complaints had been made to EDITOR & PUBLISHER, one prominent Washington correspondent having written: "It seems to me that there is a splendid opportunity for EDITOR & PUBLISHER to do a bit of housecleaning on behalf of the newspaper profession as a whole, particularly the Washington correspondents." This correspondent inclosed recent handouts by the committee bearing the deceptive labels, obviously designed to lead newspaper readers to the false conclusion that the strings of Rabelaisian epithets which the committee was directing at the Walsh and Wheeler investigating committees represented, not partisan press agents' views but the writing of accredited newspaper correspondents.

It was our belief, and the belief of at least one correspondent who wrote us, that the Republican National Committee would stop this practise if it were brought to its attention.

Evidently, this confidence was misplaced. We are just in receipt of a copy of the weekly organ of the Republican National Committee, called "The National Republican," a 10-cent per copy weekly on newsprint, edited and owned in part by George B. Lockwood, wherein is published, not a denial of the facts as stated by us, not an appreciation of our ethical stand, not an apology, but false and malicious charges against this newspaper and its editor.

Newspaper men who have seen this exhibition of frenzied politics advise us that it is libelous *per se*. It is not only false in every detail, but is an attempt to assassinate the character of a man as punishment for an act looking to the correction of a public abuse. The article attributes to EDITOR & PUBLISHER political bias, which every newspaper man who reads it must know is false and it makes allegations concerning the career of the editor of this newspaper which scores of men familiar with the facts could under oath brand as manufactured from whole cloth.

We are advised to bring libel suits against the offenders. That may be the only means of redressing the wrong. There is something repulsive in the thought of sharing in the profits of such journalism as The National Republican represents, even if such money were to come through a libel suit. EDITOR & PUBLISHER and its editor are not in the business of bringing libel suits or of libeling others. In 27 years of active newspaper work the editor of EDITOR & PUBLISHER has an absolutely clear record of any payment to any individual on account of libel written by him or edited by him.

We might spend the balance of this busy Spring morning writing all about character bandits and the adventures of The National Republican, thus to communicate to readers our sense of contempt for that sort of journalism. We shall not waste our time or yours.

An old Scotsman used to say, "There be some things too foul to pick up with chips."

A REAL SERVICE

THERE is a right way to use newspaper advertising space. William A. Thomson, Director of the Bureau of Advertising, American Newspaper Publishers' Association, is telling it in one of the most sensible, down-to-earth, direct-language statements ever published on the subject.

This document which spreads the gospel of newspaper advertising, as distinguished from all other forms, is being distributed in book form by the Bureau and is also being published serially in the columns of EDITOR & PUBLISHER, by courtesy of the Bureau. Advertising men are advised to read it with care and put it into the hands of dealers in merchandise who desire, and have a right to know the fundamental principles of advertising which yields profit.

PERSONAL

HERBERT PULTIZER, part owner of the New York World, sailed for England and the Continent April 12, on the S. S. Olympic.

Alexander Campbell, editor of the London Daily Mirror, returned to England, April 12. He came to the United States several weeks ago as advance representative of Lord Rothermere proprietor of the Daily Mirror, the Daily Mail and other newspapers.

E. E. Brodie, ex-president of the National Editorial Association and publisher of the Oregon City (Ore.) Enterprise, has returned to the United States from Siam, where he is serving as American minister. He landed at Seattle and went on to Washington, D. C., on official business.

Henry A. Wise Wood, president of the Wood Newspaper Machinery Corporation, returned to New York, April 19, from an extended trip abroad.

Willis McDuffee, editor of the Rochester (N. H.) Courier, accompanied by Mrs. McDuffee, sailed for a three months' trip to Europe recently. They will attend the commencement exercises of Bahoi college, Oxford, where their son, Franklin, will be graduated with honors.

W. C. Lusk, editor and publisher of the Yankton (S. D.) Press and Dakotian, has been elected president of the Yankton Chamber of Commerce.

Mr. and Mrs. Clark Howell, who were married April 5, are at the Ambassador Hotel in New York for several weeks. Mr. Howell is editor of the Atlanta Constitution.

IN THE BUSINESS OFFICE

RALPH H. QUINN advertising manager of the Cincinnati Post, Scripps-Howard newspaper, has been promoted to the business manager of the Washington (D. C.) News.

Hal Fink, advertising manager of the New York World, is rapidly recovering from a serious attack of pneumonia. This week he was able to leave his house for a short walk.

William J. Studer of the St. Joseph (Mo.) News-Press advertising department is now advertising and business manager of the Marysville (Mo.) Tribune.

Edmund J. Jonakowski, recently real estate advertising manager of the New York Evening Post, has joined the New York Journal of Commerce as real estate advertising manager.

Harry J. Elder, of the foreign advertising department, Toronto Globe, is now foreign advertising manager of the Hamilton (Ont.) Herald.

IN THE EDITORIAL ROOMS

SAMUEL DASHIELL has succeeded Wythe Williams, resigned, as Paris correspondent of the Philadelphia Public Ledger.

George F. Masters of De Smet, S. D., who recently finished a course in journalism through the Veterans' Bureau at Washington, has sailed for Tokyo to join the Japan Advertiser staff.

R. J. McDougall, proprietor of the Penticon (B. C.) Herald, has joined the editorial staff of the Vancouver Province.

Charles Gregg, formerly of the Marion (O.) Star, has joined the Canton (O.) News staff.

Leslie H. Allen, for 13 years on the Christian Science Monitor staff and recently New York representative of the Cleveland Times and Commercial, is now editor of the Liberal, and publicity director of the Committee of 48's, National Farmer - Labor - Progressive Convention Committee.

Joseph Lilly has joined the New York Evening Post as rewrite man.

J. T. McClean, editorial writer of the Midwest Printer and Publisher, has joined the Clay Center (Kan.) Dispatch-Republican.

HOLDING NEW POSTS

J. HARRISON REED from editorial and paragraph writer, Canton (O.) News, to editorial writer, Butler (Pa.) Eagle.

James J. Larkin from city editor, Nelson (B. C.) News, to editorial staff, Vancouver Sun.

Robert G. Batman from state editor, Telegram, Youngstown (O.), to Indianapolis News, copy desk. John L. Shields succeeds him on the Telegram.

Carl Turrentine from reporter, Atchison (Kan.) Globe, to editor, Overbrook (Kan.) Citizen.

Boyd S. Hilton from telegraph editor, Canton (O.) News, to city editor, succeeding W. B. Strong, resigned.

Jack Reardon, from staff of New York Times to feature editor, New York Evening Post.

Byron Lewis, from staff, New York Sun, to news editor, New York Evening Post.

IN THE AGENCY FIELD

JOHN L. PALMQUIST, recently advertising manager of the Utica Heater Company, has joined the creative department of James F. Newcomb & Co., Inc., direct-mail specialists, New York.

Paul Mathewson and R. H. Sinclair have formed an advertising business at New York under the name of Mathewson & Sinclair. Mr. Mathewson was for 9 years in charge of the direct-mail advertising for Doubleday, Page & Co. More recently he has been president of the Cadmus Society, New York direct-mail advertising service. Mr. Sinclair has been with Sackheim & Scherman and with Ruthrauff & Ryan, both of New York City.

Firm name of J. T. H. Mitchell, Inc., New York, will be changed May 1, to Lennon & Mitchell, Inc., due to the acquirement of half interest in the business by Philip W. Lennon.

Gail Murphy, formerly with the Charles W. Hoyt Company and the Dave Bloch Company, has joined the George Batten Company.

Arthur G. Ruppert has joined the copy staff of Bohnett & Co., Cincinnati.

Norman D. Waters, recently with the Frank Presbrey Company, New York, has joined Groesbeck, Hearn & Hindle, New York.

J. Maynard Morgan, recently advertising manager of the Blake, Advertising Agency, New York, has joined Picard & Co.

John J. Wolfe, formerly with N. W. Ayer & Son, has joined the staff of Donovan-Armstrong, Philadelphia.

Miss Corinne Reinheimer, recently with the Federal Advertising Agency, has joined the copy and plan division of Sackheim & Scherman, Inc. Both are New York agencies.

WITH THE SPECIALS

AMERICAN PRESS ASSOCIATION has been appointed national advertising representative by the following newspapers: Troy (Ala.) Herald, Martinsville (Ind.) Tribune, and Eureka Springs (Ark.) Times-Echo. S. Weinstein has been appointed manager of its Atlanta office.

Prudden, King & Prudden, Inc., now located at 286 Fifth avenue, New York, moved into new quarters at 270 Madison avenue, April 17.

Houston (Tex.) Dispatch has appointed Lorenzen & Thompson, Inc., New York and Chicago, as its national representative.

Alcorn-Seymour Company has moved its offices to 270 Madison avenue, New York.

J. William Davidson, for the past 6 years with the Butterick Publishing Company, has joined Edward H. Hevey, publishers' representative. The firm will op-

FOLKS WORTH KNOWING

OSCAR G. FOELLINGER, general manager of the Fort Wayne (Ind.) News-Sentinel, started work for that newspaper 12 years ago.

His first instructions were to devise and set up an accounting system for the company. This done, his interest was attracted by circulation and advertising problems. Then he went down into the composing and press rooms. So energetically did he dive into the work of each department, that within a year he was appointed business manager by C. F. Bicknell, president of the company.

When Mr. Bicknell died in 1920, Foellinger was the unanimous choice of the directors as general manager, and recently he has been elected president of the News Publishing Company as well.

When Mr. Bicknell died in 1920, Foellinger was the unanimous choice of the directors as general manager, and recently he has been elected president of the News Publishing Company as well.

erate under the name of Davidson & Hevey, 17 West 42nd street, New York.



OSCAR G. FOELLINGER

MARRIED

BEN G. KLINE, Peking correspondent of the Tokyo Japan Advertiser, to Miss Lucy Curtis at Tientsin, China. Kline joined the staff of the Japan Advertiser in 1920. Previously he was a reporter on the St. Joseph (Mo.) News-Press.

Jacob C. Jasin, secretary and treasurer of the National Advertising Agency, Inc., New York, to Miss Sonia Barbara Koff, Sunday, April 13.

J. G. Leighton of the mechanical force, Rockford (Ill.) Morning Star, to Miss Vivian H. Martinson of Ortonville, Minn., April 14.

WITH THE ADVERTISERS

DUANE A. JONES of the Detroit branch of the Cadillac Motor Car Company has been promoted from the factory advertising department to advertising manager of the branch, succeeding R. V. Dixon, who has joined the Saturday Night Press of Detroit.

E. F. Park, advertising manager, George B. Peck Company of Kansas City, has been made advertising manager

of the Montgomery Ward retail stores in St. Paul, Minn.

Harris-Dibble Company has moved its offices to 343 Madison avenue, New York.

John H. Miller, for the last three years advertising manager of the wholesale and retail organizations of the Lauter Piano Company, Newark, N. J., and for 7 years with L. Bamberger & Co., Newark, has established an advertising agency at Newark, under his own name.

After May 1, the headquarters of E. D. Gibbs, advertising director of the National Cash Register Company, will be located at the factory of the company at Dayton, Ohio. His present New York office will be continued as a branch of this department.

CHANGES OF OWNERSHIP

CLYDE M. ROBINSON, former Sapulpa, Okla., newspaper man, has purchased the Shawnee (Okla.) Weekly Herald.

H. D. Meister of Wauseon, O., has purchased the Yoakum (Tex.) Daily Herald.

H. E. Castleberry has purchased the Woodward (Okla.) Daily Press from Clark Lawrence.

Bowen (Ill.) Chronicle has been sold by O. H. Johnson, editor, to Mr. and Mrs. Floyd Jones of Milwaukee, Wis., who will take possession May 1.

Sigurd Pederson, editor and publisher of the Tyler (Minn.) Journal, has sold the paper to M. Aageson.

E. S. Pike of Quincy, Ill., has purchased the Warren (O.) Western Reserve Democrat from Mrs. Delia A. Holbrook.

PRESS ASSOCIATION NOTES

L. G. HAMILTON, traffic chief of the Associated Press in Utah and Idaho, and Mrs. Hamilton are parents of a daughter.

Jack Darrock, who has been on sick leave in San Diego, Cal., has returned to the New York office of the United Press Association.

NEW PLANTS AND EQUIPMENT

GENEVA (N. Y.) TIMES is installing a Scott Speed King press, and will change its makeup to 8 columns shortly.

SPECIAL EDITIONS

CEDAR RAPIDS (Ia.) Gazette and Republican, 24-page special sections, April 9, heralding the opening of the new Armstrong store.

Clarksburg (Va.) Telegram, a 48-page Better Homes edition, April 8.

"We have used the Haskin Service for quite a number of years and have found it to be one of the steadiest and most productive features in the Star-Gazette." George B. Crandall, Editor, The Elmira Star-Gazette.

SCHOOLS

UNIVERSITY of Oklahoma journalism students published the third anniversary edition of the El Reno (Okla.) American, recently. Students did all but mechanical work on the 22-page issue. Advertising students solicited and wrote the advertising.

Alpha Delta Sigma, University of Michigan, is offering a series of lectures by prominent men in the advertising profession as a supplement to the theoretical work on this subject through the journalism department.

Graduating class of the University of Missouri School of Journalism will number more than 90 this June, the largest class ever graduated.

Forty students of industrial journalism at Oregon Agricultural College recently inspected the plants of Portland newspapers. They were entertained by Portland publishers.

Students in reporting and copy reading classes, University of Washington School of Journalism, took complete charge of the Seattle Daily Journal of Commerce, recently.

Twenty-two Iowa colleges will be represented at the eighth annual convention of the Iowa Collegiate Press Association which is to be held at Des Moines April 18 and 19. The opening address, "The Value of a College Newspaper," will be given by Dr. John Million, president of the Des Moines University. Other speakers included Harvey Ingham, editor of the Des Moines (Ia.) Register; Lafe Young, editor of the Des Moines Capital, and others.

Marion E. Stanley of Aurora, Neb., has been elected president of Sigma Delta Chi, men's honorary journalistic fraternity at the University of Nebraska, Lincoln.

A silver cup offered by Sigma Delta Chi for the most efficient industrial news writer at Oregon Agricultural College has been won by William P. Mulligan of Seattle.

ASSOCIATIONS

NEW YORK LEAGUE OF ADVERTISING WOMEN held its monthly dinner at the Advertising Club, New York, April 15. Miss Helen M. Hill, president, presented an antique French clock to the Advertising Club of New York on behalf of the League in appreciation of the many courtesies tendered by the club to the League. H. H. Charles, president of the Advertising Club, accepted the gift. Paul Block was guest of honor.

SCREEN ADVERTISERS ASSOCIATION met in Detroit, Mich., April 10 and 11 to discuss On-to-Britain plans. The association is making arrangements to send about 12 films on each of the two official A.A.C.W. boats sailing from New York to Southampton, the Republic and Lancastria, as part of the entertainment for delegates.

MISSISSIPPI STATE PRESS ASSOCIATION has completed its program for the annual meeting to be held in Meridian, Miss., May 20-22. Speakers will include Mayor Walter A. Scott, of Jackson, Miss.; Lieut.-Gov. Dennis Murphree, of the Calhoun County Monitor; T. L. Turner, of Belzoni; V. B. Imes, of Columbus; A. C. Anderson, of Ripley, and Joe E. Norwood, of Magnolia. Mayor Scott will explain plans for the "Better Newspaper" contest to be held in connection with the municipally-owned Mississippi State Fair at Jackson October 13-18. J. E. Skewes, publisher of the Meridian Star, is in charge of entertainment.

KANSAS EDITORIAL GOLF ASSOCIATION will hold its annual Spring tournament at Wichita May 9 and 10.

ARIZONA PRESS CLUB, of Statewide membership, completed its organization April 6, at its first annual dinner and frolic held in Phoenix. Officers of the club are: President, Ed Harrington, news editor Arizona Republican, Phoenix; vice-president northern district, Col. Fred Breen, editor Flagstaff Coconino Sun; vice-president central district, T. W. B.

ASSOCIATION CHIEFS

FRANK F. SWAN, recently elected president of the Idaho State Editorial Association, and editor and publisher of the Gooding (Idaho) Leader, always had in mind the ownership and operation of a "good weekly newspaper" as his goal.



FRANK F. SWAN

He felt, however, that there was considerable room for improvement among weeklies in news gathering and writing, and therefore spent several years on daily newspapers to gain experience.

In March, 1912, he began his newspaper career as reporter for the Moline (Ill.) Dispatch. Later he became sporting editor of this daily. In succession he was on the news staffs of the Muscatine (Ia.) Journal, Fort Dodge (Ia.) Messenger, and St. Paul (Minn.) Pioneer-Press.

Changing to the weekly field in 1917, he soon became managing editor of the Gooding Leader and in April, 1919, purchased the plant and building—his goal realized.

Anderson, editor Miami Evening Bulletin; secretary-treasurer, E. O. Whitman, publicity secretary Arizona Industrial Congress, Phoenix.

GOOD FELLOWSHIP CLUB OF THE ASSOCIATED PRESS TELEGRAPHERS OF NEW ENGLAND re-elected Palmer C. Booth,

In the District Court of the United States For the District of Massachusetts

In the matter of The New Bedford Daily Sun Publishing Co., Inc. In Bankruptcy No. 3294

An Evening Newspaper With Approximately 7000 Circulation

now being published and distributed daily except Sunday, will be sold at

Public Auction

by order of the Bankruptcy Court on Wednesday, April 23, 1924, at 3 o'clock at the **TIMES BUILDING, 906 Purchase Street, 5th floor, New Bedford, Mass.**

The New Bedford Daily Sun has a fully equipped plant, Scott Press, eight linotypes, a complete engraving outfit and all other accessories of a real newspaper published in a city of 130,000 population with an additional field of 130,000 population on Cape Cod. Only one competing daily evening newspaper in the district.

For further information inquire of the Receiver. The plant will be open for inspection daily on application to the Receiver.

A deposit of \$2000 will be required of all bidders. Balance of purchase price to be paid within three days of auction upon confirmation. Sale subject to the confirmation by the Receiver.

Samuel Barnet, Receiver.

317 Olympia Bldg. New Bedford, Mass.

of Quincy, Mass., president at the second annual meeting held in Boston, April 13. Other officers re-elected were: Vice-president, Major L. Deans of Fitchburg, Mass.; secretary-treasurer, John J. Keating of Boston.

AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS hold their twelfth annual meeting at Brookings, S. D., July 8, 9 and 10. An effort is being made to secure Secretary of Agriculture Henry C. Wallace as the principal speaker.

NEBRASKA PRESS ASSOCIATION will meet at Omaha August 21, 22 and 23, it was decided last week at a meeting of the board of directors in Omaha. It is expected that 325 Nebraska editors and nearly 175 western Iowa editors will attend. Mrs. Marie Weekes, editor of the Norfolk Press, is president of the association.

SPRINGFIELD (Mass.) PUBLICITY CLUB will hold its annual dinner April 16. Principal speakers will be General Herbert M. Lord, director of the Bureau of Budget, and Prof. Austin McCormick.

ST. PETERSBURG (Fla.) ADVERTISING CLUB has been organized by William C. Freeman, former advertising manager of the old New York Mail with 60 charter members.

WOMAN'S ADVERTISING CLUB of Chicago will raise an On-to-London fund to send the club's president, Miss Minerva J. Agur, to the A. A. C. W. convention at London in July, at a dance, April 25. Members of the club, of the Advertising Men's post of the American Legion and of the advertis-

ing council of the Chicago Association of Commerce are distributing tickets.

OLD TIMES PRINTERS' ASSOCIATION OF CHICAGO re-elected Thomas Knapp, a department manager of the Mergenthaler Linotype Company, president, April 14. By re-electing Mr. Knapp the association broke a precedent it had set 40 years ago. Henry F. Grifing, vice-president, and William Mill, secretary, also were re-elected.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION, second district conference, will be held in Cleveland at the Graphic Arts Club, April 18-19.

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.

Buy Panic Insurance for Your Town

Panics are a long way off, so it is safe to talk about them.

Those towns which have the largest percentage of home owners have the fewest panics, fewest strikes, fewest mob actions of any sort.

You as a publisher can prevent untoward actions which unsettle business by persuading every man and woman in your community to go to church.

The church-going man is more likely to be a home owning man than otherwise. He develops those qualities of faith and well-wishing which are the antithesis of panics and strikes.

Why not plan broadly to stimulate the use of adequate display copy, urging the observance of Christian principles? Your churches will endorse it, your merchants will pay for it. Perhaps the copy we offer will be acceptable, as it has been to dozens of other papers. A request to Herbert H. Smith, 518 Witherspoon Building, Philadelphia, Pa., will bring proofs.

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

FLASHES

"Johnson Drive Ends"—Headline. It was more of a putt or a mashie shot.—*H. I. Phillips in New York Sun.*

It wouldn't hurt the old flag if some of our political stars were given a few stripes.—*Columbia (S. C.) Record.*

What is the country coming to, when a bushel of wheat will not buy two golf balls?—*Minneapolis Journal.*

Germany loquiter: "I will not wear my heart upon my sleeve for Dawes to peck at."—*F. P. A. in The Conning Tower, New York World.*

With several reliable and free-handed donors off the contribution list, the campaign barrel begins to look suspiciously like a hope chest.—*Detroit News.*

A scientist says a beautiful mouth can be obtained by pressing the lips tightly together for two hours at a time. Also, we might add, a beautiful silence.—*Detroit Free Press.*

After all, why worry about annexing Wrangell Island while we have Washington?—*Boston Transcript.*

This hair-bobbing craze has at least served to change the type of calendars in barber shops.—*Detroit Free Press.*

Of course, under the Dawes' plan, Germany is also required to raise a neat sum herself. If she has any trouble doing this the United States will loan her the Bobbed Haired Bandit, ex-Senator Fall and Fuller & McGee.—*H. I. Phillips in New York Sun.*

Some of those bob-haired bandits down east ought to be snatched bald-headed.—*Detroit News.*

With his tail feathers being plucked by grasping politicians in order to feather their nests no wonder the American eagle screams.—*New Orleans Times-Picayune.*

An English novelist recently committed suicide because she ran out of ideas. She ought to have come over here and written moving-picture scenarios.—*Louisville Courier-Journal.*

We might throw ourselves into the fight against the divorce evil if somebody would suggest a practical substitute.—*Columbia (S. C.) Record.*

Albania, the country in which two Americans were murdered a few days ago, is the same country that wanted to make Harry Sinclair its king. Albania seems to need a man that knows how to clean up.—*Red Bluff (Cal.) News.*

Often a man spends half his time getting ready to waste the other half.—*Atlanta Journal.*

When your money talks, even in a whisper, nobody seems hard of hearing.—*Petersburg Progress & Index-Appeal.*

A pharmaceutical house recommends dimethylaminophenyldimethylpyrazoine as a medicine. One syllable after each meal and at bedtime.—*Fort Worth Star-Telegram.*

"Greece Votes Republic; Martial Law Proclaimed."—Headline.
The spread of democracy.—*J. K. McGuinness in New York Sun.*

Since there is so much opposition to light wines and beer, we are willing to compromise on dark wines and beer.—*Columbia (S. C.) Record.*

After the economists finish rescuing the franc and stabilizing the mark they might try to devise some workable scheme for retaining the fleeting dollar.—*Chicago News.*

Obituary

FRANK A. NICHOLS, for many years political reporter on the Boston Transcript, died in Concord, Mass., April 10. Previously he had been city editor of the Boston Journal.

MAYBIN W. BROWN, conductor of an editorial page column, "What People Talk About" for the Boston Globe, was instantly killed at South Weymouth, Mass., April 14, when he attempted to board a moving train, missed his hold, and fell beneath the wheels.

RUSSELL SHERWOOD BENEDICT, 25, vice-president of the advertising firm of Wylie & Sutton, New York, died April 15 at his home at Great Neck, L. I.

CHARLES H. ACKERS, 67, publisher of the Phoenix (Ariz.) Gazette, died in Phoenix, April 14. He was formerly Territorial Secretary of State.

W. C. CAMPBELL, for more than 40 years editor of the Harlan (Ia.) Tribune, died last week. Hal W. Campbell, a son, will continue publication of his father's paper.

GAGE C. TREMAINE, 39, general manager of the Albee Corporation, died at

his home in Detroit, April 10, after a brief illness.

GEORGE ATKINS, business manager of the Montpelier (Vt.) Argus for nearly half a century, died recently.

C. K. REIFSNIDER, 77, for many years president of the Midland Publishing Company, publishers of Farm Machinery-Farm Power, St. Louis, died there April 10.

MISS KATHARINE MARGARET BAXTER, 43, editor and part owner of the Kansas City (Mo.) Independent, died recently.

JOHN FRAYNE, Kentucky and Kansas newspaper man, died recently at his home in Pittsburg, Kan.



The new home to be occupied presently by The Detroit Free Press is a model of architectural beauty. It will cover one entire city square fronting 212 feet on Lafayette Boulevard, with a depth of 130 feet along Wayne and Cass Avenues. The site is an historic one, having once been on the outskirts of the Fort Shelby Military reservation. Today, however, it is the hub of Detroit's business section. The building will have a facing of Indiana Bedford stone. The construction is to be fireproof throughout.

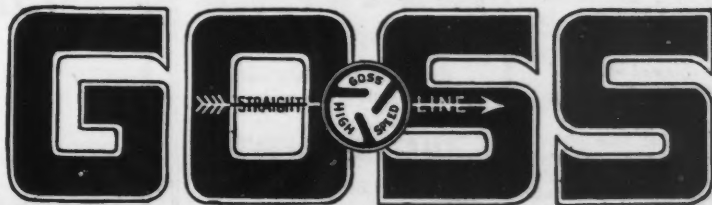
The Detroit Free Press

"When our new building is ready," announces The Detroit Free Press, "it will be equipped with a complete new mechanical equipment, the most modern obtainable, in all departments. It is planned to discard the present equipment. Unit-type presses, making for maximum speed, have been selected."

"Now in its 93d year, The Free Press has grown up with Detroit. Realization of the fine new plant, with every labor-saving device the printing craft has developed, and every mechanical appliance that will contribute to a better newspaper, will make provision also for continued progress."

*This refers to a battery of twenty-five Goss High Speed Low Construction Press Units (equivalent to five presses) which are now under construction, and which will be erected in the basement of The Detroit Free Press' new home to cope with the remarkable circulation growth of this great newspaper and its future development.

THE GOSS PRINTING PRESS CO. • CHICAGO



"PUBLIC WOULD PAY 5 CENTS FOR DAILIES IF PUBLISHERS THOUGHT SO"—EDDY

By ROSALIE ARMISTEAD HIGGINS

THE public could be educated to pay five cents for a newspaper with the same readiness they now pay three if publishers only thought so, is the belief of Charles H. Eddy, head of the Charles H. Eddy Company, pioneer in the field of newspaper representation.



C. H. EDDY

Probably one of the best informed "specials" today, Mr. Eddy made this statement advisedly, basing his opinion upon 34 years' experience in the "special" field.

Mr. Eddy is a man of few words. He does not elaborate.

When the subject of a personal interview was mentioned he smiled whimsically and declared the public is not interested in his views.

The answer was typical. Mr. Eddy's aversion to personal publicity is sincere. His reticence is not a cloak donned hastily as a pose when the interviewer is announced. Perhaps it springs from the belief that too much talking is done nowadays and too little said.

When it was suggested that advertising men would have a difficult time making a living if they were as averse to all forms of publicity as they are to the personal type, Mr. Eddy agreed.

And so, partly because he has been in the thick of the "special" game for so many years and garnered many vital ideas from his experience, and partly because he did not wish to seem entirely unresponsive, Mr. Eddy wrote out seven incisive observations upon the present and future of newspapers and special representation. They are terse and pointed, and offered without elaboration. Mr. Eddy believes:

1. That the newspaper representative is an indispensable cog in the advertising machine whose service will become increasingly valuable to publishers, advertisers and agencies.
2. That increases of newspaper rates must be made to meet the advancing costs of production.
3. That the public could be educated to pay a nickel for a newspaper as readily as it now pays three cents if more publishers thought so.
4. That the differential between local and foreign rates should be eliminated.
5. That the practice so general among agencies of crowding all advertising schedules into one newspaper in a city is unsound and does not give sufficient coverage for best results.
6. That the question of co-operation by newspapers with the campaign of national advertisers is solving itself on a common sense basis.
7. That the general promotion work of the Bureau of Advertising representing the collective selling effort of the newspapers, is greatly needed and should be supported and extended.

In the 34 years in which he has been in the business of special newspaper representation, Mr. Eddy has formed a wide acquaintance in the advertising business. For about a dozen years, his son, Charles P. Eddy, has been associated in business with him.

Mr. Eddy comes of a hard-working, long-lived New England ancestry. His father was a Boston clergyman of considerable renown. With a grammar school education, he obtained his first job in a wholesale drygoods store in Boston. Two years of hard work in this line failed to improve his prospects appreciably.

H. P. Hubbard, at that time one of the foremost advertising agents, on a visit to Boston employed Eddy, and took him to his New Haven agency, where he made the youth contract clerk and inducted him

into the mysteries of the advertising business. After several years with Hubbard, Eddy moved on to Chicago to become a traveling representative of the Lord & Thomas religious list. After extensive traveling in this capacity, Lord & Thomas sent him to New York as their first resident representative there.

In 1890, convinced that the daily newspaper was the basic advertising medium which would increase in influence and outlast all others, Mr. Eddy began business as a newspaper representative at 10 Spruce street, New York, representing one newspaper only.

From this beginning, the Charles H. Eddy Company, of which he is the active head, developed, with a complete organization covering the entire national field, with offices in New York, Chicago and Boston and representing more than 20 newspapers in the United States and Canada.

NILES (O.) REGISTER QUILTS

Third Paper to Suspend Within Past Year—Founded 1922

Niles, O., is without a newspaper for the first time in 40 years following the suspension of the Niles Evening Register, April 10, on order from the Youngstown referee in bankruptcy.

The Register entered the field in October, 1922. At the time of its entrance two other papers were published in that city—the Daily News and the Weekly Independent. The News suspended in August, 1923, and the Independent several months later.

NEW CALIFORNIA DAILY

Santa Monica Launched April 17, By R. A. Donaldson

A new afternoon newspaper, the Santa Monica (Cal.) Santa Monican began publication Thursday, April 17, with Robert A. Donaldson, former Southern California manager of the United Press, as president and editor.

Wesley E. Robbins resigned the news editorship of the Chico (Cal.) Record to become city editor of the new daily, while James Arnold, formerly advertising manager of the El Centro (Cal.) Imperial Valley Press, is advertising manager.

Taylor Buys Irononian

The Ironton (O.) Irononian, issued mornings except Mondays, has been sold by John C. Gorman to the Portsmouth (O.) Publishing Company, publisher of the Portsmouth Sun and Times. Harry E. Taylor, publisher of the Sun and Times, is a candidate for election to the Associated Press directorate.

March Averages

M. & E.—247,387

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the month of March, 1924, while the average for the Sunday Sun-paper for the same period was

Sunday—179,873

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

DAILY RUNS MODEL KITCHEN

Boston Herald-Traveler Stunt Creates Interest and Advertising

A modern kitchen, with gas and electric appliances of all kinds for cooking and other household work, has been established by the Boston Herald-Traveler in the front corner section of its Tremont street counting room, Boston, in the busy shopping district. It has attracted great attention from women, who have crowded in to ask questions from the expert in charge, who shows them how to use the different appliances and how to make various dishes from recipes she furnishes. The materials used are those advertised from time to time in the Herald and the Traveler.

Recently the daily held an exposition of cooking by electricity, using the big Horticultural Hall for that purpose. It is estimated that more than 50,000 women attended. Experts showed how the apparatus was used, and demonstrations were given, from frying doughnuts to roasting meats. Each day a column of special recipes were published in the Herald, and more in the Traveler. A House-keeping Forum, conducted under the auspices of the Herald-Traveler Better Homes Bureau, of which Miss Marjorie Mills is director, was also held. Talks on table service were given by an expert. A question box was conducted daily in the columns of the paper. Children from the domestic science classes of the schools and the home economics classes of the women's colleges were invited guests.

The Better Homes Bureau of the Herald-Traveler has already been besieged with inquiries as to when another similar cooking school might be held. Local de-

WHAT IS A NEWSPAPER?

By W. P. Beazell

WHAT do you think a newspaper is?

A lively if not, indeed, a violent controversy is waging over the question. The dictionaries say:

Standard: A publication issued for general circulation at frequent intervals; a public print that circulates news, advertisements, etc.

Webster: A paper printed and distributed at stated intervals to carry news, advocate opinions, etc., now usually containing also advertisements and other matters of public interest.

Century: A paper containing news * * * issued at short but regular intervals and either sold or distributed gratis * * * a public print or daily, weekly or semi-weekly periodical.

And now comes Postmaster General New with his definition, which is occasioning the controversy. Says Mr. New:

"A newspaper is what people generally think of as a newspaper." Exactly.

partment stores and other retailers to advantage of the occasion to run special advertising on the same pages with reports of the exposition and the receipts and summaries of the lectures. A leading chain of grocery stores took space while one provision house advertised it furnished all the meat and fish used.

22,886

The Total Net Paid circulation of the Lancaster, Pa., NEW ERA for the first three months of 1924 was 22,886 copies, average daily, as shown by the Publisher's Statement just released by the Audit Bureau of Circulations.

This is nearly as much circulation as the other two Lancaster newspapers combined.

The Evening NEW ERA now leads in Local Display Advertising, National Advertising and Classified Advertising.

Lancaster New Era

Lancaster's One Big Newspaper

Lane Block, INC.

New York

Chicago

Boston

Detroit

“America’s Most Important Newspaper”

In the quantity, scope, completeness and authenticity of news; in volume of quality circulation; in total of high class advertisements; in buying power—The New York Times is not excelled by any other newspaper in the world.

In the New York metropolitan district—the richest area of its size in the world—where 9,000,000 people have an annual income in excess of \$8,000,000,000, The New York Times is the newspaper read by the largest group of intelligent, discriminating and responsive persons.

Throughout the United States, The New York Times has a larger sale than any other New York newspaper. It is distributed to its readers in every state of the United States; in 2,143 of the total 3,065 counties; in 8,000 cities, towns and communities; in all United States possessions; in all the provinces and colonies of Canada and in 87 foreign countries.

The Times has the confidence of its readers. The advantages it offers for an advertising campaign in the world’s greatest metropolis are unequalled. In 1923, eight hundred national advertisers made their announcements through The New York Times, two hundred of them using The Times exclusively among New York morning newspapers.

A greater volume of advertising is published in The New York Times than in any other New York newspaper, the total in 1923 being 24,101,226 agate lines, an excess over the second New York newspaper of 6,730,388 lines.

In three months of this year The New York Times printed 6,351,592 lines of advertising, a gain over the corresponding months of 1923 of 402,782 lines, and an excess of 2,302,824 lines over the second New York newspaper. The increase in its lead over the second morning newspaper, in the three months’ period compared with last year, was nearly 600,000 agate lines. In every important classification of advertising The New York Times maintains leadership.

Advertisements offered for publication in The New York Times are subject to censorship. Questionable, misleading or fraudulent announcements are declined.

The net paid sale of the Sunday edition is 600,000 copies.

The New York Times

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EDITORIAL PAGE
OF THE

EVENING JOURNAL

EVENING JOURNAL 688,107

This Newspaper Has No Rival in

The circulation of the Evening Journal, 688,107 net paid every day for the month of March just passed, is by more than two to one greater than the circulation of any other evening newspaper in New York City.

The circulation and influence of the Evening Journal interest all the citizens, and especially the gigantic family of intelligent Evening Journal readers, and upon any important public question they can have an influence absolutely decisive.

The Evening Journal's circulation, dominating New York City, eliminating all competition in the evening newspaper field, is important to business men, whose two great problems are, first, to have what the people want, and, SECOND, to obtain the largest possible distribution through the greatest obtainable circulation.

Combine the circulations of the New York Evening World and the New York Evening Sun, add 110,052, and you have the circulation of the Evening Journal.

Add the circulations of the Evening Sun, the Telegram-Mail and the New York Evening Post, then add 190,204 to the total, and you have the circulation of the Evening Journal.

Business men and others will remember that in the Evening Journal circulation there is NO DUPLICATION. A man or woman buys one copy of the Evening Journal—that's the end of it.

The Evening Journal's circulation exceeds that of the Evening World by 405,991.

The Evening Journal's circulation exceeds that of the Telegram-Mail by 488,107.

The Evening Journal has more circulation than the Evening World and the Telegram-Mail combined, with over 200,000 to spare.

In other words, as a medium for reaching the public, that is to say, for REACHING THE HOMES IN GREATER NEW YORK, the Evening Journal has no serious competitor

Business men and others should understand it.

Brooklyn, for instance, is a city of homes. There are four powerful and ably managed Brooklyn newspapers. But the circulation of the Evening Journal in Brooklyn, THE CITY OF HOMES, is greater than that of all the Brooklyn newspapers combined.

Harlem and The Bronx are essentially HOME SECTIONS of the city. The circulation of the Evening Journal in those HOME SECTIONS is infinitely greater than that of any other two evening newspapers combined, so great that the Evening Journal is compelled to maintain a special separate printing plant in that part of the city—and is now doubling the capacity of that plant.

The city of Newark sends tens of thousands of visitors and

buyers to the city of New York. After his paper in Newark, he said, of Lord & Thomas, the great a paper in Newark I thought Newark paper. I found I Evening Journal, which was in Newark."

The circulation of the DIFFERENT MEN AND WOMEN STANDS EACH DAY, PAYING 688,107 SEPARATE NEWSPAPERS. power and it is a circulation dence and shopping regions of diate surroundings.

Of the Evening Journal's copies are sold outside of New York suburban district.

The Evening Journal is years has been first in and in the United States, TO REMAIN.

The Evening Journal pays to individual employees cost of the editorial department Every department employs COSTS.

The Evening Journal circulation department in the ment of that constructive trucks and wagons out

The Evening Journal CULATION of any evening the United States; it has also most diversified class of and every district. Merchants exact information as to the the Evening Journal sells its sections compares with by meaningless talk about be less convincing hereafter lation" recently dying on its

New York has recently papers that were constantly to make up for the absence kind that the Evening Journal

JOURNAL

NEW YORK
APRIL 11, 1924

NET PAID CIRCULATION

Rival in Influence and Circulation

After Paul Block had bought
said, joining with Albert Lasker, head
great advertising firm: "When I bought
ought to be going to compete with some
and I was actually competing with the
was the dominating evening newspaper

The Evening Journal means that 688,107
AND WOMEN GO UP TO THE NEWS-
PAY THREE CENTS EACH FOR
NEWSPAPERS. That is great circulating
ation is heavily concentrated in the resi-
dents of Greater New York and its imme-

circulation, fewer than 50,000
of New York City and New York's

newspaper that for twenty-six
an evening circulation in New York City
places, and the first place IT INTENDS

is produced regardless of cost. It
employs salaries that would equal the total
department on many other newspapers.
employs the best, and pays what THE BEST

Journal maintains the greatest distributing
power in the United States, under the manage-
ment of Joseph Bannon. He sends
it to LOADS with the springs bent down.

Journal has only the GREATEST CIR-
culation of any newspaper in New York City or in
the State. It has the greatest purchasing power, the
greatest of readers including the entire population
of Greater New York. Merchants interested will be supplied with
copies to the various sections of the city in which
it sells and its circulation in all of such
places is greater than that of any other newspapers.

Some of them have been deceived
about "class circulation." That talk will
be repeated so much of that "class circu-
lation" on its

recently held the funerals of three news-
papers. "class circulation" in order
to show the absence of REAL circulation, which is the
circulation of the Evening Journal.

There was the Evening Mail, for instance. It talked
"class." IT'S DEAD.

There was the Evening Globe. It didn't have much cir-
culation, but it offered merchants "class." IT'S DEAD.

There was the New York Herald, with a great history and
great tradition behind it, but not much circulation. It also
offered merchants "class." You can't live on "class," you
need circulation. The New York Herald is dead.

If that "class circulation," which might better be described
as "fictitious circulation," couldn't keep itself alive, how can
merchants expect such circulation to keep THEM alive?

This newspaper has only the most friendly feeling for all
newspapers and all other newspaper owners. But business men
are entitled to the facts.

In April, 1923, before the Globe and the Sun were united,
the Sun announced a circulation of 177,290, the Globe a cir-
culation of 159,786. The total of those two circulations a year ago
was 337,076.

Now the Globe and the Sun combined in their Government
statement announce a circulation of 260,026. That circulation
based on combination has SHRUNK within one year by 77,050.

What became of that large, interesting and more or less
imaginary "class circulation"?

The New York Mail in April, 1923, announced a circulation
of 144,135. The Telegram announced a circulation of 111,088.
Combination was 255,233.

Now, one year later, the Mail and Telegram, combined, an-
nounce a circulation of 155,194.

It should be noted, however, in connection with the Eve-
ning Telegram's circulation announcement that the Telegram
and Mail have been combined only a short time. And the figures,
155,194, announced this April, are less than the actual present
circulation, which is probably in the neighborhood of 200,000.

Frank Munsey, very punctilious, would rather understate
than overstate his circulation.

"Class circulation" doesn't seem to be a very healthy kind
of circulation. It dies easily.

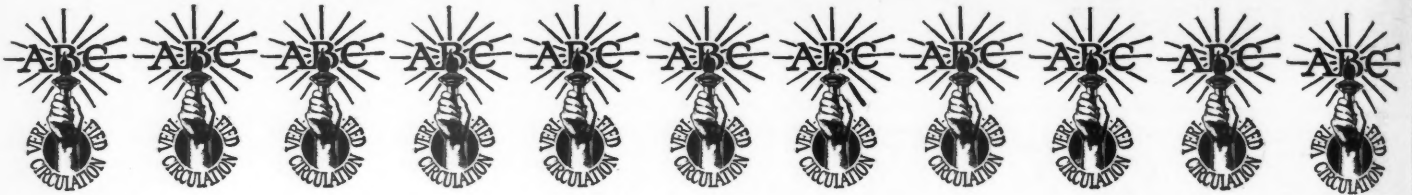
The Evening Journal isn't combined with anybody or any-
thing. It isn't CONTROLLED by anybody or anything. It is
the paper of ALL THE PEOPLE IN GREATER NEW YORK,
not the paper of any class, any district or any section.

The Evening Journal's net paid circulation to-day is 688,107,
and that circulation is growing and will continue to grow.

Circulation is the great thing, it is the strength of news-
papers, it is the great working agent of business, and the con-
centrated power with which the citizens express their opinions
through newspapers that REPRESENT THEM, make their
opinions and their wishes felt.

The Evening Journal dominates the evening field of cir-
culation and of advertising in the greatest city in the world; it has
done so for the past twenty-six years, and proposes to do so for
many a year to come.

It is the paper that is TAKEN HOME. It is the HOME
newspaper, and the POWERFUL newspaper.



The A. B. C. Celebrates Its Tenth Anniversary of Service to the Publishing and Advertising Professions in 1924

The Business Manager of a well-known Ohio newspaper, during a visit to the office of the Bureau on the day this announcement was written, said: "Mr. Clague, we are proud to be members of the A. B. C., because in the short decade of its existence it has done more to advance the standards of the publishing and advertising business than any other organization in the industry."

The Bureau rejoices, of course, in the receipt of this and many similar tributes to its work, but it modestly accepts second place to the A. N. P. A. and other organizations which are constantly striv-

ing to attain the same high ideals which actuated the founders in establishing the A. B. C. in 1914.

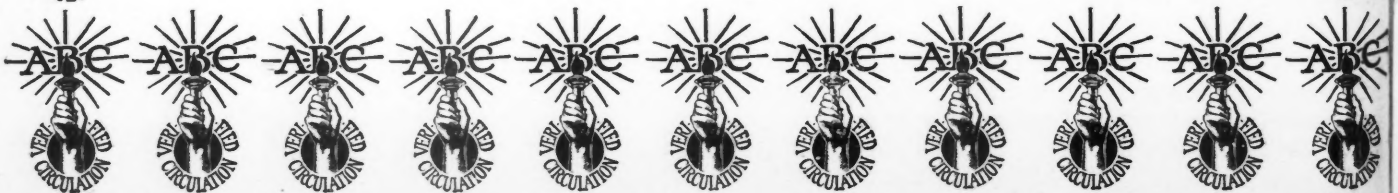
The Bureau does not claim infallibility. Bank examiners occasionally fail to reach rock bottom in their first examinations and the Bureau must also occasionally confess that 100% perfection has not been achieved.

But, with the whole-hearted support of those members of the A. N. P. A. who desire to eradicate the evils of circulation inflation, it looks forward to the second decade of its existence with renewed hope of helpful service.

STANLEY CLAGUE

*Managing Director, Audit Bureau of Circulations
202 South State Street, Chicago, Ill.*

|| P. S.—October of this year, 1924, will witness the greatest gathering of publishers, advertisers and advertising agents ever brought together in the West. Mark the date on your calendar—"Chicago, during the week of October 13-18." ||



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LOWER PRICE FOR NEWSPRINT CALLED "MISCHIEVOUS" BY BECK

Canadian Manufacturers' Spokesman Denies Overproduction, Says Newspapers Do Not Demand Reduction, Consolidations Have Bettered Market, and Business is Good

RUMORS current in New York and Montreal this week that newsprint paper price would drop from \$75 to \$70 per ton have not been given a hearty welcome by paper manufacturers. The present price of \$75 is fixed in many contracts until June 30. Even after that date nothing in the situation warrants predictions of a break in the market, according to Edward Beck, secretary of the Canadian Pulp & Paper Association. Despite a steady increase in Canadian and United States production over the large figures made in January and February, 1923, Mr. Beck does not believe that there is a surplus of paper above publishers' requirements.

"Consolidations of daily newspapers, such as those which have recently taken place in New York, and of which so much has been made," Mr. Beck declares, "have not affected the situation, except favorably. Consolidated newspapers, experience has shown, actually consume more paper than when they were operated as separate units. The explanation is that readers as a rule do not buy more than one newspaper and when that one suspends they transfer their custom to one of the survivors. It is also a fact that one strong newspaper is a better customer for the paper manufacturer than two weak ones."

"Consumption is well up to the average. A group of representative Sunday newspapers in the United States averaged 109 pages in March, the highest since October, 1923. A similar group of dailies averaged 28 pages for the first three months of 1924, exceeding the number for the corresponding period of 1923. Advertising ran 3 per cent more than last year."

"Paper manufacturers are facing higher, not lower, costs of production, Mr. Beck stated. There is less spot paper available than at any time for months and the price of this is holding well. There is no abnormal supply in the hands of consumers, nor is there any strong demand on the part of newspaper publishers for a lower price, his argument continued."

"No Canadian newsprint manufacturer, so far as I am aware, has reduced his contract price or is contemplating doing so, nor is there any reason to anticipate any such development in the near or remote future. The mischievous rumors that are going abroad have evidently been put out for a purpose, and they are without foundation and without the slightest authority," Mr. Beck concluded.

OLYMPIC DEADLINE MAY 15

Applications for Press Cards Must Be Filed By That Date

By G. LANGELAAN

(Paris Correspondent, Editor & Publisher)

PARIS, April 7.—Newspaper men planning to cover the Olympic games must have their requests for press cards in the hands of the press commission of the French Olympic Committee before May 15, according to an announcement by the Committee. Applications for press cards at Rugby and Association Football contests closed April 15.

The commission has served notice that only applications from professional journalists, countersigned by the editor of the newspaper or managing editor of the press agency interested, will be considered. The applications should be addressed to "Monsieur le President de la Commission de la Presse des Jeux Olympiques, 17 Boulevard Haussmann, Paris IX."

Foreign newspaper men will be granted half-rate railway fare from the frontier station and return, provided the request is accompanied by 2 photographs measuring 1½ by 2 inches. Identification cards

will be provided newspaper men, enabling them to take advantage of special facilities and favors while in Paris, if 2 more photographs of the same size are sent the press commission.

London Journalists Thank Coolidge

Frank Dilnot, representative of the London Press Club, called at the White House this week and presented a communication from the club thanking President Coolidge for the message he sent to London to be read at a dinner given by the London pressmen in honor of Ambassador Kellogg. Mr. Dilnot acknowledged that his call at the White House was only incidental to his visit to the United States. His chief reason for coming was to take home a bride. He was married last week to Miss Margaret Gregg of New York, daughter of the Rev. David Gregg.

Tribute to Charles H. Grasty

Publishers' Association of New York paid tribute to Charles H. Grasty, London correspondent of the New York Times, who recently died abroad, in a resolution made public this week. Grasty was described as "a writer of vision and ability" who had the confidence of world leaders and whose "high character, knowledge and experience brought him the admiration of his associates." His correspondence during and since the war was praised as an addition "to the sum of accurate and intelligent information of a momentous period."

Webster Buys Into Coast Daily

Harry S. Webster, business manager of the San Bernardino (Cal.) Sun, has acquired one-fourth interest in the Sun Company by purchase from R. C. Harbison. As the partnership now stands, Webster and James A. Guthrie each own one-fourth, and R. C. Harbison one-half. Besides the Sun, the company publishes the San Bernardino Evening Telegram. Webster has been a member of the Sun organization for 12 years.

Intertype Makes Quarterly Report

Net profits of the Intertype Corporation, Brooklyn, N. Y., for the first quarter of the year 1924 ended March 31, were \$207,058.74, it was announced this week. For the same period in 1923 they were \$203,389.23, and in 1922, \$183,257.09.

Ochs to Dine Fellow A. P. Directors

Adolph S. Ochs, publisher of the New York Times, will give a dinner Saturday night, April 19, to fellow members of the Associated Press Board of Directors and executives of the Associated Press, at the Times Annex.

Flag Days Will Soon Be Here

PRESIDENTIAL YEAR ALWAYS BRINGS A BIG DEMAND FOR FLAGS. Make sure of delivery and special low prices by placing your orders now!

We have the largest stock of flags in this country. Advance orders already total over one hundred thousand flags. We will give you special advance dating—no immediate investment.

We offer our famous GLORIA BUNTING Flag, which is made of real bunting, with sewed stripes, printed Unions, guaranteed fast colors. Can furnish any size flag—with or without the pole outfit.

Write Today for Special Low Prices—Don't Delay!

S. BLAKE WILLSDEN

"Premiums for Particular People"

29 East Madison St. Chicago

We Represent NEWSPAPERS

If—

you are contemplating a change in representation in the New York, Chicago and Pacific Coast fields—

it might pay us both if you would

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GOTHAM'S GAY RIALTO CHARTED FOR A. N. P. A.

Path Through Stageland's Tinsel and Tatters Marked By New York Dramatic Critics—Theaters Offer Smart Musical Comedies and Revues Leavened With Drama

By BIDE DUDLEY

Dramatic Critic, N. Y. Evening World

THIS story is for newspaper men. The editors know they are in New York—at least, they know it most of the time; they are not here to discuss weighty problems, to any great extent, but rather to swap yarns at the Waldorf-Astoria and go to shows.

In asking us to advise the visiting newspapermen about the shows along Broadway, EDITOR & PUBLISHER has given us a great responsibility. We want no pilgrim seeking us out and wailing, "You made me what I am today, I hope you're satisfied." Above all things, we must not let the editors drift into theatres where newspaper men are depicted on the stage. They wouldn't understand what the stage scribes were driving at. So, you see, we must proceed with caution.

For those who like musical shows there is a plenteous supply in the Rialto District.

Florenz Ziegfeld, who can feel the presence of a beautiful woman a block away, is doing business at the old stand—the New Amsterdam Theatre—with a *Follies*. About eighty girls inhabit this show and a smile from any one of them could make the average husband complain about his wife's cooking.

Another Ziegfeld piece is *Kid Boots*, at the Earl Carroll Theatre. In this one we have Eddie Cantor who has washed up his face and most of his jokes. It is a good, lively show with plenty of everything but tickets at the box office. Try and get in!

The *Music Box Revue*, bearing the Irving Berlin stamp, is so entertaining that old Ed Howe, while here recently, said it was one of the best he had ever seen.

Next door to The Music Box is the Imperial and it houses a happy musical

WOOLLCOTT TELLS THE TEN BEST WITH TEN ADJECTIVES

By Alexander Woollcott

Dramatic Critic, New York Sun

SINCE it is a national vice to go about making up little lists of the ten best this and the ten best that, I have become sufficiently infected to submit herewith the list of my own favorites among the plays now running (or maybe just jogging along) in New York.

They are submitted as either a guide or a warning. And since it is a little weakness of dramatic critics to use two columns in which to say what a good reporter would put in one paragraph, I have heroically confined the accompanying commentary to one word for each play. Here are the ten:—

- "Cyrano de Bergerac"—at the National. *Glamorous*.
- "The Swan"—At the Cort. *Suave*.
- "The Show Off"—At the Playhouse. *True*.
- "Saint Joan"—At the Empire. *Stimulating*.
- "Expressing Willie"—At the 48th Street. *Merry*.
- "Beggars on Horseback"—At the Broadhurst. *Withering*.
- "The Miracle"—At the Century. *Stupefying*.
- "Outward Bound"—At the Ritz. *Admonitory*.
- "Rain"—At the Maxine Elliott. *Purgative*.
- "Fata Morgana"—At the Lyceum. *Aphrodisiac*.

TRY "THE SHOW-OFF"—IT'S GREAT, SAYS BROWN

By Heywood Brown

Dramatic Critic, New York World

OF course when a newspaper critic says, "Here are the best plays in New York," he is actually saying, "These are the plays which I enjoyed most."

On that basis this is my list: *The Show-Off*, *Expressing Willie*, *Beggar on Horseback*, *Cyrano de Bergerac*, *Fata Morgana*, *Outward Bound*, *The Swan*, *The Potters* and *Saint Joan*.

No musical shows are in the list because I haven't seen all the revues and anyway people agree less about musical shows than about any other form of theatrical entertainment.

My play list is not in the order of merit but if I were recommending just one play it would be *The Show-Off*. I cannot conceive anybody's going to this play and disliking it. Unless I am much mistaken the comedy has an appeal for all sorts of people.

To my mind *Saint Joan* is infinitely the finest thing in town, but there are dull spots and possibly you don't like Shaw.

The Swan seems a safe bet and I have the same feeling about *Expressing Willie*.

Still, in regard to none of the plays can I absolutely guarantee satisfaction. The theatre goer must always take a chance. That's part of the fun of theatre going.

show, *Mary Jane McKane*, starring Mary Hay and Hal Skelly.

Vogues, a new revue at the Shubert Theatre, exists principally because of the excellent work of Allen and Savo, comedians; Odette Myrtil, French ingenue, and little Irene Delroy, a pint-sized dancer of ability. This one has beautiful girls in clothes. On the other hand, *Artists and Models*, at the Winter Garden, offers its feminine pulchritude bare and bobbed. The girls are pretty but we don't suppose many of the visiting editors will want to see them *sans* clothing.

At the Globe Theatre is a jolly, fast-moving, clean musical comedy called *Stepping Stones*, starring Fred Stone and featuring his pretty little daughter, Dorothy. This is a show to see, enjoy and explain to the wife and family back home. Not a blush in this one!

Lollipop, down at the Knickerbocker, is another one for mother and the girls, with Dad glad he went if he happens to

trail along. It is fast-moving musical comedy with Ada May as principal person.

Poppy, at the Apollo, will please, also. Madge Kennedy and W. C. Fields—the latter screamingly funny—make this one a hit.

Paradise Alley, at the Casino, will take you back to the days of "Sweet Rosie O'Grady." It has a heart story about a little Irish girl with Helen Shipman as the girl. It is pleasing entertainment.

Rather conventional, yet worth while, are *Mr. Battling Butler*, at the Times Square, and *Sitting Pretty*, at the Fulton.

Charlot's Revue, at the Selwyn, is English from top to bottom, but it has caught on wonderfully in New York.

At the Central is a musical piece called *Sweet Little Devil* in which Constance Binney appears to advantage. It is entertaining in an unobtrusive way.

Little Jessie James, at the Little Theatre, is the show that made the song, "I Love You," which, in turn, "made" the show.

Moonlight, starring Julia Sanderson, at the Longacre, has good music and the ever-attractive Julia.

At the Colonial is an all-colored show called *Runnin' Wild* that is the best of its kind.

Dramas and comedies are so plentiful, we'll give each a paragraph of descriptive opinion:

Outward Bound, at the Ritz, shows a ship en route to the next world with its crew and all passengers dead. It is for people who like to think.

The Show-Off, at the Playhouse, concerns a fellow you know. He is the small-salaried clerk who talks as though he owned the Standard Oil Company. Clean and very funny!

Rain, at Maxine Elliott's, is a fascinating story of a girl and a preacher on an island. Adults only, please!

The Nervous Wreck, at the Sam H. Harris, would make the Sphinx laugh. It's about another fellow you know—the one who isn't sick but wants to be. Take the whole family.

Abie's Irish Rose, at the Republic, is that Irish-Jewish comedy you've heard so much about. Conventional hokum, but making a million for its producer.

Spring Cleaning, at the Eltinge, shows (Continued on page 48)



Syracuse has a population that ranges high in wages—incomes—home ownership and intelligence. There are proportionately fewer hand to mouth and poor folks, fewer illiterates, fewer of the shiftless class than in most other large cities. And consequently the buyer percentage is higher, response to advertising quicker and more pronounced. Nearly every commodity manufacturer's sales statistics prove this conclusively.

These people of Syracuse are not fickle, not quick to abandon fixed institutions, nor change established customs, and yet in a comparatively few years they have by their votes of preference in a circulation way put the

SYRACUSE JOURNAL

in the place of leadership in the afternoon field.

Its average net paid daily circulation for the six months ending March 31, 1924, was

42,103 COPIES

No stunts—no schemes—no premiums—just an everlastingly good newspaper serving Syracuse and its territory faithfully and unselfishly.

The SYRACUSE JOURNAL has the largest circulation in Syracuse and Central New York.

THE JOHN BUDD COMPANY
National Advertising Representatives

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Seattle

BUY ON THE RISING MARKET

The Average Daily Net Paid Circulation of The Baltimore News in July, 1923, was..... 96,670

Week Ending April 13, 1924, Net Paid Daily Circulation was.....117,353

GAIN . . 20,683

No Premiums! No Contests!

Such rapid growth in any business which employs no stimulants other than the quality of the product sold can spring from only one thing—

CONSUMER DEMAND

Confidence Worth More Than Capital

It's confidence rather than capital that makes a successful business. The confidence of the public in your integrity—business principles and policies—is the key to business success.

The Tribune has for years enjoyed the confidence of the reading and advertising public. No better example of the public's confidence in its policies and standing as an advertising medium can be shown than by the following information regarding circulation and advertising patronage:

Salt Lake Tribune's average net paid circulation for January, February and March, 1924, and the three months' average.

	DAILY				SUNDAY			
	Jan-uary	Feb-ruary	March	Three Months' Average	Jan-uary	Feb-ruary	March	Three Months' Average
CITY--								
Carrier Delivery	15,242	15,328	15,508	15,359	15,292	15,352	15,545	15,396
News Dealers	596	623	635	618	2,284	2,340	2,371	2,332
Street Sales	1,127	1,201	1,251	1,193	7,875	8,150	8,800	8,275
Counter Sales	33	36	31	33	48	34	43	42
Mail	11	14	15	14	9	10	10	9
TOTAL CITY	17,009	17,202	17,440	17,217	25,508	25,886	26,769	26,054
SUBURBAN	5,716	5,744	6,135	5,865	8,719	8,816	9,995	9,177
TOTAL CITY and SUBURBAN	22,725	22,946	23,575	23,082	34,227	34,702	36,764	35,231
COUNTRY	19,569	20,064	20,115	19,916	37,141	38,487	37,588	37,739
BULK SALES	98	97	110	102	96	92	122	103
TOTAL NET PAID	42,392	43,107	43,800	43,100	71,464	73,281	74,474	73,073

Advertising Space Comparison of the three Salt Lake Newspapers for the three months ending March 31st, 1923 and 1924, in agate lines.

	1923	1924	Gain	Loss	
Local Display	1142498	1236046	93548		TRIBUNE exceeded--
Second Paper	997766	956998		40768	Second Paper--279048
Third Paper	637322	569100		68222	Third Paper---666946
National	527408	542976	15568		TRIBUNE exceeded--
Second Paper	270942	279370	8428		Second Paper--263606
Third Paper	159376	165522	6146		Third Paper---377454
Both Second and Third Papers					98084
Classified	478324	492324	14000		TRIBUNE exceeded--
Second Paper	260666	210476		50190	Second Paper--281848
Third Paper	127190	143850	16660		Third Paper---348474
Both Second and Third Papers					137998
Legal	21154	46340	25186		
TRIBUNE	47712	33544		14168	
Third Paper	41440	11816		29624	
Total Space	2195942	2304890	108948		TRIBUNE exceeded--
Second Paper	1459248	1344812		114436	Second Paper--960078
Third Paper	1056608	1038660		17948	Third Paper--1266230
Automobile Display (included in Local and National)	152236	198534	46298		TRIBUNE exceeded--
Second Paper	71372	65576		5796	Second Paper--132958
Third Paper	54950	58212	3262		Third Paper---140322
Both Second and Third Papers					74746
Automobile Classified (included in Classified)	44352	43484		868	TRIBUNE exceeded--
Second Paper	27300	19572		7728	Second Paper-- 23912
Third Paper	13706	15246	1540		Third Paper--- 28238
Both Second and Third Papers					8666

Tribune
Salt Lake City

National Advertising Representatives

EAST OF ROCKY MOUNTAINS
The S. C. Beckwith Special Agency—
New York, Chicago, Detroit, St. Louis,
Kansas City, Atlanta.

PACIFIC COAST
M. C. Mogensen & Co., Inc.—
San Francisco, Los Angeles, Seattle.

PUBLISHERS USE ADS IN POSTAL FIGHT

The Conference, Acting for Publishers' Associations, Protests Rate Increase in Washington Dailies—Urge Letters to Congress

The campaign of the American Publishers' Conference to forestall increases in second class mail matter threatened as the result of pending legislation providing pay advances for postal employees was begun in earnest this week. The Conference, which represents the Agricultural Papers Association, Associated Business Papers, National Editorial Association, National Publishers' Association and Southern Newspaper Publishers' Association, addressed an open letter to Congress, which appeared in half-page advertisements in the Washington newspapers calling attention to the present high rates prevailing in second class matter.

"Since the war revenue act of 1917," says the letter, "the publishers of the United States have been paying the Post Office Department an increase of 300 per cent. All other items in the measure have been revised. Even the increase in first class matter was immediately reduced from 3 cents to 2 cents. From 1885 to 1918 the publishers paid a one cent per pound flat rate."

The publishers demand to know of Congress why it is asserted that publications are subsidized in mail rates by the Government when other agencies can transport those publications at lower rates; why second class doesn't pay its way when the Government enjoys rates 50 per cent lower than private interests, while the rates charged by the Government exceeds those obtainable by publishers using other means of transportation; why Congress should increase postal salaries now and postal rates to pay for the salary advances when Congress has just appropriated \$500,000 to weigh and count all classes of mail, figures upon which are being compiled as rapidly as possible and will be a basis for an intelligent consideration of all rates.

The action of the publishers is based upon the congressional consideration of the so-called Kelly-Edge bill and the Paige bill providing for pay increases which will amount to \$122,000,000 the first year and \$150,000,000 annually thereafter.

Neither measure provides additional revenue sufficient to take care of the pay advances, but the Paige bill does place the burden largely on parcel post. A substitute measure suggested by Postmaster General New provides for pay adjustments totaling \$43,000,000 annually, and carrying rate increases of second, third, and fourth class matter. Mr. New's proposal would increase second class rates approximately \$5,000,000 annually, and his contention is that the parcel post rates cannot be advanced to a point sufficient to take care of the salary increases.

A. C. Pearson, chairman of the Publishers' Conference, has addressed a letter to all members of the organizations affiliated with the Conference urging them to get in touch with their Congressmen on the subject and request to be heard before the salary or the rate increases are approved.

While members of the House Committee on Post Offices and Post Roads seem generally to believe parcel post rates should be increased to make possible a raise in salaries of postal clerks, Postmaster General New this week proposed raising the rates on second class matter, including newspapers.

Text of New's proposal follows: "That Section 1101, paragraph B, of the act of Oct. 3, 1917 (Fortieth Statutes at Large, page 327), fixing rates of postage on publications entered as second class matter, is amended to read as follows:

"(B) In the case of the portion of such publication devoted to the advertisements the rates per pound or fraction thereof applicable to second class matter shall be as follows (where the space devoted to advertisements does not exceed 5 per

centum of the total space the rate of postage shall be the same as if the whole of such publication was devoted to matter other than advertisements): On and after July 1, 1924, for the first and second zones, 3½ cents; for the third zone, 4½ cents; for the fourth zone, 5¼ cents; for the fifth zone, 6 cents; for the sixth zone, 7 cents; for the seventh zone, 9 cents, and for the eighth zone, 10 cents."

The substitute presented by the Postmaster General provides for increasing the rates on advertising matter in the first and second zones 1½ cents a pound, in the third zone 1¼ cents a pound and in the fourth zone ¼ cent a pound.

OHIO A. P. EDITORS ELECT

Pauly of Middletown Journal Continues as President

Frank B. Pauly, manager of the Middletown (O.) Journal, was re-elected president of the Associated Press editors of Ohio at the ninth annual convention held recently at Middletown.

R. J. Dustman, Columbus correspondent of the A. P., was re-elected secretary and treasurer.

The organization voted to make Columbus their permanent meeting place, beginning with 1925.

At a banquet at Hotel Manchester the program included addresses by Edgar T. Cutler, superintendent of the Central Division, Chicago; Milton Garges, chief of the traffic department, New York; E. T. Wolford, Chicago, traffic chief of the Central Division, and F. J. Flickinger, a former Associated Press operator.

GOTHAM'S GAY RIALTO CHARTED FOR A. N. P. A.

(Continued from page 46)

how a husband taught his frivolous wife a lesson by employing a street-walker. Nineteen the minimum age-limit here!

Hell Bent For Heaven, at the Frazee, is a drama of the Southern hill country. It will hold your interest.

Nancy Ann, starring Francine Larrimore, at the 39th Street, is a Harvard prize play. It is about actresses and is stagey, but real fun isn't lacking. Francine is cute, boys.

Sun Up, at the Princess, is an intense drama of the Southern mountains. If you like trip-hammer emotional stuff, there it is.

The Shame Woman, at the Comedy, is by the author of "Sun Up." It is another gripping melodrama with a Southern rough country locale.

Saint Joan, at the Empire, is the Theatre Guild's production of Shaw's play of the Maid of Orleans. Like Shaw? O. K., then see this one. No? Then pass it up.

The Swan, at the Cort, is Molnar's best comedy. Women and girls will love on it, as it tells of the unrequited love of a princess.

Leah Kleschna, at the Lyric, is William A. Brady's revival of the old McLellan drama, superbly cast.

Sweet Seventeen, at the Gaiety, is a sugary little comedy in which Marion Mears, a newcomer, and a dog have a lot of fun. Women and children first, here!

The Pottery, at the Plymouth, is a comedy the whole family must see. Father will see himself on the stage and mother will see father's wife. And as for those people who live next door—oh, they're there, too.

Seventh Heaven, at the Booth, is an absorbing French war drama, laid in the Paris slums. It has been at the Booth a year. No place for hangers.

Fata Morgana, at the Lyceum, is another Theatre Guild importation. Emily Stevens is the principal player. It tells of a youth's affair with a married woman older than he. Minimum age 21 in this case.

Man and the Masses, at the Garrick, also claims the Theatre Guild as its parent. Artistic drama, for the artistically-inclined.

The Outsider, at the Ambassador, starring Lionel Atwill, is an interesting drama based on medicine and surgery. It will hold your attention.

Expressing Willie, at the 48th Street, is a comedy by Rachel Crothers. The Equity Players produced it. Good, clean fun for all, with the young folks doing most of the applauding.

Cheaper to Marry, at the 49th Street, is a Samuel Shipman drama which involves sex and family matters. It has a punch for the sophisticated.

Cyrano de Bergerac, at the National, offers Walter Hampden at his best. It will please lovers of good acting, but not admirers of hokum.

The Miracle, at the Century, is a big religious pantomime, employing almost 400 people. While it will never relieve the tired business man's fatigue, it is worth seeing because of its amazing size.

The Keith shows at the Hippodrome are elaborate vaudeville. Each week this biggest theatre in the world offers new features.

Now you have New York's current stage entertainment bill of fare. As for other pleasures about the White Light District, we cannot say, but we have been reliably informed that the city is absolutely dry.

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,
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ODHAMS PRESS, LTD.
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Colored Comic Printing

Clean, fresh prints, brilliantly colored, perfect in registry, always assured for your colored comic classics

PROMPT AND RELIABLE SHIPMENTS

QUALITY
PRINTING

THE ARIZONA REPUBLICAN
Phoenix, Arizona
(to the Bell Syndicate, New York)

"You are to be congratulated on the wonderful printing that is being done on our sheet by the World Color Printing Company. We have compared it with others that are printed by ourselves and others that are printed by printers and we find that ours is generally the very best that we have been able to find."

ON TIME
SERVICE

THE HERALD-DISPATCH
Huntington, West Virginia

"Incidentally, we want to observe that your service has been very good and delivery has been made on time most consistently, and we appreciate very much the attention you are giving us."

We can print any combination in make-up for publishers supplying mats.

Write or wire for samples and prices today.

THE WORLD COLOR PRINTING CO.

100—R. S. GRABLE, PRES.

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COLOR PRINTERS TO THE NATION'S PUBLISHERS

AT THE CONVENTION
ROOM 144

Few Papers—(if any)—surpass the

TRENTON
NEW JERSEY

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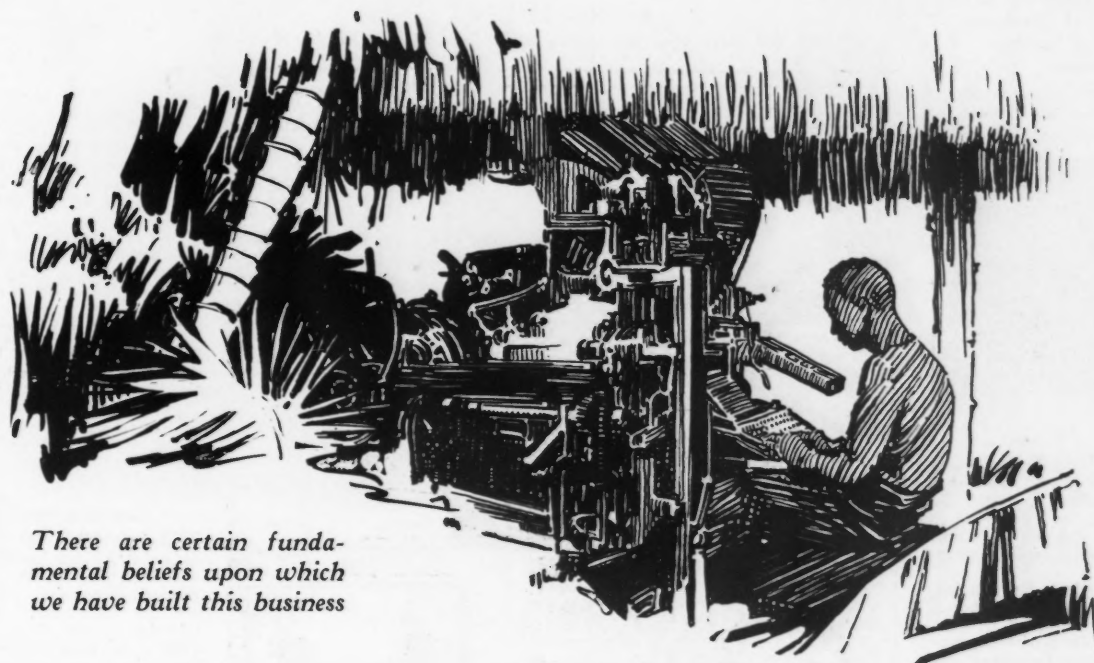
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 36,483 Member A. B. C.

KELLY-SMITH CO.

Marlborough Bldg. Lytton Bldg.
New York Chicago



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.

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

WOMAN RULES SOVIET NEWS, EATON SAYS

London Mail Correspondent Arrested as Spy—Tells of Simianova, Real Chief of Foreign Department

Life of a newspaper correspondent in Russia is agreeable, most pleasant, in fact, as long as the correspondent agrees to handle Bolshevik propaganda.



RICHARD EATON

Let him attempt to send real news! Then Simianova, "The Merciless," beautiful blond haired woman, real chief of the Soviet Foreign Department, acts; and arrest, imprisonment and possible death by shooting awaits the unfortunate newspaper man.

This was told EDITOR & PUBLISHER this week by Richard Eaton, who went to Russia for the London Daily Mail and the Paris Matin. He says he chose to seek the truth, was arrested as a spy, thrown into prison, and escaped by bribing the jailer.

Eaton is in New York on vacation. He plans to return abroad about May 3, to continue newspaper work, but, he adds, not in Russia, since the Soviet Government has issued a decree forbidding any representative of the London Daily Mail from entering that country.

EDITOR & PUBLISHER found Eaton at the Harvard Club, New York. He is a young chap, only 27, slight of build and walks with a limp. He speaks in a nervous, jumpy fashion.

"It is impossible to get real news from Russia, unless it is brought beyond the border and dispatched from other countries," Eaton said.

"If a newspaper correspondent wishes to stay in the country and is willing to send out a certain amount of Bolshevik propaganda, he is treated very well. If not, he is invariably—"

Eaton laughed and shrugged his shoulders. Then he proceeded to tell the sensational story of his narrow escape.

"I went into Russia on June 10, last, from Reval, Esthonia," he said. "I was arrested in Moscow on a charge of being a spy."

"With 30 others I was thrown in a room not large enough for more than 18 persons. This room was directly above the execution chamber, and we could hear the shrieks of these doomed unfortunates."

"There were no beds. Our food was unfit to eat. For four days I was in that room, before I was brought face to face with the most remarkable woman in Russia, Simianova, known as 'The Merciless,' and the real chief of the Foreign Department. She is less than 30 years of age, beautiful, a blond with blue eyes."

"After questioning me, she demanded that I confess I was a spy. I refused. She turned me over to one of her assistants and said:

"He must be shot."
"The next 48 hours I spent in a cell no larger than a closet. Again I was taken before Simianova."

"Is it necessary to say I was relieved when she told me she regretted that she could not have me shot just then?"

"Simianova sent me to the Burtrik prison on the outskirts of Moscow."

"I had concealed some money between the soles of my shoes and finally obtained my release by bribing a jailer to take word of my plight to the British mission. I was escorted to the frontier, but my personal effects and my credentials were confiscated."

In addition to the London Daily Mail and Paris Matin, Eaton said he has been associated at various times with the Westminster Gazette, Echo de Paris and Manchester Guardian.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By BUD FISHER

Mutt and Jeff Made Him the Highest Paid Comic Artist in the World



"I started like everyone else, I guess," said Bud Fisher. "I was born."

"Where and when?"
"In San Francisco on April 3rd, 1885, but I didn't stay there long. We moved about rather rapidly on account of my father's business. My mother and father lived in Portland, Ore., Chicago and Milwaukee before I was 7 years old."

In answering the question as to how he happened to begin Fisher said:

"As long as I remember I have tried to draw. This art of mine caused some dispute in the family. My father was opposed to it and said I was wasting time, while my mother encouraged me in it. Perhaps my father objected because I used to make pictures on his collars, either when on or off. It made no difference to me if I saw a good chance."

Mr. Fisher then told how his famous comic strip got its first start on the San Francisco Chronicle. He used to spend much time on the race track searching for ideas to incorporate in the now famous Mutt and Jeff series. One day it struck him

that a composite character embodying all the little foibles and querness of the typical short-sport would go big. It did. For as soon as A. Mutt was born, showing the latent humor in the fellows that

Newspaper Representation

One of our publishers announces: "Our February, 1924, national lineage exceeds the same month of 1923 by 52%. Yes, it is quite a gain."

Another says: "We are pleased with the fine showing made in the national field and want you to know that your representation of our paper is proving increasingly satisfactory both as to volume of business delivered and as to the character of your service which is promoting the prestige and good will of our paper with advertisers and agencies."

Still another says: "Your aggressive and intelligent handling of our national advertising problems has had the effect of largely increasing our national lineage during the year. We highly appreciate your good work for us and wish you further success."

Publishers, advertisers and advertising agents will testify to the keen co-operation rendered by this organization. Ask the men we serve.

CHAS. H. EDDY CO.
(Est. 1896)

NATIONAL ADVERTISING SERVICE

NEW YORK—Park-Lexington Bldg.
CHICAGO—Wrigley Bldg.
BOSTON—Old South Bldg.

EVENING HERALD
Los Angeles, Calif.
Gained 29,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,958 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

hang around the stables with their nose in the feed-bag eager for free tips, it was greeted with approval.

The character of Jeff didn't come into being until some time later when Bud Fisher felt the need of a running mate for the widely known Mutt. Mr. Fisher is a close student of mass psychology and he knows, perhaps better than any other cartoonist, just what will appeal to the greatest number of people at any given time. Hence the success of Mutt and Jeff.

Later Fisher felt that there was a wider field in New York. He came to the big city and soon John N. Wheeler persuaded him that he would get a better return for his unusual talent if the work was syndicated.

It was a success and through the syndication of his cartoons by the Bell Syndicate, Fisher is known as the highest salaried comic artist in the world.

New York Telegram Not for Sale

Edwin S. Friendly, business manager of the New York Sun, stated this week the New York Telegram and Evening Mail, Munsey publication, was not for sale and had not been offered for sale. Fresh rumors circulated this week were to the effect William Randolph Hearst intended to buy it.

Gay to Return to Harvard

Edwin F. Gay, for 4 years publisher of the New York Evening Post, has been appointed professor of economic history at Harvard University. He will assume the post in September. Before becoming publisher of the Post, Gay was an instructor of economics at Harvard and Dean of the Graduate School of Business Administration.

Industries Offer \$100 Editorial Prize

The Associated Industries of Oregon, through Dan C. Freeman, manager, have instituted a contest among Oregon editors, offering a prize of \$100 for the most constructive editorial upon the advantages gained by a community in united support of its own industries.

A Safe Landing Field

DONT ENTER THE FOURTH STATE BLINDLY

OHIO

850,000 PROSPEROUS PEOPLE IN THIS CIRCLE OF EIGHTEEN COUNTIES

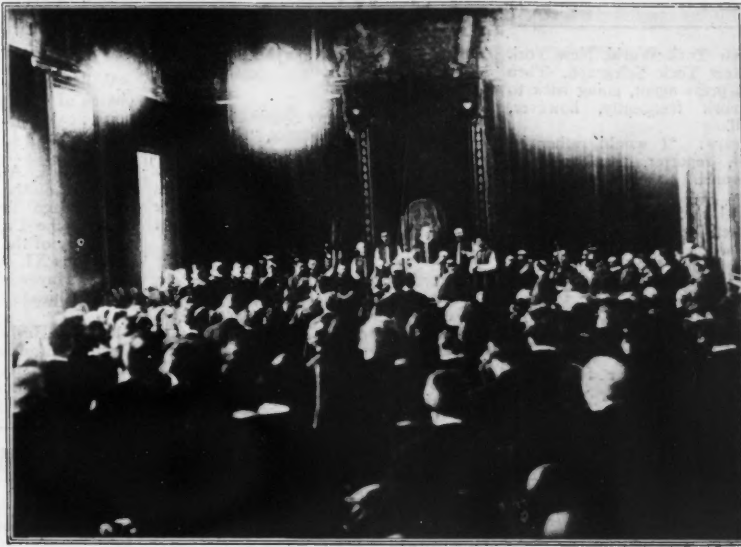
This Survey Free

"A Safe Landing Field for the National Advertiser"

Sent upon request to sales and advertising managers. In this fertile field of eighteen counties there are \$2,612,667,855.00 spent each year for necessities and luxuries. It's 93.2-10% native born territory. Four hundred and thirty-two national advertisers covered Central Ohio alone through The Dispatch in 1923.

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

The first and exclusive photo of the Consistory at Rome, when Pope Pius XI elevated Archbishops Mundelein of Chicago and Hayes of New York to the Cardinalate. Below, Cardinal Hayes in his vestments.

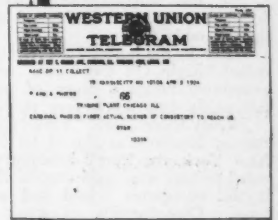


Another exclusive photo at Rome, showing Cardinal Mundelein before the ceremony.

P. & A. BEATS

The Consistory took place at Rome on March 27, 1924, and P. & A. Pictures arrived in this country on April 7 and were first published on April 8 enabling many P. & A. clients to secure beats. A partial list of papers reporting beats on this story are:

- Kansas City Star
- Atlanta Journal
- New Bedford Standard
- Youngstown Citizen
- San Antonio La Prensa
- Oklahoma City Oklahoman
- Birmingham News
- New Britain Herald
- Burlington Free Press
- Duluth News Tribune
- Watertown Times



First as usual TO MEET THIS PICTURE AGE
with pictures of the Consistory
at Rome and the new Cardinals

Come in and get acquainted with a real Picture Syndicate

(P. & A. Exhibit at the A. N. P. A. Convention Men's Lounge, Waldorf-Astoria)

What a difference!

Look at the old-time posed photo of the ball-player of the 80's—it's Billy Sunday, Pittsburg centerfielder, by the way, before he hit the trail—note the heroic, unnatural stance as he greets the ball suspended from a cord. Then look at the action photo of the modern player—Jumping Joe Dugan, third-sacker of the Yankees.

Just such an improvement has been made in news pictures. And there is just that difference between the true-to-life P. & A. photos and the old tintype-like photos current in newspaperdom.



Pull up a chair at the P. & A. booth—have a cigar—reminisce a bit for conversational purposes—pick out any important story of the past year. Ask the P. & A. representative what P. & A. did on it and *how*. That "how" is interesting!

The unobtrusive click of the P. & A. camera has been the little spark that has launched many a beat for P. & A. clients. Covering the news-centers of the world, P. & A. photographers are ever on the alert for news pictures. These men are actual camera reporters who radiate from our branch offices on definite assignments as well

as on hunch-instruction to anticipate an expected event.

With P. & A. service you are assured the best news and feature pictures. You are also given protection by a distributing system that works day and night in the interests of P. & A. clients. On the Consistory story P. & A. placed prints on four steamers bound for this country in order that distribution might be made from more than one source—just another point that shows to what extent P. & A. will go in the interests of its clients—and all at no premium or extra cost. For further information—phone, write or wire nearest P. & A. office.

Pacific & Atlantic Photos, Inc.

Organized in December 1921, by THE CHICAGO TRIBUNE and THE NEWS, New York's Picture Newspaper

HOME OFFICE. 25 PARK PLACE, NEW YORK

- | | | | | |
|--------------|------------|---------------|---------|--------|
| BOSTON | CHICAGO | LOS ANGELES | SEATTLE | PARIS |
| PHILADELPHIA | WASHINGTON | SAN FRANCISCO | LONDON | BERLIN |

TO MEET THIS PICTURE AGE is P. & A.'s booklet—write for it!

WHAT'S WHAT IN THE FEATURE FIELD

NELLIE REVELL, whose column of comment, "Nellie Revell Says" will be released to newspapers about May 1, by the McNaught Syndicate, Inc., writes Optimism with a capital "O," while seated in a wheelchair, at her hotel in New York's "White Light" district.

In 1919, she was stricken with what doctors thought an incurable disease. For 4 years she lay helpless in a New York hospital. During the last 2 years she has been writing for newspapers, returning to her first love, after a fling as press agent.

She has startled the entire country by her persistent faith and optimism against odds.

While in the hospital she wrote a book called "Right Off the Chest," and on its promotion hangs a story of newspaper fellowship and subtle free publicity.

Twenty-three New York cartoonists met at luncheon at the Hotel Somerset, New York, the Revell headquarters, and voted to pass the word around that their invalid newspaper friend had written a book. Consequently, in many of the comic strips syndicated throughout the country there has appeared, as a background to the comic characters, a placard calling attention to "Right Off the Chest." In this way, it is estimated, the advertisement was given a free circulation to 17,000,000.

Nellie Revell started newspaper work when she was 12 years old on the Springfield (Ill.) Register. She worked for the Denver Post, San Francisco



NELLIE REVELL

Chronicle, New York World, New York Press, and New York Telegraph. Then she became a press agent, going back to newspaper work frequently, however, until taken ill.

Now she says: "I would rather be Nellie Revell, reporter, than anything else in the world."

Christy Walsh Syndicate announces that free tickets to the baseball game April 22, between the Giants and the Boston Braves at the Polo Grounds, and also for the opening game of the American League season at the Yankee Stadium, April 23, will be available to A. N. P. A. and A. P. convention delegates at the Syndicate's booth, Waldorf Hotel. Behind this popular feature is the hospitality of Charles A. Stoneham, president of the Giants, and Col. Jacob Ruppert, president of the Yankees. Visiting editors are invited as the personal guests of Manager McGraw of the Giants, and Babe Ruth and Manager Huggins of the Yankees, all three of whom write for the Christy Walsh Syndicate.

William Allen White, editor of the Emporia (Kan.) Gazette, and Ring Lardner, well-known humorist, will cover the National Republican Convention at Cleveland and the National Democratic Convention at New York, next June, for the Bell Syndicate, New York.

Gene Carr, cartoonist, who created "Metropolitan Movies" for the New York World, is drawing a new comic strip for the McClure Newspaper Syndicate, entitled "The Baxter Beasleys." It will be released May 5, and will run daily.

Ruby M. Ayers has written a new serial story for syndication to newspapers through the McClure Newspaper

Syndicate. It is called "Paul in Possession." Release is set for May 19.

Regina (Sask) Leader and Post has been admitted to membership in the North American Newspaper Alliance. Member newspapers now total 69.

McClure Newspaper Syndicate is offering two new radio features, "Hot Off the Grid," a column of news of the latest radio ideas by Thomas Elway, and a radio comic strip drawn by James Henderson, cartoonist on the Providence (R. I.) Journal. Syndication is to start May 5.

Edward N. Dolbey, Jr., has been appointed sales manager, eastern division, of the National Newspaper Service, 326 W. Madison street, Chicago. His office will be in New York.

Within a month United Feature Syndicate will start syndication of a weekly humorous article on current events, written by Eddie Cantor.

Raymond Carroll, who has been writing a New York letter for the Philadelphia Public Ledger Syndicate, sailed for abroad April 12, on the S.S. Olympic. Joe Jordan, for 20 years reporter and special writer for the New York Evening World, is now conducting Carroll's column, which runs under the caption, "Sought, Seen and Heard." It is understood Carroll will write a letter for newspaper syndication from the Paris Boulevards.

Interesting and hitherto unpublished episodes in the life of Theodore Roosevelt are being collected and edited by Ethel Armes for release in series form to newspapers by the United Feature Syndicate. Material for the series comes from letters written by people all over the country to the Roosevelt Memorial Association, New York. The collection will be published later in book form.

Captain Bruce Bairnsfather, creator of "The Better 'Ole," who has been taking his "Old Bill" on a tour of the United States for the King Feature Syndicate, returned to England, April 15, on board the Cunarder Aquitania.

Will Irwin will cover the picturesque phases of both national political conventions next June for the United Feature Syndicate.

Pacific & Atlantic Photos, Inc., the syndicate of the New York Daily News and Chicago Tribune, brought first pictures to the United States of the secret consistory of the Vatican, Rome, at which Pope Pius XI, on March 24, raised Archbishop Hayes of New York and Mundelein of Chicago to the Cardinalate.

Kadel & Herbert, pictorial news service, New York, announced this week the purchase of the stock of "News Events" including thousands of negatives and photographs from all parts of the world.

THE TACOMA NEWS TRIBUNE

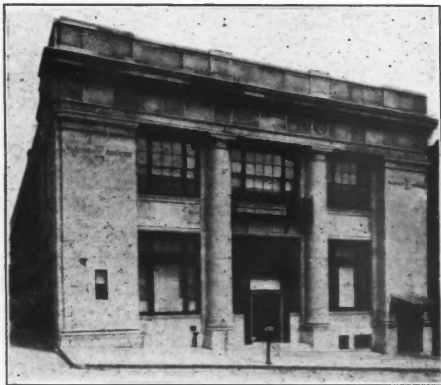
TACOMA TRADE TERRITORY

Frank S. Baker, President
 David J. Randall, 341 Fifth Ave. New York City
 Charles B. Walsh, Editor and Gen. Mgr.
 R. J. Bidwell & Co., Chicago, Illinois
 San Francisco and Los Angeles, Cal.

Combined Circulation over 17,000 copies daily

THE OBSERVER

MORNING



Observer Publishing Co.
 New Home Washington, Pa.

THE REPORTER

EVENING

Washington, Penna.

These two live daily newspapers completely cover Washington and Greene Counties in southwestern Pennsylvania. The National advertiser cannot afford to miss the opportunity afforded by The Observer and The Reporter.

A MODEL PUBLISHING PLANT

Constructed of reinforced concrete steel, Indiana limestone and brick.

Building 60 x 152 feet.

Total floor space 27,360 feet; has basement and two stories.

Business office, 50 x 60 feet—3,000 square feet.

Editorial Rooms, 32 x 45 feet—1,575 square feet.

Composing Room, 60 x 62 feet—3,720 square feet.

Storage room, 38 x 72 feet—will hold six cars of news print.

Job Printing department—60 x 72 feet.

JOHN L. STEWART, PRESIDENT

Howard L. Christman, Adv. Mgr.

THE STEWART GROUP

Combined circulation approximately 28,000.

Bryant, Griffith & Brunson

PUBLISHERS' REPRESENTATIVES

New York — Chicago — Boston — Atlanta

THE TRIBUNE
 Beaver Falls, Pa.

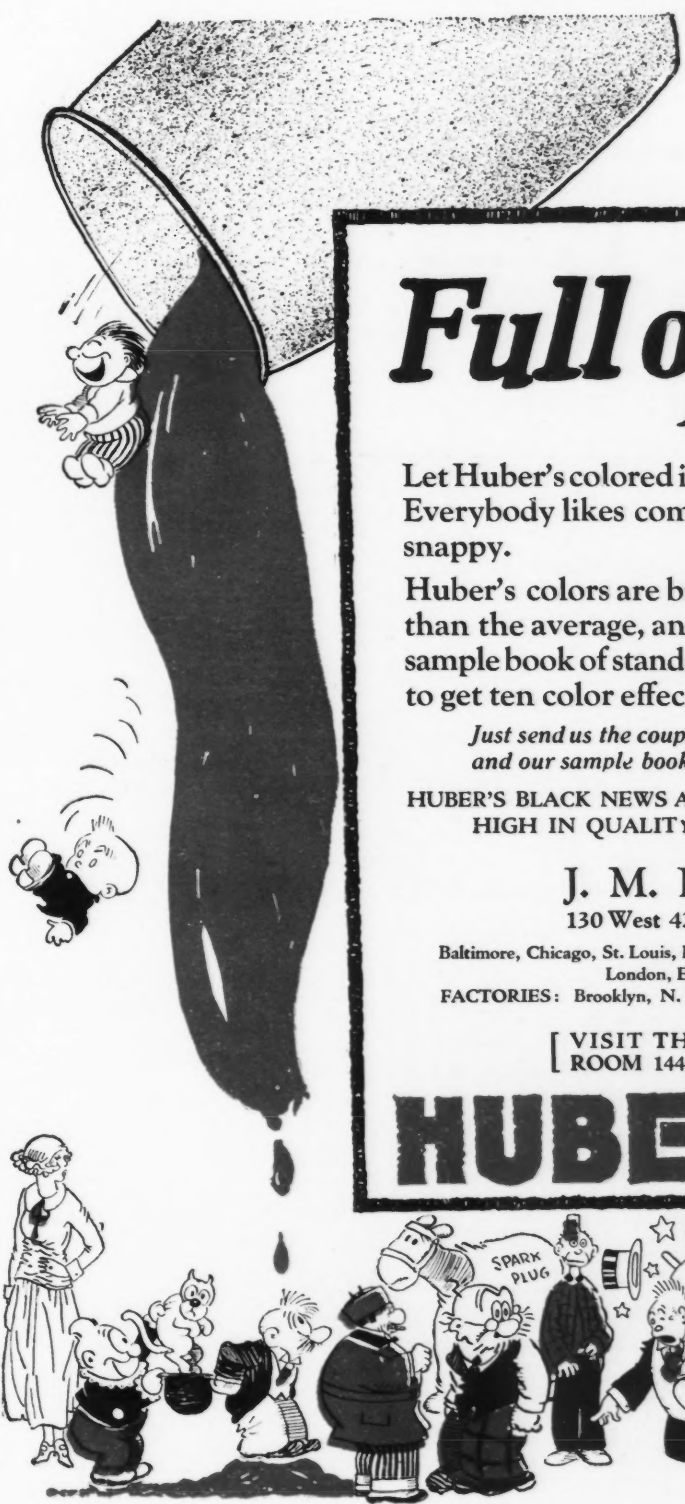
Circulation 6,000

Jas. H. March, Mgr.

THE DAILY TIMES
 Beaver, Pa.

Circulation 4,500

E. L. Freeland, Gen'l Mgr.



Full of Life!

Let Huber's colored inks put life into *your* comics. Everybody likes comics that are alive, bright and snappy.

Huber's colors are brighter, cleaner and stronger than the average, and give greater coverage. Our sample book of standard comic inks shows you how to get ten color effects with three primary colors.

Just send us the coupon with your name and address, and our sample book will be forwarded immediately

HUBER'S BLACK NEWS AND GRAVURE INKS ARE EQUALLY HIGH IN QUALITY AND ECONOMICAL IN USE

J. M. HUBER, Inc.

130 West 42nd St. NEW YORK

Baltimore, Chicago, St. Louis, Boston, Cincinnati, Philadelphia, San Francisco
London, England; Toronto, Canada

FACTORIES: Brooklyn, N. Y., Bayonne, N. J., Dola, W. Va., Swartz, La.

[VISIT THE HUBER EXHIBIT
ROOM 144, WALDORF ASTORIA]

HUBER INKS

SAMPLE BOOK COUPON

J. M. Huber, Inc.,
130 W. 42nd Street, New York City.

Gentlemen:
Please send me, free of charge, your
sample book of standard comic inks,
showing how to get 10 color effects
with 3 primary colors.

NAME

ADDRESS

TEAR THIS OUT



報知新聞

Constructive Leadership

JAPAN'S great disaster, which left Yokohama and most of Tokyo in ruins last September 1, created a need for leadership more acute than our nation had ever known before. For the moment, the consequences of the calamity were overwhelming. Strong men were unnerved; it was a time of sorrow and black despair.

But Japan was far from being beaten. Her capital and largest port had suffered terribly, but beneath the signs of distress we saw on every side remained the vitality, the industry and the determination of our nation. These needed only to be brought to the surface.

**The Need
Was For
Leaders
of Real
Vision**



Dr. M. Ohta
Vice-President, Hoichi Shimbun

**The Hoichi
Led the
Nation
Out of
Despair**

Now that the tremendous task of reconstruction is under way, new courage has filled the hearts of the Japanese. Realizing that by their own wills alone their destroyed cities may be restored, they have set to work in a spirit that augurs well for the country's future. Tokyo and Yokohama are rising rapidly from the ashes, and already have resumed their leadership of Japan's commercial, industrial and financial progress.

In insuring the recovery of our devastated cities, the

Hoichi played no small part. Fortune favored us and preserved our new office building when the flames swept fearfully close. When the terror of the shock was passed, the Hoichi remained to do its part towards reconstruction.

The Hoichi's reward is the badge of undisputed leadership, awarded it by public opinion. Its circulation, for years the largest in Japan, has grown since the earthquake and today it is reaping the harvest sprung from uninterrupted service in the people's interest.

The Hoichi Shimbun

TOKYO, JAPAN

GOV. PINCHOT TO SPEAK AT A.S.N.E. MEET

Pennsylvanian Will Discuss Forest Conservation at Atlantic City Session—Important Committee Reports to Be Submitted

Forestry and the future newsprint supply will come up for consideration at the annual meeting of the American Society of Newspaper Editors, Atlantic City, April 25 and 26, when Hon. Gifford Pinchot, Governor of Pennsylvania, discusses "The Press and Conservation" at the banquet scheduled for the Ritz Carlton Hotel, Friday.

Hon. Julius H. Barnes, president of the United States Chamber of Commerce, will also be a speaker at the banquet, his subject being "The Press and Business."

Casper S. Yost, president of the society, will open the convention sessions with an address Friday morning. He will be followed by Eric C. Hopwood of the Cleveland Plain-Dealer, secretary, who will read the minutes.

Important reports are expected from the program, membership, legislation, syndicates, press service, ethical standard and schools of journalism committees of the society, which will be made by committee chairman on Friday morning.

On Friday afternoon, J. Fred Essary, Washington correspondent of the Baltimore Sun, will discuss "The Relation of the Washington Correspondent to His Paper." The nominating committee will report and 1924 directors will be elected.

Convention meetings will close Saturday with discussions lead by Ralph Stout, of the Kansas City Star, on "Methods of Handling Copy," and Paul Bellamy, of the Cleveland Plain-Dealer, on "Attacks Upon the Integrity of Journalism."

FOR RADIO FANS

Editor & Publisher Invites Delegates to Hear Broadcasting at Waldorf

In the EDITOR & PUBLISHER headquarters at the Waldorf-Astoria Hotel, New York, during conventions of the Associated Press and the American Newspaper Publishers' Association, April 21 to 26, a Radiola Super VIII will snatch music, song, and talk from the air, for the benefit of visiting delegates.

The Super VIII is called the "Peer of all Radiolas" by the manufacturers. It is especially designed for use in cities and areas local to broadcast stations, where the erection of an antennae is often impracticable.

In language best understood by the ardent radio fan, the Radiola Super VIII is a "six-Radiotron, non-radiating broadcast receiver, employing the Super-Heterodyne—second harmonic—principle, in more sensitive and simplified design."

The cabinet contains the operating mechanism, a newly developed loud speaker, a concealed loop, which (again the radio fan must come to the rescue) may be rotated by a panel control knob.

It has two tuning controls, vernier operated, a loop control, a battery and a volume control.

NUNN WINS VERDICT

Texas Court Sustains Editor's Right to Criticize Public Officials

The right of an editor to discuss and comment on acts of an official and candidate for office, under the plea of qualified privilege, was sustained by the Supreme Court in Austin, Tex., last week, ruling in favor of J. E. Nunn, publisher of the Amarillo (Tex.) News, against George C. Webster, city clerk, tax collector and assessor of Dalhart, Dallam County, Tex.

Webster sued the editor for libel in connection with an article stating that Webster had discharged an assistant clerk, and that he was "guessing" about being re-elected, the clerk being a rival candidate. The Amarillo Court of Civil Appeals reversed this finding, holding

that the article was libelous "per se," but the Supreme Court again reversed the decision, upholding the trial court.

LONDON POST SOLD

Heavy Taxation Causes Countess Bathurst to Dispose of Property

London Morning Post has been sold by Countess Bathurst to a group of influential Conservatives, including the Duke of Northumberland.

Announcement to this effect was made in London, April 13. The Post is the leading Conservative "die-hard" newspaper of England.

Presence of the Duke in the purchasing group is said to assure that the Post will continue to maintain its traditional position in English life.

Advices from London state it was long known the Post was for sale, and it is reported that heavy taxation caused Countess Bathurst to dispose of her property at this time.

It is expected the newspaper may now add an evening edition.



DUKE OF NORTHUMBERLAND

Pioneer Newspaper Woman Dies

Mrs. Mollie Milburn Dunklin, 72, former Texas newspaper woman, died in New York, April 12. She was the first woman newspaper proprietor and editor in Texas, owning and conducting the Waco Daily Telephone. She was also editor of the Confederate Soldier and Daughter, published in Dallas, and assistant editor of the magazine Southland. She had been president of the Texas Women's Press Club and Texas Woman's Press Association.

Lord Rothermere in New York

Following inspection of his newsprint manufacturing holdings in Canada, Lord Rothermere, British newspaper magnate, returned to New York, April 17. He expects to sail for England shortly. While in the Dominion, Rothermere told newspapermen who interviewed him nothing was wrong with Canada but the country needed publicity. He promised to assign 3 or 4 of his star reporters to write articles about Canada, when he got back to London.

Shaw New Billings Gazette President

Leon Shaw, general manager and secretary-treasurer of the Billings (Mont.) Gazette, has been elected president of the company succeeding Major J. E. Edwards, who has disposed of his holdings and retired. P. B. Snelson succeeds Shaw. Edwards had been president for the past 10 years.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

ROOM 146

At the Convention

"Ask Any User"

Metropolitan Features

WEEKLY SHORT FICTION

Expertly selected for newspapers; sparkling illustrations. A perfect page unit, or excellent for quick finish serialization.

MILDRED BARBOUR'S

Romance and married life serials, daily installments of 1,000 words.

NOVELETES

10,000 to 30,000 words.

STANDARD SERIALS

By widely known authors.

EXPLOIT AND ADVENTURE

By famous explorers, hunters of big game, gentlemen rovers; weekly in series, illustrated.

PRE-EMINENT ARTICLES

Love, marriage, happiness, success—a lustrous name, an arresting idea, every week.

STEPHEN LEACOCK

Weekly article; delicious fooling, satire and slapstick; illustrated by Kessler.

GAS BUGGIES by BECK

6-column daily strip; joyous adventures of a flivverist.

DOWN THE ROAD by BECK

Amusing automobile situations; 4-column cartoon for Saturday or Sunday.

KESSLER'S COMIC CARTOON

Daily, 3- and 2-columns: "A Look is a Laugh."

BUDDIE AND HIS FRIENDS

All-dog weekly cartoon by Robert L. Dickey, the national dog artist.

OVERTON'S BOOK BEAMS

Weekly book chat, informative, entertaining.

DIARY OF A MOVIE FAN

By Gladys Hall; four times weekly.

YOUR HOME AND YOU

By Helen Kendall, daily new ideas in home-making; brightly illustrated.

AND OTHER FEATURES

We sell newspapers features;
Our features sell newspapers

METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager
EARL J. HADLEY, Associate

150 NASSAU STREET NEW YORK CITY



NEWSPAPER
MEN AND
WOMEN—

DRINK
INDIA
TEA

—and support
the Advertiser
who supports
you!

INDIA
TEA

is advertised only
in the Newspapers

We
believe
in Newspaper
space to sell
good goods

W^M H. Rankin
places the orders

CHARLES F.
HIGHAM

LTD.

Advertising
IMPERIAL HOUSE
KINGSWAY
LONDON
ENGLAND



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

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

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

Convention "Shorts and Thoughts":
—H. Rea Fitch, of New York, arrived in London on March 29, and was able to convey to London Convention officers many matters concerning programs and speakers that will tend to provide a short cut to early completion of program details.

C. Harold Vernon, presiding at the April 1 Convention Luncheon, announced that the Manchester Guardian had subscribed £1,000 to the convention, £500 to the central fund and £500 to the local fund for the entertainment of delegates visiting Manchester.

It is stated that the official reception of the delegates in London will take place on Saturday evening, July 12, at the Royal Albert Hall, a building capable of seating some 9,000 people, of which the auditorium, when cleared, will accommodate between 2,000 and 3,000 easily. The Royal Albert Hall is London's largest concert hall, situate in Kensington, about two miles west of central London.

Tuesday Convention Luncheon Record:—The April 1, Tuesday Luncheon attendance of nearly 150 advertising men and women constituted a record. I should not be surprised to find this function made a permanent one after the convention. No advertising event here ever aroused sustained interest to such a degree and such a weekly meeting would be of tremendous value to advertising if it could be made an institution.

J. J. O'Neill, M. P., business manager of the Manchester Guardian and chairman of the Manchester Publicity Club, was principal speaker. He said that although Manchester was the last city to come into the convention, the Lancashire district was not going to be last in showing the American delegates the value of their visit from a business standpoint. The Manchester Publicity Club had secured the co-operation of the whole of the Corporation, Lord Mayor, Chambers of Commerce and Royal Exchange throughout Lancashire and the delegates visiting that county would be well taken care of.

Stuart A. Hirst, of the Leeds Publicity Club, told the lunchers that his club with its 320 members was the largest publicity club in Great Britain outside London. He had learned more in the half-hour at the luncheon than in the whole of the time since the convention was first mooted. Leeds proposed to meet a hundred delegates with a fleet of automobiles at Sheffield, convey them to Bradford for a day and a night and thence to Leeds.

Vesper of Kansas a Visitor:—F. W. A. Vesper, of the St. Louis Advertising Club was a guest at the April 1 luncheon and received cordial welcome. He told of the growth of the club movement in America from the days 20 years ago, when it was difficult to find a single delegate to attend an advertising convention. Referring to the convention at Wembley, he said that throughout the United States this was regarded as the greatest gathering in the history of advertising, and their problem had never been that of getting enough delegates to come over, but rather the reverse.

Among the Publicity Clubs:—The Publicity Club of London has opened an office at Sentinel House, Southampton Row, London (in the same building as the convention headquarters) for the use of its members. At the last meeting of the club the subject for discussion was "Should Advertising Be Advertised—If So, How?" One speaker suggested

that national advertisers should devote one week of the year to spaces explaining the value and virtues of advertising and their reasons for using it.

At the first meeting of the Publicity Club of Bradford, March 27, H. C. Derwent, manager of the Yorkshire Observer, was unanimously elected chairman of the Executive Committee. Mr. Derwent was one of the British Delegation to Atlantic City last June. The Lord Mayor of Bradford (Alderman H. M. Trotter) is president. The club is affiliating with the Publicity Club of London.

The new Publicity Club of Oxford has applied for affiliation to the A. A. C. W.

The first club dinner of the Publicity Club of Leeds held on March 29, was a brilliant affair. A novel feature was an eurythmic allegory entitled "Publicity," performed by child dancers, in which the merchant spurns the goddess Publicity only to be tormented by the imps of Overstock, Income Tax, Trade Depression, Financial Difficulties and Stale Stock. Virtue, in the shape of Publicity, triumphs, and as the goddess is wedded to the greater god World Market, the messengers of Truth, Honesty and Service dance before them in token of allegiance. Arthur Grime (Yorkshire Post) proposed the toast of the club and Fraser Johnson presided.

The inaugural dinner of the Glasgow Publicity Club held on April 2, attracted the leading business men of the city. Sir Charles Cleland presided and among the visitors were John Cheshire and Thomas McDougall, both from the London headquarters, Sir Robert Bruce (Glasgow Herald), Lord Southwark, H. Thomson Clark, Fred Shoesmith, etc. John Cheshire addressed the company, pointing out that the idea of holding the Advertising Convention in Great Britain was the suggestion of a Glasgow man, W. S. Crawford. Lord Southwark said the club was giving a great lead to Scotland, and H. Thomson Clark, chairman of the club, acknowledged Glasgow's indebtedness to the L. N. E. Railroad for their generous offer of transportation of the delegates to their city.

No Flags and Banners:—I see it is reported that a visitor from our side has been telling American advertising men that they must not expect flags and banners and processions on the occasion of the convention at Wembley—an absurdly tactless remark if true as reported. When it is remembered by those present at Atlantic City, how the British delegates unbent, sang the community songs with the same enthusiasm, and generally behaved like sociable Americans, I believe that no matter what the ideas of some of the "old ladies" of country may be, we shall succumb to the same wave of good fellowship that prompts our visitors, and if flags and banners are symbols of our unity then—we shall see what we shall see.

British Publisher Arrives on Visit

Sir Campbell Stuart, managing director of the London Times, arrived in New York, April 15, on board the S.S. Majestic, on a pleasure trip to this country. Interviewed by New York reporters, the British publisher praised Philip Snowden, Britain's Socialist Chancellor of the Exchequer, stating he expected him to "enhance British credit." Sir Campbell left Tuesday evening for Montreal, planning to return to New York shortly. Wilson Pope, editor of the London Star, also arrived on the Majestic.

PICTURESQUE SPOTS IN HISTORIC LONDON

Top of the Hill—Boy on the Breadbasket—An Ancient Landmark—Mummy of Garlick Hill—Beauty and Historic Interest of the Church of Saint James

SAINT PAUL'S CATHEDRAL at the top of Ludgate Hill occupies what is practically the highest ground in the City. The very highest spot, however, is—or used to be—just to the north of the eastern end of the church.

Its exact position is marked by a sculptured slab in Panyer-alley, a narrow thoroughfare running between Paternoster-row and Newgate-street. The slab is let into the wall on your left as you go towards Paternoster-row. This side of the alley has recently been rebuilt, and now consists of a series of plate-glass windows in which Messrs. Dodgson display ladies' costumes and such like wares.

Among these windows they have, however, had the ancient landmark replaced in its proper position. They have, moreover, had it for its better preservation put under glass.

At the top is the figure of a boy, sitting on what may be a pannier, or bread-basket, and below is an inscription:

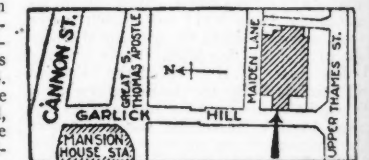
"When ye have sought the City round,
Yet still this is the highest ground,"
and the date, August the 27th, 1688.

A London Mummy

Egypt is not the only place which has produced mummies. In the heart of the City there may be seen one which is a home product.

About the year 1839, when some digging was taking place under the chancel of the church of Saint James, in Garlick-hill, a body was found which, seemingly by some natural process, has been wonderfully preserved.

It has the appearance of having been carved in greyish stone, and is perfect even to the finger nails. The coffin



had entirely disappeared, so that there is no record to give a clue to the name or the date of death. The body is that of a young man.

It is now enclosed, standing upright, under glass, in a cupboard in the vestibule of the church. On the inside of the cupboard door are inscribed the words:

"Stop, stranger, stop, as you pass by.
As you are now, so once was I.
As I am now, you soon will be,
So, pray, prepare to follow me."

The cupboard is kept locked, and those who desire to look within must ask the rector, or, in his absence, the caretaker of the church, to allow them to do so.

The church is open every day from half-past eleven till half-past two, and there are many things to see in it both of beauty and historic interest apart from the mummy.

The church itself gives one a striking sense of space and comfort. In the sanctuary is a very fine chair, with its back carved in the design of a gigantic cockle-shell, the emblem of Saint James, the patron of pilgrims. There are handsome choir-stalls, and in front of the pews there are curious lions and unicorns holding shields.

Advertisement inserted by the (London) Daily Mail in the interests of the 1924 Advertising Convention.

The Pittsburgh Post

HAS THE

Largest Morning Newspaper
Circulation in Pittsburgh

Daily - - 120,665
Sunday - 184,132

*Members of the Audit
Bureau of Circulations*

LORENZEN & THOMPSON, Inc.

Special Representatives

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

RIGHT WAY TO USE NEWSPAPER SPACE—PART 2

While Newspaper Advertising Art Must Be "Fool-Proof," Striking and Beautiful Effects Can Be Secured Without Difficulty—"Drop-Out" Halftone Process Effective in All Sizes of Copy

A RECENT issue of London Punch contains the imaginary correspondence between a commercial artist and a manufacturer of cigarettes on the subject of an illustration for the latter's advertising.

The artist vainly tries to please his customer, making countless corrections, revisions and changes in the drawing—which is finally rejected. Nothing daunted, the artist changes the name on the package displayed in the picture—and straightwith sells it to a candymaker.

This is presented as a cynically funny story, but in reality, it has a serious significance. No one will deny that newspaper advertising copy has made progressive strides in the past few years. But there still remains a percentage of "one-design-class" copy—copy which might be used with equal facility to exploit anything from a motor car to a cantaloupe.

This situation beckons to originality. There is room for it—need for it. And there are rich opportunities.

GENIUS AND NECESSITY

We have been urging advertisers to use space, frequently, although limitations of the campaign and its appropriation might make it necessary to "drop down to small reminder ads." But, as we have said before, we do not necessarily advocate "small copy" as such. We do advocate frequency first—and as much space, generously apportioned, for each advertisement, as the appropriation will permit.

The very fact that small copy is small, demands that it be unusually good.

It must be copy which will compete successfully for attention with large, overshadowing displays, and with an ever-increasing number of advertisers. The fact that much of the larger copy may be conventional, merely emphasizes the necessity for "being different." Speed and power must offset the odds of sheer weight.



All One Price \$2.75

HERE'S Johnnie Walker a "peppy" hat—with the rakish new snap down brim. Some smart dressers wear it with brim turned down all around. Comes in Spring greys and tans. The high priced haters feature this style at \$3 to \$8—here it is only \$2.75.

Kaufman
World's Largest Retailer of Hats

Stores Everywhere—See Phone Book

The "drop out" process—Example 3. A photographically realistic bust picture, done in coarse-screen halftone, with the high lights cut out on the plate. An artist must designate the position of these important areas of white, however. Incorrectly placed, they would mar the portrait. (Untouched clipping reduced.)

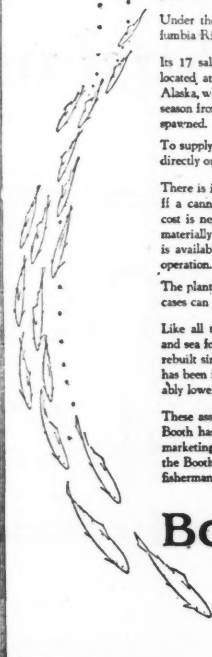
This is the second of a series of authoritative and informing articles on newspaper advertising technique which EDITOR & PUBLISHER is presenting by courtesy of the Bureau of Advertising, American Newspaper Publishers Association. The Bureau of Advertising has published and is distributing this information in the form of a book.

There is no need to ask: "Can it be done?"—it is being successfully done every day. The small-space advertisement has come to be an important factor in modern campaigning.

The miniature newspaper advertise-

tered backgrounds and involved techniques, which would even tax the coated stock of magazines. The minimum number of pen or brush strokes necessary to produce the effect sought is never too few.

The Run of the Silver Horde



The Booth Fisheries Company is one of the world's two largest producers and packers of salmon.

Under the Booth Diamond Brand, it packs the finest selected catch of Columbia River Chinook, Alaska Red, Alaska Pink, and Alaska Chum Salmon.

Its 17 salmon canneries, with their yearly capacity of 900,000 cases, are located at inlets and river mouths, from the Columbia to far Northwest Alaska, where unfailingly great runs of the king of food fishes return in their season from the seas, driving back toward the fresh waters where they were spawned.

To supply these plants Booth maintains a fleet of 235 vessels, and employs directly or indirectly the services of 1200 expert fishermen and cannerymen.

There is in these facilities a flexibility of production that is rare in industry. If a cannery is not operating during a particular season, its maintenance cost is negligible. Production can be gauged to trade needs without adding materially to the unit cost of the pack. When necessary, the entire capacity is available at practically the same cost ratios as prevail under restricted operation.

The plants themselves are so situated that the maximum capacity of 900,000 cases can be brought to bear in a very short time.

Like all the Booth facilities for producing, preparing and distributing fish and sea foods, these plants are kept in A-1 condition. They have been largely rebuilt since their acquisition, and the most modern labor-saving machinery has been installed, with the result that Booth packs its huge output at probably lower production cost than any other concern engaged in the business.

These assets are a part of the productive investment of \$15,000,000 which Booth has made in fleets, in packing and storage plants, in producing and marketing branches, in organization and experience, to insure the place of the Booth Fisheries Company in the world's oldest industry as the greatest fisherman in the world.

Booth Fisheries Company

The Booth Diamond is the brand flag of the world's greatest fisherman and one of the world's most successful and modern concerns.

An "editorial style" make-up, ranking high because of, (1) Uninvolved typography—one size and face of type used throughout. (2) An interesting, highly readable story, with few of the earmarks of the commercial style. (3) Abundant use of marginal white space. (4) A headline with a sweep and rippling invitation to read what follows. And, finally, the novel use of the delicate outline suggestion of little fishes, which, by their very motion, lead the eye down through the message. (Untouched clipping, much reduced.)

ment, when illustrated, must be "fool-proof" in its printing qualities. A picture or a decorative theme which is sometimes not more than an inch square, can't afford to smudge, to "fill in." But the striving for printability may well apply to all newspaper copy—some of which is still prepared without regard to its final appearance on newsprint paper, run over speedy presses.

An advertiser recently asked our opinion of a beautiful illustration and was a little disappointed when we told him, frankly, that it would not reproduce satisfactorily on newsprint. "But I paid \$250 for it!" he protested. We told him the proof of the printing was not in the price, but in the result—and he found this to be the case to his sorrow.

VALUABLE SIMPLICITY

Illustrations should be simple, whenever possible—reduced to fundamentals. Be on your guard against too much fine detail—a half-dozen figures when one figure would tell the story just as well—clut-

Contrast is the salvation of newspaper illustration; that is, black against white, shaded areas in juxtaposition to open areas. Black against a white area is preferable to black against gray, shaded areas. There is no rule against generous blacks, but there most decidedly is a rule against areas of black—solid black—which are unduly large. They are almost sure to "gray down," to look smoky, streaky, smeared.

By keeping steadfastly in mind that blacks may finally be gray, many disillusionments can be avoided. If this contingency will not injure the spirit of the illustration, well and good, but be prepared for it.

When complex shading is employed, generous patches of black, complicated cross-hatching with the pen, closely meshed pen strokes, Ben Day patterns which are almost the equivalent of the half-tone screen, look ahead to the appearance of such efforts on newspaper stock. They are apt to "fill in," to collect ink, to gray down, to smear and to clog. In advance—ask yourself what will be the effect on your advertisement of these changes, these often unsuspected technical developments.

An illustration which does not "come through clean" is, we really believe, worse than no illustration at all.

USING THE HALF-TONE

There is a popular demand for half-tone work in the modern newspaper campaign, and it must be admitted that engravers have made satisfactory strides in this field. But if you are not equipped to handle such copy with full knowledge of its complex requirements, mechanical (Continued on page 60)

Of the 695 national advertising accounts using a COMBINATION of Cleveland newspapers in 1923—only 59 didn't use The Cleveland Plain Dealer—only 8%!

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it!

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

Getting the Most for Dross

"THE Dross Drum is a real treasure chest," says the Imperial Metallurgist. "When you ship it to us, you are parting with an excess of antimony, one of the most valuable ingredients in your metal.

"Be sure to get back a metal that will replace what you sent.

"The one way is to specify Plus-Metal in repayment—Lino-Plus, Mono-Plus, Inter-Plus, Stereo-Plus, according to your purpose—each with the purity and correct blending that distinguishes



The Imperial Type Metal Company
Philadelphia
Cleveland
Detroit

Imperial METAL

UNOTYPE—MONOTYPE—INTERTYPE—STEREOTYPE

How long should it take to set this Want Ad Advertisement?

**“RADIO
USED
CAR
SALE”**

**—
ALL THIS WEEK
—**

*Radio Free
With Each
Used Car
Purchased*

**From “Radio Used
Car For Sale” Ads**

**In The Want Ad
Columns of The**

**MORNING
MERCURY**

ONE HOUR? That is the time one prominent newspaper man, who did not then own a Ludlow, admitted it would take to set the ad by the old one-type-at-a-time method, in his own composing room.

He was not the first publisher who did not see how the Ludlow System would be a time saver on this kind of work.

Like other publishers, on the following points, he readily recognized the superiority in the Ludlow System:

High-Quality Composition

- Beauty of type faces.
- Full range of type sizes.
- Unbreakable Italics.
- Typefaces in abundance—always new.
- No worn, battered or broken letters to print from.

Economy in Operation

- Low initial cost.
- Low operating cost.
- Minimum floor space.
- No distribution of dead forms.
- Slugs stand up under dry mat pressure.

On all these points, without exception, this publisher gave the Ludlow first place. But **Speed**—that was one point on which he was doubtful.

Then the test was made—

With watch in hand, the publisher timed the setting of this “Radio Used Car Sale” advertisement. The fifteen lines of type in the three different styles and six different sizes, together with the two dashes, were all set and cast on the Ludlow and the matrices all distributed in fourteen minutes; four minutes more and the advertisement was spaced out to the desired length—eighteen minutes in all. A saving of forty-two minutes over the estimated time.

We are ready to demonstrate the speed of the Ludlow

If you are holding back from installing the Ludlow System simply because you are doubtful of its speed, let us demonstrate this point to your entire satisfaction.

We stand ready to prove to you by any reasonable test that the Ludlow System is the fastest method in existence for meeting actual day by day newspaper display type requirements.

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco
Hearst Bldg.

CHICAGO

World Bldg.
New York

THE RIGHT WAY TO USE NEWSPAPER SPACE

(Continued from page 58)

and otherwise, it is far better to leave it severely alone. In the hands of the professional, there are hazards; in the hands of the amateur the half-tone is often a catastrophe.

Photographs are most commonly used for this purpose, and there are, unquestionably, occasions when the realism and the sincerity of a camera study is desirable, but those who use them with any degree of success, throw out innumerable safeguards. Special photographs are taken under special lighting conditions, to make certain of vivid contrasts, and, in addition to this, retouchers go over them, further strengthening the originals.

It is not an uncommon occurrence for a retoucher to reduce a photograph to not more than three tone values—white, gray and black, by the simple expedient of painting out effects which are far too subtle to reproduce. It is futile to attempt the use of anything save coarse-screen half-tones, using, wherever possible, original plates, or, as second-best electrotypes of the best available quality.

THE "DROP OUT" PROCESS

One of the most successful applications of the half-tone principle for newspaper reproduction is the "drop-out process." It means the absolutely faithful following of copy—"pure whites" where there are white areas in the copy. The most successful results come from original drawings in charcoal, in pencil, in crayon, over which the half-tone screen is permitted to run. In such originals the contrasts are sharper and many incidental whites are automatically left—there is a freedom, a sketchiness, in other words.

Mechanically, the following process takes place: In ordinary half-tone work, there are no actual "whites," because the screen's pattern, its dots, cover the entire area. When a drop-out half-tone is made an engraver-expert, who is also an artist in every sense of the word, takes the plate before actual etching has been started, and, with the original copy before him, paints asphaltum over the entire surface, save where there are to be whites. Often it is a complicated piece of microscopic handwork. When the metal is put into its acid bath, the latter eats away such portions as are not protected by the painting of asphaltum. In the final printed result, "pure whites," on the plate, minus any screen whatsoever, correspond with those on the original drawing or the photograph. It is customary, in the case of photographs, to paint in contrasting whites to increase the carrying-power of the copy.

In the production of copy for newspaper work, original drawings should not be made much larger than their final reduction and platemaking. Shading lines "close up" and "run together" when an illustration must "come down" to any considerable extent.

The general rule of simplicity is not confined to advertising in the case of newspaper art. It would appear that the great cartoonists are usually those who put action and expression into their drawings with strong, simple lines and bold, uninvolved strokes.

"REMINDER" REQUISITES

The "reminder ad" calls for a minimum of text. It should epitomize the advertiser's story—in simple English. If it is used in connection with larger copy, it should serve to make the reader think of something that has gone before. If it is used as a part of a complete series, it should tell, in the smallest possible number of words, the strongest arguments in behalf of the product.

Every advertisement should proclaim itself "a member of the advertiser's family." Every piece of copy should "tie up" with what has gone before and with what may follow. There should be that "family resemblance," by means of employing standard parts, such as trademarks, symbols, advertising characters,



It puts back into your skin the vital elements your daily life steals from it

DOES your skin—perhaps sallow, oily, or marred by blackheads—ever give you a sense of hopelessness as you stand before your mirror?

Yet within a short while, with this easy method of daily care, you can unlock a hidden beauty in your skin. No drugs, creams or cosmetics! So simple and effective, your own physician himself will in all probability recommend it.

The basic cause of every skin blemish and fault

Dust and soot, lack of exercise, the thousand and one little evils of daily life—each in itself perhaps unimportant—are, combined, the one fundamental cause of every skin fault. If the skin—any skin, your skin—can only be kept acting normally, say physicians, the body itself will do the rest.

How to keep the skin acting normally

To cleanse the pores of dust and germs, to gently restore the pulsing of the tiny capillaries in the lower layers of the skin, to carry off infection, and then to stop new infection before it starts—thousands have learned to use Resinol Soap.



Resinol Ointment also for more serious skin afflictions

Not only is Resinol Ointment used everywhere for clearing away minor skin blemishes—but its soothing, healing properties have for years been successful in relieving more stubborn skin afflictions. Rashes and eczema—often itching, unclean and embarrassing—will in many cases vanish in a few days. Thousands have wondered at the quickness of its action. Even a light application sinks deep into the pores, attacks the root of the disorder, and starts the skin again acting normally. Resinol is absolutely harmless. It will not irritate even the delicate texture of "in" skin.



and Resinol Ointment in the daily care of their skin.

Often in a few days, blackheads, blemishes, and even infections that appear to be more or less serious, will yield to this gentle treatment. Cleansing, soothing, mildly stimulating, Resinol sinks deep into the pores and starts the skin again acting normally.

Begin this method today

If your skin is not all you want it to be, begin today to use Resinol. Get a cake of Resinol Soap and a jar of Resinol Ointment. Every night before retiring, work up on the face, with warm water, a thick, creamy lather of Resinol Soap. Work it gently into the pores; then rinse off, and splash on a dash of clear, cold water to close the pores. Then, with special irritations, roughness, blemishes or rashes, apply a touch of Resinol Ointment and smooth it in very gently with the fingers.

Do not rub or massage with harsh methods. If possible, leave it on overnight. Then in the morning wash off again with Resinol Soap.

Within a week you will begin to notice the difference in your skin—a finer, softer texture—a ruddier glow—a clearing of the ugly little blemishes.

RESINOL SOAP and OINTMENT

Send today for free trial sizes of both Resinol Soap and Resinol Ointment. Address Dept. 9, Resinol, Baltimore, Md.



The outstanding feature of this piece of copy is the pleasing way in which the study of the pretty girl prints. No shading in the face, and plenty of color contrast. The headline is one which is calculated to stimulate immediate reader interest. (Reduced four-column display; clipping untouched.)

distinctive borders, faces of type or hand-drawn heads, illustrative technique, a copy angle.

There is room for "freak composition" in the building of small space advertising. Outlandish freaks are not recommended, but the form may well depart, in make-up, from the usual right-angles of the printed page.

Circles are attention-getters. Effects that bring acute or obtuse angles into the space, "wavy lines," "zig-zags," odd forms of thoroughly legible hand lettering—anything which offsets the monotony of square, ruled columns—these are desirable departures from the conventional because they demand visual interest.

PRECIOUS WHITE SPACE

Finally, although the copy be quite small, the liberal use of white space is advocated. Placed as an island in a little protecting pool of white, an insignificant 75-line display, prepared by a visualizer who knows his business, will "catch the eye" on a page crowded with heavy competition.

Strange to say, retail advertisers, competing in a field where "big copy" is the rule to a large extent, have long since caught the spirit of this reminder idea—and have won success with it.

There is scarcely a city in the United States where some live merchant has not won a place for himself, with small, persistent copy. Any man who watches the newspapers can name a score of these campaigns, from memory. Perhaps they are the shining exceptions to the rule!

They did not win because they used small copy—they won in spite of it. They did not win wholly because they were persistent—that merely helped. They won because they knew how to get the utmost out of their appropriations, with copy which was always good copy!

Publisher's Wife Leaves \$200,000

Mrs. Mary L. Walsh, widow of John R. Walsh, former Chicago newspaper publisher, left her estate valued at \$200,000 to four children and a grandchild.

Wisconsin Daily Changes Hands

Walter Hard has purchased the Chippewa (Wis.) Daily Gazette, from W. H. Bridgman, F. A. R. VanMeter, W. D. Leary and R. G. Lee. With the change of ownership, Hard has been elected president of the Chippewa Valley Press, Inc. Other officers of the corporation are: S. A. Buchanan, vice-president; Barbara C. Nowak, secretary; Clough Gates, treasurer. The new management is making arrangement for the installation of a rotary press and additional composing room equipment.

Marshall Seeks to Resign

James F. Marshall, one of two trustees of the estate of Frederick E. Saward, founder of the Coal Trade Journal, has filed a petition in New York asking permission to resign, saying that the journal is not a paying proposition and cost \$207,069 to print during the past three years.

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.

Gas Firms Plan Newspaper Drive

Newspaper advertising on a large scale was recommended to the Gas Sales Association of New England as a means of furthering the sale and use of gas appliances at its April meeting last week in Boston, by C. T. Aaron, sales manager of the Walker & Pratt Manufacturing Company. On his motion, a committee was appointed to map out a concerted newspaper advertising campaign in which all gas companies in New England would participate.

Daily to Administer Charity Fund

Mrs. Minnie I. Wood, large stockholder in the St. Louis Times, who died April 7, left one-fourth of her estate valued at between \$700,000 and \$800,000 to that newspaper as trustee for special charitable purposes, according to the will filed for probate in St. Louis, April 14. C. A. Buder, president of the American Press, publisher of the Times, is made executor of the estate.

Berry Goes to New Job

Edward D. Berry, for the past three years director of advertising for the United Typothetæ of America, has resigned to become marketing counsel and director of sales service for the Deane-Hicks Company, Grand Rapids, Mich., publishers of Good Furniture Magazine. Berry is a lecturer at Medill School of Journalism and a member of the American Institute of Graphic Arts.

Baltimore Sun Breaks Record

The Baltimore Evening Sun broke local records for size and for columns of advertising in its issue of April 11, printing 62 pages and carrying 378 columns of advertising. The previous record for columns of advertising carried in a week day paper was 361 columns, made by the Evening Sun last December. On April 18, the Evening Sun celebrated the 14th anniversary of its founding.

In the Circulation Department

The Multi-Mailer System is considered indispensable by users.

It puts the mail list under the control of the Circulation Manager.

It lessens errors and eliminates subscriber complaints.

May we tell you more about it?

The Speed-a-matic

Company
MANUFACTURERS
THE MULTI-MAILER SYSTEM
817-828 WASHINGTON BLVD.
CHICAGO

NOBODY can stay long in Texas without realizing that The Dallas News is considerably more than a city newspaper.

THE DALLAS MORNING NEWS

Supreme in Texas

"Prettier, Fresher with Cleaner Print"

W. J. CRAWFORD, President

R. A. SPEED, Vice Presy

J. W. HAYS, Secy and Treas

The Commercial Appeal

Daily, Sunday, Weekly

The Largest Circulation in the South

Memphis, Tenn.

March 19, 1924.

THE COMMERCIAL ESTABLISHED 1889
THE AWALANCHE ESTABLISHED 1857
THE APPEAL ESTABLISHED 1840
CONSOLIDATED JULY 17 1894

DIRECTORS:
W. J. CRAWFORD, R. A. SPEED,
PAUL DILLARD, B. L. MALLORY,
O. T. FITZHUGH, HARDWIG PERES,
C. R. J. MOONEY, L. P. MILES,
J. W. HAYS.

Mr. Elzey Roberts, Publisher,
St. Louis Star,
St. Louis, Mo.

Dear Sir:

We have yours of the 18th. We have been using dry mats for some time and find them exceedingly satisfactory. Of course, we have a humidior and have no trouble with the dry mats, and, in fact, I believe the paper looks prettier, fresher, with cleaner print now than formerly.

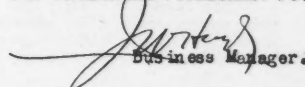
We have our Steam Tables intact at the present time and expect to sell them. We have not taken them down, but we do not expect to make our own mats any more. Dry mats are perfectly satisfactory. It is true there is some shrink, but it depends upon how much moisture is in the mat as to how much they do shrink.

We get our mats from Wood Flong. There is some shrink, but we use paper of less width than we did formerly. We are using now 12½ ems column, 71 inch paper. We do not see why you do not get good results with the mats. Wood Flong will send some one down to explain this to you if you have trouble, but we have never had occasion to have them come down to see us.

We are very much pleased with the dry mat system, and the shrinkage has not inconvenienced us at all.

Yours very truly,

THE COMMERCIAL PUBLISHING CO.


Business Manager.

JWHays/W

THE WOOD DRY MAT enables:

- An eight-column, 12½-em newspaper to use 71- and 35-inch rolls,
- An eight-column, 12-em newspaper to use 68- and 34-inch rolls,
- A seven-column, 13-em newspaper to use 65- and 32½-inch rolls.

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK CITY

"UNSELFISH" COPY IN 52 DAILIES BOOSTS WARREN PAPER SALES

Manufacturing Firms Series Does Not Attempt to "Sell"—Aims to Educate Public to Use of Better Paper and Printing

By HAMMOND EDWARD FRANKLIN

WHEN the late Col. Pope of Pope bicycle fame promoted the good roads movement throughout America, he increased the sale of his bicycles.

Simmons Beds showed the American public the need for restful sleep and sold Simmons beds so strongly that department store buyers will tell you of customers who under no circumstance would take any other.

Advertising today is doing more than to merely shout "Jones' breakfast food is best." Instead, advertising is showing why growing babies require a cereal of the exact nutrition found in Jones'—it is establishing the habit of eating breakfast foods and then showing where its particular brand fits in.

"Unselfish advertising," some call it, and it is. Yet it is the advertising which often pays the best dividends.

One of the best examples of the value of this type of newspaper advertising is found in the experience of the S. D. Warren Company, Boston, makers of Warren's Standard Printing Papers, which in fact do not sell direct to the public at all. The company has paper wholesalers throughout the country, who in turn sell to printers.

The average manufacturer would have told every advertising man, "I have nothing I can advertise. My business is entirely with the printing trade. The public knows nothing about my papers."

That may have been the situation once, but does not obtain today. Warren's papers are familiar from coast to coast to the public. They are specified by many. Numerous other people feel better pleased when their printer uses this paper of his own accord than when some unknown brand is used.

Warren papers are a national success. Yet, while the Warren company has never hesitated to explain about the features of its product, its advertising has been devoted largely—and this year almost completely—to selling the public on using more and better printing. In other words, it is fighting the printer's battle of educating the public for him, and the great increase in the quantity and effectiveness of direct-mail advertising must be credited at least in part to the Warren vision and persistent advertising.

No time is spent running down competitors or making invidious comparisons. No grandiloquent pictures of the factory or president are shown. Every bit of space, except for a large signature and reference to the firm's authoritative and helpful booklets, is given over to selling the "big idea"—better printing. The firm's slogan, "Better paper, better printing," now familiar everywhere, appears.

Let's take a look at a 1924 typical Warren advertisement reproduced on this page. It occupies 1 1/2 inches on 3 columns (a size which gets attention, yet is economical in cost).

The reader is told that the series of books published by the company may be obtained without charge from the wholesale distributor whose name appears in the copy at the bottom. The use of the wholesaler's name makes him appreciate what the company is doing for him advertisingly.

The psychological effect of such broad newspaper advertising on the trade itself without question has been invaluable. When the printer reads advertising like this in his own local newspaper, he cannot help realizing the Warren Company is trying to build him up, give him new standing in the eyes of his customers, suggest to them more varied ways to utilize printing and to make them prospects for work of a better grade, and unconsciously he applies the better-method principles taught.

The average person might forget to

use printing to people who are already his customers.

"When your customer talks about you, does he say the right things?" is the question the company raises in an advertisement to sell "better paper—better printing" to such customers.

Leading printers have been glad to buy tie-up space along with this campaign, which is appearing in a list of 52 newspapers the country over, with a total circulation of 6,000,000.

Printers are furnished with reproductions for mailing purposes on request to

When your customer talks about you does he say the right things?

THE best advertising we get comes from our pleased customers. Says many a business man:

"That is the best kind of advertising—that that do their customers say."

Do they talk about the points you would like to have them talk about? Are they specific? Do they really know who they are talking with when you give them. Advise a little to your customers. Tell them who they are going the right thing to buy from you, whether they are in your office or a printed booklet or folder or some other that will give them a chance to know your story as you know it—to tell your story the way you want to have it told.

Your customers are talking about you all the time. They want to feel sure they are doing the exactly the right thing by dealing with you. Give them this information. See that everybody in their company knows just the kind of selling you want him to see. For when you send this kind of direct advertising to customers, you are writing your own word-of-mouth advertisement.

See it that when your customer mentions your name, he means exactly the kind of selling you want him to see. For when you send him a card and then he sees that the message you send are well done and plentiful.

If you don't know how to do it, it's easy to find out. Talk to one of the printers who specialize in this kind of work—the direct-mail advertiser.

Better paper and better printing never fell the man who normally tries to get the most out of them.

Write on one of our paper folders and get the exact information you need. It is free. Write to S. D. Warren Company, Boston, Mass. We will send you one free of charge. Write to S. D. Warren Company, Boston, Mass. We will send you one free of charge.

S. D. WARREN COMPANY BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

Toned for printing, folding, and binding qualities

Warren's Standard Printing Papers are Distributed by

HENRY LINDENMEYER & SONS—Telephone: Canal 5600
210 N. 10th Street, Philadelphia, Pa.

LASER & LATHROP, Inc.—Telephone: 3-66 4704
3040 Lafayette Avenue, New York

THE ALLING & GIBBY CO.—Telephone: Lakeside 0920
205 N. Dear Street, Chicago

their wholesalers. They also are allowed to quote from any of the copy in their own advertising, with or without credit.

Some of the subjects of various 1924 Warren advertisements: "The timid salesman and the bold booklet," "She can't stop to listen—," "A poor sample of Niagara Falls," "Bringing the mountains to Moe Hammett," "Help this man to make up his mind." The advertising is placed by George Batten Company, New York City, a member of the four A's.

How a manufacturer can blanket the country with a national campaign in newspapers is shown by the schedule for this year being used in the following newspapers:

Atlanta Constitution; Baltimore Sun; Boston Herald-Traveler, Globe; Brooklyn Eagle; Buffalo Courier, Express; Charlotte Observer; Chicago Tribune; Cincinnati Enquirer; Cleveland Plain Dealer; Columbus Ohio State Journal;

In New Orleans it's

THE ITEM

The man who is always welcome



Did you ever know a man or woman who didn't like to receive mail? Have you noticed how quickly people go to the door when they hear the postman's whistle?

Watch the summer vacations hang around the post office while the mail is being sorted.

Watch the traveler stop at the hotel desk as he passes in or out, to ask, "Any mail for me?"

Everybody—everywhere wants to hear from someone else.

Are you making profitable use of this universal longing to receive mail? Think of the opportunity the postman gives you—in ten minutes, right in their own homes, what you sell that they need, and must buy tomorrow.

Take a pencil and paper and write down a few interesting facts that you would tell about your product, if you were face to face with the people you want to sell. Then call in your printer and get his cooperation in planning how your message should be printed.

He will advise simple, direct language. He will urge you to use clear, easily read type, and he will want to see your paper because he knows that better printing always results when better paper is used.

As interesting news articles published by S. D. Warren Company tell how they and people everywhere are doing better—how you can secure these booklets at their expense, without expense to you.

paper better printing

S. D. WARREN COMPANY - BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

Toned for printing, folding, and binding qualities

Warren's Standard Printing Papers are Distributed by

STORRS & BEMENT CO.
BOSTON
100 STATE ST., BOSTON, MASS.
TELEPHONE: 2-1111

THE PAPER HOUSE OF NEW ENGLAND
BOSTON
100 STATE ST., BOSTON, MASS.
TELEPHONE: 2-1111

Dallas News; Denver Post; Des Moines Register-Tribune; Detroit Free Press; Grand Rapids Herald; Hartford Courant; Indianapolis News; Jacksonville Times-Union; Kansas City Star and Times; Los Angeles Times; Louisville Courier and Journal; Lynchburg News and Advance; Memphis Commercial Appeal; Milwaukee Journal; Minneapolis Journal; Nashville Tennessean; Newark News; New Haven Journal-Courier; New Orleans Times-Picayune; New York Tribune, Times, World, American; Omaha World-Herald; Philadelphia Bulletin; Pittsburgh Post, Gazette-Times; Portland Press-Herald; Portland (Ore.) Oregonian; Richmond Times-Dispatch; Rochester Times-Union, Herald, Democrat & Chronicle; San Francisco Examiner; Seattle Post-Intelligencer; Springfield Republican News; St. Louis Globe-Democrat; St. Paul Dispatch and Pioneer Press; Toledo Blade; Washington Times-Herald; Wichita Eagle.

"In 1924, the cost of forgetting will not be lower," the company told its trade. "In 1924, as usual, the bulk of our population will have money to spend." Each business man, however, who forgets to plan to get his share of this money will sacrifice profits.

Franklin Collier, who draws the "Otto Grow" cartoons for the Boston Herald, illustrated the special mailing piece to printers, advertising men and others, which outlined how Warren is helping the business man avoid overlooking the obvious ways he should use printing.

A standard, quality line, a vision of

its sales possibilities in the national market, belief in advertising, an experienced advertising agency, use of the newspapers extensively and persistence—that's a combination which makes a business force ahead to bigger achievements!

World's Promotion

Two handsome Democratic national convention booklets were issued this week by the New York World, compiled by Harry Varian. One gives the story of the World's successful campaign to bring the big political show to Madison Square Garden, with full credit to public spirited citizens who participated, while the second booklet is a "Convention Guide Book," invaluable to delegates who shall want to see the sights of the metropolis.

'Frisco M. E. Buys Oregon Daily

Luther W. Rood, for the past 2 years assistant managing editor of the San Francisco Journal, has purchased the Klamath Falls (Ore.) Evening Herald, from F. R. Soule. Before entering the San Francisco field in an executive capacity, Rood published a daily newspaper in the San Joaquin Valley. The sale was announced April 8.

Kept Revolver on Desk—Arrested

Charles W. Ellis, former managing editor of the Hamburg (N. Y.) Independent, wrote editorials long famed in western New York for their vitriolic qualities. He kept a pistol on his desk as he wrote. Police arrested him recently and levied a fine of \$20. Ellis resigned. Hieth Van Dusie, formerly of the Buffalo Express, has succeeded him.

Strassburger Publishes Genealogy

Ralph Beaver Strassburger, owner of the Norristown (Pa.) Times-Herald, has written an exhaustive volume on "The Strassburger Family and Allied Families of Pennsylvania."

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

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



19.75

25.00

The New Darby Dresses

for the School and College Miss

A wonderful collection of Darby Dresses of Kasha Jersey designed for the younger set—smart in every detail are the straight lines and new collars—some are two-piece and others are one-piece models—some have plaited skirts and others are plain tailored, in wrap-around effects. They are moderately priced at —

13.75

19.75

25.00

39.00

Department Store Gets Excellent Results From Rotogravure Advertising

"The H. & S. Fogue Company has used the Cincinnati Enquirer's Rotogravure Section for a year and a half, appearing regularly in each issue in advertisements ranging from two columns ten inches to half a page, or, in rare cases, a page.

"The most successful results have been obtained from ready-to-wear advertisements, where one or more garments have been featured at a price.

"In May, 1923, a four-page section was used, the result being the largest day's business and the largest Anniversary in the history of the store.

"In all, 42,370 lines have been used to date with excellent results.

THE H. & S. FOGUE COMPANY

(Signed by) "GRACE COLEMAN, Advertising Manager."

"AS YOU WOULD SEE IT IF YOU WERE THERE"

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

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

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

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 20 Chambers St. CHICAGO, 225 LaSalle St. LOS ANGELES, 202 S. W. 1st St.

ROTOGRAVURE
Prints *Perfect Pictures* - the Universal Language

INVENTOR PLANS TO BROADCAST COLOR PICTURES OF WEMBLEY EXPOSITION

Australian Journalist and Radio Pioneer Declares Feat Possible
—Sails for London to Install Special Apparatus

COLOR pictures transmitted by wireless!
Can colored photographs be flashed through the ether more than 10,000 miles, picked up instantly and reproduced in every detail?



CAPT. G. A. TAYLOR

Is such a feat possible? Entirely possible and it will shortly be accomplished, according to Capt. George A. Taylor, versatile Australian journalist, a pioneer in sending pictures by wireless. He passed through New York last week enroute to England and the British Empire Exposition at Wembley. From there he will attempt what may prove an epochal experiment.

With color camera he will take a picture of the exposition grounds on the opening day. Using a wireless instrument of his own invention, he will flash the picture to his home city, Sydney, N. S. W., Australia, where he claims it will surely be picked up exactly as sent and reproduced within a very few hours.

Capt. Taylor told EDITOR & PUBLISHER, he has transmitted color pictures successfully short distances in his laboratory in Sydney, Australia.

"Since it is based on the simple 'dot-and-dash' principle, I am confident any distance can be compassed," he said.

He explained his invention for EDITOR & PUBLISHER.

"A natural colored view for transmission by radio is photographed first in the three primary colors, yellow red and blue," he explained.

"Each photographic plate etched through a screen in the ordinary way, is printed in black ink and enlarged 4 times. The enlargement appears as a series of dots and dashes.

The enlarged picture is then acid-etched on a metal plate, with deep etchings between the screen lines.

"The plate is then placed on a cylinder moving with a needle coming in contact with the metal parts untouched by the acid etching, such contacts being transmitted by wireless over any distance in the simple 'dot and dash' method, the 'dot and dash' being picked up as in ordinary reception by wireless, and made to contact by means of a pen on a cylinder moving at the same speed as that at the transmitting station, the receiving cylinder, however, being covered with paper, so that at the receiving station the picture is received as transmitted. It is then reduced to the original size and printed in the color the black print of which has been transmitted. All three colors are transmitted in the same way and the three reduced plates received reproduced as one colored picture."

Capt. Taylor, who is president of the Association for Developing Wireless in Australia, claims his native country has blazed the way for many of the greatest radio improvements and inventions, although it has received little credit.

Fifteen years ago, he said, the attention of Australian military authorities was drawn to the necessity of wireless for national defense. Nothing was done by the military, and Taylor with a few other enthusiasts constructed the first wireless stations in Australia.

"An Australian was one of the first to send drawings by wireless," Captain Taylor declared. "This was successfully accomplished in 1910 in Australia, and it was not until 11 years later that the discovery was made in America."

Capt. Taylor claimed in 1911 he described a scheme for locating the center of sound and wireless disturbances by means of compasses and microphones, although 6 years later others were given credit for it.

Besides being a wireless enthusiast and inventor, he claims to be one of the first to fly a heavier-than-air machine, and in 1909, he says he perfected an aerial glider, which is now being successfully operated. He is also an artist and publisher, being the owner of seven Australian publications; Building Magazine, a monthly; Construction, a weekly; Property Owner, a fortnightly; Australian Engineer; Local Government Journal; Soldier; and the Junior Australian.

Pacific "Specials" Active

Looking toward improvement and enlargement of the publishers' representatives interests on the Pacific Coast, a Publishers' Representatives Department of the San Francisco Advertising Club has been formed. R. J. Bidwell, of the R. J. Bidwell Company, San Francisco, has been elected chairman. Other officers are: George L. Marshall of Blanchard, Nichol & Coleman, vice-chairman; Lewis W. Clark, Pacific Coast Division manager of Associated Farm Papers, secretary; and H. W. L. Gardiner, publicity director of McGraw Hill Company of California, publicity director. Thomas L. Emory, Pacific Coast manager of the Bureau of Advertising, A. N. P. A., has been appointed advisory member.

Hoe Company Re-elects Officers

All retiring directors and officers of the R. Hoe & Co., manufacturers of printing presses, were re-elected unanimously at the annual meeting of stockholders, held April 8. Officers are: Richard Kelly, president; Addison J. Gallien, vice-president; Harold M. Tillinghast, secretary; Charles MacInnes, treasurer, and Louis Roehm, assistant secretary. A resolution was passed ratifying and approving the action of the officers and directors in adopting the open shop policy.

Hearst Increases New York Holdings

Increasing his holdings in the Columbus Circle section of New York, William Randolph Hearst has taken title to the vacant west side of Eighth avenue, between 56th and 57th streets. Considerations named total \$2,500,000. It is understood Hearst may use the parcel as site for a huge building to house his New York publications.

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

Electrical Equipment for Newspaper Plants

Safe—Reliable—Economical

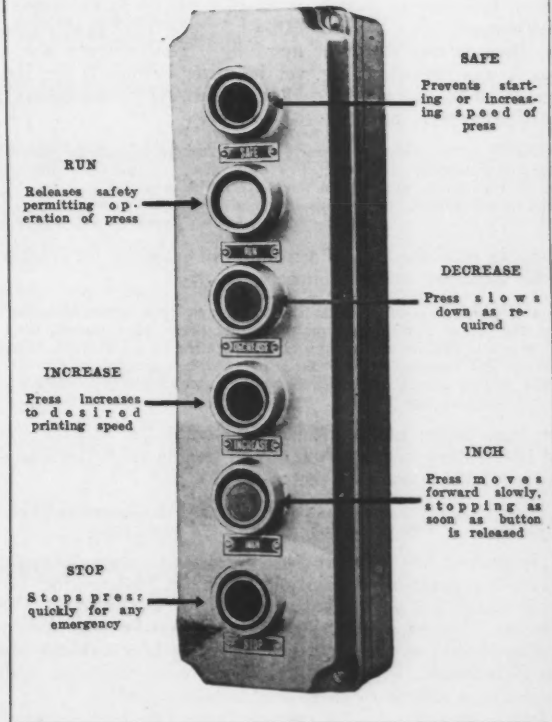
Some of the Products

Cline - Westinghouse Double - Motor Drive with full automatic push-button control for standard, high-speed and multiple-unit type presses (with or without auxiliary control for reels).

Drive with semi-automatic push-button control for small presses.
Cline - Westinghouse Single - Motor Equipment for small, slow-speed rotary presses, rotogravure presses, magazine and catalog presses, etc.
Cline - Westinghouse Double - Motor

Typesetting Machine Drives.
Cline - Westinghouse Stereotype Machine Drives.
Cline Improved Paper Roll Stands (paper reels).
Cline Capital Paper Carriers and Conveyors.
Cline Capital Stereotype Plate Drops.

The Boss of the Press



Some of the Users

- Chicago Tribune
- New York Times
- New York Daily News
- Buffalo News
- Los Angeles Herald
- Los Angeles Times-Mirror
- San Francisco Chronicle
- San Francisco Call
- Seattle Times
- Kansas City Star
- St. Louis Globe-Democrat
- St. Louis Star
- Denver Post
- Des Moines Capital
- Dayton News
- Columbus Dispatch
- Ohio State Journal
- Akron Press
- Akron Beacon-Journal
- Grand Rapids Press
- Harrisburg Patriot
- Minneapolis Journal
- Detroit Free Press
- Wilmington Evening
- Dallas News
- Nashville Banner
- Daily Oklahoman
- Davenport Times
- Worcester Telegram
- Portland Journal
- Omaha Bee
- Houston Chronicle
- Illinois State Journal
- Warren Tribune
- Fresno Republican
- Wisconsin State Journal
- Stockton Record
- New Britain Herald
- Danville Commercial News
- Johannston Tribune
- Kalamazoo Gazette
- Tulsa World
- Harrison Patriot
- Rockford Register-Gazette
- Los Angeles News
- Seattle Star
- El Paso Herald
- San Francisco Herald
- Long Beach Telegram
- Altoona Mirror
- Ottawa Journal, Ltd.
- Sydney (Australia) Sun
- Erie Times
- Long Beach Press
- Memphis Commercial Appeal
- Miami Herald
- St. Joe News Press
- Manitoba Free Press
- St. Paul Dispatch
- Omaha World-Herald
- Feoria Star
- Greensboro News
- Cincinnati Times-Star
- Raleigh News & Observer

CLINE ELECTRIC MFG. CO.

Main Office
FISHER BUILDING
343 S. Dearborn St.
CHICAGO

New York Office
47 W. 34th St.
San Francisco Office
1st Nat'l Bank Bldg.





NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.



(Continued from last week)

Burning of the Herald Office

Under the head of "Awful Conflagration," the Sun on August 13 gave a lengthy account of the great fire in Fulton and Ann streets, that early on the morning of the 12th destroyed \$2,000,000 worth of property and caused the loss of five lives. Its origin was never ascertained. It started at No. 115 Fulton street and rapidly spread through the block into Ann street, burning many new buildings occupied by mechanical, industrial and printing establishments, including a Catholic church and a school. It was estimated that 1,000 persons had been thrown out of employment, and many concerns not adequately insured were ruined. The building at No. 34 Ann street was totally destroyed, the printing office of Anderson & Smith on the third floor, containing the presses and materials used in the publication of the Herald was wiped out, while the Transcript, Jeffersonian and New Yorker offices in the same building were also burned.

Mr. Bennett met the blow manfully. The calamity was as unexpected as it was overwhelming, yet he never hesitated; the Herald had to be resuscitated, and he inserted the following paid announcement in the Sun of August 13 and 14:

"A CARD—James Gordon Bennett begs leave to inform the public that the press, type and materials of the Herald establishment having been destroyed in the great fire on Wednesday morning in Ann street, the publication of the Herald will be resumed in a few days, as soon as new materials can be procured.

"JAMES GORDON BENNETT."

He again used the Sun as a medium of publicity on August 27, inserting the following paid announcement:

"The HERALD.—James Gordon Bennett having now procured entire new materials and the use of a superior double cylinder press, all complete, begs leave to acquaint the public that he will resume the publication of the Herald, Monday next, August 31, at 202 Broadway, basement story, nearly opposite the Franklin House. The Herald will be enlarged, improved and in many respects rendered worthy of extensive public patronage."

The later issues of the Morning Herald had carried the line—"Printed by H. Anderson, 34 Ann street," while an advertisement that appeared regularly announced that:

"Anderson & Smith, having an extensive assortment of new type, execute book and job printing in a superior manner and on the shortest notice."

As partners of Mr. Bennett these gentlemen eventually realized that they had made a great mistake in joining in his undertaking, as it cost them the lucrative job of printing the Sun and Transcript. They complained to Mr. Bennett that they were disappointed at the slow progress the Morning Herald was making, little realizing how suddenly their contract was to be ended by the big fire. They were ruined in business by the catastrophe, and both of them died not long after.

Mr. Bennett's Incessant Toil

Prior to the fire and later on, when the whole burden of publishing the paper rested on his shoulders, Mr. Bennett toiled incessantly. Only his great vitality and rugged constitution saved him from a premature breakdown. His usual daily routine was as follows: Rising at 5 a. m., he worked in his room until 8; then went to the cellar, sold papers, wrote advertisements for his patrons and prepared more copy. At 1 o'clock he went out to dine and to gather news, including a prolonged visit to the Stock Exchange. From 4 to 6 p. m. he was again at the counter. In the evening he was very busy with editing the matter for next day's paper; reading proofs at the printer's, and occasionally running out to report a meeting or dig up a late piece of news; thus putting in on the average sixteen to seventeen hours of hard work, before returning to his little bedroom, for years located in a humble tenement house in rear of the building on Nassau street, where the notorious Aaron Burr had his law office.

Still watchful of his principal adversary, the Sun, Mr. Bennett did not hesitate to disparage its value as a news medium, saying one day:

"The readers of the Sun can see the principal news of that paper in the preceding day's Herald. These men borrow one-half their ideas from us. We should have them tried for grand larceny."

And again:

"Will the blockheads of the Sun tell us if they have blown out any brains with their brace of loaded pistols? If they have, the brains are badly needed in their own office, for such an article is scarce there!"

The Evening Star, then being published by Major Noah, one of Bennett's earlier employers, also came in for a share of his attention. Several stinging paragraphs appeared during the Summer of 1835, slurring and ridiculing the members of the Star's editorial staff. A Dr. Townsend, who the Herald had christened "Peter Simple" Townsend, its contemporary's clever police court reporter, was made an object of special attack. Said Bennett one day:

"Will Doc. Townsend say how many tickets for the Phillips' benefit he has sold to get a high niche on the Committee? Or what will our friend sell out the Chairmanship for? Come, let us have a trade?"

Dr. Townsend, incensed over Bennett's persistent abuse, finally on October 7, 1835, came up behind him in Wall street, and struck him a severe blow in the back. Bennett instantly turned and hit the doctor in the face; after a brief bout, witnessed by many brokers and business men, Bennett shouted to him in a rage:

"If you want fighting, I'll go to Hoboken tomorrow and give you your belly full. As a gentleman I will fight or write with the Star office, Major Noah, you and all!"

The doctor slunk away from the infuriated editor, after his "clandestine attack," and Bennett hurried to his cellar office to write up the event, which formed the leading article in next day's Herald.

CHAPTER FOUR

First Issue of the Herald from No. 202 Broadway

THE destruction of the Morning Herald plant left Mr. Bennett practically penniless. Many another man would have succumbed to an adverse fate and abandoned newspaper publishing in despair. But Mr. Bennett was cast in a different mould. He was then forty years old; in his prime; an energetic, experienced, progressive newspaper man, fired with the spirit of determination "to win or die."

He brooked no interference with his plans and policies and long before the disastrous fire, he had been at loggerheads with his partners. Thus the apparent calamity proved a blessing in disguise, for the firm of James Gordon Bennett & Co. was promptly dissolved, enabling him to get rid of Anderson and Smith, his troublesome partners.

He proudly boasted of his independence in both editorial and business control, and yet a few months after we find him, due to his pressing financial necessities, appealing in long-winded editorials for a moneyed man as partner. For a period of nineteen days after the fire he was apparently engaged in raising fresh capital and securing another cellar for the renewal of his operations. It is understood that several of his friends had enough confidence in his ability to "make good" to loan him a few hundred dollars; and the writer in 1878 met an aged physician in the Herald office at Broadway and Ann street, who informed him that in 1835 Mr. Bennett had offered him a large interest in the paper for \$600, but he declined, feeling certain that the enterprise would fail. The doctor later deeply regretted that he had not made the investment.

Mr. Bennett located his pressroom at 7 Theatre Alley, and secured a font of new type for his paper. It was the real beginning of the Herald and the first issue was a very neat piece of typography, well printed, and filled with much original and interesting matter. It was 16 by 21 inches in size.

The headline and the notice at the top of the editorial page read as follows:

THE HERALD

Vol. 1

NEW YORK: Monday, August 31, 1835

No. 1

Published by James Gordon Bennett

Office: No. 202 Broadway

Basement Story

Terms for advertising—one square a year, \$30.

Then follows a list of the city's banks, courts, etc. In another column it was announced that regular carriers would receive their papers at the pressroom 7 Theatre Alley, between the hours of one and six a. m.

(Continued next week)

Quarantine!

(*Good News Is Contagious*)

All persons attending the A. N. P. A. Convention in the Waldorf-Astoria are warned to consider the advantages they may incur if they linger in the vicinity of the small table placed in the middle of the Fifth Avenue Corridor, Convention Floor.

If you're at all susceptible to information that will create pleasant financial figures for your books and ascending prestige for your newspaper, you'll run a big risk of infection.

New classified advertising ideas and plans are contagious. Be careful how you expose yourself—unless you don't mind coming down with a heavy case of classified advertising success!

Basil L. Smith

TIPS FOR AD MANAGERS

Acorn Agency, Inc., 56 West 45th street, New York. Using 20 lines, 13 times for Agia Products Corporation.

Aubrey & Moore, Inc., 210 East Ohio street, and the Conover-Mooney Company, 11 West Monroe street, Chicago. Issuing schedules on Chicago Herald and Examiner.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders with newspapers in various sections for Dethol Mfg. Company, Insecticide, Richmond, Va. Again placing new schedules with newspapers for Kellogg Toasted Corn Flake Company, Battle Creek, Mich. Placing 30-inch orders to run 20 times in newspapers in various sections for La France Mfg. Company, laundry tablets, 213 Sanson street, Philadelphia.

Barrows & Richardson, 19 West 44th street, New York. Placing orders with some New England newspapers for the West Electric Hair Curler Company hair nets, Philadelphia. Making contracts for the Weir Stove Company.

Barton, Dursline & Osborn, 383 Madison avenue, New York. Making 3,000-line contracts for the Walker-Pratt Mfg. Company.

George Batten Company, 383 Madison avenue, New York. Making contracts with newspapers generally for Larvex Sales Corporation, moth proofing fluid, 250 West 57th street, New York.

Brooke, Smith & French, John & Eliot streets, Detroit, Mich. Making 2,800-line contracts for Columbia Motors Company.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Making 2,500 line contracts for Plapao Laboratories.

Condon-Milne, Inc., 429 Perkins Bldg., Tacoma, Wash., and Central Bldg., Seattle, Wash. Placing account for Pacific Steamship Company, Admiral Line, Seattle, Wash.

Critchfield & Co., Brooks Bldg., Detroit. Handling special advertising campaign for Ford Motor Company, Detroit. This advertising will be in addition to the present campaign now being directed by McKinney, Marsh & Cushing, Inc., Detroit.

D'Arcy Advertising Company, International Life Bldg., Chicago. Making 1,680-line contracts for LaFrance Mfg. Company, laundry tablets.

Dorland Advertising Agency, Presson Bldg., Atlantic City, N. J. Placing orders with some New York City newspapers for Nassau Hotel, Long Beach, N. Y.

Erwin, Wasey & Co., 844 Rush street, Chicago. Making 30,000-line contracts for Quaker Oats Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 3,000 line contracts for North American Pharmaceutical Company (Lewis Laboratories); making 5,000 line contracts for the Stutz Motor Car Company.

Fuller & Smith, Inc., 1501 Euclid avenue, Cleveland. Again placing orders with newspapers in various sections for Cleveland and Buffalo Transit Company, Great Lakes S. S. Lines, Cleveland.

Hoops Advertising Company, 9 East Huron street, Chicago. Making 1,000 line contracts for Paige-Detroit & Jewett cars.

Charles W. Hoyt Company, Third Nat. Bank Bldg., Springfield, Mass. Placing accounts for the Cowan Truck Company, Holyoke, Mass., manufacturers of Cowan's industrial trucks, and H. H. Smith Company, of Westfield, Mass., manufacturers of heating apparatus.

Charles W. Hoyt Company, 116 West 32nd street, New York. Placing account for the Keystone Manufacturing Company, York, Pa.

Wm. A. Ingoldby Company, 130 South Broadway, Los Angeles, Cal. Placing orders with some Pacific Coast newspapers for Kellogg ant paste.

H. W. Kaator & Sons Company, Lytton Bldg., Chicago. Placing orders with newspapers in various sections for Zenith Radio Corporation, McCormack Bldg., Chicago. Making 3,500-line contracts for Williamson Candy Company (O. Henry).

Roland Kary, 161 East Erie street, Chicago. Sending out orders for Sunbeam Chemical Company (Rit).

Kling-Gibson Company, 220 South State street, Chicago. Renewing newspaper contracts for Edna Wallace Hopper & Co., toilet articles, Throop street, Chicago.

Livermore & Knight Company, Providence, R. I., and 25 West 43rd street, New York. Placing orders with some New York City newspapers for Gotham Candy Corporation, 18 West 34th street, New York.

Lord & Thomas, Wrigley Bldg., Chicago. Making 5,000 line contracts for the Peppodent Company; making 10,000 line contracts for the Studebaker Corporation; preparing fall campaign on Sun Ray Products Company.

Lord & Thomas, Inc., 247 Park avenue, New York. Placing orders with newspapers in various sections for M. Teala & Co., Teala Pearls, 398 5th avenue, New York.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Issuing orders on Michigan Resort and Tourist Association. Sending out orders on Chericola Company.

Newell-Emmett Company, 120 West 32nd street, New York. Making 1,000 line contracts for the Western Electric Company.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston, Mass. Placing orders with newspapers generally for Carpenter-Morton Company, "Colorite," straw hat finish, 77 Sudbury street, Boston.

Patterson-Andrews Company, 1 Madison avenue, New York. Making contracts with newspapers in various sections for Lehigh Valley Portland Cement Company, Allentown, Pa.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Sending out 272 line orders for Portland Cement Association.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Sending copy to large Ohio papers on Saunders Drive-it-Yourself.

William H. Rankin Company, 1 West 37th street, New York. Making yearly contracts for the Haynes Automobile Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Placing orders with newspapers generally for Dearborn Supply Company, medical, 5 North LaSalle street, Chicago. Issuing schedules on Sears, Roebuck & Company.

Frank Seaman, Inc., 471-4th avenue, New York. Making contracts with some Middle West newspapers for Federal Telephone & Telegraph Company, radio, Buffalo, N. Y.

Sherman & Lebir, 130 West 32nd street, New York. Placing account for Sampek Clothes, Inc., 1140 Broadway, New York.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 1,500 line contracts for the Santa Fe Railroad. Newspapers in various sections for Northern Pacific R. R. Company, St. Paul.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing account for Buxton, Inc., "Buxton Keytainer," Springfield, Mass.

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Sending contracts to Ohio papers on Vanu Company.

Charles H. Touzalin Agency, Union Trust Bldg., Chicago. Making contracts for Chicago, Deluth and Georgian Bay Transit Company.

Vanderhoff & Co., 167 East Ontario street, Chicago. Placing account for Burdick Cabinet Company, Milton, Wis., and Acme International X-Ray Company, Chicago. Placing orders with Ohio and Pennsylvania newspapers for Allaire Woodward & Co., "El Vampiro" chemical, 110 Main street, Peoria, Ill.

M. Volkman Advertising Agency, 185 Madison avenue, New York. Placing account for Hazador Corporation, folding cartons, 93 William street, New York.

Frank B. White, 76 West Monroe street, Detroit. Making contracts for Rickenbacker Motor Company, Detroit, Mich.

Zimmer-Keller, Inc., Detroit Life Bldg., Chicago. Placing account for the Joliet Manufacturing Company, Joliet, Ill.

BILLBOARDS GOING!

Ziegfeld Latest to Abandon Outdoor Signs for Newspapers

"Flo" Ziegfeld, Follies manager, is the latest to hack outdoor advertising from his list, announcing he will hereafter concentrate on newspaper columns, "productive of a readily ascertainable return."

The announcement was made in New York and followed investigations carried on by Ziegfeld of the representations of Mrs. W. L. Lawton, chairman of the National Committee for the Restriction of Outdoor Advertising.

The Times Square electric sign advertising the "Follies" at an expense of \$50,000 a year, will be torn down immediately, and this amount together with \$75,000 from 64 billboard contracts will be diverted to newspaper offices.

Ziegfeld's investigations found that this expensive form of advertising through billboards and electric signs scattered promiscuously along highways brought no regular traceable return, while advertising in newspaper columns was productive of a readily ascertainable return.

Popular Radio Features

Are essential today!

Write for samples of the
WASHINGTON RADIO NEWS SERVICE

1635 R St., Washington, D. C.

The 2-column weekly letter of national and international radio news written by

CARL H. BUTMAN

appeals to all classes of readers and radio advertisers.

IOWA Is Potential Market For Electrical Goods

Iowa people want things that will save labor and time, eliminate difficulty and increase production. They want and need modern type of household and kitchen equipment—anything that will make living conditions better and more comfortable.

This big market, having a population of 2,404,021, has 370,000 ELECTRIC METERS, each having potential customers for electrical appliances. The following list shows the number now having special electrical conveniences.

Irons	140,000
Vacuum Cleaners	77,000
Fans	70,000
Washing Machines	58,000
Heaters	25,200
Toasters	20,000
Percolators	10,000
Ironing Machines	2,230
Dishwashers	212

From the above figures it is easily seen that there is a big potential market waiting for manufacturers of electrical devices.

This is one territory worthy of the attention of such manufacturers and the one best way of reaching this market is through the daily newspapers of Iowa. All are substantial, enterprising papers, highly thought of by their readers and advertisers.

USE THIS LIST FIRST

	Circulation	Rate for 5,000 lines
**Burlington Gazette	(E) 10,706	.04
***Cedar Rapids Gazette	(E) 22,671	.07
***Council Bluffs Nonpareil	(E&S) 16,132	.05
**Davenport Democrat & Leader	(E) 14,801	.06
**Davenport Democrat & Leader	(S) 17,660	.06
††Davenport Times	(E) 24,447	.07
**Des Moines Capital	(E) 61,288	.14
**Des Moines Sunday Capital	(S) 28,150	.14
**Iowa City Press-Citizen	(E) 6,176	.035
**Keokuk Gate City	(E) 5,656	.03
†††Mason City Globe Gazette	(E) 13,405	.04
***Muscatine Journal	(E) 7,980	.035
***Ottumwa Courier	(E) 13,375	.05
***Waterloo Evening Courier	(E) 16,775	.06

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

††Government Statement, Oct. 1, 1923.

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

Largest Patronage in the Industry

—we wish to thank
our customers



POWERS PHOTO ENGRAVING COMPANY

154 Nassau St., New York City. Beekman 4200

POWERS COLORITYPE COMPANY

229 W. 28th St., New York City. Pennsylvania 7760

POWERS REPRODUCTION CORPORATION

205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY

Broadway and 50th St., New York City. Circle 1300

WHAT MAKES A NEWSPAPER—AND WHY —ADEQUATELY TOLD BY YOST

New Book by American Society of Editors' President is First to Give Attention to Fundamentals of Newspaper Work as Well as More Limited Technical Details

By JAMES MELVIN LEE

Director Department of Journalism, New York University

THE newspaper which the boy throws on the porch in the morning and the ice which the ice man often deposits too closely to the paper, deteriorate in value in the same ratio. The ice melts and the news grows stale. Many of the critics of the newspaper who speak from public forums or who write for current periodicals give erroneous impressions because they are unfamiliar with economic principles of newspaper production.

The first book to treat the newspaper at all adequately from the economic point of view is "Principles of Journalism" by Casper S. Yost, editor of the *St. Louis Globe Democrat*, and president of the American Society of Newspaper Editors—(D. Appleton & Co.). Mr Yost has for years been a leader in the movement for higher standards of ethics in newspaper production, but he frankly admits in the early pages of his book that the first essential of a newspaper is that it shall be salable. Admitting that a newspaper may express the loftiest ideals and be devoted to the noblest of causes, he insists that if it is not salable it is utterly futile and if not read is no better than a blank sheet.

The newspaper is not an endowed institution. Its production is fundamentally a manufacturing enterprise, as Mr. Yost points out on the first page of his second chapter. In this same chapter attention is called to a number of other important economic truths. Advertising, for example, should be recognized as having esthetic public values "that make it something vastly more important than a mere income-producing feature of journalism." Emphasis is put upon the fact that of all human undertakings the newspaper is most dependent upon sustained public confidence for its existence and that actual motives can not be long concealed nor evil designs disguised in the full glare of publicity to which it is constantly exposed, for each day the newspaper, in its diurnal form, is exposed naked to the world. Such are a few of the economic truths expressed by Mr. Yost.

The third chapter, which deals with the primacy of news, ought to warm the cockles of the heart of every reporter. Naturally, this chapter has a classification of news which ought to be noted in passing. First of all, there is the news that is complete in a single report; after facts have been stated, the event is dismissed. If it has no sequel or has no follow-up story, it passes into oblivion. Much of the routine news is of this character. The second type of news mentioned is that composed of reports and occurrences that are complete in themselves but which form a succession of events, each leading to another. The series may suddenly end or it may develop progressively until the greatest story of the century fills the first page. The illustration given is the assassination of a prince in an obscure village of a petty Balkan state—the first of the series that ended in the World War. Still another type of news is that which involves processes of a single event which may or may not arrive at completion. The illustration given is the session of Congress in which currents of events may attain completion in achievement or which may disappear in the sands.

A chapter of unusual importance is the one which discusses the selection of news—what shall be printed and what shall be rejected. In this problem the editor must consider the limitation of space, for he is often obliged to reject much that he would print if he had the room. The fact is not overlooked that today may be

filled with news, while tomorrow may be comparatively newsless, and that the editor at any one time never has all the news of the day before him from which to choose in accordance with his deliberate estimate of relative values, for news comes in a flowing stream. He must exercise his judgment upon a moving current instead of a static mass.

The first principle of selection given by Mr. Yost is the measure of public interest. In discussing the appeal of sensational news, he says:

This class of news is so elemental in its appeal, so attractive to the larger number of people, that the temptation to fill columns with it, to draw special attention to it with headlines, to seek for it when it does not appear upon the surface of events, to create it by the exaggeration and expansion of trifles, is very great, and in no department of newspaper publication is the privilege and responsibility of journalism so much abused as in this one.

The concluding note struck in this chapter is that the chief function of journalism is the publication of news that has intrinsic value as information.

A chapter which provokes thought is the one headed "The Rejection of News." Mr. Yost quotes a veteran newspaper man as saying "what not to print" is the supreme test of editorial ability. As a general proposition, he believes that neither youth nor maturity would profit by the elimination of the legitimate news of crime and vice from the press while the public would be deprived of information that it needs for self-regulation and protection. At the same time, he insists that there is news of public importance from which salacious details should be stricken in the interest of elementary decency. Every working editor will agree with the assertion in this chapter that the suppression of news, while one of the more frequent complaints against journalism, is one of the least justified—if any sinister significance be given to the charge.

Another chapter not to be overlooked is the one which outlines the handling of news. A fine tribute is paid to the work of the reporter, but Mr. Yost is very positive that the desk has its heroes, its geniuses, and its artists no less than in the field. On the matter of makeup, he says:

A well-dressed newspaper, one, that is to say, whose appearance is clean and attractive to the eye, is not only a constant pleasure to those who read it but a constant inspiration to those who serve, however humbly, in its creation.

But while the importance of the news is stressed, the editor and his page is not neglected. I have space only for one quotation from the chapter on "Editorial Responsibility."

Every editorial is an address or a statement to the public. Any man who makes a speech understands that his audience measures his intelligence, and perhaps his character, by what he says. Certainly if he speaks with some frequency both character and intelligence will be estimated from his utterances. Knowing this he will, if he has the opportunity, prepare himself with some care, study his subject and arrange his thoughts so as to make the best impression he can upon his hearers. He will have his audience before him, and usually he may discern some indications of the effect upon it of his words and his personality. The editor cannot see his audience and rarely has any sign of the immediate effect of his words. But none the less he is a speaker addressing an audience, a much larger one than any man can reach with vocal speech, and the intelligence, the character, the general personality of the newspaper will be measured in the main by what he says from day to day. It is important, therefore, that he likewise consider his subject, in each instance, with as much care as the circumstances of time permit,

if he is to create, maintain or enhance for his newspaper a reputation to justify public confidence and respect.

Most recent books on journalism have been limited to newspaper technique, the writing of news, the editing of copy, the marketing of subscriptions, the mechanical makeup of the pages. Mr. Yost, however, has given the working press a book that possibly for the first time formulates the fundamental principles of newspaper work. He calls upon the press to recognize its obligations to the public.

A similar call is being heard in other fields. At a dinner of department store executives the other evening, I heard one of them remark that in addition to selling the public things that put money into store tills, the merchant of today must realize his obligation to the public, and that in no small way he was responsible for making the homes of the community beautiful and attractive through the goods delivered from his store.

Mr. Yost expresses a somewhat similar thought, though in another field, when he says that the editorial page cannot be adjusted to the intelligence of the moron or to the ignorance of the illiterate. Throughout his book he sets a high standard. The need of such a standard is shown by the organization of editors of which he is the president.

NEW PENNSYLVANIA DAILY

Norristown Register, P.M., Launched April 14—Jones Editor

The first issue of the Norristown (Pa.) Register, published by the Norristown Register Company, made its appearance April 14, as an afternoon newspaper. The officers are: President, Gilbert S. Jones, formerly of the Reading News; vice-president, E. S. Moser, editor, College Independent; secretary, Clifton S. Hunsicker; treasurer, I. Powell Thomas.

The executive force consists of: general manager, Gilbert S. Jones; editor, E. S. Moser; associate editor, Clifford D. Spohn; managing editor, Harry I. Maginley; city editor, Clifton S. Hunsicker.

The home of the paper is a three-story building of fire-proof construction, 33 by 102 feet. The press equipment consists of a Goss straight-line, capable of printing 24,000 16-page papers per hour. The second floor is occupied by a completely equipped bindery and job printing plant. United Press wire service is being used.

Editor Celebrates 85th Birthday

Charles S. Parker, publisher of the Arlington (Mass.) Advocate and the Lexington Minute Man, who is regarded as dean of active newspaper editors in New England, recently observed his 85th anniversary. The venerable newspaper man had planned no celebration, but his office associates and other friends presented him with gifts. Mr. Parker has edited his papers for more than a half century, starting them in 1872. He is a veteran of the Civil War.

Cope News Service to Issue Weekly

Cope News Service, New York, has announced it will commence publication of a new national weekly newspaper, beginning about May 10, to be known as the New York Chronicle. The weekly will cover international and national politics, legislation, banking, transportation, labor, forward movements and general business topics. The Cope News Service claims to have its own correspondents "everywhere the United States Government has ambassadors and consuls, and more than 4,000 correspondents in North America." Every reporter will be a secret agent, according to the announcement. William Edward Cope is editor of the Cope News Service, which issues the Confidential News Service.

Minneapolis Star Sale Postponed

Sale of the Northwest Publishing Company, owner of the Minneapolis (Minn.) *Minnesota Daily Star*, which was to have been held Saturday, was postponed until April 19. The only bid submitted was that of George R. Smith, an attorney representing William Thompson, former business manager, A. B. Frizzel, and Thomas Van Lear, former editor. They offered to take over the operation of the newspaper, spend up to \$100,000 on operation expenses, pay off the liabilities of \$550,000 out of the profits, or buy the assets outright for \$25,000.

Clarke Appointed M. E. of "Success"

Joseph I. Clarke has been appointed managing editor of *Success Magazine*, New York. Until recently he was second vice-president of the National Bank of Commerce, New York, where he started the bank's house organ, *Commerce Monthly*, a journal of economics and finance. At one time he was city editor of the *Saratoga Springs (N. Y.) Sun*, and has been a member of the editorial staffs of the *New York Sun* and the *Boston Post*.

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

FIRST IN PUBLIC SERVICE

The **World**.

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers
by the Year

The **World**

Pulitzer Building, New York
Mallers Building
Chicago

Ford Building
Detroit

Low Advertising Cost

THE buying tide is always at a high level in the Milwaukee-Wisconsin Market nearly 3,000,000 people. Milwaukee is the first city of America in diversity of industry—and Wisconsin is the world's richest dairy-ing center.

The Milwaukee
JOURNAL
FIRST—by Merit

Economical and Thorough
National Capital Coverage

Is Offered National Advertisers

By

The Washington Times


EVENING EXCEPT SUNDAY

And

The Washington Herald

DAILY, INCLUDING SUNDAY

These two newspapers, with a combined daily circulation of more than 116,000 (A. B. C.) against approximately 109,000 homes in Washington, D. C., give advertisers a complete coverage at the lowest rate per line.

THE TIMES GAINED
61,830

Lines of National advertising the first three months this year.

THE WASHINGTON HERALD

Recently added to the transcontinental string of Hearst newspapers, is keeping pace with the growth of its older brother.

THE SUNDAY HERALD

With 130,000, has the largest circulation of any Washington newspaper and dominates both the National Capital and the surrounding trading radius.

G. LOGAN PAYNE CO.
Western Advertising Representatives
TOWER BUILDING, CHICAGO, ILL.

PAYNE, BURNS & SMITH
Eastern Advertising Representatives
247 PARK AVE., NEW YORK CITY

WHAT THEY ARE SAYING

"GREAT IMPERSONAL INSTITUTIONS"

"THE newspaper of today has not succeeded in escaping from the influences of the times, and so we have great impersonal institutions amidst an impersonal civilization that gets its wants satisfied by means of huge combines and monster syndicates."—Harry Mill, managing editor, Bloomington (Ill.) Bulletin.

* * *

YES, BANKS SHOULD ADVERTISE

"SHOULD a bank advertise? The answer is 'yes,' if it has something worth while to sell. If it is merely a cold place where people keep money for the purpose of checking it out conveniently, and where an occasional accommodation may be had, then it has nothing to advertise, and even the money that a bank spends for what we call 'card ad' in newspapers is waste. On the other hand, if the bank is an institution that keeps at least abreast of the times, and occasionally takes the lead progressively in developing new fields of service, it should be proud 'to tell the world' about it. In short, that bank owes it to itself and the community to advertise its facilities."—Nathan S. Jonas, president, Manufacturers Trust Company, New York.

* * *

SCHOOL NEWS

"THE newspapers of the country are the greatest allies the public schools have in promoting the cause of universal education. It is largely the educator's fault if the newspapers sometimes distort the facts, and build up stories with insufficient foundation to the discredit of the schools. They must have the news and it is a part of our duty to keep them advised of the facts."—J. H. Risley, Superintendent of Schools, Pueblo, Colo.

* * *

NEWSPAPERS PARTLY TO BLAME

"THE ranks of press-agentism are recruited largely from among active newspaper men and women who assume outside publicity work in order to supplement their incomes. If newspapers made a rigid rule that they would print nothing they had not dug up for themselves, the news gathering staffs would need be increased from two to three times the present number. If newspaper writers were refused the privilege of acting as press agents in their own time, it would be necessary for their pay to be double if they were not to live below the level of day laborers or country preachers."—Marshall A. Dana, Associate Editor, Oregon Journal.

* * *

WHEN AN ADVERTISER COMPLAINS

"WHEN an advertiser complains about results, one of two things is necessarily true—the solicitor has misrepresented the circulation, or the advertiser has fallen down on the job. The merchant wrongly assumes that it is up to the newspaper to produce results. Follow this reasoning to its logical conclusion, and we find the advertiser expects the newspaper to compel its readers to deal with him, when in fact it is up to the merchant to induce the readers to buy from his store. If it were possible for a newspaper to control its readers' buying habits, all other advertisers would cease to do business with a publication that could or would shift its readers from store to store."—W. J. Harrison, Los Angeles Herald.

* * *

THE FREE PUBLICITY GOLD BRICK

"LET'S begin now and buy no more gold bricks. Print nothing that comes from selfish and self-seeking sources—that has the suspicion even of being illegitimate advertising. We have something to sell. The gate is open for the man with the paid ticket. What would you think of the owner of a circus who connived at and aided several hundred people a year to crawl under his tent when he knew they had the cash with which to buy a ticket. People, too, who paid to go to a competing show but wanted you to furnish cheerfully free admission? The newspaper is the greatest of our public institutions not supported by the government or by endowments. In honesty, the press will challenge the world to produce as high a percentage in any other profession or business. It is up to us to keep it so. We cannot do it by deceiving ourselves into printing the press agent's blue sky stuff as legitimate news, and deceive our readers."—Stephen Bolles, editor, Janesville (Wis.) Gazette, before Wisconsin Press Association.

N. Y. Post Enlarges Plant

New York Evening Post continues to enlarge its plant on Vesey street materially. Latest addition is the rental of the basement to the right of the main building. Recently the building on the left was taken over for the use of Cyrus H. K. Curtis's New York newspaper. C. C. Lane, business manager, denied rumors that the Post expected to move to a new plant shortly, but declared eventual removal to a larger building was contemplated.

To Auction Daily April 23

New Bedford (Mass.) Sun will be sold at public auction April 23, Samuel Barnet, the receiver, has announced. The Sun is an evening newspaper with approximately 7,000 circulation, now being published daily. Equipment includes a Scott press, 8 linotypes, and a complete engraving outfit. A deposit of \$2,000 will be required of all bidders.

first!
 -in daily circulation
 -in lineage
 -in reader interest
 -in proved results

The Indianapolis NEWS

36,354
 SQUARE MILES
 IN INDIANA

OVER this vast area are scattered nearly three million people.

Thousands of these are living on prosperous farms, while ninety-two city centers (31 with population over 10,000 and 62 from 2500 to 10,000) are claiming their share of the most prosperous classes known to the middle west—the middle west that enjoys genuine prosperity.

This state, eleventh in point of population, presents opportunities for successful advertising from toilet soaps to farm tractors.

Newspapers not only blanket the big city centers but their well-developed circulation systems have placed them at the door of every farmhouse in the state.

Every daily newspaper on this list can get business for you. Use them regularly.

	Circulation	Rate for 5,000 lines
+++Decatur Democrat	(E) 3,276	.025
***Evansville Courier and Journal..	(M) 27,040 } (E) 10,868 }	37,908 .08
***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) 3,576	.025
**Indianapolis News	(E) 127,361	.23
**Lafayette Journal & Courier...	(M) 7,372 } (E) 12,875 }	20,247 .06
+++La Porte Herald	(E) 4,091	.025
***Newcastle Courier	(E) 4,603	.025
***South Bend News-Times.....	(M) 10,155 } (E) 12,884 }	23,039 .06
***South Bend News-Times	(S) 21,440	.06
***South Bend Tribune	(S) 19,718.	(E) 20,588 .06
**Terre Haute Tribune	(E&S) 24,084	.06

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

***A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.

Build the Foundation in New England

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500	10,000
	lines	lines	lines
***Attleboro Sun(E)	5,414	.0375	.0175
†††Boston Globe(M&E)	278,616	.50	.50
†††Boston Globe(S)	332,083	.55	.55
**Boston Post(M)	362,382	.60	.60
**Boston Post(S)	366,782	.55	.55
**Fall River Herald(E)	15,271	.045	.045
**Fitchburg Sentinel(E)	11,191	.035	.045
**Haverhill Gazette(E)	15,800	.035	.04
††Lynn Item(E)	16,517	.06	.045
†Lowell Courier-Citizen and Evening Leader(M&E)	21,696	.06	.06
***New Bedford Standard-Mercury(M&E)	32,565	.08	.08
***New Bedford Sunday Standard(S)	27,334	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
††Pittsfield Eagle(E)	16,007	.04	.035
***Salem News(E)	21,130	.09	.07
Taunton Gazette(E)	8,263	.04	.03
††Worcester Telegram-Gazette(M&E)	84,365	.24	.21
†††Worcester Sunday Telegram (S)	46,539	.18	.15
MAINE—Population, 768,014			
††Bangor Daily Commercial..(E)	14,448	.05	.04
**Portland Press Herald..(M&S)	31,115	.08	.08
**Portland Express(E)	28,400	.10	.07
**Portland Telegram(S)	28,734	.10	.07
(Sunday Edition Express)			
††Waterville Sentinel(M)	5,999	.035	.025
NEW HAMPSHIRE—Population, 443,683			
**Concord Monitor-Patriot ..(E)	5,178	.0375	.025
††Keese Sentinel(E)	3,518	.03	.034
**Manchester Union Leader..(M&E)	28,277	.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	(A).23
**Providence Journal(M)	33,534	.10	(A).23
**Providence Journal(S)	61,142	.15	.15
††Providence Tribune(E)	23,081	.10	.09
**Westerly Sun(E&S)	4,601	.025	.025
**Woonsocket Call(E)	13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			
VERMONT—Population, 382,428			
***Barre Times(E)	6,885	.03	.025
†††Bennington Banner(E)	3,059	.0125	.0125
***Burlington Free Press.....(M)	12,083	.05	.05
***Rutland Herald(M)	10,548	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,810	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post(S)	19,926	.09	.09
**Hartford Courant(D)	33,157	.08	.08
**Hartford Courant(E)	50,185	.11	.11
††Hartford Times(E)	46,997	.12	.12
**Meriden Record(M)	7,212	.045	.03
††Middletown Press(E)	7,988	.0325	.025
††New Haven Register(E&S)	40,106	.11	.10
**New London Day(E)	11,341	.06	.045
††Norwich Bulletin(M)	12,494	.07	.05
**Norwalk Hour(E)	5,300	.03	.03
**Stamford Advocate(E)	8,994	.0375	.03
**Waterbury Republican American (M&E)	22,337	.08	.07
**Waterbury Republican(S)	15,298	.06	.05
† Government Statement, April 1, 1923.			
** A. B. C. Statement, Sept. 30, 1923.			
†† Government Statement, Sept. 30, 1923.			
** A. B. C. Statement, April 1, 1924.			
††† Government Statement, April 1, 1924.			

If you are able to begin a national advertising campaign with only a limited territory where your sales organization will be able to completely cover the field and back up your advertising effort with satisfactory distribution—center this initial territorial campaign in New England.

Here are people of all classes and occupations—as a whole, educated and discriminating buyers. These people live closer together—yet with plenty of room—than do those in any other similar area of our country.

These states as a group LEAD the country in many lines of manufacture and commercial effort. The people of the individual states have like characteristics, the same desires, the same average wealth, the same purchasing tendencies.

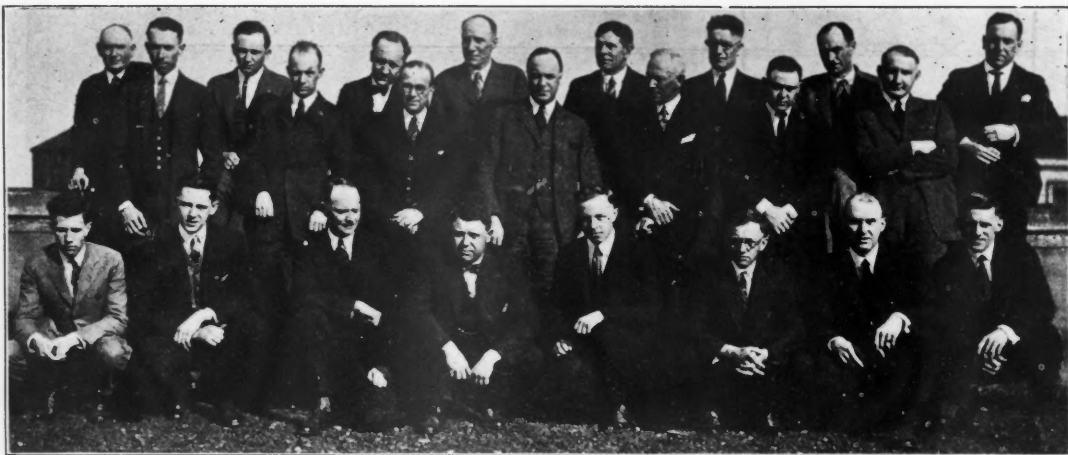
A wise national advertiser will consider these six busy states as a unit and will advertise a path to their door.

The purchasing power of this field can be swayed by daily newspaper advertising.

Advertise regularly in these New England Daily Newspapers. Here population is thickest and forty per cent of the savings deposits of the United States is concentrated in this small area.

These Listed Papers Will Introduce You to the Right People

PACIFIC NORTHWEST CIRCULATORS HOLD FIRST MEET



First regular meeting of the Pacific Northwest Circulation Managers' Association drew a representative delegation from the larger newspapers of the states of Oregon, Washington and Idaho to Portland, Ore., April 9 and 10. The group was organized largely through the efforts of E. P. Hopwood, circulation manager of the Portland Oregonian, and a charter member of the International Circulation Managers' Association. Members shown above are:

Front row, left to right—J. L. Stack, Wallace Press-Times; John Verschueren, Astoria Budget; W. A. Scott, Salem Capital-Journal; F. L. Garrison, Seattle Post-Intelligencer; J. F. Howard, Albany Democrat; Harry W. Ely, Portland News; W. R. Woodward, Everett Herald, and C. L. Pearson, Everett News. Middle row—H. B. Davies, Boise Capital News; Henry N. Fowler, Bend Bulletin; Ellis B. Hall, Centralia Chronicle; D. H. Smith,

Oregon Journal; C. H. Breed, Spokane Spokesman-Review; E. A. McKee, Longview Daily News; Earl G. Adams, Portland Telegram.

Back row—J. M. Dunning, Pendleton East Oregonian; H. F. Lyness, Tacoma Ledger; W. D. Lyness, Tacoma News; E. P. Hopwood, The Oregonian; G. Lansing Hurd, Corvallis Gazette-Times; J. B. Johnson, Oregon City Enterprise; E. Grenfell, Seattle Star; W. H. Henderson, Salem Oregon Statesman.

WILL ASK CONGRESS TO MAKE PRESS USE OF NAVY RADIO PERMANENT

Navy Chiefs Agree to Get Question of Trans-Pacific Communication Before This Session Policy Approved

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., April 16.—Legislation, designed to make permanent the use of the Navy's radio facilities for press and commercial purposes, or at least to replace the present arrangement which expires June 30, 1925, with a long-time agreement, will be put before Congress at the present session.

This was virtually agreed upon in Washington this week at a conference at the Navy Department participated in by Secretary Wilbur, Captain Orton P. Jackson, chief of Navy Communications; Walter Rogers, communications expert, formerly of the State Department, and V. S. McClatchy, who as newspaper publisher was active in obtaining the present arrangement, by which the Navy radio is used extensively for news dispatches in the Pacific.

Naval officers testifying recently before the House Merchant Marine Committee on the White bill for radio control suggested that authorization for the use of navy facilities for press and commercial purposes be placed in the general radio bill. At present the Navy is permitted to transmit press and commercial messages under the provisions of a resolution, passed in 1922, extending for 3 years the arrangement that was made and carried out successfully immediately after the war.

Efforts of the publishing interests, the Press Congress and EDITOR & PUBLISHER went a long way in overcoming the objections of the commercial radio companies and convincing Congress of the necessity of permitting the Navy facilities to be used for press dispatches. Lack of cable facilities in the Pacific, prohibitive rates both by commercial radio and cable companies had made it next to impossible to maintain an adequate news exchange. The commercial radio companies at that time virtually acknowledged to Congress their inability to supply newspapers of the United States and the Far East with facilities at reasonable rates.

The present plan is to get the question before Congress at this session even if a new extension is not authorized, so that the need of a continuation of the practice will be impressed upon Congress and the public. There is a recognition also that the question of continued use of the Navy radio for press purposes is tied up with the whole question of development of radio in the Pacific. At present the Navy is not a competitor with commercial companies and probably never will be. Once the commercial companies extend their facilities so that they find it profitable to carry "press," the Navy facilities may not suffice. Until that stage is reached, the use of the Navy radio by the press is imperative if news exchanges with the Far East are to be carried on advantageously.

Practically all news service in the Pacific is handled by the Naval Communications Service. The Associated Press for example sends on an average of 1,000 words daily from San Francisco to Honolulu and about 800 words to Manila. The Navy press rate to Honolulu is 3 cents a word and a 6-cent rate obtains to Manila. On the other hand, the commercial rate from San Francisco to Japan is 72 cents a word, for press 27 cents a word (subject to delay) and \$2.16 a word for "urgent." The cable rates between the same points are 96 cents, 32 cents and \$2.88 respectively. As privately owned radio stations are not permitted to operate in the Philippines, the Navy must be depended upon for all radio communications with the islands.

CENTRAL N. Y. PRESS MEETS

Parker of Oneida Post Elected President at Syracuse

SYRACUSE, N. Y., April 14.—Members of the Central New York Press Association at their annual meeting in the Department of Journalism, Syracuse University, April 12, decided to watch-

fully wait for a chance to test the State law which requires town boards to publish reports of regular meetings in the newspaper at the regular rate.

J. W. Shaw, field secretary of the New York State Press Association, reported that the law had been in effect for about a year and that town boards had not complied with it. He mentioned that there is a \$200 fine for each member of the town board failing to comply with the law.

Hugh Parker, editor of the Oneida Post, was elected to succeed M. V. Atwood, retiring president. Other officers chosen were: First Vice-President, Gerrit C. Hyde, Waterville Times; second vice-president, E. S. Bussey, Cato; secretary, M. V. Atwood, Groton; treasurer, B. H. Stone, Camden Advance-Journal; executive committee, E. A. Blair, Mexico; W. J. Allen, Adams, and Jesse C. Peck, Cazenovia.

Field Secretary Jay Shaw reported that a booklet containing all laws pertaining to newspapers would be mailed to members soon.

Ray Pollard, Schoharie county farm bureau agent, Cobleskill, spoke on "What the Farmer Reads," giving the results of a survey in which he tested what farmers in his section read. He said features developed upon what farmers had accomplished were best.

"Waking Up the Town Through the Editorial Columns" was the subject of Gerrit C. Hyde, editor of the Waterville Times.

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 Eranham

Rev. Bernard C. Clausen spoke at a luncheon served by students in the College of Home Economics. A display of Pennsylvania dailies published in towns under 25,000 population was shown by students in the Department of Journalism.

READY TO LAUNCH NEW DAILY

Equipment Arriving for Sioux City (Ia.) Register—Backed by Labor

SIoux CITY, Ia., April 15.—The first edition of the Register, the new third daily newspaper in Sioux City, will be on the streets about May 10, according to a statement made to an EDITOR & PUBLISHER representative by H. W. Ward, a member of the board of directors of the Daily Register Publishing Company.

The paper will be issued from a plant at 413 Pearl street. Work of installing the machinery began the latter part of last week. Four Intertype machines have been ordered. Work of installing a 16-page press is already under way.

The new paper will be issued with 8 pages, 7 columns wide. The photo-engraving will be handled by an outside company. Names of the editorial and business staff workers will be announced within a few days, Mr. Ward said. He reported that more than two-thirds of the \$25,000 capital stock of the corporation has been disposed of.

The newspaper is being sponsored by the striking newspaper printers backed by more than 100 labor organizations.

Paris Correspondents Elect

Anglo-American Press Association of Paris at the monthly meeting on March 28, elected Constantine Brown, Chicago Daily News, full member, E. Morrill Cody, Foreign News Features, and G. Langelaan, EDITOR & PUBLISHER, associate members. Plans were made for a golf tournament at Dieppe, April 26-27, between American journalists of London and Anglo-American journalists of Paris.

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 128,788

Edward H. Butler, Editor and Publisher

Kelly-Smith Company, Representatives

Marbridge Bldg. Lytton Bldg.

New York, N. Y. Chicago, Ill.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

New York State Paid Twenty-five Per Cent of Internal Revenue of Country in 1923

New York State paid \$711,231,340 internal revenue out of total of \$2,793,896,251 the United States received during calendar year 1923. The largest collection again was from New York with over 25 per cent of the total.

New York State leads all other states with a collection of \$512,506,706 which was from income tax and \$198,724,634 was miscellaneous tax.

Incomes indicate more directly than wealth the strength for immediate business activity and purchasing power. It is no wonder New York State is the true goal of mercantile conquest for every advertiser. Here, in this state, is reflected the unusual purchasing power through its great income. New York is the top note of prosperity.

When you succeed in selling New York State you are half through with a National Campaign. Therefore it is important to start with this state.

Use this list of New York State Daily Newspapers. They will take your message to the people you want to reach. They will link you up with local dealers, with local newspapers, with local pride.

Start in New York State With These Dailies:

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News(E)	14,226	.08	.08	**Mount Vernon Daily Argus.....(E)	8,757	.04	.04
**Albany Knickerbocker Press.....(M)	31,988	.10	.10	†††Newburgh Daily News(E)	11,564	.05	.05
**Albany Knickerbocker Press(S)	49,311	.18	.18	New Rochelle Standard-Star(E)	7,000	.04	.04
††Auburn Citizen(E)	6,429	.04	.035	†††The Sun, New York(E)	260,028	.60	.54
**Batavia Daily News(E)	8,586	.04	.04	†††New York Times(M)	345,149	.70	.688
**Brooklyn Daily Eagle(E)	66,079	.22	.22	†††New York Times(S)	576,321	.85	.833
**Brooklyn Daily Eagle(B)	76,264	.22	.22	**New York Tribune(M)	132,777	.40	.36
**Buffalo Courier and Enquirer.....(M&E)	88,625	.18	.18	**New York Tribune(S)	135,846	.40	.36
**Buffalo Courier(S)	111,992	.25	.22	†††New York World(M)	360,908	.595	.56
**Buffalo Evening News(E)	123,852	.25	.25	†††New York World(S)	575,672	.595	.56
†††Buffalo Evening Times(E)	94,043	.18	.18	†††New York Evening World(E)	271,114	.595	.56
†††Buffalo Sunday Times(S)	96,618	.18	.18	†††Niagara Falls Gazette(E)	17,582	.055	.055
†††Corning Evening Leader(E)	8,307	.04	.04	††Port Chester Item(E)	4,409	.03	.03
**Elmira Star-Gazette(E)	24,672	.11	.11	**Poughkeepsie Star and Enterprise.....(E)	12,098	.05	.05
**Geneva Daily Times(E)	5,537	.04	.04	††Rochester Times-Union(E)	64,032	.20	.18
**Glens Falls Post-Star(M)	9,065	.035	.035	**Syracuse Journal(E)	41,640	.12	.12
**Gloversville Leader Republican(E)	6,977	.035	.035	**Troy Record(M&E)	28,568	.05	.05
**Gloversville Morning Herald(M)	5,927	.03	.03				
**Ithaca Journal-News(E)	7,968	.04	.04				
**Jamestown Morning Post(M)	10,292	.04	.035				
**Middletown Times-Press(E)	6,494	.03	.03				

** A. B. C. Statement, Sept. 30, 1923.
 †† Government Statement, Sept. 30, 1923.
 *** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

BUSINESS TICKLER



DIG in, fellows, for Summer business! Many women already dislike the cut of their Easter bonnets, and want new ones.

Spring house-cleaning reveals a thousand needs. Can you get a department store to go into full pages with sporting goods?

Keep after:

Ice-cream freezers
Lemons
Grape-juice
Poison Ivy cures
Mosquito catchers
Fly-paper
Wayside Inns
Spring tonics
Light Fiction
Summer furniture
Linoleum
Kerosene Oil Ranges
Knock-down bungalows
Garages
Thermos bottles
Lunch kits
Men's Shirts
Topcoats
Raincoats
Binoculars
Goggles
Cameras
Screens
Storage for furs, rugs and draperies
Safe deposit vault for silverware
Couch hammocks
Lawn outfits
Beach umbrellas
Bathing suits
Slip covers
Wedding present for June brides
"Putting next winter's coal in at April prices"

Golf equipment

Tell the boys to wear linen trousers, white shoes, white cotton socks, open weave underwear, linen shirts, with attached collars which do not button down, bow ties in bright colors, Norfolk coats for outings

Roads might advertise Sunday outings
Paper cups
Incubators
Garden tools
Day old chicks
Canoes
Garden hose.

INVESTIGATION showed that numerous persons left their life and fire insurance papers and other valuable documents in unprotected places in their homes. After using the story, the paper had no trouble inducing all of the banks to run extra advertising on their safety

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

deposit boxes.—Bert A. Teeters, Box 295, Springfield, Ohio.

Where are the cafeterias of the city located? It would make a different sort of a page if the paper would get up a page spread devoted exclusively to the advertisements of local cafeterias with a heading over the page urging all people who want speed to patronize such places. Most of the city's cafeterias would see the benefits of such a page.—Frank H. Williams, Fort Wayne, Ind.

Your circulation men should be taught to take advantage of the work of the editorial department by watching carefully for big stories under date lines from neighboring towns. In such cases, extra copies should be sent to the local newspaper in the suburb where the story broke. Too often the small town newspaper dealer finds himself without copies to supply the stimulated demand when the big city paper carries a story under the small town's date line.—David Resnick, St. Louis (Mo.) Times.

Before the first and before the fifteenth of the month, have one of your classified clerks call all of the small furniture dealers, both new and second hand, and show them the advantage of listing their furniture at this time. People moving into new homes during this time have need of new pieces to fill in their regular furnishings.—J. Withers, Fort Worth (Tex.) Star-Telegram.

"Wife Saving Station in Basement" is a sign in the department store of A. Troutman's Sons, Butler, Pa. The station is a department of labor-saving electrical articles which have been started with J. S. Fitzgerald, formerly of Pittsburgh, in charge. Ads are run in conjunction. Men are attracted by the ad.—L. J. Jellison, Dubuque (Ia.) Times-Journal.

Spring is here. Vacation time follows. The same group of advertisers who advertised last Christmas in the classified columns under the classifications "Christmas Gift Suggestions," "Christmas Shopping Guide" and similar classifications can be sold on "Vacation Suggestions" to be run during the Spring months. Va-

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

There is no unemployment in PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of \$20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

EVENING TIMES
MORNING SUN

SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. 5 So. Wabash Ave.
New York Chicago

cation means travel and all the purchases that go with it—traveling bags, toilet articles, cameras, sporting goods, fishing tackle, hotel reservations, railway tickets, new clothing, etc.—J. E. Withers Fort Worth (Tex.) Star-Telegram.

A page or double page spread of advertisements of concerns dealing in house-cleaning helps would go over well now. On this page might be included ads of rug cleaning concerns, vacuum cleaners, and ads of concerns cleaning walls and polishing floors. An appropriate heading should be used for the page.—Frank H. Williams, Fort Wayne, Ind.

Wedding bells will soon be ringing. How about a full page group advertisement labeled "Hints for the Bride and Groom Elect," made up of advertisements featuring clothing, gloves, hats, ties, collars, shoes, lingerie, furniture, caterers, real estate, photographers, taxi service, and train timetables. Run a single column in the center of page outlining etiquette for weddings with a brief outline of their history, and if space permits, include marriage customs of other countries.—William G. Colgate, Montreal.

The Santa Ana (Cal.) Register each Thursday runs a development section in which it tells about all the many ways in which its city is developing and growing. This section carries much real estate, contractor and building supply company advertising which, otherwise, it probably would not get.—F. H. Williams, Santa Ana, Cal.

Springtime is the youthful time of the year, when children get outdoors to play and when mothers lay in new clothes for them and fathers buy kiddie cars, etc. It would, therefore, be a good stunt for a paper to get up a page of ads in which local stores would tell about their offerings for children which are particularly appropriate for Springtime. A heading suggesting that this is the time of the year when children get outdoors, etc., would be sufficient to hold the whole page together.—Frank H. Williams, Fort Wayne, Ind.

Senate Reports Forestry Bill

The McNary Bill, providing for a national forestry program, was favorably reported by the Senate Agricultural Committee, April 14.

The Desert News

SALT LAKE CITY, UTAH

Our newly edited grocery and druggist route lists together with zoned maps of Salt Lake City are now ready. A post card will bring one to you.

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

CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Wichita Beacon

HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

COX NAMES MILFORD EDITOR

To Leave Fort Myers (Fla.) Press for Miami News-Metropolis, May 15

Morton M. Milford, editor and principal stockholder of the Fort Myers (Fla.) Press, has been named editor of the Miami (Fla.) News-Metropolis by owner James M. Cox, former governor of Ohio, effective May 15.

Milford will sell his interest in the Fort Myers Press and move with his family to Miami.

The new News-Metropolis editor began newspaper work on the old Indianapolis Sentinel. Later he was a member of the Memphis Commercial-Appeal staff for 4 years, leaving to join the Indianapolis News staff in 1910. He served in the Washington bureau of both the Indianapolis News and the Louisville (Ky.) Courier-Journal and Times. He succeeded Arthur Krock, now assistant to Ralph Pulitzer, editor of the New York World, as head of the Washington Bureau of Louisville Courier-Journal and Times.

Mr. Milford purchased the Fort Myers Press in 1919 and with the incorporation of the daily in 1921 was made president of the company with George E. Hosmer, former president of the National Editorial Association as business manager and treasurer.

Milford at one time was connected with the publicity bureau of the Democratic National Committee, and was formerly a vice-president of the National Press Club.



MORTON M. MILFORD

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

BEDTIME BIBLE STORIES

BY FLORENCE VINCENT
FULL COLOR ILLUSTRATIONS
FROM WORLD FAMED PAINTINGS
By
TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

Cultivate This Market Through Daily Newspapers

Manufacturers who are desirous of either creating a market or extending a market should give consideration to PENNSYLVANIA, as a State with a number of advantages.

PENNSYLVANIA people comprise 8.2 per cent of the population of the United States.

Fifty-four per cent of these people live in cities of 5,000 or more. Forty-six per cent of them live either in towns of less than 5,000 or on farms.

PENNSYLVANIA has

Seven cities of over	30,000
Nine cities of over	50,000
Two cities of over	100,000
One city of over	500,000
One city of over	1,500,000

The diversified industries, the tremendous activities and constant demand for PENNSYLVANIA products, make busy hustling communities where money is made and spent constantly.

PENNSYLVANIA'S payrolls, by and large, run higher per capita than do the payrolls of any other State.

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

Adequate advertising and close co-operation between the local merchant, the local daily and yourself will put you in direct touch with your share of PENNSYLVANIA trade.

	Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	30,627	.09	.09
***Allentown Call (S)	19,595	.09	.09
†††Beaver Falls Tribune (E)	5,702	.025	.025
†††Bloomsburg Press (M)	7,130	.029	.029
††Carbondale Leader (E)	5,668	.025	.025
***Chester Times (E)	15,547	.055	.055
††Coatesville Record (E)	6,097	.035	.03
**Connellsville Courier (E)	6,006	.02	.02
†††Easton Express (E)	21,270	.07	.07
††Easton Free Press (E)	12,711	.05	.05
††Erie Times (E)	28,595	.08	.08
**Harrisburg Telegraph (E)	39,537	.095	.095
**Oil City Derrick (M)	6,296	.035	.035
***Pottsville Republican and Morning Paper (E&M)	15,354	.08	.07
†††Scranton Republican (M)	28,492	.12	.10
†††Scranton Times (E)	41,544	.12	.11
***Sharon Herald (E)	6,287	.0285	.0285
***Sunbury Daily Item (E)	4,416	.025	.021
Warren Times-Mirror (E&M)	10,637	.036	.036
***Washington Observer and Reporter (M&E)	17,042	.06	.06
***West Chester Local News (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader (E)	23,690	.08	.05
†††Williamsport Sun (E)	19,887	.06	.05
†††York Dispatch (E)	18,317	.05	.05
†††York Gazette and Daily (M)	17,435	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
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CLASSIFIED ADVERTISING

The New Public Service

XV—WHO BUY CLASSIFIED ADS?

By BASIL L. SMITH

"EVERYBODY," you say, and leave the matter right where it was when the question was asked.

Now, "nobody" is a definite word that affords no room for argument. But "everybody" is general and vague and offers no opportunity to get right down to facts. What we want to know is who use classified ads, what kind of people they are, with what sort of needs and with what sort of purposes to be accomplished. When we know these things, it won't be hard to tell how more people can be sold classified ads, or how these same people can be sold more and better ads.

So, let's divide "everybody" into its two parts that we naturally think of in this connection. Let's say that classified ads are bought by private individuals who have personal needs to be satisfied and by people in business who have commercial projects or interests to be advanced. Then we are beginning to get on a basis where we can do some clear analyzing and some straight thinking. Then we are coming to the point where we can consider Mrs. Smith and Mr. Jones instead of "everybody."

We know that a large proportion of the ads carried by any medium come from voluntary sources. And we know that another smaller proportion of them come from sources that are semi-voluntary, in that they are solicited from voluntary advertisers in a competitor paper or from former voluntary advertisers in the medium in question. These are the ads of the people who are constantly losing their watches, looking for cooks and nursemaids, renting rooms, selling their houses, disposing of household goods and making the thousand and one varieties of offers that fill the different classifications every day of the year.

Each one of these people has some definite thing to be accomplished. It must be important in his eyes or he would never have taken the trouble to call on a classified ad for assistance, and here is the first point to observe in dealing with customers of this sort: The solicitor must treat each one of them as though getting the desired results to the ad in hand was the most important

thing in his day's work. It's not hard for him to win people to his side when he begins by openly taking their side. He must make the voluntary advertiser feel how interested he is in helping to accomplish the end in question. Then, when he has established his position with him, he can proceed to sell him the kind of ad that he knows has the best chance of getting results. This won't be hard if the solicitor has made him feel his spirit of co-operation. But if he goes about it in a disinterested, cold blooded way, his reasons for full description and week's insertions are liable to be viewed as so many efforts to sell more space and more ads in his medium. In other words, they don't know what facts and factors go into the making of a successful classified ad. They have probably never even considered the possibility of there being both good and bad types of ads. And so, when the solicitor attempts to sell these people full description copy, he cannot presume that they will at once understand why giving an adequate description of the article or proposition will increase the ad's chance of success. Nor will they immediately see the advisability of having the ad appear a number of times in order to attract the attention of the greatest possible number of interested readers.

And now, let's look at the second group of classified ad buyers—the business advertisers. They have some things in common with the people we have just been considering, but they are different in many other respects. Where all users of classified are more or less alike is, of course, in their general lack of information about the modern development of this form of advertising. Business advertisers are not apt to prove any exception to this rule. For while they may seem to know more about the general principles of advertising, they have scarcely ever brought intelligent thought to bear on the matter of classified advertising. The responsibility of education then rests with the solicitor.

The typical smaller business man who is a natural prospect for classified is a fairly shrewd individual or, at least, he thinks he is. He has heard enough about

THROWING THE "IT CAN'T BE DONE" SIGN OUT OF THE CLASSIFIED DEPARTMENT

PUTTING on new classified lineage where there doesn't seem to be any chance of success is getting to be an everyday occurrence with live classified staffs.

Finding new business isn't hard. It's mostly a question of looking for it where no one has thought of looking before.

In his article for next week, "Putting On New Classified Lineage Where 'It Can't Be Done,'" Mr. Smith cites a number of illuminating examples of classified staffs that have produced unexpected results because they had the right vision of possibilities.

advertising to have some definite ideas on the subject. And he is, in the first place, naturally antagonistic to anyone who tries to sell him anything. In the second place, the chances are that he has never seen the possibilities of any connection between classified ads and the greater success of his business. He isn't going to have anyone selling him any advertising that he can't see the full value of. He isn't going to put his money into anything that won't show mighty good returns in new business. That's his position—until the solicitor can show him otherwise.

The first step, as in the case of volun-

tary advertisers, is for the solicitor to establish his interest in his prospect's business. He must begin by talking to him of the ways in which his medium can serve him. He must get over on the other side of the fence and tell him what good can come to him through the classified advertising connection before one thing is mentioned about space and rates.

These are a few—and only a few—of the points about "the people who buy classified ads." Wide-awake classified managers and their staffs will enlarge on them—and sell these prospective advertisers as they should be sold!

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.

1 Goss 4, 6, 8 page Comet. 1 Duplex Angle Bar Press. For sale factory overhauled. Price and terms reasonable. The Goss Printing Press Co., 1535 So. Paulina St., Chicago.

Wanted.

24 or 32 page Hoe or Goss Printing Press with complete stereotype equipment, state condition and lowest price. High Point Enterprise, High Point, N. C.

Printers' Outfitters

Printing Plants and business bought and sold. American Typofounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

Goss Sextuple Presses for Sale.

We are about to install in the Christian Science Publishing Society plant, Boston, Mass., three High Speed Super-Imposed Unit Type Octuple Presses. By reason of this installation we can offer to publishers two exceptionally good Goss Straightline Sextuple machines. As is generally known, the Christian Science Monitor is one of the very best printed papers in the United States, and printed exclusively on Goss presses. These are desirable machines and offered for early shipment. Motor equipment available with the presses if desired. Full particulars upon request. The Goss Printing Press Company, 1535 South Paulina St., Chicago, Ill.

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.

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Gallies, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.

FOR SALE

14-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a 2nd hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

PROFITABLE!

The Editor & Publisher way is generally the most advantageous way to sell or buy newspaper equipment or supplies.

When you want to sell used equipment, let an ad in these columns find a buyer who will make you a good offer for it.

And when you have to buy equipment or supplies for your plant, be sure to watch the opportunities in these same columns—and get what you need at the best possible price.

Here's all-round profit for you!

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comics

Come to Room 146 at the Convention and learn why BECK and KESSLER are used so widely.
METROPOLITAN NEWSPAPER SERVICE

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
All about the clothes worn by Hollywood's beautiful women when "off location."
Irresistibly feminine and timely.
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

TALES

Lewis Wilson Appleton, Jr.
1928 East Pacific St., Phila., Pa.

Full Page Mats

8 COL. 12 EM.—ALSO 7 COL. PAGES
Camera News, Fashion Feature, Children's Pages
The International Syndicate, BALTIMORE.

Motor Service

HINTS FOR THE MOTORIST—BY CLOUGH
Popular with both automobilist and advertiser.
The International Syndicate, BALTIMORE.

Newspaper House Organ

THE AD-ROUTE—A SIX YEAR SUCCESS
Booklets 6c per copy—or mats and copy.
The International Syndicate, BALTIMORE.

Radio

RADIO News and Features:
Two columns weekly, written
By Carl H. Butman.
WASHINGTON RADIO NEWS SERVICE,
1635 R. St., N. W. Washington, D. C.

DAILY OR WEEKLY RADIO—BY CHAPMAN
Chapman is the Baltimore Sun's Radio writer.
The International Syndicate, BALTIMORE.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspapers.
Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Sunday Features

Pre-Eminent Articles, Weekly Fiction,
Exploit and Adventure, Leacock.
M. N. S., Room 146—THE CONVENTION

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted." For those unemployed, one insertion free (adv. not to exceed 50 words.)

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 Manager.
All Advertising Manager-Producer. Eight years' successful experience with newspapers, agencies, local and national advertisers. Expert copywriter and layout man; sales promotion, selling in person and direct, salesmen. College graduate. Available immediately anywhere. References convincing. Box A-839, Editor & Publisher.

Advertising Manager.
Position, As Advertising Manager Wanted. Understand business managing; thoroughly experienced. Age 24, married, have family. Widely known in foreign field; capable of increasing business; well posted and able to create impelling advertising copy. Have selling ability and vision. Employed at present as business and advertising manager afternoon daily city ten thousand. V. D. Ringwald, Box 694, Cisco, Texas.

Advertising Manager.
Position as Advertising Manager wanted. Understand business managing; thoroughly experienced. Age 24, married, have family. Widely known in foreign field; capable of increasing business; well posted and able to create impelling advertising copy. Have selling ability and vision. Employed at present as business and advertising manager afternoon daily city ten thousand. V. D. Ringwald, Box 694, Cisco, Texas.

Business Manager.
Executive and Cost Accountant. Specialist in Accounting System, cost and general business management. Will consider change about June first. Salary to start, \$5,000. Best of references, ability, character, etc. Address Box A-821, Editor & Publisher.

Cartoonist Plus.
Experienced in photo retouching, layouts, and commercial art for advertisers. More interested in opportunity than in initial salary. A-824, Editor & Publisher.

Circulation Executive.
Possessing ability and confidence combined with eminently successful record solicits publisher's propositions immediately. A-847, Editor & Publisher.

Circulation Manager.
Former New York Herald Circulation Manager Available. Thirteen years with Booth Publishing Co. and two years with Munsey Organization in Baltimore and New York. Now located in New York. To arrange for interview during convention next week address Box A-849, Editor & Publisher.

Circulation Manager.
Middle aged, 30 years' experience, desires position with some newspaper in any Western or Coast state. Can systematize and handle any method of circulation, perform any mailing or working detail. Opportunity for permanent connection desired. More than salary to start. References furnished. Address Box A-822, Editor & Publisher.

CONVENIENT!

Why bother to "look around" for a new employee—when probably all you have to do is look through Editor & Publisher's "Situations Wanted" ads?

We believe in making it easy for newspaper executives to solve their employment problems. And we are glad of the opportunity to call this convenient service to your attention.

Keep a watchful eye on the applicants for positions who are using these columns every week!

Situations Wanted

Circulation Manager
desires to change position. Circulation worth getting. I can produce goods for you. I produced for others, have been circulation manager for fifteen years, and at present on the job. However, I wish to make connections with some paper in Louisiana, Florida, California or Texas. Let me prove to you that I can produce. Best of references furnished. A-840, Editor & Publisher.

Classified Advertising Man.
Single, 28 years old, would like position as classified manager, assistant or as solicitor; several years' experience on leading eastern and middle-western papers; 2½ years as classified manager under Basil L. Smith System; I know classified in all its angles, how it should be sold and how it should be built, can furnish the best of references and an available immediately. Address Box A-844, Editor & Publisher.

Desk Man.
Assistant Editor wants job on trade paper or house organ; 17 years' experience on newspapers and periodicals. Understands makeup, layouts; experienced feature and news writer. Qualified to take entire charge of Editorial End, 39 years old. A-852, Editor & Publisher.

Editor.
Available for Conference During Publishers' Conventions. Man thoroughly experienced by 20 years in all branches of editorial work in cities of all sizes and in all parts of the country wishes to locate in a city of 100,000 population in an executive capacity. Nationally known as a writer on business and finance. Will go anywhere after May 15 on mutually satisfactory terms. Box A-851, Editor & Publisher.

General Manager.
Somebody wants man to take management of small town daily or weekly. I want the job. Former editor and publisher. Can handle news end, front office, circulation, advertising and see that mechanical department gets out the work. Married, 38, family. Address J. A. M., 1220 W. Adams, Sandusky, Ohio.

General or Business Manager.
Thoroughly trained and experienced provincial and metropolitan newspaper executive immediately available for permanent connection, preferably in Eastern territory but will go elsewhere if mutually satisfactory arrangements can be made. Capable in all administrative duties and can successfully co-ordinate and co-operate, obtaining best results. Highest references. Address A-814, Editor & Publisher.

General Manager.
Wanted to make connection with newspaper as part owner or manager. Wide advertising experience. Prefer college town as have ideas for new monthly publication and job printing. Address A-842, care Editor & Publisher.

Newspaper Manager.
Thoroughly equipped Newspaper Manager, versed in all departments of the business, executive, financial, mechanical and news; strong editorial writer; 17 years in present position with rebuilt afternoon daily to his credit; reliable in every respect and earnest worker, desires new connection on Republican or Independent paper, in full charge, assistant or in any branch. Thoroughly familiar with New Jersey and Pennsylvania, but will consider offer from any Atlantic Seaboard State. A-818, Editor & Publisher.

News Room Executive.
Ten years' experience, mostly metropolitan. Capable of taking full charge of news room. City over 100,000 preferred. Permanent position rather than big salary wanted. Youth and enthusiasm. College man. Now holding responsible position on one of nation's biggest dailies, but want to establish home in smaller city. Address A-853, care Editor & Publisher.

Publisher, General or Circulation Manager
will consider connection for May 15th. 14 years' executive experience on leading Southern dailies. 32 years of age, family. Address A-819, Editor & Publisher.

Rotogravure Editor.
Do you need a rotogravure editor? I know this feature of newspapers from end to end, am an expert photographer and judge of news pictures, a trained newspaperman, college graduate, 30 years old. I am now with rotogravure section of one of country's best known newspapers but desire a bigger position. Available on reasonable notice. Address Box A-843, care Editor & Publisher.

Web Color Pressman
wishes connection anywhere. Write E. N. Holterbach, 26 Vermont St., Brooklyn, N. Y.

Situations Wanted

Working Foreman (Newspaper and Job).
Expert in the production of an up-to-date newspaper; good executive and systematizer; desires to locate permanently. Box A-830, Editor & Publisher.

Composing Room Foreman,
good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Land-fear, 594 Franklin Ave., Nutley, New Jersey.

HELP WANTED

Advertising Salesman.
Wanted—the best advertising space salesman in Ohio. National business publication wants "go-getter" to cash in on remarkable opportunity for immediate increase in business from Ohio territory. Big, permanent job for an able salesman who has reached his limit in successful newspaper, special edition or trade paper work; but no place for weather reporter or "anything yet?" type of representative. Salary will fit the man desired and must increase rapidly, if he is to stay. Specify present connection, selling record and earnings, enclosing photo, if possible. Address President, 1718 Real Estate Trust Building, Philadelphia, Pa. P. S. Our own men all know about this advertisement. Letters held in confidence.

Reporter.
Good all-around reporter for general work on suburban afternoon daily. Man with small city training preferred; steady position if suitable. Write giving experience, salary expected, etc., to Daily Item, Port Chester, N. Y.

BUSINESS OPPORTUNITIES

California Daily For Sale.
Town of six thousand; net profits nine thousand; price thirty thousand. First payment twenty thousand. If you have the cash address A-846, care of Editor & Publisher.

Publishers' Circulation Campaign.
If you are looking for just a subscription contest, better pass us up; but if you desire a Far-Reaching, Dynamic, Constructive Circulation and Business-Building Campaign, fully eight weeks long, carefully planned and personally conducted by a firm of unquestioned ability and integrity, write to us. Standard Circulation Service, East Berlin, Pa.

Circulation and Advertising Campaigns.
1,365 New Subscribers for the first four weeks of our campaign for the Pineville Sun, Pineville, Ky. Write for open dates and particulars. Indiana Circulation & Advertising Co., Shelbyville, Indiana.

Eastern Advertising Representative.
One of the best known advertising space buyers in the United States has decided to become a special newspaper representative. He is thoroughly familiar with the essentials necessary for the proper presentation of newspapers to space buyers. He will consider a small group of high grade newspapers. Highest references. Box A-856, Editor & Publisher.

Special Representative.
An increase of 25% in national advertising by the end of one year or no pay will be guaranteed by us to any newspaper we agree to represent. Address Box A-855, Editor & Publisher.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON Times Bldg. New York

WE CONNECT THE WIRES

WANTED—

Reporters
Copy Readers
Advertising Salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, 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

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY
The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 7th, at eleven o'clock at the general offices of the Company, Pulitzer Building, suite 1115, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.
THE EDITOR AND PUBLISHER COMPANY,
JAMES W. BROWN, President.
FENTON DOWLING, Secretary.

New York, April 16, 1924.

DIRECT!

A "Help Wanted" ad in Editor & Publisher is the shortest distance between these two points—your office and the present location of the right man to fill that vacancy on your staff.

We welcome this opportunity to give so practical and helpful a service to newspaper executives. Every week we reach the type of men that you want to reach.

Take advantage of this service the next time you have a vacancy—use an Editor & Publisher ad!

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. **EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the Hunch Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.**

HOW many families in your city are affected by the "moving urge" each month? An Indianapolis newspaper found 1,400 families move each month in that city. Apartment occupants were found to be the most restless. They formed into two classes—the newlyweds who find ample room and a minimum of work there, and the elderly couples who, their children gone, seek smaller living places. Warm weather always starts an exodus from apartments into residences, and cold weather drives many back. The water company records showed that some persons changed addresses 7 and 8 times in 5 years, while others, homeowners, have remained in one location from 20 to 30 years. Telephone changes totalled 1,800 a month. Transit companies estimated that 1,000 families moved in and out of the city annually by motor truck. It makes an interesting story.—Robert L. Beard, Fort Wayne (Ind.) News-Sentinel.

Within a few months high school graduation will be with us again. Why not arrange for the business and professional men, the outstanding men of the city, for a series of short interviews or articles on the reasons why the high school graduate should go to college and study their particular profession? Let the doctor tell of the reasons why the graduate should take up the study of medicine, the necessary qualifications, and so on and let each interview present something concrete in this manner. This series will react both ways: the man giving the interview gets into the news columns and the graduates will follow the series. Some special mention can be made of the series before they are actually published to create interest.—George Smedal, Cedar Rapids, Ia.

One paper has made a practice of following closely house bulletins, school papers, and annuals and bulletins on the part of manufacturing plants. The amount of good news copy fully justifies their interest in publications of this class. Much news issued for a special class of readers is of general interest and liked by the reading public.—L. J. Jellison, Dubuque (Ia.) Times-Journal.

Why is there a bigger demand for some kinds of investment at 4 per cent than some others that appear very similar but which pay a higher rate of interest? Why is it that some banks pay only 4 per cent while savings and loan associations pay 5 and 6? Your readers would like to know, and it isn't hard to get the information for them.—Bert A. Teeters, Springfield, O.

What has happened to the old-fashioned Dime Novel? The Boston Traveler sent out a star reporter who brought back an interesting and amusing story about the blood-stirring books still on sale in the city. R. L. Lurie, Grove Hall, Mass.

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.

A tactful reporter can collect a mass of material for future use while covering your county fair. Become intimate with the exhibitors and their herdmen in charge of live stock and obtain from them experiences in the raising of the animals which were awarded prizes. Other farm experiences will probably be developed. Pictures can be obtained at the time. Lewis Hyman, Logansport (Ind.) Phoros-Tribune.

A "stunt" which went over big in Providence, recently, was to send a reporter to get facts and statements from the leading junk dealers of the city. Photos were also taken of the stacks of material in the junk yards. These facts, together with pictures and information about the immense amount of raw materials saved made a story.—Harry T. Lansing, Providence, R. I.

Why do we never read any stories in the papers about reporters. The actual experiences of professional reporters in their efforts to make a living should be of interest to everybody. Many people think they have an "easy job." But few people realize that a reporter puts in many hours running a story down, and then, quite often after obtaining the facts, finds out that the story after all, is not worth publishing. Try a feature or two on, "The Task Of a Long Legged Reporter."—B. F. Clark, Hutchinson, Kan.

Detroit Times Wins Victory

Detroit Times won a victory over the Detroit City Gas Company, subsidiary of the American Light & Traction Company, New York, when a board of arbitration this week handed down an award supporting the contention of the Times that an attempted raise in rates was unjustified. The Detroit daily carried on the fight to protect the 240,000 gas and electric consumers of the city.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Newspaper Buildings
Plant Layouts
Operation. Production
Newspaper Engineering
Circulation and Advertising
Surveys
Appraisals—Valuations

S. P. WESTON

120 West 42nd St.
New York
Bryant 3815

T. MORRIS, PITTSBURGH A. P. CHIEF, DIES

Veteran Press Association Man Served In New York, London, Brussels— Awarded Order of Leopold By King Albert

Thomas Watkins Morris, 55, widely known newspaper man and chief of the Pittsburgh bureau of the Associated Press, died at his home in Pittsburgh, Tuesday, after a protracted illness. Morris had been connected with the A. P. since 1909, and for a long period was a member of the New York staff.

During the war he was sent to London. When President Wilson arrived in Europe, Morris was assigned to accompany the Wilson party. Later he was attached to the Brussels bureau. He accompanied the King and Queen of Belgium on their trip to the United States, and on his arrival here was given charge of the Pittsburgh office. When King Albert visited Pittsburgh his first thought was of Morris. He summoned the A. P. man, and in recognition of his services to the Allied Nations during the war conferred upon him the Order of Leopold.

For many years Morris was a director of the Pittsburgh Press Club, serving as vice-president in 1923.

"Tommy" Morris was born in Morristown, O., in 1869. His first newspaper work was on the Coshocton (O.) Age. In 1891 he was editor of the McKeesport (Pa.) Sunday Herald, which under his direction became the first morning daily in that city.

Two years later, in partnership with the late Capt. Harry Palmer, then of McKeesport, he purchased the East Liverpool (O.) Evening News Review, this partnership continuing until 1899, when Morris disposed of his interests and returned to Coshocton to edit the Age.

In 1904 he went to Pittsburgh as a reporter on the Dispatch. He later became identified with the Post, but soon returned to the Dispatch, as editorial writer, with

the late James F. Hudson. In 1909 he went to the Gazette-Times as assistant city editor, and a few months later entered the service of the Associated Press, subsequently being transferred to New York.

Although chief of the Pittsburgh A. P. office, Morris found delight in covering spot news personally. Time and again he would turn reporter and go out after the news. He always hoped to "die in the harness," and until the last few days of his illness was in constant touch with his office associates, offering suggestions and directions by telephone. He was married in 1902 to Miss Mabel Wagner of Coshocton, O., who, with his three sisters, survive him.

A. P. Improves South Dakota Report

South Dakota newspapers are now receiving an improved Associated Press leased wire report prepared especially for members in the State. The new service went into effect April 15.

A RADIO COMIC by James Henderson

A Two Column Panel

The Brightest Radio Pages

Get the Radio Ads

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue
New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO



Hal-Nord Features

500 FIFTH AVENUE
LONGCARE 0987 CABLE "NORDHOL"
NEW YORK CITY

Your Paper Is No Better Than Its Automobile Section

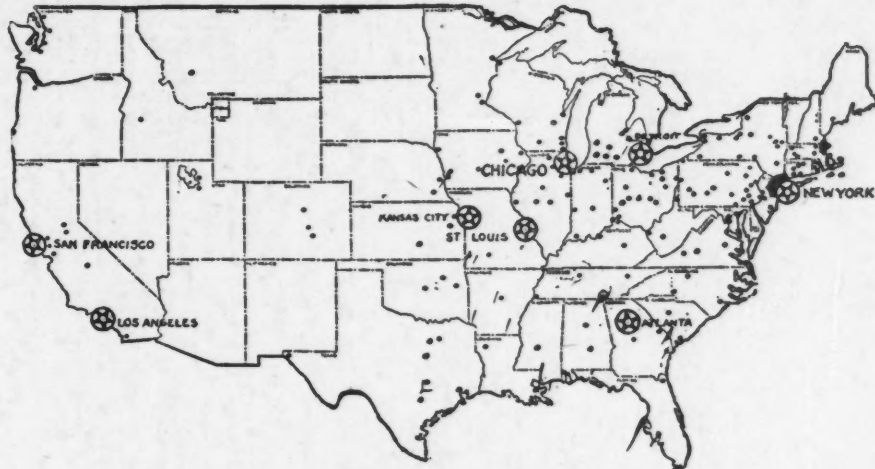
The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

NEWSPAPER



ADVERTISING



- Indicates cities of 30,000 or more
- ★ Indicates Beckwith offices.

BECKWITH COVERS THE UNITED STATES BEST

The above map readily illustrates the widespread influence of The S. C. Beckwith Special Agency as it does the strategic location of its 8 offices. Each office commands a clearly defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith office.

44 Years of Supremacy

The Beckwith Organization is the oldest, largest, most powerful and best known Newspaper special agency in America. Its full complement exceeds 70 people of which 28 are trained newspaper advertising salesmen.

A STRONG TESTIMONIAL

The character and leadership of the newspapers together with an unbroken record of years of satisfactory service are a substantial and genuine endorsement of the high standard of representation rendered by this agency.

THE S. C. BECKWITH SPECIAL AGENCY
MAIN OFFICE, WORLD BUILDING, NEW YORK

NEW YORK - CHICAGO - DETROIT - ST. LOUIS - KANSAS CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

G A I N S

FOR THE MARCH ISSUES OF

The New York Telegram and EVENING MAIL

TOTAL ADVERTISING		LOCAL DISPLAY	
	LINES		LINES
March, 1924	- 821,810	March, 1924	- 548,185
March, 1923	- 503,535	March, 1923	- 272,100
GAIN	- - - 318,275	GAIN	- - - 276,085

CLASSIFIED ADVERTISING

	LINES
March, 1924	- 230,241
March, 1923	- 214,792
GAIN	- - - 15,449

CIRCULATION FOR MONTHS OF FEBRUARY AND
MARCH

OVER 200,000 NET PAID

The New York Telegram and EVENING MAIL

Publication Office, 73 Dey St., New York

Eastern Representative:

DAN A. CARROLL
110 East 42nd St.
New York

Western Representative:

J. E. LUTZ
Tower Building
Chicago

