



EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

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By Mail in Advance \$4, U. S. A.; \$4.50, Canada; \$5 Foreign Overseas, 2/6



ON TO BRITAIN

Texas next - at Houston - 1925

ON STU
DON ENG

Do your teeth pay?

YOUR teeth must pay the penalty if you abuse them by using gritty powders or pastes.

A gritty dentifrice is a debasement and a danger; it whitens by scouring and scratching the teeth enamel, which is Nature's defence against decay. It is absolutely essential that your daily dentifrice contains no grit!

THERE'S NO GRIT OF ANY KIND IN

KOLYNOS

DENTAL CREAM

IT IS THE DENTIFRICE THAT IS DIFFERENT

It pays to use KOLYNOS because it saves your teeth and your money as well. It is the most efficient and economical dentifrice ever discovered. Hold on such as a DRY brush is all that is necessary, a large tube, neatly enclosing two of any other dentifrice.

KOLYNOS is recommended by Dentists and Surgeons throughout the world. It is made in England and passes rigorously in the tube into the European Code of Fair Trade, Health and Temperance.

If you do not know the dentifrice at the back of the "Daily Express" per for a coupon today for a genuine tube.

Messrs Kolyne Incorporated,
 Charles Street, London, W.C.1

Please send me a free Sample Tube
 of Kolyne Dental Cream.

Mr. Mrs. or Miss _____
 Address _____

Please do not return and under details.

A TWO-COLOR ADVERTISEMENT BY AN AMERICAN FIRM IN LONDON. THIS IS A REPRODUCTION OF THE FIRST COLOR ANNOUNCEMENT IN THE "DAILY EXPRESS." IT BROUGHT MANY THOUSANDS OF REQUESTS FOR A SAMPLE TUBE OF KOLYNOS.

In Great Britain you get National Attention — National Distribution most quickly by using the Back Page of the "DAILY EXPRESS" IN TWO COLORS

THE back page of the "Daily Express" has always been regarded as an important feature of a national advertising campaign in Great Britain.

This valuable space is now open for advertisements in two colors.

Cartons, packages, labels, trade marks, etc., can be shown in their actual predominating color, while a coupon or special offer set off in contrasting tints claims instant attention. Dealers can be more readily induced to display a reprint of an advertisement invested with attractiveness and life by color.

A recent survey showed that 65% of retailers in London and its suburbs—the greatest market in the world—read the "Daily Express" regularly.

To introduce an article to the British Market and to consolidate distribution, the "Daily Express" is the most economical and effective medium.

Particulars and prices willingly furnished to any American advertiser by Paul Block, Inc., 95 Madison Avenue, New York, or the

Daily  **Express**

116, Fleet Street, London, E. C. 4, England

SELL TO BRITONS IN A BRITISH WAY



Britain lies near to America to-day. Voices will carry from Schenectady and Pittsburgh to London, to Manchester, to the provinces.

The British market is of all the divisions of the American export market, the most accessible to American goods, and the most cordial.

But the voice of advertising 'made in America' cannot reach to the heart of the British buying public, even where it reaches their ears.

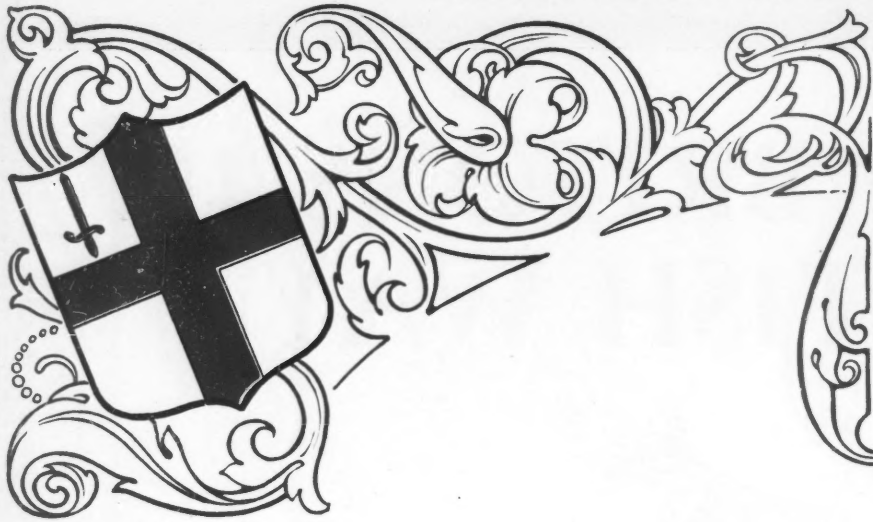
The British consumer has buying habits, merchandising practices and taboos undreamed of in America. Disregard of them may undo the work of a brilliant campaign.

If a commodity is to be sold successfully in Britain, the selling must be done with an understanding of the British people that is not come by in weeks or even years.

W. S. Crawford's is an advertising agency that has this inbred understanding, that has also a service second to none, and a peculiar sympathy with American methods. Among its clients are the following American advertisers:

YALE AND TOWNE MFG. CO.	LEA AND PERRIN'S SAUCE
J. B. WILLIAMS CO.	CORONA TYPEWRITER CO.
STATLER HOTELS	ENO'S 'FRUIT SALT'
MECCANO LTD.	SWAN FOUNTPENS
MARK CROSS	KAYSER HOSIERY
ALADDIN INCANDESCENT LAMPS	
AUTO-STROP SAFETY RAZORS	
BUSH HOUSE	

W · S · CRAWFORD · LTD
233 HIGH HOLBORN, LONDON, ENGLAND



WEMBLEY
A panoramic view shewing the Indian Pavilion and the Stadium on the left, and on the right



The

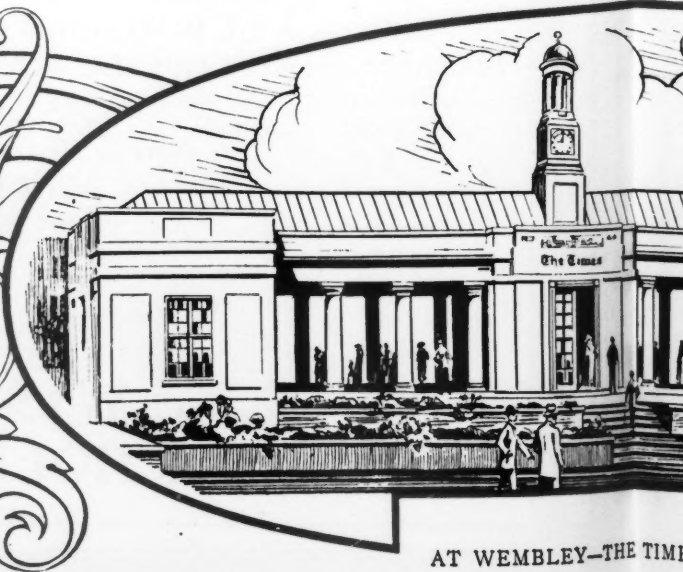
SINCE 1785 BRITAIN'S GREATEST NEWSPAPER

Both at The Times Office at London, and at The Times American Advertising men will be glad to give you ready assistance in their work.

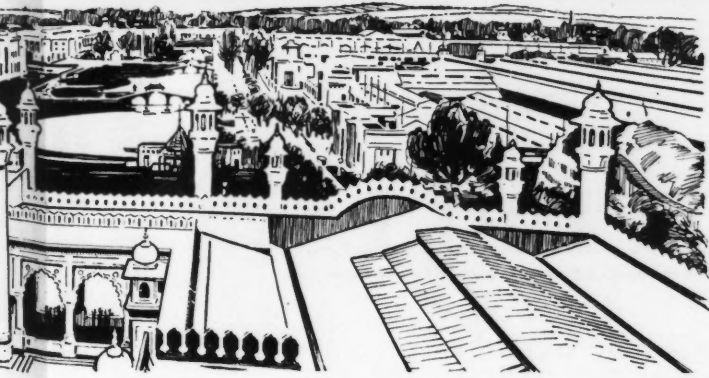
GET IN TOUCH WITH THE TIMES, PRINTING HOUSE SQUARE



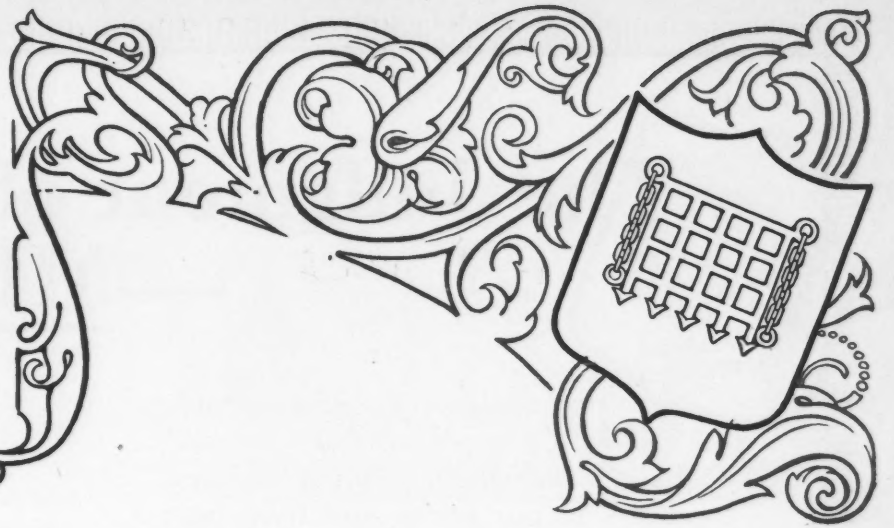
PRINTING HOUSE SQUARE



AT WEMBLEY—THE TIMES



WEMBLEY
Canadian Pavilion in the foreground; the Canadian
Palace of Engineering in the background, and on the right the Palace of Engineering.

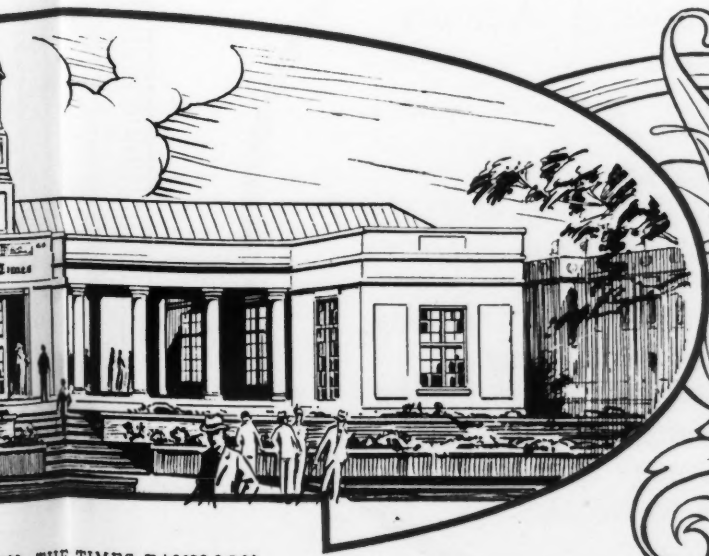


Times

PAPER AND LEADING ADVERTISING MEDIUM

Office at Printing House Square,
The Times Pavilion at Wembley,
Visitors will find a warm welcome
for their investigations. ∴ ∴

THE TIMES, PRINTING HOUSE SQUARE, E. C. 4



WEMBLEY—THE TIMES PAVILION



FRONT OF THE TIMES OFFICE

The Judgment of —MITCHELLS

Advertisers, whose names are household words, in all parts of the world, have placed their publicity arrangements in our hands and have been guided by the Mitchell judgment.

We use the word "judgment" deliberately, because in these days successful advertising is not entirely a matter of clever words, interest-compelling pictures, or large and expensive spaces in widely circulating journals. It is much more important that the advertiser should bring

to his aid long trained, experienced and thoroughly skilled judgment. If the judgment at the base of the recommendations is at fault, then the whole of the subsequent schemes, no matter how ably handled, must fail.

We offer to advertisers in the Home British market, and in the markets of the British Dominions Overseas, and also on the Continent of Europe, the expert service and guidance of men who have had experience of many successful national and international publicity campaigns.

C. MITCHELL & CO LTD —Advertising—

BRITISH, BRITISH DOMINIONS OVERSEAS, EUROPEAN
MITCHELL HOUSE, SNOW HILL, LONDON, E.C.1

Founded
1837



THE NEWSPAPER PRESS DIRECTORY

Seventy-ninth Annual Issue. NOW READY. \$1.50 post free.
"The Standard Work of Reference with respect to the Press."
—TIMES.

The Mitchell Advertising Agency

has been associated for many years in Great Britain and other countries in the Western Hemisphere with the following well-known American Advertising:—

GILLETTE SAFETY RAZOR.

INGERSOLL WATCHES.

MULSIFIED COCOANUT OIL SHAMPOO.

GRAPE-NUTS.

POST TOASTIES.

POSTUM.

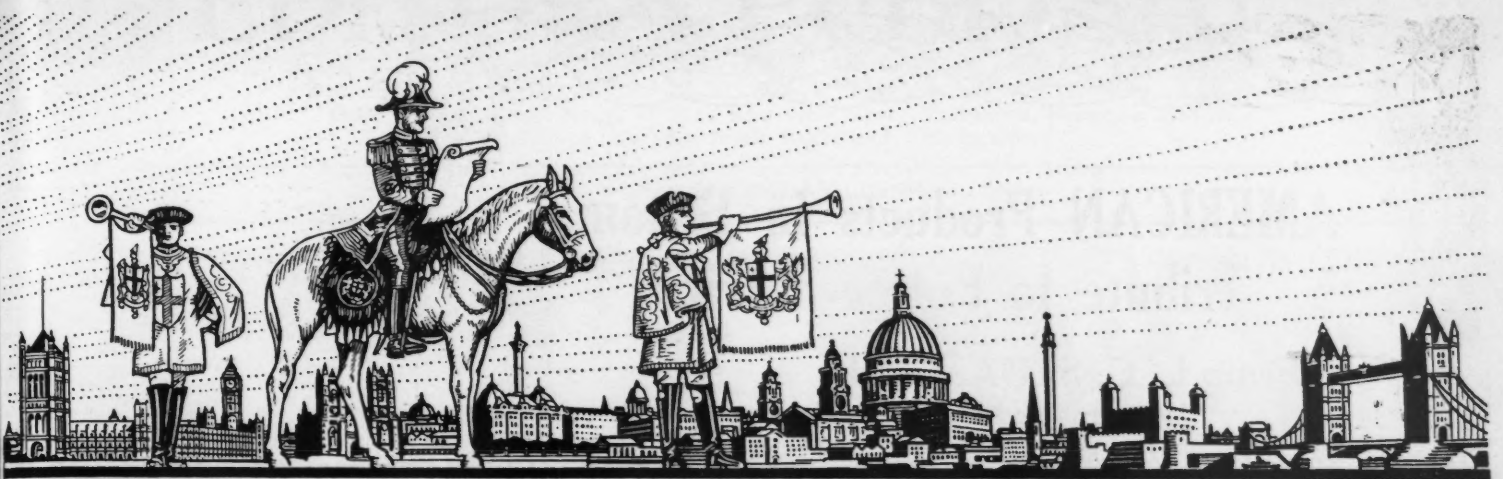
SLOAN'S LINIMENT.

IDEAL RADIATORS. LIQUID VENEER.

CALIFORNIA SYRUP OF FIGS.

SEABURY & JOHNSON.

CUTICURA.



Welcome to London

The

SUNDAY PICTORIAL

on its own behalf, and on behalf of two million better-class British families, to whom it has introduced many famous American products - thus strengthening the bonds of sympathy & understanding between the two great English-speaking races -

desires to offer
A Very Hearty Welcome
to the American Delegates
visiting the 20th Annual Convention of
the Associated Advertising Clubs of the
World, London, July 14th - 17th

“A CAMPAIGN IN ITSELF”



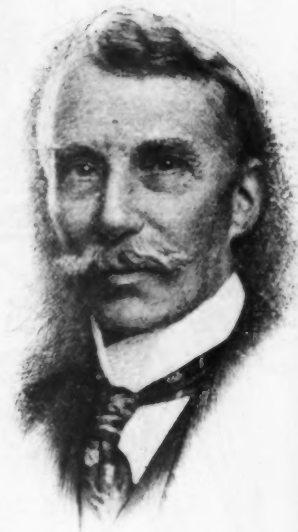
S. D. NICHOLLS,
 Advertisement Manager.

AMERICAN Products in Britain, Tribute to Potter Service

From L. G. SLOAN, Ltd.
Waterman's Ideal Fountain Pens

"We congratulate you on the completion of 25 years in business. We would like, if we could, to convey to you in words just what we feel, and to express to you our admiration for the high-minded way you have conducted your business. It has been a great pleasure to us to have you as our Advertising Agent, and it has helped us in our business more than we can say. If our business had been your own you could not have shown greater devotion and attention to our interests. The designs produced by your Art Department and the writing-up of the various advertisements can only have been done in such a splendid way because of a real interest in that service, far beyond the mere profit obtained through the business we place with you. So long as we have you to take charge of our Press advertising we can safely entrust to you that part of our business without any anxiety whatever, and to say this in the present condition of the world's business is to say a great deal."

Profit from others' experience is Net Profit to YOU



Mr. Fredk. E. Potter

Governing Director of Fredk. E. Potter, Ltd., and Chairman of the Church Advertising Section of the 1924 International Advertising Convention, extends a hearty welcome to all friends attending the Convention.

"When in Britain—do as Britons do"

It does not follow that methods which have proved successful in America will be successful here. Profit by others' experience—in other words choose a British Agent who understands the national temperament and with national knowledge of British markets and conditions.

Potter's of Kingsway have for years successfully advertised a number of American products in Great Britain, including:

Waterman's Ideal Fountain Pens
Pyrene Fire Extinguishers
Dennison's Tags and Crepe Paper
Ruberoid Roofing
O'Cedar Polish Mop

Dixon's Eldorado Pencils
Globe Wernicke Furniture
Emeralite Lamps
Jenkins Valves

Brochure "World Wide Publicity" sent on request.

FREDK E. POTTER, LTD.

IMPERIAL HOUSE
KINGSWAY, LONDON, WC 2

Members of The Association of British Advertising Agents (Incorporated)



EDITOR & PUBLISHER



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

Vol. 57

NEW YORK, SATURDAY, JUNE 21, 1924

No. 4



H.R.H. THE PRINCE OF WALES
Patron International Advertising Convention, Wembley, England, July 12-18

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OUSE
, WC 2

TURN YOUR EYES TO BRITAIN

One Hundred Eloquent Britons—Ambassadors of Advertising—Cast a Magic Spell Over a Great Business Convention to Such Effect That Two Thousand Americans Make Pilgrimage Overseas to Seek Closer Communion—An Epoch in Anglo-American History.

THE eyes of business men throughout the world are turned to Great Britain—on what is expected to be the greatest convention the Associated Advertising Clubs of the World have given us.

For these bold Britons took it upon themselves to demand a place in what we Americans have deemed to be merely our sun. Today, we may, in all good nature and without harm, comment upon their colossal nerve. A year ago, they put one over on us.

For twenty years the work of the advertising clubs in the United States has resulted in a close-knit organization that has given us in yearly succession a series of advertising conventions of immeasurable value. Among the thousands of clubs that in their affiliation were known as the Associated Advertising Clubs of the World, there entered a modest little affair quartered in Great Britain, the Thirty Club of London—thirty by name and in number. A little later came another little British club, the Advertising Club of Ulster, and these two were the only links that existed between the American organization and Europe to justify the title "Associated Advertising Clubs of the World."

Those two baby clubs said little and apparently just stood for two unassuming members of the parent body. Occasionally, Sir Charles Higham appeared at an American convention, but the great country in the little islands was too busily occupied repairing the ravages of war to be able to afford time for more than sleeping partnership.

It was in 1920 that the Thirty Club of London held a remarkable Advertising Exhibition at the White City, and out of this came the inspiration to a London Scotsman, W. S. Crawford, that the next step of the Thirty Club should be to obtain for Great Britain one of those advertising conventions that America held each year as a matter of course. No sooner thought than proposed—a year later Milwaukee saw a definite invitation extended by the Thirty Club of London that an A. A. C. W. convention should be held in Great Britain. The response was, perhaps, typically American—"Show us that you want us and we will come."

Then in 1923 a silver-tongued band of a Hundred bold Britons came here. They brought nothing but the sunshine of themselves. They were headed by a gentleman of simple English style. They came, as it seemed to some, almost timidly, but that was only their English—and Scottish and Irish—reserve. At Atlantic City they were the least conspicuous of all the delegates.

They pressed their claim upon the convention, quietly, eloquently. The rest of the story is known. By common assent, with the sportsmanlike delegates from Houston gracefully withdrawing their candidacy, the award of the convention was for "LONDON, 1924." They deserved it.

* * *

And now, twelve months later, we stand, our eyes turned toward Great Britain.

In the intervening time we have seen a wonderful effect in the making Week by week, month by month a tide has been flowing—a tide of goodwill towards Britain. Not in the entire history of the advertising club movement has there been witnessed such a thing. "On-to-Britain" was the watchword. Never has there been such a flow of desire—such a determination to visit a convention centre.

It is not the convention as such that is the main attraction. It is not Britain as such that makes the call. It is just the *answer*—the re-action—to that eloquent little band of one hundred British pilgrims.

What was it John Cheshire said?

"We are the modern Pilgrim Fathers come to ask their sons to come home."

That is the spirit which EDITOR & PUBLISHER believes lies behind the action of every American delegate in planning to sail for the Wembley Convention.

It is one that Americans should capitalize.

* * *

Let us not forget, however, that we go to a convention where advertising is the topic, the be-all and the end-all.

These Britons tell us we are past-masters in advertising. Maybe; but the British themselves have for generations been styled a "nation of shopkeepers"—a sneer of Napoleon has become a truism. The British were shopkeepers before our own nation was cradled.

There is Youth in British advertising today and Youth will be served.

The Youth in British advertising is typified in the President of the London Convention, Harold Vernon.

The Youth of American advertising will greet the Pilgrim Fathers and the Youths of England.

We may teach them something, but equally so we may learn more from them.

Our advertising men and women are going to know their British cousins better than they have ever known them.

But knowing them is something more than shaking hands. Don't expect our British hosts to dash at you on Waterloo Station with the greeting "Gee, boys, this is just bully," waving Union Jacks and Stars and Strips.

They will extend their hands, beam, grip, and say "Well, I'm glad to meet you. I hope we'll make you feel at home."

And behind that simple remark will be a world of British sincerity. They'll mean it.

The English people do not understand the American institution called "convention." An Englishman who recently called at EDITOR & PUBLISHER'S office, after a tour of our country, was "amazed by the conventions in every city visited, the hotel corridors swarming with delegates wearing ribboned badges." The Englishman at home attends dinner parties, staff meetings, conferences and the like, but the American "convention" is a novelty there, certain to interest the great city of London and bring into the lives of the advertising delegates novel and memorable experiences.

The flags and banners and chorus-singing will follow. The British as hosts do not "make themselves at home" until they see they have made their guests comfortable. But in 24 hours you will love them like the folk of your own hometown.

You will find them honest and affectionate—Old-World, like their cities. Give them greeting. You will learn many new things of them, of their country, of their aspirations, of their influence and their sterling qualities.

We could wish our American delegation were twenty times 2,000 for the outcome of the understanding that will come to them. For in the years ahead, even when this historic convention in London is but a memory, every one of you among those two thousand at the mention of "friends" will—

TURN YOUR EYES TO BRITAIN!

ON TO LONDON SONG

Words by Helen Waldo, vice-president of the League of Advertising Women of New York, and written by her to celebrate the World Advertising Convention to be held at Wembley this summer.

Tune—"Battle Hymn of the Republic".

I

It happened that some Englishmen, three hundred years ago
Came over in a little boat whose name you're sure to know,
And thus began the U. S. A. which we are going to show
The world in twenty-four.

Refrain

Come with us and go to London,
Charming, fascinating London,
Quaint and queer, old-fashioned London
In nineteen twenty-four.

II

So we are going over there to show them what we've done
To carry out the dreams they had so long ago begun;
From out the rugged wilderness a nation has been won
Upon this Western shore.

Refrain

Pack your bag and start for London,
Fabled, old, historic London,
Johnson's, Dickens', Shakespeare's London
In nineteen twenty-four.

III

Oh, we believe in advertising what we have to sell,
But honesty's the policy in which we would excel,
The motto, "Truth in Advertising" will the chorus swell
Into a mighty roar.

Refrain

When we all arrive in London,
Courteous, kindly, friendly London,
Open-hearted, waiting London
In nineteen twenty-four.

OFFICIAL PROGRAM

Twentieth Annual Convention Associated Advertising Clubs of the World

WEMBLEY, ENGLAND, JULY 12 to 19, 1924

SUMMARY of PROGRAM and ENTERTAINMENT FEATURES

SATURDAY, JULY 12.

Evening... 6.00 Official Reception, Royal Albert Hall.

SUNDAY, JULY 13.

Morning... 10.15 Westminster Abbey Service.
Noon... 1.00 Luncheon, Women's Advertising Club of London to Visiting Ladies.
Afternoon... 3.00 Inspirational Meeting, Central Hall, Westminster.
Evening... Advertising Sermons in Churches.

MONDAY, JULY 14.

Morning... 10.00 General Session, Conference Hall, Wembley.
Noon... 1.00 Luncheon, American Chamber of Commerce.
Noon... 1.00 Luncheon, Fleet Street Club.
Afternoon... 2.30 General Session, Conference Hall, Wembley.
Evening... Annual Meeting, National Advertising Commission.
Evening... Meeting of Joint Assembly.
Evening... British Empire Exhibition Amusements.

TUESDAY, JULY 15.

Morning... 10.00 General Session, Conference Hall, Wembley.
Afternoon... 2.30 Departmental and Conference Sessions.
Noon... 1.00 Luncheon, Press Representation Section.
Noon... 1.00 Luncheon, National Advertisers' Section.
Noon... 12.00 Luncheon, Retail Advtg. Section. (Harrods Stores).
Noon... 1.00 Luncheon, Screen Advtg. Assn. (Princes Restaurant).
Afternoon... Golf Tournaments at Walton Heath as Guests of Lord Riddell.
Afternoon... Ladies' Dress Parade, Piccadilly Hotel.
Evening... Wembley Exhibition.
Evening... Dinner, British Advertising Agents to Delegates AAAA.
Evening... Dinner, National Advtrs. Section. (Connaught Rooms).
Evening... Dinner, Continental Delegates.
Evening... Dinner, Sales Managers' Section. (Holborn Restaurant).

Evening... Dinner, Screen Advtg. Assn. (Princes Restaurant).

Evening... 8.00 Theatre Parties.

WEDNESDAY, JULY 16.

Morning... 10.00 Departmental and Conference Sessions.
Noon... 12.00 Luncheon, Retail Advtg. Section. (Whiteleys, Ltd.).
Noon... 1.00 Luncheon, Graphic Arts Section.
Noon... 1.00 Luncheon, Newspaper Executives' Section.
Noon... 1.00 Luncheon, Screen Advtg. Assn. (Princes Restaurant).
Noon... 1.00 Second Luncheon, National Advertisers' Section. (Whiteleys, Ltd.).
Afternoon... 2.30 Interdepartment Sessions.
Afternoon... Ladies' Dress Parade, Piccadilly Hotel.
Evening... Dinner, Poster Advertising Section.
Evening... Dinner, Retail Advertising Section (Savoy Hotel).

THURSDAY, JULY 17.

Morning... 10.00 General Session, Conference Hall, Wembley.
Noon... 1.00 Luncheon, Retail Advertising Section, as guests of Lord Waring, at Wembley.
Afternoon... 2.30 General Session, Conference Hall, Wembley.
Evening... 6.00 Grand Ball, Wembley Exhibition.

FRIDAY, JULY 18.

Afternoon... Hampton Court Palace, as guests of Lord Ashfield and Underground Railway.
Afternoon... Garden Party, Hever Castle, Kent, as guests of Major W. W. Astor, M.P.
Evening... President's Dinner.
Evening... Reception, Lansdowne House, Berkeley Square, as guests of Mr. Gordon Selfridge.

SATURDAY, JULY 19.

Afternoon... Garden Party, Clevedon, Surrey, as guests of Lord Astor.

PROGRAM

(Details subject to alteration)

SUNDAY, JULY 13

MORNING. 10.15—Westminster Abbey, Service

Preacher:

The Lord Bishop of Durham, the Rev.
Herbert Hensley Henson, D.D.

INSPIRATIONAL MEETING

Central Hall, Westminster

Sunday Afternoon, July 13

3.00—Music

2.30—Inspirational Address. FRED B. SMITH (New York)
(Subject, The New Force in International Relations)

Short Addresses

Two PROMINENT ENGLISH CHURCHMEN
At the Organ ARTHUR HEALE

Also at 3.00—Sunday Conference at Kingsway Hall,
to be addressed by an American speaker.

EVENING—Special Services at the following:

City Temple, Holborn Viaduct. Rev. Lynn Harold Hough

Wesley's Chapel, City Road. Rev. W. H. Armstrong

Central Hall, Westminster. Rev. Dr. Dinsdale Young

Westminster Chapel. Rev. Dr. Hutton

Kingsway Hall, Kingsway. Rev. J. E. Rattenbury
(or a layman)

GENERAL SESSION

Conference Hall, Wembley

Monday Morning, July 14

(Doors will be closed during addresses)

The Right Hon. THE LORD BURNHAM, C.H.,

Presiding

10.00—Music

10.30—Opening Address, THE CHAIRMAN

10.50—Address by a Leading British Statesman (Name not
yet released for publication)

11.15—Address of Greeting, LOU E. HOLLAND, Presi-
dent of A.A.C. of W.

11.35—Address, SIR ERIC GEDDES, Chairman, Federa-
tion of British Industries, London.

12.00—The Spirit of the Convention. HARRY TIPPER,
Chairman, General Program Committee, Secre-
tary of the Class Journal Company.

12.20—Address of Welcome, C. HAROLD VERNON, Presi-
dent of Thirty Club of London, Chairman of
District 14, A.A.C. of W.

12.45—Adjournment.

GENERAL SESSION

Monday Afternoon, July 14

(Doors will be closed during addresses)

LOU E. HOLLAND, President *Associated Advertising
Clubs of the World*, Presiding

Theme—The Responsibility of Trade

2.30—Music

2.45—Opening

3.00—The Responsibility of Trade, The Right Hon.
WINSTON CHURCHILL

3.30—Advertising the Creator of Public Standards in
Business. FRANCIS H. SISSON, Vice-Presi-
dent, Guaranty Trust Company, U. S. A.

4.05—How the Responsibility of Trade is Met. SIR
PHILIP LLOYD GREAME, M.P. Formerly
President, British Board of Trade.

4.40—The Fight for Truth in Advertising. HERBERT S.
HOUSTON, of New York.

5.10—Summary, JOHN CHESHIRE, Advertising Director,
Lever Bros., Ltd., London.

5.30—Adjournment.

GENERAL SESSION

Monday Evening, July 14

ANNUAL MEETING OF NATIONAL ADVERTISING
COMMISSION

For Election of Officers and Other Business

Meeting of Joint Assembly

The Joint Assembly constitutes the Nominating Commit-
tee of the Associated Advertising Clubs of the World and
is charged with the duty of nominating the President and
Secretary-Treasurer.

GENERAL SESSION

Conference Hall, Wembley

Tuesday Morning, July 15

(Doors will be closed during addresses)

The Right Hon. THE VISCOUNT LEVERHULME,
Presiding

Theme—The Reconstruction of Europe

10.00—Music.

10.30—Opening.

10.45—The Reconstruction of Europe (With Special Ref-
erence to the Dawes Report). Speaker will be
a Prominent British Financial Authority.
(Name not yet released for publication.)

11.10—Building the Biggest Manufacturing Business
Through Advertising. JAMES D. MOONEY,
President, General Motors Export Company,
U. S. A.

11.30—Educational By-Products of Advertising, SIR
CHARLES F. HIGHAM, Managing Director,
C. F. Higham, Ltd., London.

12.00—Improving Advertising from the Inside. O. C.
HARN, President of the Audit Bureau of Cir-
culations, Chairman of the Sales Committee,
National Lead Co., U. S. A.

12.20—Address. The Right Hon. LORD KYLSANT,
G.C.M.G., Chairman and Managing Director,
Royal Mail Steam Packet Co., the Union Castle
Line, and Associated Companies; Director of
the Southern Railway, etc.

12.45—Adjournment.

GENERAL SESSION

Conference Hall, Wembley

Thursday Morning, July 17

(Doors will be closed during addresses)

C. HAROLD VERNON, Chairman of *District 14,
Associated Advertising Clubs of the World*, Presiding

Theme—Building an Empire with Advertising

10.00—Music.

10.30—Opening.

10.45—Address, SIR ROBERT HORNE, M.P. Formerly
Chancellor of the Exchequer.

11.15—Building an Empire with Advertising. E. W.
BERRY, President, Canadian Pacific Railway,
Canada.

11.45—Address. The Right Hon. STANLEY BALDWIN,
M.O. Formerly Prime Minister of Great Britain.

12.15—How Advertising Welded the U. S. Markets. The
Hon. E. T. MEREDITH, Formerly U. S. Secre-
tary of Agriculture; Publisher, *Successful Farm-
ing*, Des Moines, U. S. A.

12.45—Adjournment.

GENERAL SESSION

Thursday Afternoon, July 17

(Doors will be closed during addresses)

LOU E. HOLLAND, President of *A.A.C. of W.*,
Presiding

2.30—Music.

2.45—Opening.

Schedule of Meeting:

Reports of Officers Reports of Committees

Adoption of Resolutions

Confirmation and Selection of Convention City.

Election of Officers

Awarding of Trophies

Final Adjournment

SPECIAL COMMITTEES

It is suggested that Special Committees be appointed at
the Convention to consider in conference two new topics
as follows:

ADVERTISING MAN'S CREED—A proposal has been made for the
adoption of a simple creed for the individual advertising man, to be put
in the nature of a resolution. This simple creed would materialize the
two major elements in the entire program of the A.A.C. of W. and
particularly this program in London, i.e., the definite obligation to pursue
the subject of Truth and the definite obligation to follow the spirit of
establishing an international code of honor for the advertising man.
A Committee will be formed to deal with the matter in London, and a
prominent British advertising man will present the resolution at the
Convention.

ADVERTISING CLUB ACTIVITIES—It would seem desirable that
this important Convention should not pass without a special meeting of

PROGRAM

Continued

those particularly interested in advertising club activities and development, from all parts of the world, for the exchange of views on the operation and progress of advertising club work. Mr. Earle Pearson will take charge of the American end and Mr. Andrew Milne will make necessary arrangements on the British side.

DEPARTMENTAL SESSIONS

ASSOCIATION OF BRITISH ADVERTISING AGENTS

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15

Opening at 2.30

L. O. JOHNSON, *Presiding*

- What Advertising Agency Service Means—
(a) In Great Britain.....PERCY BURTON
(b) In U. S. A.ROY S. DURSTINE
Agency Association Progress—
(a) In Great Britain.....JAMES STRONG
(b) In U. S. A.....NEWCOMB CLEVELAND

Wednesday Morning, July 16
Opening at 10.30

STANLEY RESOR, *Presiding*

Markets of the British Empire.....W. LINTS SMITH
Markets of the U. S. A.....WILLIAM J. BOARDMAN
Dinner to A.A.A.A. Delegates—Tuesday Evening

CHURCH ADVERTISING DEPARTMENT

Tuesday Afternoon, July 15

FREDERICK E. POTTER, *Presiding*
Opening at 2.30

- A. E. WISEMAN—
A Great Vision—Can it be Realized?
SYDNEY WALTON, C.B.E.—
Publicity for a Local Church
Rev. TOM SYKES—
Discerning the Times
C. E. ROGERS—
Publicity as an Evangelistic Medium
Sir ARTHUR YAPP, Director, Young Men's Christian Assn.
What the Y. M. C. A. Owes to Publicity
B. WHITWORTH HIRD—
How I Filled a Down-town Church
Rev. F. W. CHUDLEIGH—
The Cinema and the Church
OSCAR E. SEYD, M.J.I.—
Wireless and the Christian Message
Hon. E. T. MEREDITH, of Des Moines, formerly U. S. Secretary of Agriculture—
The Country Church
J. CLYDE OSWALD, Publisher, The American Printer—
Forms of Church Advertising
GRAHAM PATTERSON, Publisher, Christian Herald, New York—
The Need for Church Advertising
HERBERT H. SMITH, Associate Director of Publicity for the Presbyterian Denomination in the United States
Illustrations of Church Advertising.

Wednesday Morning, July 16
Wednesday Afternoon, July 17

These meetings will be a continuation of Tuesday afternoon's session. Six other speakers from Britain and Overseas will be added to the above program. Discussion will probably follow each address.

FEDERATION OF WOMEN'S ADVERTISING CLUBS OF THE WORLD

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15
Opening at 2.30

Miss E. V. MAGUIRE, *Presiding*

- The Psychology of the Buying Public—British and American
(a) British—Mrs. E. M. WILSON, Director, A. J. Wilson & Co., Ltd., London.
(b) American—(American Speaker not yet fixed.)
The Success of Women in Advertising—Mrs. WOOD, Director, Samson Clark & Co., Ltd., London.
The Need to Explain That the Consumer Does Not Pay for Advertising—Miss ELLA F. THOMPSON, Advertising Consultant, London.
The Attitude of the British Manufacturer to His Advertising—Mrs. BLAIR, Executive of W. S. Crawford, Ltd., London.
Luncheon to American Women Delegates—Sunday, July 13

GRAPHIC ARTS SECTION

Minor Convention Hall, Wembley

Wednesday morning, July 16
Opening at 10.30

D. B. DYKES, *Presiding*

- How the Printer Helps the Advertiser
(1) R. A. AUSTEN-LEIGH
(2) JOHN R. DEMEREST
Printer as Salesman—WILLIAM BETTING
Labor Problem in Printing Industry—CHARLES FRANCIS
Wednesday Afternoon, July 16
Opening at 2.30
John Demerest, *Presiding*
Collective Advertising for the Printing Trade
(1) Lt. Col. H. RIVERS FLETCHER
The Color Note in Advertising
(1) GEO. W. JONES
(2) D. A. GREENHILL
Organization in the Printing Industry—JOHN CLYDE OSWALD
Luncheon to Visiting Graphic Arts Delegates, Wednesday, July 16

NEWSPAPER EXECUTIVES SECTION

Minor Conference Hall, Wembley

Tuesday July 15 and Wednesday, July 16
(Details not settled.)

Lt. Col. E. F. LAWSON, *Presiding*

- The Tabloid Newspapers—CORNELIUS VANDERBILT
The Development of the American Newspaper—LOUIS WILEY, Business Manager, New York Times
The Newspaper—National and International Medium—WM. H. RANKIN, New York
Color Printing in Newspapers—L. W. CLAYBOURNE
The Successful Use of Newspapers in Developing the Automobile Industry—E. LE ROY PELLETIER
How a Newspaper Can Promote Its Own Business—DOUGLAS MARTIN
British and American Newspapers Compared—JOHN C. KIRKWOOD, London.
Newspaper Advertising and the Rubber Industry—W. O. RUTHERFORD

Luncheon to Visiting Newspaper Executive Delegates, Wednesday, July 16

PRESS REPRESENTATION SECTION

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15
Opening at 2.45

W. NEFYDD ROBERTS, *Presiding*

- The Representative as a Creator of Business—W. B. ROBERTSON, Director, Amalgamated Press Ltd.
Space Sellers I Never Want to Meet Again—ALFRED MARLAND, Managing Director, Kruschen Salts, Ltd.

Subjects not settled:

- (1) WILLIAM S. ROGERS
(2) F. ST. JOHN RICHARDS
(3) Two magazine men not yet named

Luncheon to Visiting Press Representation Delegates, Tuesday, July 15

NATIONAL ADVERTISERS' SECTION

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15
Opening at 2.45

W. H. HARTLEY, *Presiding*

- The Truth About Circulation
(1) STUART A. HIRST, Advertising Director, C. E. Fulford, Leeds, England.
(2) C. C. Harn, President, Audit Bureau of Circulations, U. S. A.
(3) B. LICHTENBURG, Assistant Director of Advertising, Alexander Hamilton Institute
Wednesday Morning, July 16
Opening at 10.30
P. L. THOMSON, President A.N.A., *Presiding*
Agency Relationships—A. W. FISHER, Director Pullars Ltd., Perth
John Sullivan, Secretary-Treasurer, A. N. A.
Wednesday Afternoon, July 16
Opening at 2.45
MAJOR WATLING, British Cycle and Motorcycle Mfrs. Union, *Presiding*

PROGRAM

Continued

National Advertising Situation and Tendencies—J. S. MARTIN, foreign publicity mgr. Remington Typewriter Co.; H. T. Humphries, Secy., Incorporated Society of British Advertisers; Mont. H. Wright, publicity director, John B. Stetson Company; Alfred E. Moore, adv. mgr., Newton Chambers & Co., Ltd.
Luncheons, Tuesday and Wednesday, Dinner, Tuesday Evening

EXPORT DEPARTMENTAL

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.45

ERIC FIELD, *Presiding*

10.30—Holland and Belgium—FERNAND A. MARTEAU (Gordon & Gotch, Ltd., London)

11.10—France MARCEL NANCY

11.50—Latin America—JAMES MARTIN, Remington Company.

Spain and Italy—H. A. LAWRENCE, Editor, Kelly's Customs & Tariffs of the World, etc., London.

Wednesday Morning, July 16

Opening at 10.30

JAMES A. MARTIN

Foreign Publicity Manager, Remington Typewriter Co., Presiding

3.00—India and Ceylon—Sir D. J. KEYMER, Chairman, D. J. Keymer & Co., Ltd., London.

3.40—Japan and China—Sir EDWARD CROWE.

Australasia—E. H. JONES, Advt. Mgr., Melbourne Argus

Wednesday Afternoon, July 16

Opening at 2.45

A. G. STEELE, *Presiding*

11.10—United States—MONT. H. WRIGHT, JOHN B. STETSON.

11.50—South Africa—A. H. TATLOW, Manager, Publicity Dept., South African Railways, etc.

Canada—W. A. LYDIATT, President, Marketing, Toronto

Sweden—E. G. SAHLIN, Consul General

Denmark and Norway—Speakers to be named by Scandinavia

NOTE:—It is also proposed to conduct an additional session on Wednesday morning at which the proceedings will be conducted in French, the programme for which will be drawn up in conjunction with the Paris Committee.

Dinner—Thursday evening to Continental Delegates

POSTER ADVERTISING

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.45

WALTER HILL, *Presiding*

Art on the Hoarding—Sir HERBERT MORGAN, K. B. E.

Wednesday Afternoon, July 16

Opening at 2.45

WALTER HILL, *Presiding*

The Educative Power of the Poster—W. E. D. ALLEN of David Allen & Sons, Ltd., London.

Dinner, Poster Advertising Section, Wednesday, July 16.

FINANCIAL ADVERTISING SECTION

(Details not yet available)

COMMUNITY ADVERTISING SECTION

(Details not yet available)

PUBLIC UTILITIES ADVERTISING

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.30

The Right Hon. LORD ASHFIELD

Chairman, Underground Railways of London, Presiding
Address—LORD ASHFIELD.

Followed by the undermentioned papers by British Delegates:

Company Ownership and Operation under Public Control (Notes on Gas Legislation in Great Britain).

Co-operative Advertising of a Public Utility.

The Personal Element in Advertising.

RAILWAY ADVERTISING

Wednesday Morning, July 16

Opening at 10.30

Address—THE CHAIRMAN.

Followed by undermentioned papers by American Delegates:

How to Win Public Goodwill for the Company.

Legal Aspects of Public Utility Advertising.

Municipal versus Co-operation Ownership of Public Utilities.

Progress of Customer Ownership in the Sale of Shares.

RETAIL ADVERTISING SECTION

Conference Hall in Central London

Tuesday Afternoon, July 15—Opening at 3 o'clock

Wednesday Afternoon, July 16—Opening at 3 o'clock

American Speakers:

VERN C. DIVINE, President, Standard Co-operation.

FRED FARRAR (New York).

S. R. COONS, Advertising and Sales Director, Gimbel Bros.

CLAUDE HOPKINS, Vice President, Lord & Thomas.

JOSEPH B. MILLS, Publicity Director, J. L. Hudson & Co., Detroit.

British Speakers:

Sir WOODMAN BURBIDGE, C. B. E., Chairman, Harrods, Ltd.

PERCY A. BEST, Managing Director, Jas. Shoolbred & Co., Ltd.

Sir SYDNEY M. SKINNER, J. P. Chairman, John Barker & Co., Ltd.

JOHN LAWRIE, J. P., Managing Director, Wm. Whiteley, Ltd.

FRANK CHITHAM, Director & General Manager, Harrods, Ltd.

ERIC M. GAMAGE, Director & General Manager, A. W. Gamage, Ltd.

F. RICHMOND, Managing Director, Debenhams, Ltd.

HORACE S. IMBER, Advertisement Director, Daily Chronicle.

Sir CHARLES HIGHAM, Principal, C. F. Higham, Ltd.

SALES MANAGERS' SECTION

SIR HERBERT MORGAN, *Presiding*

Minor Conference Hall, Wembley

Tuesday Afternoon, July 15—Opening at 2.15

C. K. WOODBRIDGE, *Dictaphone Company, Presiding*

Principles and Methods of Training Salesmen—F. W. MOORE

Wednesday Morning, July 16—Opening at 10 o'clock

ARTHUR CHADWICK, *Presiding*

Correlating Sales Finance and Production Through Budgetary Control—E. L. FLETCHER

Getting Salesmen to Use Advertising—HOPTON HADLEY

Preparation and Proper Use of Sales Manual—JOHN C. KIRKWOOD

Wednesday Afternoon, July 16—Opening at 2.15

Strength and Weakness of Sales Managers—FRANCIS R. JONES

Making Retailer a Better Distributor—S. W. LEVERS

Dinner, Tuesday, July 15 (Holborn Restaurant)

SCREEN ADVERTISING ASSOCIATION

Conference Hall, Princes Restaurant, Piccadilly

Tuesday Afternoon, July 15

Opening at 2.45

T. P. O'CONNOR, M.P., *Presiding*

Screen Advertising in General (Speaker not yet fixed)

Wednesday Morning, July 16

Opening at 10.30

BEAUMONT ALEXANDER, *Presiding*

Slide Advertising—S. PRESBURY

Wednesday Afternoon, July 16

Opening at 2.45

BARON HARTLEY, *Presiding*

Film Advertising—G. E. TURNER

Luncheons, Tuesday and Wednesday at Princes Restaurant;

Dinner, Tuesday evening

BUSINESS RESEARCH SECTION

OTHER DEPARTMENTALS

Blockmaking and Photo Reproduction

Wednesday

DIRECT MAIL SECTION

ARTHUR CHADWICK, *Presiding*

TRADE AND TECHNICAL PAPERS

BRITAIN BUILDS BIG HOPES ON CONVENTION

Chairman Vernon, Head of London Convention, Declares It Sure Proof that Advertising is Too Great to Be Localized or Nationalized—It Belongs to Whole World—Good Business and Friendship.

By C. HAROLD VERNON

WE are now within a few weeks of the International Advertising Convention for 1924—the culminating point of the On-to-London Movement—the goal that so many of us have been working for, planning for, looking forward to for so many months.

What will all this enthusiasm, this unceasing effort, this great determination result in? Of one thing we may be certain, it will lead to more than a world-wide convention; more than an important assembly; more than a mere interchange of ideas. The convention that caused over 100 Britons to visit America with an invitation to come to London, and that is shortly bringing 2,000 American enthusiasts to Great Britain will have far-reaching results.

The mere fact that it is to be held in London is charged with significance: it is a sure proof, if proof were needed, that advertising is too great to be localized, too great to be nationalized—it belongs to the whole wide world.

We in Great Britain have great hopes for this meeting of advertising enthusiasts from the five continents. We believe that it will prove to be the most successful, the most inspiring convention, that has yet been held.

For the first time the interchange of ideas will be quickened by the presence of more European advertising men than have ever been able to attend before, while, thanks to the remarkable enthusiasm of the American delegates, the United States will still be represented in full. International in the fullest sense, this assembly will include the finest brains in the profession from all over the world.

These earnest and capable delegates will have three main objects in view and, because they are enthusiasts, they will have some considerable measure of success.

The convention program aims at:—
The furtherance of the cause of Truth in Advertising, thereby increasing public confidence, without which all advertising is wasted, and the raising of the status of the profession.
The promotion of friendly relations between the leaders of industry in every



C. HAROLD VERNON

Chairman, Organizing Committee, London Convention
Chairman of District 14, A. A. C. W. President of The Thirty Club of London

country, believing that good business need not eliminate good feeling.

The general advance of the art and craft of "telling" by advertising which will mean more "selling," thereby stim-

ulating trade and increasing employment, will hasten the world's return to peace and prosperity.

Big aims, certainly, but aims that will lead to the big achievement, to the real

and lasting improvement of advertising, to a genuine step towards the dawn of better days.

One of the most important results of the convention will be fillip given to the advertising club movement. Many of those present will demonstrate the great benefit that the advertising club can bring—not merely to its members and their profession—but to the world at large. It affords opportunities for local advertising men to exchange ideas, to increase their efficiency, to eliminate untruthful or undesirable elements, and to build up public confidence in advertising as a reliable and valuable public service.

We cannot have too many advertising clubs; however small they are, however humble their beginnings, they mark the activities of men and women whose hearts are in their profession, and they are the greatest source of inspiration and good-fellowship, the surest means of advancing this fascinating profession which serves the entire population of the world.

More advertising clubs mean more advertising, more efficient advertising, more truthful, trustworthy advertising, and so—more trade, more employment and better conditions all round.

And what the advertising club does locally, the advertising convention does internationally. This, be assured, is no mean contribution to the progress of the world.

This is what we looked for and we feel this is what we may expect. The stage is being set and when the curtain falls after the closing session on July 17 our effort will be finished, but we are confident that our desire will be achieved, and we feel ourselves fortunate in that our plans and arrangements have been approved by Mr. Holland, the president of the Associated Advertising Clubs of the World, the master whom we have served, and, while we welcome him as leader of this great and world-wide organization of men and women engaged in the business of advertising, we extend the same welcome to every delegate who will cross the seas to attend the 20th Convention of the Associated Advertising Clubs of the World in London.

WHAT THIS EDITION STANDS FOR

EDITOR & PUBLISHER feels that this edition—differing in its contents as it does so widely from its accustomed form—is worth an explanatory note.

When the project of a Special Number of pre-convention interest was mooted, it was felt that the historic circumstances in which the 1924 Convention of the A. A. C. of W. was to be held, demanded an exceptional treatment worthy of the event.

Here was the first Convention to be held overseas—in Great Britain. How it came about and the story of the gallant little band of British delegates that stormed the fortress of Atlantic City in 1923, has been written in imperishable letters in the famous "On-to-London" number issued last June.

Here was a new style of Advertising Convention—with the business men of another country than our own as hosts.

That country and its people were known to us in something little more than visionary form—they were three thousand miles and six days away.

They were an older people than ourselves. Their customs and ways were not as ours. We, in our imaginations, have conceived them, maybe, as being less advanced than ourselves. We admired them without knowing them.

They were friends, yet strangers.

But something like two thousand American Business men and women have contracted to visit that country in July as delegates to the Advertising Convention to be held at the British Empire Exhibition.

These were the reflections that rendered acute the question of just what form should be taken by this Special On-to-Britain Number of EDITOR & PUBLISHER.

It could not be in the nature of a rally. That work had been done. The ships would be well-nigh at sailing point.

But there was a work this number could do and in the mind of our London Editor, Herbert C. Ridout, its mission was conceived as that of endeavoring to prepare the minds of the U. S. delegates for the people, and the conditions of the great country in which the 1924 Convention is to be held next month.

That, in short, is the *raison d'être* of this On-to-Britain number. Once the ideal fixed, the London editor set about securing the co-operation of the leading British authorities to aid him in providing a survey of the British newspaper and advertising field.

How well that has been done, these pages themselves testify. The hearty co-operation extended by leading newspaper and advertising men of Great Britain with the object of presenting a series of pictures of British conditions, British advertising practice and British ideals, is in itself first a tribute to the high and general recognition in that country of the significance of the Convention, second, a compliment to the American delegates themselves, and finally, a revelation of the spirit of brotherhood that professes its experience and its knowledge in free exchange for what our delegates themselves have to offer.

Dealt with in these pages are many topics that are not likely to be discussed at the Convention, either in general or departmental sessions. That was the plan—to broaden, to supplement the interchange of ideas at the Convention by providing accurate on-the-spot details of what Britain has done and is doing in the practice of advertising.

We, of EDITOR & PUBLISHER, have the assurance of those competent to judge that never in the history of American or British trade journalism has one single edition of any publication ever given either such a wealth of practical information concerning the British field or so many exclusive features signed by recognized authorities as are presented in these pages.

To the delegates sailing for London we say:—Know the country you are going to see, the people and their world, and the Convention you attend there will have a greater, fuller meaning for you.

To those who are tied to their posts at home we say:—Learn something of this Great Britain that gained this 1924 Convention, learn a little of its conditions and its people from these stories.

Our acknowledgments are due to the many distinguished British contributors to this edition, who by their generous co-operation have aided EDITOR & PUBLISHER to another achievement in the cause of Anglo-American goodwill.

A DREAM COME TRUE

By W. S. CRAWFORD

ONE of the world's masterpieces, the "Pilgrim's Progress" begins "And it came to pass he dreamed a dream." I cannot do better than imitate the simplicity of John Bunyan.

Years ago I dreamt a dream. After seeing advertising conventions in the States, I dreamt of a great convention of the Associated Advertising Clubs of the



W. S. CRAWFORD

World in London. From a dream that in its infancy seemed but a wild fancy, I dreamt of what might be, if but the dream could be transformed into reality. I saw a mighty panorama, in which stood shoulder to shoulder a solid phalanx of men and women. Above them were flowing banners bearing the signs of all nations. And before them on a sweeping banner that dominated all was the word "ADVERTISING."

The dream was that of a victorious host, welded into one brotherhood by the magic of advertising, a host that had won a world victory over smallness, racial differences, individual ambitions, and brought together in common fellowship. The cause was advertising, the men and women instruments in its practice. Their association with the purifying influence had resulted in an international goodwill.

I dreamt of two great countries—our own and yours. I saw in this great advertising convention in Britain something that no event of the kind had yet achieved. I saw *Expansion*—expansion of our interests, mutual and international.

Enough! The dream was a spur to action. I talked of my dream to my advertising friends and we set to work to realize it. There were numberless disappointments and difficulties. Sometimes it seemed as if the dream would never come true, but the enthusiastic and devoted work of British advertising and newspaper men has secured a triumphant success. Had the dream come true earlier the success would have been less splendid. When, this July, the International Advertising Convention meets at the wonderful British Empire Exhibition at Wembley, London, we shall see the splendid realization of a dream.

By a happy stroke of fortune this great Advertising Convention is housed amid the greatest advertisement that the British Empire ever had. I am proud that Americans should see the glory of our great commonwealth of nations, which expresses so finely the constructive and governing powers of the British people.

There are the stately buildings of Australia and Canada, the future sources of food supply for the world; the superb Indian building with its story of Britain's success in long-distance government; the great South African exhibit showing the

unifying power of free institutions under the British flag, and the fact that Britain controls the world's supply of gold and diamonds. There, romantic Malaya gives vivid pictures of how a savage country has been turned by British enterprise into the chief rubber and tin supplies of the world; picturesque Burmah shows how Britons have developed its wealth of rice, oil and timber. From regions as far apart as British Guiana, Fiji and Newfoundland come evidences of the stirring vitality of the British race.

We are indeed proud to be able in such splendid surroundings to extend the hand of welcome to the advertisers of the world. When to the lessons we learn in craftsmanship at this great exhibition we add a wider knowledge of selling and advertising, we shall see a great stimulus to international trade, for prosperity and peace throughout the world.

I still see visions and dream dreams.

I look forward to future advertising conventions the world over, pooling the brains and experience of mankind for our common benefit. I see our profession raised to a lofty pinnacle, its forces united, its men honored.

I see the highest standard of truth set in advertising to the enormous benefit of honest traders, and scientific methods of research applied to trade problems which will make marketing far more sure, successful and economical. I see careful studies of the psychology of different communities and peoples eliminating the trade difficulties that rise through local and national misunderstanding.

Great as is the power of advertising today, it is but in its youth. I see it as it grows in power, not only increasing the friendship of all English-speaking races, but making for the general brotherhood of mankind. I see it aiding in spreading the world use of all beneficial inventions, helping the poor by cheapening products, and removing the tragedy of unemployment by giving the opportunity of honest work at fair wages to all. I see it checking disease, broadcasting enlightenment, and working for the peace of the world.

Dreams they may be—but the dreams of today are the realities of tomorrow.

Who knows what will grow from the dream that finds realization in "London 1924"?

"TEXAS NEXT—1925"

Witness in the columns of this issue the urgent call of Houston, Texas!

Houston means business—wants the 1925 convention of the A. A. C. W. as the fat and pink baby in the tub wants the well-known cake of soap and will not be happy without it.

In these columns the most representative men of Texas and Houston plead the cause.

"On to Texas—1925," is the new slogan.

For details, turn to page 99 and thereafter.

SOME THINGS THIS CONVENTION OUGHT TO PUT RIGHT

By Sir CHARLES F. HIGHAM

THERE are so many things that the convention could put right, that I hesitate almost to dictate an article on this subject, but I will touch upon, if I may, a few of the points that I think would be of value to the advertising fraternity.

First and foremost, I think there should be a clearly defined working arrangement between the agents in the

"fake" companies, the fraudulent share offers, the unnecessary "puff," and generally put the whole business of advertising on a higher standard. In fact, the magnificent work done by the vigilance committee in the United States should be made international.

Of course, probably the biggest problem that we could tackle would be the elimination of jealousy and envy in our profession. I know that it is very altruistic, and some people would say, far-fetched, but the idea of each of us decrying the merits of others is to the detriment of every man and woman in the advertising business.

We ought to co-operate more. We ought to understand the other fellow's point of view more easily. We ought to be more charitable. We are in, probably, the greatest calling in the world, and a great part of the time we are calling down each other. It is a great mistake. I think the convention in itself will do a lot to eliminate this, because the meeting together of men and women from all countries will have a tendency to make us understand each other better, and this will be a great help.

Of course, there is bound to be in every profession and in every calling, the "little minded man," who can only see round his own horizon; who cannot appreciate the men or women who have gone forward, and thank God they have. This, I think, is the most serious difficulty which we have in the furtherance of our calling—the constant finding fault with each other.

If a man succeeds, somebody says "How did he do it." If an agent gets a new account, the other fellow says, "Why in the name of God, did they give it to him." If the billboard man gets an order, the advertising man says "Why waste money on the billboards" and vice versa.

What we want to do is to make the world believe in advertising, and we cannot make them believe in advertising, unless we believe in ourselves.

We have got to have a greater faith, and greater charity, and this convention will help to bring it about, if the spirit is there, but if the spirit is not there, then no great reform will ever take place, in our calling, or anyone else's.

I love the advertising business. I wish every other man and woman in it had my point of view—to believe in it not only as a business, but for themselves. Do not be afraid of publicity, either for yourselves or other people. It is frankly stupid to hide your light under a bushel if you are engaged in the advertising business. I have had some of the most clever men in the business say to me "Charlie Higham, the trouble with you is that you like the limelight too much," and I have said, "Why hide from the light? It is our business. What is the good of telling other people to advertise their goods, etc, if we have not got faith in the method we tell others to use."

We have got to stand shoulder to shoulder with each other. Help, not hinder. We are all human. Do not let any of us forget that, but the man who is stronger, who can criticise, is the man to stand by us, and show us the way.

Nagging each other only drags down our profession. We all cannot stand in the centre of the stage. It is well to remember this, but when, by experience, courage, hard knocks, we have got to the centre of the stage, do not let the "supers" say they can play it better, but let them learn to play it better, and someday they will have the star place too!

I think that this convention will do much to place advertising in the right light, but if it does, it will only be because the men and women who are taking part in it, see the right light themselves, and will express it to the full.



SIR CHARLES F. HIGHAM

United States and the agents in their countries. I am one of those who believe that the advertising agents would be willing to come to an arrangement, to do business in their own country, and not outside their own country, except through agents in that particular country.

When I inaugurated the India Tea Campaign in the United States, I could very easily have placed the advertising from London, and have done it much more profitably through myself, but I do not think I could have done it more profitably for my clients. Therefore I placed the advertising with an American advertising agency, just as I feel that American advertising agents having business to place in this country ought to place it through an English agency, and I feel that I am permitted to make this statement largely because of the fact that I had 15 years' experience in the United States, and I know the people of that country so well, but there are so many things I do not know, and which only agents on the spot could know, that I feel it is better for an English advertiser doing business in America, to place the advertising through a representative agent in that country, and vice versa.

Another thing this convention should put right, is to arrive at some method of training young men and women for this business. I feel that there is a dearth of brains in the advertising business, and it is essential, if this industry is to grow, that we arrange for some method of training people who have the "flair" for advertising.

Nothing has been done internationally, on this subject, but I see no reason why it should not come before the convention, to be discussed.

The training could be in the form of scholarships offered by advertisers, newspapers, or agents, or some other way.

Another thing the convention ought to try to put right, is to further the vigilance work of the Associated Clubs. The advertisers and advertising agents ought to be strong enough today to get an undertaking from the newspapers that they will not take fraudulent advertising of any kind. It would be a tremendous step forward, if we could eliminate the

THE 100 MILLION DOLLAR SHOW AT WEMBLEY

Where the A. A. C. W. 1924 Convention Will Be Held in Britain—Fifteen Minutes' Run from the Heart of London Has Been Built a New City—Materialization of the Wonders and Achievements of the British Empire

By ROSS GURNEY

FOR about two years the British Empire even in its most distant and undeveloped corners, has thought, worked, and lived "Wembley."

It was Lord Strathcona who had the idea some years ago. And it is now possible to connect his thought form with the \$100,000,000 exhibition which has grown into being in Wembley, near London.

In this wonderful city of 240 acres, with the world's largest ferro-concrete buildings, and a stadium accommodating 110,000 people, the A. A. C. W. will hold its 1924 convention—a proud gathering in the proudest of surroundings yet accorded in its history.

We are told that this British Empire Exhibition amounts to something approximating the eighth wonder of the world. America has had some mammoth exhibitions of its own, but this is said to transcend them all.

In its organization the promoters found themselves with quite a little bunch of problems to solve.

Among them were two that face the organizers of any exhibition on the grand scale. The first is to collect the exhibits on such terms and conditions as will assure success. The second is so to display the exhibits as to command the respect of the minority that possesses taste, and to awaken in the majority those emotions from which taste is born.

Down to a few years ago organizers recognized only the first problem, with the result that chaos and incongruity exercised what might be called mob law, and those who had no personal interest in the exhibits kept away from them.

Perhaps the first exhibition that admitted good taste to its councils was held in Munich a couple of years ago. It was followed by the Gothenburg Exhibition in Sweden last year. These were very striking displays. They struck an entirely new note; unfortunately they struck it rather too hard. Their promoters had not taken to heart the warning of Koholeth and had sought to be righteous overmuch. They did not destroy themselves, but they did rather over-shadow their exhibitors. It was as though they had taken for their motto "Beauty, not business."

Now the British nation is said to be rather suspicious of beauty and on no more than a nodding acquaintance with taste; the Empire's children overseas take after the home folk. Had the individual his way, he would undoubtedly have endeavored to make each exhibit fight its neighbor, shout it down, so to speak. Happily Munich and Gothenburg did not exhibit in vain. They were there to point a moral. It was impossible to exercise the arts of compromise, and as a famous British politician once remarked, compromise is one of the first factors of statecraft.

The net result of endless work and arguments conducive to high blood pressure was a uniform scheme, under which, in certain leading sections of the Exhibi-

tion, the individual is sunk in the display. The display shows the ripe fruits of years of endeavor and experiment, and industry is lifted to noble heights.

Let the most casual visitor, sensitive enough to have suffered from the chaos of the past, start at Wembley by walking through the Palace of Industry at his leisure. He will come out as tranquil as he went in, and impressed as he never was before, because he will understand what is possible when men work in union under capable advice. To be sure, he may feel a little angry with the folk who gave the title of exhibition to some of the collections of past times, but he is bound to realize that these errors are on their death-bed and that Wembley will

to have done the pioneer work will be strongly represented, and a determined effort will be made to stir the imagination of those who have youth, strength and the spirit of adventure.

India's story demands an acreage well-nigh as great as that of Australia or Canada for its expression. Within its vast pavilion the Indian Princes are exhibiting the bewildering resources of their States in a series of Courts. All those arts and crafts in which the various races excel are shown on a scale never attempted before.

New Zealand, held by so many to be the happiest of all the Dominions overseas, stages an agricultural and marine exhibit, and calls in the aid of the movies

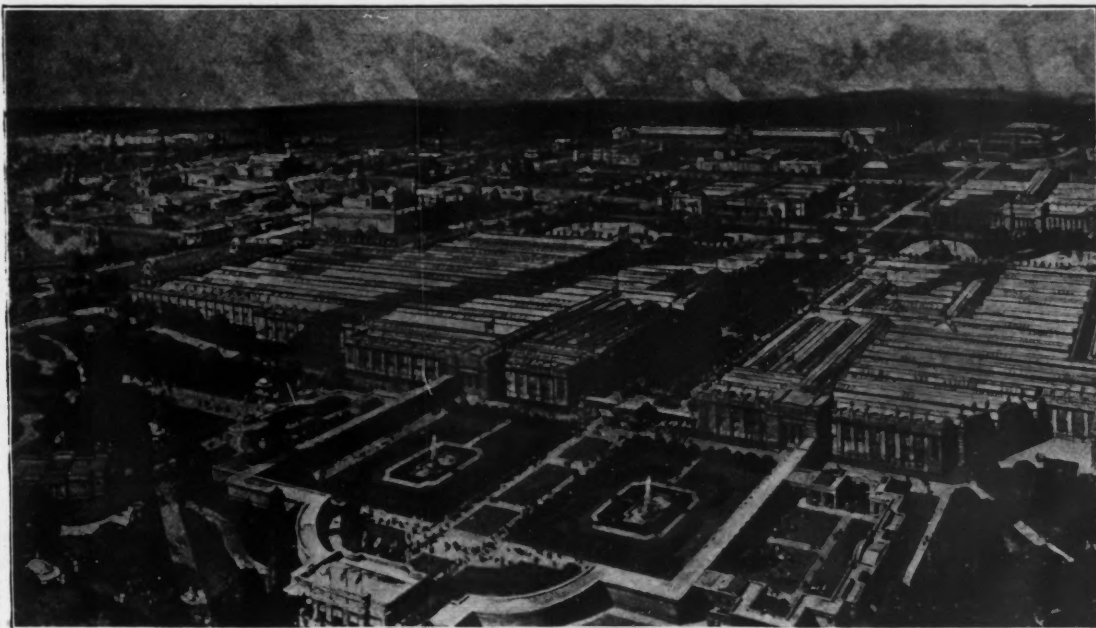
to present the daily movements that lead to prosperity and content.

South Africa has her Union pavilion built in old Dutch fashion, and the gardens that front it show so much as is possible of the South African flora. All the exports are staged, diamonds and gold, fruit and wines, mohair and wool, together with ostrich feathers on live ostriches, and one of the two picture displays reveals the travel side of life in the wildest parts of the country.

The West Indian and Atlantic groups tell of the joys of travel and their gardens, weather permitting, will enable the visitor to glimpse the tropics, though should the English summer live down to the low level of Jean Paul Richter's jibe and appear in the guise of English winter painted green, it is more than likely that tropical roots will refuse to strike.

Burma, with its memories of Mandalay, its exquisite temples from which the little bells peal at the bidding of every breeze, is undoubtedly one of the beauty spots of Wembley. Ceylon, Hong Kong, Palestine, Cyprus, Malaya with its model of the much debated harbor of Singapore—it is possible to mention half a dozen of these "sections" in a sentence; it is not possible to discover all their secrets in a week. They must be seen in their splendor.

Since some reference has been made to the weather, it is fair to add that in the worst that summer can send us the visitor can travel from one Dominion to another throughout the length and breadth of the Exhibition without affording Jupiter Pluvius so much as a chance to enforce the use of an umbrella.



BIRD'S-EYE VIEW OF THE BRITISH EMPIRE EXPOSITION

Towers and domes, minarets and palace walls, bridges and formal gardens, glimpses of China and Africa and India at their loveliest and most fantastic. It is the British Empire in miniature, made to scale, and with a view to a harmonious whole, and so faithfully has everything been reproduced and solidly carried out that it will remain, in part, a permanent exhibition.

see to it that there is no recovery for them. The fact that dominates the British Empire Exhibition is that, despite its vastness, the lay-out is on large, comprehensive and harmonious lines. Color blindness will be a misfortune and no longer an infliction to be grateful for. There isn't a headache in any section.

A day will not exhaust the wonders of even a single exhibit—say Australia alone, for this covers five and a half acres and includes a pavilion as large as the Pennsylvania Terminal in New York and a movie theatre wherein 500 people at a time can see for themselves what life at the Antipodes is like. All round the walls a gay frieze tell the story of the natural wealth that has brought prosperity to settlers, one may see orchards and vineyards, dairies and great pastures where sheep in their tens of thousands prepare in comfort to supply countless tons of wool and, in the fulness of time, with mutton.

Canada's display of national wealth and achievement is of course concerned very largely with agriculture, horticulture, and forestry, but due attention is paid to the mineral wealth that has rewarded some and will reward many more in the near future. The railways which may be said



PLANS OF THE GREAT CANADIAN EXHIBIT BUILDINGS

The Canadian and Australian pavilions face the Palaces of Engineering and Industries, across the lake which divides the exhibition, with the pavilion of the Indian Empire at one end.



THE SOLIDLY-BUILT PALACE OF ENGINEERING, NEARING COMPLETION

The Palace of Engineering, which is probably the largest concrete building in the world, will represent more than three hundred engineering and shipbuilding firms, and will contain all manner of engineering exhibits, from the most delicate testing instrument to 150-ton pieces of machinery.

Modesty or courtesy has brought the British section last into notice, but in many respects it challenges all comers. Eighteen hundred exhibitors who have spent half a million pounds on the purchase of space and unnumbered thousands in turning it to best advantage under wise

Leading from the Palace of Industry are conference halls and committee rooms, ranging in accommodation from 100 to 3,000, and here will be the home of the A. A. C. W. convention in general and departmental sessions from July 14 to July 19.



A VIEW OF THE AUSTRALIAN EXHIBIT PLANS

So immense are the plans for separate parts of the exhibit that Canada and Australia have each spent \$1,250,000 as their share in building alone.

supervision, are represented here. The Palace of Engineering reveals all the latest developments by which manufacturers deal with raw material and conquer the problems of transport and lighting. It has a power station built by forty firms and a new system of using electricity that will create the biggest sensation since the first electrical exhibition was held in Great Britain some forty years ago. Sea transport, land and motor transport in their very latest aspects will be seen in this section where the greatest British firms in the engineering world are represented.

The Palace of Industry takes those industries of the United Kingdom which would be out of place in the engineering section, and here a wonderful unity in diversity has been reached. Chemistry, cotton textiles, woolen textiles, Ulster industries, all, or most of the food production specialties, musical instrument makers, soap, cigaret manufacturers and others too numerous to mention, find harmonious homes here.

Perhaps nothing in the Exhibition is more significant or impressive than the British Government pavilion. Above its lofty columned portico is the Royal Suite designed for the use of the King and

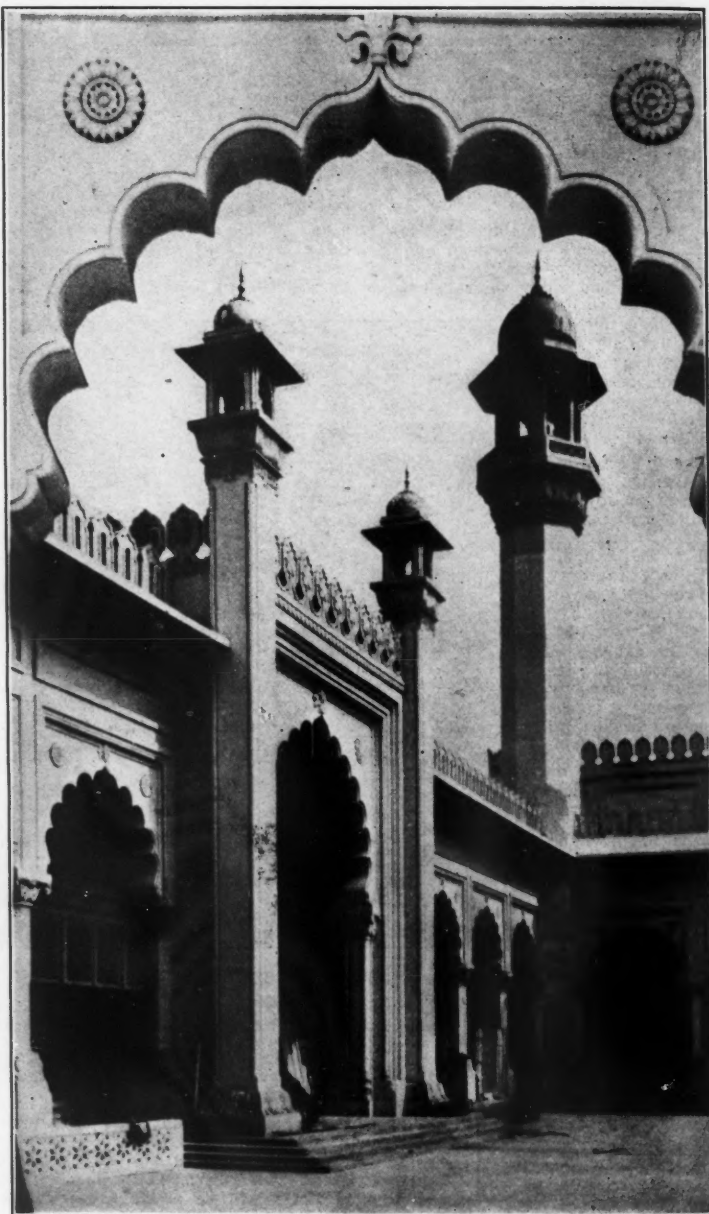
Queen, and before those supporting columns are six lions that typify strength and dignity in repose.

In the Central Court of Honor a luminous relief map of the world tells in color a story of British Empire resources, growth, development and population in fashion calculated to attract the eye and hold the mind.

On a stage within this pavilion the Army, Navy and Air Force have organized displays that will bring home to the uninitiated the pomp and circumstance of the material powers that defend the British Isles and recall in striking detail episodes that marked grave crises in

British history. This stage can be one of land or water at the will of the mechanics who control it.

It is best to consider first the educational purpose of the Royal Pavilion and to pass by way of the spectacular side to the varied attractions that the imposing stadium and the amusements park will provide. These attractions are too numerous for recital, for the British Empire Exhibition appeals to those who seek knowledge and those who desire recreation and in the catholicity of the endeavor lies the strength of the call to the old and the young, the grave and the gay, the learned and the simple.



INDIAN PAVILION

A feature of the Empire Exposition



EMPIRE STADIUM, BUILT ON A HILL ON THE EXHIBITION GROUNDS

Largest sports arena in the world, accommodating 125,000 people, two and a half times the size of the Coliseum at Rome

OLD LONDON'S CHARMS AND THRILLS

A Little Guide for Convention Delegates to the Chief Attractions of the City of Everlasting Interest —With Some Notes on American Memorials

By "A LOVER OF LONDON"

IN THE early part of last year, when the suggestion was put forward that the 1924 Convention of the A. A. C. W. should be held in London, *Editor and Publisher* printed an article dealing in a general way with the British capital. It is now possible to supplement this with something treating specifically of the individual attractions of London and opportunity has been taken to incorporate notes on features in the way of American memorials. To comprehend what a foreign city holds for the visitor, it is essential first of all to acquire a proper interpretation of the historical buildings and other features. The real significance of the places visited can then be visualized in a proper perspective.

London has so much to show and the calls of the Convention and attractions of the wonderful British Empire Exhibition must of necessity occupy so much of the visitor's time that the period available for general sightseeing will be comparatively brief. Sightseeing itineraries will, of course, be a feature of the arrangements made for the reception of the delegates and their friends. Even so, the following notices will be found both useful and instructive to the American visitor generally and of very material advantage to those among them who would prefer to embark on their own sightseeing tours and to return to America confident in the knowledge that they have seen the things that really count among the sights of London. So far as getting about in the British capital is concerned there need be nothing to worry about, maps and guides being freely distributed by the various traffic agencies, which, particularly the underground companies, are ever ready to assist visitors bent on sightseeing itineraries.

THE TOWER OF LONDON

Stands on the riverside and is both the best-preserved example of a medieval fortress in Britain and the most historic castle in Europe. Consists of the great keep—the White Tower—built by William the Conqueror, encompassed by a double line of fortified walls erected by his successors. Was an arsenal, naval station, palace, court of justice, mint, and State prison, and is still used in the last-named connection. The White Tower contains the national collection of arms and armor. Dungeons in which celebrated prisoners were confined are shown. The Chapel of St. Peter and Vincula is the place of burial of those who were executed on the adjacent Tower Green. Wakefield Tower contains the Crown jewels. The Tower Warders wear Tudor costume. Tower Wharf, on which abuts Traitors' Gate, gives fine views of the Thames and its shipping.

ST. PAUL'S CATHEDRAL

The first church founded in London. Has always been closely associated with civic and national history. Present building, by Sir Christopher Wren, the finest church erected in England since the Reformation. Of noble proportions externally and internally. Contains many memorials and the Crypt is the burial-place of Nelson, Wellington, and other illustrious sailors and soldiers; besides painters (including Sir Benjamin West, the American President of the Royal Academy), musicians, etc. Public may ascend to the dome, which commands fine views over London.

WESTMINSTER ABBEY

Was a monastery attached to the royal palace of Westminster, and has been the crowning-place of the English sovereigns from King Harold (1065) onwards and their burial-place from Henry III (died 1272) to George II (died 1760). Has become the valhalla of the English race and is the sepulchre of illustrious states-

men, sailors, men of letters, scientists, etc. Contains several American memorials—Longfellow, Lowell, etc.; and one set up by the State of Massachusetts Bay to the third Viscount Howe. Present buildings date largely from period of Henry III, who began the reconstruction of the manastery rebuilt by Edward the Confessor (d. 1065). Adjoining is St. Margaret's Church, the Parish Church of the manastery rebuilt by Edward the Dominions Overseas. This is the burial-place of Raleigh and it has other American associations. Present church dates from 15th Century.

THE PALACE OF WESTMINSTER

Until the time of Henry VIII this was the principal seat of the English sovereigns, hence it was the cradle of national government and legislation. The original palace was built by Edward the Confessor and many additions and reconstructions were made by later kings, the most notable being the great hall

(Westminster Hall) erected by William Rufus in 1097. Save this hall (remodelled in 1398 by Richard II, who added the superb open roof of timber) and a few minor details, the old palace was destroyed by fire in 1834. The New Palace of Westminster—invariably termed the Houses of Parliament—is the most original and most magnificent building erected in England in modern times, the decorative work of the interior being of singular richness. The chief range of apartments, including the House of Lords and the House of Commons, may be inspected on Saturdays and Bank holidays, and the American pressed for time should select a Saturday for visiting both the Abbey and the Palace, an arrangement that permits of these two buildings being the better appreciated in their historical relation and significance. The picture, in the Royal Gallery, of the fatal seizure of the Earl of Chatham when participating in the debate concerning the recognition of the American Republic was

painted by John Singleton Copley, a colonist born in Boston. Westminster Hall was until 1882 the chief Court of Justice and within it took place the great State trials of history. Permission to attend the Parliamentary debates is readily obtained.

WHITEHALL

This street bears the name of the palace erected along each side of it by Henry VIII when he abandoned the Palace of Westminster as a place of residence. Whitehall was burnt down in 1698, all save the Banqueting House erected by Inigo Jones in 1620. It was before this building that the scaffold was erected when Charles I was executed and within the Banqueting House (now a naval and military museum) the crown was offered to William of Orange and the Princess Mary on the flight from Whitehall of James II. Opposite is the Horse Guards, originally the guard house of the palace, where a picturesque ceremony is still enacted daily when the guard of Household Cavalry is changed. Whitehall is now lined with important Government offices; in the byway called Downing Street is the official residence of the Prime Minister.

ST. JAMES'S PALACE

This was built by Henry VIII at the time he built Whitehall and it succeeded that palace as the chief London residence of the sovereign. It stands in St. James's Park, which, with Hyde Park and Regent's Park, forms the remains of the parklands attached to old Whitehall. Foreign ambassadors are still accredited to the Court of St. James, although as a royal residence this palace has been superseded by Buckingham Palace. The brick gateway and a few other portions of Henry VIII's building remain, among modern reconstructions. The changing of the guard here is a ceremony of great stateliness. On the east of the palace is Marlborough House, the residence of Queen Alexandra; on the west Clarence House, residence of the Duke of Connaught (the King's uncle), and on the north York House, the town residence of the Prince of Wales. St. James's Park, which abuts on Charing Cross and is traversed by the processional road called the Mall, is very picturesque—New York has nothing like it in the heart of the city.

BUCKINGHAM PALACE

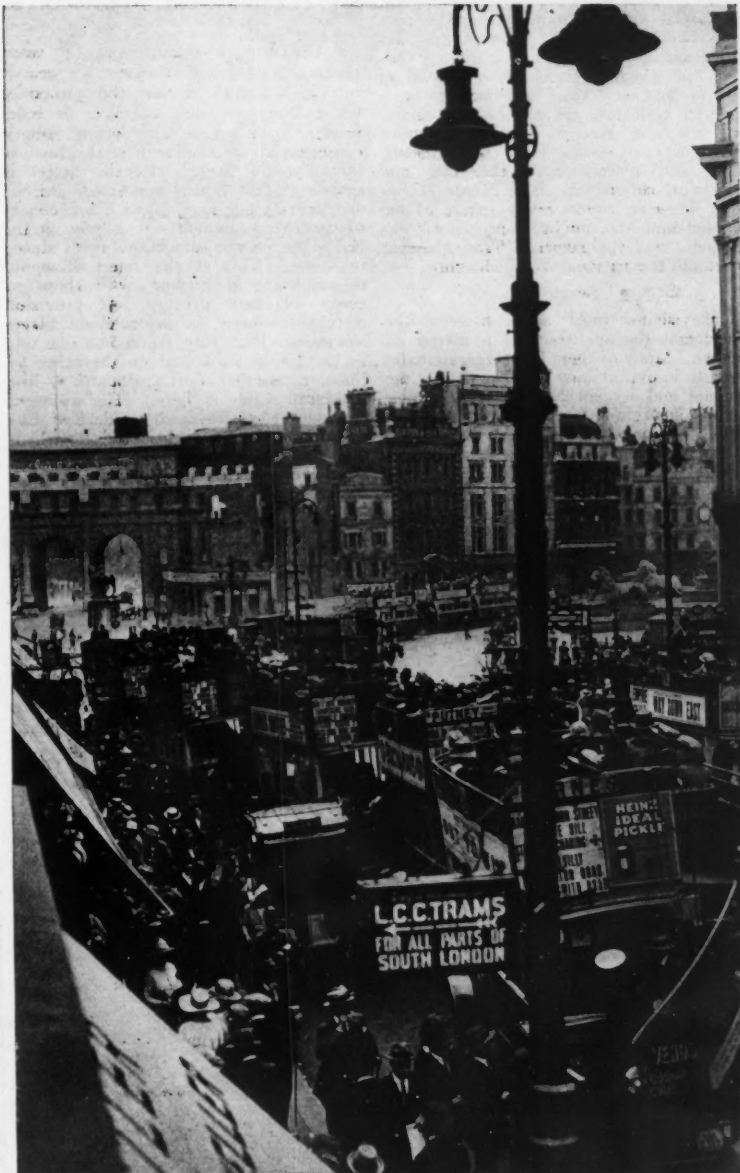
Adjacent to St. James's Palace and fronted by the Victoria Memorial, is the London residence of the sovereign. It originated with a mansion called the Queen's House, which was occupied by George III and Queen Charlotte, and was subsequently rebuilt on a grand scale for George IV and further enlarged for Queen Victoria. It was here that King Edward VII died. The Royal Mews or Stables are attached and may be inspected on written application to the Master of the Horse.

LAMBETH PALACE

Confronting the Palace of Westminster, is the residence of the Archbishop of Canterbury and dates in part from the 13th Century. The fine entrance gatehouse, built in 1400 by Archbishop Morton, chief minister of Henry VII, is the oldest example of brickwork in London. The Great Hall (now the Library), the Lollards' Tower, the Guard House, and other portions may be viewed on written application.

THE INNS OF COURT

These consist of four Inns or Colleges.—the Inner Temple and the Middle Temple, which form one precinct; and Lincoln's Inn and Gray's Inn—and constitute the English university of the law. All have fine halls, which may be inspected—the Middle Temple Hall being especially



TRAFFIC AT CHARING CROSS

Reminiscent of Forty-second Street and Fifth Avenue on a busy Saturday afternoon. Buses provide a favorite means of exploring the fascinating quarters of London Town.

WHEN YOU GET TO LONDON

MAYBE you'll find London old-fashioned. That is its charm. Maybe you'll think some of the folk old-fashioned and slow.

That's climatic. You will sleep as you never slept before, in England for the first two or three days. There's no need for "hustle" in Britain.

Maybe you'll feel tempted to criticise and compare that I'll ole town with "God's own country."

Britain was His before ours was white-peopled. Maybe you'll think their coinage—pounds, shillings and pence—quaint; their ways strange; their attitude one of restraint.

When the British delegation came to America last year doubtless they thought the same.

There's so much good, bad and queer in all of us, God save us, that it ill-becomes any of us . . . and all that sort of thing.

noteworthy. The Temple Church is remarkable in having been the church of the Order of Knights Templar. All the Inns have picturesque old-world squares and gardens and form a curious oasis in the heart of London. These Inns were closely associated with the early American colonies, the Benchers drafting laws, etc. Another inn is Staple Inn, the eave hanging gables of which, dating from the 16th Century, about on Holborn.

THE CITY.

The chief public buildings in the City, which is the heart of the business quarter of London, are the Bank of England, the Royal Exchange, and the Mansion House (residence of the Lord Mayor), which stand together in the centre of the City; and the neighboring Guildhall. The Garden Court of the Bank (marking the site of the demolished church of St. Christopher-le-Stocks) is accessible to the public; the Royal Exchange, built originally in the time of Queen Elizabeth, is open to the public daily. The present building dates from 1844 and contains a very interesting series of wall paintings. The Mansion House can be inspected on applying in writing to the Lord Mayor's secretary; it contains several finely appointed apartments. Guildhall is the council house and offices of the Corporation of London. The Great Hall was built in 1426 but was severely damaged in the Great Fire of London and little save the shell of the original structure remains. It is here that the mayoral banquets and other grand functions take place. Its associations are profound, and among other historic events that took place here were the trials of Lady Jane Grey and Archbishop Cranmer. The Library—a very beautiful apartment, in which the Freedom of the City is conferred upon distinguished personages—should also be seen. Besides St. Paul's, there are over fifty churches in the City, thirty-two of them being the work of Wren after the Great Fire. All are of interest; but lack of space debars aught but this passing reference.

ART GALLERIES,

Chief among these is the National Gallery, containing what is probably the finest collection of paintings in the world, virtually every school being represented. The collections of Italian and Dutch masters are exceptionally fine. Among recent acquisitions are the series of Wertheimer portraits by Sargent, the American member of the Royal Academy. Adjoining this gallery is the National Portrait, with works that may be likened to a dictionary of British biography from the 16th Century onwards. Other notable galleries are the Tate, containing works by British artists, including the chief collection of paintings by Turner; and the Wallace Collection, which is rich in works by

Watteau and other French artists, besides paintings by the English masters. The Summer Exhibition at the Royal Academy is the chief periodical event in the sphere of British art and Americans should endeavor to spend an afternoon here.

MUSEUMS.

All the State museums contain magnificent collections of their kind. A considerable time would be required for a proper inspection of the multifarious exhibits, however; and, again, in certain cases the collections are analogous with those in the important museums of New York and other American cities. Among other features of especial interest in the museums named are the following.

British Museum.—Green and Roman Sculpture Galleries, particularly the Elgin Room, with the sculptures from the Parthenon; the Assyrian Galleries, with sculptures, etc., from Nineveh and Nimroud; and the great ranges of Egyptian Galleries, reflecting the arts and crafts and the life of Ancient Egypt in every form; the Room of Gold Ornaments, with Greek and Roman jewelry, cameos, paintings, etc.; and the King Edward VII Galleries, the lower range containing a superb collection of mediæval art, the upper range containing the print collection. The Record Office Museum contains the Doomsday Books and among other exhibits are documents relating to the War of Independence.

The South Kensington Museums.—These comprise the Victoria and Albert, with a priceless collection of sculpture, ceramics, furniture, tapestries and carpets, woodwork, ironwork, silversmiths' and goldsmiths' work, etc., and a Picture Gallery in which is the finest collection of works by Constable. This museum has a superb collection of ivories and miniatures. The Science Museum contains machinery of every kind, ship models, etc., and astronomical, chemical, and electrical collections. The Natural History Museum covers every sphere of the animal kingdom, including prehistoric examples; and the Imperial War Museum contains the national War collection.

STREETS.

The visitor must needs traverse the important thoroughfares as a matter of course. Many of them have been virtually rebuilt in recent years, in particular the Strand and Regent Street. The former street, contiguous to the river, has become the centre of the Dominion offices. At the western extremity, by Charing Cross, is Craven Street, where, at No.



FAMOUS BRITISH LION IN TRAFALGAR SQUARE



FLEET STREET, BYWAY OF COMMERCE AND PRESS ROMANCE

36, Benjamin Franklin lived for many years while acting as agent for certain of the Colonies during the prolonged negotiations preceding the War of Independence. What an appropriate American consulate or similar office this historic house would make! Regent Street is unique in that it was conceived, planned and built by one man, Nash, the architect to the Prince Regent. It is now in the last stage of reconstruction, from stucco to stone. This is the finest shopping thoroughfare in Europe, with shops of every sort save grocers' and provision merchants—even the select Bond Street has these. Piccadilly, flanked on one side by the Green Park and on the other by clubs, is another fine thoroughfare—the American Club is here. The adjacent Haymarket, where is the American Express Company, is another street to which the American visitor will be attracted. At its lower end is Cockspur Street, with

the shipping offices, amid which is a statue of George III, the last king of the Thirteen Colonies.

HYDE PARK.

This favorite rendezvous of Society will, of course have to be seen. The afternoon is the time, the Row being then crowded with riders and all the rank and fashion of the land being gathered about the Hyde Park Corner end. The after-church assembly, called Church Parade, which takes place on Sunday, composes another brilliant spectacle. In Regent's Park is the Zoological Gardens.

SOME AMERICAN MEMORIALS.

A few associations have already been mentioned; there are many others of interest. For the Pennsylvanian there is the church of Allhallows-Barking-by-the-Tower, wherein William Penn (born close by) was baptized; for the New Yorker, St. Ethelburga in Bishopsgate, in which Hudson and his crew attended communion ere setting forth on their first voyage of exploration. For the Georgian in particular and for Wesleyans in general, a place of pilgrimage will be the house in Finsbury where Wesley lived after his return from America, where he had helped Oglethorpe to found Georgia. Attached to this house is the chapel in which he preached and in whose churchyard he lies buried. Opposite is the Armoury, of interest to the Bostonian, because it is the headquarters of the Honourable Artillery Company, some members of which founded in 1638 the Boston Company. To the west, in Roscoe

(Continued on page 20)

"On-to-Texas"

Earnest, enterprising, capable men tell you in these pages of the yearning of Houston for the A. A. C. W. convention in 1925.

“PUNCH”

“The Foremost Humorous Journal of the World”

**WILLIAM S.
CRAWFORD**

*Governing Director
of W. S. Crawford
Ltd., writes:*

“There is no medium to equal ‘PUNCH’ for creating sales in high-class trade at home and in the Dominions. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades.”



**SIR CHARLES
HIGHAM**

*Managing Director
of
Charles F. Higham
Ltd., writes:*

“‘PUNCH’ is a paper quite alone in the field of modern journalism, and is one of the most profitable advertising mediums in the world.”

Oyez! Oyez! Oyez!

AMERICANS attending the International Advertising Convention in London who are interested in securing world-wide distribution for their goods, should not fail to investigate the claim of “PUNCH” to be the best advertising medium for this purpose.

The Advertisement Manager of “PUNCH” will be happy to give the fullest information.

MARION JEAN LYON
Advertisement Manager, “PUNCH”

10, BOUVERIE STREET,
LONDON, E.C.4, ENG.

OLD LONDON'S CHARMS AND THRILLS

(Continued from page 18)



THE HOUSE IN WHICH SHAKESPEARE WAS BORN

Probably the place to which every Shakespeare devotee dashes on arriving in Stratford is Shakespeare's house, which is about in the centre of the town. It is really two houses, somewhat like our American two-family houses, the one on the east furnished as a museum, the other one being distinguished as the birthplace of Shakespeare.

Street, is an old burial-ground, the solitary headstone in which marks the grave of George Fox, the founder of the Quakers. Fox was in Rhode Island in 1672. If from Hartford, the visitor to London will find in the old church at Esher a memento of William Hooker, the real founder of Connecticut and, with Stone, the founder of Hartford. Hooker was rector of Esher. Over the entrance of the Foundling Hospital (near the British Museum) is a statue of the founder, Captain Coram, who settled at Taunton, Mass., where he gave land for a schoolhouse and books for a library, and later obtained Acts of Parliament for bounties on colonial produce. The good captain is buried in the Foundling Chapel. Not far away, in Tottenham Court Road, is the tabernacle founded by George Whitefield, the minister of Savannah.

PLACES IN THE ENVIRONS

Among the chief attractions in this connection are Windsor Castle, the most magnificent castle-palace in existence, and the adjacent Eton College, both of which are open to visitors. Among Americans educated at Eton was Thomas Lynch, junior, who signed the Declaration of Independence on behalf of South Carolina. Hampton Court, the splendid palace of Cardinal Wolsey and for two centuries a royal residence, is another noteworthy feature of the riverside, above London. Close to Beaconsfield, the picturesque old Buckinghamshire town that gave title to Disraeli, is the Quaker burial-ground of Jordans, where William Penn lies interred. Nearby is Stoke Poges, of Gray's *Elegy*, and the home for many years of Penn's descendants. All around London are



BAR GATE A MEDIÆVAL RELIC OF SOUTHAMPTON

North gate of the ancient wall still reveals enough of the early structure to be interesting to the lover of things of the olden times.



STRATFORD-ON-AVON, LOVELIEST OF ENGLISH VILLAGES

Annually 50,000 visitors pay homage to the town of Shakespeare's birth. The little town repays this justifiable curiosity in many interesting ways.

When Advertising to the British Market

it is vital to success to observe that Scotland is served entirely by its own daily newspapers, chief of which are



The Glasgow Herald

ESTABLISHED 1783

The premier newspaper of Scotland, and the largest and leading advertisement medium out of London. "The Glasgow Herald" occupies a position of unrivalled power amongst the wealthy business and professional classes throughout the whole of Scotland.

The Evening Times

Certified Net Sales. 285,759 copies per day

"The Evening Times" is the most popular Evening Newspaper in Scotland. Its guaranteed net sales are far in excess of the combined circulation of any two other Scottish Evening Newspapers.

The Bulletin & Scots Pictorial

The Only Daily Picture Paper in Scotland

Advertisers who appreciate the value of the Pictorial Daily for appealing to women find "The Bulletin" produces excellent results. It circulates all over Scotland and carries a large amount of advertising because it always pays the advertiser.

These newspapers are published in Glasgow, the second largest city in the British Isles, and circulate throughout the whole of Scotland. Their readers are ready buyers, quick to respond to advertising.

Advertisement Rates and all particulars on application to the Advertisement Manager, 65 Buchanan Street, Glasgow, Scotland, or 112 Fleet Street, London, England

"ON TO

LONDON"

DOMINE DIRIGE NOS

*Dr Johnson
goeth to ye
"Cheshire
Cheese"*

*Hard by
stooode ye
olde
Temple
Bar*



*Ye Fleet Street
called ye "Street of Ink"
also ye
"Street of Adventure"
in ye City of
LONDON*

The

DAILY MIRROR

*Britain's Supreme Picture Newspaper
whose offices are situated in Douverie Street, Fleet Street, London,
wishes by these presents to extend a very*

**CORDIAL WELCOME
to American Advertisers & Agents**

*on the occasion of their visit to the
20th ANNUAL CONVENTION of the ASSOCIATED ADVERTISING
CLUBS OF THE WORLD, London, July 14th - 17th
and whose goods it hopes to have the pleasure & honour
of introducing into the homes of its millions of readers*

G. A. GODLEY,
Advertisement Manager.



BRITISH ADVERTISING AS FOUNDED ON TRUTH

Honored Names in Field Testify to Success of A.A.C.W. Slogan, But Greater Clean-Up Still Desirable to Render Publicity Above Suspicion

By **FREDERICK E. POTTER**

(Governing Director, Frederick E. Potter Ltd.)

THE title suggested for this article was slightly different from the above; where the word *as* appears is was suggested. Just read the phrase both ways and note the difference. It could not be claimed that all British publicity embodies truthfulness, but with the altered word there is a good text for a lay sermon on the topic.

A great deal of British advertising is undoubtedly founded upon Truth—honest statements about honest goods. If the reader will reflect a moment he will note that the outstanding national successes of advertised goods are of reputable firms employing reputable publicity. Let me mention but a few names in demonstration—Pears, Lever, Cadbury, Fry, Rowntree, Reckitt, Waterman, Bovril, Virol, Sunbeam, Dunlop, Pascall, Pelman, Pomerooy, Pyrene, Lyons, Harrods, etc. etc. This list might be extended considerably. It may be confidently asserted that the products of our leading advertisers are well worthy of the descriptions given of them, and of the position achieved.

Truth in advertising means giving the public a square deal. There must not be any attempt to represent the goods as being what they are not. Exaggeration may sometimes creep in and it does, but there is a distinct difference between the exaggeration of enthusiasm and deliberate misrepresentation. But even so it is better not employed.

In the past many articles have been advertised in a large way and in an extravagant fashion and apparently the publicity campaigns were successful, but the articles had little or no merit in them—and today—where are they? Their very names in many instances are forgotten. Other articles equally largely advertised, and for which also strong claims have been made, are today firmly established in public favor. They have borne out in use the qualities claimed for them.

It is fair to state that British advertising is largely founded on truth. Take up your daily paper and try and point out any half a dozen advertisements which you, as an expert, would stigmatize as false. You will probably have difficulty in finding that number, even though there are perhaps a 100, perhaps 200, perhaps even 300 advertisements in that particular issue.

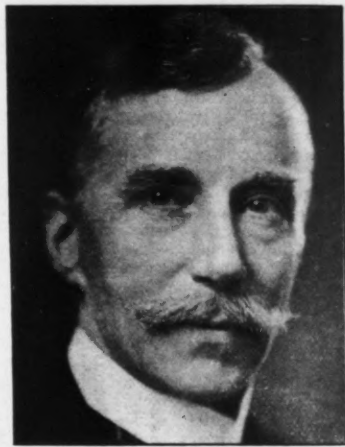
Many journals now go the length of guaranteeing the articles advertised in their papers. It is not nearly so bold a step as appears at first sight. The majority of manufacturers are intensely concerned in turning out articles of quality, and in satisfying their customers. A chance sale is nothing to them. They look for their reward in constantly increasing business. This can only be hoped for if they have an article of merit to sell. Without such merit they might achieve something resembling success, but it will be only transitory. The price of newspaper space is too high to permit of real success unless from a continuity of custom. One sale is not sufficient and a dissatisfied purchaser is worse than useless.

Some of the articles which I have the pleasure of advertising took years of patient publicity to establish them in their present position. Without merit they would never have got there—nor without advertising. Waterman's Ideal Fountain Pen I believe to be far and away the finest fountain pen procurable. I say so in the advertisements, with the fullest confidence that the goods will live up to the description.

I believe that insurance in one of its many phases is a duty which man owes both to himself and his family. I believe also that it is one of the best methods

made the voluntary support of our hospitals and great charities one of the chief glories of the country.

Under no circumstances would I advertise things against the public interest. For instance alcoholic liquors, which have long since been scientifically demonstrated to have little place even in medicine. Medicated wines, so freely pushed, have been the means of leading many into drinking habits. Before Prohibition became the law of the United States some 1,500 journals there had



MANY British journals now guarantee advertised articles. Under no circumstances would I advertise things against the public interest.

Liquor and race betting advertisements should not be accepted.

We must strive toward the goal of quality products honestly advertised.

British advertising is founded on truth.

—Frederick E. Potter.

of thrift. Consequently the advertisements of the Sun Life of Canada, issued by my agency, are written as persuasively as possible, to induce people to make the first move towards making up this most admirable method of finance. The strongest encomiums have been made on this publicity by leading experts. And so I could go through a whole list of articles advertised by my agency, the advertising of each of which having behind it the guarantee of a square deal to the purchaser. I would not advise anyone to attempt to advertise an article which has no merit and considerable merit.

There has been a regrettable tendency of late to push business and also charitable appeals by competitions having a "lottery" character. Sometimes they have infringed the law and been stopped. Others have been so near to lotteries as to be difficult to distinguish therefrom. The answers to some could be made in millions of different ways—the handsome monetary rewards practically being due to "chance." This style of advertising is a prostitution of publicity methods, a mere appeal to cupidity, a making use of the spirit of gambling and turning charitable appeals into sporting chances of personal gain. Whatever the hospitals gain in the present, it means sapping those sources of fine feeling which have

creditably closed their columns to alcoholic announcements. The offers of turf accountants and such like besmirch the pages of certain leading papers. I would call upon my fellow-agents to refuse to place such business, and only wish I could influence the press to cease to further the destructive vice of betting by accepting such advertisements.

While human nature lasts there will always be unattained ideals, practices to be deplored, but we must continue to strive towards the high goal of quality products honestly advertised. Thus shall it be possible to write

British Advertising is founded on TRUTH.

Forty Years Old

EDITOR & PUBLISHER, New York, celebrated its fortieth anniversary in April. It begins its fifth decade under auspicious circumstances. It was never more prosperous, nor has it ever been of greater service to practical newspapermen. There ought not to be an editor, publisher, or advertising man in America without a copy of EDITOR & PUBLISHER on his desk every week.—Editorial in *The Washington Newspaper*, official publication of the Washington Press Association.

Direct Mail Advertising in ~ GREAT BRITAIN

The British Isles, although no larger than the State of California, have a population of over forty-seven millions.

Here, then, is a vast potential market for most American products.

Naturally, its cultivation is chiefly a matter of appealing to the Britisher in the British way. We are the foremost Direct Mail Advertising Agency in Great Britain equipped to give a complete service from planning to mailing. Our 25 years' acquaintance with the British trader and public and the success that has attended the schemes we have handled, give us a big claim to recognition. Place your Direct Mail Campaign with the organization, which, by specializing in this particular form of publicity, has its fingers on the pulse of the Nation.



Arthur Chadwick.

ARTHUR CHADWICK, President of Amalgamated Publicity Services Ltd., and Chairman of the Direct Mail Section of the International Advertising Convention, knows America and the American Business Man, and would welcome the opportunity of making personal contact with any who visit England for the Convention.

Amalgamated Publicity Services, Ltd.

(Members of Direct Mail Advertising Association of America)

PUBLICITY HOUSE LONDON, W. C. 2
BUCKNALL STREET ENGLAND

In Association with Buckley Dement & Co.

DIRECT MAIL ADVERTISING SPECIALISTS
CHICAGO, U. S. A.

"We shall be glad to see you!"

METHODIST RECORDER

LEADING BRITISH METHODIST PAPER
—NET SALE EXCEEDS 54,000

Rate per page (17 in. x 12 in.), £25

161 FLEET ST., LONDON E.C.4

GIPSY SMITH, the Evangelist, says—"I cannot understand how any Methodist can live without the METHODIST RECORDER."

"TREMENDOUS VOLUME OF UNSATISFIED WANTS"

American Goods Are Peculiarly Adapted to Fill Many British Needs, With Success Awaiting House Which First Studies the 12 Market Units Before Entering the Field

By PAUL E. DERRICK

(Managing Director, Paul E. Derrick Advtg. Agency, Ltd., London)

WHAT are the things an American manufacturer should know about the British market? First, he should know just what he should know to succeed in his own market; and he should know that this market is very different from his own.

In other words, he should investigate as carefully as he would at home in commencing a new business, and adopt policies, plans and methods which conform to the facts obtained here.

Two makers of American toilet preparations were interested in the possibilities of the British Isles. Both were highly successful in America.

One consulted a British advertising agent, who told him to advertise to get his share because others had shown the way. This sounded good, because advertising had built his American success to a peak. He advertised; and opened a London branch of his sales organization to fill the flood of orders and take in the money. That branch was closed when much advertising and American selling brought not enough business to pay office expenses.

The other manufacturer obtained a sound report on the market and methods of developing it. He then framed his plans to fit the facts. He concluded he could use his product unchanged, in practically the same dress, and likewise his skillfully prepared advertising. But he developed distribution by a plan which was new to this country, and which proved so successful that in one year he outstripped every competitor in sales volume. And it was not a relatively expensive plan.

In the first case the manufacturer had good experience and good-looking British advice, to justify the expenditure on the venture. In the second case there was less bromidic opinion, more searching study of essential market facts, and so more justifiable confidence in a seemingly daring scheme built logically on them.

Market research is the first step for everyone. Generalities drawn from venerable experience are not enough, and my 30 years of experience in the British market makes me caution my countrymen against taking, as a substitute for full individual analysis, the generalities to which space limits me in rounding out the advice already given.

The British market is one of over 45,000,000 of population, concerning which there are very few published statistics of any value, even to those who can be trusted to use them safely! This population taken as a whole differs greatly from any equivalent number of Americans, in social habits and prejudices, in occupational and domestic conditions, in tastes, psychology and spending power. Though they have sometimes given the most unexpected welcome to an American product just as made and dressed for Americans, they have in other cases astonished by their refusal of products painstakingly adapted for them.

They are a free trade people. They would as willingly buy foreign goods as British; some say, more willingly, while their own industries languish; yet it will be because they expect they will be cheaper, not as a rule to get better quality. Price for price, with quality equal, they will nevertheless buy what they know to be British goods.

Their legend of British supremacy of

quality lives. But it is more effective in perpetuating the conservatism of British manufacturers than in preventing the growth of popular preference for more convenient, more attractive, more standardized American specialties, such as hosiery, toilet goods, tools, canned foods, cars, etc.

This people and their dealers have taken many such things readily, but have refused to have American superior models in men's shirts or more convenient American suspenders.

They are said to have given Congoleum another success, because monopolistic native manufacturers were ultra conservative. And they have given the Arrow enterprise a complete failure because of the ultra-conservatism of the men's wear trade. Although British fountain pen manufacturers have added forceful advertising to their natural advantages, Waterman leads them all. The British shoe industry has thrived on the threat of American invasion, and the invaders are no more with us, except for a few specialized items.

These 45,000,000 are taxed so heavily that their power to buy is seriously limited. This point must be considered at the outset by an American house in its influence on estimates of potential sales. The national taxation per capita is about \$85. And the average earning power is considerably below that of the people of the United States, partly owing to the extent of unemployment and the serious curtailment of profitable production.

Roughly two-thirds of the enormous taxation, moreover, is borne by people of larger incomes, in addition to the fact that they bear their full share of the remaining one-third. It may be taken as substantially correct that not more than one-seventh of the people have borne nearly three-quarters of the taxation, and under the budget for 1924, just presented, this disparity of incidence will be increased considerably by the reduction of

the taxes on universal necessities such as sugar and tea.

In the case of a product which is not to be classified as a strict necessity, the market must be understood to be limited in number of buyers and in their capacity to buy. Notwithstanding these cautions, wherever you find 6,000,000 of people who are accustomed to want the best and to pay for it, you have a good market for luxury products.

If the product is not so much a luxury as a specialty among necessities or universal conveniences, or if it is designed to economize or render industry or trade more efficient, then the number of potential buyers in Great Britain is much greater though buying power is less. The very fact that the masses of population have not quite developed modern American standards in personal, domestic and social convention, comfort and convenience, expresses a tremendous volume of unsatisfied wants, realized and unrealized, which American products are particularly adapted to satisfy. These masses of potential consumers could not, with their limited buying power, satisfy the whole range of such wants. But their capacity for appreciation of good things and conveniences is just as great, though more latent, than with the American people. And if they cannot satisfy every want they will and do at least respond to the appeal of those things which most attractively present themselves. It would be possible, to judge from the satisfactory business being done in some such lines, to be misled as to popular buying power, simply because the limited buying power is concentrated on a few well-advertised and well-merchandised items.

For example, the bulk of the best apples which come to this country are bought by the very poorest people—those in the congested city areas. Again, in a Northern mining district, a thriving trade is done, even at the period of maximum unemployment, in the sixpenny brand of

domestic brass polish, while there is little trade possible with the two-penny brand. The amount of intoxicants consumed is not as great as before the war, but it still averages over \$40 per head, and the movies are not complaining of poor business.

Just because the British are well served by railways, great newspaper readers and homogeneous in language, it would be unwise to assume that Great Britain is a single national market which will respond in all sections alike to a single national sales campaign. There are sections less than 100 miles apart in which the two local populations can scarcely understand each other's speech. There has been a high degree of specialization in one area and another, not only on account of grouping of industries, but in many other ways, which account for sectional differences in tastes, in responsiveness, in understanding of the same common English expressions, and in merchandising and buying habits.

Home baking and cooking, for example, are at a minimum in the South, but are practiced more and more generally the farther North one goes, until in Scotland one finds domestic science very old-fashioned. Local practices of this kind need noting before sales estimates or marketing plans are made. If market research is employed, the first caution should be to analyze the whole market in at least twelve unit sections, if national marketing is being considered.

There is no ready-made road to quick distribution in Great Britain, and a volume of information might be written, describing the unsystematized and unstandardized situation on the trade side of marketing. It is not possible to proceed on the lines of American experience, in dealing with either the wholesale or retail trade in this country. To a large extent, the British retailer is still resistant to branded goods, and, therefore, to appreciation of dealer helps. At the same time, they are familiar with branded goods and dealer helps, and sell the one and use the other practically everywhere. Here enters the typical psychology of the British trader, who persists in continuing to be old-fashioned in his notions, while he may be quite advanced in his practices.

No mistake could be worse than for an American house to assume that a method of sales promotion or a merchandizing stunt which has met with the approval of American retailers will meet with a similar happy reception on this side. The retailer's response here will frequently be to the effect that he has been bothered with too much of it already.

In brief, it could be said that there is a way into the good graces of the retailers here, but it takes careful finding and diplomatic cultivation, and no less diplomatic education. It has to be remembered that the retailers of this country are characteristically the evolution of several retailing generations, not ambitious men who have started up without traditions but with the idea of applying natural and acquired enterprise to the making of money.

The wholesalers in most trades are a necessary factor, but it would be most unwise to look to them for any assistance in introducing a commodity into distribution. According to the still prevailing tradition, the wholesaler does not push any line, and he has so many lines already, in many of which he has special interests, that he is not eager to add to their number, and is definitely prejudiced against even stocking the minimum of any advertised branded lines. The service which can be rendered by the wholesaler to the manufacturer of a new branded line consists of carrying stocks and breaking their bulk for small unit distribution,

(Continued on page 26)



PAUL E. DERRICK

FIRST DUTY OF AN ADVERTISER IS TO TELL THE TRUTH

By Sir NEVILLE PEARSON

Head of Great British Publishing House of C. Arthur Pearson, Ltd.

Exclusive to EDITOR & PUBLISHER

THE motto of the associated Advertising Clubs of the world is "Truth in Advertising." It is a slogan that has been deliberately and well chosen to suit a profession which above all others depends for its success upon the honesty with which it is conducted. The day of the catch phrase advertising swindler has passed. At the present time it is up to all advertising men not only to keep the flag of fair play in advertising nailed to the mast, but to see that there is a continued wind of publicity which will cause it to flutter perpetually in the eyes of the world. People who deal in publicity are not out purely for turn over. The basis of publicity is service and the end of publicity is results.

A fact that is often overlooked by advertisers in general is the willingness of those who sell advertising space to take their own medicine.

When the great publishing houses of the world have anything of particular merit which they wish to offer to the public they are among the leaders, for the time being, in the matter of space taking.

It is safe to say that no great achievement which necessitates the co-operation of large numbers of the community can be brought about in these days without recourse to advertising, and what is true of large things is also true of small.

The first duty, as I can see it, of the advertiser of today is to tell the truth in his advertisements. No permanent benefit is ever achieved by a misrepresentation of facts, and I am glad to see that those who control the sources of publicity are every year becoming more and more particular as to the type of advertisement which they allow to be displayed in their columns or on their hoardings.

I feel certain that the Advertising Convention of 1924 will be of immense benefit not only to the Advertising profession but to trade in general in that it will bring to the notice of the trading community more forcibly than ever before the fact that honesty in advertising is the best policy, and also that honesty in advertising is a policy which is bound to bring good results.

Welcome to Wembley!



“John Bull,” Britain’s Predominant Weekly Journal, extends a cordial handshake to America’s Delegates to the A. A. C. of W. Convention, London, 1924.

“John Bull” plays a big part in forming public opinion in Great Britain. It goes everywhere and is read by men and women of all classes. It stands for “Truth in Advertising.” Its certified net paid sales exceed 800,000 copies weekly. Its influence—alike on the Editorial and Advertisement sides—is both wide and deep. It is a National Campaign in itself.

JOHN BULL

Weekly 2d

Philip Emanuel,
Advertisement Director,
ODHAMS PRESS, LTD.
57/9, Long Acre,
London, W. C. 2. Eng.

TREMENDOUS VOLUME OF UNSATISFIED WANTS

(Continued from page 24)

in financing credits and making collections. The wholesalers generally will not stock the smallest quantity until demand has been created, to such an extent that he is forced to recognize that he will lose business unless he falls in line.

In original negotiations with wholesalers it is always a difficulty that he anticipates the brand will in the course of time be distributed direct, or else his rate of profit will be cut to the bone, by the process and power of advertising. There are ways which have proven successful in developing retail outlets under these circumstances. But in the development of these methods, there has been much grief to experimenters.

Reliable trade lists and consumer-mail-

own checking of data and his own investigations, and to decide further steps.

Americans thinking of doing business here often hold back from fear of British taxation. At worst their profits would never be taxed more severely than are those of competitors.

The effects of the British income tax are different according to the method adopted for getting sales representation on this side, and the subject should be fully understood before making any arrangements.

The income tax applies only upon British sales, and then only under certain circumstances. Profits on sales of an American house in Great Britain are exempt from taxation when the following three conditions all exist:

- When acceptance of the order takes place abroad;
- When payment for the goods is made abroad; and
- When delivery of goods to buyer is made abroad.

When a branch business is set up in Great Britain, its net profits after deducting fair and proper trade expenses—are taxed at the flat rate of 4s. 6d. in the pound (22½ per cent.). So where any sort of agent receives consignments on commission, selling either with or without referring orders to America for acceptance, the taxation applies. But if such agent canvasses for orders which are accepted and filled by the American house by dispatch direct to the buyer, payment being received direct, there is then no liability for taxation.

The excess profits tax and corporation profits tax are now repealed, and the income tax, which remains, affects equally any system of representation of an American house. It costs much less for registration of a branch of the house than for its incorporation as a British company, so the registered branch is in many cases advisable at first. But most American houses have incorporated here, and this can be regarded as the natural development as the business increases. There are, on this subject, a number of other considerations which should be covered in the preliminary research report.

These various cautions are derived from experience in successful introduction of many American products, beginning 30 years ago with Quaker Oats, which are now universal household words in this country. I have seen so many failures that these successes only intensify the earnestness of my advice to American houses, that they should look well before they leap. If they look well enough, they will in many cases see something of real interest to them. And not merely brief market analysis, but business research of broad scope and adequate depth, will often mean the difference between success and failure.

Would Represent U. S. Publishers

181 QUEEN VICTORIA STREET,
LONDON, E.C.4.

To EDITOR & PUBLISHER:—We would be obliged if you will kindly put us in touch with the publishers of business books, magazines, etc., who are desirous of opening up in Great Britain.

We are in direct touch with business houses in this country and could give adequate representation with suitable publications.

CORRECT PUBLISHING Co.,
W. J. RAND.

Most Valuable Medium

To EDITOR & PUBLISHER:—We all enjoy EDITOR & PUBLISHER, in fact, it is one of the most, if not the most, valuable mediums that we now have coming into our office. We wish you every continued success.

B. K. KENNEDY ORGANIZATION, Inc.
JOHN W. MATHENY, Sales Manager.

BUSINESS IMPROVING IN SOUTH AMERICA

Lawrence Haas, United Press Representative, Urges American Advertisers to Enter Rich Market of Southern Continent

Business in South America is improving; newspapers are progressive and prosperous; but United States advertisers are overlooking this growing market, according to Lawrence S. Haas, manager for the United Press Associations of the West Coast of South America.

Haas arrived in New York recently from Santiago, Chile. He plans to spend about two months at U. P. headquarters, returning then to the Southern hemisphere.

After spending five years in South America, he is enthusiastic about that continent, and declares those who place advertising for American products should turn more and more to this rich field, as yet "barely scratched."

"American press associations operating in South America are splendid propagandists for the United States," Haas declared in an interview with EDITOR & PUBLISHER.

"Benefits from the missionary work they have carried on should now be reaped by American advertisers."

"There is an increasing sympathy among the Latins towards the United States. Moving pictures are educating the population in American ideas and customs."

"Prosperous parents are sending young South Americans in increasing numbers to the United States for their advanced education. Newspaper men of the South American countries have come to this country for training and experience and are returning to their newspapers, many of them, with pro-U. S. leanings."

These various indications, Haas believes, show the time is now ripe for American advertisers to step in and make money from the South American market.

Of course, to a certain extent, American advertisers have already seized the South American opportunity, Haas explained.

"But the market is not cramped; there is room for many more," he maintained.

The following goods he listed as now being advertised in South American newspapers by U. S. firms:

Toilet articles, automobiles, harvesting machines, light summer cloth, American haberdashery, electrical goods, firearms, hardware, tools, shaving goods, barber supplies, and non-alcoholic beverages.

Since the war, he pointed out, certain leading American advertisers have established a firm foothold in the Southern continent.

Haas, during his five years below the equator, traveled extensively. In the survey, which he detailed to EDITOR & PUBLISHER, he paid particular attention to the newspapers.

Readers of South American newspapers are on the whole extremely intelligent and take a keen interest in foreign news, in his opinion. Newspaper men have begun to elevate the journalistic profession. The old Spanish style of handling news is giving way to modern methods.

Buenos Aires La Prensa he classed as a daily current history of the world. La Nacion, of the same city, he described as also a very strong, progressive newspaper.

"On the west coast, Chilean newspapers are also on the upswing," Haas declared. "La Nacion of Santiago, established in 1916, now has a circulation of 60,000. Other newspapers in Santiago are El Diaria Ilustrado, Los Tiempos, El Mercurio and Las Ultimas Noticias. Valparaiso has two newspapers—La Union and El Mercurio."

Haas spent considerable time in Peru, visiting Lima and the ports of Peitu and Salaverry. At Lima the newspapers are La Prensa, El Comercio, El Tiempo, and La Cronica. He also toured Ecuador, studying commercial and newspaper conditions before returning to the headquarters of the United Press Associations in New York.

What do you want to know?

If there is anything you want to know about the British or any foreign market, let Erwoods help you. It doesn't matter if your interest is purely academic, or if your possible attack on the market is a matter of the dim future: all our complete resources are at your disposal.

If you want to know whether your goods will appeal to the public over here, whether the packing is right, what competition you must face, what are the conditions of the trade, discounts, etc., or to be put in touch with a reliable selling agent, we shall be only too pleased to help you.

If you are ready to talk about how little you may spend in advertising, the type of copy and the class of media, so much the better, but, frankly, we regard advertising as only part of selling.

Send us a radio now, telling us your hotel, or 'phone Central 1240 the moment you arrive, and one of our principals will render you every possible assistance during your stay in Europe.

ERWOODS

(V. J. Reveley, Eric Field,
W. J. Fitzgerald)

International Advertising Agents
30, 31 & 32 Fleet St., London,
and 162, Faubourg Poissonniere, Paris.
London 'Phone: Central 1240-1241.

N.B.—We are particularly proud of the successes which we have helped American manufacturers to attain. The American goods we have helped or are helping to establish on the British or European markets—some as yet only in the initial stages, include:

Palmolive Soap
Fould's Macaroni
Paris Garters
Welch's Grape Juice
Premier Salad Dressing
Liggett & Myers Cigarettes
Euthymol Dentifrice
West Electric Hair Curlers
Mercolized Wax
Parsmint
Dr. Blosser's Cigarettes
Pond's Extract
Pileta Soap
Stallax
Othine
Karmold Tablets
and many other lines.

Your way about London

If you desire another copy of our little pocket Convention May of London, we have a few left and will gladly send you one. Just write or 'phone for it.

ASK

ERWOODS

for anything you want

ANOTHER POINT OF VIEW



I buy Quaker Oats—because

it gives the most nourishment for the least money.

In Quaker Oats you buy the richest all-round food that grows—yet it costs only 8½d. a packet.

Quaker Oats is more nourishing and economical than beef, bacon or eggs. Everyone can digest it. Everyone will enjoy it.

The large, pure, quickly-cooked Quaker flakes are prepared by a special process from the choicest oats that grow.

If you pay more than 8½d. for a packet of oats you waste money.

Quaker Oats



The most economical of all foods. Quaker Oats starts they will for millions of families. Give yours the benefit of these large rich flakes with the special process.

ALSO IN SMALLER PACKETS
4½d
42 EACH

ing lists are difficult and, in many cases, impossible to obtain. The lack of information here, as in many other directions, is due to the extreme self-sufficiency and secrecy which limits the exchange of information among business men in this country, as well as to the lack of aggressive service development in trade data. Classified trade lists of the rating agency kind are not to be had. Rating agencies there are, but their service is most disappointing to any American house.

The American who has decided to open up business in this country should not expect any satisfaction from a policy which permits dumping surplus, with possibly later withdrawal of supplies, or who is careless about the personality and British experience of the sales agent or other representative given charge of the business. The wisest first decision in any case will be to obtain the necessary facts precedent to market estimate, by engaging competent research service in this country, under sufficiently broad terms of reference to get really dependable data. In view of the difficulties already outlined, it will be obvious that such data cannot be expected by return mail, because special surveys in most cases have to be made, and because so little statistical data is available. When useful preliminary information has thus been obtained, the American house can decide whether there is no worth-while opening here, or whether it is worth a visit by a principal executive to make his

The VERNON ORGANISATION

Advertising Service and—something MORE

WE address ourselves to the leading Manufacturers and Advertising Agents of the United States. The more experienced they are, the more certainly will they recognize their own limitations in regard to developing business in overseas markets.

And so we say: VERNON'S KNOW THE BRITISH MARKET. We have been established for over 40 years; we have played our part in the development of modern advertising, associated with it all the way, and to-day we can justly lay claim to as complete a knowledge and as wide an experience of the British market as it is possible to enlist.

We shall welcome correspondence from Manufacturers and Advertising Agents in the United States who are anxious to market first-class products in the British Isles efficiently.

We believe that an advertising service agent should shoulder the full responsibility for increasing the sales of the commodities which he advertises. He cannot perform his complete duty unless he is able to advise on all questions of selling and on methods of marketing. The policy of the house which he is serving must be his complete concern if he is satisfactorily to serve that house. This conception of our duty is illustrated in every piece of work we undertake.

C. VERNON AND SONS LTD

C. HAROLD VERNON, Managing Director

38, HOLBORN VIADUCT, LONDON

56, SOUTH CASTLE ST., LIVERPOOL

Cables: "Joyfulness London." Telephone: Holborn 6060.

BRITISH NATION BIG BUYER OF TOILET PREPARATIONS

Success of Present Day Marketing of Soaps, Dentifrices, and Toilet Preparations Due to Desire for Higher Standard of Living, Personal Comfort and Refinement

By **LIONEL JACKSON**

(Managing Director, G. Street & Co., Ltd., London)

EVEN casual perusal of the British press at once discloses what an immense amount of space is devoted to the advertising of toilet preparations; while inspection of billboards, bus and electric railways tells the same story.

It should be understood that the phrase "toilet preparations" is used here in its widest and most comprehensive sense, and should be taken to include the whole range of toilet articles.

In view of the fact that the British market per capita is relatively small in comparison to that of other countries, it almost passes belief that the whole of the advertised toilet lines can be absorbed profitably, yet, it must be assumed, so far as the leading lines are concerned, that the results are not unprofitable, otherwise the steady flow of advertising would not be maintained. The probable explanation is that the cumulative weight of the advertising is creating an ever-expanding market, limited only by the general purchasing power of the people; in other words propaganda is influencing the public as a whole to be more particular in their toilet and in consequence to purchase more toilet requisites.

Improved education is also doubtless influencing the mind of the young in regard to cleanliness of habits, and in consequence a higher standard of personal cleanliness is rapidly being created. Care of teeth, for instance, is certainly far more considered by the general population today than ten years back, due partly to the influence of school clinics, and partly to the habits of personal cleanliness acquired on War service. If these premises in regard to teeth be correct, then it naturally follows that a wider demand for tooth powder and tooth brushes is created in the minds of those already prepared to accept the principles of personal cleanliness.

Pari-passu with the desire for cleanliness marches a desire for a higher standard of refinement and luxury, consequently a desire for the use of a better class of soap. Hence it follows that a more extended field is thrown open for the marketing of higher grade toilet soaps. Then, too, apart from the clean shave fashion, the wider and more extended use of the safety razor has induced more people to shave themselves; in consequence there is a great consumption of shaving soap per capita.

If then it be that the desire for an higher standard of living and of personal comfort is developing among all classes of the population in the United Kingdom, limited only by the purchasing power of the various grades of society, then it is fair to assume that a desire for the more absolute luxuries is also present, in addition to the desire for what may be termed the necessities, leading to a wider demand for scents, bath, salts, face and toilet creams, etc.

It should be remembered that the now almost forgotten post-war boom, without doubt, gave a decided impetus to the desire for more personal comforts, and during that period the earnings of many hundreds of thousands of people enabled them to gratify this desire; and, while the subsequent slump has unfortunately forced many back to a lower standard of living, nevertheless the desire for more personal comfort still exists, and made even stronger by the fact that for a short period, at any rate, this desire had to some extent been gratified.

This pen picture of the position in regard to toilet preparations may be controverted; it may be alleged that the argument is based on false premises; nevertheless the writer is convinced that taking into consideration the relative numerical smallness of the British market

in comparison with the United States, the basis for the present-day marketing of the scores of various toilet preparations is to be found in this desire for a higher standard of living embracing a greater degree of personal comfort and refinement.

To describe in detail the variety of methods employed by advertisers to present their goods to consumers would fill a volume, but in general, more or less conventional lines are followed. In some instances the appeal is made on a basis of quality, in others stress is laid on certain special properties claimed for the article. For instance, some soaps are featured for their value as "beautifiers," others for their antiseptic properties. Toothbrush makers strive to explain the special efficiency of the set of the bristles of the brush or the shape of the handle, etc., while tooth powder and paste makers describe how their preparations prevent pyorrhoea, cleanse teeth without wearing the enamel, or in some instances appeal directly to the very young by examples that a child can easily understand. The same line of thought also is apparent in the propaganda issued for face creams, scents, bath salts, beauty treatments, etc., adapted naturally to suit the particular article.

Taking the standard of the advertising put out on behalf of toilet requisites as a whole, a high level is reached both in regard to subject matter, art and technique. Soaps and tooth powder naturally carry the biggest share of the appropriation; their market is the larger and their wastage in use greater than in the case of scents, face creams, etc.

In regard to the media generally used, as may be imagined, this depends on the exact characteristics of the particular article; in a general way newspapers, periodicals and magazines are used, and also outdoor publicity. In regard to this latter form, it is of interest to note that some of the most attractive posters on the British billboards are those of toilet soaps, and further, the fact that many of these are to be discovered in quite poor-class districts proves that the manufacturers believe, or have reason to believe, that the market is a wide flung one. Distribution is attended to with minute care; it could scarcely be otherwise when dealing with such highly competitive lines. Stock of all leading lines are to be found in practically every shop, ranging from the big department stores to the small village shop, as often as not the manufacturer having his own sales staff.

Another side of the problem, packing, has also been seriously studied, and throughout the whole range of toilet articles, packages are thoroughly in keeping with the class of goods, labels and cartons attaining a very high level of design and printers' art. The result of this care is self-evident by the handsome displays of toilet preparations to be seen on all hands.

Before passing to general conclusions, there are one or two curious points worth mentioning; one is the very apparent decrease of publicity on behalf of hair lotions and tonics, which, in pre-war days were if anything, more prominently advertised than the toilet soaps, teeth preparations, etc. of today, and the other, the very limited extent to which hair brushes and combs are advertised. How to account for the lessening of the former, and the smallness of the latter is difficult. Possibly the spirit duty has had effect on the hair lotion business, but as regards hair brushes, it is difficult to assign a reason. Can it be lack of enterprise—trade prejudice—or a thought that all is

(Continued on page 38)

Sunday Times

*A Great English
National and Independent
Newspaper*

WEEKLY FEATURES

EACH week recognized features appear which appeal to thinking and intellectual men and women by writers of the highest authority.

The World of Books..... Edmund Gosse
Music Ernest Newman
Art Frank Rutter
The Drama James Agate
Finance R. J. Barrett
Economics Harold Cox
*Men, Women, and Memo-
ries* T. P. O'Connor, M.P.
Auction Bridge "Yarborough"

Another notable feature of the SUNDAY TIMES is its correspondence columns, the most diversified of any newspaper published in Great Britain.

EDITORIAL, ADVERTISING AND PUBLISHING OFFICE
186 STRAND, LONDON, ENGLAND

WELDON'S

Famous

FASHION JOURNALS

These Journals circulate throughout Great Britain and Ireland and have a combined net sale of over

**ONE MILLION COPIES
MONTHLY**

Enquire of your Advertising Agent or write to us for handsome volume of specimen copies and rates.

If your goods are for women your advertising is for Weldons.

Weldons Ltd., Southampton Street, Strand, London, Eng.

Scotland's National Newspaper



Established 1817.

FIRST to Distribute Direct to Readers through Retail Newsagents. 1865.

FIRST to hire from the General Post Office a Special Telegraph Wire for its sole use. 1866.

FIRST to Open an Office in London. 1868.

FIRST Newspaper, after "The Times," to use a Rotary Printing Press (The Walter Press.) 1872.

FIRST to Run a Special Morning Newspaper Train. 1872.

FIRST to Introduce in its Office a High Speed Multiplex Printing Telegraph.

AND NOW AS THEN

FIRST in Importance in Scotland and the North of England.

Unequaled as an Advertising Medium

**It is the only Morning Paper published
in the Capital of Scotland**

Head Office:
North Bridge, Edinburgh.

London Office:
63 Fleet Street, E.C.4.

Manchester Office:
24 Market Place.

Glasgow Office:
24 George Square.

FIGHTING THE CAUSE OF THE BRITISH COUNTRY NEWSPAPERS

88-Year-Old Newspaper Society Enables Them in Combination to Hold Their Own Against the National Press, to Negotiate with Unions, and Make a Common Stand for Protection

By VALENTINE KNAPP
DIRECTOR, SURREY COMET

THE interests of the Fleet Street press are looked after by the Newspaper Proprietors Association; those of the provincial press of England and Wales are presided over by the Newspaper Society, a body in the 88th year of its existence. The newspapers of Northern and Southern Ireland also align themselves with the Society. If there was a time some years ago when age might have been said to have



VALENTINE KNAPP

"withered" the activities of the Society, it certainly cannot be alleged today that "custom" has staled the "infinite variety" of the work it undertakes on behalf of its members.

Three years ago new life was put into its old bones by a four-handed amalgamation under which it partnered itself with associations of northern and southern groups of newspaper owners, and another organization which had theretofore conducted wage negotiations on behalf of the provincial side of the industry; and thus there became unified under the Society's banner all newspaper interests outside London.

At the same time a new constitution was adopted which gave to its Council a thoroughly representative character based on geographical lines, and under a new and highly energetic secretariat it has continued to grow in power and activity until today it stands as an excellently organized and most active industrial proprietorial body.

The sum of its activities would make a long catalogue. It stands to promote and defend the interests of its members whenever and however affected. In this respect it fulfills the same office as every other association of proprietary interests. The measure of its new-born vigor is to be assessed by the manner in which its members react to its efforts on their behalf and respond in terms of active personal co-operation.

The basis of its constitution is the local associations of groups of counties which send representatives to the central body. These associations have developed and are maintaining a keen interest in the Society's work. They meet at intervals in some provincial town of their area, discuss current business which may have been remitted to them from head office, exchange notes in matters of common interest arising locally, and send their reports and resolutions to the General Secretary. These local meetings are the means of the development of the best relationships between local newspaper proprietors—in itself a great asset—tend to open up new means of co-operation for the general benefit, and are the indispensable arteries of communication between the branches and the central office.

This co-operative spirit is tending to grow in more than one direction. There is co-operative effort to obtain national advertising. Here and there has been noticed among national advertisers a very bad symptom—the idea that the national newspapers are the best, or only necessary field for their advertisements.

The idea can only proceed from imperfect information of the peculiar hold which provincial journals, daily and weekly, have over their respective areas. This place the national newspapers can never take, however their circulations be

expressed in millions. The provincial daily or the provincial weekly goes right into the homes of the people and stays there until each member of the family has done with it; when it is passed on to neighbors. It is a poor "rag" when it gets there, doubtless, for it has been very badly thumbed, but it is the thumbing process which makes the provincial newspaper's value as an advertising medium. Incidentally, and this is important, no one knows so well as the provincial newspaper publisher that the weekly newspaper habit—the habit of taking the weekly paper published in the daily provincial office, or the regular county or local weekly—is still the only newspaper habit which tens of thousands of people in rural districts have ever had, though undoubtedly the Sunday newspaper habit is growing upon them.

Yes, the provincial newspaper man is out to rebut the overweening pretensions of the national daily, just because the facts are with him. Therefore he must succeed.

Not much is heard of co-operative purchase of newsprint, for the standardization of news sizes is not yet practical politics, or likely to be. However desirable standardization may be, in this country it is not a thing even of the immediate future.

The central office is always ready to assist its members in local troubles with trades unions; though true it is to say that, were the troubles that arise in the rural areas the only clouds that darken the industrial firmament in the newspaper world, then that firmament would cover a very peaceful and contented people. Left to themselves the local proprietor and his men would seldom have serious differences, and conciliation committees would go out of business.

Generally speaking, however—and we are happy to be able to testify to—the relations between the Newspaper Society and the trades unions are in excellent temper; and, if the echoes of the last strike can yet be faintly heard, it is generally regarded as a regrettable incident, not to be "unadvisedly, lightly, or wantonly enterprised" or repeated.

Incidentally the occasion was the first on which the industry was asked to combine in its own defence on a definite point of principle, and it demonstrated itself effectually as a puissant fighting force. Far distant be the day when another call-to-arms shall be necessary.

In wage negotiations the Society takes joint action with the Federation of Master Printers, inasmuch as some 80 per cent of its members, besides being newspaper proprietors, are also general printers. The association, in the circumstances, is mutually advantageous, as is all but generally now agreed. As a result of this association the Newspaper Society has the privilege of membership of the Joint Industrial Council of the Printing and Allied Trades. In this body all that concerns the common interest of the masters and the men, all that makes for healthy conditions of employment and the common advantage of both sides of the industry, is brought up for consideration.

And here also, when trouble is brewing; when, as appears, the last effort has been made outside to prevent a break in mutual understanding and good will, are troubles tabled, and seldom has it been that they are not here composed, either by the empanelling of that useful institution, a conciliation committee, or by the J. I. C. itself.

At the moment, the industrial barometer, which has been for more than twelve months at "set fair," owing to a

(Continued on page 37)

A BIG MONEY MAKING OPPORTUNITY

is offered the advertising man who will communicate with us whilst in London. We are patentees of an entirely new process for reproducing in mass production, designs—figures—letters, etc., in beautiful art colours in VITREOUS enamel.

It is a process that will save 90% of labour and material in the manufacture of enamel iron signs. We will demonstrate how 10 signs would be made by existing methods and how 100 signs would be made by our patent process in the same time.

There is a market all over the world for these permanent signs. We are open to negotiate manufacturing concessions abroad.

Our works in London have grown in three years from a floor space of 3,000 square feet to 1½ acres.

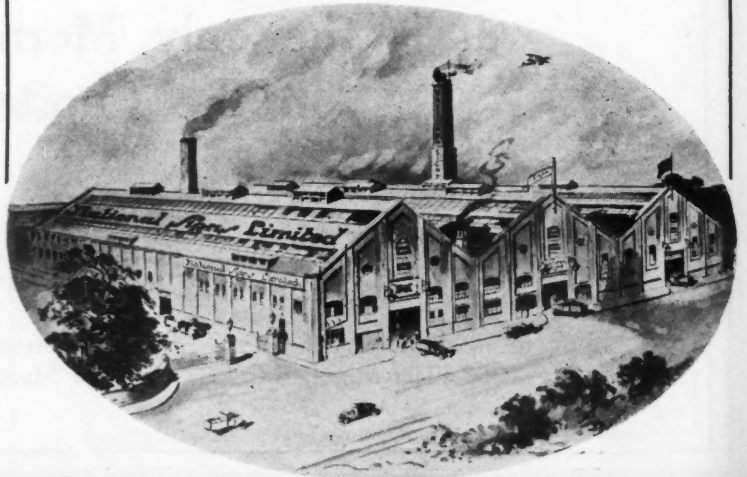
If this interests you every opportunity will be extended to interested party to make the strictest investigations under actual working conditions at our works.

NATIONAL SIGNS LTD.

COLINDALE EDGEWARE RD.

HENDON—LONDON, N.W. 9.

Telephone KINGSBURY—143-144



BRITISH AUTO MAKERS TURN TO DAILIES WITH BIG MARKET UNTOUCHED

Quality Is Stressed, Rather Than Price, in Advertising—Car Ownership Represents Steps in Social Scale, and There Are Less Than 500,000 Owned in England

By ERNEST H. GODBOLD

MOTORING in England is on the eve of big developments and current motor advertising reflects this very accurately. We have an excellent technical press devoted to the interests of a fast growing motoring public. An ordinary issue of one of the most popular of the motoring journals carries well over 100 pages of advertising and this number is even more than doubled during the annual



ERNEST H. GODBOLD

Motor Show period. Up to the present the illustrated society and sports weeklies have provided one of the chief links between the maker and the car buyer. Advertising in the

cars constitute a series of steps in that scale. This state of affairs has had a marked influence on car advertising. It tends to place a premium on the reputation of the maker. It is doubtful whether in any country in the world could one make of car have attained such complete distinction and eminence as the British Rolls-Royce. The popularity of the Rolls-Royce forms a fascinating study for the psychologist. It is so complete that it undoubtedly reacts upon Rolls-

ROLLS-ROYCE
THE BEST CAR IN THE WORLD
An appreciation of Rolls-Royce SERVICE

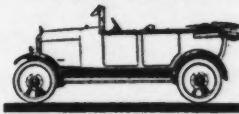
"I feel I must let you know how much I appreciate the way in which you look after your clients. I have owned cars for over twenty-five years (over a dozen—all kinds), but I have never met with such attention."

15 CONDUIT STREET, LONDON, W.1
TELEGRAMS: ROLLEAD, PICOY, LONDON
TELEPHONE: MAYFAIR 6040 (4 LINES)

Testimonials, elementary form of advertising, are used effectively by England's premier contributor to motoring style and pleasure

daily press has not hitherto been used to nearly the same extent as in the United States, but many of the leading car makers are now conducting national campaigns with great success; and the satisfactory results they have achieved are likely to create an increased and consistent motor advertising in the daily press. Till now, too, posters have been used very little, although makers of tires, gasoline and oils have used roadside signs to an extent that has called forth popular disapproval and protest. Those of our trans-Atlantic friends who are inclined to criticise English car advertising—and helpful criticism is always welcome—should bear in mind that just as each country has evolved cars to suit its own requirements so the methods employed to sell those cars must differ. In England the possession of a car still marks a distinct step in the social scale—or perhaps it would be more true to say that the various grades of

ARMSTRONG SIDDELEY FOUR 14



EASY TO HANDLE AND IN THE HIGHEST DEGREE RELIABLE

THE BEST INVESTMENT IN ITS CLASS

£360

ARMSTRONG SIDDELEY MOTOR LIMITED, COVENTRY

A medium-priced car is offered primarily to the man who would drive his own, yet wants the "class" of a \$1,600 machine

Royce sales among a class of buyer to whom the acclamation of the public and the patronage of the newly rich do not appeal.

In point of fact, there is very little to choose from an engineering point of view, between the half-dozen finest British cars. Daimler, Armstrong-Siddeley, Napier, Lanchester, Vauxhall, Bentley, Sunbeam—the exact list would be a matter of endless controversy—all are built with cost as a secondary consideration. Particularly among the big cars is it true that they are sold on name and not on price. Thus the outstanding characteristic of English car advertising is the emphasis accorded to the name plate.

A glance through the pages of an English motoring journal will show that, as a general rule, the "weight" of an advertisement display is in inverse ratio to the price of the car advertised. While the most expensive cars adopt a classic style of layout to convey an impression of dignity and exclusiveness, heavy displays and headings of the scare variety are not infrequently used for the cheapest cars. Most advertisements for the highest grade cars are examples of what may be called restrained display. In some cases no illustration is used, the effect being secured by careful settings in choice types, of which incidentally there has been a revival during the last two years.

But it is between the two price-extremes, in the great field of medium-power cars where competition is keenest, that we find the best, most constructive advertising. Even here there is no primary insistence upon price. The quality that means long life and low running

(Continued on page 92)



ONE

The Daily Graphic

The most influential illustrated Daily Paper in England. Read by the Royal Family and the Aristocracy as well as by wealthy private business and professional people all over the country. Its pulling power is well known and has been proved by the large number of advertisers who use its pages.



TWO

The Graphic

This world wide weekly goes into all the best homes and clubs. Wherever there is a colony of Britishers The Graphic is read. It has an established reputation for the authenticity of its photographs and the sound unchanging policy of its Editorials. It enjoys a remarkable degree of reader confidence and there is no more powerful medium through which to sell quality goods.



THREE

"THE BYSTANDER" is noted for:—

Its bright and cheerful outlook. That is why it is so successful. The contents of its handy size pages appeal to men and women alike, whether in town and country, traveling or abroad.

These three papers are used by all reputable Advertising Agents in London and are noted for their fine "pulling power." If you are considering advertising in Great Britain, write for further particulars to

DIRECTOR OF ADVERTISING
Tallis House, Tallis Street
London, E. C. 4.

BRITISH PRESS HISTORY GOES BACK 200 YEARS

Country Press of Great Britain, Enjoying Unique Confidence and Influence, Has Grown Out of Newspapers Founded as Local News Sheets Long Ago—Most of These Exist Today

By T. McAUSLAND

THE newspaper man from overseas is apt to base his opinion of the press of the British Isles on his casual acquaintance with the London newspapers coming under his personal notice. This is unwise, for the newspaper press of the metropolis is totally dissimilar from that of the rest of the country.

The morning and evening papers published in London cover a wide area, the former being on sale on the day of publication at distant towns and cities 400 and 500 miles distant, and the latter circulating in an area 100 miles around London.

The population of the British Isles is well served by its press. Apart from the big circulations of the London morning, evening, weekly and Sunday newspapers, about 200 weekly newspapers, embracing many localized editions, are issued in the London and suburban towns. In England there are published over 50 morning and 90 evening newspapers, Scotland has seven morning and 8 evening papers, Ireland 8 morning and 6 evening, Wales 3 morning and 6 evening. In the Channel Islands, Jersey publishes 1 morning and 1 evening, and Guernsey has 2 evening newspapers. The Isle of Man has 1 daily.

The country papers published (some mid-week, but most of them on Friday or Saturday) in England number over 1,200, of which about 25 per cent are localized editions. A variety of titles are used, the favorites being Advertiser, Gazette, Chronicle, Herald, Observer, to which there is generally prefixed the name of the local town.

Scotland issues about 100 weekly newspapers, the names most frequently used being the Herald and the Advertiser.

Ireland has a much larger number of weeklies, many of them being remarkable for the titles they bear such as: Independent, Democrat, Guardian, Vindicator, Whig, Witness, Tribune, Constitution, Examiner, Eagle, Argus, Recorder, Freeman, Moderator, Champion, Sentinel, Messenger, National, and Liberator.

In Wales, there are over 100 weekly newspapers published, many of the country papers here adopting names in the Welsh language.

The newspapers published in the large provincial cities such as Manchester, Liverpool, Leeds, Birmingham, Bristol, Nottingham, Newcastle, Cardiff, Plymouth, Glasgow, Edinburgh, Dundee, Aberdeen, Dublin and Belfast are valuable properties cleverly edited and admirably managed and produced, and held in high esteem by their readers.

All of them maintain, in Fleet Street, London, editorial and commercial offices with private telegraph and telephone communications with headquarters enabling them to send forward the latest news service, and when need be, to communicate advertisement copy and instructions. The newspapers embraced in the territorial areas named rank as first class in the schedule of national advertisers placing business on the grand scale. Certain of them are frequently chosen for launching of localized schemes in large industrial centres where a concerted effort is made in advertising and salesmanship to test out the selling value of a new line of goods, a try-out method of publicity which in recent years has grown enormously on this side.

The newspapers of Great Britain are representative of the solidity of the people of these islands. In a word, they are John Bullish. They play an important part in the politics of the country, and in the religious, social and recreative life of the communities they serve. However bright and cleverly edited they may be, and they mostly are, they are loath to make alteration and a departure

from their make-up and method of presenting the news their readers have been long familiar with.

Splash methods are abhorred, black-faced headings are tabooed. There is no riotous look about their make-up. Everything is presented with dignity and even in this way little is lost in effectiveness.

The country weekly editor has his own views, and knows well how to express them. His area embraces a public that includes members of our old nobility, as well as the tiller of the land. He sees that they are equally supplied with news of interest to both; there is no writing up to the one or down to the other. The old English family—be it that of Lord or Squire—commands in his columns that respect that still is its due reward for services rendered to those less fortunate in the social scale. Its hunting and its social fixtures are fully recorded as are its deeds of charity and kindness. The worker has complete attention paid to his activities, be they what they may. However small townish the local newspaper may appear to the outsider it lives as an important factor in the life of its own particular community.

The country weekly newspapers of the British Isles make a varied collection in their size, circulation and carrying capacity of advertisements. Most of them are of eight large pages with sales in a radius

embracing 50,000 to 100,000 of a population. Some of them are small four-page sheets produced by the local printer to serve the needs of the reading public in a district numbering but a few thousand people.

In larger centres of population, the local newspaper of the town may issue two, four and six localized editions for towns within a certain radius of headquarters, the localized issues carrying, in the majority of cases, the advertisements in the principal newspaper of the series, with a liberal instalment of its general news, but making a strong feature of local reports and matters of particular interest to the district catered to.

Taken in bulk, the majority of the country weeklies are excellently conducted, fully alive to the opportunities they have for serving the communities where they are published. Their news service in its localization runs to generous proportions, their advertisement space is eagerly sought after by the shopkeepers, auctioneers, estate agents and others in the country.

The country newspaper editor can obtain many features from service agencies in London or from one firm. He can get partly printed newspapers—the four inside pages with his own newspaper heading, including serial fiction, articles of general interest. "A London Letter," po-

litical notes, etc. This enables him at small cost to print the additional four pages of local news and advertisements on his own machines and give his readers a complete newspaper.

Other agencies and sellers of service offer him mat columns of interesting matter, syndicated London letters, political articles and gossip, dress and fashion features, notes on new books and their authors, the plays produced and the theatrical gossip of London, articles on gardening, poultry and agriculture. With the development of the radio in Britain, "wireless gossip" has recently been added to the supply of the weekly newspaper feature available for the provincial editor. The advertisement display of the country weekly (which can also have regularly stereo columns of advertisements supplied from London) seldom boasts of a display of the latest type faces, except where supplied by the advertiser or his agent in stereo ready for use.

Many of the English country weeklies of today have interesting histories and not a few of the most successful newspapers published in Great Britain date their commencement from a country weekly first issued over 200 years ago.

The first recorded date is that of 1690, when the Worcester Postman was published. This is now Berrows' Worcester Journal (1709) and was the forerunner of the Worcester Daily Times, established in 1880. The name of Henry Berrows was added to the newspaper in 1753.

In 1710 the Nottingham Weekly Courant appeared, which is now known as the Nottingham Journal.

In 1713 was established the Stamford Mercury, now the Lincoln, Rutland & Stamford Mercury; in 1713, also the British Chronicle was founded and is today the successful Hereford Journal, and in the same year was published the Bristol Postman, now the Bristol Times & Mirror, a title taken in 1865.

In 1714 appeared No. 1 of the Norwich Mercury, now advertised as "one of the best illustrated weekly papers published in Great Britain."

The Kentish Post, now the Kentish Gazette and Canterbury Press, started in 1717, and in 1720 there was issued the Northampton Mercury and the Gloucester Journal, both of which are alive today and bear the same titles. 1723 saw the beginning of the Reading Mercury which has added to its title "and Berks County Paper, read by the titled classes, the gentry, the farmers and their servants and professional and business men."

In 1725 was founded the York Courant, the forerunner of the Yorkshire Daily Herald (the only morning paper published in the City of York) which commenced in 1874 and was followed in 1882 with the Evening Press. 1729 saw the first appearance of the Salisbury Journal, now the Salisbury & Winchester Journal; in 1730 Adams Weekly Courant, known today as the Chester Courant & Advertiser for North Wales.

In 1732 Drewry's Derby Mercury was issued and continues as the Derby Mercury. In 1737 the Belfast News-letter was first published; and the Sherborne & Dorset Mercury, which is now the Western Gazette (Yeovil) claiming to be "the premier provincial newspaper of England." In 1741 the Birmingham Gazette first appeared. 1744 saw the commencement of the Cambridge Chronicle, now the Cambridge Chronicle & University Journal published mid-weekly and making a feature of illustrations.

The Aberdeen Daily Journal was issued in 1748, and a few years ago was incorporated with the Aberdeen Free Press, started in 1853. Jackson's Oxford Journal appeared in 1753 and in 1910 became known as the Oxford Journal Illus-



Lord Burnham

(Continued on page 38)

The Value of INFLUENCE !

INFLUENCE is the most valuable quality with which any newspaper can endow the announcements of its advertisers.

Influence **MUST** be earned by a newspaper. There is no other way of acquiring it. It is the natural result of fidelity to principle, courage of conviction, and tenacity of purpose.

Influence means the respect of the readers and the community for a newspaper. It creates an authority which applies to every announcement in the newspaper—the authority of credibility and reliability.

Influence is the keynote of the "Morning Post." It is the leading Conservative newspaper of Britain. It is read by all the people who have money to spend and who are ready to buy articles of good quality which are advertised in its columns.

You add Influence to your appeal therefore when you advertise in

The Morning Post

Rate Cards and full particulars from Mr. S. P. Thornett, Advertisement Manager, "The Morning Post," 346 Strand W. C. 2., London, England. Telegrams, "Morning Post," Telephone, City 1500

HOW SHREDDED WHEAT MADE GOOD IN BRITISH MARKET

Formerly a "Half Success," This Cereal Has in Three Years Been Boosted Into a First Line—One Free Sample Offer Produced 50,000 Replies

By FRANCIS H. BURN
(Director, Pratt & Co., Advertising, Ltd., London)

THE unusual success achieved by Shredded Wheat during the past two or three years has been one of the most widely discussed topics of the advertising world. One might say that only yesterday Shredded Wheat was the food of comparatively few of the British people, but today you will find it in almost every home in this country. To what has the success been due?

Three years ago large stocks had accumulated in the warehouses here following a period of excess production in America and the first scheme of publicity was specially designed to clear these goods speedily.

This experience proved from the outset that the papers with national circulation paid us best and for that reason we have always given these journals preference in our campaigns.

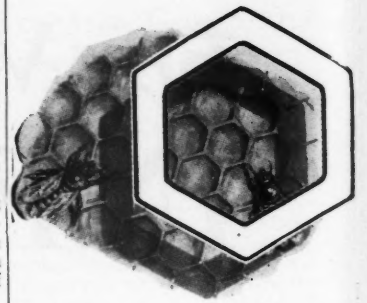
A feature of the advertising has been the use of large space. I believe that not only do the public respond better to a large, strong announcement, but the wholesaler and retailer are more impressed and influenced.

Many of our advertisements carried an invitation to the public to apply for a free sample packet of Shredded Wheat on the

Shredded Wheat has been shown at many exhibitions. Visitors to the British Empire Exhibition will be able to see an excellent display of the goods in the Canada building where a miniature machine is actually shredding the wheat grains to demonstrate to the public the absolute purity of the food.

The success of this campaign has been greatly helped by the assistance my clients have given me by furnishing day by day details of the sales. It is therefore possible to gain valuable information as to the copy that "pulls" best and to lay plans accordingly.

Recently I made a graph for the last two years showing the quantity of Shredded Wheat sold month by month and the cost of advertising. The result was one of the finest vindications of the value of advertising that I have ever seen.



Why the Bee chose the Hexagon

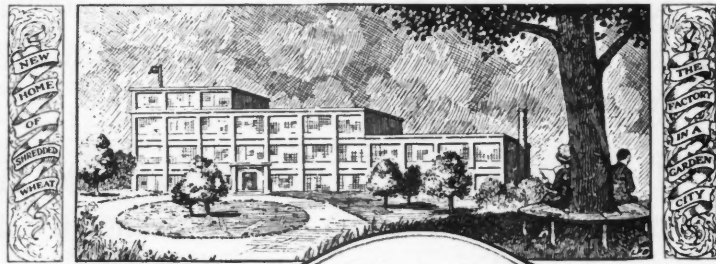
THE problem of the bee was to divide up its honeycomb into compartments with the minimum waste of room. Circles, Squares, Triangles, all meant extravagance. So, with amazing instinct, it correctly chose the Hexagon as representing the most judicious and economical use of space.

IN deciding to adopt the Hexagon as its symbol, the House of Barney desires to identify itself with the efforts of Service Agents in this country to use the costly advertising space in the Press and on the Hoardings, more and more advantageously in the interests of Advertisers.

As the "New Agency with 25 Years' Experience," the House of Barney feels that it can be of special assistance to Advertisers who wish to plan out their appropriation to produce the best results. Mr. E. W. Barney would welcome a talk with any Advertiser or Advertising Agent from overseas.

E. W. BARNEY, Ltd.
ADVERTISING
Central House
Kingsway
W. C. 2.
Phone Regent 6104-5

"THE NEW AGENCY WITH 25 YEARS' EXPERIENCE"



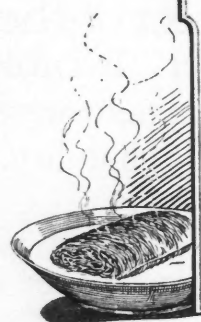
Thanks to the British Public

THE SHREDDED WHEAT Co., Ltd. wishes to thank the British Public for the great appreciation they have shown for Shredded Wheat during 1923. In all parts of the Kingdom the demand has been enormous, and the number of packets sold has broken all previous records. It has become necessary, in view of this, to increase the output considerably, and arrangements have accordingly been made for the immediate erection of

A British Shredded Wheat Factory.

This new factory will be situated amidst beautiful and airy surroundings at Welwyn Garden City, Herts, where an ideal site of 7 acres has been secured. The building itself will incorporate all the most up-to-date features and will be a perfect model of cleanliness, hygiene and efficiency. Every consideration will be given to the welfare of the workers—even to the provision of a free meal restaurant, concert-room, baths, tennis courts, and various social and sports clubs. As at all other Shredded Wheat factories a cordial invitation will be extended to the public to call and inspect the building and the processes employed, at any time during working hours.

Always a product of the British Empire, Shredded Wheat will—with the erection of this new factory—become an all British Food—made from British Wheat by British Labour.



If you have not tried Shredded Wheat fill in this Coupon for FREE TRIAL PACKET

To the Shredded Wheat Co., Ltd.
119, General Buildings, Aldwych, London, W.C.2

Please forward me a trial packet of your food and copy of Cook Book (containing useful recipes)—both free of postage.

Name: _____
Address: _____
(Town) _____ Please write clearly

Shredded Wheat 100% FOOD

Of all Grocers 8d. per packet
BEST VALUE IN CEREAL FOODS!

Promoting the institution and offering trial sample.

100,000 Free Packets of Shredded Wheat for 'News of the World' Readers

100,000 trial packets of Shredded Wheat have been set aside specially for free distribution amongst *News of the World* Readers. If you have not yet had an opportunity of trying this famous whole-wheat food, we invite you to fill in the coupon below at once and post it to-day, so that you will be sure of securing one of these packets.

We make this offer knowing that an actual trial will convince you of the worth of Shredded Wheat far better than a whole volume of printed matter. You will realize at once the extraordinary economy of this food as compared with other cereals—the delightful crispness and pure flavour of the whole-wheat shreds—the ease with which the "hiscuits" can be digested and assimilated. You will find Shredded Wheat in every way a better breakfast dish than porridge—and you will like it for luncheon and supper, too.

Shredded Wheat is the best value in cereals on the market. It offers the most real food and the most nourishment for the least money.

Shredded Wheat 100% FOOD
All Grocers, 8d. per packet

COUPON FOR FREE TRIAL PACKET

To the Shredded Wheat Co., Ltd.,
119, General Buildings, Aldwych, London, W.C.2

Please forward me free and post free a liberal trial sample of Shredded Wheat and a copy of the 50-recipe Cook Book.

Name: _____
Address (in full): _____
Post this coupon in open envelope, 1d. stamp only.

How coupon idea was broadcast.

assumption that after our advertisements had told their story it was wise to give the reader an opportunity to try the food without expense. My clients found that excellent results followed this policy, for they sent a letter to 2,000 of the applicants and enclosed a special stamped postcard for reply. This showed that no less than 70 per cent, of those who had had samples sent them had become regular users.

But this offer of free samples also enabled us to ascertain which papers were the best for our purpose. The number of people who applied for samples totalled hundreds of thousands but the highest number of replies received from any single advertisement was from the *News of the World*, where we had nearly 50,000 replies, costing on an average less than 2d. each.

Although press advertising has been the main form of publicity, others have been used. We have had very favorable results from billboards.

Window dressing competitions have proved a great help to the advertising. Hundreds of grocers responded to the invitations to send in photographs of their windows and numerous substantial prizes were awarded. This scheme fully justified itself.

At the close of 1922 Mr. Bryce, the present managing director, informed his staff that if a certain number of cases were sold during 1923 the parent company would erect a factory in Great Britain. The goal aimed at was actually some 50 per cent. over any previous year's record but all were enthusiastic and backed by a strong, well designed advertising campaign the sales were increased by over 80 per cent. In fact the goal that had been set was passed early in November.

No time was lost in taking the first steps towards erecting the new factory, for very soon after an excellent site of about 7 acres was acquired at Welwyn Garden City, about 20 miles from London, and plans for the new factory were being drawn up. At the end of the year whole pages were taken in daily papers thanking the public for their support and announcing the coming erection of the new factory.

The sales of Shredded Wheat are still rising and we believe will continue to rise for years to come; for as the public get to know Shredded Wheat better they will buy more of the food. It has won general favor and become the principal breakfast food in hundreds of thousands of British homes.

Advertising for the British Market

THE LONDON PRESS EXCHANGE LTD. have the honour to announce that they have been entrusted with the whole of the advertising of the H. J. HEINZ COMPANY'S products in Great Britain.

Among the other commodities and movements advertised by The London Press Exchange are:—

BARCLAY'S LONDON LAGER	KRUSCHEN SALTS
BRITISH COMMERCIAL GAS ASSOCIATION	MARCONI'S WIRELESS
BRITISH EMPIRE GAS EXHIBITION COMMITTEE	NATIONAL MILK COUNCIL
CADBURY	NEVILL'S BREAD
DAIMLER HIRE	NOTTINGHAM LACE
HOOKE'S MALTED MILK	SCOTTISH TWEEDS
IMPERIAL TOBACCO COMPANY	STEINWAY
KODAK	UNITED DAIRIES

American Sales Managers visiting England for the Advertising Convention are cordially invited to take the opportunity of discussing marketing possibilities in Great Britain with an organisation that is equipped with rare completeness to advise upon and execute any sales or advertising campaign—however big, however small.

The LONDON PRESS EXCHANGE LTD

Agents for Advertisers

108-111 ST. MARTIN'S LANE, LONDON, W.C.2, ENGLAND

Associated with the above are PUBLICITY ARTS LTD., OUTDOOR PUBLICITY LTD., INDUSTRIAL & EDUCATIONAL FILM CO. LTD., EDITORIAL SERVICES LTD

CO-OPERATIVE MARKETING SCHEMES A POST-WAR DEVELOPMENT

Problems that Affected Whole Industries Created Advertising to Improve Basic Marketing, Lighting, Scotch Tweeds, Tomatoes, Milk, and Paint Are Examples so Treated

By REGINALD J. SYKES

(Principal, London Press Exchange, Ltd.)

A SIGNIFICANT feature of British advertising during recent years has been the development of co-operative, or non-competitive, marketing schemes.

Some of these campaigns have created entirely new advertisers, for example: the British Commercial Gas Association; the Scottish Woolen Trade Mark Association; the British Glasshouse Produce Marketing Association; the National Milk Council; and the Association of British Fisheries. It is remarkable that these associations among advertisers are all, with the notable exception of the first-named, of post-war origin.

Prior to the war, British manufacturers were enjoying considerable prosperity. Credit was good; taxation was low; the general standard of living was high; markets were abundant. As its aftermath, the war created intense national-

limits, a common sales force and marketing policy.

These were the general considerations which guided growers and manufacturers of vision in the formation of marketing associations, and advertising agents have been consulted throughout as to questions of procedure, the readiness of individual firms to co-operate and the raising of funds.

The first great co-operative campaign was that started before the war by the British Commercial Gas Association. To increase the consumption of gas as an illuminant and cooking agent by means of advertising appeared at the time to be difficult, but this association realized that whereas it was impossible for any one company to advertise gas—its market being limited by the extent of its own mains—the difficulty could be surmounted by each company contributing to a central fund and therewith advertising to the entire community, served by the whole industry.

From the first, the campaign of the British Commercial Gas Association met with success, and the past few years have seen an unprecedented increase in the consumption of gas for domestic and industrial purposes throughout the whole country, despite the increasing use of electricity and its growing competition.

Some of the most important advertising in connection with the British Empire Exhibition has been that of the B. C. G. A., not only by means of a very remarkable exhibit in the Palace of Industry at the Exhibition itself, but by an extensive campaign in the press and on billboards.

Following upon the information of the parent Association come the National Benzol Association, the London Coke Committee, the British Sulphate of Ammonia Federation and the National Gas Council.

Another example is that of the Scottish Woolen Trade Mark Association, where the Scotch tweed industry, by similar action, has protected Scotch tweeds from competition, and, by well-planned advertising, has protected the public against inferior merchandise and made Scotch tweeds definitely fashionable for men's suits and overcoats and women's costumes. An outstanding feature of the success of this campaign is that it has held the industry together during very trying—indeed abnormal—times, and has opened up the American market in a remarkable way. The growing popularity of golf, especially in America, has been taken full advantage of, and every golfer now knows that he cannot play the "royal and ancient game" in Scotland unless clad in Scotch tweeds. So much was the American market influenced by the British advertising that a considerable sum has been appropriated and is being used for this market with most gratifying results.

A different series of co-operative campaigns is that which deals with the problems of increasing the demand for perishable foodstuffs.

The first campaign of this type was that of the British Glasshouse Produce Marketing Association. This association was formed for the purpose of educating the public to a proper appreciation of the superior merits of British tomatoes in order that the English growers might be able to compete with the Dutch growers, whose produce, though inferior, can be imported and sold here at a lower price. This campaign has now ended its second year of operation. It is supported by over 700 individual growers, and the number is increasing. The advertising advisers to the growers strongly urged upon them to adopt, as one fea-



To Achieve the Purpose of Your Visit

COME TO DIXON'S

and make your Advertising profitable to the utmost degree. Our organization is fully equipped to give you a complete Advertising service, which probes into your proposition with minute thoroughness until the most favourable and convincing method has been approved for presenting your message.

During the past 45 years our services have been retained by a large variety of successful firms who have since become national advertisers, including:—The Birmingham Small Arms Co., Ltd., The Daimler Co., Ltd., The Chiswick Polish Co., Ltd., The Marshall Patent Mattress Co., Ltd., The Columbia Graphophone Co., Ltd., The Dictaphone Co., Ltd., Sir Herbert Marshall & Sons, Ltd., The world-famed Angelus Piano.

Providing your proposition does not compete with the interests of any of our clients we shall welcome your enquiry and give you our whole-hearted service.

DIXON'S

WEST END ADVERTISING AGENCY, LTD.
THOMAS DIXON, Managing Director. Telephones: Regent 4330-1.
193 & 195 OXFORD STREET, LONDON, W. 1

What trouble do you take with your children's teeth?



You see that they're kept clean; that the dentist inspects them regularly. But do you ever wonder whether your children's diet contains the elements that build sound teeth? These essential elements are abundantly present in the one perfect food—plain, fresh

A pint a day for every adult
A quart a day for every child

Milk

Man's First & Finest Food

The NATIONAL MILK PUBLICITY COUNCIL, c/o J. Buckmaster & Sons, London, W.C.2.

Effective small-space co-operative advertisement.

isms, greatly depreciated the buying power of our chief customers, gave an immense impetus to the manufacturing capacity of Great Britain's competitors, and greatly raised the cost of living. A considerably increased basic wage throughout industry thereby became necessary; and the price per unit of the products of our factories was proportionately increased.

The ethnographical and geographical position of Great Britain differs radically from that of all other countries in the world. As a manufacturing nation, these islands carry a population of 672 per square mile, while, for example, the United States bear only 32, and Germany—Great Britain's chief European competitor—bears only 120 per square mile. It is therefore economically imperative for Great Britain to dispose of more than 50 per cent of her output abroad—and, at the world price.

It became obvious, therefore, that any economy which could be wisely introduced into Great Britain's industrial methods, or into her system of marketing would give new life to her industries. The growth of co-operative advertising and marketing schemes dates from the realization of this simple truth.

In every industry, consideration is being given to plans which, while not interfering with the individual enterprise of manufacturers and growers, will give to them a common platform of appeal to the markets of the world, and, within defined



A GREAT EMPIRE SERVICE AT A GREAT EMPIRE EXHIBITION

All industries are public services; but this is true in a special sense of the British Gas Industry— one of the oldest established, yet most actively growing, Public Services of the Empire.

In addition to supplying over 8,000,000 households and business premises with necessities of life—Light, Heat and Power—the Gas Industry in time of war, proved itself vital to our safety, as the source of essential High Explosives. It is now, in constantly growing measure, helping to solve some of the national and civic problems of daily life; for example:

Coal Conservation, Smoke Abolition, Better Housing, Adequate and Efficient Domestic Service, Increased, Improved and Cheapened Production.

Gas—the purified Spirit of Coal—is not only a very economical and efficient Illuminant. It is well on the way to become "The Fuel of the Future." Practical evidence in proof of these statements will be found at the

BRITISH EMPIRE GAS EXHIBIT
(In the centre of the Palace of Industry)

The British Empire Gas Exhibit Committee, 30, Grosvenor Gardens, S.W.1





United for Service

Golden Slumbers

Not in the black darkness which gives birth to fears, nor in the chilliness of an unwarmed nursery, but in the shadowy light and radiant warmth of the gas fire, the baby goes happily to sleep.

The All-Gas Nursery of today is the Ideal Nursery.



THE B.C.G.A.
representing the British Gas Industry, is at the service of the public for advice and help on any subject, large or small, connected with the economical and efficient use of gas in home, office or factory. . . . A letter to the Secretary will render prompt attention free of charge or obligation.

THE BRITISH COMMERCIAL GAS ASSOCIATION
30, GROSVENOR GARDENS, WESTMINSTER, S.W.1

Tells them how to use gas.

ture of the improved methods of marketing their products, the packing of the tomatoes in non-returnable boxes in place of the returnable baskets hitherto used, a practice which was being followed by their Dutch competitors. It was a revolutionary proposal and one which at the time was not seriously considered by the growers generally.

Of all co-operative advertising campaigns during the year 1922, no campaign made a stronger impression on the public than that on behalf of British tomatoes, and there could have been few people in the United Kingdom at the end of the season who did not know that the toma-

to growers were advertising British tomatoes, despite the quite small appropriation; while the introduction of the non-returnable wooden boxes greatly increased the goodwill of retailers and greengrocers, and brought many new customers.

A campaign which promises to be the most ambitious of its kind is that of the National Milk Council. The method of this campaign is not unfamiliar to the States of New York and New Jersey. The Council is representative not only of that considerable portion of the community that has to do with the production and distribution of milk, and over 20,000 milk distributors, but of those government departments and public bodies and associations interested in this important product of daily life.

It will be realized that the task of bringing together for common action something like 100,000 people has been no light one. However much he may subscribe to it in theory, the British farmer does not readily embrace practically the principle of co-operation. Meetings of farmers and distributors all over the country were arranged, and a representative of the advertising agency devoted the whole of his time for the first six months of last year in addressing these meetings on behalf of the National Milk Council.

On September 30 last, it was agreed that an advertising contribution of one penny on every 12 gallons of milk sold should become automatic.

The effect of this campaign is to stabilize the consumption of fresh milk, eliminate waste, and permit the surplus to be absorbed for manufacturing purposes, while also the stabilization of prices will gradually permit of a reduction in the price of milk.

Other important co-operative campaigns which are now commencing are those of the Association of British Fisheries and of the National Federation of Associated Paint, Color and Varnish Manufacturers of the United Kingdom.

Have a Tomato with it

A poshly wedge of crusty bread, with butter and a chunk of cheese—and maybe a pot of ale... what's lacking to complete as fine a meal as a healthy appetite could wish?

Only a plump British Tomato, red with health, tight-skinned, firm-fleshed, and of a flavour that British glasshouses alone can give.

A dash of vinegar with it, if you will.

BRITISH TOMATOES

ARE NOW IN—ENJOY THEM WHILE THEY'RE HERE

Creating a demand.

British Fisheries are convinced that a campaign of educational copy with a selling "punch" will have a marked effect in increasing distribution of their products. The paint manufacturers' drive had a counterpart in the United States where the paint industry advertised successfully with the slogan, "Save the Surface and You Save All."

In conclusion, it may be said that there is every reason to believe that the way lies open for a number of other co-operative advertising campaigns. Indeed, co-operation between manufacturers for the solution of their basic problems in all the more important industries of this country is not merely sound economic policy—it is an economic necessity. It is gratifying to perceive that this principle is receiving every day wider recognition, and merchants and wholesalers who have generally been found to be in opposition to such schemes are now themselves feeling their way towards similar action, and are giving to them their sympathetic assistance.

FIGHTING BATTLE OF THE COUNTRY PRESS

(Continued from page 30)

stabilization period arranged to the end of last year, shows a little unsteadiness, but the genial zephyrs of spring and common sense will probably keep the indicator for some time to come in its present satisfactory position, so necessary for the maintenance and development of business.

Among other subjects looming large on the agenda of the Society's Council is that of radio broadcasting. While the British Broadcasting Company continues linked up in financial matters with the General Post Office, newspaper interests will consider they have the right to be consulted about the broadcasting of news; and, though unwilling to place any undue hindrance in the way of the development of this new means of communication, will hold that their interest must not be overridden or overlooked. In this matter the Society works harmoniously with the London newspaper proprietors, speaking together with them as one voice on behalf of the newspaper press.

The law has its special pitfalls for the newspaper man, and when our members are in trouble they turn naturally to the Society and its Honorary Solicitor for advice. Some are so wise as to enquire beforehand, and thus avoid trouble. The Society also keeps a vigilant eye upon our lawmakers, and through its Parliamentary Committee and Parliamentary Agent does useful service to the Press.

Of many another line of usefulness followed by the operations of the Society there is not space to speak. We end as we began with the assertion that, as reconstituted the Society has become a factor making powerfully for the betterment of the industry and of those employed in it as time will hereafter show.

London Calling!

The warm welcome awaiting the great American delegation to the International Advertising Convention will reflect the welcome which always awaits good American goods upon the British market.

Advertisers should note that on the census average of 5 persons per family, a market of nearly 6½ million consumers is represented by the combined net sales of the

Daily News
and
The Star

Certified Net Sale Figures for Each Paper Will Be Furnished on Request

Advertisement Office: 67 Fleet Street, London, E. C. 4., England

BRITISH PRESS HISTORY 200 YEARS OLD

(Continued from page 32)



The First Rumbles of 'The Thunderer'

trated. In 1754 the Leeds Intelligencer commenced and today this is the Yorkshire Weekly Post, the Yorkshire Post (the leading Yorkshire morning newspaper) being established in 1866.

The Bath Advertiser, which appeared in 1757, is now the Bath Chronicle. The Norfolk Chronicle commenced in 1761 and is today a successful newspaper known as the Norfolk Chronicle and Norwich Gazette.

In 1763 was first published what is now the popular Irish daily, the Freeman's Journal & National Press, first called the Public Register. 1764 saw the beginning of the Chelmsford Chronicle, now the

The BIRMINGHAM GAZETTE: OR THE GENERAL CORRESPONDENT.



News Combined with Beauty In This 1741 Issue

Essex Chronicle, which is published by the proprietors of the Essex Herald, first issued in 1800.

In 1764 also appeared the first numbers of the Newcastle Chronicle (now Newcastle Weekly Chronicle) and the Sherborne, Dorchester & Taunton Journal, the three towns title now covered by that of the Western Chronicle.

Two Irish newspapers came next on the list of the old-established—the Limerick Chronicle (1766) which bears the same title today, and the Leinster Jour-

nal (1767), now called the Kilkenny Journal. In 1768 the Kentish Herald, now published mid-weekly in Canterbury (the Cathedral city) as the Kent Herald.

Two county newspapers were started in 1770—the Berkshire Chronicle (which bears still the same title) and the Hereford Mercury & Farmers and Hereford Stockbreeders'. The year 1772 saw the beginning of five newspapers: The Morning Post (London), the Shrewsbury Chronicle, the Hampshire Chronicle (all three retain their original titles); the Exeter Gazette, now the Devon & Exeter Daily Gazette, and the Londonderry Journal, the latter now published three times weekly as the Derry Journal.

In 1775 first appeared the Chester Chronicle, now Cheshire & North Wales Advertiser. The Clare Journal commenced in 1776 and has been called the Saturday Recorder & Clare Journal since 1917, having been amalgamated with the Saturday Recorder, first published in 1885.

The history of the Glasgow Herald, "the largest, most influential and greatest advertising medium out of London," dates back to 1782, when the foundation of this valuable morning newspaper and its associated journals can be traced to the founding of the Glasgow Advertiser.

THE ABERDEEN'S JOURNAL

From Tuesday December 19, 1797, to Tuesday January 5, 1798



One of Scotland's Earliest Great Journals

In the same year commenced the Bury Post, now the Bury & Norwich Post, Suffolk Standard & Advertiser, a series of three local weeklies.

London's great world-wide-known newspaper, The Times, dates back to 1785, and was then called the Daily Universal Register. In 1786 appeared the Doncaster, Nottingham & Lincoln Gazette, now published as the Doncaster Gazette. The Hull Packet (1787) is today represented by the Hull Daily Mail (1885) and two weekly papers—the Hull & East Yorkshire Times and the Hull and Lincolnshire Times.

The Wolverhampton Chronicle dates back to 1789 and continues to appear mid-weekly. A year later the York Herald commenced and is in the present-day group known as the Yorkshire Daily Herald. 1791 saw the founding of three still very much alive newspapers—The Observer (now Lord Astor's great Sunday newspaper), the Gazette de Guernsey (the oldest journal in the Channel Islands), and the Newark Herald, neither of which has had occasion to alter the original title.

In 1792 appeared the Bath Herald, incorporated in 1862 with the Bath Express, afterwards taking the name of the Bath Herald (daily and weekly). In the year 1794 there was started the Morning Advertiser (London), the Worcester Herald, (both of which carry on with the same name) and the Hull Advertiser, which has been a daily since 1864 as the Eastern Morning News & Hull Advertiser.

The Staffordshire Advertiser has continued to be the Staffordshire Advertiser each Saturday since 1795, and the Kelso



SIR CHARLES STARMER A Leading British Newspaper Proprietor

Mail has been published weekly since the following year. In 1798 the Carlisle Journal made its first appearance and still bears the same name, having incorporated the Carlisle Express & Examiner, established in 1857. Last on the list of these old newspapers, whose successors are still vigorously carrying on, comes the Hampshire Telegraph (1799) which appears each Saturday as the Hampshire Telegraph & Post & Naval Chronicle.

The highly interesting historical record of a number of the newspapers of Great Britain is in part taken from Willing's Press Guide, to which the writer expresses his indebtedness.

market for toilet preparations will show continued expansion.

The point for the newcomer to remember is not to enter into this competitive market without careful investigation, and to be absolutely certain of distribution for this market is not to be assaulted merely by weight of money, but by all the craft of salesmanship combined with well thought-out advertising

REPEAT FIRST PHONE DISPATCH

It Was Sent by Batchelder to Boston Globe in 1877

The first news dispatch ever given over a telephone to a newspaper was repeated June 5 in connection with the presentation to the Salem (Mass.) Y. M. C. A. by the New England Telephone & Telegraph Company of a replica of the first instrument made by Alexander Graham Bell.

On Feb. 12, 1877, Henry M. Batchelder, then Salem correspondent of the Boston Globe, telephoned to that paper a story of the first lecture and demonstration given by Bell in Lyceum Hall, Salem, June 5, Mr. Batchelder, now president of the Merchants' National Bank of Salem, called up the Globe again and read his earlier message at the close of the presentation exercises.

The Salem "Y" building occupies the site of the house where Bell carried on his experiments and produced his first telephone instrument. Thomas A. Watson, Bell's first assistant, and who made all the original instruments, was the principal speaker at the exercises.

Huge Population Figures

The 1921 Census of England, Scotland and Wales, shows that in the Administrative County of London and the immediately surrounding areas designated the "Outer Ring" (which together comprise what is usually known as Greater London, and coincide with the total area covered by the City of London and Metropolitan Police Districts), 7,476,168 persons were enumerated, representing about one quarter of the population of all urban areas, about one-fifth of the total population of England and Wales, and almost double that of the whole of the Scotland.

BRITISH BUYERS OF TOILET PREPARATIONS

(Continued from page 28)

well in the best possible of worlds? Surely the latter proposition is worth the serious attention of some enterprising brush manufacturer.

On broad lines, the foregoing is a brief pen-picture of the position of toilet preparations in Great Britain. There is an undoubted demand for them, but to what extent the demand is filled is a matter for investigation. There is little doubt however, that any fresh advertiser in the field would do well to thoroughly investigate the proposition from every angle, before commencing operations. Ample resources would be essential to win through to success, because big firms in strong positions would have to be met.

The small man in particular has need of special caution because he is going to find it extremely difficult to get distribution, and will not probably find the help he might reasonably expect from certain quarters. While some old time names have disappeared from sight, and are possibly unknown to the present generation, this is due to lack of enterprise rather than to lack of opportunity, as is evidenced by the newer names which figure before the public today, and there is scarcely a doubt that with a return of good trade and a consequent increase in the spending power of the people, the



You Don't Have to Disguise Yourself— BUT YOU MUST SPEAK THEIR LANGUAGE

True, they are different—these Britishers—from us Americans; but you'll find they are jolly good fellows.

They will insist upon saying "vest" when they mean "undershirt" (but they wear them alright); "sweets" when they mean "dessert" (but they eat it just the same). And the girls powder their noses and wield the lipstick just the same as over home. You'll like 'em the same way, too.

All of them want what you want if it's good—not just because it is new, as we Americans do, mostly. That's why the advertiser in the British Market has got something worth while when he gets it.

And it's the same with the middlemen, too; they function pretty much the same way here as at home, but there are little differences that make all the difference.

And Selling in the British Market must take account of all these differences of temperament, habit, speech and nationality as compared with the American public. Don't forget, too, that the British Market includes Scotland, Wales and Ireland, where the people have different sets of differences.

So with Advertising—all its fundamental truths hold good in practice here, but it needs a different application. I have known my way about the British Market, and Advertising field, for thirty years, and have lived here for twenty of them. All that time I have been building—building, building, an Advertising Agency in London which provides that Organized Service demanded by the best American advertisers, and provided by the best American Agencies.

Derrick's is Headquarters for you in London if you want to know all about what you ought to know about the British Market.

Being a "dyed in the wool" American myself I can see your problem through American eyes, and help to solve it with thirty years of British experience and a thoroughbred British organization back of me that's trained in the most approved American-Research-Selling-Advertising methods.

Come in anyhow, and shake hands with us, even if you are not on the "still hunt" for an Advertising Agency. We are almost on Trafalgar Square, so you are sure to be near us pretty often—just come in and say "How d'y' do"!

Paul E. Derrick

(MAN. DIRECTOR)

PAUL E. DERRICK ADVERTISING AGENCY, LTD.
110 St. Martin's Lane (Trafalgar Sq.), London, Eng., W. C. 2

Some of Derrick's Clients

Among those who have been with us throughout the whole period of their advertising history are the proprietors of

- QUAKER OATS
(Quaker Oats, Ltd.)
- JOHNNIE WALKER
(John Walker & Sons, Ltd.)
- TOOTAL GUARANTEED COTTON FABRICS
(Tootal Broadhurst Lee Co., Ltd.)
- DENTER WEATHERPROOFS
(Wallace, Scott & Co., Ltd.)
- ROSS'S GINGER ALE
(W. A. Ross & Sons, Ltd.)
- ONEIDA COMMUNITY PLATE
(Oneida Community, Ltd.)
A L S O
- CROSSE & BLACKWELL CO., LTD.
(Food Products)
- FLORENCE MANUFACTURING CO.
(Pro-phy-lac-tic Tooth Brushes)
- FREEMAN, HARDY & WILLIS, LTD.
(Manufacturers, with 500 Boot and Shoe Shops)
- J. S. FRY & SONS, LTD.
(Fry's Pure Breakfast Cocoa)
- GOOCH'S, LTD.
(Retail Attire)
- GRIERSON, OLDHAM & CO., LTD.
(Big Tree Wines)
- HORLICK'S MALTED MILK CO.
- JAMES KEILLER & SON, LTD.
(Dundee White Pot Marmalade)
- THE PEPSODENT COMPANY
(Dentifrice)
- KRAFT MacLAREN CHEESE COMPANY, LTD.
(Cheese)
- BASS, RATCLIFFE & GRETTON, LTD.
(Bass's Ale)
- JAMES SHOOLBRED & CO., LTD.
(Departmental Store)



HEAD OFFICES
of
The Amalgamated Press (1922)
Limited.

THE only Periodical
and Magazine Pub-
lishing Company which
owns its printing plant,
makes its own ink
makes its own paper,
and has its own forests
for the provision of pulp

THE Amalgamated

The Largest



DF the 99
by this H
of no fev
open to
With a total n
between 5,000,0
per issue they
greatest self-con
machine in the

The forty-nine public
panel on the right co
to their most remote
class or section of the
by some one or other
these periodicals. In
of England, Scotland,
one, or more, of the
read regularly.

Requests for information ad
be addressed to The Adv
Fleetway House, Farringdon S

Associated Press (1922) LTD.

Largest Periodical Publishing House in the World

Over 99 periodicals issued from this House the columns no fewer than 49 are sent to the Advertiser. Total net sale varying from 1,000,000 and 6,000,000 they constitute the largest self-contained publicity in the world.

These publications listed in the right cover the British Isles and remote corners. There is no man of the public uncatered for by one or other, or by a group, of periodicals. In 98% of the homes in Scotland, Wales and Ireland, one of the A.P. Publications is sent daily.

For information advertising rates, etc., should be sent to The Advertisement Manager, The Associated Press, Farringdon St., London, E.C.4, England.

Monthly Magazines

LONDON MAGAZINE MY MAGAZINE
PREMIER MAGAZINE

Monthly Fashion Papers

FASHIONS FOR ALL HOME FASHIONS
CHILDREN'S DRESS MABS FASHIONS

Fortnightly Magazines

RED MAGAZINE YELLOW MAGAZINE
VIOLET MAGAZINE DETECTIVE MAGAZINE

Weekly Periodicals

ANSWERS	POPPY'S PAPER
ALL SPORTS	POPULAR MUSIC
BOW BELLS	POPULAR WIRELESS WEEKLY
BOYS' CINEMA	SCHOOL FRIEND
BOYS' FRIEND	SPORTS BUDGET
BOYS' REALM	SUNDAY CIRCLE
EVE'S OWN STORIES	SUNDAY COMPANION
FAMILY JOURNAL	SUNDAY STORIES
FOOTBALL FAVOURITE	UNION JACK SERIES
FORGET-ME-NOT NOVELS	Union Jack
GIRLS' CINEMA	Popular
GIRLS' FRIEND	Gem
HANDY STORIES	Magnet
HOME CHAT	Champion
HOME COMPANION	Young Britain
HOME MIRROR NOVELS	Pluck
HORNER'S STORIES	WOMAN'S PICTORIAL
NELSON LEE LIBRARY	WOMAN'S WEEKLY
PICTORIAL MAGAZINE	WOMAN'S WORLD
PICTURE SHOW	

CLASSIFIED ADVERTISING

The generally recognised test of the value of a newspaper as an advertising medium is the volume of Classified Advertisements it carries.

The Daily Telegraph

CARRIES A GREATER VOLUME OF THIS CLASS OF ANNOUNCEMENT THAN ANY OTHER DAILY NEWSPAPER IN GT. BRITAIN

This alone is sufficient indication of its great pulling power

In June last, when the International Advertising Convention was won for London, the Proprietors of *The Daily Telegraph* invited delegates to visit their Offices. Lest there be some delegates who did not at the time make a personal note to accept this Invitation it is now repeated, and every delegate is warmly urged to take this opportunity of seeing how, whilst retaining the traditions of a Great British Newspaper, *The Daily Telegraph* has moved with most modern ideas in production and organisation.

The Daily Telegraph
ADMITTEDLY THE BEST MEDIUM
FOR CLASSIFIED ADVERTISEMENTS

Communications with regard to
Advertising should be addressed to:
H. G. REEVES, *Advertisement Manager*,
138, Fleet Street, London, England.

U. S. HOUSES AS WELL AS BRITISH HAVE MAIL-ORDER SUCCESS IN ENGLAND

Some Experiences of An Expert That Reveal How the Press Has Been Capitalized to Sell Books, Correspondence Courses or Bayonets, and to Develop Trade Distribution

By ERIC FIELD

(Director, Erwoods Ltd., International Advertising Agency, London)

A FEW weeks ago one of the American agencies with which we are associated asked "Is it possible to run a mail order campaign in England?"

If the doubt implied by this question is in any way general, it is high time it was dispelled. Not only is it possible to run a mail order campaign in England, but it is also for some propositions a very fine way to break into the market even with an article which it is intended later



ERIC FIELD

on to distribute through ordinary trade channels.

Naturally there are limitations as to the type of goods that can profitably be sold by mail but they are nearly all the same as those that apply to similar methods in the States. True, geographical and industrial conditions here are very different. We have a population equal roughly to 40 per cent of the entire population of the United States crowded into an area no bigger than that of one of its individual States. Only a very small proportion of this population is situated so deeply in the country that an hour's drive — not necessarily by car — will not take them to a fair sized town. The people who are so situated that they must shop by post are so few as to present a negligible market in themselves. Nor even for them is there any cash on postal delivery system. For these and other persons I do not believe we shall ever see any counterpart of Sears Roebuck or Montgomery Ward in this country.

Yet there is a great and growing business transacted through mail order advertising. Although as a race we may profess to be cynical and although it may be the hardest thing in the world to find any Englishman admitting that he ever bought anything through advertising, yet deep down in their hearts English men and women are easily affected by advertising. Moreover as we happen on the whole to be in honest business, perhaps because we are not clever enough to be anything else, English people will send off their money in answer to an advertisement in the sure and certain expectation of getting what they send for. In addition although we bear the reputation of being a nation of world travelers, we move about in our own little pocket country much less than Americans do in theirs.

The average middle class New Yorker will take the 1,000-mile trip to Chicago much more readily than will his counterpart in London make the 200-mile run to Manchester.

This, I imagine, is one of the reasons that explain the great volume of mail order business done by the London department stores through their advertising in the London daily papers. Every Monday, Tuesday, and Wednesday the whole year round the front page of the *Daily Mail* is entirely occupied by advertisements of Harrods, Barkers, Selfridges, Whiteleys and the other stores and, having been advertisement manager of a great London daily myself, I know what happens if they don't get mail order results. These advertisements are mostly of dry goods departments and usually feature bargain lines. As the London dailies are distributed all over the country in the morning, the woman in the country knows she can post her order and get it filled before the line is cleared.

Nor are mail order buyers here confined to the one-time gentler sex. The instalment book business is much more interested in men than women and we have in this country several great concerns that spend hundreds of thousands of dollars in advertising every year. Of course these firms are not solely mail order. Each has a large staff of salesmen whose work represents in some cases the major portion of the turnover, but as a rule the advertising has first to justify itself by the mail orders it produces.

Of very much the same style business are correspondence courses and these flourish in this country with almost the same virulence as in America. The Pelman System of Memory Training has had a success here that far exceeds anything it did in the States. The I. C. S. have a fine business and a palatial building in Kingsway. Arthur Murray is now busy teaching us how to dance. The accountancy schools have done well. Dutton has carried on for years with comfortably economical small space advertising and another client of mine is building up quite a good sized business purely through the classified columns. This by no means exhausts the successful correspondence schools. Their name is legion and about the only thing we have not yet got here is any counterpart of that very interesting economy educator service of New York that deals in secondhand courses.

This story must not, however, degenerate into a catalog. Let me now give a few examples of mail-order advertising that I have either personally handled or come sufficiently close to to know the results. Firstly let us take the quaint case of the man who after the war bought from the French government its entire stock of sword bayonets. He brought them over and started selling them as sets of fire irons, joining two together to make tongs, putting a shovel on another, and so on. He sold a few through stores in the usual way and then he came to talk about advertising. We finally decided to try a three-inch single column advertisement in the *Daily Mail* advertising them just as they were as pokers. That advertisement cost \$105 and brought him in 5,000 orders at something over 75 cents each, including postage. This is not of course by any means a record for results but it does show how at first sight a most unlikely proposition can stir even the cold-blooded English imagination.

A more useful case than this, because it has a moral of wider application, is that of a client of ours who makes a preparation for the cure of catarrh. Incidentally the firm is American and the name of the article is a household word in the States. He came over here a

(Continued on page 91)

On Your Arrival in London

'phone CITY 2130—

It is the office of

DAILY GRAPHIC

where

MR. ROBERT THORNBERRY
is the Advertisement Manager

Mr. Thornberry is most anxious to reciprocate, as near as possible, the kind welcome and hearty invitations extended to him last year when he visited the United States in connection with the

Advertising Convention



R. THORNBERRY

Chairman
of the
Publicity
Club of

London
1922, 1923.
Vice-Chairman
1924.

Those American Advertisers who are not coming to London in July, yet seek a voyage into the homes of the high social and middle class community of Great Britain, cannot do better than trim their sails in the columns of the *Daily Graphic*—Britain's Best *Penny Morning Illustrated* paper. Its editorial features are famous, commanding the reader-support of the best elements in British Society.

The advertising columns of The *Daily Graphic* carry only the best and cleanest advertising, and the paper has the confidence of its readers, who respond regularly to advertisers' announcements in a manner that makes the advertisers' investments profitable.

The *Daily Graphic* was the first illustrated daily published in London—34 years ago. Its illustrated pages are the best examples of modern illustrated journalism. In fact, The *Daily Graphic* commands exclusive features in its daily work and reflects in character all that is best in English journalism.

WELCOME

to the home of London's
premier picture paper

GRAPHIC BUILDINGS

TALLIS - STREET

LONDON, E. C. 4

"Just 'phone or drop right in"

OFFICIAL AFTER CONVENTION TOURS AND THOSE WHO WILL MAKE THEM

EDITOR & PUBLISHER herewith publishes for the first time the complete list of provincial tours, which will take place immediately following the international A. A. C. W. convention at London, next July.

All transportation will be free. Delegates need only pay their hotel expenses.

The number of delegates to be taken on each tour is limited, and therefore, the British convention authorities have asked Americans intending to accept the invitation to make a choice of three. Convention officials will be responsible for the final assignment.

Trips from which selection may be made, follow:

TOURS FROM LONDON

No. 1—To Brighton: Delegates will leave London Wednesday morning, July 23, arriving at Brighton about 1 o'clock. They will be entertained at luncheon, after which a motor drive will be taken through the surrounding countryside. In the evening a Municipal banquet will be given at the Pavilion, in the old banqueting room of George IV. Delegates will be housed for the night at the Metropole, Grand, Bristol and other hotels, returning to London about mid-day on Thursday, July 24 (For 250 delegates).

Those who have signified their going are as follows:

- Allen, Mr. W. S.
- Bloomington, Mr. Karl
- Britt, Mr. and Mrs. Earl R.
- Britt, Miss Martha
- Creed, Mrs. Laura
- Eisenberg, Mr. Ralph M.
- French, Mr. George
- Garvin, J. F.
- Gayou, Mr. & Mrs. George E.
- Gerlach, Mr. Theo. R.
- Gougeon, Mr. Elmer J.
- Hathaway, Mr. John R.
- Howe, Mr. and Mrs. J. H.
- Howe, J. H., Jr.
- Jaques, Miss Marie
- Kealey, Mr. John F.
- Krumming, Mr. M. J.
- Mamlok, Mr. R. R.
- Marble, Mr. Chas. B.
- Martin, Mr. Lowry
- Murphy, J. E., Jr.
- Randall, Mr. R. T.
- Ridder, Mr. Henry
- Shippey, Miss F. B.
- Weis, Mr. Gus
- Wolff, Mrs. Y. S.

No. 2—To South Coast Resorts: Delegates will leave London July 19, late in the afternoon. On Saturday evening the Mayor and Corporation will entertain the delegates to a reception party and ball at the Pavilion and Winter Gardens. On Sunday, July 20, a motor trip will be taken to Canterbury, where special arrangements will be made for a visit to the Cathedral. On Sunday evening a special concert will be given at the Pavilion. (For 300 delegates).

Those who have signified their going are as follows:

- Asam, Mr. Charles
- Babeock, Miss Lucile
- Barks, Mr. and Mrs. Horace
- Becker, Miss Bertha W.
- Benson, Miss Hilma K.
- Berry, Mr. and Mrs. C. F.
- Boxley, Miss Hazel L.
- Brook, Mr. Charles H.
- Brooke, Mr. Truman C.
- Brockover, Mr. Lyle A.
- Brugh, Mr. E. E.
- Cleveland, Mr. Newcomb
- Coburn, Miss Julia
- Collins, Mr. John J.
- Donath, Miss Irene I.
- Dooley, Miss Mary M.
- Dorn, Mr. Albert A.
- Fellows, Mr. R. N.
- Finger, Mr. Ray H.
- Finley, Mr. W. S.
- Gambill, Mr. Chas. E.
- Gardiner, Miss Grace A.
- Grimm, Mr. H. B.
- Grimm, Mr. and Mrs. H. B.
- Grollnek, Mr. and Mrs. Louis A.
- Hale, Miss Maude M.
- Henderson, Mr. C. H.
- Handley, Miss Alberta
- Harris, Miss Hester R.
- Hazard, Mr. Eugene J.
- Higgins, Miss Katherine E.
- Hodapp, Mr. H. G.
- Hoyt, Mr. F. M.
- Kaufman, Mr. C. S.
- Kendall, Mr. F. C.
- Lewis, Mrs. Mary
- Lezius, Mr. C. F.
- Locking, Mr. Guy
- Lovell, Mr. Clarence B.
- Meulendyke, Mr. Sam L.
- Milburn, Mr. Fred
- Mitchell, Miss Ethel M.
- Moore, Mr. Bert
- Muir, Miss Margaret R.
- Murrill, Mr. Le Roy K.
- McCann, Mr. Fred. W.

- Newell, Mr. Clarence C.
- Norris, Miss Lucy Hope
- Ormerod, Mr. Leonard
- Paradis, Miss Sylvia M.
- Rees, Mr. J. G.
- Rider, Mr. Albert C.
- Rosenstein, Miss L.
- Rosenthal, Mr. Chas.
- Shoppach, Mr. A. G.
- Shorwitz, Miss Naomi
- Smith, Mr. Allen C.
- Smith, Mr. Louis R.
- Sterling, Mrs. Louise A.
- Stevenson, Mr. Hollis S.
- Stewart, Mr. Rowe
- Thomson, Mr. Philip L.
- Updegraff, Mr. R. R.
- Vander, Mr. Charles
- Wakefield, Mr. Paul L.
- Waxberg, Miss Hattie
- Weyill, Mr. Richard H.
- Wolinger, Mr. B. F.
- Wright, Mr. M. H.

TOUR A: TO EDINBURGH

The Edinburgh delegation of 200 will be carried on a special train from London to Edinburgh, by the courtesy of the London & North Eastern Railway Company. The party will reach Edinburgh at 7:30 on Monday evening, July 21. On Tuesday, July 22, a visit will be made to Holyrood Palace and the King's Park in motor cars. Lunch will be taken in Freemason's Hall, the bosts being the Edinburgh Merchant Co. and the Edinburgh Publicity Club. In the afternoon a visit is arranged to Edinburgh Castle and the Royal Mile. In the evening a reception will be given by the Lord Provost and the Town Council.

On Wednesday, July 23, those who wish will go to The Royal & Ancient Club at St. Andrews, for golf, where special matches will be arranged. Others can take advantage of a free train to Aberdeen, while the remainder will go by motor car to the old Scottish Border country and visit the Abbeys of Melrose and Dryburgh. In the evening there will be a farewell dinner or concert. On Thursday morning the delegates will leave Edinburgh for London.

Those who have signified their going are as follows:

- Aiken, Mr. William B.
- Althouse, Mr. Elmer E.
- Appleton, Mr. Henry Lewis
- Aronson, Mr. Jacob H.
- Baker, Mr. William A.
- Barnitt, Mr. Frank R.
- Beattie, Mr. and Mrs. Wm. T.
- Beaubien, Mr. Pierre
- Benade, Miss Katherine
- Berdan, Mr. and Mrs. W. T. and daughter
- Berkowitz, Mr. Leon L.
- Bissell, Miss Olive
- Blackwood, Mrs. Bernice
- Brown, Mr. James Wright
- Buente, Miss Frances M.
- Bursley, Mr. H. C.
- Caples, Mr. R. C.
- Carson, Mr. Edward F.
- Carson, Mr. O. B.
- Cope, Mr. Hal
- Cauger, Mr. A. V.
- Clayberger, Mr. R. P.
- Cobb, Miss Beatrice
- Coe, Mr. David C.
- Constantine, Mr. C. P.
- Conter, Mr. E. N.
- Conter, Mr. Edward T.
- Donaldson, Miss Lois

- Drier, Mr. Thomas
- Dumont, Mr. Henry
- Eakin, Miss Eleanor
- Elgutter, Miss Selma Baer
- Ellsworth, Mr. Fred. W.
- Elson, Mr. E. J.
- Exline, Mr. George
- Farrar, Mr. Roy Montgomery
- Flaecke, Mr. Theodore
- Forst, Mr. Louis D.
- Fort, Mrs. Lewis D.
- Forsyth, Mr. George
- Freedlander, Mr. Herman
- Freeman, Mr. H. C.
- Frost, Mr. E. Allen
- Gardner, Mr. Paul W.
- Gerlach, Mr. K. H.
- Gilster, Mr. and Mrs. August E.
- Goldberg, Mr. Emanuel
- Gordon, Mr. Colver
- Griggs, Miss Nellie M.
- Gustafson, Miss Grace E.
- Hackstaff, Mr. Richard C.
- Haden, Miss Mabel L.
- Haigh, Mrs. Gertrude J.
- Haigh, Mr. Stanley E.
- Hannett, Miss Edith
- Hansen, Mr. H. Alfred
- Harris, Mr. Evelyn
- Harris, Mr. O. T.
- Harrison, Mr. William E.
- Harvey, Miss Olive M.
- Haskell, Mrs. Martha S.
- Hatfield, Mr. Charles F.
- Hauser, Mr. George
- Hawkes, Mr. Arthur C.
- Heckler, Mr. Louis J.
- Hein, Mr. Adolphine
- Hexter, Miss Rosa B.
- Higgins, Miss Joan
- Hodge, Mr. J. C.
- Hofheimer, Miss Frances F.
- Holbrook, Mr. I. S.
- Hood, Mr. Jennings
- Hotchkiss, Mr. George B.
- Hull, Mr. A. E.
- Iles, Mr. Harry
- Johnson, Miss Edith A.
- Johnson, Miss Helen R.
- Kalfelz, Miss Mildred
- Kelly, Mr. Eugene
- Kelly, Mr. John J.
- Kelly, Mr. John J.
- Kemp, Mr. John M.
- Koether, Mr. and Mrs.
- Kentle, Miss Jean Bell
- Ketcham, Mr. H. J.
- Krahmer, Mrs. Susie R.
- Lakeman, Mr. Maxwell
- Lanoix, Mr. Noel Emery
- Lawrence, Mrs. Inez
- Leaman, Mr. Alfred H.
- Lee, Mr. Henry
- Levy, Mrs. Harriet Mooney
- Lowe, Mr. Gurney R.
- McIntosh, Mr. Thomas McLeod
- McKinney, Mr. and Mrs. A. D.
- McNaughton, Miss Lucile
- Malory, Mr. J. M.
- Mann, Mr. Karl M.
- Marble, Mr. and Mrs. Charles B.
- Martin, Miss Jane
- Massie, Miss Nellie S.
- Mayer, Miss Eva
- Mayer, Mr. Irving L.
- Mears, Miss Emeline
- Milne, Miss Margaret
- Montet, Mr. Ed.
- Morton, Mr. Wm. J.
- Mulligan, Mr. Ralph R.
- Nelson, Mr. George A.
- Neck, Miss Anna
- O'Brien, Miss Mary F. C.
- O'Connell, Mr. John F.
- Osborn, Mr. Guy S.

- Pidgeon, Mr. Edward Everett
- Pyle, Mr. Clarence J.
- Reed, Miss Ruth
- Richards, Mr. F. St. J.
- Richardson, Miss Margaret K.
- Richey, Mr. R. A.
- Rieley, Mr. Daniel V.
- Rockwell, Mr. J. M.
- Rogers, Mrs. Louise Wharff
- Rogers, Mr. Wm. F.
- Rose, Mr. James H.
- Schermerhorn, Mr. James
- Schwab, Miss Gertrude
- Scotfield, Mr. Frank P.
- Scudder, Mr. George
- Sellers, Miss Marie
- Shackford, Miss Ida A.
- Sibertson, Mr. W. E.
- Silance, Mr. Louis M.
- Smith, Mr. A. C.
- Smith, Mr. Fred B.
- Smith, Mr. Herbert H.
- Smith, Mr. Louis R.
- Smith, Miss Mildred Law
- Sorensen, Mr. Roy A.
- Staples, Mr. P. C.
- Stein, Dr.
- Stearns, Mr. Geo. W.
- Stout, Mr. R. B.
- Sudler, Mr. Carroll H.
- Sulcer, Mr. Henry D.
- Terry, Miss Irene S.
- Thrift, Mr. Tim
- Tupper, Mr. C. A.
- Watcher, Mr. H. J.
- Wade, Miss Hollis M.
- Waldo, Miss Helen
- Weitzel, Mr. Will S.
- Winter, Mr. and Mrs. Arthur W. and daughter
- Wogam, Miss Anna
- Wolcott, Mr. Roger
- Wood, Mr. Wm. W.
- Yocum, Miss Grace O.

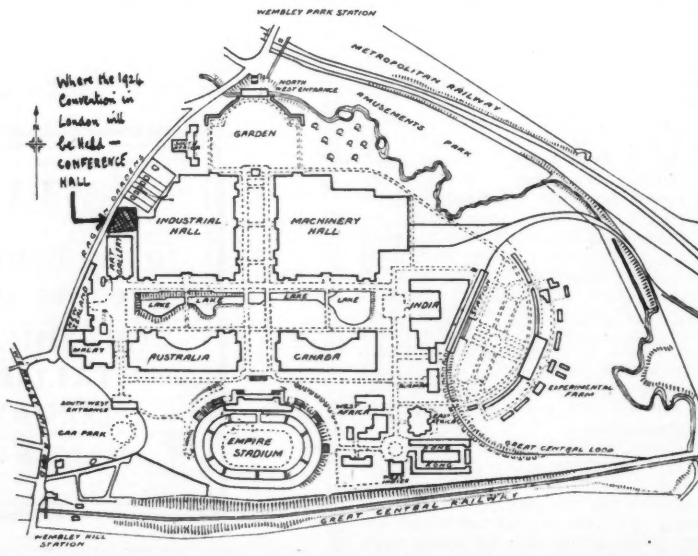
TOUR B: TO GLASGOW

The Glasgow delegation will be carried on a special train from London to Glasgow, by courtesy of the London Midland & Scottish Railway Company, arriving at 6 p. m. Stop will be made at Carlisle about 3 p. m. where they will be met by a deputation of the Glasgow Publicity Club, who will proceed with them and entertain them to a special dinner at the Central Station Hotel. On Tuesday, July 22, delegates and guests will be conveyed by special train to Callander, from whence they will motor to Trossachs, returning to Callander for lunch. After lunch they will travel to Glenageas, spend the remainder of the day there, dine at the Glenageas Hotel and leave for Glasgow about 10 o'clock.

On July 23 they will leave Broomielaw by steamer for a sail down the Clyde to Loch Lomond, Kyles of Bute, round Arran, and return via Wemyss Bay to Glasgow. In the evening a Civic Reception will be arranged. On July 24 they will take a special train for Ayr, motor from Ayr to Burns' Cottage and Alloway, leave Ayr and proceed to Turnberry, lunch at hotel and return to Glasgow about 4:30. The evening will be left free for the delegates to look around the city. On July 25 the delegates will leave by special train for London, taking Dumfries en route if time permits.

Those who have signified their going are as follows:

- Ackerly, Mr. A.
- Ankrum, Mr. E. W.
- Anspach, Mr. J. Geo.
- Anthoensen, Mr. Fred. W.
- Austin, Mr. W. A.
- Beecher, Mr. Aymer J.
- Blanchard, Mr. Frank LeRoy
- Brook, Mr. Charles H.
- Brown, Miss Alice J.
- Brown, Mr. Frank I.
- Brownell, Mr. C. A.
- Byrne, Miss Gertrude Barry
- Campbell, Mr. W. A.
- Charles, Mr. and Mrs. H. H. and Miss Jane Charles
- Clinebens, Miss Ruby
- Cooper, Mr. Clay C.
- Crosby, Miss Emily
- Davidson, Mr. Thomas M.
- Davis, Miss Marion M.
- Dronet, Miss Adele
- Duhbs, Mr. Harry Russell
- Dwyer, Miss Blanche M.
- Fairbanks, Mr. C. T.
- Flader, Mr. Louis
- Forristall, Mr. George B.
- Frank, Miss Irma
- Gibbons, Mr. J. S.
- Grant, Mr. Jeffrey
- Gurnsey, Mr. Frank B.
- Haigh, Mrs. Gertrude J.
- Haigh, Mr. Stanley E.
- Hall, Miss Eva M.
- Harris, Mr. George E.
- Harris, Mr. Ralph
- Hatfield, Mr. Charles F.
- Hodapp, Mr. H. G.
- Hoyt, Mr. Charles W.
- Huddleson, Dr. S. M.
- Ingles, Mrs. Margaret
- Keadle, Miss Lucy C.
- Kelley, Miss Anna M.
- Kelley, Mr. John J.
- Kim, Mr. T. K.
- Lee, Miss Jeannie
- Lyman, Mrs. Minnie J.



A Beautiful Situation, Easy of Approach by Motor, or by Rail, Has Been Provided for the Empire Exhibit, on Whose Grounds the Associated Advertising Clubs Will Meet in July.

(Continued on page 70.)

The Advertising World

Britain's Leading Publicity Journal

ESTABLISHED 1901

Offers a cordial welcome to all American Delegates to the 20th Annual Convention of the Associated Advertising Clubs of the World. It will strive throughout the months that follow to keep alive in its pages the spirit of this great Convention.

The greatly enlarged July Convention number of this Journal will be presented to every delegate upon arrival in London.

Publishing Offices
14, King Street,
Covent Garden,
London, W. C. 2

Subscription Rate
15/- per annum. Post
free to any address.

For Advertisement Rates, please communicate with Thomas McDougall, Overseas Director, at the above address.

BRITISH STORE ADVERTISING PROBLEMS UNKNOWN TO U. S. MERCHANTS

Great London Dailies Can Be Used to Produce Counter Sales from City and Mail Orders from Provinces at from 5 to 20 Per Cent Advertising Expense

By SIDNEY T. GARLAND

(Late Advertising Manager London Daily Mail; late Advertising Manager, Selfridge Store; late Sales Promotion, Advertising and Mail-order Manager, Kendal Milne Co., and now Principal, S. T. Garland Advertising Service, London)

FOR those delegates to the advertising convention in London who have not studied British advertising in advance many surprises are in store.

You will find the great London daily papers are not London dailies from the advertiser's point of view. Not half of their enormous circulations are actually in London. Even the evening press aims to circulate as widely as possible and there is probably no village or town in England and Wales into which the *Daily Mail* does not go.



SIDNEY T. GARLAND

Here, then, is a first class problem for all advertisers but particularly for the department stores. Those situated in London have no local press of any advertising value: those in provincial towns,

(and there are many excellent ones outside London) if they actually possess good local newspapers, have to contend always with the advertisement columns of the great nationally distributed London dailies.

Both are in difficulties—both are compelled by such circumstances to strive one against the other for 100 per cent efficiency from their advertising appropriations.

When they advertise they must consider not only the needs or the competitive merchandise of their own locality, but everybody's needs and every retailer's prices throughout the country. Our visitors, therefore, will have the unusual picture of local retailers with national competition.

This is a most excellent arrangement for the shopper but it makes department store merchandising exceptionally difficult—it makes department store advertising in Great Britain more difficult still.

The announcement for a nationally distributed and branded commodity such as a soap, medicine, tinned food, footwear or fabric are enormously helped by these conditions but it is easy to see why advertising can be more costly and always is more speculative for the department store. Normally the aim of the Department Store is to develop its counter trade.

That is its great function. Its attraction, with everything under one roof, its greatest conveniences, with the many

Exposition of the Autumn Mode



TO-DAY Harrods opens its doors upon an Exposition of Autumn Fashion which we believe will be found worthy of the highest traditions of this House, and worthy of the discriminating public Harrods serves.

In extent, variety, and originality, it is safe to say that there is nothing finer in this country. The master-designers of the world here contribute the most entrancing answers to that riddle of the ages, 'What Shall I Wear?'

It may be left to the quality and character of to-day's Displays to mirror the conviction of this House, that not only is there still a great public who appreciate the best, but that good taste was never more happily apparent than it is to-day.

This Message is by way of Invitation to the Exposition, which will continue all this week.

Harrods

HARRODS LTD LONDON SW1

Quality—this cultured printed salesman fairly radiates it. Its lure is its aloofness.

IMPORTANT PRELIMINARY ANNOUNCEMENT
Monday next—Sale of the Entire Stock of
Readfern
 THE WORLD'S MOST FAMOUS HOUSE OF HATTERS has now into voluntary liquidation and Messrs. Swears & Wells have bought the entire stock for LESS THAN A QUARTER THE COST PRICE.
SWEARS & WELSLS
 The world's most famous house of Hatters has now into voluntary liquidation and Messrs. Swears & Wells have bought the entire stock for LESS THAN A QUARTER THE COST PRICE.

And here the thrifty woman, rich or poor, learns of a vast assortment at a 75 percent saving. Mail orders were a major aim of this advertisement.

unique services it provides—restaurant, post office, waiting room, free and speedy delivery, etc., quite naturally suggest that its main objective is to fill the store with shoppers. The dealing with post and mail order trade is, in the States, the purpose mainly of another organization. Here you have the great Department Stores doing both—its wonderful counter trade and in addition the bulk of the Letter Order Trade.

In the case of the London stores their advertising has to compete for the two kinds of business or they must consider as waste circulation all copies of newspapers sold outside the London area. The decision is not always in their hands however, for some of the greatest London Dailies have a much greater influence in the Provinces than in London and it would be necessary to rule these mediums out altogether if one were not prepared

to deal extensively with orders mailed. Such action would, of course, at the same time rule out also the value of the London circulation of such newspapers which would probably reflect itself in a falling counter trade. The aim must obviously be, therefore, to obtain by organization the skill and maximum results both classes of circulation.

Local department stores, therefore, have of necessity to maintain huge organizations for the handling of mail orders, but it is often done at very great cost to themselves. Few find it possible to do this business on an advertising charge of 5 per cent and most of them find it much higher than that—I have heard of cases where 10 per cent and even 20 per cent has been spent in this direction.

And the merchandise difficulties are also immense. Consider for one moment the problems arising from the publication of a page in the *Daily Mail* with its daily circulation of 1,750,000.

A representative store page might well contain 200 widely different commodities.

Not all of these lines will be the instantaneous success one might expect but sufficient stock must be ready to supply all demands without delay. If there is not enough stock available there is the possibility of having to refund money to large numbers of customers and the equally disagreeable dissatisfaction bound to arise, or you have on your hands huge blocks of goods which may have to be cleared at a discount.

But supposing the whole advertising fails (and just because it costs more is no guarantee that it will not fail) then the financial loss is enough to break many businesses. Your front page in the "Daily Mail" has alone cost £1,250 (roughly \$5,500) and your goods a great deal more. If you have covered the whole field and used in fair proportion all the best London Dailies you might easily have created a loss of \$15,000 to \$20,000 in a day! While these figures are based on the spending power of the largest emporiums it requires very little imagination to see the plight of the smaller department store under similar circumstances. They might risk less in actual cash by using fewer column inches, but one gets very little space in the best papers for \$1,000, and \$20,000 return from the limited amount of goods one can display in a half of three columns, though seemingly great, must be secured to bring one's advertising costs down to 5 per cent.

Unlike advertising which circulates among those people who can conveniently shop in person any day one's results if they come at all, must come immediately or the value of your announcement is largely lost in the new interest created by the announcements in the following day's paper. If your goods are right in every way, you will get results immediately, and your announcement will continue to produce returns months afterwards—if the goods are not right, results will never come!

Extraordinary care must be expended, therefore, upon the selection of merchandise for advertising purposes. Lancashire's needs are in many respects totally different from the requirements of London; the seaside towns have very little in common with the requirements of our great industrial centres—the colder Northern cities will want many things not needed in certain seasons in the Southern towns. Prejudices, hopes, aspirations are nowhere more divergent than in the counties and countries which make up Great Britain. Yet our great daily newspapers cover the whole ground.

The capitalization of this two-fold kind of business quite apart from the high cost of advertising space is no less a problem. Most of the goods advertised, if they are not specially bought lines, are bought in quantities over and above the normal counter needs.

In justice to the subject, I do not think I have given any undue emphasis to the natural handicaps with which department stores in Great Britain have to contend. That department stores are, despite these adverse conditions, successful and in many cases enormously so, is at once a tribute
 (Continued on page 48)



You are welcome over here

Visitors from U.S.A.—our services are at your disposal for anything that will add to the enjoyment and comfort of your trip.

And if you want to know more of the British market, come and talk it over.

Advertising & Publicity, Ltd.

(Eleetwood Pritchard, Managing Director)

1 Arundel Street, Strand, W.C.

TELEPHONE: CENTRAL 3435



MAYBE we aren't so good-looking as this. Anyhow, neither of us will own it as a portrait.

Perhaps you would like to come and see us, and have some lunch in the Dickens Room, or at the old grill in the Devereux. And then, if you eventually add your name to the list of our American clients, you'll know what sort of fellows are looking after your drawings for you.

We make out pretty well with our London clients, because they get into the way of feeling that we are part of their own service.

Collingwood Parry
 Brian W. Rowe

LANGHAM ARTISTS

DEVEREUX BUILDINGS
 DEVEREUX COURT STRAND

(Opposite Law Courts)

Telephone CENTRAL 8820 8821

Always Progressive



are now being packed in
Airtight Tubes tightly sealed
and cased in a

**CARDBOARD CONTAINER
FOR HOUSEHOLD USE**

25 SHADES



**SPECIALLY PACKED FOR
EXPORT TRADE**

*Obtainable from your
Wholesaler or direct from*

FAIRY DYES LIMITED

Registered Office

Telegrams
"FAIRYLAND
GLASGOW"

Well Road Glasgow
London Depot—292 Upper St.
Islington N1

Telephone
DOUGLAS 1051

BRITISH STORE ADVERTISING PROBLEMS UNKNOWN TO U. S. MERCHANTS

(Continued from page 46)



"Next to Reading Matter" doesn't plague the British advertiser or publisher. Day after day, front pages like that on the left present the messages of a half-dozen or more stores. Full pages, like that shown at the right, are also popular when available.

to the skill of their salesmen in print—and to the skill of their merchandising men—and to the sagacity and foresight of those merchants in whose hands the fortunes of our great enterprises rest.

It is a fact that the readers of the "Daily Mail" are the keenest of shoppers. Day by day the columns of this journal create the price standards upon which the country shops: day by day they give to Great Britain's millions of shoppers a market place the influence of which extends beyond its printed columns and serves as a basis of value for retailers throughout the country. So great is this influence that once an article appears in its columns at a price, it would be impossible to retail that article in any quantity in any part of the country at a higher rate—it is also impossible for a wholesaler or manufacturer to dispose of stocks except at a price which would permit a retailer to compete on price.

The keenness of this market and the necessity for quoting always the "rock bottom" prices making big profits impossible yet it is a productive field which hardly any department store of any size can afford to ignore. It is, indeed, a market they have built for themselves and its progressive advertising atmosphere must for all time remain a monument to the efforts mainly of the department stores.

With perhaps the exception of the advertising of one or two proprietary lines, the department stores, led by Mr. Selfridge, are responsible for the pioneer

work which, during the last 15 years or so, has changed completely a notoriously conservative public's attitude toward advertising. They have by revolutionizing habit made advertising a necessity for every progressive business in Great Britain. By their intense interest and analysis they brought the net sales certificate into existence in England. There is no doubt that British advertising owes much of its eminence to the work of the department stores.

Besides the development of a difficult press department stores have introduced many good examples of auxiliary advertising, one or two of which are illustrated, and, if they are not altogether new, my readers will find them interesting, if only as examples of very successful sales promotion matter in Great Britain.

If then our visitors to the convention feel that the British department store advertising does not in every case appear as artistically presented as in their own home towns, it certainly does not mean that it is less productive of results—it may be more so!

In forming a healthy judgment the vastly different circumstances which exist here and which a few hundred words can but inadequately explain, should be borne in mind. The business of selling goods is paramount and extraneous decoration at \$30 a column inch is sometimes an unwarranted extravagance detracting from the main issue.



I INVITE American Advertisers and Advertising Agents who are attending the Convention in London to make an appointment with me to discuss their Advertising Campaign in Great Britain.

A preliminary discussion places you under no obligation whatever. When shall it be?

**IMPERIAL HOUSE
KINGSWAY
LONDON
W.C.2**

"It Is in a Common Cause That We Meet"

SIR SYDNEY M. SKINNER

Chairman, JOHN BARKER STORE, London

AMERICAN advertising men going to Wembley for the Convention are assured of the heartiest welcome from the business men of Great Britain. And this is not only in reciprocity for the generous reception given us last year at Atlantic City. It is in a common cause that we meet, and the more the opportunity for business talks between men of the English-speaking race the happier will be our general relationship.

The public is singularly uninformed on the benefits to themselves of advertising in business; and the trader, perhaps, often underrates the power of the alliance offered him by the publicity expert. The Convention will provide a platform for authoritative pronouncements on the subject from leaders both in America and here, and in its importance it may well prove a landmark in the history of commerce and advertising.

What you want to know about British Agency Service



Knowledge of Marketing Conditions

The enterprising British service agencies can quickly put you into possession of marketing facts regarding any product. The Saward, Baker Organisation has collated much data concerning many articles of general consumption, and it has the machinery for getting rapidly complete information relating to any others. Whilst market research is a comparatively new department of agency service in this country, it has been brought to a fine point of efficiency. The compact nature of the British market has rendered this more easily possible than has been the case in the United States. The Saward, Baker Organisation has been privileged to prepare special reports for American Companies.

Advice on Distribution

But the British service agency not only knows marketing conditions and has requisite machinery for market research; it is in a position to advise upon channels of distribution and to place American manufacturers in contact with reliable selling agencies. In some instances it is in a position practically to control distribution of any particular product.

The Intangible Something

Whilst human nature is pretty well the same the world over, there are psychological differences in the buying habits of different peoples. The differences are, perhaps, intangible. They are shades of difference, but as all advertising men know, shades of difference may break or make a selling campaign. Obviously, the British service agency is in the best position to appreciate and advise, on policy, copy-appeal, the package and the media. The fact that a firm like Saward, Baker & Co., Ltd., have held some of its accounts, and held them progressively, for a quarter of a century is convincing evidence of sound judgment and virile advertising.

The best British service agencies possess their own art departments, and the present high standard of British commercial art is in great degree due to the enterprise of the agencies' own studios. The art work of Saward, Baker & Co., Ltd., has played an important part in the success of its clients.

British Commercial Art

Outdoor publicity has made remarkable strides in this Country within the last fifteen years, but as you travel Great Britain you will realise that effectively to use outdoor publicity calls for much discretion and knowledge. That is why Saward, Baker's outdoor publicity department has been so carefully manned and so carefully organised.

Advertising out-of-doors

Practically no advertising campaign of importance is now initiated here without preliminary trade effort and subsequent dealer-helps. Those agencies who know best the marketing conditions, are strongest on the subject of trade appeal.

Helping the Retailer

It is important for American Companies to know that whilst it is difficult to sell to the individual in Great Britain—Britishers are more conservative—that disadvantage is more than counter-balanced by the amazingly compact nature of the market. If, in remembering that latter fact, you will also satisfy yourselves that the British service agencies combine judgment with alertness, you will not hesitate to discuss with one or more of them the possibilities of marketing your own products here.

They will be very frank and very fair with you. The Saward, Baker Organisation gives this undertaking for itself, knowing also that it is true of British agency practice in general. A cordial invitation is extended to you to visit Saward, Baker & Co., Ltd.

Saward, Baker

& CO., LIMITED, ADVERTISING FROM A TO Z

27 Chancery Lane, London, W.C.2

Telephone: Holborn 5528

Some Saward, Baker Advertising: Glaxo, Pompeian Toilet Preparations, Ovaltine, Gibbs Dentifrice, McClinton's Soaps, Nil Simile Footwear, Leyland and Birmingham Rubber Co., Cleaves Bros. Ltd., Fitu Corsets, Brown and Polson, etc.

BRITISH ADVERTISING HISTORY MADE IN MAIL ORDER CAMPAIGNS

Two of Britain's Largest Supply Houses Were So Founded— Catesby's Store Sells Everything, and Seed Merchant Ryder Popularizes Penny Packets of Garden Seeds

By PHILIP SMITH

Principal Director, Smith's Advertising Agency, London

MAIL-ORDER advertising in Great Britain is very different from mail-order in the United States. Americans take their advertising more seriously. By that I mean to say, they consider advertising as a profession whose pronouncements are worthy of careful attention. They have been brought up on that belief. They take advice from advertisements.



PHILIP SMITH

You never find an Englishman taking advice from advertisements. The last thing he admits is that he is influenced by advertisements. No sir! never read 'em. You have to get at an Englishman by subconscious impression. You have to get at him when he isn't looking—mentally. Unless you can catch your fish with the one first flick of the hook, he is off.

That is why mail order advertising in this country is so dependent upon experience. You cannot reason it out. You cannot say "I have studied the mentality of the British public and I am confident that the particular way I recommend is the one straight quick way to the public pocket." You cannot say this and be reasonably sure that your prophecies will come true. There is only one sure way and that is the way that has been tried before and found correct. And to find that one way, perhaps a dozen have been tried and have failed. No one can say why the dozen failed; no one can say why the one succeeded. It just happens, like our English weather.

I recall one instance long ago when a clerk's error made one of Catesby's advertisements appear with the wrong block fitted to the wrong copy. The result was chaos, but that advertisement almost made a record in replies. I do not say this is a good principle to act upon in mail order advertising, but it illustrates my contention—you never can tell—in this country—you never can tell unless you know. The assistance of an old hand at the game is not only valuable, it is absolutely essential.

One other point to remember is that in Great Britain you are dealing with a certain class—not a certain class "socially" but a certain class "intellectually"; though for the most part the class does, I think, coincide with that generally known as "lower middle." There are thousands upon thousands in this country who would never dream of buying through the mail, even if you pelted them with full pages for a twelvemonth. You must know exactly where your potential customers lie and exactly how to reach them—economically.

Very important is this last word "economically." In mail order advertising every penny has to bring its pound. The margin of gross profit in the intensely competitive condition of today, is usually just enough for an advertising expenditure barely sufficient to bring in the results if properly used. Any sort of experimenting must be fatal. There simply isn't space for it. Not only must the mail order advertiser have a very, very shrewd knowledge of what media are most likely to bring him orders, he must also know what size of space is likely to furnish the largest ratio of orders in proportion to the cost.

If he does not know these things as result of his past experience I ad-

vice him to go to an advertising agent who does. And this I recommend all business men from the States to do. However large their knowledge of their own country may be, it will avail very little in this.

So far I have dwelt on the less attractive aspects of mail order advertising in Great Britain. I have dwelt on them because I have seen so many promising ventures go under simply and solely through mismanagement. And every year that passes, as I have said, makes the chances of mishandling greater and the penalty more severe. But on the other side of the balance you can put this cheerful thought: that when you do get on the right side of the British public, you will find them not only generously responsive but unshakably loyal. Your success will not only be great—it will be permanent.



Catesbys MEANS HAPPIER HOURS

With Catesbys Cork Lino on the floor, mothers will not be afraid of damage from school boots encased in dirt or dripping with rain. She will welcome with easy mind her care-free, bouncy, hearty babies rolling in from school. She will feel free to listen to their happy laughter and hungry clamour, instead of worrying about what's happening to the floor covering. What fond mother will repress the jubilant activity of youth because of the floor covering when she can so easily procure Catesbys Cork Lino, that lively, healthy children cannot hurt? None! Catesbys Cork Lino—so pretty and so good—eases a mother's mind and work hours. No floor-covering anxiety when the babies bustle and push each other or the chairs about, or when running to mother's arms without first wiping their boots when home from school. The young active feet or wet boots cannot spoil Catesbys Cork Lino, and it can be kept spotlessly clean without scrubbing—a damp cloth and an occasional polish keeps it like the proverbial new pin. Catesbys Cork Lino is made in a wonderful way from pure cork and specially treated oils. That gets the warm-aiding and soft-up-the-tread result that makes careful mothers like our Lino.



THE FAMOUS FIRM FOR FLOOR COVERINGS. TOTTENHAM COURT ROAD, LONDON, W.1

Happy style in advertising success.

Take Catesbys for instance. Catesbys mail order success (which made advertising history in this country) was due to two strokes of genius—one serious, the other frivolous. The serious one was the system of payments by easy instalments. I am not sure whether Catesbys actually invented this system. I am sure that they were the first to put it boldly before the public and to announce a fixed schedule of terms.

Here you have the foundation of mail order success; something good and new to offer to the public. For it must not be forgotten that the goods they offered in easy payments were worth paying for. However clever their method of getting their cork linoleum on to the floors of people's houses it would not have carried

them over a year of business had not that cork linoleum stood years and years of wear.

In mail order business, no less than any other form of trading, must the quality of your goods be up to standard, or beyond it. This then was the basis on which Catesbys started to work.

The way in which they presented their offers to the public was the second stroke of genius, which I have called frivolous. They cloaked their advertisements in a simple sort of humor, a sort of amiable nonsense which every one could understand and which came to be known as Catesby's "drolleries." I have been told that the association of nonsense with advertising is dangerous. Well, it may be, but it wasn't dangerous for Catesbys.

When we first became associated with them they were occupying a small single-windowed shop in Tottenham Court Road. Now on an extension of the same site they have premises which constitute one of the six great London stores.

Perhaps a little lapse from modesty may be allowed even to an advertising man, who is expected to devote all his energies in that direction to his clients. But I am really and genuinely proud of my association with Catesbys and what has been perhaps the greatest and most satisfactory mail order success of its time. No amount of theoretical science could have foretold the issue, neither can it explain it. It was simply a venture that succeeded; and it has taught those who, like myself, were privileged to take part in it more about mail order advertising than all the theory that was ever written.

Turn now to Ryders, the famous seed merchants. They also had a sound proposition to present to the public. There were tens and tens of thousands of householders in the big towns throughout the country with small gardens tacked on to their houses which they were not sure what to do with.

Ryders offered them a simple way of turning these gardens into little paradises of summer flowers, or into miniature market gardens, by the simple expedient of penny packets of seeds through the post. It was a service that was needed—its success depended only on the method of making it known. I have placed full pages for Ryders costing \$6,000 a page, which have paid for themselves over and over again in orders for penny packets of garden seeds. Think of what that means in individual responses to one advertisement! That shows the possibilities of mail order advertising in this country.

Robeys of Birmingham again had a more difficult proposition. They went straight into the cheap gramophone market. They tried to sell gramophones through the post. We have been advertising for them for 14 years and I suppose I am right in saying that their sales have gone into tens of thousands. I think I am also correct in saying that their advertising space has rarely exceeded four inches single column. Certainly this is the average. I am not one of those who believe that in advertising, results are scientifically proportionate to the size of space. I know that a moderate sized space provided it is used in the right way can produce satisfactory results.

But over my shoulder I seem to hear the remark, "Ah, yes, but in the past mail order advertising was a very different thing from what it is today. Circumstances have changed. Money is scarce. The costs of running a scheme are greater; advertising costs are greater. And what is more, a large part of that section of the public which was a fertile field for the mail order advertiser has changed its habits. Its standard of comfort has risen and the scope of the big stores has been enlarged to cater for it. . . . Circumstances have changed."

Have they? I know my own clients—and a man can only speak from his own experience—are doing as well as, or better than, they were doing before the war.

The mail order advertiser in this country requires no greater courage today than 20 years ago—and his chances of success are just as good.



a letter to our American Friends

ADDISON HOUSE,
26 Bedford Street,
W. C. 2.

Gentlemen:

The purpose of this communication, other than to send you greetings, is to introduce the quality of the allied service offered by the Westminster Advertising Service, Ltd., and May's Advertising Agency, Ltd.

The organization we place at your disposal is built upon lines that assure efficiency. The keystone of our policy is personal service.

Should you place your advertising with us, your requirements having been studied, the account would be taken in charge of personally by one of the four principals: viz., The Rt. Hon. G. H. Roberts, P. C., Edgcombe Brighton, Kenneth Blundell, or Ralph Newton May.

At frequent intervals the principals, together with the expert members of their staff, confer on all accounts handled from this address. Thus your needs are under constant review, and the knowledge, experience, and ideas of each are pooled for your advantage. Scientific advertising is not a matter of routine. It calls for close study, continuous attention, and the invigorating infusion of fresh and original ideas.

To give our clients the service to which they are entitled, we have co-ordinated every necessary phase of advertising. We are equipped to undertake newspaper and periodical advertising, outdoor publicity schemes and printing. Research merchandising plans and sales consultations, the preparation of "copy" and advice on art policies are included in our service.

An advertising agency fails unless it is inspired by the pride of achievement, resulting from the ever-growing prosperity of the clients for whom it acts. We measure our own success by that of those many satisfied clients who entrust their business to us.

Give us the opportunity of discussing this matter with you. One of our principals will call upon you at your convenience, when our advice will be freely placed at your disposal.

Yours faithfully,

Geo. H. Roberts
Chairman.

WESTMINSTER
ADVERTISING SERVICE
LTD.

in association with

MAY'S ADVERTISING
AGENCY LIMITED.

Telephone: Regent 8020
(6 Lines)

Telegram: "Westminad," London.



WOMEN IN BRITISH ADVERTISING

By ANNE MEERLOO

(Managing Director, Meerloo Publicity Service, London)

ONE of the businesses which is least regarded as woman's sphere in Great Britain is the business of advertising; possibly because it is, comparatively speaking, a new profession, or is regarded with more seriousness today than it has ever been before. If, ten years ago, a woman had set up for herself in advertising and had endeavored to persuade firms of any standing to place their appropriations with her, or to consult her, she would have received no encouragement, and would probably have been confronted everywhere by the attitude which is expressed by the time-worn remark that "woman's place is in the home, minding the babies." At the best she would have been merely tolerated.

Now in these more enlightened times, the woman has taken her place in business on equal terms with the man, has fully justified her existence, and, as a rule, receives the same consideration and attention that is accorded to her so-called "mental superiors."

Advertising is one of those professions which have been in the past, particularly conservative in such matters. It is only within the last four or five years that women have gained any footing on this field. Today women occupy a number of important administrative positions in advertising, and I think the number will increase.

Advertising is intended to appeal to so many different types of people—its scope is so varied, and the psychological side of life plays so important a part, that the particular sense which is exceptionally well developed in woman—that instinctive gift of judgment—some would call it intuition—is very valuable.

In England, among the women holding important posts and controlling large advertising interests, is the Advertising Manager of one of the oldest and most important weekly journals in the country. A big firm of printers also has a woman at its head, and a woman runs the advertising department of one of our big motor-car manufacturers. Another indication of the fact that women are entering into the advertising world is that there are now in existence several clubs composed solely of advertising women, and that a representative number have been appointed to sit on the International Advertising Convention at the Wembley Exhibition. I think that is proof (and a "bouquet" at the same time) that they have a voice in the "selling organization" of this country, just in the same way that they have a voice in the affairs of the state.

As we all know, women were regarded as incapable of doing anything except looking after the home, and one can appreciate the disadvantages to which advertising women were subjected in the eyes of the masculine world.

First of all, in an advertising agency, there is a study of manufacturing methods of the article to be placed on the market. There is to be considered the law of supply and demand, the selection of their suitable market, their greatest attraction over competition, selling price, packing and so on, before the work of the actual advertising of that article can be commenced.

Then there is the financial aspect of an advertising agency. It is not an uncommon thing for an advertising agent to have as much as £30,000 outstanding on his books at the end of a single month's trading. Now whoever heard of a woman who would risk her capital in that way, when she could buy jewels and motor-cars and other necessities of life!

Again, there is a mass of detail work to look after, such as fierce bargaining with newspapers for good positions next to "live" news matter. There are ideas to produce, drawings to be made, blocks for printing, the illustrations, and then a kind of literary jugglery in the shape of making each word in the advertisement

worth 5/— or a £ in order to bring orders for the goods. But who could be better fitted to do this work than a woman? For is it not the women who actually influence advertising, because practically every advertisement that is written is written to appeal to the women? Whether directly or indirectly everything that is sold is purchased, or the purchase is influenced, by a woman.

Think of the things one buys for one's own use, whether luxuries or necessities. Take soap for instance. How many go into a chemist's shop and say, "I want a tablet of soap, please"? You say, "Let me have a tablet of Vinolia, or Palmolive or Erasmic soap"—whatever you have tried before or have heard or read about. We try out an article we have heard about and if we like it we continue to use it.

It isn't enough to advertise an article largely, in the hope that it is going to have a prosperous and steady sale. You must have a good article, because you might deceive women into buying once and, if it isn't good, the advertisements can say what they like, we shan't go on using it.

There is no question that the advertisements in England are truer, more genuine and more faithful to facts than the advertisements in any other country in the world.

Manufacturers in this country are scrupulously careful or, at least, those I have had dealings with—that no words should be written in connection with their goods which they cannot substantiate. I am not altogether sure that this is entirely due to the integrity and honesty of the manufacturer, but I think it is the fact that when they are advertising to the women of this country, they will be very readily "found out" if they embroider their story extravagantly; so I might claim that women, therefore, influence in this way better advertising and a higher standard of business morality.

I hope I am not painting too vivid a halo around our heads when I make this somewhat sweeping statement, or, in any way casting aspersions on the business morality of the sterner sex. Nevertheless I think we can claim this for ourselves. There is no doubt that the women of this country are the absolute dictators of advertising. Very largely all the millions of pounds which are spent annually in advertising are directed to appeal to women. Consider such things as clothes, hats, shoes, toilet articles, sweetmeats, domestic articles, baby foods and motor-cars—even commercial vehicles and industrial implements. Here again, woman's influence is behind most of the purchases, if one goes deep down to the root of the matter. Even steamships and railway companies have their appeal to the woman, because, even if she does not actually make the journey herself, she influences her menfolk to do so.

In the avoidance of such untoward happenings woman's instinct of carefulness in business is often used to advantage. And that is one reason why the sphere of woman is widening every day in Britain—a country in which women have an opportunity of entering that sphere to which they are best and most aptly fitted.

Birthday Greetings

To EDITOR & PUBLISHER:—Congratulations on your twelfth anniversary! Congratulations on your service idea! Congratulations on the manner in which you have developed EDITOR & PUBLISHER!

Here's hoping that you may have many, many more 12-year periods that are as full of accomplishments and developments as the past.

GILMAN, NICOLL & RUTHMAN,
L. GILMAN.

Bon Voyage



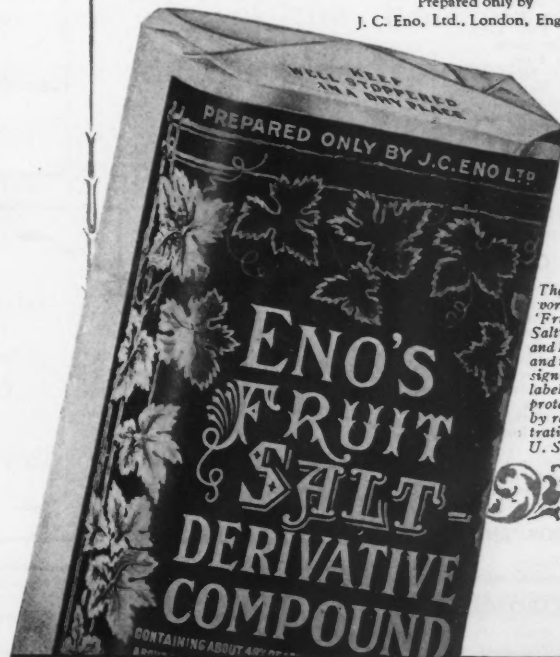
Ad Men —

Start the day right with ENO'S

Keep fit. The early morning glass of water, hot or cold, sparkling with a "dash" of pleasant, refreshing ENO'S, will aid digestion and keep constipation away. To enjoy every minute of your trip, make ENO'S the essential rule of your morning toilet. A hearty welcome awaits you!

At all Druggists and Chemists, at home and abroad, on board ship, in the Barber's Shop.

Sales Agents:
HAROLD F. RITCHIE & CO., Inc.
171 Madison Ave., New York
Toronto Sydney Wellington
Prepared only by
J. C. Eno, Ltd., London, England



The words "Fruit Salt" and ENO, and the design on the label, are protected by registration in U. S. A.

COMPLETE OFFICIAL LIST OF AMERICAN DELEGATES AND LONDON HOTEL ADDRESSES

WHO'S who among the American delegates to the Twentieth Annual Convention, A.A.C.W. and where can they be located in the Hotels of London?

EDITOR & PUBLISHER herewith presents a complete, official list of the American overseas legion, classified according to hotels.

See steamship passenger list for the names of your fellow-passenger associates in advertising and after you have reached London keep track of them through the following classification:

HOTEL BELGRAVIA

- Mr. F. M. Farrar, New York.
- Mr. Paul W. Gardner, Pennsylvania.
- Mr. Clarence B. Lovell, New York.
- Miss M. Sitgreaves, Washington, D. C.
- Mr. E. J. Mchren, New Jersey.
- Mrs. E. J. Mchren, New Jersey.
- Mr. & Mrs. Chas. H. Brook, New Jersey.
- Mr. & Mrs. H. C. Bursley, New Jersey.
- Mr. & Mrs. J. D. Bates, New Jersey.
- Mr. J. D. Bates, Jr., New Jersey.
- Mr. Avery Bates, New Jersey.
- Mr. & Mrs. Gustav Zeese, New York.
- Mr. & Mrs. J. A. Fueglein, Kentucky.
- Mr. & Mrs. J. B. Fueglein, Kentucky.
- Miss Sarah M. Huddleson, Washington, D. C.
- Miss Mary D. Arnold, Washington, D. C.
- Mr. & Mrs. O. T. Harris, New York.
- Mr. & Mrs. H. C. Brearley, New York.
- Mr. H. H. Penneck, New York.
- Mr. E. Porter Wylie, New York.
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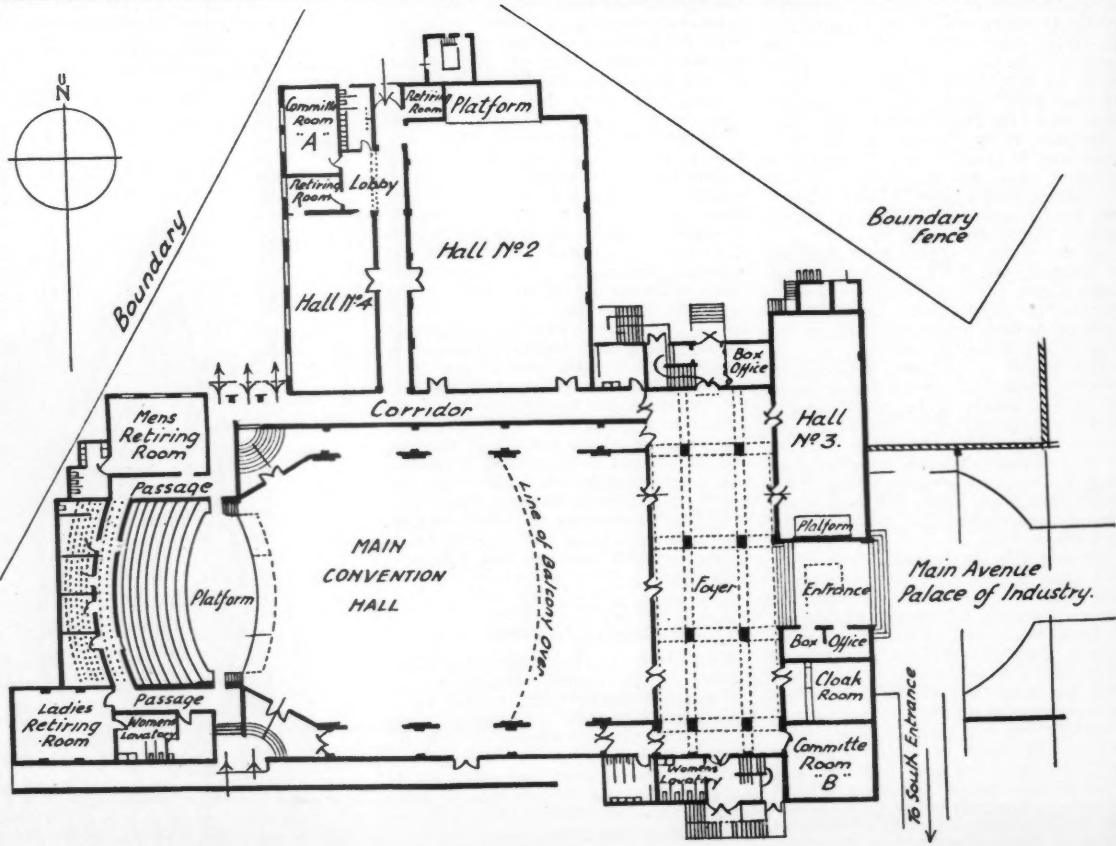
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District Fourteen Pledges Its Support for "Houston—1925"

At annual meeting District Fourteen, held May 8th, following resolution, "that this meeting of District Fourteen of the A. A. C. W. pledges itself to support the Advertising Association of Houston in its endeavor to secure the Nineteen Twenty-Five Convention of the A. A. C. W. for Houston and stands by the promise given by the District representatives at Atlantic City to record their votes in favor of Houston," carried unanimously.

Signed C. HAROLD VERNON,
Chairman District No. 14

ADVERTISING
ASSOCIATION
OF HOUSTON

Houston Next—1925

CONVENTION DELEGATES

A BROAD view of the practice of advertising in Great Britain necessarily includes appreciation of the predominant position occupied by

The Daily Mail

(London)

WORLD'S LARGEST DAILY NET SALE

So widespread is the influence of this great national newspaper that it constitutes in itself a complete campaign for the United Kingdom.

Net Sales Certificates and Standard Rates may be obtained from the

DAILY MAIL OFFICES
280 Broadway, New York City

Telephone Worth 7270

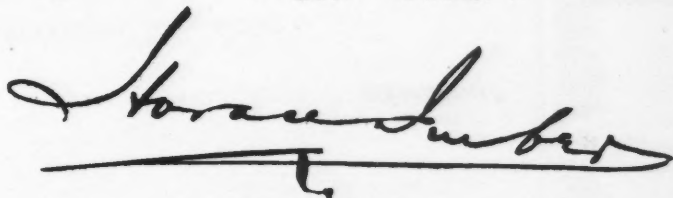
or direct from
CARMELITE HOUSE
LONDON, E. C. 4, ENGLAND



Greeting!

In proportion to its circulation "The Daily Chronicle" sells more copies in London than any other British daily Newspaper.

"The Daily Chronicle," therefore, may well claim to be London's representative Newspaper, and on its behalf I extend a warm welcome to the men and women of the American delegation.

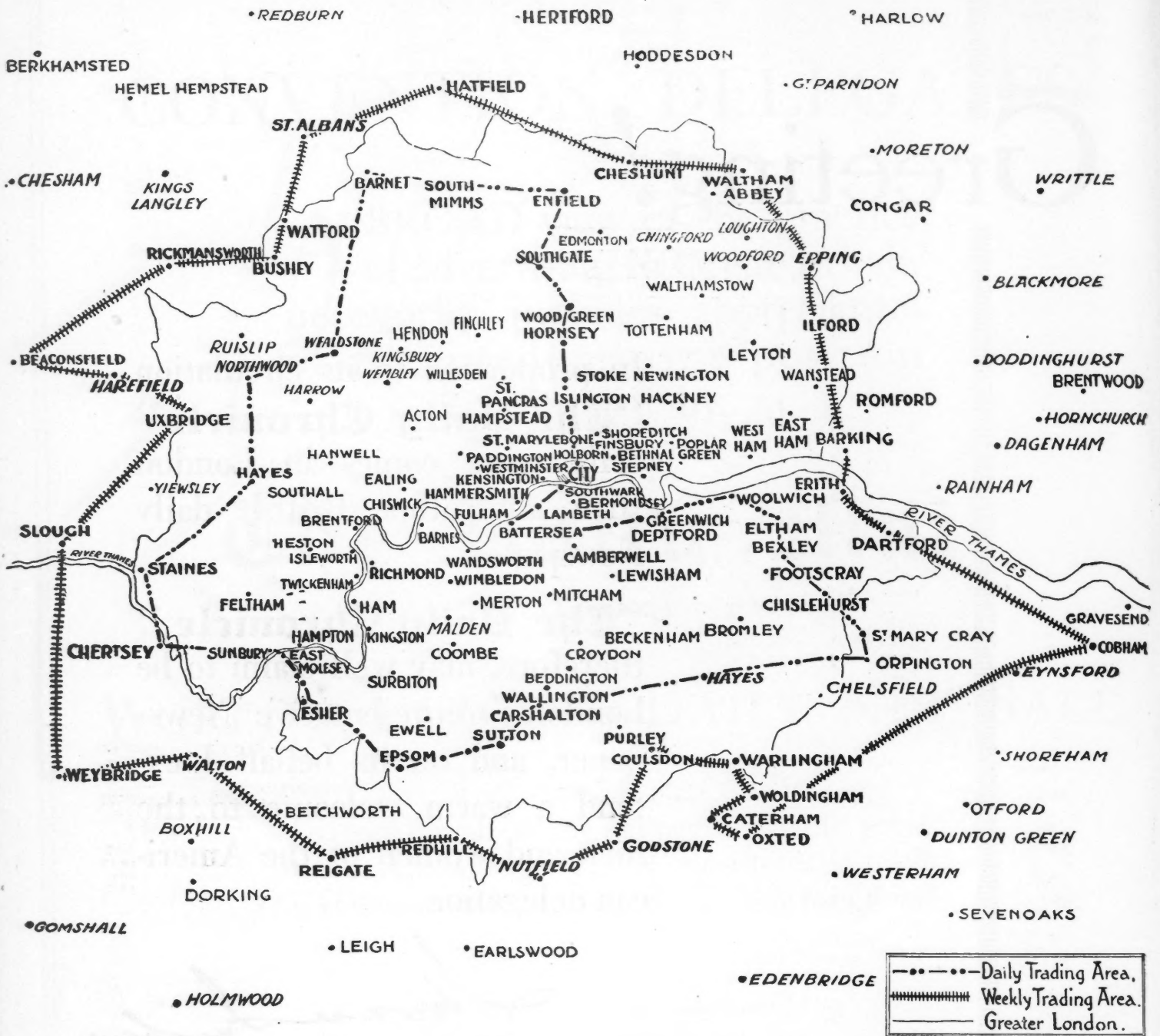


Advertisement Director

The Daily Chronicle

SALISBURY SQUARE
LONDON, E. C. 4

LONDON IS THE WORLD'S CITY OF CITIES



LONDON is a city of cities, a repository of wealth, culture, historic interests and the lodestone of British Imperial enterprise.

As the center of the British Empire it naturally carries within its borders the headquarters of the greatest financial, commercial and artistic interests of that Empire, and no business enterprise in any quarter of the globe can be said to have attained success in these days without adequate representation in the City of London.

Perhaps to Americans the most convincing feature about London's commercial importance is the fact that so many American houses—financiers, manufacturers, and producers—are centered upon that city as a point for the exercise of their European or British developments.

The City of London proper is but an area of 678 acres with a taxable assessment of £5,808,818 (1920), and a popu-

lation of 13,706; the Administrative County of London (excluding the City) covers an area of 74,172 acres with a taxable value of £39,788,071 and a population of 4,469,453.

The richest of the London areas is that of Westminster, created the City of Westminster by the Royal Charter in 1900. It includes within its borders some of the finest buildings in London, among them the Houses of Parliament, Westminster Abbey, the Westminster (Roman Catholic) Cathedral, the Law Courts, Buckingham Palace, St. James' Palace, and the principal Government buildings—the Admiralty, War Office, Treasury, Home, Foreign and India Offices, etc. It also includes the fashionable residential districts of Mayfair and Belgravia.

London has no skyscrapers, its buildings being rarely higher than ten floors. But what the architecture lacks in height it possesses in beauty and dignity, many fine buildings, of historic interest in

particular, being dotted throughout the City and West-end.

A fine avenue, broad and spacious, is the Victoria Embankment, running along the River Thames from Blackfriars to Westminster, from which a fine vista of the river, with such buildings as St. Paul's Cathedral, the Houses of Parliament and the County Hall (the new seat of the London County Council), standing out against the skyline. The residential thoroughfares of highest rentals and estate values are Park Lane (running on the east side of Hyde Park) and Berkeley Square.

The parks and open spaces of London are popular places of resort, the larger parks of the Administrative County covering a total of some 1,672 acres. Regents Park is the largest of them all (472 acres) and houses the Zoological Gardens and the Botanic Gardens. But Hyde Park and Kensington Gardens (separated only by a railed fence) cover

a larger area (630 acres) and are the fashionable parades of society—the Hyde Park "church parade" and Rotten Row being the Sunday rendezvous of many smart London folk. St. James' Park is small but has a semi-official character, running as it does between Whitehall with its Government buildings, and Buckingham Palace. The Green Park is another small park adjoining St. James' Park, and these four parks are so placed that it is possible to walk across London from Westminster, through St. James' and Green Parks, cross the thoroughfare of Piccadilly, and through Hyde Park and Kensington Gardens either to High Street Kensington or Notting Hill gate—a leafy stroll of some four miles. There are numerous other parks, Battersea Park (200 acres), in South London, Victoria Park (217 acres) in North London, Finsbury Park (115 acres) and 142 further open spaces.



About the Hulton Group

The re-organization of the Hulton Group of newspapers has in no way affected their usefulness. singly or collectively, to American advertisers who desire to establish their products in the British Market.

ALTHOUGH under three separate directorates, there is still a friendly working arrangement (as this advertisement demonstrates) to the benefit of present or potential advertisers. The papers are re-grouped so that each is peer of its own particular realm.

For example, the **DAILY SKETCH** and the **ILLUSTRATED SUNDAY HERALD** is the strongest combination of picture papers, having an exceptional feminine appeal and great home influence, outstanding in their sale-creating force for every kind of commodity from toilet products to wireless equipment.

THE EVENING STANDARD is London's greatest evening journal. It circulates in London, Greater London and for fifty miles around, enjoying the support of the well-to-do readers of London's Eight Morning Papers.

The **DAILY DISPATCH**, **EVENING CHRONICLE** combine to cover that wealthy industrial zone represented by Lancashire, West Yorkshire, The Potteries, Cheshire and North Wales.

The **SUNDAY CHRONICLE** is the choice of the good middle class public and an essential item of every National campaign. The **EMPIRE NEWS** is the premier mail-order medium with a National circulation. These journals together with the **WORLD'S PICTORIAL NEWS**, **ATHLETIC NEWS**, **SPORTING CHRONICLE**, **IDEAS** and the several weekly publications, combine to give the American advertiser a group of publications sufficient for an effective campaign in Great Britain.

All communications to be addressed to

46-47, SHOE LANE
LONDON, E. C. 4
ENGLAND

THE WESTMINSTER

AND ITS

EIGHT DAILY & TWENTY WEEKLY

BIRMINGHAM.



Newspaper House, Corporation Street, Birmingham.

The Largest Provincial City and the Capital of the Midlands. The Centre of an Area with a population of 4,000,000. The City of 1,200 Industries. This means that severe Trade depression is not experienced.

"BIRMINGHAM GAZETTE." Recognised as the Leading Morning Newspaper.

"EVENING DESPATCH" The only Sunday paper printed in the Midlands. Noted for its late news services, features and exclusives.

"SPORTS ARGUS" (Saturday Night).

NOTTINGHAM.



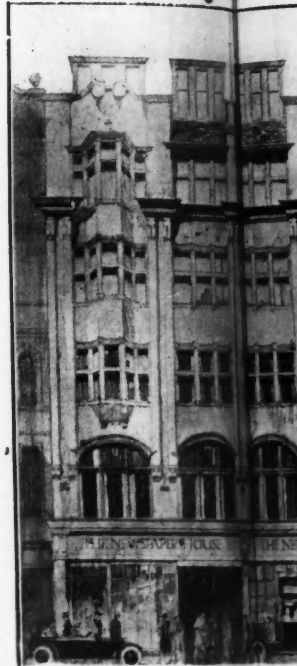
Newspaper House, Parliament Street, Nottingham.

Nottingham, situated in the very centre of England, possesses unsurpassed railway and waterway communication, coal supplies on her doorsteps, and many important industries: Lace, Hosiery, Drugs, Tobacco, Engineering, Coal Mining, Printing, Brickmaking, Brewing, and Malting.

The "Nottingham Journal," with a certified net sale of over 42,000 copies daily, guarantees by far the largest circulation of any morning paper in this area. Together with its associated evening paper—the "Evening News"—it thoroughly covers the North and East Midlands.

LONDON

ADVERTISING HEADQUARTERS



Westminster Gazette.

"The Westminster Gazette" contains all the news from all the world daily, and occupies a position of unrivalled influence. It is well-informed, authoritative, reliable. Famous for its early and exclusive information, the leading features include special articles by the most brilliant writers, Parliamentary and Political reports; City, financial, and industrial news; art, music, and dramatic criticisms; book reviews, sports and pastimes, Ladies' page, serial story, news-closures, etc. It is the best and most complete Morning Newspaper of the day.

NEWSPAPER HOUSE, 169, FLEET STREET

LARGEST LINOTYPE USERS IN THE

YORK.

The "Yorkshire Gazette," in addition to being the only weekly paper for the City of York and surrounding district, is published in separate editions respectively for the Thirsk, Maiton and Ryedale Valley area, one of the most important agricultural districts in Yorkshire, and also for the Cleveland and Whitby Division of the North Riding of England's greatest County. The "Yorkshire Gazette" is one of the oldest weekly papers in the country and in addition to selling very largely in York City and the immediate district, with its industrial, engineering and commercial connections, has a really excellent sale amongst agriculturists.

DURHAM.

Durham County, with a population of 1 1/2 million people, is the third most thickly populated county in the Kingdom, and its coal fields are world famed. Railways were first laid down in this area, and the county has a reputation of long standing as a rich agricultural area. Engineering and iron working are ever large wage-producing industries in this busy part of North East England.

WEST STANLEY.

The "Stanley News and Consett Chronicle" is easily the dominant weekly paper for the whole of North-West Durham, one of Durham County's most important mining areas. There are at least 20 important coal mines in the district, each with a large number of employees, making up big industrial thickly-populated areas. The "North West Durham Observer" and more recently the "Consett Chronicle," have been incorporated with the paper, which has increased its sales and influence in a truly remarkable manner during the past six years.

BISHOP AUCKLAND.

The "Auckland and County Chronicle," one of the oldest weeklies in the palatine, has a great sale in the county, and is published in three editions. The principal weekly paper for Durham County, and its sale and influence are far-reaching, covering as it does the other important centres of industry, Shildon, Crook, etc., as well as the agricultural areas of Weardale and Swaledale.

THE EAST ANGLIA

The Norwich Mercury Series—"The People's Weekly Journal." "The Lowestoft Independent and Ipswich Times." "The Fakenham Times." "The Thetford and Downham Market Gazette" have a Sale of any Weekly Papers published in the county. "The East Anglian" and "Hamlets in Norfolk" are sold all this area. Advertising rates, etc. Manager, "Norwich Mercury," Norwich. Printed and 12-16 Pages.

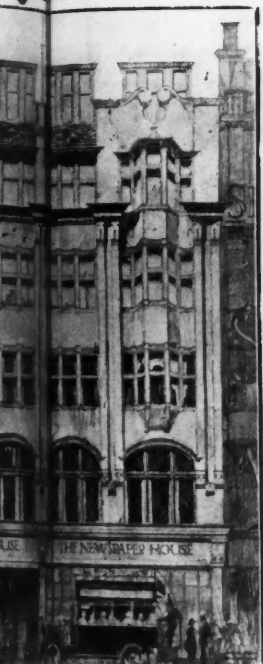
SIR CHARLES STARMER, THE MANAGING DIRECTOR, EXTENSIVE

LANCASTER GAZETTE

AND ITS

WEEKLY PROVINCIAL ASSOCIATES.

LONDON ADVERTISING QUARTERS

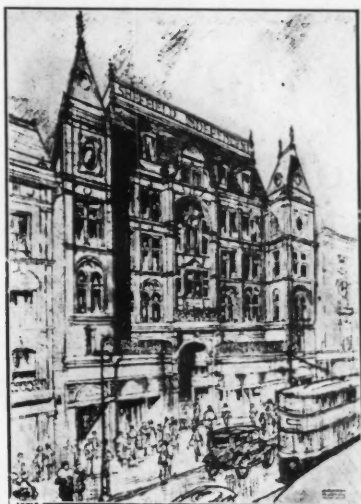


Westminster Gazette.

To the keen discerning advertiser "The Westminster Gazette" offers a medium of first-class business-producing value. Its readers comprise the purchasing classes, the very people who buy the bulk of the nation's high-grade goods. It goes directly into the home, and reaches the woman who buys for the household. Other advertisers have proved this by experience, and its columns carry the announcements of successful firms throughout the country.

FLEET STREET, LONDON, E. C. 4.

SHEFFIELD.



Newspaper House, Fargate, Sheffield.

Sheffield is the metropolis of a wonderful industrial area which includes South Yorkshire, North-East Derbyshire, and a goodly portion of Lincolnshire and Nottingham. The other important centres are Rotherham, Mexborough, Barnsley, Doncaster, Chesterfield, etc. This area is the home of world-renowned firms, Vickers, Cammell Lairds, Thos. Firths, John Browns, Edgar Allens, etc., etc.

It is this area on which the "Sheffield Independent" and its evening associate concentrate.

The "Sheffield Independent" has the largest certified net sale of any morning paper printed and published in Yorkshire.

DARLINGTON.



Newspaper House, Priestgate, Darlington.

The North-East Coast area is the principal iron and steel producing district in the country: the coal fields of Durham and Northumberland are world-famed, whilst the ship-building output from the Tyne, Wear and Tees construction yards is amongst the greatest in the world.

In this wonderful industrial area—the birthplace of railways—the "Northern Echo" dominates sales.

THE WHOLE OF THE BRITISH EMPIRE.

ANGLIA "FIVE."

Series—"The Norwich Mercury and ...", "The Lowestoft Journal," "Yarmouth Times," "Dereham and ...", "Thetford and Watton Times," and "The Gazette" have by far the Largest Net Circulation of any papers published in Norfolk. The "Mercury" covers nearly 600 Villages and alone with other Weekly Papers covers the whole of the county. Advertising rates, etc., on application from: "The Mercury," Norwich. Each paper illustrated by Redwell street, Norwich.

HEREFORD.

Advertisers making an appeal in Herefordshire and the Wye Valley have undoubtedly unlimited opportunities with whatever products they have for disposal. Hereford, with its population of 23,000, is directly connected with the following thickly populated Counties: Gloucestershire, Worcestershire, Monmouthshire, Shropshire, Breconshire, and Radnorshire, which are all famous for their agricultural enterprise. Two of the oldest newspapers in the country are the "Hereford Journal" and the "Hereford Mercury," which are read with widespread interest throughout the whole of this district.

LINCOLN.

The "Lincolnshire Chronicle" ranks among the Weeklies as one of the most valuable mediums in the country. It has by far the largest circulation of any newspaper printed in the city of Lincoln, and for nearly a century has been the favourite paper of farmers, and cottagers in practically every village in the county, thus while it is the sole means of publicity in the more isolated villages, it is also the principal medium for trading or official notices in the important industrial and county town of Lincoln and half-a-score of busy market towns, such as Grantham, Stamford, Horncastle, Gainsborough, etc.

SWINDON.

"The Swindon Advertiser" (weekly) has a house-to-house circulation; the "Evening Advertiser" is the only daily paper printed between London and Bath. Swindon, the headquarters of the Great Western Railway and the hub of the industrial portion of Wiltshire, numbers in its borders half of the total population of the county. Since the war its proportion of unemployed to population has been lower than any other centre of industry in the country, and the railway work on hand and on order ensures a steady increase of employment for several years.

LANCASTER.

"The Lancaster Guardian" and "The Morecambe Guardian" are the largest newspapers for the area, never being less than twelve full size pages each. "The Lancaster Guardian" (new in its eighty-eighth year) enters nearly every house in the borough (40,000 inhabitants) and in addition has an extensive circulation for twenty miles around. It is pre-eminently a "family paper." "The Morecambe Guardian," a thriving "four-year-old," is the only week end paper in Morecambe and Heysham, and already enjoys in that district a substantial circulation as a home journal.

EXTENDS A HEARTY WELCOME TO ALL OVERSEAS VISITORS.

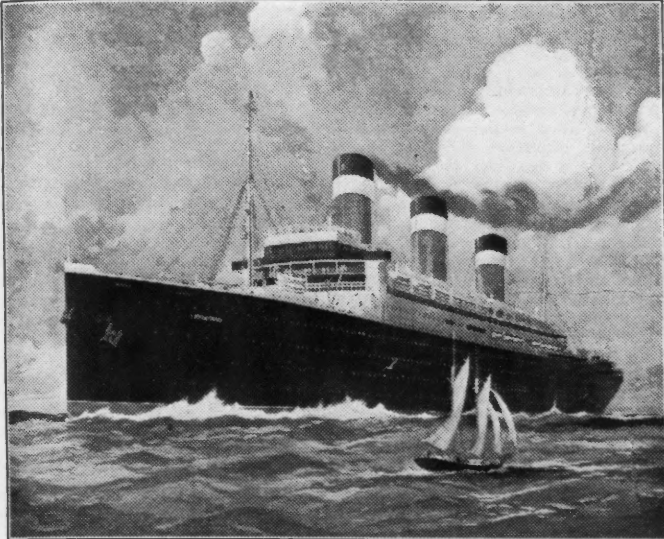
When you visit
GREAT BRITAIN
remember that one
of every three of the
Homes you will see
contains, every Sun-
day, a copy of the
NEWS of the **WORLD**
certified NET SALE
largely EXCEEDS
THREE
MILLION
copies per issue

THE LARGEST CIRCULATION IN THE WORLD
AND THE BEST ADVERTISING MEDIUM IN
GREAT BRITAIN

THE NEWS OF THE WORLD
LONDON
ENGLAND

PROMISE OF 1923 THE REALIZATION OF 1924

LEVIATHAN



(From Editor & Publisher, May 19, 1923)

Resolved

That this Club invites the Associated Advertising Clubs of the World to hold its Convention in 1924 in London, and appoints a Committee to organize an Invitation Committee consisting of every interest in this matter.

The Thirty Club of London once made a Good Resolution. It was conceived by Mr. W. S. Crawford and put to the Club during his year of office as President in 1922. It is bringing the new Pilgrim Fathers to Atlantic City.

LANCASTRIA



Queens of America's merchant marine share with the Britain's mercantile navy the honor of bearing the delegates to London from the Western World. "George Washington" and "Leviathan" were names familiar to Americans and their Allies during 1918 and the days after the Armistice—as familiar as Pear's Soap or Armour's Ham. They were transports then with their chiefest glories the number of troops they could pack 'tween decks and the celerity with which they could debark their contingents at Brest and turn around for another trip to New York through mines and torpedoes. With equal, nay greater, facility, they have turned to their new mission—that of bearing ambassadors whose thoughts are concentrated on keeping the world in amity, that the cur-

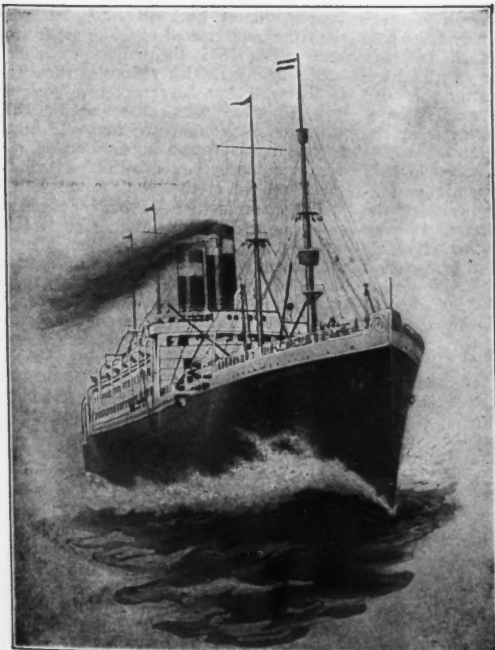
rents of world trade on which the happiness of nations depend be not interrupted.



Commissioned in 1907 as part of the great German fleet of pre-war days, the "Republic" now flies the flag of the U. S. Lines. With a tonnage of 18,072 and horsepower of 12,000, this ship which will carry the majority of the American delegates, is equipped to give them commodious accommodations and a comfortably fast journey.

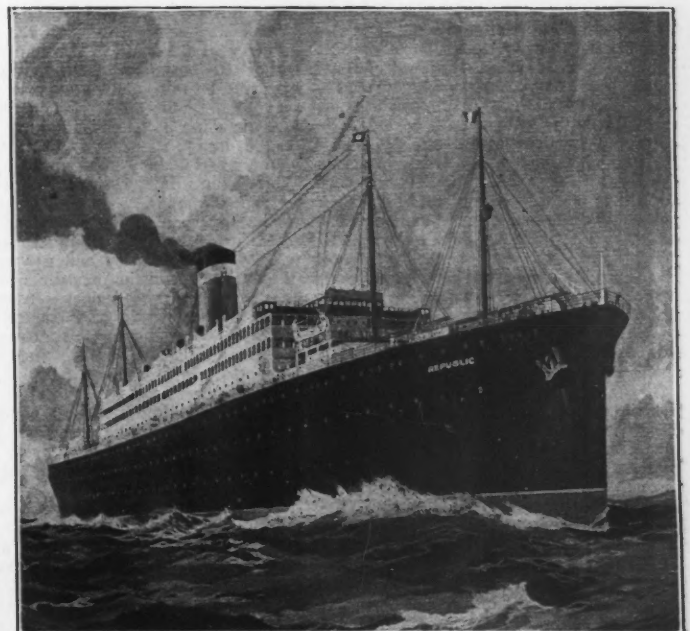
One of the new Cunard steamers is the "Lancastrina," a cabin ship of 16,000 tons, placed in commission this year. She was one of the two liners originally selected by the Associated Advertising Clubs of the World to carry the American contingent.

GEORGE WASHINGTON



Without precedent is the overseas excursion of more than 2,000 Americans to attend a business convention—advertising, as usual, leading the column of world trade.

REPUBLIC



LONDON—A SPECIFIC MARKET

By SAMSON CLARK

(Chairman, Samson Clark Advtg. Service, London)

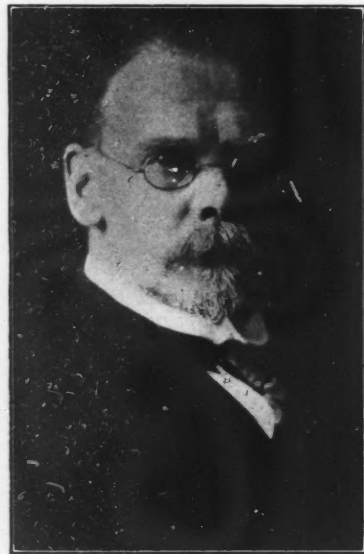
IT CANNOT be too often or too emphatically impressed upon American advertising directors and sales managers that the British markets differ in two or three essential respects from their own markets.

The main difference lies in the fact that our own population of rather more than 40,000,000 is enclosed within a comparatively small area, thus rendering it easy to get at. There is hardly a point that cannot be reached within 24 hours, and the richest and best is easily within a 12-hour journey.

One result of this is that London is the natural centre of advertising as well

can be obtained and replenished it is not the general custom on this side to buy in large quantities. The retailer expects the wholesaler to keep sufficient stocks to be ready on short notice to furnish supplies. The old days when a draper, for example, would arrange his season's orders at the beginning of the spring and autumn are to a large extent past. He buys, as a rule, from hand to mouth, as and when his stocks need replenishment. This is particularly so in the London area. Probably, of course, it applies to your own big towns, such as New York, Chicago, etc., but there may be many provincial manufacturing houses in America who would not readily realize the fact. Car-load deliveries of any commodity at one time are almost unknown on this side. They would only apply to a few of the very big houses, and then at prices cut sufficiently to make the lot tempting.

It is an axiom in the advertising field that the Londoner is the most difficult man, or woman, to secure through advertising. In the world of fashion, of course, the daily announcements of our big stores are watched with increasing interest by women, but in all other fields the populace is so well catered for in the dozens of shopping streets, that it takes a fair amount of advertising, plus a lot of personal work by travelers, demonstrations, etc., to get a proposition past the naturally conservative temperament of the Londoner.



SAMSON CLARK

as of distribution. It is safe to say that quite 80 per cent of national advertising is spent in London, possibly more.

Another result is that the great national and weekly newspapers have been able to build up enormous circulations thus for example, the *News of the World*, a Sunday paper, has a circulation of 3,000,000; the *Daily Mail* reaches nearly 2,000,000, being closely followed by the *Daily Express*, *Daily Chronicle*, and *Daily News*, each with a circulation approximating 1,000,000.

There are, of course, several large and important provincial newspapers that have to be taken into account when any national campaign is under consideration, but to cover London the big national newspapers have to be used, even though a great proportion of their circulation is throughout the provinces, say within a couple of hundred miles.

Although London, by reason of its density, affords a good market, this very advantage also involves one or two other points of difference from American conditions. For example, as we are still primarily a free trade country, London is the greatest free market-place of the world, and severe competition brings prices down to the lowest level, so that on any ordinary commodity it will be safe to reckon upon there already being rivals in the field.

Then again we have not anything like the same number of big general stores, either in London, or in our other big towns, such as are the rule in the United States. Trade is still done very largely through shopkeepers dealing in their own particular classes of goods; thus the grocer stocks only grocery goods; the hardware man will handle ironmongery almost exclusively; the men's outfitter is restricted to men's wear; most drapery houses deal with nothing but drapery goods, and so on.

Owing to the ease with which stocks

London is unquestionably a big and rich market, but it has a peculiar temperament, just as I imagine your own towns have, but, in one particular, I should think we are notably different, that is to say—our people are slow to pick up new ideas and, as almost necessarily follows, slow to drop old ones, and unless due attention be paid to these idiosyncrasies a lot of unnecessary trouble will have to be endured by the man who determines to market his goods here.

Just as no English agency would think of endeavoring to cover the American field without using the services of Americans on the spot, so I would strongly recommend our American friends to employ reputable and reliable English houses of this side, at least in the early stages of any proposed campaign, and most important of all, if possible, the ground should be viewed personally by the American sales manager before any attempt is made. The journey may be fairly costly but the cost would probably be quickly saved in the experience gained in handling any conceivable proposition. The present season is, without question, an excellent opportunity for such a visit and consideration of possibilities, as we can at the present time offer the advantages of the Empire Exhibition, which is far and away the biggest thing of its kind ever attempted in any part of the world.

This may strike some readers as a bold claim to make but I feel quite safe in making it, and, at the same time, urging that any merchant or manufacturer who contemplates establishing himself in the British market should do his utmost to come here and look round first in order that he may arrange his plan according to our conditions and requirements.

LIVERPOOL—THE WESTERN GATEWAY

LIVERPOOL'S rapid development is akin to that of many cities of the Western world. Two hundred years ago, Liverpool was a small town of under 6,000 people, mainly fishing folk. Today, as revealed by the census of 1921, the population of Liverpool is 803,118, and with the adjoining boroughs of Bootle, Birkenhead, and Wallasey, which with Liverpool form one commercial community, the population is 1,115,939. The possibilities today are well-nigh, illimitable; the prospects are brighter, and the chances are that in the years to come the city will attain to an even more splendid position than it now has owing to the indomitable pluck and steadfast loyalty of its citizens.

Liverpool owes its importance and rapid growth in population and wealth to its favorable geographical position and its magnificent harbor. It is the natural gateway of the West. Through its portals passes one-third of the total imports of Great Britain, and its exports far exceed those of any other port in the country, including London. Its huge export trade is due to its nearness to the teeming industrial regions of Lancashire, the West Riding of Yorkshire, Staffordshire, and the Midlands.

The Liverpool docks extend along the river for six and a half miles, and possess 27 miles of quays and a water area of 430 acres. On the opposite side of the river are Birkenhead docks—transferred to the Mersey Docks and Harbor Board in 1857, the year of its inception—with ten miles of quays and a water area of 172 acres. In 1800 about 5,000 ships entered the port; today the total is in the region of 25,000. The first commercial wet dock constructed in England was at Liverpool, when the Pool from which Liverpool derives its name was converted, in 1715.

With the opening of the 19th century, rapid development came with the adoption of steam to manufactures and transport, and the exploitation of the rich coal and iron deposits of Lancashire and the neighboring counties.

Two notable events stand out in this epoch. The first was the arrival at

Liverpool, on June 20, 1819, after a 26-days' voyage, of the *Savannah*, the first steam-driven ship to cross the Atlantic.

Of equal significance was the opening, on September 15, 1830, of the first British railway—between Liverpool and Manchester. A train of 32 carriages, holding 732 passengers, and drawn by seven engines, left the first passenger railway station, which stood in Crown street, Liverpool, and duly arrived in Manchester, notwithstanding prognostications to the contrary by many who stoutly opposed the introduction of railways. In 1832 the line was extended, and four years later the famous Lime street terminus was opened. The year 1837 saw trains running from Liverpool to Birmingham, and 1838 brought London into railway touch with Liverpool.

In 1846 the London & North Western Railway was formed, and today Liverpool possesses a great network of railways facilitating the distribution of the huge volume of imports which enter the port, and bringing for shipment the still greater volume of exports manufactured in the adjoining industrial centres.

A riverside station was opened in 1895 for the convenience of Atlantic passengers, who previously had to cross the city by road to reach the various railway termini. During the war this riverside station proved invaluable in connection with the transport of troops. No fewer than 1,729,000 troops, in 3,706 trains, passed through Liverpool during the period of hostilities, and of this army the greater number entrained at Riverside Station, though the fact was known to only a small portion of the citizens of Liverpool.

The Landing Stage, another vastly convenient provision, has a length of nearly half a mile. It is a floating structure carried on iron pontoons. For transatlantic and other vessels movable gangways are used, and high level bridges have been provided for use in connection with the mammoth ocean liners. To accommodate these liners, splendidly equipped docks have been provided, and further extensions are now proceeding at the northern end. Some idea of the

importance of the improvements now in hand may be gathered from the fact that the total cost is estimated at about £7,500,000. When completed, 55 acres will be added to the dock area of the port, and there will be nearly three miles of additional quays.

It is as a distributing centre that Liverpool is pre-eminent, and in its enormous warehouses are to be found the products of every country in the world. The city is the home of shipowners, merchants, bankers, brokers, underwriters, buyers and agents, and ship store dealers. Of all the vast imports of Liverpool none approaches cotton in value, and after being spun and woven, the bulk of the manufactured goods from the looms of Lancashire are exported and again pass through Liverpool. It is also the port for the woolen manufactures of the West Riding of Yorkshire.

The provision trade, in point of value, ranks high in the imports of the port, and trade has been greatly helped by the cold storage accommodation. The cold stores of Liverpool present unrivalled facilities for the handling of all kinds of frozen and chilled produce, and consist of 8,000,000 cubic feet of space. So far as ice-making is concerned, machinery is laid down in Liverpool capable of supplying more than double the present demand. Nearly every country in the world supplies Liverpool with canned goods. The green fruit trade, too, is of enormous extent and the Liverpool fruit auctions attract buyers from all the big centres.

It would be a mistake to suppose that Liverpool deals with only the manufactures of other centres; it is a hive of industry and enterprise on its own account. For a century the shipbuilders on the Cheshire side of the Mersey have been, and they still are, able to cope with every forward movement in the shipbuilding and engineering industry. As regards ship-repairing, the Mersey stands pre-eminent in the Kingdom, and this is a great advantage to shipowners in that it is possible for them to have executed any kind of repair at short notice.

The milling industry has grown enormously within the last twenty-five years, and Liverpool has become the second largest milling centre in the world, running Minneapolis very close in point of importance. Allied to this industry are biscuit-making and the manufacture of cakes and confectionery, which have made rapid strides in Liverpool within recent years. The manufacture of compound cakes and meals, specially prepared for cattle fattening, milk producing, pig feeding, or for sheep, is a development of the seed, oil and cake trade, and represents a tonnage of over 400,000 tons per annum.

Another important industry in Liverpool is that of sugar refining. The industry dates back to 1667, but when the Continent started to make sugar from beets about 1855, the industry was menaced. Many British refineries then went to the wall, but Liverpool firms met the new situation with characteristic boldness, and it is computed that one Liverpool firm, also operating in London, now produces more than one-third of all the sugar refined in the whole country.

The manufacture of heavy chemicals and soap-making are two important industries in the district, and the influence of Liverpool extends over an area in which is perhaps a larger variety of crafts and trades than in any other of equal size. Among the smaller industries are sheet metal works, tobacco works, sawmills, furniture factories, bobbin mills, dye works, breweries, cooperages, and printing and bookbinding establishments, also the making of paints, matches, sails, printing inks, preserves, sweets, ropes, fine chemicals, waste-detecting and integrating meters, wire cables, etc.

Liverpool is a city of fine, stately buildings. The finest structure is undoubtedly the spacious and noble St. George's Hall, which, with its concomitant suite of the County Sessions House, the Walker Art Gallery, the Pictorial Reading Room and Library, the Museum, and the Central Technical Schools,

(Continued on page 75)

On to London!

The Associated Advertising Clubs of the World are cordially invited to hold their 1924 Convention in London, England.

Lever Brothers Company, Cambridge, Mass., have heard with the greatest interest of the proposal that the Associated Advertising Clubs of the World should hold their 1924 Convention in London, England.

They hope that the proposal will become a fact, thereby providing yet another link between the two great English-speaking nations of the world.

Should this Conven-

tion be held in London, Lever Brothers Company desire to issue a very cordial invitation to all the members to visit the far-famed village and works at Port Sunlight, Cheshire—the English headquarters of their company.

They know full well that the members will be received at Port Sunlight with a hearty welcome, and will find preparations made there to ensure that every moment of their visit is full of interest.



LEVER BROTHERS COMPANY
CAMBRIDGE, MASSACHUSETTS



So You're Going!

We reprint above the Invitation that appeared in our name on this page in the On-to-London Number of *Editor & Publisher* on May 19, 1923.

See all there is to be seen, hear all that Britain has to say, and profit by the thousand years experience that gives the "old country" her dignity and authority.

We sincerely hope that you will bear the above invitation in mind, assured as we are that Americans will be specially welcome at the Manufacturing Headquarters of Lever Brothers Ltd. Products—Port Sunlight.

LEVER
BROTHERS
COMPANY
CAMBRIDGE, MASS.

THE BRITISH WOOLLEN MANUFACTURING AREA.

BRADFORD

THE WOOL CENTRE OF THE WORLD

AN AMERICAN'S IMPRESSIONS.

When Mr. Claude Meeker was appointed U.S. Consul to Bradford, he was told by the State Department in Washington that Bradford was one of the most important Consulates under the United States Government.

It did not take him long to find that Bradford was the wool and woollen centre of the world. "There the wools of the universe seem to be gathered together," he wrote, "and it gathers the fleeces of the tropics as well as the coarser fibres of the North Countries. From North and South America, Mexico, and Australia, the countries of Europe and Asia, and even the Isles of the Sea, go to Bradford wools of every length and of every colour and description. . . The people of Bradford and vicinity wash it, comb it, sort it, card it, dye it, spin it and weave it into cloth, ship to the outposts of the world, and still not satisfied, they buy it back as rags from the junk shops and ash barrels of the universe, rend it into shoddy, and send it forth once again to clothe gay and careless humanity."

He found other things to interest him in Bradford besides wool, for he continues: "I had scarcely settled myself in comfort until I was aware that, despite the whirl of machinery, the hurly-burly of commerce, and the roar of goods trains starting cargoes of cloth to every clime, I was located in a veritable treasure trove of legend and romance, of literary achievement and patriotic endeavour; that I was sojourning in a neighbourhood that had produced great novelists, poets, artists, musicians and statesmen."



BRADFORD is the commercial pivot and distributing centre of the Yorkshire Woollen Textile area, which includes Huddersfield, Halifax, Keighley, Dewsbury, Batley, Morley, &c.

The importance of this district and its industries may be gauged from the volume of Raw Wool Imports and Manufactured Woollen Export Trade.

According to the British Board of Trade returns for 1923 these are:—

Total Export Trade of Great Britain	\$3,713,870,695
	(£767,328,656)
Value of Raw-Wool Imports - - -	\$226,133,463
	(£46,721,790)
Australia \$103,154,469.88 (£21,312,907) New Zealand \$49,509,434.48 (£10,229,222)	
South Africa \$32,328,421.84 (£6,679,426)	
Value of Manufactured and Semi-Manufactured Woollen Exports	
(excluding re-exports) - - - - -	\$303,195,319
	(£62,643,661)

Bradford ranks second only to Liverpool in U.S. Consulates in Great Britain.

There are more cablegrams sent or received through the Bradford General Post Office than any other place in the British Isles, with the exception of London and Liverpool.

Evidence of Bradford's wealth and thrift is seen in the fact that 7 Building Societies operating in the City have combined assets amounting to **\$159,720,000 (£33,000,000)**, or **one quarter** of all the Building Societies' capital of the United Kingdom. Bradford has been well described as "the home of Building Societies"—the working man's Bank.

This extensive British manufacturing area—in which an industrial population of nearly three millions is engaged—can be most directly covered through the BRADFORD PAPERS:—

The Yorkshire Observer

for nearly a century well in the front rank of British provincial daily newspapers, and acknowledged as the highest authority on the Woollen and Worsted Industries. It reaches the commercial classes, and its well-written Women's Pages, regular literary and social features by well-known contributors ensure for it a very definite "home" influence. The

Bradford Daily Telegraph

one of the brightest and most vigorous British Provincial Evening Newspapers, which regularly carries the advertising of American products distributed in the British Isles, and reaches almost every Bradford home.

Rates and quotations available from any recognised British Advertising Agency, or from American Agencies with British connections.

Head Offices - - BRADFORD.

LEEDS—Albion Place.

LONDON—172, Fleet Street, E.C. 4.

LEEDS AND THE WEST RIDING OF YORKSHIRE

LEEDS, its detractors say, is a good place to get away from—and if a native takes offense at that, they explain that they mean it is a convenient centre from which to get about the country.

Certainly Leeds is most favorably placed from the travelling or the distribution point of view. Before the amalgamation of the railways, five companies ran their trains into Leeds. It is on the main Midland line to Scotland from London, and Pullman trains run to it in 3½ hours from London by the other route via Doncaster. Leeds is only 25 miles from York and there are splendid train services connecting it with the great industrial parts of Lancashire.

Bernard Shaw would have Leeds bombarded by heavy artillery, because merely burning it would not be thorough. But the city retains its local pride, even though its City Square must not be mentioned in the breath with Piccadilly Circus.

Leeds is a spending place for people miles around. Lots of the wealthy people who have their businesses or factories there live miles away—at Harrogate or in the country—but they go into Leeds to shop. It is the centre, too, for many of the other smaller industrial towns in the West Riding. When you think of Leeds you must think also of the whole area around it.

Leeds itself has a population of 458,000. Its industries are more diverse than those of our other provincial cities of its size. It is the centre of the clothing industry, but steel, leather, engineering of all kinds, printing and what not claim thousands of workers.

Bradford is only nine miles away. It is known as "Worstedopolis" and just after the war it was said to be a city of millionaires. It is reviving its fortunes by a great campaign to advertise its cloths. It is significant that unemployment in Bradford has been halved, in the last four months (12,882 down to 6,265), two-thirds of the decrease being in the textile industry.

Other towns nearby all engaged in some branch or branches of the textile trade are Wakefield, Huddersfield, with a population of 110,000; Halifax, with a rather smaller population; and nearer to Leeds are Morley, Batley, Dewsbury, and Cleckheaton, the last four with a total population running into six figures. Northwest of Leeds are Keighley and Skipton.

Indeed, within a circle of about 15 miles diameter there is here one of the most crowded and busiest parts of England. Naturally, there is a good deal of smoke and dirt about. But the Yorkshireman is proud of it, for "where there's muck there's brass"—and that is not at all a bad proverb for the sales manager in Britain.

"This is where the work's done," the native will tell you and maybe add an uncomplimentary reference to London which he regards as a satellite town living on what the north produces. The census figures rather encourage that view. In this Riding are three-quarters of Yorkshire's four million people and out of every 1,000 males over 14 years of age, 942 are "occupied." It is important to notice, too, that there are half a million women earning money in the West Riding, 34 per cent of them being in the textile industry.

South and Southeast of Leeds—between it and Sheffield is the great Yorkshire coalfield in which is a growing population which should be watched. Barnsley and Doncaster are the principal towns.

Industry extends right to the most southern part of the Riding where Sheffield lies. Sheffield is the biggest city in the Riding and the fifth in England and Wales. She has multiplied herself twelve times in a hundred years and is still a growing market. Of her 490,000 people, over 200,000 are "occupied" and 31 per cent of them are metal workers. But Sheffield, like Leeds, must be con-

sidered along with the great industrial district around it and as a centre for other parts of the country. Rotherham, for instance, has a population of 68,000 and north of it is the densely populated mining district already referred to.

A point to be noticed about the West Riding market is its great diversity. Harrogate, just north of Leeds, is the most fashionable of English health resorts. The Riding also has its stretches of typical English country with parks and country houses, pastures and arable land, its own landed gentry and well-to-do farmers.

The moors are without equal in England. The rest of England knows it and goes there on holiday. The Yorkshireman himself may usually be found on holiday bent, if not in his own Riding, then in his own county, say on the coast at Scarborough, Bridlington or Fliey.

Enough has been said to show that in the West Riding of Yorkshire there is a population worth appealing to. As to the means of making that appeal, let it be said that the people support a great number of newspapers of their own. The evening newspapers unlike the morning papers, do not suffer from London competition.

The Conservative morning paper published in Leeds is read all over the county and known all over the country. The two Leeds evening papers have circulations running well into six figures. There is a popular picture morning paper, too, and several weeklies.

Sheffield has its substantial and a less substantial rival and each of these has its evening offshoot. Bradford has a famous Liberal morning paper and two evenings—although so close to Leeds. Huddersfield and Halifax also boast evening papers and York has a morning paper and an evening.

The smaller towns have their weekly papers—one, two or three each. The Yorkshireman is a great lover of sport, and for that reason a sales manager would do well to take notice of the *Saturday* sports editions of the evening newspapers in the big towns.

Some may doubt whether the Yorkshireman can be induced to part with the cash he undoubtedly earns. Sir Harry Lauder recently said to the present writer that when a Yorkshireman and a Scot came to terms, it was quite certain they had got down to bedrock. The one couldn't get any more; the other couldn't pay any less.

There is something in that, but it should not deter anyone from trying business with a Yorkshireman. (Nearly 4,000 Scots find it worth while to live in Leeds alone!)

The Yorkshireman does not really quite believe that if he does "owt for nowt" he should do it for himself. But he believes in seeing that he is going to get a return for his money, or, in the case of charity, that good use is going to be made of it.

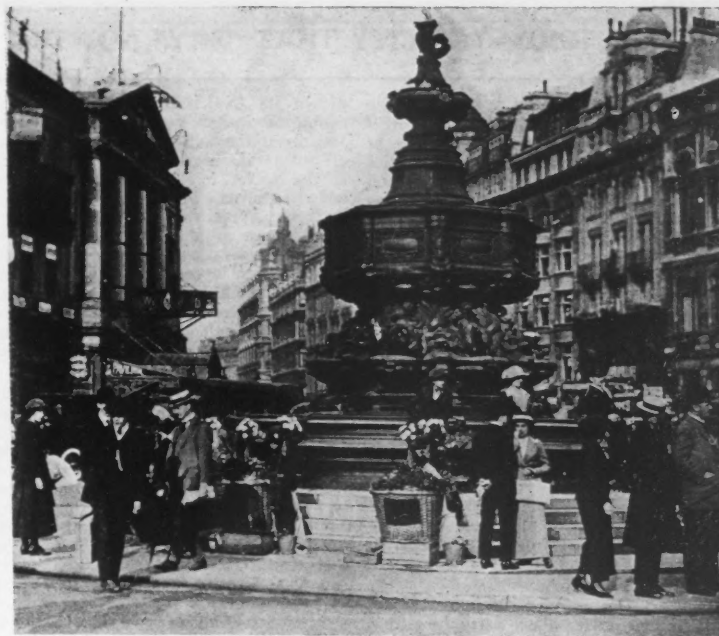
He is not enamored of saving in the Scottish way. If he sees a good thing he will pounce on it and will experience no pain in parting with his money. For that reason many an advertiser with a good article to sell has been able to lay the foundations of success in the West Riding of Yorkshire.

One word more. If you go to Yorkshire you will surely be offered "a Yorkshire tea"—which means a groaning board and speaks of much work in the kitchen. That will suggest the efficiency of the Yorkshire housewife. She is a market in herself.

Praise from Peoria

To EDITOR & PUBLISHER:—Permit me to offer my congratulations on your 1924 YEAR BOOK. If there is any information concerning the newspaper business omitted from its pages, I do not know what it can be. It certainly is very valuable, not only to publishers, but to advertisers as well. You are to be congratulated.

S. A. OAKLEY, Editor Peoria Star.



PICCADILLY CIRCUS

Places you have heard of through life, but have never seen, charm the American tourist in London, city of ten thousand curious sights for the observing. In your fiction you have read of the "flower girls" at the fountain in Piccadilly Circus. You go there to see them, and find they are boys. But their wares are just as lovely and it is here that the Londoner finds his morning boutonniere, an ornamentation which he readily accepts.

Part of the romance of London is the quaint or picturesque names of streets and squares, in contrast to the common unromantic lettering and numbering of the streets of many American cities. "Tipperary" made Piccadilly famous to the American dough-boy, but to the modern tourist it means a convenient starting place for exploring the West End of London. It extends from the Haymarket to Hyde Park. London is known as a "grey city of commerce," but scattered through out its length and breadth are little green spots and gems of ornamentation, such as that depicted in this photograph of the famous Circus.

Getting hold of 9 Millions

The great Industrial North is almost a country in itself and it's a favourite "tryout" ground for advertisers. Nine million people in the two counties of Yorkshire and Lancashire alone!—makers of money and prodigal spenders, but they spend in their own way.

To influence their spending you must know them—know their outlook and their mode of life.

We do know them.

Let us convince them of the value of your goods.

COLLINSONS

ADVERTISING AGENCY

6 Upperhead Row

LEEDS

BRADFORD—THE CITY THAT "SAYS NOWT"

ON a large scale map it is possible to find Bradford, Yorkshire, but it is easily missed. When you have heard or have declined to hear all the statistics that can be compiled about its population of nearly 300,000—and the city has pangs of mortification that it is only "nearly"—about its vast acreage, about the fact that from one extreme boundary of it to another is a distance of about 12 miles, about the number of millionaires that it houses to the square mile, about its highly-specialized accent, and its back-to-back houses, you know a little about it. Delving a little deeper into the morass of figures you find that it handles the greater part of the 400 to 500-odd or more varieties of wool there are in the world, and that it is pre-eminent for the production of worsted—not woollens mark you, which are another thing altogether, but worsted, WORSTED, WORSTED—and that for the combination of qualities of making and spending money it takes second place to no other city, town village or hamlet anywhere on God's earth.

You find that about sixty cinema theatres and several other places of amusement expect to be supported in Bradford, and that for the style of its architecture, from the Town Hall to the Wool Exchange, it borrows from Siena, Florence and other Italian towns—or rather that it did borrow, long years ago, and has covered its great buildings with the industrial smoke and grime of generations.

Then you find that for its public health services it is the model town in England, and that deputations come from abroad to visit its clinics, nursery schools, its public baths, and its "conditioning house" where samples of wool, hair and other spinnable and weavable products are tested, under the aegis of the Corporation, and their birth certificates and standards of quality are-er-certified.

Even then, it is easy to miss Bradford even on a large scale map. For to all intents and purposes Bradford has over-

grown its industrial boundaries, and a couple of dozen of smaller towns round and about the hub of Worstedopolis are all within its manufacturing orbit. This is the secret of the singular reticence which enshrouds and will always enshroud the city. When trade is looking black—it was once prophesied, to the scorn of ensuing generations, that grass would grow in its streets, following the depression which succeeded a boom period towards the end of the last century—the Bradford which counts says nothing, except in moments of overwhelming exasperation.

The fact is that within a comparatively small space, as modern transport facilities go, Bradford and its environs—hereinafter comprehensively referred to simply as Bradford—are a self-contained region in all that pertains to the manufacturing, dyeing, finishing and merchandising of its staple products. By the luck of fortune everything that it wants is there to be used, except the raw material, and Bradford has become accustomed to expect its raw material to come along sooner or later, and more or less surely, by reason of those other things that it possesses.

The only point which worries the business brains of the city at the present time—the chief big worry that is—concerns the amount of skilled labor which will be available when, as certainly as the going round of the earth once a year, the world begins to pour in its next boom orders. For mark you, now that the recovery expected is beginning to make itself felt, Bradford finds that during the slump it exported too many of its operatives to other countries and that it will want them back again before long.

On this one point, employers and operatives are in the main agreed, as also are the managements of the two important English League football teams which the city boasts and their colleagues of the amusement places already mentioned, not to mention the hotel and boarding house keepers at Blackpool,

Morecambe and other seaside resorts where the democracy of the northern towns and cities spills itself on the yellow sands for a fortnight's orgy of sunshine and salt-water and motor-coach outings some time in August and for lesser orgies at Easter and Whitsuntide.

For, as we have seen, Bradford can spend as well as make money.

That this difficulty of prospective labor shortage is very much in mind is indicated by the fact that at a meeting of the Textile Institute recently, in Manchester, John Emsley, the president, who happens to be one of the biggest manufacturers in Bradford, expressed the opinion, apropos of statements by other speakers to the same effect on the subject of the recovery of the Lancashire cotton industry, that if all the machinery in Bradford standing idle at the present time were required to be put into motion there would hardly be enough labor available to do it.

It was John Emsley, by the way, who expressed in blunt Bradford fashion some time back, when the question of a tariff was being debated by the leading men of the industry, that Bradford would come out of its industrial difficulties as it had done on previous occasions by the aid of—its brains.

That is another point about Bradford which may be missed in volumes dealing with output and in charts of production and prices. By the brains of Bradford you have to understand not mere cerebration in the ordinary sense but something which has been handed down from the old days when wool was washed in the streams in which the West Riding abounded and was combed and woven by hand. The operatives of today are the descendants of operatives. All down through the time of the industrial revolution in Britain until the present day has the skill of hand and eye, together with an instinct which is the outcome of the development of them both, been handed and if you want the best men for dealing with wool you must sooner or later get back to Bradford. And on the whole the employers and the employed have had the sense to work amicably together, which counts for a good deal in so complex and baffling an industry as that in which they are concerned.

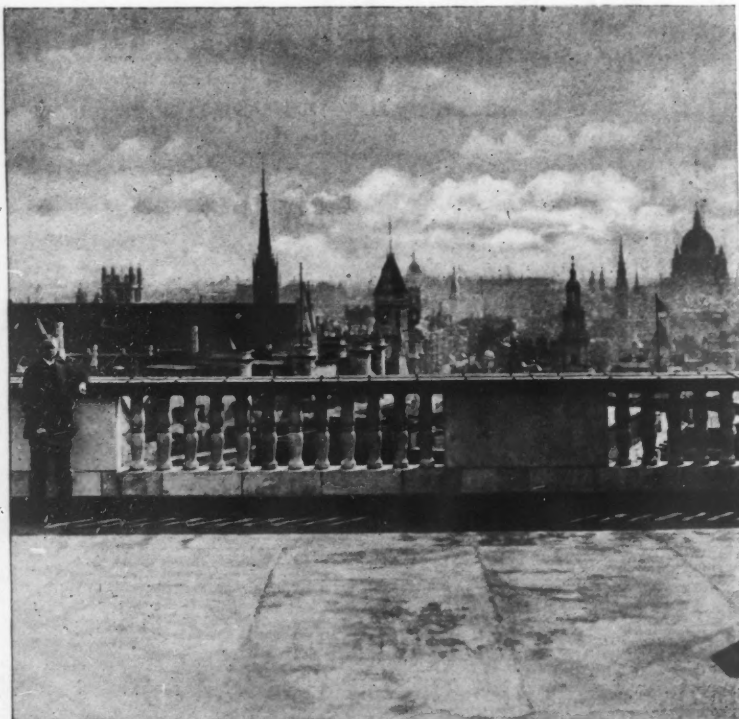
These are some of the reasons why Bradford—to use its own idiom—"says nowt." It has no pressing need to say anything.

Even until quite recently people have been in the habit of wondering where Bradford is and what it does. Bradford has amused itself, however, by staging at the Wembley Exhibition, in the Palace of Industry, a magnificent exhibit, complete even to a mannequin parlor, which has excited the interest and admiration of many thousands of visitors who have been astonished to find that stuff of such excellence, both in design and quality, comes from the West Riding of Yorkshire. Then, just to buck things up a bit and bring the boom period a little nearer, an "Advertising Bradford" campaign was recently started which has worked wonders, in conjunction with the Wembley exhibition, in focussing the attention of the world on the products of the city.

Bradford lays itself out to clothe civilization in the clothes of civilization. Just at the moment, however, civilization is experiencing a rainy day, and although the weather is clearing up a bit, Bradford has its umbrella up. When the clouds have lifted it is a sure thing that Worstedopolis will be dry and smiling, still saying very little, but there—cheerfully as ever—ready to do quite a number of big things with those 400 to 500-odd varieties of wool, alpaca, mohair and what-not which comes from all over the world to be made into cloths of finest quality, and in particular into the ladies' dress goods on which it prides itself with an almighty and wholly justifiable pride.

The intelligent will gather that the city that "says nowt" can sometimes speak to advantage.

FROM AN AMERICAN VIEWPOINT



ON THE ROOF OF THE TALLEST BUILDING IN LONDON

Irving T. Bush, owner of the beautiful new building in the Strand, looking out at the vista of tower and steeple.

Of Special Interest to Delegates Visiting Yorkshire

During your stay in Bradford, the famous centre of the Woollen and Worsted Industry, make a point of inspecting BOLLING HALL. You naturally ask: Why? Let me tell you. Bolling Hall is the ancestral home of Mrs. Wilson, the widow of the late President Wilson. Parts of Bolling Hall, which is now a municipal museum of antiquities, are reputed to have been built over 500 years ago and it is still a venerable and stately pile, standing testimony to thoroughly conscientious workmanship.

YORKSHIRE and LANCA-SHIRE, with a population of nine millions, mostly of an industrial nature, offer a wonderfully productive field for advertisers, but they should enlist

The Advice and Conscientious Personal Service of The Man on the Spot

who understands the character of the people to whom the appeal is being made, and has specialised knowledge of local conditions.

With this in mind, it will be to your great advantage to get in touch with

MR. GEO. H. WILLIAMS

the Principal of

WILLIAMS'S

ADVERTISEMENTS OFFICE

29, Kirkgate, Bradford

who has had 25 years' practical advertising experience in the North of England.

A consultation will place you under no obligation whatever.

Write, call,
or 'phone 2467, Bradford.

WILLIAMS'S ADVERTISEMENT OFFICE,

Lion Chambers,
29 Kirkgate, Bradford.

The Chairman, Mr. F. C. Macaskie, and the Directors of the Yorkshire Evening NEWS extend the most cordial greetings to all delegates and their friends who are visiting the coasts of Britain, the little island set in the silver sea. London is London and Yorkshire is Yorkshire. Leeds, in the rich, populous, responsive West Riding, is the home of the Yorkshire Evening NEWS, but the fame of the journal is widespread through the land. Last summer in the great Open Professional Golf Championship arranged by the Yorkshire Evening NEWS, American players like Hagen and Sarazen took part and had the time of their lives, so royal is the hospitality of Yorkshire. To all visitors this word of greeting sincerely is given. May London be the brightest lamp yet in the history of the Conventions of the A. A. C. of W.! And may great and golden hours delight you all!

*Trinity Street,
Leeds.
150 Fleet Street,
London, E.C.4.*

*Mr. Sydney Walton, C.B.E., M.A., B.Litt.
10 Adelphi Terrace,
London, W.C.2.*

is the Chairman of the Press Bureau of the Convention and a Director of the Yorkshire Evening News.

OFFICIAL A. A. C. W. TOURS

(Continued from page 44)

Maguire, Miss Elizabeth V.
 Marble, Mr. and Mrs. Charles B.
 Martin, Mr. and Mrs. Douglas
 Neal, Mr. Jesse H.
 Neally, Mr. A. W.
 Nelson, Mr. Charles T.
 Peach, Mr. F. B.
 Peden, Mrs. E. A.
 Peden, Miss Margaret
 Peden, Miss Stella
 Penn, Mr. Henry
 Porter, Mr. Fred D.
 Reidsma, Mr. H. J.
 Richardson, Mrs. W. R.
 Rickard, Mr. William L.
 Rieley, Mr. Daniel V.
 Ritter, Mr. Robert E.
 Redlin, Mr. Troy M.
 Rosenthal, Mr. Charles
 Rothberg, Harry L.
 Rothberg, Samuel
 Schermerhorn, Mr. James
 Simmons, Miss Margaret E.
 Spollett, Mr. Frederick W.
 Stansberry, Miss Ruby
 Thompson, Mr. Samuel A.
 Tingle, Mr. W. B.
 Warner, Mr. Mason
 Wingsky, Mr. Edward
 Wright, Mr. Robert L.

TOUR C: TO YORKSHIRE

Delegates will arrive in Yorkshire Monday afternoon, July 21, and will be met by a fleet of motor cars, and a run will be taken into the beautiful Derhyshire country, visiting Baslow, Chatsworth Park, Rowsley, Bakewell, Monsal Dale, calling at the Marquis of Granby, Bamford, for tea. They will then depart for Sheffield. In the evening cars will be in attendance at the respective hotels to convey visitors to Sheffield Town Hall, where an official reception and banquet will be given.

On July 22 the delegates will be conducted over one or other of the following works—Vickers, Browns, Cammells, Firths, Hadfields, Edgar Allen, and will be entertained to lunch. In the afternoon lighter trade centers will be visited—Walker & Hfall, Mappin & Webb, where tea will be served.

Delegates will leave by motor car for Bradford, arriving in time for dinner.

Delegates will be taken to Leeds on Thursday morning by motor car. They will receive a Civic Reception, will make a tour of industries, clothing, engineering, printing, etc. There will be an interval for lunch. In the afternoon they will visit Leeds University, Kirkstall Abbey, etc., and in the evening there will be a Banquet.

Delegates will be taken to Hull by motor car on Friday morning. There will be a civic reception by the Mayor and Corporation, then the party will be conducted round the docks. Lunch will be taken at the Guildhall. In the afternoon a tour will be made of the town, and then the party will be conveyed by motor car to Scarborough.

Arriving at Scarborough on Friday evening, they will be welcomed by the Mayor and Corporation. It is Scarborough's idea to give the delegates as much time as possible "out of doors" and special facilities will be provided for playing tennis and golf. Free tickets will be given for the Floral Hall and Spa, and places of interest in the neighborhood will be visited. They will leave Scarborough for London on July 28.

Those who have signified their going are as follows:

Baker, Mr. George M.
 Bliss, Mr. Frederick W.
 Boatb, Mr. and Mrs. James Anderson
 Brownell, Mr. C. A.
 Gans, Mr. Horace B.
 Gardner, Dr. A. R.
 Hill, Mr. Hadley A.
 Penn, Mr. Henry
 Radley, Mr. Charles F.
 Richardson, Mr. H. S.
 Saunders, Mr. and Mrs. Walter E.
 Stady, Mr. Stanley
 Swarts, Mr. Gardner T.
 Vander, Mr. Charles O.
 Vignes, Mr. Alfred

TOUR D: NORTHAMPTON, LEICESTER, NOTTINGHAM

The Delegation will leave London July 21, arriving at Northampton about 11 o'clock. They will be received by the Mayor and Corporation, and in the evening entertained to a banquet. Tours will be made of the big industrial establishments in the town. Motor trips will be arranged to the ancestral homes of Washington, Franklin, President Adams and Earl Spencer's priceless collection of pictures. It is hoped to give the delegates luncheon at Sulgrave, the home of the Washingtons.

On Wednesday morning the party will take the train to Leicester.

On Wednesday evening the party will be entertained to dinner and will leave for Nottingham on Thursday afternoon.

Those who have signified their going are as follows:

Bliss, Mr. Frederick W.
 Brown, Mr. Chester A.

Kitson, Mr. Thomas W.
 Oswald, Mr. John Clyde
 Pickles, Mr. and Mrs. F., Senior
 Pickles, Emily.
 Rose, Mr. Norman S.
 Smith, Mr. Richard E.
 Winter, Mr. and Mrs. Louis
 Winter, Miss Eleanor

TOUR E: LANCASHIRE

This party of 100 delegates will visit Liverpool, Port Sunlight and Manchester.

The delegates will leave London at mid-day on Sunday, July 20, arriving at Liverpool about 5 o'clock. They will have dinner at their hotels and in the evening there will be an informal reception at the Adelphi Hotel, with musical program.

On July 21 a visit will be made to Exchanges. Lunch will be taken at the State Cafe. In the afternoon there will be an official reception at the Town Hall and in the evening a banquet.

On Tuesday a visit will be made to the docks and shipyards. A river trip will be taken and there will be a reception at Wallasey Town Hall, a visit to Knowsley Hall and in the evening a banquet at the Exchange Hotel.

On Wednesday a visit will be made to the Cathedral, St. George's Hall and main buildings; a town survey or a race party and a farewell banquet in the evening at the North Western Hotel, with musical program.

The delegates will leave Liverpool Landing Stage at 9 o'clock on Thursday morning by river steamer for Eastham Ferry. On arrival they will motor to Port Sunlight. A short time will be spent at the Lady Lever Art Gallery and from thence they will be driven to one of the village halls for a reception by the directors of Messrs. Lever Bros., Ltd., and luncheon will be served.

After lunch the party will be escorted round the factories, then tea will be served. They will motor to Woodside Ferry and go via Liverpool to Manchester.

The delegates will leave Manchester for London about mid-day on Saturday, July 26.

Those who have signified their going are as follows:

Adler, Mrs. Hazel H.
 Montgomery, Mr. and Mrs. J. Knox
 Perkins, Mr. Arthur A.
 Rawlings, Mr. A. W.
 Richter, Mr. and Mrs. Herman

TOUR F: SOUTHWEST ENGLAND

This party will visit Torquay, Bristol, Bath and Weston-super-Mare.

The delegates will arrive at Torquay on Monday afternoon, July 21, and a civic reception will be given to them by the Mayor and Corporation. Motor coach tours will be taken in the beautiful Devonshire country and a trip will be made up the River Dart. The party will be entertained to a banquet and an entertainment will be provided at the Pavilion.

On July 25 the delegates will take the train to Bristol.

There they will be received by the Mayor and Corporation. Various important works will be visited. A visit will be made to Frome, the Wye Valley and Cheddar Cliffs.

A day's visit will be made to the quaint old

town of Bath on Friday, July 25. Tour will be made of the city, including the famous 18th century baths, hot springs and pump room. They will motor into the surrounding country and will be entertained at luncheon by the Mayor and Corporation and the Bath Chamber of Commerce. The delegates will leave Bath for Bristol about 6 o'clock.

The delegates will be taken by special train to Weston-super-Mare each evening from Bristol and Bath, where hotel accommodation will be provided. This is a very popular west of England resort, noted for its beautiful sands and delightful bathing.

Leave for London on Saturday morning, July 26.

Those who have signified their going are as follows:

Bates, Mr. J. D.
 Brown, Miss Laura
 Brown, Mr. Will L.
 Brownell, Mr. C. A.
 Chapman, Mr. M. J.
 Clark, Mr. and Mrs. Allen W.
 Clark, Cummings C.
 Godwin, Mr. Wm. M.
 Greenfield, Miss Goldye
 Hardwell, Mr. and Mrs. O. R.
 Hatfield, Mr. Charles B.
 Hayward, Mr. Charles B.
 Johnson, Mrs. Ralph
 Kauffman, Mr. C. S.
 Kuhs, Mr. and Mrs. Edw. L.
 Kuhs, Lester
 Kuhs, Muriel
 Lang, Miss Camille J.
 Lawson, Mrs. Martha
 MacRae, Mr. Thomas H.
 Marble, Mr. and Mrs. Charles B.
 Milam, Miss Frances
 Pape, Lieut. Robin B.
 Pape, Mr. Wm. J.
 Perkins, W. Havard
 Prevost, Miss Elizabeth
 Robbins, Mr. Merton C.
 Sanford, Mr. L. H.
 Simmons, Miss Minna Hall
 Van Deventer, Mr. W. E.
 Walther, Mr. and Mrs. Lambert E.
 Walther, Connie
 Walther, Gertrude L.
 Walther, Hugu
 Watts, T. S.

TOUR G: MIDLANDS

This party will visit Birmingham, Bournville, Coventry and Wolverhampton.

The complete program for Birmingham is not yet prepared, but it will include a civic reception, a banquet, and visits to all the principal industrial establishments.

Messrs. Cadbury Bros., Ltd., of cocoa fame, will entertain the delegates and devote half a day to showing them over their well-known factory at Bournville.

Those who have signified their going are as follows:

Berger, Mr. M. Russell
 Goldstein, Mr. and Mrs. Phit
 Kunkel, Wm. D.
 Rasseieur, T. Edward
 Squires, Mr. H. C.

TOUR H: CATHEDRALS

Visiting the following cities: Norwich, Peterborough, York, Durham, Newcastle-on-Tyne.

The Norwich Cathedral was founded in 1096, and is one of the most perfect examples of Norman architecture to be found in England. Norwich abounds in the most interesting architectural remains, including the ancient castle with its splendid Norman keep.

The Peterborough Cathedral is a noble edifice, its vast front being unsurpassed by any other in the kingdom.

York is a very ancient city. It is enclosed by walls pierced by four principal gates.

The city of Durham dates from the 10th century. The fine cathedral containing the tomb of the Venerable Bede (d. 735) dates from 1093. The castle is said to have been erected by William the Conqueror, and the university was founded by Cromwell in 1646.

Newcastle was originally called Pons Aelii, from a bridge erected (120) by the Emperor Hadrian. Its modern name originated from a fortress of which the keep still remains, built by the son of William the Conqueror. The old Roman Wall is one of the greatest sights of the neighborhood.

Those who have signified their going are as follows:

Berger, Miss Bertha
 Carsen, Mr. Oswald B.
 Emerson, Mr. Merton L.
 Funsten, W. F.
 Goodman, Mr. and Mrs. S. M.
 Grant, Mr. and Mrs. James D.
 Grant, David Lewis
 Hauser, Mr. George
 Isbister, Mr. William H.
 Lorentz, Mr. J. D.
 Olin, Miss Elma
 O'Regan, Mr. Wm. B.
 Sudler, Mr. Carroll H.

TOUR I: BELFAST

A great welcome awaits delegates who intend to visit Belfast. They will be formally received by representatives of the Government of North Ireland. The corporate bodies in Belfast will also participate in the entertainment of the delegates, which is being specially planned by the committees of the Ulster Club.

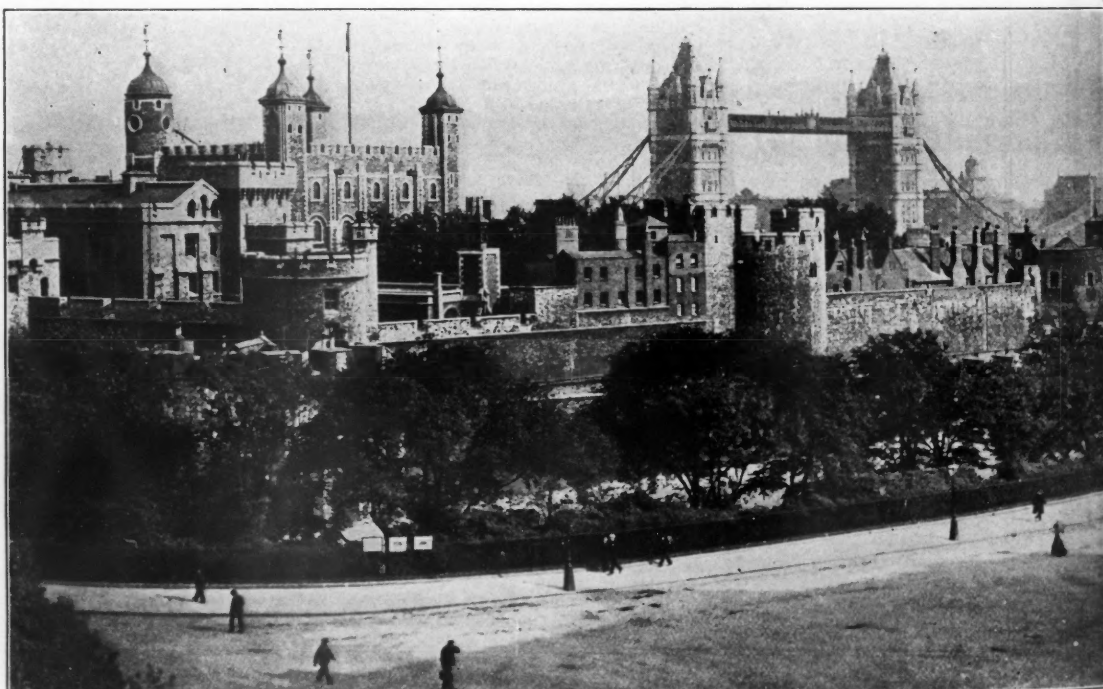
The members of the Ulster Club wish to show the delegates first industrial Ulster, and they will have the opportunity of seeing seven of the biggest factories of their kind in the world centred in Belfast. They will be given ample opportunity to examine the world-famous Irish linen manufactured in Ulster.

The delegates will have an opportunity of traveling to Newcastle in County Down, or Portrush in County Antrim, and playing over two of the finest sea-side golf courses in the world.

Those who have signified their going are as follows:

Ardrey, Miss Anna
 Fauer, Mr. J. E.
 Bradbury, Miss Marion
 Carter, Mr. William J.
 Carter, Mr. Wm. J.
 Cohen, Mr. Ben
 Collins, Mr. and Mrs. Martin J.
 Collins, William
 Collins, Robert

(Continued on page 75)



"London Bridge Is All Built Up," we used to chant on summer evenings when we were youngsters. So did our grandfathers and so will our grandchildren. Centuries pass, but London Bridge and the Tower are eternal. Monuments to British skill with soldier sword and craftsman's trowel, they are also keys to the character of the present-day citizens of the United Kingdom.

London & North Eastern Railway of England and Scotland

What to see in Britain

DELEGATES to the Advertising Convention will see from a glance at the map on page 74 that London North Eastern Britain contains all the different types of scenery, holiday resorts, old-world towns and industrial centres which, according to their own particular inclinations, they may wish to see—all are linked with London by the London and North Eastern Railway.

Those who delight in gazing upon time-worn relics of antiquity or upon stirring events of 1,000 years ago will find much to appeal to them in this part of Britain.

Of noble monastic ruins in every variety of beautiful site there are many, and some of the most glorious Cathedrals in Europe are situated along the trunk route from London to Edinburgh and the heart of Scotland.

There are also the places associated with some of the great men of the Island, the homes of the Washingtons and of the Pilgrim Fathers, of William Penn, John Bunyan and Milton, all easily accessible. It should not be forgotten that the Eastern side of England is the "Cradle of the American Nation."

Literary shrines are met with throughout the country. The land of Scott is perhaps the most important, but to this great name may be added those of Charles Dickens, Laurence Sterne, Tennyson, Hume, Dryden and others.

Great figures in history are associated with a hundred places, and almost every inch of London North Eastern Britain is haunted or hallowed by the memories of famous men and women who make up the strangely fascinating pageant of history.

The fact that there are three chief (L. N. E. R.) terminal stations in London enables the holder of a return ticket to Scotland to journey in either direction by a choice of three alternative routes, thus an interesting tour can be carried out with the same ticket.

LONDON & NORTH
EASTERN RAILWAY

LONDON TERMINI
King's Cross
Liverpool Street
Marylebone

London & North Eastern Rail

EAST COAST ROUTE

KING'S CROSS AND SCOTLAND

SHORTEST AND QUICKEST



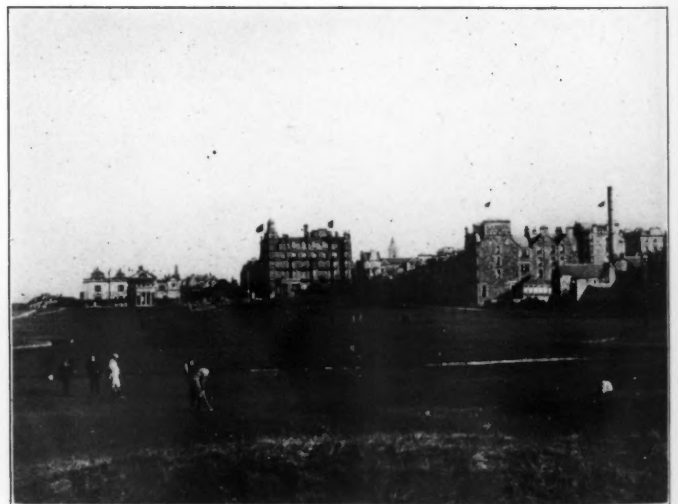
Princes Street, Edinburgh

IT is doubtful whether another City throughout the length and breadth of Europe can compare with Edinburgh for splendour of situation, and an urban thoroughfare which rivals its Princes Street will be difficult to discover.

From the ramparts of the Castle the view spread out to the North, and right over the Forth Eastward, explains at once the reason for calling Edinburgh "the Athens of the North." The magnificent groupings of volcanic hills and scarps close at hand, and across the estuary, make picturesque and inspiring every view.

ON a picturesque corner of the coast of Fife stands St. Andrews, at one time the ecclesiastical capital of Scotland, and now a university town of considerable importance.

To all lovers of Golf, however, St. Andrews makes its appeal as the home of the "Royal and Ancient Game." The very air seems to be impregnated with the spirit of the game and delegates should not miss the opportunity of playing over these famous links—only then will they fully understand why St. Andrews is always spoken of in superlatives.



St. Andrews

Railway of England and Scotland

THE ARTERY OF INDUSTRIAL BRITAIN

THE London and North Eastern Railway serves the whole of the East of Great Britain between London and the North of Scotland, in addition to extensive areas in the centre and west of both England and Scotland—it may truly be termed the artery of Industrial Britain.

It is the greatest Dock Owing Railway in the world, possessing 38 Docks, 38 miles of quays and 210 coal shipping berths.

In a normal year it carries 300,000,000 passengers (exclusive of season ticket holders) and over 180,000,000 tons of goods and minerals.

Of the total output of coal in Great Britain 40% is raised from Collieries directly served by the London and North Eastern Railway.

Another of the great industries served is that of shipbuilding. The tonnage launched on the North East Coast is considerably more than half of the output of the British Isles, whilst 90% of the shipbuilding in Great Britain is at ports served by the Company.

In the West Riding of Yorkshire and Lancashire the railway serves an immense productive area both for woollens and textiles.

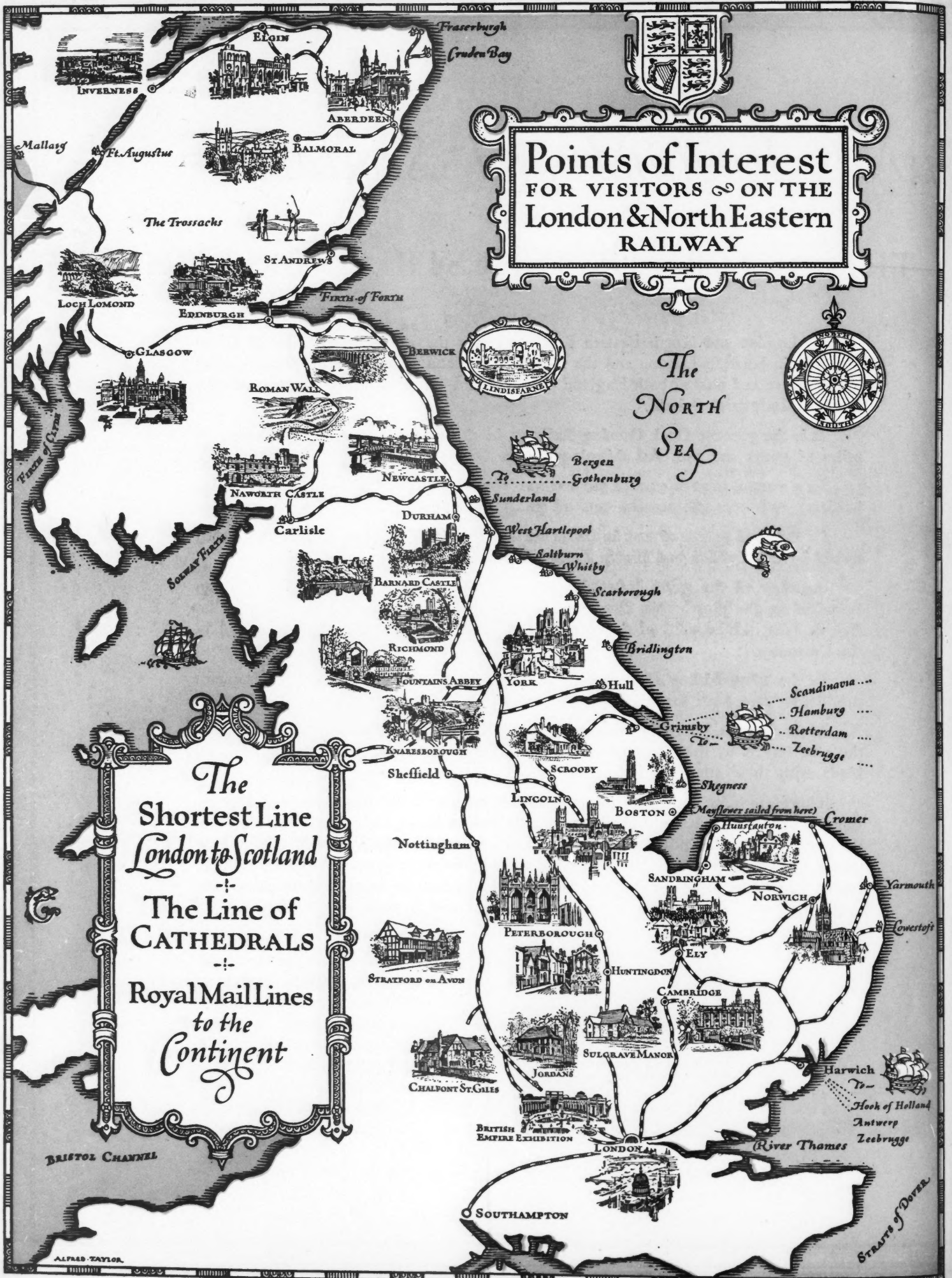
More than half the Pig Iron made in the United Kingdom is produced within the area served by the Company and there are important iron and steel works of all kinds with their attendant industries.

There are other industries too numerous to mention in the huge area served by the London and North Eastern Railway, and therefore those Delegates who desire to see something of the industrial life of Britain can combine business with pleasure by travelling over this great Company's system, which not only serves so well holiday resorts and other places of interest, but also the industrial centres of England and Scotland.

When in London and you require Illustrated Guides, Information, Tickets, call at, or write to, the

London & North Eastern
Railway Company's West End Offices

LONDON 59, Piccadilly, W.1.
71, Regent Street, W.1.



**Points of Interest
FOR VISITORS ON THE
London & North Eastern
RAILWAY**

The
**Shortest Line
London to Scotland**
+
**The Line of
CATHEDRALS**
+
**Royal Mail Lines
to the
Continent**

*The
North
Sea*

BRISTOL CHANNEL

ALFRED TAYLOR

STRAITS OF DOVER

OFFICIAL A. A. C. W. TOURS

(Continued from page 70)

Cernell, Mr. R. H. Colley, Mr. Reg. F. E. Danson, Mr. R. J. Donohue, Mr. W. E. Dornar, Mr. William Draper, Mr. William H. Dunn, Miss Dorothy Durfee, Miss Lucy Farrell, Miss Mamie Farrell, Miss Edna Freeman, Mrs. Jane C. Grenell, Mr. Fred. T. Hebert, Mr. H. H. Hoffman, Mr. W. B. Kelly, Mr. John J. Kiel, Mayor Henry W. and wife Lee, Miss Eleanor E. Mathieu, Mr. Ed. T. Murphy, Miss Adele Netzer, Miss Anne M. O'Neill, Miss Eva Parlette, Mr. Ralph Pearson, Mr. Andrew C. Perkins, Mr. Arthur A. Powell, Mr. E. L. Rauth, Miss Margaret M. Reed, Miss Ruth Riley, Mr. Daniel V. Riley, Mr. Edwin E. Robard, Mr. Henry Alex. Roche, Mr. G. W. Schroeder, Theodore Sullivan, Mr. John Troy, Miss Julia Uhlman, Miss Elsie H. Voelker, Mr. Chas. M.

TOUR J: DUBLIN

The complete program is not yet to hand from Dublin, but the delegates will receive an official reception from the Government of the Free State, the municipality, the chamber of commerce, etc.

Those who have signified their going are as follows:

Betting, Mr. Wm. J. Buckley, Mr. Homer J. Collins, Mr. and Mrs. Martin J. Collins, Mr. William Collins, Robert Donehue, Mr. W. E. Dunn, Miss Dorothy Farrell, Miss Mamie Farrell, Miss Edna Freeman, Mrs. Jane C. Katz, Mr. George R. Kiel, Mayor and Mrs. Henry W. Klein, Miss G. Klein, Miss R. Lee, Miss Eleanor E. Leopold, Miss Jeanette A. Lowe, Miss Charlotte Lowe, Miss Frances McGraw, Mrs. M. L. McNelis, Miss Catherine Mackin, Miss Anna Meade, Mr. James E. Moriarity, Miss Katherine Moriarity, Miss Mary O'Hara, Miss S. M. R. O'Neill, Miss Eva O'Shaughnessy, Mr. James Rauth, Miss Margaret M. Reed, Miss Ruth Ritchie, Miss Ellen Schermerhorn, Mr. James Schroeder, Theodore Toomey, Mr. Richard A. Troy, Miss Julia Tucker, Miss Margaret

PARIS TRIP

Date of Visit.—Leave London Friday, July 25. Visit Terminates.—Paris, July 31. Number of Delegates.—500.

Program will include national reception, banquet, a Gala at the Opera, visits to Versailles and Fontainebleau. A ceremony at the French Unknown Warrior, as well as a visit and a ceremony at the American Battlefield.

If arrangements permit, there might be a Franco-American Sports afternoon at the Olympic Games. Hotel accommodation will be attended to by the Paris Reception Committee, or by a firm under their control.

Those who have signified their going are as follows:

Ackerley, Mr. A. Adler, Mrs. Hazel H. Adler, Mrs. H. A. Aiken, Mr. William B. Allen, Mr. W. S. Althouse, Mr. Elmer E. Ankrum, Mr. E. W. Anspach, Mr. J. Geo. Appleton, Mr. Henry Lewis Aronson, Mr. Jacob H. Austin, Mr. W. A. Babcock, Miss Lucile Baker, Mr. George M. Barklow, Mr. E. J. Barnitz, Mr. Frank R. Bates, Mr. J. D. Bauer, Mr. J. E. Beaubien, Mr. Pierre Becker, Miss Bertha W. Beecher, Mr. Aymer J. Bendon, Mr. S. G. Benson, Miss Hilma K. Berdan, Mr. and Mrs. W. T. and daughter Berger, Mr. M. Russell Berger, Miss Bertha Berkowitz, Mr. Leon L.

RETAIL SECTIONS

London is the largest centre of the wholesale and retail trades in the United Kingdom, and is remarkable for the immense number of small one-shop businesses as compared with the larger stores of American cities. Further, each district has well-defined local shopping areas, and, in addition, Central London is characterized by the number of thoroughfares that have become identified with certain trades in which the principal houses engaged are to be found.

- Fleet Street—Newspapers, etc. Great Portland St. and Langacre—Automobiles. Oxford St. and High St., Kensington—Dry Goods and Notions. Curtain Road, E. C.—Furniture, wholesale. Tottenham Court Rd.—Furniture, retail. City Road and Clerkenwell—Gramophones and Records. Hatton Garden—Diamond Merchants. Holborn Viaduct—Cycles. Charing Cross Road—Second-hand Booksellers.

The important shopping streets of the City are Cheapside and Bishopsgate; of the West End, Holborn and Oxford Street to the Marble Arch, Regent Street from Oxford Circus to Picadilly Circus, Picadilly to Old Bond Street and the Strand from Charing Cross to Wellington Street. Bond Street (Old and New) is the Fifth Avenue of London. Further west, the Edgware Road, for about a mile, and after another mile residential break, the shopping centre for North West London at Kilburn and Brondesbury. In the extreme west, Hammersmith Broadway, Eastward from the City, the shopping centres are Shoreditch, Mile End Road, Ilford and Stratford. Northward from the City are Islington, Highbury, Holloway, Finsbury Park, Kentish Town, and Wood Green. In the south, beyond the river, are the Elephant and Castle, Kensington, Deptford, Clapham and Brixton. In every case, the shopping is concentrated upon a common centre, usually distinguished by one or more dry goods stores situated upon a main traffic artery.

Betting, Mr. William J. Bissell, Miss Olive Blackwood, Mrs. Bernice Blanchard, Mr. Frank LeRoy Bliss, Mr. Frederick W. Bloomingdale, Mr. Karl Boxley, Miss Hazel L. Brook, Mr. Charles H. Brockover, Mr. Lyle A. Brown, Miss Alice J. Brown, Mr. Chester A. Brown, Mr. Frank J. Brown, Mr. James Wright Brown, Miss Laura Brown, Mr. Will L. Brownell, Mr. C. A. Brugh, Mr. E. E. Buckley, Mr. Homer J. Buente, Miss Frances M. Bursley, Mr. H. C. Byrne, Miss Gertrude Barry Campbell, Mr. W. A. Carson, Mr. Edward F. Carson, Mr. O. B. Carter, Mr. William J. Carter, Mr. Wm. J. Cauger, Mr. A. V. Chapman, Mr. M. J. Charles, Mr. and Mrs. H. H. and Miss Jane Charles Clark, Mr. Allen W. Clayberger, Mr. R. P. Clinehens, Miss Ruby Cobb, Miss Beatrice Cohurn, Miss Julia Cohn, Mr. Herman Cohn, Mr. Ben Cole, Mr. F. E. M. Cole, Mr. Hal Colley, Mr. Reg. F. E. Collins, Mr. John J. Constantine, Mr. C. P. Conter, Mr. Edward N. Cooper, Mr. Clay C. Cosner, Mr. E. E. Crosby, Miss Emily Dale, Mr. and Mrs. Thomas J. Danson, Mr. R. J. Davidson, Mr. Thomas M. Davis, Miss Marion M. Donaldson, Miss Lois Donath, Miss Irene I. Donehue, Mr. W. E. Dooley, Miss Mary M. Dorn, Mr. Albert A. Dornan, Mr. William Drouet, Miss Adele Dubbs, Mr. Harry Russell Dumont, Mr. Henry Dwyer, Miss Blanche M. Eisenberg, Mr. Ralph M. Elgutter, Miss Selma Baer Ellsworth, Mr. Fred W. Emerson, Mr. Merton L. Exline, Mr. George Fairbanks, Mr. C. T. Fellows, Mr. R. N. Finger, Mr. Ray H. Finley, Mr. W. S. Flaacks, Mr. Theodore Flader, Mr. Louis Forristall, Mr. George B. Frank, Mr. Fritz J. Frank, Miss Irma Freedlander, Mr. Herman Frost, Mr. E. Altier A. Gans, Mr. Horace B. Gardner, Mr. Paul W. Goldberg, Mr. Emanuel Goodwin, Mr. Wm. M. Gordon, Mr. Colver

Greenfield, Miss Goldye Grennell, Mr. Fred T. Guernsey, Mr. Frank B. Haas, Mr. Henry Hackstaff, Mr. Richard C. Haigh, Mrs. Gertrude J. Haigh, Mr. Stanley E. Haden, Miss Mable L. Hall, Miss Eve M. Hall, Mr. S. Roland Hammett, Miss Edith Handerson, Mr. C. H. Handley, Miss Alberta Hardwell, Mr. and Mrs. O. R. Harris, Mrs. Evelyn Harris, Mr. George E. Harris, Miss Hester R. Harris, Mr. O. T. Harris, Mr. Ralph Harrison, Mr. William E. Harvey, Miss Olivia M. Haskell, Mrs. Martha S. Hathaway, Mr. C. H. Hathaway, Mr. John R. Hayward, Mr. Charles B. Hazard, Mr. Eugene J. Hebert, Mr. M. H. Heckler, Mr. Louis J. Hein, Mr. Adolphine Hexter, Miss Rosa B. Higgins, Miss Joan Hill, Mr. Hadley A. Hodge, Mr. J. C. Hoffheimer, Miss Frances F. Holdbrook, Mr. I. S. Hood, Mr. Jennings Huddleston, Dr. S. M. Hull, Mr. A. E. Hurst, Mr. A. E. Hes, Mr. Harry Ingles, Mrs. Margot Isbister, Mr. William H. Jaques, Miss Marie Johnson, Mrs. Edith A. Johnson, Mrs. Ralph Kallfelz, Miss Mildred Katz, Miss Hilda V. L. Keadle, Miss Lucy C. Kealey, Mr. John F. Kelley, Miss Anna M. Kelly, Mr. John J. Kemp, Mr. John M. Kendall, Mr. J. C. Kentle, Miss Jean Bell Kitten, Mr. Thomas W. Knight, Miss Ann Chatfield Krahmer, Mrs. Susie R. Kruming, Mr. M. J. Lakeman, Mr. Maxwell Lanoix, Mr. Noel Emery Lange, Miss Camille J. Lawrence, Mrs. Inez Leaman, Mr. Alfred H. Lee, Miss Eleanor E. Levy, Mrs. Harriet Mooney Lipsky, Mr. Daniel Locking, Mrs. Guy Lorentz, Mr. J. D. Lovell, Mr. Clarence B. Lowe, Mr. Gurney R. Lyman, Mrs. Minnie J. McGraw, Mrs. M. L. McIntosh, Mr. Thomas McLeod McNaughton, Miss Lucile McNelis, Miss Catherine MacKen, Miss Anna MacRae, Mr. Thomas H. Maguire, Miss Elizabeth V. Malley, Mr. J. M. Mann, Mr. Karl M.

Martin, Miss Jane Massie, Miss Nellie S. Mears, Miss Emeline Milburn, Mr. Fred Milne, Miss Margaret Mitchell, Miss Ethel M. Moore, Mr. Bert Montet, Mr. Ed. Morton, Mr. Wm. J. Muellendyke, Mr. Samuel Muir, Miss Margaret R. Mulligan, Mr. Ralph R. Murrill, Mr. LeRoy K. Neal, Mr. Jesse H. Nelson, Mr. George A. Nelson, Mr. W. B. Norris, Miss Mary Hope O'Brien, Miss Mary F. C. O'Connell, Mr. John F. Osborn, Mr. Guy S. O'Shaughnessy, Mr. James Oswald, Mr. John Clyde Pape, Lieut. Robin B. Pape, Wm. J. Parlette, Mr. Ralph Penn, Mr. Henry Pidgeon, Mr. Edward Everett Porter, Mr. Fred D. Prevost, Miss Elizabeth Pyle, Mr. Clarence J. Randall, Mr. R. T. Rauth, Miss Margaret M. Rawlings, Mr. A. W. Rees, Mr. J. G. Reidsma, Mr. H. J. Richards, Mr. F. St. J. Richardson, Mr. H. S. Richardson, Mr. Wallace C. Richey, Mr. R. A. Rickard, Mr. William L.

(Continued on page 82)

LIVERPOOL—WESTERN GATEWAY

(Continued from page 64)

occupies a commanding position in the city, and completes a fine ensemble.

The Town Hall is the centre of a district where many fine structures are discoverable, the various exchanges, banks, insurance offices and the like being imposing edifices.

Worthy of note, also, is the group of buildings at the Pier Head, consisting of the palatial Dock Board Offices, the Cunard Building and the Royal Liver Building, the latter towering 290 feet high. The Head Post Office, the Municipal Offices, the Government Buildings, the new Cotton Exchange, and new Cathedral, the massive shops and offices, strike the stranger with a sense of the wealth and importance of the city.

The University of Liverpool is a standing monument to the benefactors who took part in providing it. The leading hotels of Liverpool not only add to the beauty of the city architecturally but ensure perfect comfort to visitors. Of late years several of Liverpool's shops have advanced considerably both in dimensions and in methods, and may be ranked with the greatest modern emporia.

Better-class buyers go to the Bold street shops (the Bond street of Liverpool) but many excellent shops are situated in and around Church street, Lord street, Castle street, and other leading thoroughfares. Liverpool shops appeal not only to the residents but to a wide field of buyers from surrounding districts. Other buyers catered to are the American, Colonial, and Continental travellers, who visit the port in considerable numbers. They purchase clothing and like essentials for their personal use or to take back to friends, as they are often able to buy such goods to better advantage in England. The Grand National and other race meetings held at Aintree also attract many thousands of visitors and potential buyers to Liverpool. Visitors are delighted with the Liverpool cafés, with which there is nothing to compare outside London.

Liverpool has a great deal to interest the visitor in its famous river, shipping, docks, and commerce. Further, it is an excellent centre from which to visit Llandudno, North Wales, the Isle of Man, and the Lake District. Interesting places in the immediate neighborhood include the richly wooded peninsula of the Wirral, lying between the estuaries of the Dee and the Mersey, with Hoyleake, West Kirby, New Brighton, Wallasey, and Port Sunlight, as places well worth visiting. A little further afield are such well-known places of interest as historic Chester, sunny Southport, and breezy Blackpool.

Supremacy!



The Space Barometer which the "Newspaper World" compiles and publishes monthly proves that the

Liverpool Echo

is the greatest evening advertising medium in the Kingdom, carrying more advertisements than any other provincial penny paper, morning or evening, its total being exceeded by only one London penny paper (THE ECHO'S "smalls" alone often exceed 2000 daily.)

and that the

Liverpool Daily Post

is by far the greatest and most popular daily advertising medium outside Manchester for the district of Lancashire, Cheshire, North Wales, and the North-West generally.

THIS REPUTATION HAS BEEN BUILT UP ON
HEALTHY CIRCULATION AND EFFICIENT SERVICE.

The Liverpool Weekly Post

is the favourite weekly among the working classes of the industrial North-West of England and Wales.

The fixed rates for any advertisements from a "small" to a full page can be had on application at

LONDON: 130 Fleet Street, E. C. 4 LIVERPOOL: Victoria Street

THE ADVERTISING CLUBS OF EUROPE

The Advertising Club Movement in Europe is Making Giant Strides and the Associated Advertising Clubs is Now "of the World" in the Fullest Possible Sense

FOLLOWING are details of the personnel of the Advertising Clubs of Europe who will greet the delegates at Wembley. The Clubs of Great Britain, in conjunction with the affiliated organizations mentioned elsewhere, will be hosts at the London Convention.

ENGLAND

LONDON

The Thirty Club of London—President, C. Harold Vernon (principal, C. Vernon & Sons, Ltd.); vice-president, John Cheshire (advertisement director, Lever Bros., Ltd.); treasurer, Philip Emanuel (advertisement director, Odhams Press, Ltd.) hon. secretary, W. S. Crawford (principal, W. S. Crawford, Ltd., Advertising Agents). Founded in 1905 with 30 charter members "for the betterment of advertising," its members are elected only for services rendered to advertising. There are seven honorary members. The present roll follows:

Committee—W. H. Robinson, J. C. Akerman, Eric Field, T. B. Lawrence. Full Members—Sir Charles F. Higham, Lionel G. Jackson, Leslie Harwood, H. Samson Clark, James Walker, Hugh N. Hunter, P. C. Burton, Charles Bridges, Wareham Smith, Ivor Fraser, R. P. Gossop, E. S. Baring-Gould, Geo. J. Orange, George Sparkes, F. W. Vanden Heuval, Ernest Morison.

Associate Members—Louis Kaufman, A. Wardle Robinson, Walton Harvey, U. B. Walsley, F. E. Bluff, Alfred Pemberton, Gerard W. Gibbs.

Aldwych Club—Chairman, Wareham Smith (director of Weldons, Ltd.); hon. secretary, Edwin T. Nind (advertising manager of C. Arthur Pearson, Ltd.). Founded in 1911, the Aldwych Club is the only advertising social club with its own club premises (Exeter street, Strand). It has just over 500 members, practically all of whom are advertising men.



EDWIN T. NIND



WAREHAM SMITH

Fleet Street Club—President and chairman, Sidney D. Nicholls (advertisement manager of *Sunday Pictorial*); hon. secretary, Fred W. Slaughter (general manager, *The Nation and Athenaeum*). This is the oldest club of advertising men, its membership being composed of newspaper men, and numbering 240. Is arranging two inter-departmental sessions at the convention to discuss affairs with American newspaper advertising men. Headquarters, 3 Cursitor street, Chancery lane, Fleet street. E. C. 4.



SIDNEY D. NICHOLLS

Publicity Club of London—President, the Right Hon. the Lord Mayor of London, Sir Louis A. Newton; chairman, William M. Young (advertising agent, retired from business last year); hon. secretary, J. Douglas Mugford (director, Alexandra Advertising Agency, Ltd.). Formed in 1913, the club is now the largest British publicity club, with a membership of almost 800. It is actively engaged in the convention and has invited the delegates of the New York Advertising Club to dinner on Tuesday of convention week. Headquarters, Sentinel House, Southampton Row, London. W. C. 1.

Press Advertisement Managers' Association—President and Chairman, George Scott (London advertisement manager, *Glasgow Herald*); hon. secretary, F. Osborne (advertisement manager, *Windsor Magazine*). Formed in 1910, this association includes the advertisement managers of leading newspapers, etc., of the United Kingdom, its objects being to promote and safeguard the best interests of advertising. Membership, 83. It is represented through its members on various committees engaged in the convention. Headquarters, Norfolk House, Laurence Pountney Hill, Cannon street, E. C. 4.



GEORGE SCOTT

Regent Advertising Club—President, Major T. Worswick, O.B.E., M.Sc. (Director of Education for the Polytechnic); founder and first chairman, Cyril C. Freer (director of the Freer Advertising Agency); secretary, Muriel G. Atkins (advertisement department, Odhams Press, Ltd.). This club was formed in May, 1923, and has now 220 members. Affiliated with the A. A. C. W. H. Turner Widgery acting as representative on the General Committee of District 14. Miss Debenham represents the women members on the women's entertainment committee.



MAJOR T. WORSWICK

The Regent Club hopes to entertain the three junior delegates who are attending the convention as the guests of the senior club of New York and has applied to the entertainment committee for this privilege. Headquarters, The Polytechnic, 309 Regent street. W. 1.

Women's Advertising Club of London—President, Miss Marion Jean Lyon (advertisement manager, *Punch*); secretary, Miss Kathleen MacLachlan (W. S. Crawford, Ltd., Advertising Agents). The club was formed September, 1923, with the aim to widen the range of advertising vision by the addition of authoritative women's activities. The membership already amounts to 32. The club is the outcome of a promise made by Miss MacLachlan at last year's convention that a real women's advertising club would be in existence in London before the 1924 convention. The club is in charge of the entertainment to be provided for the American ladies during the convention, and a special committee has been formed to take care of this important section. Miss MacLachlan is secretary of the Women's Federated Clubs of the World, and the club is looking after the business of the Federated Clubs during the convention. Headquarters, 233 High Holborn, W. C. 1.



KATHLEEN MACLACHLAN

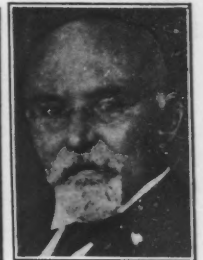
Publicity Club of Liverpool—President and chairman, Alderman C. F. Rymer (managing director of Messrs. C. F. Rymer, Ltd.); joint hon. secretaries, Douglas Munro, advertisement manager, Rushworth & Dreaper, Ltd., Thomas W. Roberts (principal of Commercial Advertisers' Advertising Agents); hon. treasurer, Miss M. L. Wilkins (principal of Replica Letter Company of Liverpool). The Publicity Club of Liverpool was founded in October, 1920, and its membership is now 120 full members and 36 junior members. The club is entertaining in Liverpool 100 delegates arriving on the evening of July 20 and staying in Liverpool to Thursday, July 25. The club will meet American and Canadian delegates arriving in Liverpool. Headquarters, Publicity Club of Liverpool, Liverpool.



C. F. RYMER

BRADFORD

Publicity Club of Bradford—President, the Rt. Hon. the Lord Mayor of Bradford, Ald. H. M. Trotter, J.P.; chairman, H. C. Derwent, J.P., business manager of the Bradford District Newspaper Company; secretary, Walter Pitch-



H. M. TROTTER, J. P. H. C. DERWENT, J. P.

ers (London & Provincial Reproduction Company, Ltd.). The club was formed March 3, 1924, and the membership is 70. The club's invitation was extended to and accepted by the American delegates to visit Bradford during their Yorkshire tour. Headquarters, 11 Hastings Place, Bradford.

OXFORD

Publicity Club of Oxford—Pledged to uphold the ethics and standard of Advertising. Affiliated to the A. A. C. W. President, W. R. Morris (governing director of Morris Motors, Ltd.); chairman, G. G. Hunt (advertisement manager, *Oxford Times*); hon. secretary, Laurence Knowles (business consultant); hon. development secretary, E. Kingsley Belsten (advertising manager, Diploma Correspondence College, Ltd., Oxford). Formed



G. G. HUNT



W. R. MORRIS

March 10, 1924. Membership about 50. The club has a delegate sitting on the general convention committee. Headquarters, Y. M. C. A. Building, Oxford

SCOTLAND

GLASGOW

Glasgow Publicity Club—Chairman, H. Thomson Clark, J.P. (general manager, *Glasgow Herald*, *Evening Times*, *Bulletin*, *Glasgow Weekly Herald*); hon. secretary Hugh W. Dick, (advertisement manager, *Glasgow Evening News*); hon. treasurer, John Firth, 54 Gordon street, Glasgow. Formed November, 1923, and has 90 members. The club is attending advertising convention in London, representing the Glasgow and West of Scotland interests and entertaining the American delegates to the number of 200 when they come north to Glasgow.

IRELAND

Advertising Club of Ulster—President, S. G. Haughton (Frazer & Haughton, Culley-backey, Co. Antrim, Ireland); hon. secretary, Victor Salter, 124 Royal avenue, Belfast. Affiliated with A. A. C. W.

Publicity Club of Ireland—Chairman, Sir Thomas Robinson; vice-presi-

"Looked Back Upon With Happy Memories"

LORD ASHFIELD

Chairman of the Underground Undertakings

LAST year I expressed the hope that the 1924 convention of the Associated Advertising Clubs of the World might be held in London. I am indeed glad that this hope is to be fulfilled, and at a time so fortunate; for the linking of the convention with the great Empire Exhibition must inevitably ensure that the results of the visit will be even more far-reaching than would be the case in a normal year.

May I assure the delegates that their visit to this country will be of inestimable value, not only to British advertising but also to international trade. London, I know, will extend to them a most sincere and hearty welcome, and I can only add that it is my firm conviction that the 1924 convention will prove to be not only no less successful than its predecessors, but one which will be looked back upon with happy memories of great achievement.

dent, Dr. Lombard Murphy; hon. secretary, Brian D. O'Kennedy; hon. treasurer, F. M. Summerfield. Formed Dec. 6, 1923, and the number of members is approximately 100. The club is sending a delegation to the convention, and is ar-



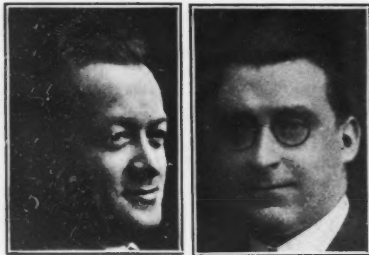
DR. LOMBARD MURPHY SIR THOMAS ROBINSON

ranging with the authorities in London for speakers from the Free State to participate in the convention proceedings. The club is also arranging to receive a number of delegates, probably about 250, in Dublin, where a reception and series of entertainments will be provided.

FRANCE

Chambre Syndicale de la Publicité—Presidents d'honneur: M. M. Doumergue, J. Crupp, M. Masse, Couyba, Fernand David, Guisthau. Membres d'honneur: M. Laffont, Sous-Secrétaire, Aux P. T. T.; M. Emmanuel Brousse, Député, Ancien Sous-Secrétaire d'Etat. The club was founded in 1906.

Corporation des Techniciens de la Publicité, Paris—Founded in 1913, under the name of "Conférence des Chefs de Publicité." The present title was adopted in 1920. Its aim is the betterment of advertising as a whole. The or-



ETIENNE DAMOUR F. A. MARTEAU

ganization is divided into three groups, as follows (the figures given are those indicating the number of present members): (a) advertising managers of advertisers, 50; (b) advertising consultants and agents, canvassers and advertising managers of papers, 30; (c) artists and craftsmen, divided as follows—artists and layout men, (30), block-makers and engravers (40), printers and publishers (36).

The founder was C. J. Gerin, and the present chairman is Etienne Damour, managing director of Et. & L. Damour, advertising consultants in Paris and publishers of *Vendre*. Other committee officials are Mr. Debuisson (engineer, advertising consultant); Louis Serre (advertising consultant, advertising professor and examiner); J. Gerin (advertising consultant).

Office de la Justification des Tirages, Paris—Founded in 1922 as a result of resolutions passed at the 1922 Paris advertising convention. Its aim is to act as Audit Bureau of Circulations for daily papers and periodicals. Chairman, Charles Maillard; secretary, Joseph Breuer.

Demaine de la Publicité (Comité Exécutif) Paris—Founded in 1922 when the Paris advertising convention was terminated, in order to carry out certain resolutions passed—namely, an endeavor to obtain a standard column width, to regulate the rights of artists to sign illustrations of advertisements, etc. Chairman, Charles Maillard; secretary, Martial Buisson.

Cercle des Publicitaires Français, Paris—Founded in 1923, it is a social

club, intended to bring together advertising men. Chairman, Louis Serre; other committee officials, Joseph Breuer, Lucien Sene, Martial Buisson, Francis Thibaudau.

HOLLAND

Vereeniging Voor Reclame—Amsterdam, Rotterdam—Founded November, 1923. Its aim is to bring about improved advertising in Holland and in the Dutch colonies. The number of members is about 125. Chairman, H. H. Behrens, The Hague; secretary, B. Knol, Rotterdam.

Bureau Voor Oplaacontrol, Amsterdam—Founded November, 1921. Its aim is to act as



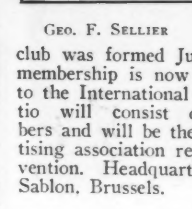
B. KNOL

J. C. Van den Berg.

BELGIUM

Chambre Syndicale de la Publicité—Affiliated with the Chamber of Commerce of Brussels. President

George F. Sellier (advertising manager of Les Savonneries, Lever Freres Societe Anonyme, Brussels, an associated company of Lever Bros., Ltd., of Port Sunlight); secretary, M. Marinx (director of the Publicity Office of Brussels). The club was formed July 30, 1921, and the membership is now 55. The delegation to the International Advertising Convention will consist of about 25 members and will be the only Belgian advertising association represented at the convention. Headquarters, 8, Place du Petit Sablon, Brussels.



GEO. F. SELLIER

AFFILIATED ORGANIZATIONS IN DISTRICT 14

LONDON

Incorporated Sales Managers Association of the United Kingdom—President, G. S. Stevens (company director, 55-56 Chancery lane, W. C. 2); chairman, Arthur Chadwick (managing director, Amalgamated Publicity Service, Ltd., Bucknall street, W. C. 2); hon. general secretary, Stanley F. Talbot (sales organizer and manager, General Buildings, Aldwych, W. C. 2). Formed May, 1911, and has



SIR ARTHUR CHADWICK

about 500 members. The object of the association is the general discussion of matters of interest to those engaged in sales management. Responsible for sales management sessions at A. A. C. W. convention, Wembley. Headquarters, Sentinel House, Southampton Row, W. C. 1.

The Periodical, Trade Press & Weekly Newspaper Proprietors' Association, Ltd.—President, Rt. Hon Lord

Riddell; vice-president, Sir George Sutton, Bart. (Amalgamated Press (1922), Ltd.); Sir Edward Iliffe, C.B.E., M.P. (Iliffe & Sons, Ltd.); executive chairman, George Springfield; chairman periodical section, J. A. W. Mudie (D. C. Thomson & Co., Ltd.); chairman trade and technical section, Percival Marshall (Percival Marshall & Co.); secretary, E. O. Norton, 6 Vouverie street, E. C. 4. The association is represented on the general committee and executive council of the convention, and for convention purposes is affiliated with the Advertising Clubs of the World. Headquarters, 6 Bouverie street, Fleet street, E. C. 4.

London Chamber of Commerce—President, Lord Kysant, G.C.M.G. (chairman and managing director, Royal Mail Steampacket Company, Union Castle Line and other associated companies); chairman, R. L. Barclay, C.B.E. (director, Barclays Bank Ltd., and Commercial Union Assurance Company); secretary,



LORD KYLSANT



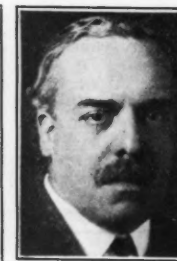
R. L. BARCLAY

A. de V. Leigh, M.B.E., M.A. The Chamber was formed in 1881 and the membership is over 7,000 and includes the most important firms engaged in trade industry and commerce in the administrative County of London. It has affiliated associations represented on its council with a membership of over 50,000. The council at its meeting last November considered a request from District 14 to nominate three members to serve on the general committee for the convention, and three members were accordingly appointed. Headquarters, 1, 2 and 3, Oxford Court, and 97 Cannon street, E. C. 4.

Association of British Advertising Agents—President, L. O. Johnson, (Mitchell & Co., Ltd.); vice-president, H. L. Mather (Mather-Crowther, Ltd.); chairman, J. Strong (G. Mitchell & Co., Ltd.); hon. treasurer, Lionel Jackson (G. Street & Co., Ltd.); hon. secretary,



L. O. JOHNSON



JAMES STRONG

Philip de G. Benson (S. H. Benson, Ltd.). The association was incorporated April 17, 1917, but existed under various names before that date. The membership now amounts to 71. It has been entrusted by the convention with the preparation of the program for the convention as far as it concerns advertising agencies. The association is also taking part in the exhibit of advertising art. Headquarters, 110 St. Martins lane, W. C. 2.

Incorporated Society of Advertising Consultants—President, Thomas Russell; vice-president, Hopton Hadley; secretary, William T. Moss; treasurer, T. Gilbert Oakley. The society was formed September, 1910, and now numbers among its members the principal independent advertising men and women practitioners in London. Headquarters, Clun House, 17 Surrey street, Strand, W. C. 2.

Screen Advertising Association



K. BARON HARTLEY

President, T. P. O'Connor, M.P.; vice-president, Sir William Veno; joint chairmen, Beaumont Alexander and K. Baron Hartley; vice-chairmen, S. Presbury and G. E. Turner; hon. treasurer, Basil Davies; hon. secretary, R. K. Langley.

Federation of Master Process Engravers—President, A. Dargavel; vice-president, V. Siviter Smith; hon. treasurer, E. W. Hunter; secretary, A. E. Dent. Formed November, 1916, its membership now amounts to 120. Its illustrating blockmaking section and graphic arts exhibits at the convention. Headquarters, Room 268 Bank Chambers, 329 High Holborn, W. C. 1.

Incorporated Society of British Advertisers, Ltd.—Vice-presidents, Lord Leverhulme, Sir Jesse Boot, Bart., Sir Herbert T. F. Parsons, Bart., Sir Hedley F. le Bas; general secretary (London), H. T. Humphries, secretaries (provincial executives), B. A. Ward (Manchester), D. J. Black (Glasgow). Members include some 300 of the leading national advertisers. The society is responsible for national advertisers' section at the convention. Headquarters, 134 Fleet street, E. C. 4. Branch offices, Veno Bldgs., Manchester; 22 Renfield street, Glasgow.

Federation of Master Printers and Allied Trades—President, Lt. Col. H. Rivers Fletcher (Fletcher & Son, Norwich); vice-president, W. B. Wykes (Johnson Wykes & Paine, Leicester); secretary, A. E. Goodwin. The federa-



H. RIVERS FLETCHER



A. E. GOODWIN

tion was formed in 1901 and its membership consists of nearly 5,000 employers employing 95 per cent of those engaged in the industry, and its object is to organize employers in the printing and allied trades. The federation is responsible for the conferences of the printing section of the convention and is entertaining the American and foreign delegates. It is also responsible for the printing section of the advertising exhibits. Headquarters, 24 Holborn, E. C. 1.

JUST A MINUTE!

THE G. W. Advertising Service, Ltd.,—located as below—will welcome any correspondence relating to Advertising propositions such as Novelties, Calendar Designs, etc., from American Producers seeking trade in British Markets.

Write us with details of your propositions.



Bolton can respond

Lancashire's third town . . with a population of 182,000 . . is the wealthiest industrial community in the Kingdom.

Its one daily newspaper is the *Bolton Evening News* (daily net sale 48,057).

Half a million people live within a ten mile radius of Bolton. They read the *Lancashire Journal* series of weekly newspapers.

Bolton can buy . . now. Luxuries and every-day necessities. Use the *Bolton Evening News* and *Lancashire Journal* series as the backbone of your northern campaign and

Bolton will respond

Comprehensive Analysis of Bolton Market and Rate Card Sent on Request to
TILLOTSONS NEWSPAPERS LTD., BOLTON
or the London Office: Temple Bar House, 23-28 Fleet Street, E.C., 4

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ADVERTISING CLUBS OF EUROPE

(Continued from page 78)

United Billposters' Association—President, W. E. Biggs, Keighley; vice-president, Councillor T. D. Schofield, Bridgend; secretary, George F. Smith. The association was registered in 1890 and its membership numbers between 600 and 700, substantially all the billposting contractors of the United Kingdom. It is responsible for the billposting section in the convention. Headquarters, 31 St. James street, Bedford Row, W. C. 1.



W. E. BIGGS

London Billposters' Association—President, W. Edmund Davey (Northern Billposting, Ltd.); vice-presidents, Percy Sheldon (Borough Billposting Company); G. W. Gardner (Walter Hill & Co., Ltd.); treasurer, M. J. Richards (Willing's Billposting Dept., Ltd.); secretary, George F. Smith. The association was registered 1890, as a trade protection association. The membership numbers 52, substantially all billposting contractors of London. Headquarters, 31 St. James street, Bedford Row, W. C. 1.

Federation of Direct Mail Advertising Agents—Chairman, Arthur Chadwick (chairman, Amalgamated Publicity Services, Ltd., Publicity House, Bucknall street, W. C. 2); deputy chairman, A. H. Louis (Flowerdew & Co., Temple Bar Chambers, 227 Strand, W. C. 2); secretary, Lt. Col. High W. S. Venn (director, Amalgamated Publicity Services, Ltd., Publicity House, W. C. 2); hon. treasurer, H. C. Baldwin (life director, Smith Dalby-Welch, Ltd.). The federation was formed in January, 1924, and it is impossible to give a membership estimate. The federation will function as the direct mail departmental section of the convention headquarters, 196 Shaftesbury avenue, W. C. 2.

Incorporated Association of Retail Distributors—Past President, Sir Sydney M. Skinner, J.P.; president-elect, Sir Woodman Burbidge, Bart., C.B.E.; chairman, Percy A. Best (president 1923-24); general secretary, F. Ernest Jackson, also chairman retail advertising committee, International Advertising Convention, Northern (consultative) Council, chairman, A. W. Thomas; Southern (consultative) Council, chairman, Leonard H. Bentall. The I. A. R. D. was established in January, 1920. Headquarters, 125 Pall Mall, S. W. 1.

British Association of Display Men—President and chairman, E. Willson (display manager, Kodak, Ltd.); vice-president, G. W. S. Deadman (display manager for Army & Navy Stores, Ltd.); hon. secretary, Miss J. E. Chenery; treasurer, F. R. Stapley (display manager for Catesby's, Ltd.). The association was formed in 1919 and has a membership of about 400 to 500. The B. A. D. M. is affiliated with the A. A. C. W. and working with the advertising committee with the Incorporated Association of Retail Distributors, etc. Headquarters, 43 Blandford street, W. 1.

Business Research Association of Great Britain—President, A. L. McCredie (a graduate of Toronto University, founder and first editor of the *Canadian Countryman*. Now chief of the department of business research and merchandising counsel of the Paul E. Derrick Advertising Agency, Ltd.); vice-presidents, Arthur Taylor (director of Enos); A. W. Wilson (agricultural production representative for Canada); secretary, Sinclair Wood (Lever Bros., research department). The association will be conducting departmental sessions on business research at the convention. Formed March 14, 1924, the membership amounts to 55 at present and is rapidly increasing.

"The Invigorating Influence the Convention Will Have"

SIR WILLIAM E. BERRY

Chairman of the Berry Group of Newspapers



I FEEL sure that the American delegates to the forthcoming advertising convention will need no assurance as to the great welcome they will get in England.

It will be a sincere and I hope, a memorable, welcome; not only because we on this side appreciate so fully the invigorating influence the convention will have on British advertising and on international trade generally, but also because we look forward to this new opportunity of renewing and strengthening the many ties of good fellowship that already exist between us.

EXECUTIVE PERSONNEL OF ASSOCIATED ADVERTISING CLUBS OF THE WORLD

Executive Committee

Lou E. Holland, President, Kansas City, Mo.
Jesse H. Neal, Secretary-Treasurer, New York City.
Harwood H. Fawcett, Colorado Springs, Colo.
E. T. Meredith, Des Moines, Iowa.
Chas. Henry Mackintosh, Chicago.
Miss Katharine Mahool, Baltimore, Md.
W. Frank McClure, Chicago.
Carl Hunt, Manager, 383 Madison Avenue, N. Y. C.

National Vigilance Committee

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Herbert S. Houston, Chairman, N. Y. C.
F. A. Seiberling, Akron, Ohio.
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David Kirschbaum, Philadelphia.
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A. W. Erickson, N. Y. C.

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Hazel Boxley, Toledo, Ohio.
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Publication Committee

F. M. Feiker, N. Y. C.
Warren C. Platt, Cleveland, O.
Merrit B. Lum, Chicago.
Geo. P. Mellen, Honolulu.
Shirley Walker, San Francisco.
Wm. S. Crawford, London, England.

National Advertising Commission

W. Frank McClure, Chicago, Chairman.
Geo. S. Fowler, N. Y. C., Vice-Chairman.
Chas. F. Hatfield, St. Louis, Mo., Secretary.

EDITOR & PUBLISHER A.A.C.W. CONVENTION HEADQUARTERS

EDITOR & PUBLISHER will be on sale at all hotel, club and prominent Fleet Street news-stands, for the convenience of convention delegates.

Headquarters will be maintained, in connection with the official registration bureau, at Bush House, Strand, London, W. C. 2.

EDITOR & PUBLISHER'S permanent London office is located at Hastings House, No. 10 Norfolk Street, off Strand. Telephone, Central 9910, where Herbert C. Ridout, London Editor, and H. Rea Fitch, Special Commissioner, may be reached.

Savoy Hotel Headquarters, James W. Brown, President, of Editor & Publisher.

AT YOUR SERVICE

EDITOR & PUBLISHER is frankly gratified by this number devoted to the cause of international advertising and good will among the world's disciples of the printed word as an instrument for the advancement of commerce and trade.

This is the largest issue ever printed by this trade journal, the largest and most complete issue of any paper devoted to advertising, and there are only a few instances of larger trade paper issued in any field.

EDITOR & PUBLISHER appreciatively acknowledges the support of the advertising interests herein represented, which made possible a truly representative trade paper souvenir of the Twentieth Annual Convention of the A.A.C.W., at Wembley, London, England, attracting a delegation of more than 2,000 from America alone, and by all odds the most important and significant event in the history of organized advertising.

Everyone who is acquainted with the Texas type of American will thoroughly enjoy and value the enterprising note struck in these columns by the leaders of advertising, journalism and business in that great empire of the Southwest. Houston, gem city of the Lone Star State, earnestly and irresistibly demands the 1925 convention of the Advertising Clubs of the World, and in this number our friends have their full say, confident that the pledge of Atlantic City shall be fulfilled. "On-to-Houston, 1925," promises to be the slogan of the Wembley convention and it is typical of the dauntless Texan to deliver the message in the broad and convincing terms of the "Texas Next" section of this number.

To Herbert C. Ridout, London Editor of EDITOR & PUBLISHER, responsibility for the extraordinarily thorough covering of the overseas editorial interest of this number, and to H. Rea Fitch, special commissioner of EDITOR & PUBLISHER responsible for assembling the brilliant array of the special business announcements in this number, a public note of appreciation is well earned and cordially extended.

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LONDON'S GREAT SIZE

Administrative County of	1901	1911	1921
London (including the 1901 City of London)...	4,536,267	4,521,685	4,483,249
Outer Ring	2,045,135	2,729,673	2,992,919
Greater London ..	6,581,401	7,251,358	7,476,168

A Practical Service

To EDITOR & PUBLISHER:—May I take this opportunity of congratulating you upon this splendid INTERNATIONAL YEAR BOOK number, exemplifying as it does the high character and enterprise of the practical service you are rendering to the country through the medium of the EDITOR & PUBLISHER? I need hardly add that it gives me much pleasure to see the tremendous strides taken by your publication with which I had the privilege of being associated in its earlier days.

MICHAEL KLEY,
METROPOLITAN LIFE INSURANCE CO.

There's an undulating tract of country in the north of England

twenty miles square, whose borders embrace a dozen boroughs with populations ranging from 130,000 to 20,000 and numerous smaller townships in addition. The people are sturdy and industri-

ous; their energies have opened out coalfields and built up great manufacturing industries of world-wide reputation; they are a people who earn more per family than any community in any other part of the Kingdom.

SUCH ARE NORTH EAST LANCASHIRE AND ITS PEOPLE

High Organization and Geographical Situation Enable the

NORTHERN DAILY TELEGRAPH

to cover the whole field (which is the home area of the paper) in the minimum of time, carrying a newspaper service which for variety and quality of content is unapproached. Each evening the "Telegraph" is read in from 70 per cent to 90 per cent of the homes, and in the majority of cases is the only newspaper that gets there day by day.

The "Northern Daily Telegraph" has the largest sale of all newspapers published in Lancashire north of Manchester.

Head Office: Blackburn

London Office, 151 Fleet St.

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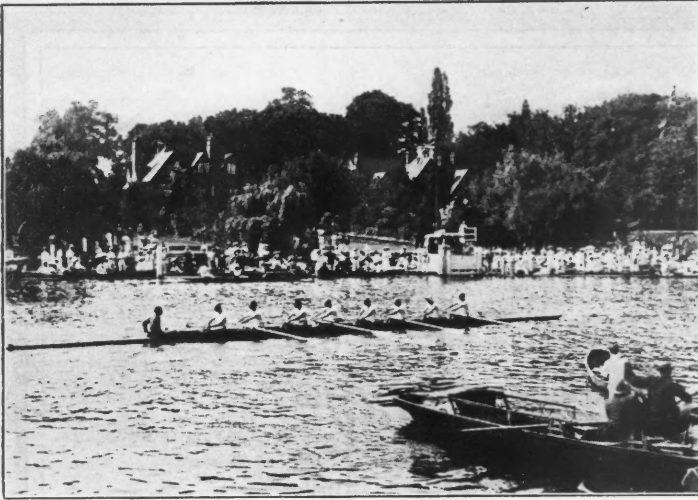
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River life on the picturesque Thames forms one of the greatest attractions of summer time in England. The picture shows a regatta at Henley.

OFFICIAL A. A. C. W. TOURS

(Continued from page 75)

Rieley, Mr. Daniel V.
Robards, Mr. Henry Alex.
Roche, Mr. G. W.
Robbins, Mr. Merion C.
Rodlun, Mr. Troy M.
Rogers, Mrs. Louise Wharf
Rosenstein, Miss L.
Rosenthal, Mr. Charles
Ryan, Miss Marie H.
Sanford, Mr. L. H.
Schmick, Mr. W. F.
Schwab, Miss Gertrude
Scudder, Mr. George
Sellers, Miss Marie
Shippey, Miss F. B.
Showitz, Miss Naomi
Silance, Mr. Louis M.
Simmons, Miss Minna Hall
Sitgreaves, Miss Margaret
Smith, Mr. Allen C.
Smith, Mr. Herbert H.
Smith, Mr. Lewis R.
Smith, Miss Mildred Law

Smith, Mr. Richard E.
Sorensen, Mr. Roy A.
Squires, Mr. H. C.
Stady, Mr. Stanley
Stansberry, Miss Ruby
Stearns, Mr. Geo. W.
Stein, Dr.
Sterling, Mrs. Louise A.
Story, Mr. Howard C.
Sullivan, Mr. John
Sullivan, Mr. G. T., Jr.
Swarts, Mr. G. T., Jr.
Thrift, Mr. Tim
Tingle, Mr. W. B.
Toomey, Mr. Richard A.
Tucker, Miss Margaret
Tupper, Mr. C. A.
Updegraff, Mr. R. R.
Vander, Mr. Charles
Vander, Mr. Chas. O.
VanDeventer, Mr. W. E.
Vatcher, Mr. H. J.
Vignos, Mr. Alfred
Voelker, Mr. Chas. M.
Wade, Mr. Hollis M.
Winter, Mr. and Mrs. Arthur W. and daughter
Wolcott, Mr. Roger
Wolf, Mrs. Y. S.
Wolfinger, Mr. B. F.
Wood, Mr. Wm. W.
Wright, Mr. M.
Yocum, Miss Grace O.



The Victoria Embankment on the Thames, just opposite the Savoy Hotel, with the Houses of Parliament and the "Big Ben" clock tower in the distance. The building whose four chimneys rise against the sky-line under Big Ben is Scotland Yard, home of the detective branch of the Metropolitan Police Force.

"Like a Weekly Letter From Home"

That is how thousands of newspapers and advertising men regard Editor & Publisher—leading authority on journalism in all its phases.

To avoid missing any number send your subscription today.

Rates, Per Year.
United States, \$4.00 Foreign, \$5.00
Do it right now!

TO AMERICAN ADVERTISERS AND ADVERTISING MEN GREETINGS! AND A CORDIAL INVITA- TION

WE give the assurance of a hearty welcome to all you business men and women who are coming to England for the International Advertising Convention.

We shall be delighted if you will consider our offices and their facilities as your own during your sojourn in London.

We shall be pleased to give you any information and assistance that lies in our power in regard to the British, Indian, Colonial and Far Eastern Markets and questions of selling and advertising in those countries.

Our 80 years of experience is freely at the service, not only of those who are coming to London, but of those who have been unable to leave America.

D. J. KEYMER & CO., LTD.
36-38, Whitefriars St.
London, E. C. 4
England

D. J. Keymer *Lionel D. Falk*
Chairman. Managing Director.



*We are read
where the
map is red*

you can hit **BRITAIN'S MILLIONS**

through the

PEARSON GROUP of POPULAR PUBLICATIONS

7 WEEKLIES

Pearson's Weekly
The Smallholder
Home Notes
Peg's Paper
Peg's Companion
Woman's Friend
The Scout

3 MONTHLIES

Pearson's Magazine
Royal Magazine
Novel Magazine

E. T. NIND

! Advertisement manager of
C. A. PEARSON, Ltd., 18
Henrietta St., Strand, Lon-
don, W. C. 2, England,
will gladly send you fullest
particulars and space rates
on receipt of enquiry.

They cover all classes over all the country
all the time; they carry your message from
Great Britain to Britain's Colonies, and
round the world and back.

Over 100 million sold Ann

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world.

"London Opin
"Tit-Bits"-T

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your widest marke

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8-11, Southampton S



Million Newnes Publications

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Know what you have to sell—and we will show you the proper medium for reaching the widest market.

ALFRED JOHNSON
LARGE NEWNES LIMITED
15 Abchurch Lane, London, W.C.2.

NATURE'S ANTIDOTE
Vaseline Petroleum Jelly

Learn how good corned beef can be
Libby's Corned Beef

Expert on dried fruit
states San Joaquin methods produce finest raisins.
SUN-MAID RAISINS

HEINZ BAKED BEANS WITH TOMATO SAUCE
One of the 57

Keep that Schoolgirl's Complexion.
PALMOLIVE SOAP

Note the Prettier Teeth
Ingersoll

As Rich Cream On Fruit
Carnation Milk

The Full Joy of SPEED!
The Harley Davidson

Shave Yourself.
Gillette safety razor

Fit Goodyears Now For a Trouble-Free Whitsun
GOODYEAR CORD TYRES

Shave Yourself.
The Gillette safety razor has come every year. It is making a beautiful, clean, and healthy face every month.

Meal time again
Armour's Veribest-Meats

All Eversharp's Now Cost Less
EVERSHARP

Old Dutch Cleanser

HOOPER

Repasodent

CUTEX improves finger nails

Signs of Quality

A large plate of delicious nourishing Quaker Oats costs only about a halfpenny

Quaker Oats

Kaiser Milk

Some of the American Products which have been successfully marketed in Great Britain through Advertising.



A Few Facts Concerning the British Market

COMPARED to the United States of America, The United Kingdom, including the Irish Free State, represents a very small piece of the Earth's crust, and people accustomed to large areas and great distances are slow to realise how this influences the handling of the market. For instance, all the chief Industrial Centres are but at a few hours' rail journey from London, and in many instances a man leaving London in the morning can visit his customers in a Provincial Town, returning to London in time for dinner.

Without doubt, this compactness not only makes London by far the most dominating centre for business generally, but also has a peculiar influence on the Newspaper situation, and explains why the London Morning Newspapers obtain their wide National Circulation, as it is possible to deliver them in the Provinces by breakfast time. On the other hand The United Kingdom is far more closely populated than the United States, as the following figures show:—

United States.....	31 persons per square mile.
England	701 " " " "
Scotland	160 " " " "
Wales	296 " " " "
Ireland	134 " " " "

Further, the bulk of the population is concentrated in large Cities and Industrial areas, approximately only 13% of the total population being engaged in Agriculture.

From these broad facts it is evident that the British Market differs fundamentally from that of the United States of America, and requires close investigation before launching Selling & Advertising plans.

To American Manufacturers & Merchants wishful to investigate the British Market we extend a hearty invitation either to visit us or to get in touch with us by letter—we can assure them of our hearty co-operation.

STREETS

G. STREET & CO., Ltd.

INCORPORATING LEATHWAIT & SIMMONS

6 Gracechurch St., E. C. 3

8 Serle St., W. C. 2

PHONES: Avenue 5311 (3 lines)

Holborn 2808 (3 lines)

34 Throgmorton St., E. C. 2

London Wall 2664

London, Eng.

TELEGRAMS: Street Stock London



MAN PAYS BUT WOMAN CHOOSES AND BRITISH ADVERTISE TO WOMEN

Much Copy Ostensibly Aimed at Men is Subtly Directed at Persuasion of Women—The Buying Influence Being the Feminine Prerogative

By H. G. SAWARD

Managing Director, Saward, Baker & Co., Ltd., London

SOMEONE who was too tired to think out a really clever epigram once said that woman was the riddle of the universe.

If he had said that at a debating society, he would have drawn the rebuttal that man is a bit of a conundrum.

Both views would have been the subject for argument. There could be no argument about the statement that woman is the real buyer.

That is true, whether the woman be an American, a Britisher or a Thibetan. No wonder 75 per cent of the advertising appearing in Great Britain is directed solely to the woman. The other 25 per cent is directed ostensibly to the man.

Man pays the bills—always. He plays the musical instrument but the woman calls the tune.

And while these are universal platitudes, it is really true that the British woman is more of a woman than any other woman in the world. With due and proper respect to the American woman, she is so flattered by the American man that she has taken on more of the masculine temperament than has the British woman.

The British woman is essentially conservative. She is almost as much conservative as Queen Victoria. With this difference, that she is a 20th century Victorian and not a 19th century Victorian. She does not in point of literal fact demand what is known as a "Victoria," she does demand a Rolls-Royce or a Ford accordingly to the ability she has of making her husband earn money.

The British advertising agent has not learned his lesson. He has been taught this lesson by woman; he flatters himself that he has introduced woman to advertising; he has done nothing of the sort, at the most he has had the good sense to realize that if his advertising is to be effective, he must cease to have his own way.

You may say "So has the American." There is just this difference; that the British woman and the American woman are fundamentally alike, but different in detail.

Let us give a few examples. Until recently, the British woman was so impressed with the intricacies of mechanical matters, that she did not realize her power in regard to motor car purchase. Today she does. Thus today the advertising agent sells motor cars to women, yesterday he tried to sell them to men. There are still motor-car advertisers who rely entirely upon an appeal to logic. The astute motor-car manufacturer appeals to logic, but appeals to the woman's sense of niceness.

Only a woman knows what is a woman's sense of niceness and although motor-car copy that embodies niceness, may be written by a man, it should be influenced by a woman.

It does not matter whether it is motor-cars or baby foods. Take Glaxo for instance. Glaxo is one of the biggest successes in this country. It is certainly true to say that Glaxo's advertising success depends upon a correct blending of the emotional appeal to woman and an appeal to the logic of womanhood.

And even so if you studied the Glaxo advertising for the last twelve months you would find that much of it was directed to paternal pride. This is where the sure instinct of woman in advertising tells. Paradoxical? No.

Take Gibbs, of Dentifrice fame. No one would claim that cleanliness of the teeth is a special prerogative of woman. Gibbs have not appealed specially to woman, as woman, they have appealed to the children through the woman and the man. That is correct psychology. It

would be stupid sentimentalism to argue that a woman cares more for children than a man does, but it would be more stupid reasoning to argue that it is the man who insists upon the children cleaning their teeth. That is the special job of the woman, and that is why Gibbs have sold Dentifrice extensively to the children. The Gibbs Fairy Books, which can be



Clever small-space appeal to the woman reader.

read with great delight by the children, were not written for children at all. They were written for the mothers of children—and fathers of children read them in their better moments. But the whole family used Gibbs Dentifrice, which is precisely what Gibbs wanted.

It may be said by our American readers that all this is true of America and they may ask in what respect the advertising of an American product in this country should differ from the advertising of the same product in America.

One can only speak out of one's own experience. I have had the experience in advertising Pompeian Toilet Specialities in this country. In conjunction with my male and female colleagues I inspired copy that did not differ in essentials from American copy for Pompeian, but that differed vitally in detail. To be dangerously frank I capitalized the English woman's love of a sensational fiction story—a different type of fiction story from the American type—and based a good deal of Pompeian advertising upon the sentimental fiction appeal. That has paid Pompeian. Based upon American fiction appeal, I doubt if it would have paid Pompeian.

But we have a long way to go in adjusting our advertising copy to the hand that holds the purse-strings. It is a really astounding fact that the insurance companies of Great Britain have never yet thoroughly adapted their copy to woman. Considering practically nobody but a woman gains by insurance, it is almost unbelievable that we go on filling our insurance advertisements with dull and uninteresting statistics about the financial condition of an insurance company. Indeed we advertise insurance very little in this country. We rely upon the personal canvass. So much have we relied upon the personal canvass, that it has

become a music-hall joke. One day we shall advertise insurance.

It is the same with novels and books of travel. You may be surprised to learn it, but it is a fact that nobody buys books in this country. We only borrow them. A novel that sells 40,000 copies is a gigantic success. An energetic publisher could make 400,000 women ashamed of not possessing any given book.

Any woman could tell him how to do that.

Whether it is true of women the world over that they are international in outlook, I would not pretend to hazard an opinion, but I think it is true—British women are international in outlook. In other words, they will buy American goods if the American appeal is the best appeal and if the American goods advertised are up to their standard of requirement. This reminds me of a conversation with one of your American people who came to this country to find out why the American bacon proposition was anathema here.

I told this gentleman that the women of Great Britain were "sick and tired of your war bacon," and that our women would not have it at any price. It was a fact that American war bacon killed the demand for American bacon for the time being at any rate. The English taste for bacon is different from the American taste. But the English women did not refuse the American bacon because it was American bacon but because they did not like it.

If you have goods that the Englishwomen like, you can advertise them and sell them here. The first important thing to find out is, if they like it and that is where you need the British advertising woman's point of view.

To summarize this article there are two things to remember. One is that advertising in England you must do what you do all the world over, that is appeal to women. Second, that the difference between the British women and any other is apparently indefinite, very obscure, but very real.

EDINBURGH—SCOTLAND'S CAPITAL

NO CITY in the world presents a grander or more varied prospect than the grey metropolis of the north. Year by year it attracts thousands of visitors who, in their admiration of its imposing Castle, its romantic Palace and Abbey of Holyrood, and its natural beauties of hill and sea, are apt to overlook the fact that it is an industrial and commercial city of peculiar importance.

As the capital of Scotland, Edinburgh is the seat of the law courts and government offices, the centre of Scottish art, literature and education, and the headquarters of the chief Scottish banks and insurance offices. In it reside many retired, leisured and wealthy persons. But industries of great importance have long flourished in Edinburgh and district, and since the Burgh of Leith and certain suburban districts were included in the city, increasing its population to about 450,000 and its area to 32,400 acres, conditions are favorable for the extension of existing industries and the establishment of new ones.

Many trades have found the advantages of Edinburgh so unique that they have been able to build up a world-wide connection. Edinburgh is the greatest printing centre for its size in the Kingdom. It is the largest book-binding centre out of London; its brewing industry is of extraordinary importance; it is the headquarters of the biggest distillery combine extant; Midlothian paper manufacturers have made their produce the standard of excellence throughout the trade; and its position in the manufacture of paper-making machinery and in the drug and chemical trade is undisputed.

A large portion of Edinburgh's commerce is a thing of yesterday as compared with the city's age and history. The great book-printing industry as now organized is a plant of only 70 years' growth. Its flour mills, its biscuit factories, its drug trade, its mining, its engineering shops, to mention only a few of its industries, are all entirely modern.

Many factories have tended to produce these as, for instance, the opening up of a new and enormous coal-field, splendid railway facilities, the possession of a great and rapidly extending seaport, its limitless water supply, its unequalled, well managed, cheap electric power (the latest extension of which was opened recently by His Majesty the King), its proximity to the Naval Base at Rosyth, its intimate touch with the great distributing centres of the Continent, complete facilities for technical education, extremely low municipal rates, adaptability of its local labor to a wide variety of trades, due partly to efficient educational facilities and partly to the innate characteristics of the Scot, and lastly the city's extraordinarily equable climate.

Foremost among Edinburgh's industries is the printing and publishing of books. It had its origin in the history and long association with the famous au-

thors and the great works which they produced in the Augustan age of Edinburgh's literary reputation. The citizens were not slow to see the commercial possibilities which the residence of so many famous writers, chief among whom was Sir Walter Scott, gave them.

It is only fair to the principal printing firms to say that the industry has been greatly increased in volume by their enterprise in attracting to the city printing for the London and American book markets. The reputation attained by this school of printers is world famous, and the mark of an Edinburgh printing house is a hall-mark of first class craftsmanship. Printing and its allied trades give employment to about 12,000 men and women. One of the largest printing and publishing establishments in the world is an Edinburgh firm which turns out from 125,000 to 150,000 cloth-bound books per week.

The presence of so great an industry in the city has led to the establishment of many allied industries, such as book-binding, electrotyping, type-casting, etc., but the most important is the paper-making industry. Fine printing, writing, and account-book papers, also art or coated papers for illustrated books and magazines, are produced at the many mills on the River Esk and Water of Leith, where paper for practically every purpose is manufactured.

The only morning newspaper published in the capital of Scotland is the Scotsman, whose offices are not only the largest and most magnificent establishment devoted to the production of newspapers in the world, but they are perfectly equipped in every detail.

Edinburgh maintains the high place it has always enjoyed among the cities of the world in the matter of education, so that it can be said to day with as great force as at any time in its history that the leading industry of Edinburgh is education. Pupils come from all parts of the world to receive their education at its secondary institutions, many of which have a world-wide reputation, while Edinburgh University, with its famous medical school, well merits the praise recently bestowed upon it by His Majesty the King as "the great Scottish seat of learning, which, perhaps, beyond all other universities, attracts to itself the aspiring youth of the Empire."

The city has nearly 100 educational institutions, 3,000 professors and teachers, and over 10,000 students and scholars, apart from children between the ages of five and fourteen receiving compulsory education in the elementary schools. Not the least important and useful of the teaching institutions is the Heriot-Watt Technical and Commercial College, in which the normal enrolment of students (day and evening) is 3,000, and the annual expenditure £20,000. The amount spent in the University, the colleges, and the several schools exceeds £650,000 per (Continued on page 91)



The Convention of Advertising Clubs of the World

LONDON. 1924.

WHAT will this mean for National Advertising?

It is yet premature to endeavour to predict the full extent to which National Advertising will benefit.

As a manufacturer and advertiser, I think that this combined effort of thousands of enthusiasts who aim to improve advertising, will unquestionably result in a far better international understanding of world advertising, and ultimately, the establishment of world business.

Our American brothers can be assured of every endeavour to requite and reciprocate the wonderful hospitality that was accorded to our members in the United States of America.

A handwritten signature in cursive script, reading "Arthur S. Porter". The signature is written in black ink and is positioned above the printed name of the company.

ARTHUR. S. PORTER & CO

Limited
Wapping Mills

LIVERPOOL ENG.

Manufacturers of COTTON WASTE, BUNTING & FLAGS, ROPES, ETC.

GLASGOW—SECOND CITY OF THE EMPIRE

GLASGOW—Scotland's largest—never forgets that she is the Second City of the British Empire. Not that she isn't as modest as a really progressive city can be, but her 1,034,000 inhabitants never give her a chance to dismiss the thought of greatness from her placid mind.

The River Clyde drains a thickly populated mining and industrial basin, and the city lies across the Clyde at a point a few miles before the river becomes an estuary. Her position explains most of her growth, her work and—not least—her needs.

Founded in dim antiquity, big enough in 1451 to have a university which today is full of honors and enterprise, the town was preeminently ecclesiastical in the 17th century. Her ancient Cathedral, today one of her glories, was then, as earlier, a centre of pilgrimage which brought trade. In the next century she developed her traditional trade with America and before 1775 grew rich on tobacco.

Then came the industrial era—and Glasgow led it. Recognizing that everything lay to their hands in the Clyde valley—coal, iron ore, skilled tradesmen and a great waterway—her talented sons quietly set about the peaceful revolution of the world. A brief record of their names gives some hint of the wealth of practical experience which lies and has long lain behind the guarantee of "Clyde finish."

James Watt of Greenock is called the inventor of the steam engine. Nobody with an eye for machinery would dispute the compliment, for he transformed such halting models as he had to work on out of all recognition. In 1769 he secured patents for his engine which was soon in use all over the country, at first for draining coal mines and then in every variety of activity.

William Murdoch, the inventor of coal gas for lighting, was born near Glasgow and worked for Watt. He made history by installing gas lighting in Watt's foundry in 1799.

Henry Bell of Glasgow was the first European to adapt the steam engine to boats in such a way as to make the steamboat a feasible commercial proposition. He launched his *Comet* on the waters of the Clyde in 1812. This was the first passenger steamboat, and it ran for eight years. It had a length of 42 feet and a speed of 5 knots—punny ancestor of the giant issue.

David Napier, another Clydeside Scotsman, was among those pioneers the greatest improver of the steamboat. He had made the first boiler for the *Comet* and he pushed on with the work, inventing later a steple-engine which dispensed with the unwieldy cross-beam of the original model.

For every engineer who created such spectacular and epoch-making advances there were a dozen at work inventing and perfecting processes of the less picturesque appeal. Glasgow took the lead for example in developing bleaching methods, cotton mills, blast furnaces and the technique of the hundred and one trades which had rudimentary beginnings in her midst. A curious feature of Glasgow's life is that no industry once commenced has been allowed to lapse—with the exception of salmon-fishing in the Clyde!

From the general point of view these diverse industries are auxiliary to the Clyde's big business—shipbuilding. With a clear lead over the world Glasgow settled down throughout the century to build the world's best.

SHIPS! From dainty yachts and humble coasters to the *Aquitania* and the ill-fated *Lusitania*, tramps, lighters dredges, tugs—sail, steam or oil-burning—the Clyde in quantity and quality has had an output unrivalled by the world.

In 1913, the last year of peace, the Clyde launched one-third of the total tonnage output of the United Kingdom which in that year amounted to more than half of the world's output. The

figures for the Clyde as given in *Lloyd's Register* were 230 vessels of 751,590 tons, with propelling engines of 349,329 indicated horse power.

No other single shipbuilding and engineering area in the United Kingdom or in the world anywhere nearly approached the Clyde figures.

And this is not all. During the war the Clyde engineering works switched over a large measure to the production of war material—shells, torpedoes, destroyers, battleships—and performed wonders in output. The improvements and extensions of machinery in the Clyde area, now devoted, except for warships, to the gentler works of peace, have been the subject of a special enquiry by authoritative economists. Today they calculate the productive capacity of the area is one-third greater than it was in 1913.

The Clyde, too, builds a greater variety of ships than any other part of the world, and has therefore unique opportunities of exploiting new ideas in marine engineering. At present important experiments are progressing with double-acting types of Diesel engines, and excellent results in cheap running are expected from a particular combination of internal combustion and steam engine. The attention of some marine manufacturers has been directed to profitable side-lines—automobiles, locomotives, aeroplanes and constructional steel.

Much of the credit for placing Glasgow in the van of modern progress is due to the genius of Lord Kelvin, who did his greatest work in the city. He came first under notice for his part in the laying of the Atlantic telegraph cable. Then followed his work in engineering theory and practice, and his phenomenal discoveries in the utilisation of electricity. In June of this year Glasgow celebrates with fitting homage the centenary of his birth.

In constructional matters, mention may be made of the great bridge-builder, the late Sir William Arrol. The Glasgow firm which he founded and directed revolutionized the science of bridge-building, and he has left as examples of his skill the Forth Bridge (Scotland), the Tower Bridge (London), and many others throughout Britain and Egypt.

One-half of the population of Scotland live within 20 miles of Glasgow's Exchange and do their buying of imported and luxury articles in the city.

The Glasgow census of 1921 shows that 100,000 tradesmen are metal workers—machine-makers, boiler-makers, riveters, etc. Textiles keep 40,000 busy, wood-work 23,000, paper-making and printing 11,000, the making of food, drink and tobacco, 15,000, with thousands of electrical engineers, painters and confectioners.

Exclusive of 40,000 clerks there are 54,000 people engaged in commercial occupations and as many more in transport and communications.

The trade in raw materials and food stuffs for the West of Scotland and the North of England and the export of coal and finished products give the river plenty of work. Every year the Clyde Navigation Trustees take 2,000,000 tons of silt from the river bottom and deposit it in the firth to make way for traffic which last year amounted, inwards and outwards, to 26,241 vessels of 12,823,195 tons, carrying 8,042,000 tons of goods.

Last year's imports of goods to Glasgow, in tons, included: corn and flour, nearly 500,000; ore, 571,000; fruits, 116,342; timber, 44,000; sugar, 30,705.

For loading and discharge the most up-to-date equipment is provided at many docks which give 20,000 yards of quay wall and a water area of over 325 acres. The harbor's normal revenue is over £1,000,000 a year.

But the harbor authorities, anticipating days of greater prosperity are prepared to build a series of basins with a two-mile frontage on the river between Glasgow and Renfrew to accommodate the largest liner using the port. This provision will double existing harbor facilities. The work of the first basin is now being put in hand.

Glasgow is spreading rapidly into the country. Great boulevards are continually pushing forward among suburban cottages. These people find expression for their views and are provided with a first-class news and advertising service by the local press. A commanding position among British morning newspapers is held by the *Glasgow Herald*. One of the oldest papers in the United Kingdom—it is now in its 142d year—it enjoys an enviable reputation for accuracy, authoritativeness and influential circulation. The city is rivalled only by London in the quality and number of its evening papers.

Daily Facilitates Veteran Advertiser

Last week the *Clinton (Ia.) Herald* paid its respects to its veteran advertiser, C. E. Armstrong & Sons, calling attention to the fact that June 7 was the 54th anniversary of the first advertising of the firm in the Herald.



BUSES AND MOTOR CARS ENLIVEN WHITEHALL

To Cover Scotland

THE ABERDEEN PRESS AND JOURNAL AND THE EVENING EXPRESS

WHICH SERVE THE WHOLE OF THE NORTH OF SCOTLAND AND ARE THE ONLY DAILY NEWSPAPERS PUBLISHED IN ABERDEEN

MUST BE INCLUDED

LONDON OFFICE:
149 FLEET STREET

Telephone Central 4241

The Irish Free State

Opens up great possibilities for new
advertisers in all manner of goods

THERE ARE TWO CENTRES

DUBLIN for NORTH and EAST
CORK for SOUTH and WEST

¶ The first and last impression of your visit to the Convention will be the South West corner of the Irish Free State, and its great Port—the City of CORK—known the world over.

¶ Use this corner for that experiment with the new line that you have in mind.

There is One morning paper, **The Cork Examiner**, with a net sale of 22,000 copies per day, which covers the province of Munster, and this includes all the best families of which there are so many resident in this wide area.

There is One evening paper, **The Cork Echo** (21,000), which covers the City and immediate neighbourhood.

There is One weekly paper, **The Cork Weekly Examiner** (35,000), which covers a wider area than the Daily and Evening papers and is the family paper in countless homes.

There Are No Other Newspapers Published In Cork

so you have the whole scheme concentrated and self-contained for the South and West parts of the Free State. You cannot reach the Million people in this area unless you use these papers.

The rates are remarkably low for papers of their standing—send for scale and diagram of area, and specimen copies will be sent you.

THOS. CROSBIE & CO., Ltd.

PATRICK STREET, CORK

Phone Cork 185 and 361

LONDON OFFICES: 180 Fleet Street, E. C. 4. Phone City 4866. Private wires to Cork.

IRISH FREE STATE RENEWS PROSPERITY

THE Irish Free State today is rapidly making up for time lost in the somewhat unsettled conditions of a year or two ago. Her individuality as an integral State is, under the hands of her present statesmen, in process of firm establishment.

One of the means by which this has been brought to achievement was the encouragement of ancient Irish ideas and traditions to make the State Irish in the Irish sense. The language was first the care of the revivalists. The Gaelic League was founded to preserve and propagate it, and so thorough has been its work, that the speech which 20 years ago was only heard on the lips of peasants and fisherfolk on the Atlantic border, is now spoken familiarly by thousands of people in all parts, is a compulsory subject in all schools and in the National University, and has received a tremendous impetus from the establishment of a National Government.

Unable, at the time, for lack of a native legislature, to protect their industries by enactment, the people decided voluntarily to give preference to home-grown and home-manufactured products. A national trade-mark was devised to distinguish these, and in the short period during which it has been in use there has been a marked increase of the commodities entitled to bear it.

Along with the revival of language and industry came a revival of the national sports and dances, and a sudden outpouring of literature in both the Irish and English languages, so that when the century was ten years old, and yet another political movement was making a last effort to obtain self-government, the nation had shaken off its lethargy and was looking to the future with renewed hopes and ambitions.

With the peace secured by the Treaty, the Irish Free State began to settle down to the development of its business. Not that the country had become poverty-stricken by any neglect of these interests, for proven facts furnished by official reports indicate only too clearly its financial strength and stability. Indeed, in this matter, the Irish Free State compares favorably with the most blessed of all countries.

The exports of the Irish Free State are in themselves proof of the stability. Ireland's figures stand high in the columns of the great countries; in 1921, the last year for which figures are available, farm produce, food and drink stuffs, exported amounted to £74,000,000; textiles, £35,000,000, and ships over £10,000,000.

The Irish poultry industry is indicative of the manner in which money circulates through all classes, for while in 1904 the value of the export trade in eggs, poultry, and feathers was about £2,750,000, in 1921 it considerably exceeded £11,000,000. In other words, in less than 20 years an industry regarded as a "pin money" affair for the farmer's wife has become a great national income.

For many centuries Ireland has been renowned throughout Europe for the quality of her woolen products. Every county in the Irish Free State possesses factories engaged in the production of woolen textiles of various kinds, such as ladies' and gentlemen's suitings, tweeds, chevots, flannels, homespuns, friezes, blankets, traveling rugs and shawls. These goods are produced in a great variety of designs and are, almost exclusively, manufactured from pure wool. The following figures show the quantity of such goods exported from Irish Free State ports in the years 1921 and 1922,

	Cwts
Woolen goods	13,534
Apparel, unclassified	9,887
Blankets	2,759

The home demand for the foregoing absorbs, by far, the greater proportion of the country's production, but Irish woolen manufacturers are planning to extend their export trade, which, when foreign

exchanges become more settled, should show considerable increase over that of previous years.

The Irish Free State produces, annually, large quantities of raw wool. Whilst an amount of this is worked up in Irish woolen mills, chiefly in the production of blankets, flannels, friezes and homespuns, the amount exported is considerable. In 1921, 4,816,896 lbs. were exported, whereas in 1922 the figure increased to 16,521,344 lbs.

Another Irish industry which has made rapid headway in recent years is the manufacture of hosiery. Factories in the Irish Free State produce the highest quality woolen hosiery, and find no difficulty in competing in the home market against the best products of other countries. The export trade in these goods is now receiv-

a certain foreign country they were thinking of attacking because they were not sure firstly how strongly West Electrics would appeal to the women of that country nor secondly how much the price they would be compelled to charge by the depreciated exchange would militate against the chances of success. Upon these points depended the very important question of policy as to whether they should appoint an agent or start their own branch.

It was decided to try some mail order advertising direct from the London office before deciding. This was not with a view to making any profit, because to get money sent by foreign women to an address in London is naturally difficult—though we have at least one client who is doing it successfully—but rather to see what interest was shown. We advised two papers which our experience had proved to be good mail order media at a total cost of about \$100 and the results exceeded even our expectations. Not only did they bring literally hundreds of

jobber buys actually go to, so that a direct comparison of sales and advertising expenditure is quite out of the question, unless the appropriation is sufficient for a real national campaign.

I do not mean to suggest that it is only by mail order advertising that early success can be achieved. This would be absurd and there have been many striking examples of rapid successes by other methods with small expenditures. A very good one is that of an article called Harpic. In its functions this is somewhat similar to the well known American product Saniflush. Harpic was first put on the market about four years ago by an enterprising young Yorkshireman who started with a small office, five employees and very little capital. Within three years he had sold 4,000,000 tins of his product. In fifteen months he had 5,000 dealers stocking Harpic. In another five months this figure had grown to 18,000. This success was due of course partly to the fact that his product really filled a need but very largely to his efficient sales methods and only partly to advertising which was mostly strong, small space advertising in a list of media that was pretty well as wide as his resources allowed.

This case is of especial interest to Americans because it illustrates quite forcibly the opportunities that are awaiting in the British market for literally scores of American lines.

PRESIDENT OF IRISH FREE STATE ON "GREATER UNDERSTANDING"

By W. T. COSGRAVE

President Irish Free State

Written for EDITOR & PUBLISHER

I AM glad to learn that citizens of the Irish Free State will participate in the World's Advertising Congress. Not only will the discussions benefit business men directly interested, but the international character of the Congress should lead to greater friendliness and understanding between the peoples represented. Many of the difficulties which arise between nations are due to misunderstanding and distrust, due in no small degree to lack of knowledge, and anything which tends to promote international knowledge is a boon to mankind. Many delegates, especially among those from beyond the Seas, will be interested in the progress of the Irish Free State. Our institutions are in their early stages, and time must yet pass before the full fruits of self-government will be realized. The foundations have been laid for the building of a democratic and progressive state.

ing the attention it deserves. In 1921, the amount exported totalled 934 cwts.; in 1922, it increased to 1,109 cwts., and there is every reason to believe that Irish manufacturers of these goods will discover larger markets for their products overseas with each succeeding year.

U. S. HOUSES SUCCEED BY MAIL IN BRITAIN

(Continued from page 43)

comparatively few years ago and started with a very small appropriation upon at first a purely mail order basis. Gradually as the mail order business grew, he commenced to build up a trade distribution and now he has something like a 60 per cent distribution among the 11,000 odd chemists in the country. Without the benefit of his mail-order advertising and the immediate profits he derived from it, to attain such a distribution would have called for either a large initial expenditure or long uphill work.

Another case where mail order advertising was used to build up trade distribution and continued concurrently with it is that of the West Electric Hair Curler Company of Philadelphia. When this company started over here during our post war slump in the teeth of the most formidable competition, the wise-aces shook their heads and felt they were embarking on a hopeless task. But once again America confounded the critics. Starting with trial advertisements in the *Daily Mirror* and *Daily Sketch*, the mail order results were so good that and now in just three years you can get West Electrics wherever you go in England as easily as you can get them in America where they have been advertised for ten years or more.

West Electrics afford a good example of the use of mail order advertising for getting a line on the possibilities of a foreign market. They consulted us about

orders—more than enough to show a profit—but they proved conclusively that even the depreciated currency was not going to prevent them from having as big a market as they have in Great Britain.

Incidentally the currency stood so low that they had to charge approximately five times the nominal pre-war equivalent of the present British price.

Another case where we are following the same plan of using mail order advertising in the early stages is that of a high grade proprietary medicine with a particularly strong and scientific backing.

Here we were faced with the problem of making a comparatively small appropriation produce sufficient results to pay the cost of gradual expansion. It was a quite suitable proposition for mail order advertising and now for nearly a year mail order advertising has carried the business on while the profits from it have been devoted to building up a trade distribution which is just beginning to prove fruitful.

One reason why some such method of producing results in the early stages of a new proposition is often essential is that it is exceedingly difficult to run an efficient local advertising campaign in Great Britain.

We have practically none of those typical American small towns where experimental campaigns can so easily be run, towns of 50,000 population and upwards a hundred miles or so from any other town, covered by a live evening paper and served by perhaps two jobbers in each trade. In such towns you can run a local campaign and know first that your advertising is not only really covering the town, but that none of it is being wasted, and second, that your check on sales is equally efficient.

In England this is not the case. There is no town of that size that the London daily does not reach in quite fair quantity, so that you cannot be sure the local paper is really covering the ground, while—more important still—it is always impossible to learn where the supplies the

EDINBURGH—CAPITAL OF SCOTLAND

(Continued from page 87)

annum. To Edinburgh belongs the honor in Great Britain of instituting the degree of Commerce.

No provincial city in the United Kingdom has more head offices of banks than Edinburgh, and of branch banks there are no fewer than 100. As regards insurance, there are nearly 60 different offices in the city employing about 1,400 persons. Fifteen companies, some of them over 100 years old, have their headquarters in Edinburgh, and these, with assets aggregating well over £100,000,000, have command of large sums for investment. It is not generally known that more income tax is paid in Edinburgh than in Glasgow, Scotland's most populous centre.

Brewing is one of the largest industries of the city, and the quality of Edinburgh-made ales is known in all parts of the civilized world. While the success of the brewing industry is a testimony to Scottish ability and commercial enterprise, it would have been impossible to have attained the results achieved without the abundant and excellent supplies of water obtainable from wells in the City.

Edinburgh is the Burton of Scotland, and produces 70 per cent of the whole of the beer brewed in Scotland. The total capital invested directly in the local breweries is between five and six million pounds. The combined breweries provide employment for thousands and indirectly support numerous subsidiary concerns and their employes; in addition, their demands for barley make Edinburgh a flourishing grain market.

Scotland is essentially the home of distilling, and the two largest distilleries are situated in Edinburgh. The capital employed is between £4,000,000 and £5,000,000, and the output about 5,000,000 gallons per annum. Brewing and distilling together give employment to about 4,000 persons.

It is impossible in a short article even to catalog all the trades that have made Edinburgh famous, but it may be mentioned that the city is one of the largest rubber manufacturing centres of the country, one company alone giving employment to 4,500 persons; and that in the scientific industry associated with pharmaceutical chemistry Edinburgh leads the world, supplying enormously to the United States and even to so highly scientific a country as Germany.

BRITISH AUTO MAKERS TURN TO DAILIES WITH BIG MARKET UNTOUCHED

(Continued from page 31)

costs is still the most important factor.

Those who take our national humor too seriously may be surprised to learn that this is a particularly important point in dealing with the Scottish buyer. The Scot does not demand cheapness. But he will have value for his money.

To the average Britisher, buying a car is a matter for grave consideration. He does not buy to sell again next year. He is spending as much money as he used to pay for a house.

Official road and track tests carried out by the motorists' organizations afford him opportunity to make a selection, as does also the annual motor exhibition held at Olympia, London, in November every year. The occasion of one of the big races or of the show is always the signal for a great increase in the amount of motor advertising. Some firms make a policy of regularly competing in the

motoring. This is accounted for by the fact that in Great Britain these advantages cannot be "taken as read."

The Englishman may not have lost his traditional love of the sea; but neither has he developed any inborn aptitude for the steering wheel. The fact that the total number of private cars in England is still less than 500,000 and that only one Englishman in a hundred is a car-owner as compared with one American in every nine is sufficient justification for the English copy-writer's dictum that you must sell the idea of car-ownership before you can sell any particular car.

One other peculiarity of British car advertising "copy" is that in this field the testimonial type of copy still proves undoubtedly effective. Possibly the reason for this is that the average motor owner talks motors in and out of season and actually does send to its makers long

Standard Light Cars 11 h.p.

Ample Room for Four.

MORE comfortable and better value than ever. Reliable, easy to control and drive, cosy in bad weather, ample speed and climbing power, low running costs—everything the family man requires. Countless owner-drivers have testified to its sterling qualities.

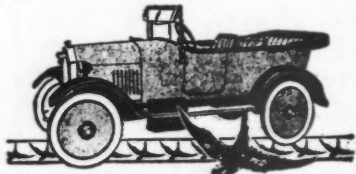
£235

24 h.p. models, £275. Delivery from £25.

Send for particulars.

The Standard Motor Co. Ltd., Coventry, London (Incorporated in England).

"COUNT THEM ON THE ROAD"



A fine little flyer!

THE Symbol of the Swift is well exemplified in the SWIFT car. With its lively acceleration, wide range of speed, and docile control it appeals to every phase of motorist's inclinations. The quality-built SWIFT will give years of trustworthy service at the lowest possible cost.

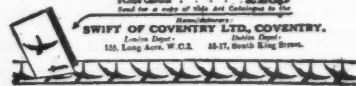
THE SWIFT
TEN

11 h.p. with Daimler or Chrysler Motor £235
13 h.p. with Daimler Motor £255

Send for a copy of this and catalogue to the

SWIFT OF COVENTRY LTD., COVENTRY.

London Depot: 110, Long Acre, W.C.2. Dublin Depot: 25-27, South King Street.



America knows this type of automobile well. U. S. readers, however, miss the picnic party, or the football-bound family usually pictured descending with the thought of a pleasant ride shining on all their faces.

trials; and their advertisements are practically result-bulletins. This is the case with many light cars of sporting type and such a policy undoubtedly reaches the right class of buyer for this class of car. The selling points which trial results illustrate in the most graphic fashion are speed and, even more important, reliability and running economy.

Many manufacturers do not compete in trials, except occasionally in road reliability tests and their advertising—the most interesting part from the advertising man's point-of-view—aims at driving home the advantages of motoring and particularly the advantages of the use of their own productions. An example of this class of advertisement, appealing to the family man, is seen in the "Standard" advertisement reproduced here.

The British advertiser is paying more and more attention to layout and to the importance of getting his display just right and I should be the last to deny that in this manner he has had many fine examples set by his American competitors who have laid siege to the English market during the last few years.

It is my experience that for every dozen artists who can draw live people in every other kind of surroundings there is only one who can convey an impression of real people in a real car. Motor advertising art today is also making greater calls on the engraver than ever before. While we still have with us the manufacturer who crams in a catalog half-tone and fills up his space with detailed specifications, the greater part of the advertising pages of our motor press is as interesting as the editorial columns.

One point in the "copy" used in motor advertising in this country that would probably strike an American copy-writer is that much of it, particularly in the non-technical press, is of a general nature and dwells upon the advantages of the possession of a car and the joys of

and detailed reports of the performance of his new car. Provided, therefore, that your production is of any merit, there is never a lack of real testimony available for advertising purposes.

One cannot discuss advertising for long without being reminded that the one test of excellence is results. Judged on this basis, English car advertising, as a whole, has given a good account of itself. After the boom that immediately followed the war had collapsed, the trade, in common with the others, suffered from continued depression. Today one of the brightest spots in British industry is the motor trade. Coventry, Birmingham, Wolverhampton are working at full strength; the makers of one popular medium-priced car have re-introduced the waiting list; and there is a splendid demand for every car which offers real value for money.

Advertising motor cars is an art unto itself. It presents many problems which do not occur in other trades. It is particularly true of car advertising that it is as important to know what to leave out as what to put in. One reason for the high standard of car advertisement design is that most of it is handled by advertising agencies and a large proportion by specialized agencies dealing particularly with engineering and motoring propositions.

In conclusion it may be said that motor advertising in England is entering on a fresh stage: that—economic conditions permitting—the wider use of the daily press, with "Make More Motorists" as its object, will soon effect an alteration in the percentage of inhabitants owning cars.

No class of manufacturers are as a body so "sold" on the effectiveness of advertising as the motor car builders of this country. Everything points to an increase in the volume of car advertising. There are still thousands of men in England who can afford a car and have not got one.

CÉAD MÍLE FÁILTE

A HUNDRED thousand welcomes!

How aptly the fine old Gaelic phrase expresses the spirit of Irish hospitality! *Céad Mile Fáilte*. To our friends and comrades in advertising, we and our whole country, extend our arms in welcome. *Céad Mile Fáilte!*

THE services of this organization are at the disposal of American firms interested in the Irish market. On request we will make a careful investigation and will tell you frankly what field exists in Ireland for your product.

This Agency has helped to establish the products of scores of manufacturers firmly in the Irish market. Its services are based on the accumulated knowledge of 20 years' selling and advertising in Ireland.

Conditions in Ireland differ from those in Great Britain. Since the inauguration of the Free State they are changing more constantly than ever. To advertise successfully in Ireland demands close contact with Irish affairs. This Agency gives you that contact. It ensures the Irish viewpoint in your advertising. Seeing your goods as Irish consumers see them, we can avoid the uncertainty and speculative elements inevitable in a campaign planned and executed from outside the country.

Notable Advertisers Who Rely on Our Services

Elizabeth Arden, New York, Paris & London	Pelican Soap, John Barrington & Son, Ltd., Dublin
Princess Soap Flakes The Palmolive Co., Toronto, Canada	McClinton's Soaps, David Brown & Son, Ltd., Donaghmore
Dunlop Rubber Co., Birmingham	Pratt's Perfection Spirit, Irish American Oil Co., Ltd., Dublin
Jacob's Biscuits, W. & R. Jacob & Co., Ltd., Dublin	Savoy Chocolates, Savoy Cocoa Co., Ltd., Dublin
Menapia Knitting Mills, Wexford, Paris & New York	M. P. Jam, Macfarlane, Paton & Co., Ltd., Glasgow
N. K. M. Toffee, North Kerry Mig. Co., Dublin	P. K. L. Liniment, Ayrton, Saunders & Co., Ltd., Liverpool
Downing & Co., Cash Furniture House, London	Mutesco Hair Restorer, Mutesco Depot, Carrickmacross
Themax Polishes, McMaster, Hodgson & Co., Ltd., Dublin	Maxwell Cars F. M. Summerfield, Ltd.

The organization that measures up to the exacting standard required by these firms can be relied upon to give you competent advice and, if required, no less satisfactory service.

KENNY'S
ADVERTISING AGENCY
Advertising Agents to the Imperial Government
65/66, Middle Abbey St., Dublin

SAORSTÁT EIREANN

The Irish Free State

“A co-equal member of the Community of Nations forming the British Commonwealth of Nations”—Irish Constitution, 1922

Area	26,000 square miles	Railways	£ 30,000,000
National Debt	£ 13,034,450	Population	3,160,000 (Eleven cities and towns over 10,000)
Capital Invested by citizens in British Securities.....	£ 135,000,000	Bank Deposits	£ 132,479,036
Capitalized Value of Lands, Houses and other Heredita- ments	£ 226,348,100	British Government Stock....	£ 81,864,000
		Property assessed to Estate Duty	£ 19,933,467

HOME MARKETS FOR NEW FACTORIES IN IRELAND

The Free State annual imports (based on the figures for January-February, 1924) include over £12,000,000 worth of goods which could be made in Ireland.

Boots and Shoes valued at £1,773,180 are, for example, imported every year. An import tax of 15% ad valorem has now been imposed. Other such articles include:—

Hosiery (Knitted)	£362,574
Shirts, Collars and Cuffs	£341,856
Men's and Boys' Outer Garments (exclusive of Rubber and other proofings)	£708,210
Women's and Girls' Costumes, Blouses and such like Garments.	£990,870
Blankets	£91,068
Woollen and Worsted Tissues	£772,116
Soap and Candles	£431,982
Cycles	£164,640
Furniture and Cabinet Ware	£239,430
Agricultural Machinery	£141,318
Cement	£170,430
Glass Bottles and Jars	£103,536
Cigarettes and Manufactured Tobacco	£475,974
Condensed Milk	£108,606
Cocoa Preparations (including Chocolate Confectionery)	£307,200
Confectionery (except Chocolate Confectionery)	£340,524
Margarine	£151,218
Bacon	£1,488,240
Wheat Meal and Flour	£3,007,902

SOME EXPORTS IN THE MONTH OF JANUARY, 1924

Live Stock	£1,914,053
Dead Meat	£ 598,418
Flour and Grain	£ 32,984
Eggs	£ 130,554
Margarine	£ 13,313
Biscuits	£ 18,099
Edible Oils & Fats	£ 22,112
Beer & Ale	£ 356,905
Textiles	£ 114,450
Hides & Skins	£ 37,695
Textile Manufactures	£ 60,689
Horses, etc.	£ 106,616

Live Stock in the Free State

Horses	495,452
Cattle	4,212,260
Sheep	3,217,669
Pigs	856,893
Poultry	24,000,000

In December, 1923, Free State citizens oversubscribed
£10,000,000 issue of 5% National Loan at £95

OFFICIAL LIST OF DELEGATES

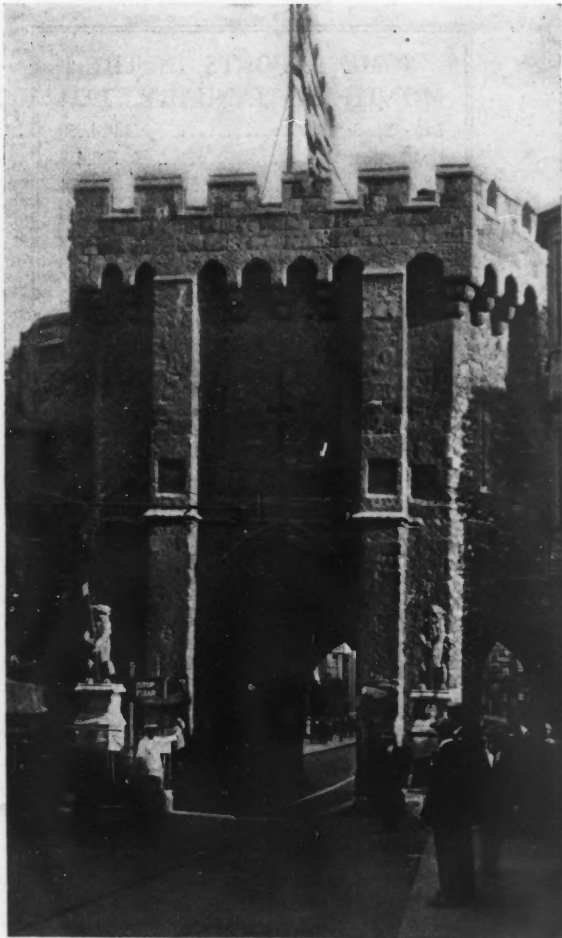
(Continued from page 54)

Miss Mae Niedert, San Francisco, Cal.
Miss Myrtle Stahl, San Francisco, Cal.
Miss Ruby Stansberry, Little Rock, Ark.
Miss Ruby Clinehens, Little Rock, Ark.

HOTEL PICCADILLY

Mr. & Mrs. Hurd Sanford, 175 5th Ave., New York City.
Mr. & Mrs. Evelyn Harris, S. Bell Tel. & Tel. Co., Atlanta, Ga.
Mr. & Mrs. Elon G. Pratt, 37 Madison Ave., New York City.
Mr. & Mrs. W. H. Laying, Jr., Frankfort & Jacob Sts., New York City.
Miss Beatrice Cobb, Atlanta, Ga.
Miss May Prettyman, Philadelphia, Pa.
Mr. Peter Leisuring, Philadelphia, Pa.
Mr. Harry R. Dubbs, Philadelphia, Pa.
Mr. & Mrs. Chas. Bloomingdale, Philadelphia, Pa.
Mr. H. L. Appleton, Philadelphia, Pa.
Mr. P. C. Staples, Philadelphia, Pa.
Mr. & Mrs. L. M. Silance, Philadelphia, Pa.
Mr. & Mrs. W. H. Isbister, Philadelphia, Pa.
Mr. & Mrs. Chas. J. Boyle, 247 Park Ave., New York City.
Mr. & Mrs. H. H. Smith, Philadelphia, Pa.
Miss Blanch Clair, Philadelphia, Pa.
Miss Ruth Clair, Philadelphia, Pa.
Mr. & Mrs. Leonard Ormerod, Philadelphia, Pa.
Mr. C. J. Pyle, Philadelphia, Pa.
Mr. Kenneth W. Moore, Philadelphia, Pa.
Miss Helen Ruth Johnson, Philadelphia, Pa.
Miss Clara M. McCall, Philadelphia, Pa.
Miss M. Whitecar, Philadelphia, Pa.
Miss E. Silver, Philadelphia, Pa.
Mr. B. J. Whitecar, Philadelphia, Pa.
Mr. W. J. Brandenburg, Los Angeles, Cal.
Miss Laura B. Patrick, Philadelphia, Pa.
Miss Ida M. Kirshman, Philadelphia, Pa.
Miss Anna L. Potteiger, Philadelphia, Pa.
Miss Catherine A. Schafer, Philadelphia, Pa.
Mr. E. S. Paret, Philadelphia, Pa.
Mrs. E. S. Paret, Philadelphia, Pa.
Mr. & Mrs. E. E. Althouse, Philadelphia, Pa.
Mr. & Mrs. W. J. Dornan, Philadelphia, Pa.
Miss M. Dornan, Philadelphia, Pa.
Miss Elsa A. Ractzer, Philadelphia, Pa.
Miss Goldye Greenfield, Philadelphia, Pa.
Miss Laura F. Stein, Philadelphia, Pa.
Mr. M. Russell Berger, Philadelphia, Pa.
Mr. Stanley E. Stady, Philadelphia, Pa.
Mr. & Mrs. Jennings Hood, Philadelphia, Pa.
Mr. Grover MacDonald, Philadelphia, Pa.
Miss Margaret K. Richardson, New York City.
Miss Anna M. Kelly, Philadelphia, Pa.
Mr. & Mrs. J. S. Griffing, Philadelphia, Pa.
Miss Helen Macdonald, Philadelphia, Pa.
Miss Jeannette Leopold, Philadelphia, Pa.
Miss Elsie H. Uhlman, Philadelphia, Pa.
Miss Annie Ardrey, Philadelphia, Pa.
Mr. & Mrs. Stanley E. Haight, Philadelphia, Pa.
Miss Elizabeth H. Schaffer, Philadelphia, Pa.
Miss Katherine Flanagan, Philadelphia, Pa.
Miss Hazel E. Fenton, Philadelphia, Pa.
Miss Elizabeth V. Maguire, Philadelphia, Pa.
Mr. Robert E. Ritter, Philadelphia, Pa.
Mr. E. J. Hayard, Philadelphia, Pa.
Mrs. Hugh S. Haven, Los Angeles, Cal.
Mrs. W. J. Brandenburg, Los Angeles, Cal.
Miss Rosa Klein, Philadelphia, Pa.
Miss Gertrude Klein, Philadelphia, Pa.
Mr. & Mrs. J. R. Hathaway, Philadelphia, Pa.
Mr. W. C. Bowman, Woodward & Lathrop, Washington, D. C.
Mr. Geo. B. Ostermayer, Washington, D. C.

CHARM OF CENTURIES-OLD GATE



West Gate, Southampton, remnant of a past age.

Not to blow our Own Trumpet



WE did not take this space to blow our own trumpet, but to send a hearty greeting across the Atlantic to the American delegation.

To Ireland the American nation has always been as a big brother among the powers and we hope Americans will not be so busy at the convention as to forget their little friend next door. That small friend is growing fast—Ireland today is growing peaceful and prosperous and you may take it as settled that we are buying ploughshares instead of swords.

You have heard of Irish hospitality and we want to show you what a real old Irish Welcome is like. Do not pay too much attention to all you hear about "The nation of impractical dreamers". When you get here you will find shrewd business men and good sportsmen in plenty, but very few dreamers.

American advertising men visiting the Emerald Isle are assured of "cead mille failté" at Publicity House.

M^CCONNELL'S Advertising Service, DUBLIN

Our Advertising Successes Include

- (1) The Advertising of the Irish Trade Mark.
- (2) Seiberling Cord Tyres—imported direct from U. S. A.
- (3) Gray Cars—imported direct from U. S. A.
- (4) "Paddy Flaherty" Whisky—the only extensively advertised Irish Whisky.
- (5) Clerys, Ltd., Ireland's largest space buyer.
- (6) Shell Motor Spirit and Oils—of world-wide repute.
- (7) British Vacuum Cleaner Company—a service of high-powered motor cleaners.
- (8) Berger's Paints—made by the greatest British paint manufacturers.
- (9) The Alliance & Dublin Consumers Gas Company, Ltd.
- (10) Athlone Tweeds and Serges—Irish made, world renowned.
- (11) Vaughan's Bronchial Cure—sold extensively all over Britain.
- (12) "Iruva" Port—imported by the old established house of Sharman Crawford.
- (13) Nugget—the well-known Boot Polish.
- (14) Clanwilliam Motor Company—largest Motor Sales Organization in Ireland.
- (15) "Willwood" Chocolates—the most popular Irish made sweetmeat.
- (16) "Rock" Underwear—the most popular Irish Underwear.
- (17) Maxwell Cars—Booming in the Irish Free State.
- (18) Tal-Kraft Suits for Boys—made in Ireland.

McCONNELL'S ADVERTISING SERVICE
PUBLICITY HOUSE, DUBLIN, I. F. S.
London Office: 81 Shaftesbury Avenue



ED L. KEEN

Vice-President and General European Manager, United Press Associations, London

Around the World

**AMERICA'S
GREATEST
WORLD-WIDE
DISTRIBUTOR OF
NEWS**

Wherever You Are

Today's News

UNITED

LONDON
161 Temple Chambers

PARIS
32 Rue Louis le Grande

BUENOS AIRES
295 Calle San Martin

MOSCOW
Petrovka, 1

BERLIN
11 Jagerstrasse

SANTIAGO DE CHILE
Calle Agustinas 1269

ROME
9 Via della Mercede

MADRID
Infantas 25

LISBON
Rua Jose Falcao 4

Around the Clock

☐ United Press serves more than 900 of the leading newspapers of North America.

☐ Forty-four bureaus are maintained in the United States by United Press for the collection and distribution of its services.

☐ Every twenty-four hours the United Press transmits an average of 50,000 words of news matter over its principal circuits.

☐ Over 60,000 miles of leased telegraph and telephone wire are utilized by the United Press in North America for the transmission of this news matter.

☐ United Press each day cables a service of more than 6,000 words to the dominant newspapers of South America. More than fifty United Press men are employed in the collection and distribution of this service to every important newspaper on that Continent including La Prensa of Buenos Aires, South America's greatest newspaper.

☐ United Press delivers its world-wide news report to Nippon Dempo Tsushin Sha, the great Japanese news agency and likewise serves a specialized service to the Osaka Mainichi and Tokio Nichi Nichi, two of Japan's leading newspapers.

☐ United Press serves the only direct American world-wide news service in China and the Hong Kong Crown Colony.

☐ United Press dispatches appear daily in the internationally famous Paris edition of the New York Herald-Tribune.

☐ United Press cables are published each day in Vanguardia, the leading newspaper of Barcelona, Spain.

☐ In Central Europe the world-wide cabled news reports of the United Press are received by the Vienna Neue Freie Presse, the Frankfort Gazette, the Cologne Gazette, and the Bremen Nachrichten.

☐ Through an exclusive arrangement with the Russian Telegraph Agency, United Press news dispatches are received daily by all of the important daily papers of the Russian Soviet Republic.

Wherever You Go

y's News Today

D PRESS

LISBON
Jose Falcao

PEKING
7 Kuan Chang
Hsiao-Chiu-Hutung

TOKIO
10 Mitsubishi Building

VIENNA
Strozsigasse 15

ATHENS
12 Tholos St.

GENEVA
Hotel des Bergues

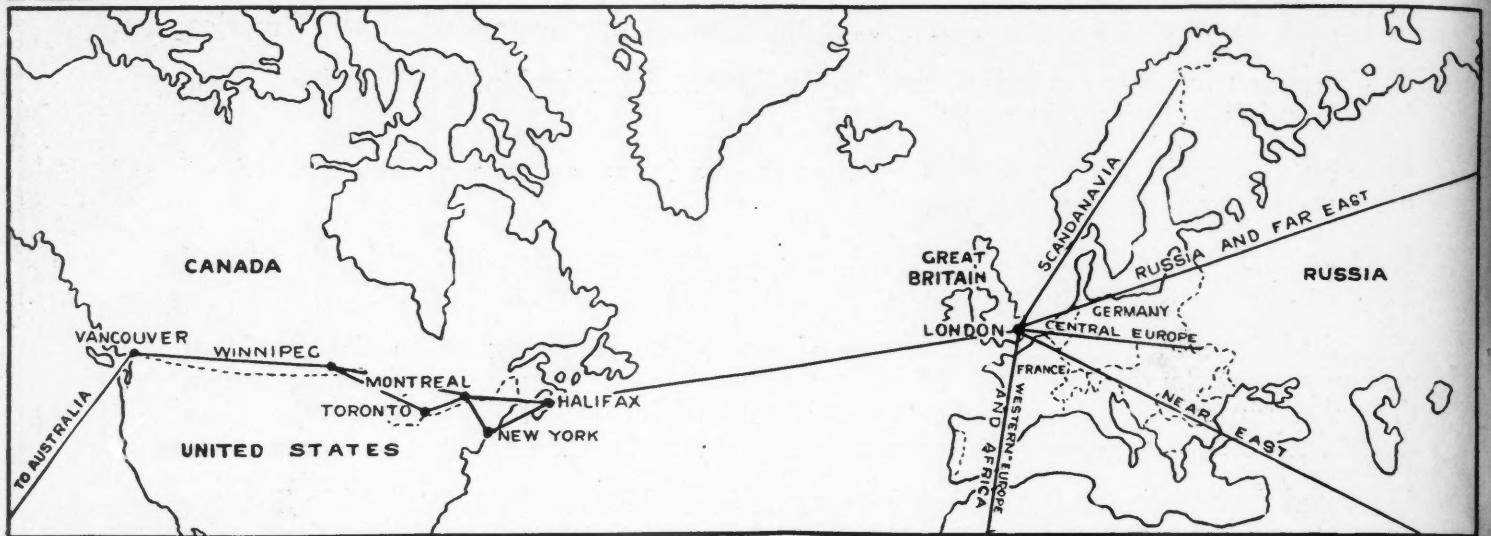
MEXICO CITY
76 Calzada Tacubaya

SAN JUAN
Calles Tetuan y San Jose

RIO DE JANEIRO
Rua Sachet 29

CONSTANTINOPLE
Bab Ali Djaddressi

British United Press



A twenty-four hour service of world news gathered from every corner of the globe, complete, accurate, terse, swift and with the human touch; distributed for the British and Dominions press; serving after one year of active operation 340 newspapers in England, Scotland, Ireland, Canada, Australia, New Zealand, Tasmania, and South Africa.

BRITISH UNITED PRESS, LIMITED

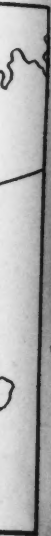
C. F. CRANDALL, President,
171 St. James Street,
Montreal

H. N. MOORE, London Manager,
181 Temple Chambers,
London, E. C. 4.

Cable Address:
"BRITUNPRES, Montreal."

Cable Address:
"BRITUNPRES, Fleet, London."

S



D



EDITOR & PUBLISHER



TEXAS NEXT



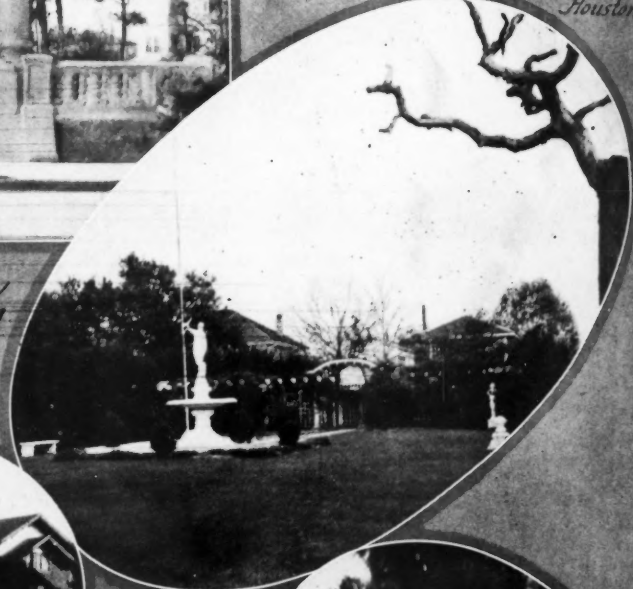
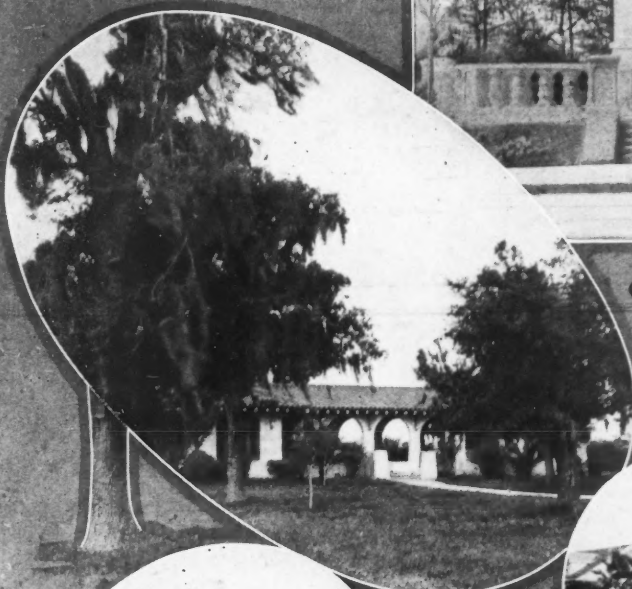
HOUSTON

1925

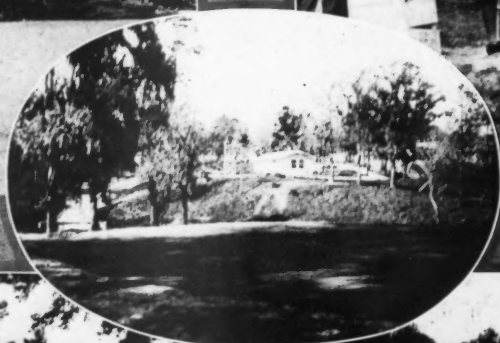
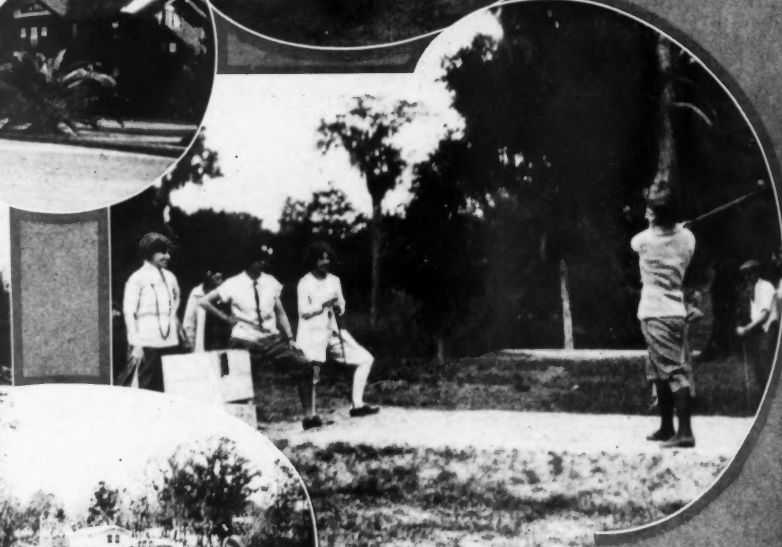
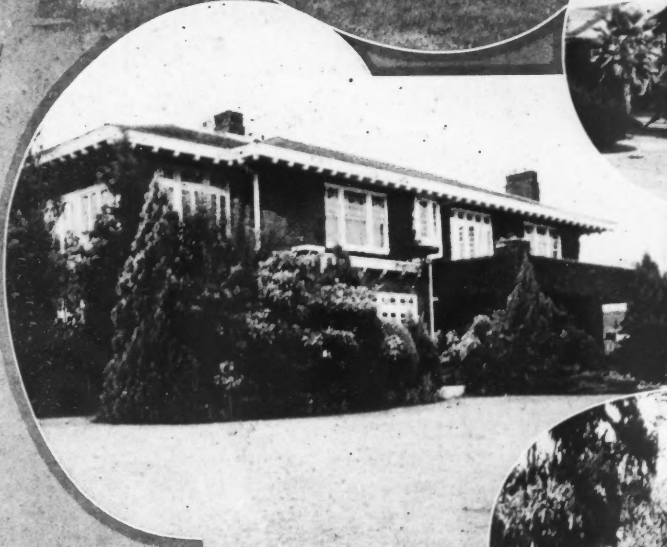
*The
City of Houston
Extends a Hearty
Welcome to The
Advertising
Associations
of the World
"Houston Next"
1925*



*Oscar J.
Holcombe
Mayor of
Houston*



*Houston
Beautiful*





Executive Department
Austin
March 29,
1924

Pat M. Neff
GOVERNOR

To the Members of the Associated
Advertising Clubs of the World,
In Convention,
London, England.

Greetings:

As Governor of Texas, and as a staunch believer in the possibilities of the Lone Star State, I take this means of extending to you, personally and officially, a most cordial invitation to come to Texas and Houston for the 1925 Convention of your great organization. Not only the people of Houston, but the five million citizens of this State covet an opportunity to extend to you the hospitality for which they are justly famed.

Houston is a metropolis with a broad vision. With its deep waterway, and with ocean-going liners discharging their cargoes from the many ports of the world, Houston stands ready to take first place among Southern cities. Few, if any cities in all the United States, are better equipped to handle such a Convention as yours. Houston has ample hotel accommodations, as well as transportation lines; many good, clean amusement places, and adjacent historic spots.

I should have been very glad indeed, had it been my privilege to come before you personally and extend this invitation to hold your 1925 Convention in Texas. Unforeseen matters have denied me that pleasure; however, I hope that it will be my privilege to meet with you in Houston in 1925, and to extend to you a welcome to our State.

Cordially yours,

Governor of Texas

Governor
PAT. M.
NEFF



"LET 'ER BUCK, COWBOY!" CRY OF OLD TEXAS



Riding a Bucker With Both Hands Free is the Test of a Good Horseman in Texas. The Cowboy in the White Shirt Is Trying to Get a Little Action.

Below—"Bulldogging" a Steer Is Shown. It's a Test of Strength Between Man and Beast, Which the Man Usually Wins.



"Whoopie"! Saddle Leather Creaks and Angry Hoofs Beat Up a Cloud of Dust. "Breaking Broncs" Is a Common Texas Ranch Sport.



Rangy "Longhorns" Can Buck Almost as Viciously as Horses as the Picture Below Shows.



This "Bronc" Is Black as Night and Angry as a Thunder Cloud. His Rider, However, Is "Sitting Pretty."



After They Get Good They Ride 'Em Backwards and Tip Their Hats to the Ladies as They Jolt Past.

Typically American is the Hard-Riding, Straight-Shooting Cowboy of the Texas Plains with His Characteristic Sombrero, Leather Chaps, Lariat and Quirt. He Put Glamor and Romance in the Life of Frontier Texas Before the "Wild West" Had Passed From Fact Into Fiction. Texas Still Has Her Vast Ranches, Her Herds of "Longhorns" Numbering Thousands, but the Old Cow Days Are Passing Before the Inroads of Commerce.

FLAGS OF 6 NATIONS HAVE FLOWN OVER TEXAS

History of State Dates Back to French Occupation in 1684—Passed to Spain, Then Mexico—Became a Republic, Joined U. S., Later Seceding with Confederacy

UNDER the French Flag 1684 to 1690.
 Under the Spanish Flag 1690 to 1821.
 Under the Mexican Flag 1821 to 1836.
 Under Republic of Texas Flag 1836 to 1846.
 Under United States Flag 1846 to 1861.
 Under Confederate States of America Flag 1861 to 1865.
 Under United States Flag 1865 to present time.

Such, in brief, is a summary of the various governments under which Texas, largest state in the Union, has been ruled.

No similar area can look back upon more vicissitudes; no similar area can look forward to such a great future as can Texas.

The first flag raised by white men on Texas soil was the result of a mistake, made by Robert Cavalier Sieur de la Salle, who was the first white man to sail down the Mississippi River, and who returned to France to get the king to permit him to colonize what is now New Orleans, promising that it would be the largest city in America.

When he left the mouth of the Mississippi River he took the latitude, but neglected to take the longitude and, when he sailed from Rochelle, France, on July 24, 1684, with 4 vessels and 300 people he got off the true path and landed in the Bay of San Bernard, now Matagorda Bay, in Texas, where he planted the flag of the King of France, built Fort St. Louis on the LaVaca River, and set out to find the mouth of the Mississippi River, a feat he failed to accomplish, being killed by his own people, who, leaderless, made a failure of the expedition.

When Spain heard of this there arose a dispute, Spain claiming a prior right to this territory, basing that claim on the obvious fact that Texas was a part of America, and America being discovered by Columbus, sailing under the Spanish flag, was the property of Spain.

In addition to this it was noted that Desoto entered Texas in 1542, and in 1582 Espejo made halts at El Paso and Santa Fe.

The King of France, however, could not get this angle of the matter and, in 1712 made a grant of Louisiana and all lands to the Rio Grande River to Anthony Crozet, who started opening trade with Mexico through Texas, and Spain proceeded to build a chain of Missions from the Rio Grande to Sabine.

In 1690, however, Texas came under Spanish domination.

Spain worried along with Texas, considering it a part of Mexico, until, in 1810, Mexico, under the leadership of a patriot priest, Hidalgo by name, rebelled against Spanish rule, starting a revolution which dragged along until 1821, when independence was won.

In 1819 the United States, having laid more or less claim to that part of the country north of the Rio Grande River, gave up all claims on Texas in exchange for buying Florida from Spain.

Upon being freed from the Spanish yoke Mexico formed a monarchy, and General Iturbide was made its first Emperor. His rule, however, was scarcely less oppressive than that of the King of Spain, and another revolution unseated him, and Mexico was declared a Republic in 1824.

It took but 2 years for Texas to decide that Mexican rule was not all that was to be desired. A revolution was started, but it accomplished nothing. Another revolution, organized in 1833, dragged along until, on April 21, 1836, General Sam Houston met and defeated General Santa Anna, the President of Mexico, who, in personal command of his troops, had been conducting a campaign of white man extermination.

This made Texas a republic in its own right.

A. A. C. W. MOST WELCOME GUESTS Mayor Holcombe of Houston



MAYOR O. F. HOLCOMBE

To Members of the
 Associated Advertising Clubs of the World,
 London, England:

AS the Mayor of Houston and a staunch believer in the wonderful advantages and possibilities of the city, I take this means of extending the hospitality of Houston for the 1925 convention to your great organization.

Houston is a city with a broad vision. With its deep waterway accommodating ocean-going liners from the ports of the world, the city stands ready to take its place as a leading metropolis of the South.

Few, if any, cities of the United States are better qualified, in my opinion, to handle such a convention as yours. Houston has adequate hotel accommodations and magnificent transportation facilities and many varieties of good, clean amusements.

From a selfish point of view, there is no organization that we would rather see meet in Houston than the Advertising Men's Association. The organization is made up of men of unusual ability, prominent in their communities, and it would be a real pleasure to show them the many things of which Houston is proud.

There are hundreds of industries in and about Houston that the members will find well worth visiting and we can guarantee the association every facility needed to make the convention a complete success, both from a business and a social point of view.

I am merely expressing the sentiment of every citizen of Houston when I say that we will consider it a pleasure and privilege to entertain the advertising men in 1925.

O. F. HOLCOMBE, Mayor of Houston.

For 10 years Texas made more or less headway as a republic, but it was a white man's republic, ruled by English speaking Americans, and after 10 years, being invited to join the United States, did so, remaining under the Stars and Stripes for 15 years, until the outbreak of the Civil War. Then Texas joined the Confederate States of America, rejoining the Union with the other Confederate states at the close of the war.

Just as the Spanish eventually dominated the Indians and French, and ruled Texas, so the American pioneer, fighting his way, inch by inch, finally dominated the Spaniards and drove them from the country.

In the driving, however, it was a man's work, every bit of it, and, in the carving of this state from wilderness, many great men have performed many great and glorious deeds of mighty valor; have made history, have made tradition and have, in the making of these, made a great state.

One of the outstanding spots in Texas history is the story of the Alamo.

Going back of the massacre, it is well to note that, in 1819, Doctor James Long, with 300 people, started from Natchez, Miss., to colonize Texas, and they helped form the first attempted Republic at Nacogdoches.

Then, too, Jean Lafitte, a French smuggler and buccaneer, after years of piracy on the high seas, established himself and his band on the island of Galvez, in 1816, from which he proceeded to annoy Spanish ships, but kept his hands off ships sailing other than Spanish flags.

Eventually, however, he got to interfering with American ships, and was ordered off the island, whereupon he disbanded his followers and with one ship, went to Yucatan, where he lived until his death in 1826.

Moses Austin, who settled in Missouri when that was Spanish territory, took a colony of 300 Missourians to Texas to settle, but died shortly after, and was succeeded as head of the colony by his son, Stephen F. Austin, who was afterwards known as the father of Texas. The first settlement was made on the Brazos river.

When Mexico gained freedom from Spanish rule the new government offered inducements to people from the United States to colonize this territory, and by 1835 there were between 25,000 and 30,000 Americans living in Texas.

This, perhaps, is one of the greatest reasons why Texas revolted against Mexican rule, and is, without question, why the war was concluded successfully for the Texans.

In the year 1700 the Mission of San Francisco Salono was founded on the Rio Grande River, but in 1718 Martin de Alcon, Governor of Coahuila, founded the town of San Antonio, and the Mission was moved there and re-christened the Alamo, and as the Alamo it thrived as a Mission for more than 115 years.

When Texas rebelled against Mexico in 1835 the Mexican army came into the state to subdue the rebellion. In the battle of Gonzales 1,000 Mexicans were defeated by 500 Texans, and in March, 1836, the Alamo was turned into a fort by a band of less than 150 Texans who were trapped there by the Mexican army of more than 8,000 under the personal command of President General Santa Anna.

These Texans were fighters and died to a man, being slaughtered like so many sheep, none living to tell the tale. This was on March 6.

The tragedy at the Alamo so roused the Texans that they rallied to the flag, and on the following month, under the command of General Sam Houston, defeated the Mexicans at the battle of San Jacinto, fought near the present city of

TEXANS UNDER ANOTHER FLAG—IT'S A HABIT



These Texans, by courteously deferring to London in 1924, captured a British flag from the Thirty Club of London and made a total of seven flags for Texas. The flag was "surrendered" by the Thirty Club at a banquet, signaling a fightless victory. Reading from left to right, are: E. M. Cornell, George Mistrot, M. C. Howard, W. S. Patton (President), George B. Ferristall (Color Bearer), George S. Cohen, John Payne and Dale C. Rogers.

Houston, and, capturing Santa Anna, ended the war and gained independence.

When, on July 4, 1845, the Texas Legislature ratified the annexation to the United States they further engendered bad blood with Mexico, and brought on the Mexican war of 1848.

It seems that Texas was foreordained to be a part of the United States, although both the French and Spanish peoples opposed such an idea.

No new country is ever settled by mollycoddles, and the pioneers of Texas were hardy people recruited from the venturesome citizens of the United States, the born pioneers, who, seemingly, spurned all civilization and civilizing influences, and pushed their way ever westward, intent upon opening up new territory.

This characteristic was a dominant one in Texas for many years, and is, perhaps, why the state, with many disadvantages to overcome, has gone ahead as it has, and developed into the powerful state it now is.

As to territory Texas, with its 265,896 square miles, has more territory than have the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia combined.

This vast territory affords all kinds of climate—mountains, plains, seacoast—everything.

Part of the state is timbered, and furnishes a quantity of lumber. The fame of Texas, however, particularly in its

earlier days, rests upon the vast cattle ranges which gave the state its first prosperity. Lumber was another of the earlier industries that produced wealth, and, as land was cleared, as water was brought to the land, and controlled, as fences were built, agriculture flourished abundantly.

Later oil was discovered and the oil fields of Texas have yielded great fortunes and are still producing great quantities of oil.

In the Southern part of the state the growth of citrus fruit has made wonderful strides, and is now far past the experimental stage. The fruits grown in

Texas rival those grown anywhere, not only in abundance but in sweetness and delicacy of flavor.

Texas has more miles of railroad track than has any other state in the Union, and its ports are ports of real importance.

Song and story have told the outside world of the earlier romances of Texas; have painted pictures which at the time they were painted, were true but which today are outmoded.

It would be as foolish for the visitor to Texas to look for the long haired, gun-toting "westerner" of tradition as it would be for the man who first visits

London to expect to find the "typical" Briton of the days of Richard Coeur de Lion.

Texas, as it stands today, is absolutely modern. More so, in fact, than many of the older parts of the country, for Texas is ALL new, with the exception of a few—a very few old "Shrines" which are preserved to link the past with the present.

In most of the countries there are "shrines" and then, too, there are "eye sores" which remain, not for any historical value, but simply because they do not fall down.

Not so in Texas. Texas cities are building, and in building they are tearing down the old structures. There are no "hallowed spots" of antiquity to be preserved, except a few public buildings and churches.

The new generation of Texans, retaining all the daring and manliness of their ancestors, have added the refinement and polish obtained by eastern travel and schooling. As this is being written, in the year 1924, merchants and manufacturers everywhere, who are acquainted with conditions prevailing over the civilized world, agree that Texas is one of the best states anywhere, one of the liveliest markets, and a state that, great as it is, has just begun to grow into a destiny that is going to reach tremendous proportions in a very few years.

Some history has been made in Texas. A great deal more history—business history—is to be made in Texas in the next few decades.

TEXAS CITY'S INSTITUTIONS LAST WORD IN MODERN PROGRESS

By HON. MORRIS SHEPPARD
United States Senator from Texas

THE Associated Advertising Clubs of the World could find no place more appropriate for their next annual convention than Houston, Tex. This city is dawning rapidly upon the world as one of the most promising centers of commerce and culture. Its ship channel, connecting it with world markets, is a marvel of civic enterprise and vision, while its railroads, banks, hotels, institutions of learning and benevolence are the last word in modern progress. Come to Houston, and enjoy a genuine Houstonian, Texan welcome.

"WE CAME, WE SAW AND BOTH CONQUERED"

Forristall Recounts the Romantic Story of the Presentation of the Union Jack to Houston's Delegation at Atlantic City—This Year Stars and Stripes Will Journey with the British Banner

By **GEORGE B. FORRISTALL**, Sales Manager Foley Bros. Dry Goods Co., and **JOHN H. PAYNE**, Business Manager, The Houston Press

THIRTY men, good and true Texans, in June 1923 set out from Houston, Texas, to cross swords with our worthy visitors from Old England at Atlantic City. In this little body of Houstonians were representatives of the principal advertising and civic interests of Houston. On the way to Atlantic City, we gathered at Dallas with other Texans and by the time the party rolled into Atlantic City



GEORGE B. FORRISTALL

on that sunny Sunday afternoon the Texas party numbered nearly 100, everyone ready and willing to do his share for Houston, in an effort to win the 1924 convention of the A. A. C. of W. for Houston.

Five days later the little delegation from the Southland rolled back towards home defeated in a way but with the colors of victory still waving, for in defeat Houston was bigger than if it had won. Back of this whole affair is a genuine story that has been told in Houston, but which is probably not well known by the advertising interests of the world.

On the way to Atlantic City the Texas delegation made such preliminary plans, as were possible. Rolling into the resort city of the Atlantic seaboard, every man appeared attired in typical resort attire, blue coat, white flannels and straw hat and to bring vividly to the attention of those in attendance each man wore a bright green necktie and green hat band and a big red, white and blue Texas star. True it was a violent color combination, but it made Houston stand out in the multitude.

One member of the Houston party traveled to Atlantic City in the baggage car, for the railroads would not transport him as a Pullman passenger. That was the famous Red Rooster that stopped traffic on the Boardwalk on Sunday afternoon and which was the official delegate of Houston's fun lovers, the Red Roosters.

The arrival of the Houston delegation was officially announced to our English friends by a magnificent basket of American Beauty roses sent to Sir John Cheshire, head of the English Delegation.

Monday morning, when the business sessions of the convention opened on the Steel Pier, a bevy of Southern Beauties took possession of the entrance to the Pier and with sweet Cape Jasmine buds captured every person in attendance at that session.

As each person arrived at the pier one of these charming young ladies immediately pinned upon his or her lapel a pink ribbon with the slogan "Houston

HOUSTON—PORT AND METROPOLIS—OFFERS UNLIMITED HOSPITALITY TO A.A.C.W.

By **HON. EARLE B. MAYFIELD**
United States Senator from Texas

HOUSTON, with its ship channel to the Gulf of Mexico and the railroad facilities of an inland metropolis is unique among the cities of the United States. As a place for the 1925 convention of the Associated Advertising Clubs of the World it presents claims hard to disregard. If the advertising men of the world decide to come to Houston in 1925, they will receive a welcome they will not soon forget and a liberal education in the meaning of the Great Southwest.

next" and a Cape Jasmine bud. Some of our English friends had to be persuaded to don the fragrant flowers and the Houston badge, in many cases only by the promise that the Houston folks would wear a London badge.

Our dear friend John Cheshire by a clever move rather foreshadowed the events to come by writing in heavy black pencil at the top of his Houston badge, the words "London 1924" and after the printed slogan "Houston Next" the figures "1925." That was the sign for all the Britishers to do likewise and Houston's first brush with the enemy was marked with defeat, but a graceful one at that.

At the close of the Monday morning session, John Cheshire, J. Murray Allison and C. Harold Vernon accompanied by our old friend and relative of the founder of Houston, Herbert Houston paid an official call upon the Houston Convention Executive Committee at our rooms in the tower of the Marlborough Blenheim. A pleasant chat was had and all members of the Houston delegation were greatly pleased to have their British brothers call on them. This call was repaid in the afternoon at the Ambassador Hotel. While the contest up to this time was strong, every bit of it was marked by the highest degree of fair play and sportsmanship.

Houston's fight for the convention was kept up to the last ditch. Every man did his bit. Someone spread the rumor that Houston was just laying down a barrage and had no real idea of the convention coming to Texas in 1924. To offset this rumor that traveled so rapidly through the convention, members of the Texas delegation were dispatched to all departmental sessions to say a few words to offset the rumor.

Houston's publicity manager, in the meantime had made his headquarters in the press room at the Marlborough Blenheim and was putting out story after story. Houston was being advertised to the world, filling columns on the front pages of the Eastern papers.

The Houston Executive Committee went without sleep. On the last night prior to the President's Dinner, at which the 1924 Convention City was to be nominated, the entire executive committee went into session at 11 o'clock and did not retire until after five the next morning. Fight was the word, but an honest straightforward fight to a finish.

Now for the big night when all was to be settled. Houston's fight was carried through to the end.

In fact Houston's convention executive committee was late in reaching dinner. Some wondered if it would ever reach a decision in time to attend at all. The committee of six was evenly divided. The motive which actuated the committee was—How could Houston best serve

the advertising interests of the world? Part thought this could best be done by holding the convention in Houston and in this manner show a portion of the United States never seen by most of the delegates. Acquaint them with natural resources in Texas never dreamed of. The other part of the committee had become converted to the big idea and broad vision of the British delegation that the advertising interest would be best served by holding the convention in London—that the business interests of the world might get better acquainted and afford a better universal understanding. It was John Cheshire's gentle, earnest, courteous presentation ably backed up by his colleagues that had sold half of the committee the larger vision and the postponement of our ambition.

The time for the President's dinner had come and still the committee was deadlocked. Suddenly the door was flung open and in lock step came "Tex" Bayless, Lawrence Ruthford and Wallace O'Leary. In unison they said "We're for you in whatever you do—but, give it to London for 1924 and let's have them come to us in 1925." Another vote was taken and London had won in our own committee.

Without change of clothing and in more or less dishevelment we rushed over to the President's dinner already well on its way. Not a word was said as to the committee's final decision. Presently President Lou Holland announced the time had come to select the Convention City for 1924 and he presented John Cheshire, the leader of the British delegation. He was followed by C. Harold Vernon, W. S. Crawford, and E. T. Meredith, presenting London's claims.

Then turning to the Houston delegation Lou Holland said, "Another city is after the 1924 convention, and they have come from almost as great a distance as has London. We will listen to Houston's claims," and he presented John H. Payne who seriously and earnestly presented the reasons why the 1924 convention should go to Houston. Harry C. Howard, President of the Houston Club, was next introduced. He explained that Houston was anxious to serve the advertising clubs of the world. The question was how it could best be done. Then pausing for a few seconds he dramatically seconded for the 1924 convention, London, England.

For seconds not a sound was heard. To the Houston delegation it seemed minutes, then pandemonium broke loose. Several of our London friends broke down and wept tears of joy. Englishmen who ordinarily are not emotionally demonstrative cheered and in every way demonstrated their delight.

The last part of the convention and the one that will ever remain in the minds of those who attended this great

convention took place on Wednesday night. At the close of the president's dinner Tuesday night C. Harold Vernon and J. Murray Allison called at the Houston headquarters at midnight with an invitation to the Houston and Texas delegation to meet with the Englishmen for dinner in the grill of the Ambassador on Wednesday evening.

The entire personnel of both English



JOHN H. PAYNE

and Texas delegations assembled in the Ambassador lobby and side by side filed down through the corridors to the beautiful grill where still side by side a wonderful dinner was served. Gracing the head of the table were Sir John Cheshire, Lou Holland, President of the Associated Advertising Clubs of the World, and a number of other notables of the convention.

At the close of the dinner, our wonderful friend and host, after a number of beautiful speeches, presented to the Houston delegation that which the Britisher holds dearest to him, a magnificent silken Union Jack, which was received for Houston by President Howard of the Houston Advertising Association.

Only one more chapter of the story remains to be told. Houston wants the Advertising Clubs of the World to meet in Texas. The Britishers came to Atlantic City 115 strong. They have promised to come to Houston in 1925 300 to 500 strong and direct from England to Houston, Texas, by water. We will meet them right at our own waterfront when they arrive—and then both London and Houston will have won.

TO HOLD "SEND-OFF" DINNER

A.A.C.W. Delegates to Be Entertained by N. Y. Ad Club June 26

On-to-Britain delegates will be entertained at a "send-off" dinner to be held June 26 at the Advertising Club of New York, according to an announcement made last week by the club's On-to-London committee.

The following honor guests have been invited: F. A. Thompson, commissioner of the United States Shipping Board; E. T. Meredith, former A. A. C. W. president; Edward Beatty, president of the Canadian Pacific Railroad; Sir Harry Armstrong, British Consul; Mayor John F. Hylan; Commissioner Barron G. Collier; Hon. Grover A. Whalen, and Hon. Rodman T. Wanamaker.

GROWN-UP TEXAS LIKES BOYHOOD SPORTS

State Where "Distance" Takes on New Meanings Knows the Range and Vaqueros Only in the Movies, But Keeps Alive the Hearty Fellowship of the "Old Days"

By HARRY R. DRUMMOND

OF COURSE Texas is one of the 48 varieties, just as is Rhode Island, but, believe us, brother, Texas is different. Texas is grown up.

The closest approach to Texas in size, amongst the 48 varieties, is California. There are some ten "hub" cities in Texas, each with a market and trading territory of its own, large enough to make it a commercial capital of great importance in the distribution of merchandise, and sufficiently remote, in most cases, practically to eliminate real competition.

The government enumerators, in 1920, listed these cities like this:

San Antonio	161,379
Dallas	158,976
Houston	138,276
Fort Worth	106,482
El Paso	77,560
Galveston	44,255
Beaumont	40,422
Wichita Falls	40,079
Waco	38,500
Austin	34,876

making a total of 837,805 people. Of course they have grown considerably since then.

In visiting these cities the traveler learns something about distance, for jumps in Texas are real jumps. For instance, traveling from the West to the East, as did the writer, the first "jump" was from El Paso to San Antonio, 620 miles, exactly the same as the "jump" from the Grand Central Station in New York to the palatial railroad station in Cleveland, Ohio, or from London to Berne, Switzerland. And still in "West Texas" mind you.

From San Antonio to Fort Worth, however, the next jump, is a mere 354 miles, just like from New York City to Rochester, N. Y.

Fort Worth and Dallas are the "Twin Cities" of Texas, there being but 31 miles between them.

From Dallas to Wichita Falls is 178 miles, about the same as from New York City to Amsterdam, and from Wichita Falls to Waco is 278 miles, like the distance between New York City and Syracuse, or London and Paris.

From Waco to Austin is but 110 miles, scarcely as far as from New York City to Albany—only as far as Hudson, in fact, and from Austin to Houston is 164 miles, like stepping over from New York City to Schenectady, you know.

From Houston to Beaumont is a mere 84 miles, just like running up to Rhinecliff, and from Beaumont to Galveston is but 76 miles, no further than from New York City to Poughkeepsie.

So that, in order to make the ten principal cities in Texas, one has but 1,895 miles to travel—that's all. No farther than from New York City, via the Pennsylvania Railroad, through St. Louis, to Denver, Colo.—or the rail distance from London to Moscow. And it's all in Texas.

And just to talk a little more about size before leaving the idea, let it be noted that Texas comprises an area of 265,896 square miles. France could be laid down on the map of Texas and its 212,659 square miles would leave room for England to squeeze in without crowding, and the chinks could be filled with East and West Flanders. In an air-line, from Texarkana, on the Eastern border, to El Paso, facing Old and New Mexico, is as far as from New York to Chicago—almost 1,000 miles.

Texas, however, is a disappointment to the man who visits it for the first time, if he has visualized it as it is depicted by Bill Hart and Tom Mix and the rodeo people.

Tradition informs us that, at the building of the state, Texas was, so to speak, wild and woolly and hard to curl. There are many stories of how, in the early days, Texas was peopled with b-a-a-d

men, who wore six-guns and did naughty things.

We are told that many years ago, a real estate, in trying to sell some land in West Texas, told his prospect that "Texas is a wonderful country. All they need there is rain and good society." To which the prospect replied, "Huh, that's

all hell needs." But that was long, long ago.

Texas is still a cattle country, of course, but not the kind of cattle you mean.

The old range steers are a memory. The old "cowboys" are also a memory. The "Texas steer" of today is a pet. He

HOUSTON WILL HOIST A NEW FLAG

By MARCELLUS E. FOSTER

President Houston Chronicle



MARCELLUS E. FOSTER

TEXAS sends greetings to London and to the great British Empire. Houston wishes for the annual convention of the Associated Advertising Clubs of the World a most eventful session. We trust that all views will be broadened and all interests cemented; that from this meeting there will go forth a message of peace, harmony and unity, not only for the business world but for all mankind.

The city of Houston, which so gracefully stepped aside at the Atlantic City meeting in favor of London, is now ready to be host for the 1925 convention, and we pledge ourselves to rival, if possible, the generous hospitality of our London friends.

We will show you a city that is the metropolis of the largest state in the American Union—a veritable empire in itself. A city not only of inspiring business but one with thrilling history. It has a ship channel linking us with the Gulf of Mexico and the Atlantic Ocean; ships are now entering our harbor from all parts of the old world. We are anxious to show you a new world—one where great oil wells spurt forth liquid gold and where vast cotton fields furnish the raw product for many of your great factories.

We will show you a city rich in natural resources and that has a history filled with tales of heroism; heroic sacrifices of soldier, priest and citizen.

Texas has been under six flags. She has given allegiance to Spain, France, Mexico, the Republic of Texas, the Southern Confederacy and the United States. We are ready to hoist another flag to greet our foreign guests and our fellow workers of this country. It will be a flag of faith and trust, emblazoned with colors and legends that signify to all nations peace and Christianity throughout the world.

is not wild, neither is he woolly. He is a big, fat, well bred, easy-going, mild-eyed beastie of exemplary habits and morals and the disposition of an angel.

There is no more "range" and no more rough riding. Cowboys nowadays have A. B. degrees and wear "Brooks model" clothes and wrist watches.

The old "ranches" are cut up into farms where agriculture is practiced by agricultural school graduates, and where living is much along the lines followed by the well-bred, extremely comfortable people in the so-called "effete East," except that the "farms" of Texas, while much smaller than the ranches of the good old days, are pretty awfully big as compared with the farms of say, Ohio or Pennsylvania or New York.

Floyd R. Todd, of Moline, Ill., vice-president of Deere & Co., manufacturers of farm implements, spent the winter at San Antonio, and was very pleasantly met by the writer. In talking over business conditions Mr. Todd said that Texas is the best market that Deere & Co. have today. The perplexity seems to be to get enough modern farm machinery on hand to supply the demand.

To a man of vision—provided that vision was long enough—this might indicate that Texas is sound as an agricultural state, and that the old ranges are giving way to intensive farming that pays better.

At Dallas we sat opposite a most genial gentleman at the dining table. He ordered his dinner like a connoisseur, and his manners were as polished, and he was as much at ease as any man could be. He started the conversation, which was extremely pleasant. Finally he politely inquired what our business was, and upon being told, vouchsafed the information that he was a "cow man."

"We fellows out here are getting civilized, you know. We wear the same kind of clothes and hats and shoes that you Easterners do. We don't make any stir when we go to New York, and those darned moving picture actor cowboys create as much excitement here in Dallas, or San Antonio as they do in New York."

And it's the truth. As this is being written, here in Houston, Texas, on March 10, they are getting ready for a cattleman's convention, and the windows are full of "freak stuff"—broad-brimmed hats, saddles, chaps, boots and other "novelty" merchandise which will be bought and worn out of respect to the old days, by the cattlemen who come to town dressed in hand tailored suits, vici kid shoes, "topcoats" and dogskin gloves, and who will don the habiliments of the past just as the Shriners put on their fez for an occasion.

Texas, except for size, is much like any other state—that is, any other real good state. In justice, however, it must be said that, in passing through Texas one rides through many miles of undeveloped land, land which, in all probability will be undeveloped for some time to come. The development is going to be most awfully gradual.

As the cities expand, the surrounding territory is gradually turned into small farms, and, one by one, slowly, the ranches are broken up and, as the roads are improved, and transportation problems solved, scientific drainage and irrigation will reclaim the land throughout the state—but that is all in the future.

Texas cities, however, are cities in every way. Some of them are not as progressive as others. San Antonio, for instance, is not so very active, simply because it is a home, an ideal home, if you please, for a great number of Texans who, having made theirs, have retired to San Antonio, and are really living.

They toil not, neither do they spin, and the younger element spend the money in living, too.

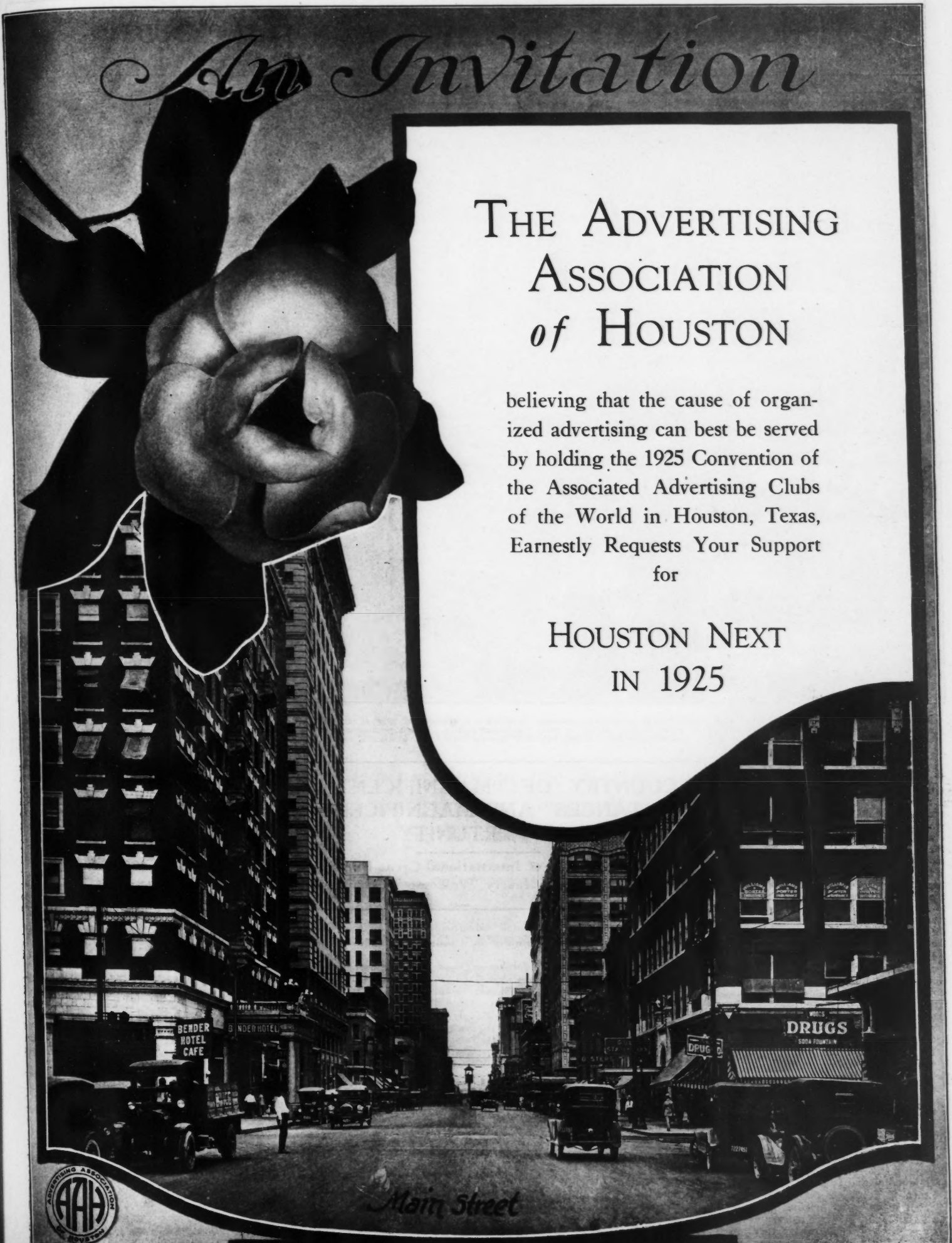
That does not mean that San Antonio

An Invitation

THE ADVERTISING ASSOCIATION of HOUSTON

believing that the cause of organized advertising can best be served by holding the 1925 Convention of the Associated Advertising Clubs of the World in Houston, Texas, Earnestly Requests Your Support for

HOUSTON NEXT
IN 1925



Main Street

HOUSTON AS SEEN BY AIRMAN IN THE CLOUDS



Cleanliness, order, efficiency—these three words figure largely in Houston, described by William S. Patton as "one of the real cities of the world." And you don't need the distance of an air-view, either. It stands a closeup—along every business street, in every residential section. With a population of nearly 150,000, it is a large cotton, rice and lumber market, and petroleum center. It has extensive manufacturers, with a total of nearly 400 plants.

is a dead one—but it is a resort town, a residential town, and the Boston and Charleston of Texas, if you know what I mean. It is the residence of the aristocrats—the old line Texans, and, by the way, San Antonio is the home of the chief shrine of Texas, the Alamo—where the Texas heroes 80 years ago won immortal fame.

Beautiful homes, beautiful parks, beautiful country clubs and the aristocracy of the United States Army all lend an "air" to San Antonio that makes it a wonderful place. This city is the scene of the largest cantonment of the Regular Army in the country.

Dallas and Houston are two cities that are not typical at all. They are like, say, Rochester, or Indianapolis, or Omaha, or Columbus, or any one of half-a-hundred typical American cities—good looking, hustling, wide awake, neither Northern nor Southern nor Eastern nor Western, but American.

Yes, friend, take Texas seriously. Take it most almighty seriously, and don't for the love of Mike, try to get an idea that Texas as it is today is anything like the hokum of the five-cent movies, for it is not.

But Texas is Big. And Texas is Alive. And Texas is a very good place to go.

One thing, however, that smacks of the old days, is the spirit of good fellowship and hospitality that is found everywhere. The men of Texas are real fellows, and their hospitality is as genuine, as spontaneous and as freely given as ever in the romantic days. In that respect they are way above par.

COUNTRY OF "MAGNIFICENT DISTANCES" AND MAGNIFICENT OPPORTUNITY

President Hamilton of International-Great Northern Railroad Bespeaks Hearty Welcome to Southwest

To the Delegates of the Associated Advertising Clubs of the World in Convention Assembled in London, England:

TEXAS, the great and rapidly developing Empire of the Southwestern United States, cordially invites you to hold your 1925 convention at Houston, where seventeen railroads meet the sea, on the coast of the Mexican Gulf.

Texas comprises within her borders an area of 266,000 square miles, eight per cent of the total area of the United States and equivalent to the combined areas of France, England and Wales; has a farm land area of one hundred and fourteen million acres and yields annually, from its soil, products of agriculture, the forest, the oil well and the mine to the value of more than one and a half billion dollars. In 1923 our state produced in excess of 4,300,000 bales of cotton or 43 per cent of the entire production of the United States.

The domestic herds of the state comprise more than twelve million animals. Our mineral resources, although yet barely scratched, produce annually in ex-

cess of forty million barrels of petroleum and two million tons of coal.

Manufactured products have an annual value in excess of one billion dollars.

If you will cut, in a map of the United States, the boundaries of Texas, and turn back the silhouette on its Eastern border, it will reach clear across the eastern half of the United States and into the Atlantic Ocean; hinged on the Western border it will reach 200 miles into the Pacific Ocean and hinged to the North, well across the international boundary into Canada. This vast territory of the "Lone Star State" is gridironed with 16,000 miles of railway, making its every portion of easy access to the visitor.

The big business interests of Houston and of Texas stand squarely behind the Advertising Association of Houston in its invitation to the world to come and see for itself how its cotton is grown, picked and shipped; how its live stock is raised and marketed; how great modern

cities have become actualities in a state where but a few years ago, in the opinion of the world, the long-horned steer was the principal product. There is still much of the picturesque frontier days to be found on the Western Texas prairies; much that is unique and interesting. Within the vast area of our State may be seen many of the processes of our national development still under way—from the wide cattle ranges of the prairies and the vast areas of virgin soil just breaking to the plow, to the large city's most modern development.

Someone has said that Texas is "A country of magnificent distances"; it is for more than that—it is a country of magnificent opportunity.

"Hospitality" peculiarly typical of the Southern and Southwestern portion of the United States is written large across the map of Texas. We modestly believe that we have in this commonwealth of ours a people among the finest on the face of the earth. Come down and get acquainted.

Elsewhere in this publication it has been the privilege of the Railroad enterprise, I have the honor to manage, to set forth in pictorial form some of the things that are well worth seeing and knowing about this great state.

International-Great Northern Railroad, with its 1160 miles of trunk line "All in Texas and all for Texas" extends to all a hearty welcome to Texas, to Houston, and the great Southwest.

Cordially yours,
T. A. HAMILTON, President,
International-Great Northern Railroad Company.



HOUSTON, TEXAS

Diversified Industrial Center

Raw Cotton, Cotton Textiles, Oil, Rice, Lumber, Shipping



FLOUR



CEMENT



RICE

HOUSTON exported her first cotton bale in 1919; Houston is now the second cotton port of America. In 1919, the cotton exportation was 43,341 bales; in 1924 it will be 1,500,000 bales.

Houston with one twine mill and two textile mills has just begun her cotton manufacturing development. Natural advantages with particular reference to proximity to raw materials, transportation facilities and labor supply, assure for Houston rapid progress as a textile center.

Houston's oil industry embraces all phases of the business: production, storage, refining and distribution of the finished products to all points of the world. The Houston district includes 18 producing oil fields with an annual production of approximately 40,000 barrels of crude oil. There are eight operating refineries on the Houston Ship Channel with a daily capacity of 48,000 barrels.

Houston is in the greatest rice producing area in America. Six rice mills annually export more than 500,000 bags.

Houston is the greatest combination retail and wholesale lumber market in Southwestern United States. Houston lumber exports annually exceed \$40,000,000.

Houston with her deepwater terminals, inland waterway system and 17 railroads, is attracting the attention of the world as a shipping point.



OIL



COTTON



GRAIN

**Advertising Men of the World!
a Warm Welcome Awaits You
at Houston**

*Your Visit To Houston In 1925 Will Not Only Be A Pleasant Sojourn
But An Educational Experience*

HOUSTON CHAMBER OF COMMERCE



HOUSTON'S CONVENTION COMMITTEE READY FOR ALL OCCASIONS



Houston's Committee!—What kind! That depends upon the occasion. Sub-titles are assigned commensurate with the duties assigned. It is that kind of a committee, composed of that kind of men who, when anything happens along to be done simply jump in and do it—and do it right.

To illustrate: During the cattlemen's convention (at which time this picture was taken) this

was called the "Steering Committee." Appropriate! Well! Nothing else but.

During the convention of the Associated Advertising Clubs of the World this will be the Advisory Committee—just as in case of a convention of the manufacturing confectioners it would be known as "The Candy Kids."

Reading from left to right these "cowboys" are: Benjamin Taub, J. N. Taub & Sons, whole-

sale tobacco dealers; John T. Scott, Jr., of Boyles, Brown & Scott, attorneys; David D. Cahn, promoter; Walter G. Jones, secretary and manager Motor League of South Texas; Burt Rule, Publicity Director, Chamber of Commerce; William S. Patton, vice-president, South Texas Commercial National Bank, president Advertising Association of Houston, Chairman On to London Committee of Houston; Oscar F. Holcombe, Mayor of Houston; Ned L. Jacobs, Johnson

Motor Company; Robert H. Cornell, assistant publisher, Houston Chronicle; Ralph A. Anderson, sporting editor, Houston Post; Chester H. Bryan, county judge of Harris County.

These men are the "go getters" who attend to everything that is to be attended to. You know they should all be called "George" for whenever there is anything of the "Let George do it" kind, these fellows are on the job.

ECONOMISTS PICK HOUSTON AS COMING METROPOLIS OF THE SOUTH

Port of a Vast Domain Rich in Natural Resources, City Now Striving Toward Commercial Supremacy—
Frontier Passing

By PAUL L. WAKEFIELD

AS one of the greatest producing centers of raw materials and the one of which the least is known, Texas with her 171,000,000 acres of land which embraces vast resources of oil, mineral, lumber, cattle and cotton, offers advertising and business men of the world a new country to conquer.

One-third of the world's cotton crop is raised in the Lone Star State, while

wheat crop of the United States. Texas is geographically and commercially the gateway to Latin America and Mexico.

Texas has had little advertising other than that of the romance surrounding her famous Texas Rangers and the gun packing, hard riding and swarthy cow puncher of the west. She has that side, and of the cattle industry she is proud, but there is a new Texas coming on that is reaching out for some of the north, east, south and west. Modern agricultural implements have replaced the oxen, farms with bristling windmills and home-

steads have sprung up where tenant farmers' shacks once stood. "Uncle Sam's biggest son," as Arthur Brisbane spoke of Texas recently, has awakened to the riches of natural resources.

The growth and the development of Texas during the past decade, has surpassed probably that of any other state in the Union. Texas has developed some advertising experts along with her commercial and agricultural growth and these men have realized the limited knowledge that national advertising writers and space buyers possess concerning the resources and the potential possibilities of the state which is larger than the whole of France.

It is the opinion not only of advertising experts of the Lone Star state, but of some of the world's most successful advertising writers and buyers that the advertising fraternity needs to know more of Texas and that Texas should know more of the men who acquaint the world of what its neighbor has.

The Atlantic City convention of the A.

A. C. W. crystallized the sentiment of world advertising heads concerning Texas and her needs for advertising. Plans were laid with all of the cards on the table to do for the advertising fraternity of the world and the state of Texas, what would result in a great mutual benefit.

Holding the 1925 convention of the Associated Advertising Clubs of the World in Texas will mark an event of accomplishment in the history of Texas and advertising.

Advertising men the world over are familiar with the eastern section of the United States. They are familiar with the products of these states and the raw materials from which they are made. The Texas field offers the lure of undiscovered treasures to develop and write about. Fiction writers have invaded the oil fields and romance of the west and painted Texas as a pioneer and frontier state. The advertising writers of tomorrow will catch the same spirit of romance and pioneering in their copy when writing of Texas, her products, industry and unlimited resources of raw materials. The same artists who visited Texas to paint illustration from such western tales of Bower and Gray and yarns of oil by Puetello and Beach will visualize and paint the same picturesqueness and romance in his color plates for national advertisers of oil, its by-products, leather, and the various raw materials which Texas leads, for advertising is the fiction of tomorrow.

Texas has as natural and advantageous topography as that of any other country in the world of its size, and this brings us to the climax of our story and Houston, the convention city of 1925.

Houston, a thriving city of almost 200,000 population, has been picked by numerous eastern capitalists as the coming metropolis of the south on account of its commanding location.

With 17 railroads and a safe land-locked harbor where ships from all ports of the world discharge and take on their cargoes, there is reason enough for Houston's claim to transportation power.

Millions of bales of cotton pass through Houston every year. On her deep water channel is located the world's largest compress and a number of the largest oil refineries, a massive flour mill. Other industries of various kinds are springing up on every hand.

Houston is fanned in the summer by the cool breezes from the Gulf of Mexico and snow covers the ground once in a decade. If you are interested in knowing more of America and her undeveloped resources, you will want to come to Texas and bring the A. A. C. W. convention with you in 1925.



PAUL L. WAKEFIELD

one-tenth of the cattle and one-seventh of the oil comes from here.

Texas is a virgin territory. Her natural resources are untouched and yet she surpasses in raw materials any of her sisters through the length and breadth of the United States, of her 171,000,000 acres only 32,000,000 are under cultivation.

Probably her greatest claim to international trade is in the export of cotton. The Texas cotton crop for 1923 equaled more in dollars and cents than the entire

FACTS ABOUT TEXAS

TEXAS is the largest State in the Union, having an area of 265,896 square miles—262,398 square miles of land and 3,498 square miles of water. There are 249 organized counties and 4 unorganized counties in Texas.

Population—The 1910 census gives the population of Texas as 3,896,541. If the rate of increase remains the same as it was between 1900 and 1910, the population of the State in 1919 is 4,687,135. Texas is rapidly going up in rank in population; in 1850 it was twenty-fifth among the States; in 1870 it was nineteenth; in 1890 it was seventh; and in 1910 it was fifth. The scholastic population of the State this year is 1,245,278.

Topography—The general slope of Texas is in a northwesterly direction from the Gulf of Mexico. The mountains are in the western part of the State. There are two peaks above 8000 feet—El Capitan in the Guadalupe Mountains, which is 8690 feet, and Baldy Peak in Jeff Davis County, which is 8382 feet. There are over 100 peaks which are above 5000 feet. The average elevation of Texas is 1700 feet.

Rivers—The principal rivers of Texas are the Red River, the Rio Grande, the Brazos, the Colorado, the Trinity, and the Pecos. The Brazos River drains approximately one-fourth of the State.

Climate—The annual rainfall varies in Texas according to the section of the State. The average annual rainfall in east Texas is 55 inches; in west Texas it is 10 inches. The mean annual temperature ranges from 55 degrees in north Texas to 72 degrees in south Texas.

Agriculture—Texas is primarily an agriculture state and is first among the States in the value of farm products. There are over 500,000 separate farms in Texas. The United States Department of Agriculture reports the following livestock in Texas on January 1, 1919: horses, 1,164,000; mules 792,000; cattle 5,021,000; sheep 2,320,000. The total value of this livestock was placed at \$454,838,000.

Railroads—Texas has more railroad mileage than any other States in the United States. The last statistical abstract published by the United States government shows that Texas has 15,866 miles of railroad, which the next State in rank, Illinois, has only 12,141 miles. This does not include yard tracks and sidings.

Automobiles—There have been 309,285 motor vehicles registered in Texas up to October for the year 1919.

*The Officers, Directors and Members
of the*

ROTARY CLUB
OF HOUSTON

JOIN with other citizens of
our City in extending a
cordial invitation to the
Associated Advertising Clubs
of the World to hold their
1925 Convention in Houston.

All of Texas, as well as Hous-
ton, will enjoy having you
with us, and we believe that
you will enjoy being with us.

HOUSTON—1925

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HOUSTON COMPLETING THE BIG SALE IT STARTED A YEAR AGO

By WILLIAM S. PATTON

President Advertising Association of Houston

THE Advertising Association of Houston has sold a big idea to the people of Houston—the idea of having the 1925 convention of the Associated Advertising Clubs of the World. This sale was made with an argument running something like this!

Houston is already a convention city, known well and favorably throughout Texas as such.

Houston has a tremendous lot of good things of which the world at large, outside of Texas, knows all too little, and which should be advertised.

Human ingenuity has not as yet devised any method of advertising to equal first-hand knowledge, but, next to this first-hand knowledge, is the information given second-hand by a trained salesman—particularly when that trained salesman is not personally or financially interested in the telling. The Associated Advertising Clubs of the World is a gathering of the very cream of advertising experts from everywhere—men trained to observe and to tell what they observe.

It would be ridiculous even to attempt to compute the financial outlay necessary to collect such an aggregation provided their time was paid for plus their traveling expenses. It would be equally futile to try to estimate, in dollars and cents, the good these people could do, upon their return home, in the way of spreading propaganda regarding the City of Houston.

We want them to come to Houston for their 1925 convention. The financial backing we shall require will be a mere drop in the bucket compared to the entire expense of a convention, and we will bring to Houston the greatest aggregation of keenly trained brains possible to assemble from the four corners of the earth. They will return to their homes to tell their friends and fellow citizens many nice things about Houston and Texas. They will return with first-hand knowledge of Texans and Houstonians; they will have become acquainted with a tremendously important market and will, in a majority of cases, revise their opinion of Texas and Texans.

We can demonstrate our power for entertaining. We can prove to the world at large that Southern hospitality is a great deal more than a mere figure of speech; we can show these people that our brand of civilization is just the same as theirs, and that Houston is one of the real cities of the world—Let's go!

And the people of Houston said "Go to it!"

Now we want to sell this idea to you in London and here is our sales argument:

First—frankly, we want you.

We want you to come to our city.

We want to entertain you.

We want you to see us in our own home city and we want you to see our city.

We want you to get first-hand knowledge of Houston and of Texas.

We want the publicity this crowd can give any convention city.

We want you to jaunt down our way and find out for yourselves just how much justification we have for our pride in our home city.

We want you to know us—know our people, know our country.

We are going to let the rest of Texas help us plan "stunts" for you—but for the most part the "stunts" are to be of a semi-educational type—visualizing to you the magnitude of Texas in square miles, in resources, in produce and in actual selling territory.

We want to ruin your digestion by overfeeding you. We want to wear you out absolutely by keeping you jumping from one interesting thing to another.



WILLIAM S. PATTON

We want to hear you yell for help to protect you against utter and absolute exhaustion from entertainment.

Of course, we know that this convention will be tremendously beneficial to Houston, and perhaps, are selfish in wanting you—but also know that, from an educational standpoint, as an opportunity to study a great market at first hand, we can give you something almost

as valuable as you can give us and we feel that, after all is said and done, the benefit will be pretty close to a 50-50 proposition.

Now that you are thoroughly sold on the idea of Houston in 1925 we thank you. We commend your good judgment and promise that when you come to Houston, we will send you home tired, happy, converted into Houston boosters.

TRIBUTE DUE CORNELL

MUCH of the success of the On-to-Houston movement of the Advertising Association of Houston is due to the untiring efforts of Robert H. Cornell, toastmaster par-excellence and sailor extraordinary who, while doing nothing else, is Assistant Publisher of The Houston Chronicle.

Few people, even in Houston, know "Robert H. Cornell" but Houstonians and advertising men everywhere know "Bob" Cornell—know him and like him, too.

There are men, here and there, who, because of a tremendous amount of personality and humanness; of likable qualities and a superabundance of love for their fellow men, never get away from

the foreshortened, intimate names. These men should be tremendously proud of what may be termed their "trade names" for trade names are seldom bestowed unless warranted.

For instance, Mr. R. F. R. Huntsman, President of the Brooklyn Standard Union, is, always has been and always will be known as "Bob."

Daniel D. Moore, Publisher of the Fort Worth, Tex., Record will always be "Uncle Dan," and "Pop" Freeman, "Eddie" Burke, "Tony" Lorenzen, "Al" Shuman and many others, including "Bob" Cornell, are too well liked to ever get away from their nicknames.

"Bob" Cornell had a selfish purpose,

perhaps, in engineering things the way they finally shaped themselves at Atlantic City in 1923.

He got everybody all "het up" about 1924, figuring all the time on making a pinch hit by gracefully yielding to London at the last moment. He was willing and even anxious to go to London in 1924, but he had Houston all ready, so that, if London had fallen down, the convention would have been Houston's.

Bob wanted to go to London with his fellow Houstonians in order to exhibit his splendid seamanship—he having been across some years ago, with the late George H. Larke who, up to the time of his death, delighted in starting to tell how Bob crossed the pond—Bob and his lemons and his absorbent cotton.

Larke always liked to start telling this story—but he never finished because the memory of Bob's vain efforts to retain the few specimens of food, and his distinct disapproval of the change in taste this food had on its return trip always made Larke stop and—well anyway Bob is an experienced sailor.

So, being somewhat of a politician, Bob fixed it so that the London delegation was tremendously impressed with his sportsmanship, and the Houstonians go to London backed by the good will and support of practically every club for the 1925 convention.

Of course Bob did not do this alone—he didn't have to—but it was his foresightedness, his wonderful selling talks and his tremendous personal popularity that swung the rest of the Houston delegation to his way of thinking and ultimately produced the desired effect.

It might be remarked that this was written at the suggestion and earnest solicitation of Mr. John H. Payne, Business Manager of the Houston Press, who adds that Bob Cornell is the hardest competitor to buck that there is anywhere—and that, as a competitor, he thoroughly and honestly hates Bob Cornell—but as a newspaper man and a fellow human he has to love and admire him.

TEXAS CRAVES CHANCE TO SHOW WORTH

By JNO. D. DYER,
President, Guaranty National Bank of Houston

Associated Advertising Club of the World in convention at London:

THE various advertising interests of Houston, Tex., are very wholehearted in their co-operation with the Advertising Association of Houston in inviting you to hold your 1925 Convention in our city.

As president of the Guaranty National Bank of Houston, I want to add my personal invitation to that of the club, and to assure you that while the party, when it gets to Houston, will be primarily the guests of the Advertising Association of Houston, all of Houston, and in fact, all of Texas, will co-operate in entertaining you, providing things for you to do and sights for you to see.

We Texas people take a great delight in entertaining our friends and people we want for friends who come to us from the less fortunate parts of the world, and we take a pride in sending them home feeling that they have visited the best state in the union, where they have met the best people in the world.

If this sounds boastful or bombastic you may consider it a challenge and a promise. A challenge to you to make good, and a promise to you that we will make good.

Feeling sure that your better judgment will bring you to Texas in 1925, I reiterate the invitation to you to come to Texas.

Houston 1925

*Texas extends a call
to the Associated Advertising
Clubs of the World*

To Hold Their 1925 Convention In Houston

THE Houston Real Estate Board is glad to be among those who extend a welcoming hand to the members of the advertising fraternity, with the thought in mind that this welcoming hand will be grasped personally by you in

Houston 1925

HOW THE SEA WAS BROUGHT TO HOUSTON



PORT HOUSTON TURNING BASIN

The largest ships that sail the Seven Seas call at Houston docks with the world's goods. Great wharves with deep water alongside avoid lightering, magnificent bunker facilities enable quick refueling, whether with coal or oil, and the width of the basin makes it easy to turn a vessel of any tonnage—an advantage that is not possessed by many harbors justly famous in world commercial annals.

TEXAS, THE 10th DISTRICT, A.A.C.W., AWAKE TO ITS OPPORTUNITIES

By DALE C. ROGERS

Chairman Tenth District, A. A. C. W.

TEXAS is fast responding to the constructive efforts of advertising. This is being brought about largely through the combined efforts of the Advertising



DALE C. ROGERS

Clubs of the state. The "push forward" work of Texas advertising men during the past few years, with the organization of many new clubs, gained the attention of the A. A. C. W. to such an extent that at the Atlantic City convention, Texas was made a district within itself. Included in the Tenth District prior to last June was Texas, New Mexico, and part of Louisiana. Now the development of

Texas and the Tenth District is squarely up to the advertising clubs and advertising of men of Texas themselves.

The people of Texas are just waking up to two things: first, that Texas needs advertising activities; second, that the A. A. C. W. needs to know more the present and future of Texas.

Texas from an advertising and sales standpoint is a market within itself. It is an entire trade section. Its habits, customs, needs, and desires must be taken into individual consideration. That a commodity will respond to a certain advertising and merchandising plan successful in the New England or Middle Western States is no big assurance that the same results will be obtained in Texas. Study Texas—Texas resources. See Texas.

Just remember—Texas produced almost one-half the world's cotton crop in 1923; that the great coastal country is rich and picturesque with its hundreds of thousands of acres of rice; that it is one of the greatest oil-producing regions in the world; that the verdant Rio Grande Valley with its millions of citrus fruit trees will in another year or two enter the markets of the world; that the sulphur mines are producing mountains of this colorful necessity; that dairy stock, and fine beefs, have in large part replaced the scrawny range stock; that more than \$10,000,000 worth of poultry and eggs were shipped from Texas during 1923. Yes, Texas, along with the rest of the world, is fast waking up. There is a store of information and interest awaiting the visitor to Texas today. The A. A. C. W. members who attended the convention in Dallas, with its circle tour over the state, have a great surprise awaiting them.

Manufacturing industries are fast developing. Intensive cultivation is beginning to take the place of the prairie ranges. Transportation facilities are good.

With all this development work Texas needs the constructive force of the Advertising Club, the Advertising Man—

the help of the A. A. C. W. And in doing this great work there is great experience, romance, fun and reward to all who take part. It is for these many reasons that the Tenth District A. A. C. W. is active. It is active to its responsibilities, its possibilities. It invites the world to participate.

WESTERN ENTERPRISE, SOUTHERN HOSPITALITY —HOUSTON WANTS TO PROVE IT

By ROBERT H. CORNELL

Assistant to the Publisher, Houston Chronicle



ROBERT H. CORNELL

HOUSTON, center of the Union's first state in agricultural resources and leading port of the Union's second state in world export trade, needs the presence of delegates from the world's Advertising Clubs!

At Atlantic city last year the Advertising Association of Houston was thoroughly convinced that the cause of ADVERTISING could be best advanced by meeting in convention this year in London. Houston men are as genuinely sincere in the belief now that the necessary impetus for the work of Advertising Clubs in 1925 calls for convention assembly in the section of the United States where the field for most profitable advertising activity exists, and which will in no uncertain terms register its appreciation of the inspiration which only a community's contact with the world's publicity purveyors will give.

At London, Houston will present every qualification required in return for the convention entertainment privilege; necessary, fully subscribed convention fund; exceptional hotel, auditorium and transportation facilities, coupled with every resource of the 250 leading business firms (manufacturers, bankers, jobbers, exporters, publishers, retailers, etc.) represented in active membership of the thirteen-year-old Advertising Association of Houston. Houston is often referred to as the "City of Western Enterprise and Southern Hospitality"—make us prove it!

"They copied all they could copy,
But they could not copy my mind,
And I left 'em sweating and stealing
A year and a half behind."
—Kipling's "Mary Gloster."



THE KIWANIS CLUB *of* HOUSTON

Affiliated With

Kiwanis International

“MAKE IT
UNANIMOUS *for* HOUSTON
1925”

Convention of
ASSOCIATED ADVERTISING CLUBS
of the WORLD

London 1924—Houston Next

We'll greet you with real Southern Hospitality

THE TEXAN: HE BREATHES THE SPIRIT OF YOUTH

He is Not a Southerner, Nor a Westerner, But a Texan and He Will Tell You True Tales of the Indian and Covered Wagon Pioneer

By ROY G. WATSON

President and Publisher, The Houston Post

A MAN from Texas is never a Southerner, neither is he a Westerner—he is a Texan. He is a pioneer, and you will meet him in the four corners of the earth.

Texas is too young to have lost its pioneer spirit, but the melting pot has been at work and although his restless spirit may send him to the remotest spots of the globe, he never forgets his allegiance to his state and will impress upon you that he is a Texan. And you will like him, too. No matter what his age may be, he will fairly breathe the spirit of youth—the spirit of Texas.

So young is Texas that there are many living today who can tell you strange tales of the romantic days when Texas was in its earliest infancy, when only cattle and roving bands of Indians were to be found in places now boasting eighteen and twenty story buildings, and when the old "covered wagons" of pioneer days rumbled along over the prairies where now civilization glides in its limousines on asphalt boulevards.

Texas is a romance in itself, and this romance fairly seeps its way into the very blood of its children, so that every native or even adopted son becomes involuntarily saturated with it.

The broad miles upon miles of prairies, mountains, deserts and smiling valleys which make Texas the largest state in the Union have been governed by six flags—the French, the Spanish, the Mexican, the Republic, the Confederate and the United States.

But the Latin races could not hold it. Realizing the danger of Anglo-Saxon invasion, the Latins tried by every means in their power to keep the Anglo-Saxon out. A few managed to get inside the borderline, however, and although but a handful, they fulfilled the worst fears of the Mexicans and tore loose from Mexico all the Mexican territory north of the Rio Grande and proclaimed it the Republic of Texas. This was but yesterday—actually less than one hundred years ago.

Responding to the spirit of its new masters, the magic lands of Texas blossomed and bore fruit until today she is the wonder of the world. These remarkable men, the pioneers of Texas, came from the Carolinas, from Georgia, from Virginia and from Kentucky, the purest sources of Anglo-Saxon blood in this country. They had vision which saw a century ahead, and the strength to grasp and carve out for themselves an empire. And today their sons and grandsons are reaping the harvest of their endeavors and sowing new seed for their own children's children.

All of these men had the "pioneer spirit"—the very essence of Americanism. With this common characteristic as a starting point, the melting pot began its assimilating operations and the final result is the Texan of today. The South contributed its courtly manners and culture, the West its open-handed hospitality and the East its business acumen and progressiveness.

Today in an elevator in any of Houston's sky-scraper office buildings, you will see all of the men remove their hats in deference to the elevator girl. A stranger marvels at the cordiality of his reception, and if from the East, delights in the straight-forward manner in which business is conducted.

But there are no Latin or Indian characteristics left whatsoever. No siestas, no indolent leisure class with its inevitable companion peasantry is here. The melting pot has done away with all of that. Those who would while away the hours in dreams of tomorrow are urged



ROY G. WATSON

to cross the Rio Grande and join their "mañana" compatriots to the South.

The first settlers for the most part occupied immense tracts of land which supported thousands of herds of cattle. The cowboy, therefore, soon became the generally accepted type of Texan. But so swiftly did Texas grow in population and wealth that the great ranches were soon divided up as the land became too valuable for use as mere pasture land. Thus the cowboy of old has practically disappeared, until today a cowboy in "chaps," red kerchief and sombrero is as much an attraction and novelty to the modern Fordized "cow puncher" as he is to the world at large.

But not quite all of the great ranches have disappeared. There is still Santa Gertrudis in South Texas which boasts some million and a half acres. So large is it that the managers use airplanes to reach distant parts of the estate. The "homestead" is a structure of marble and tile, of terraces and enclosed gardens, costing into the hundreds of thousands of dollars. It is so beautifully adapted to its setting that it is a delight to the eye.

These large ranches which have escaped intact through the years are usually governed by University men, under the most modern and scientific methods. The "ranch houses" are run on the same lines as are to be found in the homes of cultured, well-to-do men and women the world over.

Whatever the Texan may be, he is not provincial. Separated as the cities are by great distances, he thinks nothing of traveling all night for a business engagement, or even for a dance or some social entertainment. This scorn of distance is so inbred that even trips of thousands of miles grow to mean but

little to him, and this is the probable explanation of why the Texans are such world travelers.

This willingness to travel sends many of the younger generations into the large universities of the East, but the great majority of the boys and girls of Texas go to one of their home institutions. Even those who take their regular courses in colleges outside the state are usually impelled by their loyalty to all things Texan to go to some Texas university for a post-graduate course. These Texas universities are co-educational, for the women and girls in Texas are given an equal and often preferred footing in all callings.

In Houston, Rice Institute, a great richly endowed co-educational university, bears favorable comparison in equipment and educational facilities with the world's foremost institutions. Its broadening influence over Houston is naturally very great and is making of this city one of the leading educational and cultural centers of the South and the West.

No city in Texas is so blessed with such fine schools, beautiful homes, up-to-the-minute office buildings and hotels, large parks and amusement facilities as is Houston. And these things of course are here as the result of the demand of the citizens—the native Houstonians.

Houston was the first capital of the Republic, and is recognized as one of the oldest and most conservative cities of the state. The citizens of Houston can boast of being true Texans and truly representative of the best in the state.

Well dressed, youthful, happy and prosperous appearing, they keep the wheels of progress moving and their plans for the future cause the old wheels to hustle to run abreast with them.

They wanted a harbor and although fifty miles from the sea, they matched dollars with the government and voted bond issue after bond issue until they got it. They wanted to advertise their port to the world and they brought the largest vessel ever to enter the Gulf of Mexico, the great 563-foot French liner, the *Lafayette*, up to their own docks to carry a party of Trade Trippers on a cruise to the West Indies.

They modestly admit that Houston is the largest inland cotton market in the world—now they want it to be the largest cotton exporting port and already, after but two seasons, it is ranking third in all the ports of the world.

These things but show the stamina of these Texas Houstonians. They want the best of everything and they usually get it.

A new Art Museum, new theatres, new hotels, new recreational facilities are the proof that progress is not all along business lines either. Houston boasts five golf courses, two of which are public links. Houstonians are great sport lovers and support more amateur baseball diamonds than any city of its size in the world. The city, being near the water, has a flourishing Yacht Club, while the surrounding territory develops some of the best hunting and fishing to be found anywhere.

Texans are music loving people, and the best of the world's artists never fail to include Texas in their tours. Aside from the annual trips of the largest Grand Opera companies, Houston two seasons ago organized a Grand Opera Company of its own. Assembling selected artists from the various opera companies of this and other countries, in the European manner, a week of Grand Opera by the Houston Grand Opera Company was given. The heavy expense was underwritten by local citizens. A well developed local Symphony Orchestra likewise attests the Houstonians' love of good music.

The manner of living is much the same whether a man be rich or poor. Anything approaching tenements is unknown, and the smallest income is usually sufficient to support a neat little bungalow with a garage large enough for a family Ford.

The women of Texas are as much slaves to the latest decree from the Rue de la Paix as any Parisienne, and they know how to wear their clothes, too. Trim ankle, well dressed and intelligent, the Texas woman is distinguishable in any gathering. She is somewhat slow about getting into politics, but once let her set her mind in that direction and she will just about get what she goes after.

It is chiefly due to the activities of the various women's clubs that Texas cities are clean, attractive places.

Houston's esplanaded boulevards and its palm lined drives are a monument to their work.

Roses bloom the year around in Houston's gardens, and her cape jessamines, more familiar to the Northerner as the gardenia, blossoms on the esplanades in exquisite profusion.

Texas cities are happy, industrious communities in which all the citizens take an active part.

Servants' hire is small enough to allow most of the women to escape the heavier work at least and gives them time for club work and amusements.

Texans are a home-loving people. The masculine head of the house will put in a full day at the office, and while perhaps lunching downtown at a club or a cafeteria, invariably dines at home and devotes his evenings to his family.



OAK TREES



GRAPE FRUIT



OIL REFINERY



OIL DERRICK



HERDS



PINE TREES



FIG TREES



SUGAR CANE



COTTON



MAGNOLIA

WHAT IS THE ULTIMATE OBJECT?

Are all the Associated Advertising Clubs of the World Conventions to be "brass tacks" sessions?

A new note, a different theme was struck at Atlantic City. The chord that's still reverberating was caused by that large delegation from England.

The high lights of the last convention were:

"—One thing expected to develop from the sessions is a *better working understanding* with the other nations—"

"—Advertising with its ability to influence sentiment, possesses the power for creating a world brotherhood—"

Senator Edge said, "I am convinced we would have a better understanding abroad at this very moment if in some instances we substituted advertising for ambassadors. Then, perhaps, we could really reach a condition of 'open covenants openly arrived at!'"

Those thoughts early registered with the British delegation. And, so, when thru their spokesmen, John Cheshire, Harold Vernon, W. S. Crawford, and others, they presented the big thought that thru the Associated Advertising Clubs of the World there might come about a better international understanding—if the convention was held in London—some of the boys from Houston began from that moment to work for London. . . .

What civilized nations, peace conferences, world wars, diplomats, and even the

teachings of all religions have failed to do—accomplish universal understanding—was it too much to expect of advertising? The men from Britain and from Houston thought not.

The convention went to London.

Houston saw something far larger and finer than merely to secure the convention from London.

That is why Houston has qualified to hold the Convention in 1925. Houston desires to carry on the work started at Atlantic City.

From the material side—

Houston and Texas will bring you into contact with a land that produces everything humanity needs or craves. But it's a land that yearns for more people—a land so precious that it has been fought for and has lived under six flags in the past century and a half.

Houston wants you for 1925.

What is the Ultimate Object! Some of us in Houston believe each generation adds its chapter to the World's Bible. Never before has the world been so heart-sick from misunderstanding. We hate because we don't know.

Permit Houston the honor of holding the 1925 Convention so that this better understanding may reach a fuller culmination.

THE HOUSTON PRESS

Est. Sept., 1916

Houston's Scripps-Howard Newspaper

Member A. B. C.

Over 27,000 circulation. Over 24,000 in Houston

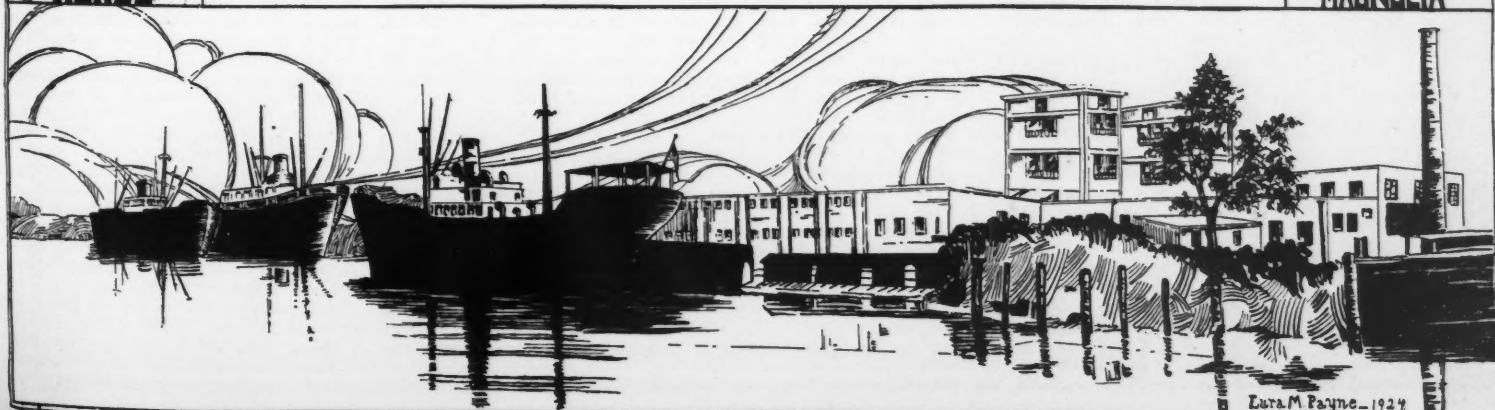
R. O. P. 8 cents an agate line

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EDITOR'S VIEW OF HIS STATE AND ITS PEOPLE

Literal Interpretation of Texas and Texans, Prosperous, Happy and Progressive—Material Strength in Oil, Cattle, Cotton and Lumber

By **WALTER B. LISTER**
Managing Editor, The Houston Press

THEY tell that many years ago, in northern, eastern and eastern southern states, sheriffs used to go to a man's house with a warrant for his arrest and find pasted on the door a notice: "G. T. T."

They tell also that the sheriff would merely sigh and file away the warrant to collect dust. "Gone to Texas" was a phrase which silenced the Yankee law.

In the first place, the sheriffs are said to have reasoned, Texas was a long ways off and the man wasn't worth the expense of traveling that far; in the second place Texas wasn't too healthy for cranks on law-enforcement.

To some degree this picturing of Texas hangs over into the present time as a colorful fiction of Americana.

Say "Texas" to the fellow in Columbus, Ohio, or Bangor, Maine, and he pictures cowboys loping into town on Saturday night to toss the reins over his hoss' head in front of the Powder Kid's saloon; bronze-faced men with dirty red scarfs knotted about their copper-hued necks emptying Colts at each other across a dusty Main Street; maybe bands of Indians wandering across the unsettled reaches of prairie land.

Artemus Ward once commented: "It ain't folks ignorance that hurts; it's the things they know that ain't so."

And the picture of Texas as a wild, half-savage state peopled mostly by gunmen and Longhorn cattle is one of the things that ain't so.

The real Texas is a state forever changing, forever growing and moving; half developed, not quite certain of itself because of its rapid adolescence; an empire state, of such vast extent and boundless resources as to be almost unmanageable, even for itself.

Texas right now is like a rugged, clean-limbed schoolboy from the backwoods, terribly self-conscious, hiding behind a gruff defiance, and with strength enough, once a little more development has come, to lick all the other kids five at a time.

Remember, first, that the Texas of the cities and the Texas of the farm and ranch lands are as different as night and day.

Texas cities are shooting up, running to big buildings and expensive hotels (the complete paving of streets and re-organization of schools can come later).

There is more single-hearted devotion to business in a Texas city than in New York. Here Salesmanship is most emphatically spelled with a capital S. It's a subject more absorbing than baseball. It's something to shape lives for, to boast of, and to discuss interminably at "How to Give Service Through Selling" meetings.

The Zenith of Sinclair Lewis' "Babbitt" never had more enthusiastic luncheon clubs than Texas cities. The Kiwanis, Rotary, Civitan and other business-civic ideals have chance for full play.

It's dollar-chasing turned into an uplifting crusade, carried on by well-dressed, clean cut young men and middle-aged men 16 hours a day.

If you put over your business on a 97.4 per cent efficiency basis, you can talk condescendingly to others and they stand for it. If you capitalize and enlarge your success by working out a complete "Service to the Ultimate" campaign, you are one of the Apostles.

The Phi Beta Kappa key of business unlocks the welcome of the upward and onward middle class as does nothing else.

There's nothing mean or vicious about

it. Everybody is doing well. Wages are high and savings banks are popular.

New real estate additions have mushroom growth. Business houses enlarge their plants; employers build better homes; employes build homes of their own—and the street car companies suffer because so many drive to work. Texas is sixth in the Union in number of autos owned.

Civic pride is shaped by all this, naturally. Cities vie with each other on building permits totals, railroad shipments, bank clearings, etc.

The man who brings more business to a city is hailed as a leading citizen. Newspapers, in describing any project, civic, artistic, or sanitary, never omit how many dollars it will cost.

In cattle, in the second place. That was Texas' first wealth, the herds that were pastured on gigantic ranches and driven to Kansas over a long and dangerous trail.

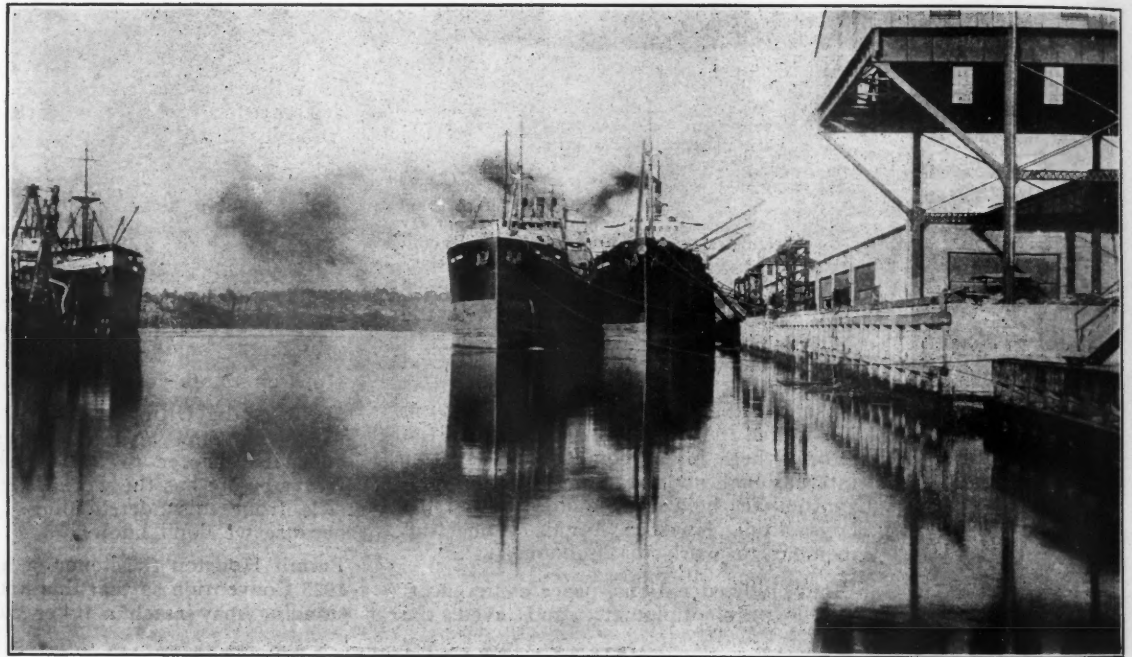
In cotton, in the third place. That's unevenly distributed. Some black-soil counties have an enormous yield but others, less fortunate in soil, nevertheless take their toll from the handling and shipping.

In lumber, in the fourth place. The heavily forested pine woods of East Texas have made many a fortune—and are still doing it.

Down in the Rio Grande Valley a new unit within the state is gathering strength. The population there is largely northern—farmers brought down by colonization

(Texas has as many rivers and creeks as a leaf has veins) are in some measure the folks of the "Gone to Texas" days. They are silent, churchgoing, stern people, quick to resent the intrusion of a stranger. Their farmhouses are widely scattered through the piny woods, but wherever a few houses cluster together there is generally a tiny white Baptist or Methodist church, presided over once every two or three weeks by "the pastor" from the nearest town.

Very fine folks, if they know you. If they don't their attitude is most distinctly sullen. They are clannish; one or two families may make up the greater part of one county's population. When the families clash the gumplay of the old days comes back; and many is the gun duel



HOUSTON SHIP CHANNEL

Fifty miles from the deep blue water of the Gulf, Houston attracts, loads and unloads the broad-beamed, deep-chested freighters in its new harbor. A view of the great docks appears at the right of this picture.

An example: Houston citizens were told that by enlarging and deepening a little river that ran 50 miles to the Gulf of Mexico the city would become a real port and increase its business turnover immensely.

The whole town got behind it. Now it's a reality, and the town's show place.

In 1919 Houston shipped its first bale of cotton. A city-wide celebration April 3 this year celebrated the shipping of the millionth bale in the current season.

Much of this "Hurry Up" and "Let's Go" and "What can we do for business" spirit has been ascribed to the influence of northerners who have entered Texas rapidly of late years.

But it's deeper than that. It's the awakening to power of a region so rich and naturally attractive that it can't help being exuberant over its good luck and the feel of its new-found strength.

Where does its strength lie?

Well, in oil, in the first place, the flowing gold that started a meteoric boom all over east Texas in the last 20 years and gave rise to corporations like the Texas Company, the Gulf Refining Company, the Humble and the Magnolia.

companies to farm intensively the rich land which is lavish in producing cotton and all manner of fruits.

There are many incidental industries, too, such as the Freeport sulphur vein, turning out a large fraction of the world's sulphur supply.

Outside the cities—Houston and Galveston with their shipping, Dallas with its rail and commercial center, Fort Worth, "the old cow town," and San Antonio, with its climate for retired folks and trade with Mexico and Southern Texas—the picture is different.

The farmers of Texas aren't so fortunate. Cotton is their mainstay, and when cotton fails it brings a good deal of despair. Rotation of crops and intensive cultivation—those watchwords of the New Agriculture—have just started to be tried out.

There is an army of tenant farmers, poor white, foreign-born, and negro, which migrates from year to year. They take what they can and if it isn't enough to pay their debts they pack up and move on—a long, sorrowful, hard-working train.

The folks "at the forks of the creek"

in sparsely populated Texas that never is heard of beyond its county.

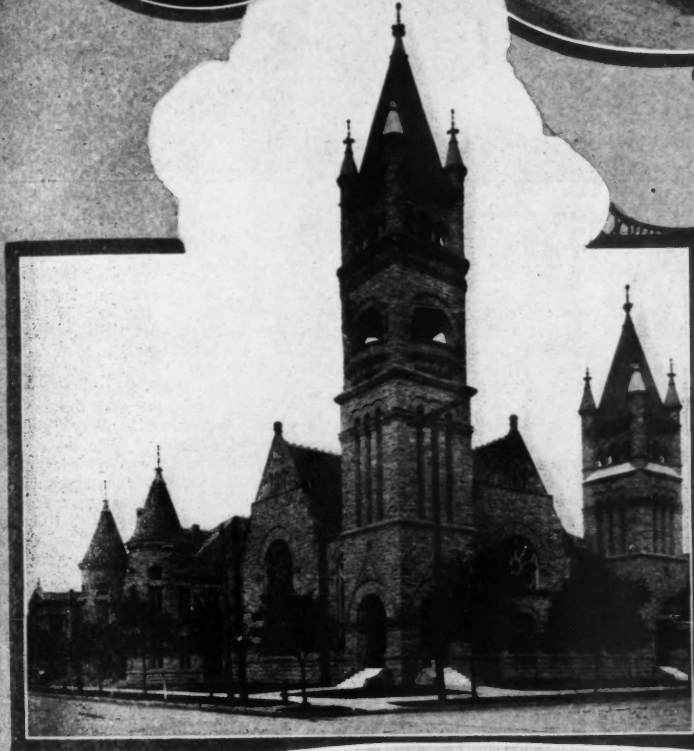
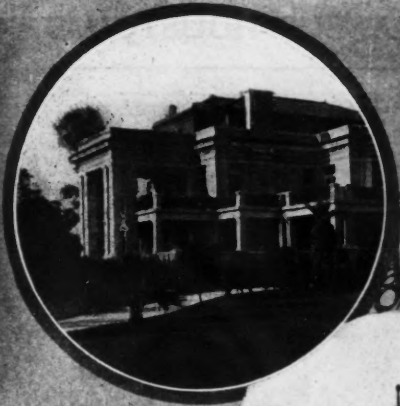
These are the counties where feeling is sometimes bitter, too, between the foreign-born and the descendants of pioneers. There is many a political ring that controls law-enforcement, and many a small electorate which while staunchly dry at the polls would accept calmly the assassination of an officer who pried too closely into the making of moonshine.

The Southern ideal of womanhood flourishes there. A good woman is something to kill for (though she may be forced to work long days in the fields); conversely, a bad woman is the vilest thing in God's scheme.

They have pretty girls in the settlements at the forks of the creek, and these girls make good, old-fashioned wives who would shrink from the terrific excitement of Texas cities with their heavy auto traffic, movies and theaters running every day, and houses close together.

They have fine old men at the forks of the creek, as well; kindly fellows with a twinkle in their blue eyes who can tell you all about the fire at the sawmill in

(Continued on page 120)



The Salesmanship Club of Houston

Joins the Advertising Association of Houston in extending an invitation to the

Associated Advertising Clubs of the World

to hold their 1925 Convention in **Houston next.**

Scenes of Houston—reading from left to right:

- One of Houston's Beautiful Mansions
- Rice Institute
- First Presbyterian Church
- South End Junior High School
- Portion Houston sky line



EDITOR'S VIEW OF HIS STATE

(Continued from page 118)

1897, or the killing of Bob Smith on the courthouse in 1903. They may have had feuds in their families, fierce quarrels which took heavy toll; but their manner is the gentlest in the world when they tease a youngster or a high school miss; and their affection comes from way down deep when they meet a friend of long ago.

It's in the settlements by the forks of the creek, also, that the Ku Klux Klan has its warmest members and its bitterest foes.

This enmity creeps out most in elections, because Texas as a state takes its politics with just as passionate seriousness as its cities toil for business supremacy.

It's in Texas that you will hear the fervid oratory and flag-waving that used to mark Fourth of July speaking everywhere. It's mostly sincere, by office-seekers and officeholders who would be only too glad to see deported anyone who for a moment questioned the motives of a Democratic president, or the infallibility of the American constitution, or the grandeur of the Stars and Stripes.

Texas never forgets, either (and has no reason for an instant to forget), its history.

Its name is Indian, from a tribe called Tejas by the Spanish. Its settlers were real pioneers, hardy, serious-minded men and women who followed Stephen F. Austin over a long trail into the territory when it was controlled by Spain.

The early Texans stood hardships better than the Mexicans. They dreamed of making it the empire it now is, instead of merely a wilderness of prairie and pine woods policed by Spain or Mexico. A bit of bad government and injustice by Mexican leaders was enough to start a revolution, although Austin to the last tried to keep faith with the Mexican government which had granted him the right to bring in settlers.

There was the Alamo, a heroic resistance in which every able defender of the San Antonio fort died; the Goliad massacre, the result of bad strategy against overwhelming numbers of Mexicans, and finally the battle of San Jacinto, near Houston, at which a small army of Americans under Sam Houston captured Santa Anna and routed his army.

Slavery and anti-slavery politics kept Texas from being admitted to the Union. By no means daunted, the early Texans set up a pretty good republic of their own. They finally joined the United States, but they did it just as much to help the United States as for any other sentiment.

Hence the independent spirit lingers in Texas. It shows in a firm refusal to concede anything to any other state.

On the other hand, there is here and there in the cities a bit of cream-puff aristocracy. Literary and musical clubs which pick up with amazing facility the pater of the New York Times book reviews and Deems Taylor's music writings. Lectures on everything from the New Pottery to the Home Life of Paracelsus are well attended, and there is generally a full house to greet a musician, and to applaud him no matter what his ability.

The big majority take to culture because it's highly fashionable; others because they can discourse on it; and still others after the manner of a serious college student trying hard to learn.

There is more than one regular attendant at Texas stock company theaters who really believes that in London or Boston he would be a riot—and who would wear a monocle if he dared. All this, mind you, on the same streets where ten years ago saloons and gambling joints fared free and easy, and where a gunman strolled into the sheriff's office and announced, "Gentlemen, I'll have to ask you to make bond for me until after the trial."

NOT CALIFORNIA, NOT THE RIVIERA, BUT HOUSTON, TEXAS



Old Spain left its heritage to Texans in part in the graceful design they favor for their homes in the residential districts. And the beauty fabricated by the brain and hand of man has a generous assistant in the rich soil and bright sunlight that nourish the palms with which wealthy citizens of Houston line their private promenades.

There are also coming to the front real men and women of genius—men and women who have lived through the early Texas days and can set them down for the enlightenment of future generations, or who can plan on a basis of genuine knowledge the fulfillment of a vision of a greater Texas.

Texas has still to clean up, in some places, its government, state, county, and city. But that has already progressed far—very far—from the time when city officials didn't bother to keep books, and the chief of police was a reformed bandit.

Texas is intensely conscious of itself. That is the mainspring of its progress. Citizen committees, luncheon clubs, chamber of commerce, work tooth and nail to boost their towns, not only by propaganda, but by real achievement.

Is it money? Let's form teams and get it all done in a big drive! Is it a transportation problem? Let's have a committee work with the mayor on it! Is it appropriation from Congress? Let's send a delegation up there to force it through!

So it goes.

Texas needs better transportation facilities. She needs better schools, better prison systems, a more simplified system of government. But Texas knows it.

And hence before long Texas will get them.

The state's growth is really just starting. The present stage is like that backwoods youngster first testing his enormous biceps. He won't be a champion wrestler for a few years yet, but just wait!

Out in West Texas there are long reaches of flat prairie,—ranch country. In the north and to some extent in the far south the cattlemen are kings in their counties—jovial, open-handed men of the range.

You can still find cowboys in Texas, if you hunt hard. But if you have craved to see the dusty Main Street and the roulette wheel and the Polkadot Palace, you will have to get away off into the corners.

If you come to a Texas city you will find the Rotary Club and a Country Club in full sway, with golf tournaments on right along with salesmanship contests; a lot of busy people dodging autos in busy streets that aren't any different from the streets in Providence, R. I., or Syracuse, N. Y., people well paid and thrifty, living in attractive bungalows in the same kind of suburbs that people everywhere else in America are living in; and talking interestedly about whether it's going to rain tomorrow.

hand of a permanent conqueror. First came the expedition of Louis XIV in 1682. Hot on the heels of LaSalle came the Spaniard out of Mexico only to be driven back by the Mexicans who assumed control of the new country. Then came the tyranny of Santa Anna, the Alamo massacre and the retribution on San Jacinto battlefield outside the present city of Houston. The Lone Star of the Republic was born of sacrifice willingly hauled down at the annexation in 1845 replaced by the war-torn banner of the Confederacy for 4 years. The Stars and Stripes has since rippled majestically over Texas plain and forest. The magnitude of Texas is so great as to astound those who have never traversed the State. It has an area of 265,000 square miles and is larger than all the Atlantic states from Maine to Virginia. The British Isles could be dropped down in the palm of her gigantic plateaus and be lost in their vastness. Yet her population is only 5,000,000. There is enough land in Texas for the armies of the world to march around five abreast and leave a strip five by 20 feet for every man, woman and child in the United States. One does not belong to society as constituted in Texas unless his front door is 12 miles from his front gate. One rancher's house is 150 miles from his front gate and he is thinking of moving it back so he won't be bothered by passing automobiles.

To illustrate its immensity it is 150 miles further from El Paso to Texarkana, Texas, than from New York to Chicago, and Fort Worth, Texas, is nearer to St. Paul, Minn., than it is to Brownsville, Texas. Folks on the Sea Coast call people in Dallas Yankees and Pecos Valley ranchmen call East Texas farmers effete easterners. While Rio Grande Valley residents are picking oranges, citizens of Amarillo are shoveling snow off their sidewalks. This is Texas. King Cotton rules the Eastern half of her vast area. Prince petroleum is the heir apparent for black gold flows from mother Earth's bosom to place the State in the first rank as an oil producer. Greater still lowing herds graze in a thousand valleys and dot ten thousand hills to make a nation dependent upon Texas for its meat. Texas has had six flags floating above her. She now has the seventh fluttering aloft, the Standard of Prosperity.

"No Better Year Book"

TO EDITOR & PUBLISHER:—I know of no better yearbook that comes to this Association than the one that EDITOR & PUBLISHER gets out. It is authentic, reliable, and of great value in checking up problems that come up from time to time.

FREDERIC W. HUME,
Executive Secretary,
National Publishers Association, Inc.

TEXAS WINDS HAVE WAVED THE FLAGS OF SIX NATIONS

By WEBB C. ARTZ

City Editor, San Antonio News

TEXAS, the pachyderm of the American Republic, the Big Brother of Uncle Sam's family, has witnessed the winds flaunt the flags of 6 Governments to the Heavens—the Insignia of Spain, the Lily of France, the Serpent of Mexico, the Star of the Texas Republic, the Bars of the Confederacy and the Stars and Stripes of a United Country.

History, rich tradition, love, veneration and hardship have contributed to the development of the great commonwealth which today inspired by its wonderful record throws open its doors and invites the old world to lift the latchstring and partake of its generous hospitality and welcome within the metropolis of Houston, a modern, wide-awake city which typifies the enterprise, energy, progress and human attainment that rules the State.

Rapidly becoming the South's greatest shipping center, Houston is a city of sentiment, of material development, of wealth and industrial accomplishment. It possesses every feature and concomitant of an up-to-date civilization. Cities and states, like persons, reveal character and

history in their faces and Texas, child of Latin and Anglo Saxon struggle with primeval peoples and forces, has written her history in enduring stone, preserving her story with archaic structures which exist side by side with the modern temples of progress.

The romance of Castile pride, of the Southland, the industry of the Yankee, these have had their share in moulding an empire out of the vast wilderness. In San Antonio today stands the time battered bellies of the missions, whose bells 200 years ago summoned the somber-garbed Franciscans, the Spanish soldiery and the laboring Indians to another day. In the heart of this quaint old city stands the Alamo, the cradle of Texas liberty, the Thermopylae of the western hemisphere which had no messenger of defeat where a Mexican horde slaughtered 136 brave defenders firing the patriotism of pioneers and giving birth to a new Republic the symbols of six nations have swayed their rule over this stalwart land. In conflict of the Powers, for 155 strenuous years, Texas bled and recovered and bled again but it never knew the iron



Marcellus E. Foster
President



To The
A.A.C. of W

This is the largest
Newspaper office
building in all South-
ern United States.
From the top floor
our president sends
you greetings
All Texas Wants You
© 1925

The
Houston
Chronicle's
70,000 daily and
80,000 Sunday
subscribers join
in the Invitation.

PORT HOUSTON

"Wonder Port of the World"

Served by the
following
Steamship lines:

Blakely Smith & Company (Tramps)
Booth Line
Bull Line
Compagnie Generale Transatlantique
(French Line)
Compagnie Transatlantique Belge
(Lloyd Royal Belge Line)
Cosulich Line
Castle Line
Dixie Line
Hamburg-American Line
Harrison Line
Head Line
Holland-American Line
Hugo Stinnes Line
"K" Line
Leyland Line
Lloyd Braziliere
Lone Star Steamship Company
Lord Line
Luckenbach Line
Lykes Brothers Steamship Company,
Inc.
Larrinaga Line
Lallier Steamship Company
Mississippi Shipping Company
Murson Line
Navigazione Alta Italia (Creole Line)
North German Lloyd
Norton Lilly Line
Nervion Line
Odero Line
Ocean Line
Pacific Caribbean & Gulf Line
Pillinos Line
Ripley Line
Scandinavian American Line
Sgiteovich Lines
Steele Steamship Line, Inc.
Southern Steamship Company
Suzuki Line
Tampa Interocean Steamship Company
Toyo Kisen Kaisha
Trosdal Plant & Lafonta
Ward Line
Wilkens & Biehl

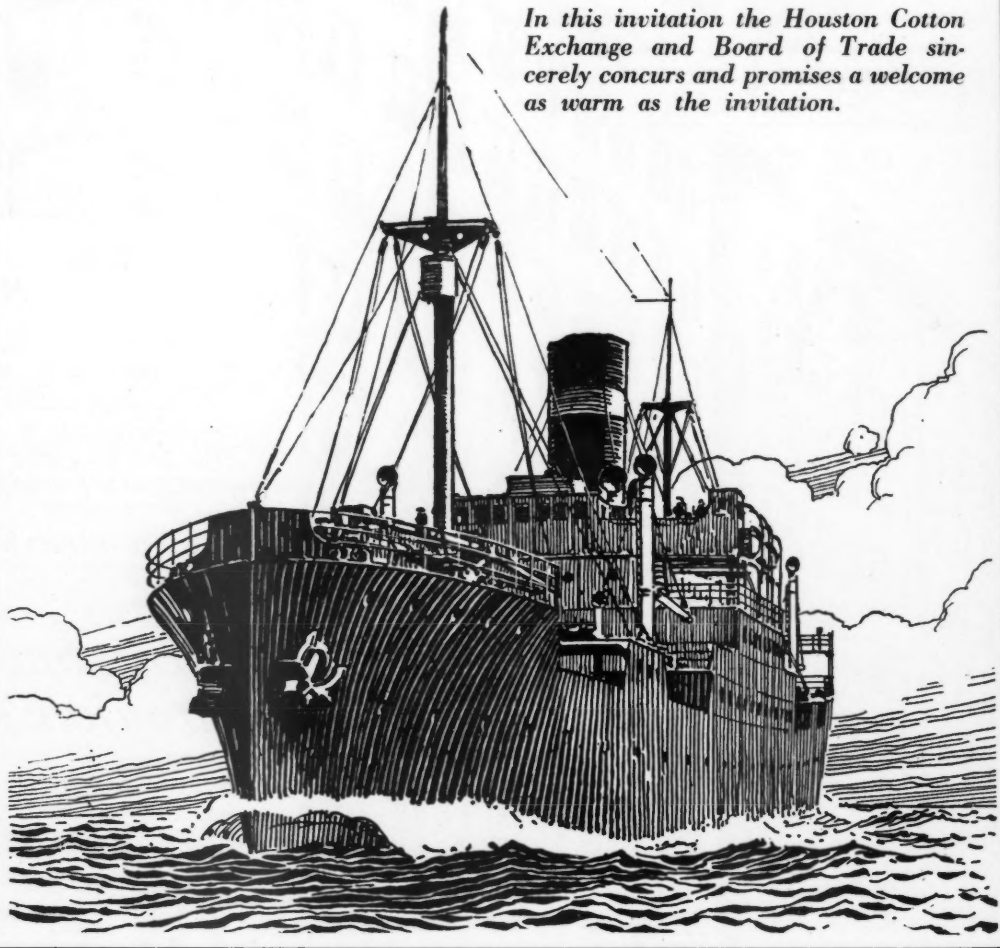
Meeting the following Rail-
roads converging in Houston:

The International-Great Northern
Railroad Co.
The Houston East & West Texas
Railway
Houston & Texas Central Railroad
The Missouri, Kansas & Texas Rail-
way
The Texas & New Orleans Railroad
The Galveston, Harrisburg & San
Antonio Railway
St. Louis, Brownsville & Mexico
Railway
The Gulf, Colorado & Santa Fe Rail-
way
The Beaumont, Sour Lake & Western
Railway
The Trinity & Brazos Valley Railway
San Antonio & Aransas Pass Railway
The Galveston, Houston & Henderson
Railroad
The Sugarland Railway
The Houston Belt & Terminal Rail-
way
Port Terminal R. R. Ass'n
(Connecting the Port with All
Railroads)

Ad men of the world—
we want you in 1925

Houston—the world's greatest spot cot-
ton market and the metropolis of the
great Southwest—cordially invites the
1925 Convention of the Advertising
Clubs of the World.

In this invitation the Houston Cotton
Exchange and Board of Trade sin-
cerely concurs and promises a welcome
as warm as the invitation.



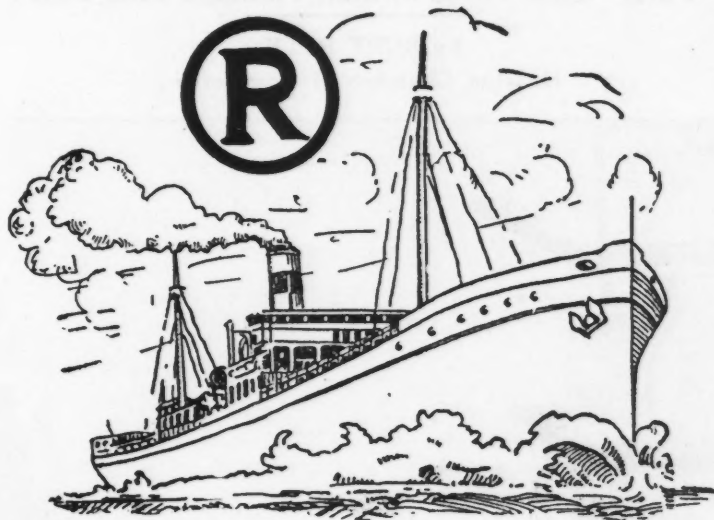
MARITIME COMMITTEE OF THE

HOUSTON COTTON EXCHANGE AND BOARD OF TRADE

Cotton Exchange Bldg.

Houston, Texas, U. S. A.

Cable Address
"DRIPLEY HOUSTON"



CODES:
Scotts Watkins
A. B. C., 5th Edition
Private

HOUSTON and Texas unite in the earnestness of their invitation that Houston be designated the 1925 Convention City of The Associated Advertising Clubs of the World,

*—and in that invitation no organization
could join with greater warmth than*

Daniel Ripley & Co.

(Incorporated)
Established 1894

**STEAMSHIP MANAGERS
OPERATORS AND AGENTS**

Managing Agents U. S. Shipping Board Vessels

Main Office:
Cotton Exchange Building
HOUSTON, TEXAS

Branch Office:
Marine Building
GALVESTON, TEXAS

**REGULAR LINER SERVICES TO
THE PRINCIPAL CONTINENTAL
EUROPEAN AND UNITED KINGDOM PORTS**

**"ON TO BRITAIN"
"TEXAS NEXT"**

GEOGRAPHERS TRICKED BY HOUSTON'S EAGER GENIUS

Ocean Vessels Now Ply from Former Inland City—Story of the Activity of One of America's Busiest Ports—Saw Three Million Tonnage Last Year

By BURT RULE

Houston Chamber of Commerce

HOUSTON, TEXAS, is a city that tricked the geographers. This is not a fanciful literary expression but a statement that is borne out by facts. Situated more than 50 miles from the coastline of the Gulf of Mexico nevertheless today oceangoing vessels are regularly plying between Houston and the principal ports of the world.

Not so many years ago the average person living in a section of the United States other than the extreme Southwest and possessing a normal fund of geographical knowledge, thought of Houston as a fair-sized inland city located somewhere in South Texas. In 1924 recognition of Houston as a deep-water port extends from coast to coast and is rapidly finding root in the great shipping centers of the world.

The underlying cause of Houston's transformation from comparative obscurity to a position among the great ports of the nation has been the development of her deep waterway, the Houston Ship Channel. This strip of water which has brought the Gulf of Mexico to her door is Houston's medium of commercial communication with internationally important trade centers.

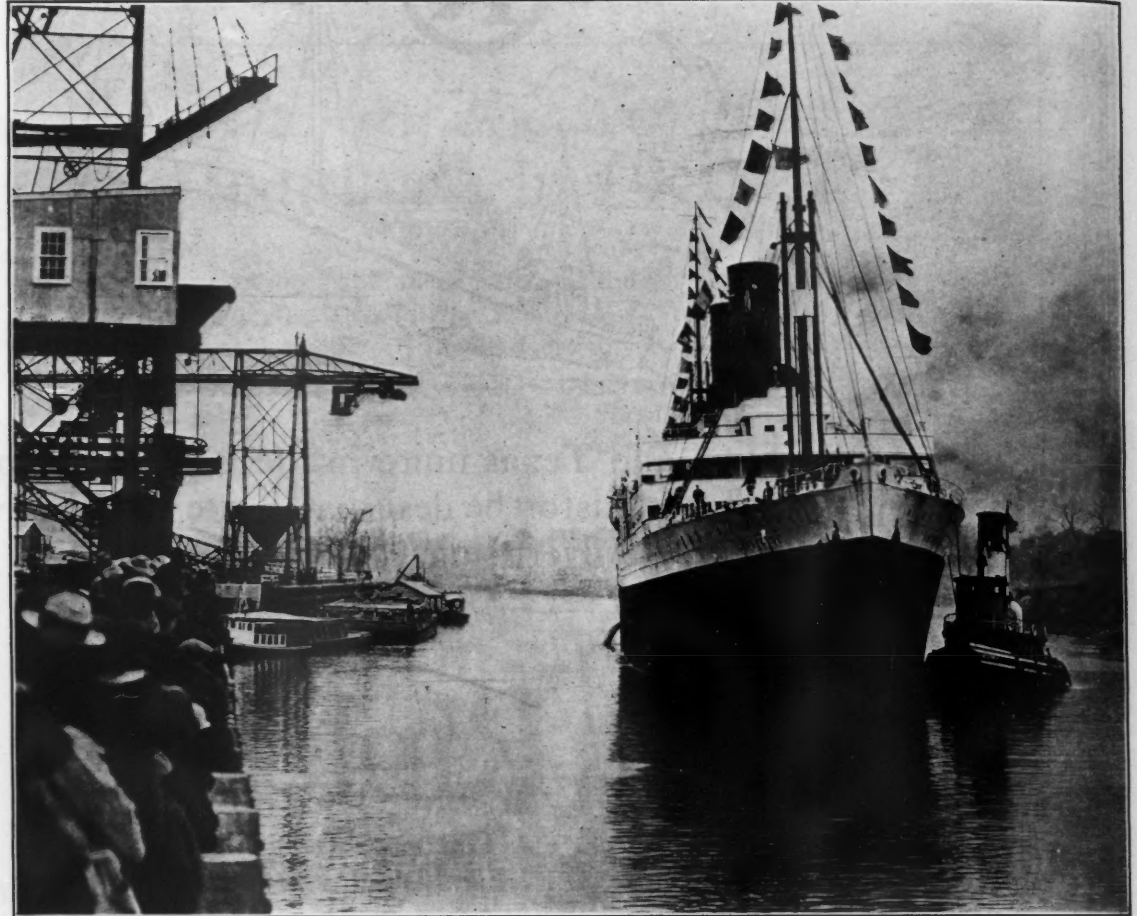
The possibilities of Houston as a port was realized by early Texas settlers and sailing craft navigated the old channel of Buffalo Bavou to the city of Houston in the eighteen thirties. In a report written by a civil engineer named George Stealey to General Sidney Sherman in 1846 it was recommended that a harbor be built on this waterway between the present sites of Houston and Harrisburg and the waterway developed to its fullest extent. In 1860 to 1875 the channel was used by Commodore Charles Morgan with a line of sidewheel steamers operating between New York and Clinton. The latter point is now a few miles below the present turning basin of the Houston Ship Channel and is almost in the center of the city's channel industrial district.

The federal government began its improvement program for the Houston Ship Channel in 1872 by dredging a cut in Galveston Bay. This work was followed by additional appropriations and further improvement construction by both the government and private interests until 1899 when a project was adopted for constructing a channel 25 feet in depth from the Gulf to Houston. A series of delays to the completion of this project, due to a great variety of causes, did not discourage the citizenship of Houston and Harris County who by this time were determined to see the fruition of their plans of many years for Houston as a maritime center.

The work was finally completed in 1914. The citizens of Harris County matched dollars with the federal government in the construction cost of this project. Immediately upon its completion business began to flow to the port of Houston. A coastwise line operating between Philadelphia and Houston was the first to make regular sailings. Oil refineries and other industries followed the inauguration of water traffic and established themselves on the banks of the ship channel.

On account of the world war, and Uncle Sam's later participation in it, a great part of the shipping of Gulf ports was diverted to the North Atlantic and during the period from 1914 to 1919 the development of the newly acquired port business of Houston was retarded, but by no means stopped.

The phenomenal increase of the city's maritime business from 1919 on is most



One of the queens of the Compagnie Generale Transatlantique fleet, the S. S. Lafayette, entered Houston by the 30-foot ship channel recently. This improvement was completed to the point of utility, though not to that of Houston's ambition, in 1914, and betterments have been annually since the war. Over \$30,000,000 has so far been expended to make Houston, 50 miles from the sea, one of the most important ports of the United States.

impressively shown by the growth of the port's annual cotton exportations. The first exportation of this commodity from the port of Houston was made in November, 1919. The total exportation for that year was 45,341 bales. In 1920 the figures were 275,879; in 1921, 455,015; and in 1922, 771,894.

These are calendar years. Beginning in 1923 the exportation figures cover the cotton season or fiscal year which begins and ends in June. From June until December 31, 1923, 825,577 bales had been exported and at this writing the millionth bale has been passed.

Before this is printed Houston will have staged a big statewide celebration in honor of the exportation of the millionth bale and the eyes of the nation directed to this marvelous achievement.

The facts in a nutshell are that in less than four years Houston has increased her cotton exportations more than 250 per cent and has climbed into the enviable position of second cotton port in the world. And all of this in the face of the keenest kind of competition with old ports of the Gulf and South Atlantic!

Tonnage passing through the port of Houston during 1923 was 55 per cent greater than it was in 1922 and 126 per cent greater than the figures for 1921. Figures on the increase of tonnage are not more startling than those of the increase in valuation. These statistics covering the port's four years of exportation are:

Year	Value	Tonnage
1920	\$72,967,344	714,261
1921	73,877,335	1,396,438
1922	136,959,620	2,027,927
1923	215,109,522	3,149,196

All worthwhile things are obtainable only at a cost of much time and effort, or the expenditure of much money. In the case of the acquirement of Houston's port facilities there was a liberal expenditure of both effort and money. We have already made mention of the time and effort contributed by the citizens of Harris County in the development of the Port of Houston. Now we'll say something about the money that was, and is being, spent for deepwater facilities.

On the improvement of her waterfront and for port terminals the city of Houston has already spent approximately \$4,000,000. The voters of the county at a recent election accepted a bond issue for \$4,000,000 for additional port facilities, such as docks and wharves, warehouses, rail trackage and shipside grain elevator.

The federal government has expended on the jetties in Galveston Bay which furnish the entrance to the ship channel, \$11,515,796, and the government and the citizens of Harris county together have borne the cost of dredge work in the channel proper which amounted to approximately \$9,000,000. Congress has agreed to appropriate \$350,000 annually on maintenance of the channel. Further enlargement of the channel which is now nearing completion will cost the government \$2,000,000.

So, to date Houston's port and harbor facilities have cost approximately \$30,000,000 and there isn't a man, woman or child in all Harris County—and most of 'em are conversant on the subject—who won't tell you it was money well spent. In fact this sum does not represent money spent but money invested which is paying dividends to the city of Houston every day in the year.

The official dimensions of the channel when finally completed will be 30 feet depth all the way from the turning basin at the head of deepwater navigation in the city limits of Houston, by 150 feet bottom width, to Morgan's Point which marks the end of the channel before it enters the bay this side of the Gulf. The width across the bay is 250 feet.

The greater portion of the channel already has these dimensions. The largest vessels visiting ports of the Gulf and South Atlantic have been coming to Houston since 1919.

The Houston Chamber of Commerce recently demonstrated the adequacy of the port's facilities by chartering the S. S. Lafayette of the French Line and taking a party of Texans on a cruise to the West Indies. This vessel, which was diverted from the trans-Atlantic service for this special sailing, is 564 feet long and was the largest ship, passenger or freight-type, to enter a gulf port. She traversed the entire Houston Ship Channel four times without trouble of any kind.

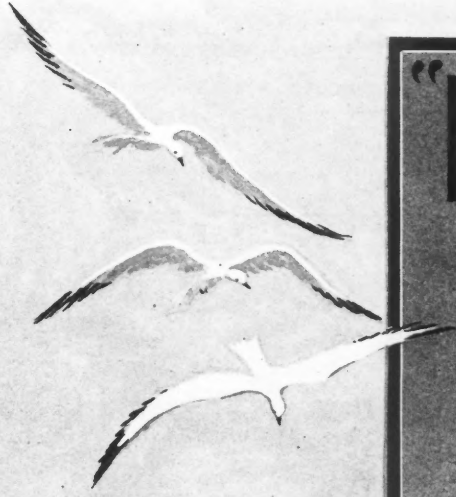
(Continued on page 138)

Houston, Texas

The Greatest Commercial Center of the Southwest
Where Seventeen Railroads Meet the Sea and
Thirty-eight Steamship Lines Have Regular Sailings
to All Ports of the World.

The Houston Post

For Forty Years the Home Paper of South Texas,
Joins With All Other Houstonians in Extending
a Most Cordial Invitation to the Associated Adver-
tising Clubs of the World to Be Our Guests in Nine-
teen Twenty-five.



"HOUSTON NEXT"

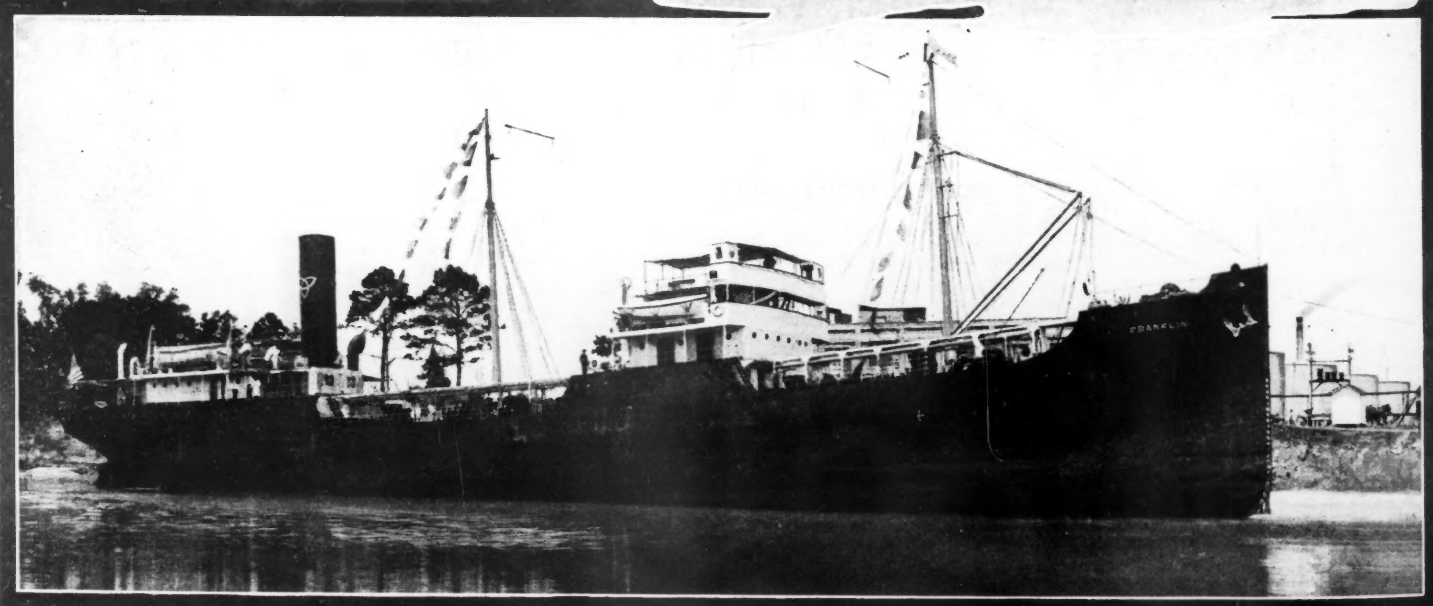
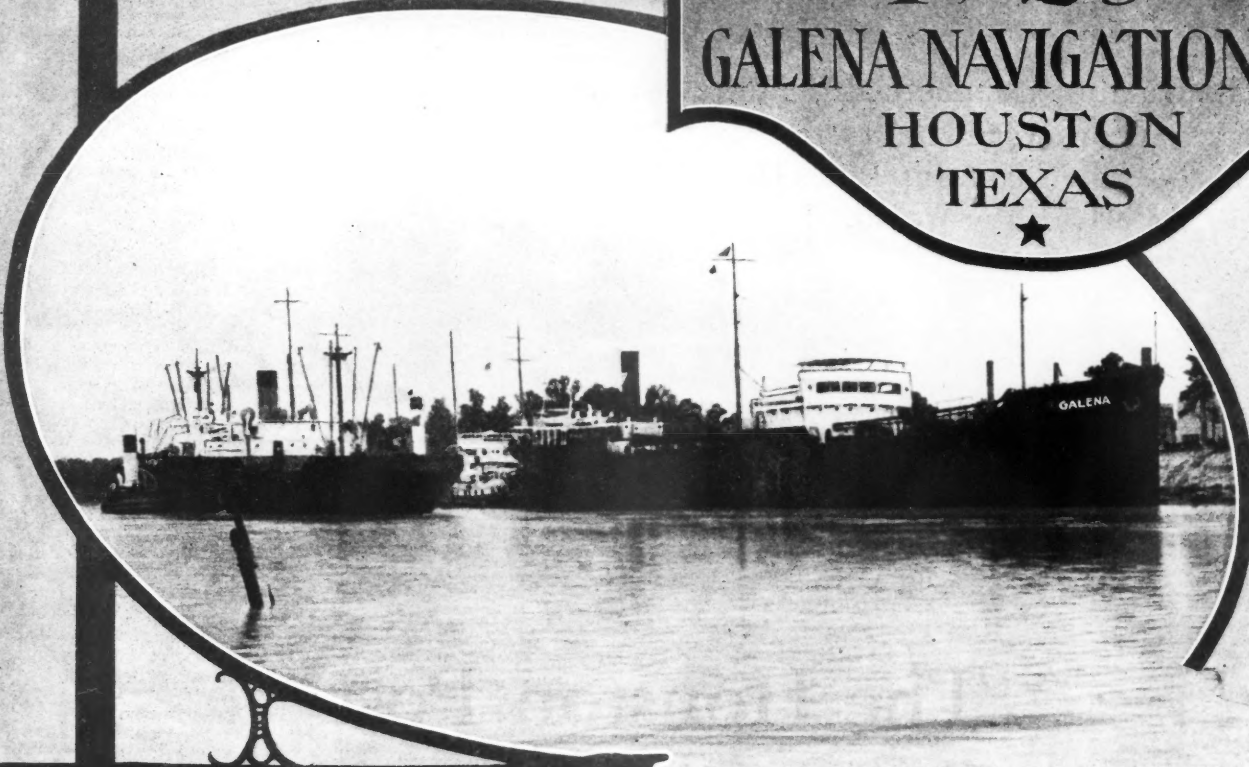
*Come and
See Us In*

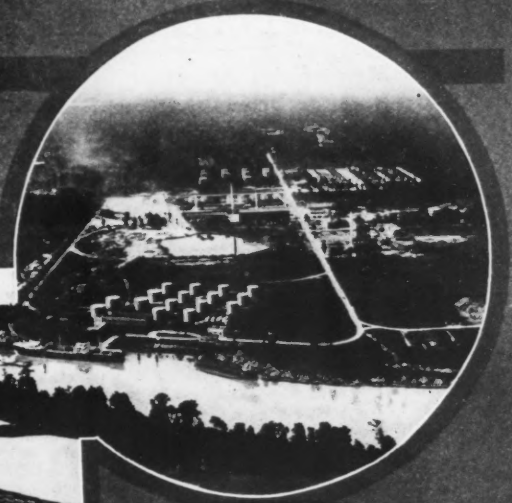
1925

GALENA NAVIGATION CO.

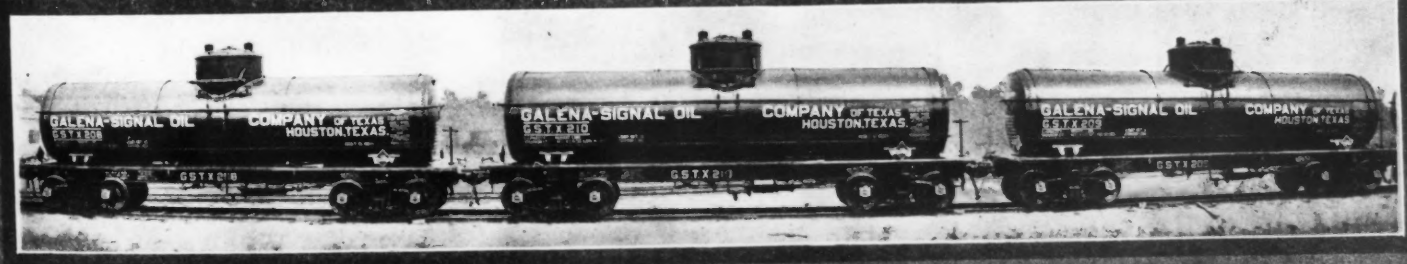
HOUSTON

TEXAS





AAC of W
Vote for
"HOUSTON NEXT"
TEXAS WANTS YOU IN
1925



GALTEX PETROLEUM PRODUCTS
GALENA-SIGNAL OIL COMPANY
OF TEXAS
HOUSTON, TEXAS
U.S.A.

FIRST PAN-AMERICAN PRESS MEET SCHEDULED FOR 1925

Newspaper Men of All Americas to Meet in Washington—
Latin-America Boasts Brilliant Dailies—Survey of
South American Journalism

By ERNESTO MONTENEGRO

THE Latin American Press is not a thing of yesterday. As far back as 1539, three-score years before Henry Hudson had ventured up the North River, a printing press had found its way to Mexico City, where others soon came to help in turning out religious tracts and sundry dissertations. By the time the Pilgrim Fathers had landed at Plymouth Rock, the printing presses of Lima, Peru, were already outworn with 40 years constant issuing of leaflets setting forth the miracles of local healers and the gross satirical pieces of creole poets. Franklin had not yet learned in his brother's printing shop what a "pi" looked like, when the Jesuits carried the press up the Plata River to their remote Missions in Paraguay.

At the beginning of the last century, the anonymous printed sheet exerted a powerful influence in spreading the revolutionary gospel throughout the Spanish American colonies, and so it is not surprising to find that many of the leading figures of the independence period were militant journalists. It is also worth recording, for instance, that one of the first decisions of the autonomous government of Chile, was a decree which sent a commissioner to the United States "to buy 4,500 fire-lock arms and one printing press." This mixed ammunition reached Chile in good order in 1812, the latter being in charge of three American citizens, printers by profession, whose names were: Samuel B. Johnston, William H. Burbridge and Simon Garrison.

Apparently at least, the Press has something to do with the success or

failure of International Conferences. In consequence, the men who have followed the delegates of their respective countries to the different capitals of the New World where Pan American Congresses have gathered during the last decades, very naturally have come to the conclusion that it wouldn't be a bad thing for them to meet for purposes of their own. In this way the Pan American Press Conference to be held in Washington in the early summer of 1925 has become incorporated in the program of special non-political reunions which have been slated to take place between two of the main political Conferences.

For the first time in America a body of newspaper workers, made up of representatives of the great dailies published in English, Spanish or Portuguese, from New York to Buenos Aires, will come together. It will be a far more significant affair than was the visit of a group of Mexican journalists to Washington during the Wilson administration, or the presence of the few American correspondents at the Pan American Conference in Santiago de Chile last year.

Even as the Latin American newspapermen visiting the United States will be offered the opportunity to ascertain that all the American press is not a bundle of yellow journalism or a mere collection of advertisements with "fills" of sensational reading matter, so will the American delegates find that there are in Latin America many journalists of world culture, serving some of the most alert, neatly presented and best informed daily newspapers in the world.

Some newspapers of Latin America, such as the *Rio Janeiro Jornal do Comercio*, enjoy the distinction of being the most literary, the best written dailies in any language, except the French; others, as *El Mercurio* of Chile, have been chronicling almost from the very beginning, that is, for a whole century, the life of the country; a newspaper of the type of *La Nacion* of Buenos Aires makes its pages a meeting place for a most distinguished array of international contributors, while in the same Argentine Republic, *La Prensa* attains a circulation running into the quarter million copies and has established free public services such as a medical clinic, an agricultural bureau and lectures by specialists on sundry subjects.

Between the zone of modern, up-to-date journalism in Argentina, Brazil and Chile, and the great newspapers of Mexico and Cuba, there are to be sure some stagnant waters, where illiteracy, widely scattered population or political and economic unsteadiness have impeded the progress of the public press. In some of the tropical countries the newspaper is still in the one man mouthpiece stage, dealing almost exclusively with party affairs, if not entirely handled by versifying and society reporters. Venezuela has at present one single metropolitan newspaper, issued mainly for the purpose of recording the goings and comings of the "great man" of the day.

To sum up, the main bulk of the South American press may be classified thus: the Brazilian papers are the most literary; the Argentine the most cosmopolitan; the Uruguayan the most combative; the Chilean the most sober in tone. As to the Central American newspapers, it is in them that the long-looked-for Federation is realized, for newspapers as *El Diario del Salvador* or *El Repertorio Americano, de Costa Rica*, are truly organs of the best elements in the 5 countries.

While the Mexican newspaper is perhaps the most widely read by all classes,

considering the various elements of the population, the Cuban newspaper is the most Americanized of them all. In Havana, Mexico City, Panama and Valparaiso, there is at least one local newspaper printing a page in English, but the Cuban paper is the only one which frankly begins the process of intermixing the English and Spanish language outside of the sporting page.

If there is any sharp distinction between the average American and Latin American newspaper, it will be based in the difference in communicativeness of one and the other race. While the American newspaper as a rule has more resources, more reporters and makes a more liberal use of telephone and telegraph lines to cover the field, the Latin American newspaper office on the contrary is a social center in every sense of the word. Public and editors are in familiar contact, strangers drop in for news or a bit of gossip, and even concerts and lectures are offered in their well appointed halls and reception rooms. The newspaper there means more to the populace, for libraries are little more than archives for specialists, and means of communication are limited.

Another difference is found in the fact that the privacy of the individual, his home and personal conduct are let alone, by the Latin American newspaper, provided he or she may have some social standing, however little. The majority of the Latin American journalists will volunteer a step further by withholding the name of a person from any item of general interest whenever it is considered that his social or commercial standing may suffer. And woe to the transgressor of these social conventions, for even in the largest cities there is no newspaper or newspaper owner powerful enough to fly in the face of convention and cater to the sensationally inclined portion of the public. The Spanish love for the outward form of courtesy must count in part for that, for I remember having read in a Chilean newspaper the following item in
(Continued on page 164)

HOUSTON 1925

WE extend an invitation
to the

Associated Advertising Clubs
of The World

to hold their 1925 Advertising
Convention

IN HOUSTON
NEXT

Sakowitz Bros.

MEN'S AND BOYS' STORE
Houston, Texas

Because We Are for
"Houston First"

We unite with every
other civic, commercial
and industrial organi-
zation in this great port
and city to invite The
Associated Advertising
Clubs of the World to

Houston in 1925

The Houston Dispatch

"FOR HOUSTON FIRST"

Going — and Growing — FASTER

Our Vice-President, Mr. Dale C. Rogers, who is also President of the Tenth District of The Associated Advertising Clubs of the World, will be a member of the Houston Delegation



HUMBLE OIL & REFINING COMPANY'S REFINERY—LOCATED ON SHIP CHANNEL

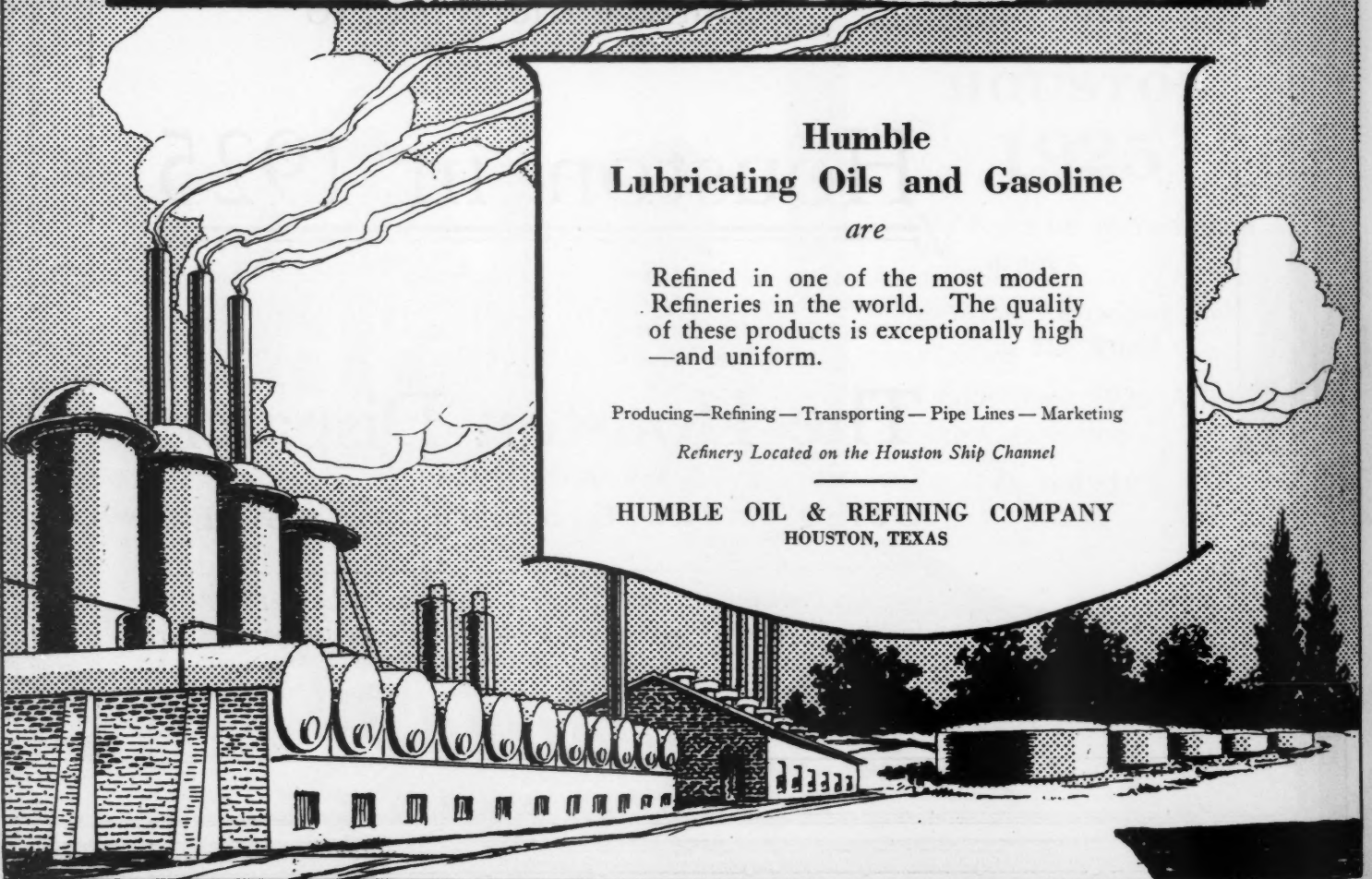
Humble
Lubricating Oils and Gasoline
are

Refined in one of the most modern
 Refineries in the world. The quality
 of these products is exceptionally high
 —and uniform.

Producing—Refining — Transporting — Pipe Lines — Marketing

Refinery Located on the Houston Ship Channel

HUMBLE OIL & REFINING COMPANY
 HOUSTON, TEXAS





HUMBLE OIL & REFINING COMPANY OFFICE BUILDING

The Humble Oil and Refining Company

takes pleasure in joining the other industries of Houston, and of Texas in inviting the Associated Advertising Clubs of the World to meet in convention in

H O U S T O N IN 1925



Tennon C. Davis

SURPRISES AWAIT WORLD'S ADVERTISERS WHO VISIT TEXAS NEXT YEAR

By Harry R Drummond

THE annual conventions of The Associated Advertising Clubs of the World have a distinct educational advantage to all who attend, and this is as it should be.

In holding the 1923 convention at Atlantic City many good Englishmen gained first-hand information regarding the United States and were greatly benefited thereby.

In holding the 1924 convention in London, many American advertising men have been given an opportunity to gain first-hand information regarding England and English business methods.

In holding the 1925 convention in Houston, Texas, both British and American advertising men will have an opportunity to gain first-hand knowledge about one of the greatest markets on earth, and a market that has just begun to expand.

There is no denying the fact that there are many cities throughout the world that can present many advantages, but the claims of Houston are so varied, so potent and so patent that they are worthy of earnest consideration by the delegates, in convention assembled in London.

In the first place Houston wants the convention — only "want" is an inadequate word with which to describe the longing Houston confesses.

Houston is not alone in wanting this convention. Texas wants Houston to have it; for Houston is, after all, just a part of Texas, and it is customary for all of Texas to join any part of Texas in desires of this character.

Houston, as a representative city of Texas, offers not only adequate convention facilities and entertainment, but, being one of the hub cities of the state, presents opportunities for the study of markets and potential markets which will be of inestimable educational advantage to every delegate.

Before considering Houston as a city, let us give a glance at Texas—the Texas of today, the market—what it has to offer and what it will have to offer in the near future.

Texas is the largest state in the Union, containing 265,896 square miles.

Elaborating on this statement it might be in order to say that Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, West Virginia, South Carolina, Kentucky, Indiana, Ohio, and the District of Columbia might all be placed within the state of Texas, and still leave 3,310 square miles of unoccupied territory.

The 1920 government census gave Texas 4,663,228 people, of which 3,557,646 were native born white, 360,519 foreign born whites and 745,063 negroes.

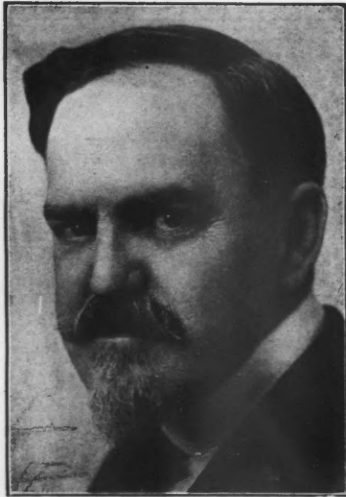
Out of this, 840,805 people live in the largest cities of the state. These cities are scattered over this vast territory, being built up as trading centers of territory that produces tremendous wealth, and, from a production standpoint, is still in its infancy.

Texas offers more in the way of surprises, pleasant surprises, than does any other state in the Union.

From an educational standpoint, a standpoint of profitable education, Houston presents legitimate, concrete reasons why the 1925 convention of the Associated Advertising Clubs of the World should go to Houston in preference to any other city asking for the honor.

And, with Houston's bid for the convention, goes the good will and promise of co-operation from San Antonio, Dallas, Galveston, Wichita Falls, and the other good cities of Texas which promise that, if given an opportunity, they will supplement Houston's entertainment by giving "shows" that will make the side trips worth while.

Much of the supposed pioneer picturesque of Texas is merely in history. Texas, taken by and large, is about as picturesque as is Ohio, or Indiana, or



HARRY R. DRUMMOND

Illinois, or any other middle western state. Texas is practical. Texas is up-to-date. Texas is a state that, except for size, is on par with almost any other agricultural state.

As to Texas' resources, its productivity, which, after all, is the test of its market potentialities, last year's reports show that the state produced \$1,064,775,000 worth of agricultural products, \$315,000,000 worth of live stock and 125,000,000 barrels of crude oil and the mineral production brings the total production of Texas up to \$1,500,000,000 which would give each and every citizen a trifle more than \$319 dollars to spend.

It might be mentioned in passing that it is not quite equally divided, and some Texans get more than \$319 annually for expenses.

And, in considering this, it is also well to mention that, in producing these great crops 27,923,000 acres of Texas were cultivated, leaving 142,252,440 acres uncultivated, and 142,252,440 acres equals something like 222,270 square miles uncultivated as against 43,628 square miles under cultivation.

All this means that, with but one-sixth of the state under the plow and \$319 produced for every man, woman and child in the estate in a year, when the other five-sixths of the land produce there will be some market in Texas.

Texas, because of its size, cannot be centralized as a market. Great jobbing houses with headquarters, say, in New York, have branches in Chicago, St. Louis, Denver, Atlanta and other points. It is just as logical, from a mileage point of view, to have branch houses in, say, Dallas, Houston and El Paso—all in Texas, to be sure, but so far distant, one from another, that they are each strategic points of distribution.

By the same token it is utterly foolish to consider Texas climatically as a whole, for Texas climate differs greatly.

While San Antonio and Galveston are ideal Winter resorts, the Texas Northers, which happen along now and then in the Northeastern part of the state, can and do make the Lake George region of Northern New York appear even as Palm beach by comparison.

Texas is big, Texas is diversified. Texas is alive and Texas is one of the greatest undeveloped markets in the world—not undeveloped, perhaps, but partially developed, a market that every advertising man, no matter what his product may be, should see and know—know with first-hand knowledge, for only through first-hand knowledge can he know it as he should know it.



ON to Houston;
where a united populace is already preparing a royal welcome for the ad men of the world in 1925.

COUNT us in on the many invitations extended from all sides—



REED ROLLER BIT CO.
HOUSTON

Makers of famous Reed Oil
Field Rock Bits and Reamers

The Southern Pacific

From Ocean to Ocean

THE one great trans-continental transportation system of America operating over its own lines from New York on the Atlantic, to Portland, Oregon, on the Pacific, with direct rails from New Orleans, Beaumont, Orange, Port Arthur, Galveston, Texas City and Houston (the Mexican Gulf ports), thru San Antonio and El Paso, Texas, the States of New Mexico and Arizona, with terminals at Los Angeles, San Francisco and Sacramento in California, and at Ogden and Salt Lake City, Utah, and with its own rail connections to the more important cities of these States.

Owning the largest and finest coastwise fleet in the United States, comprising thirty-five steamers operating between New York, New Orleans and Galveston.

Owning and operating 19,092 miles of track segregated between 11,223 miles of main line, 614 miles of second or double track, 4376 miles of sidings, 2119 miles of track used by solely controlled companies, and 760 miles used jointly by controlled corporations.

Owning and operating 2119 locomotives, 2571 passenger train cars, 55,066 revenue freight cars, and 4953 work train equipment.

As of December 31st, 1923, the capital stock of the Southern Pacific Company was \$344,380,905; that of its proprietary corporations \$346,832,400, a total of \$691,213,305.

Total gross revenue for 1923 was \$287,204,634.

Total expense of operation was...\$207,166,588.

Net operating revenue was\$ 54,228,023.

The Southern Pacific has paid six per cent annually on its capital stock without intermission for nearly twenty years and has never forfeited an obligation.

The total employees of the system and its affiliated properties number nearly 90,000 persons.

The total assets of the Southern Pacific Company and proprietary companies as of December 31st, 1923, was \$1,934,513,605.20.

An interesting feature of the operation of the company in its relation to the welfare of the employees, is the maintenance of a permanent pension system, an elaborate hospital and medical service department and a group insurance plan under which over \$110,000,000 of policies were written, the company providing part free insurance and contributing to the cost of the remainder.

THE Southern Pacific System had its inception when, on January 8th, 1863, work was begun on the line of the Central Pacific Railroad from Sacramento, California, in its epoch making drive across the giant Sierras that it might clasp hands with the rail lines then building from the Missouri and Mississippi Valleys Westward toward the Pacific. The rails of the Central and Union Pacific roads were joined at Promontory, Utah, May 10th, 1869, and the dream of Huntington, Stanford, Crocker and Hopkins, the four men to whose pertinacity, faith and resolution the project had been made of accomplishment, was realized. In 1883, the East and West were again united, this time via the Gulf of Mexico, the Southern Pacific building West thru Texas and East thru Arizona and New Mexico, the rails joining upon the West Texas elevations and the Southern route from the Atlantic to Pacific consummated.

History was made on the two memorable occasions, and because of the courage and vision of a few men the Southern Pacific is today one of the forward transportation systems of a great country with an unquestioned integrity and a service equal to the demands of a growing and progressive nation.

NOTE. U. S. Traffic Representatives, European Agencies and other important officers listed on fourth page of this announcement.



Section Main Street Houston, Texas.



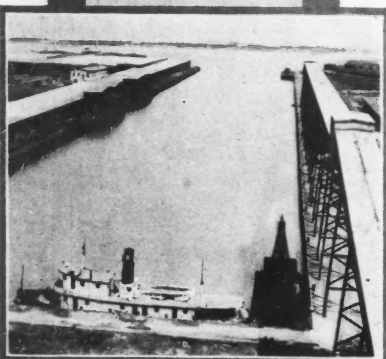
Paisano (5074 ft.) Summit Southern Pacific Lines



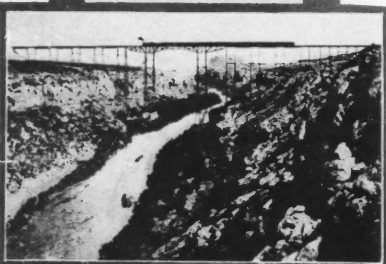
Paisano Pass, Texas Sunset Limited descending



Bridge crossing Rio Grande Texas to New Mexico

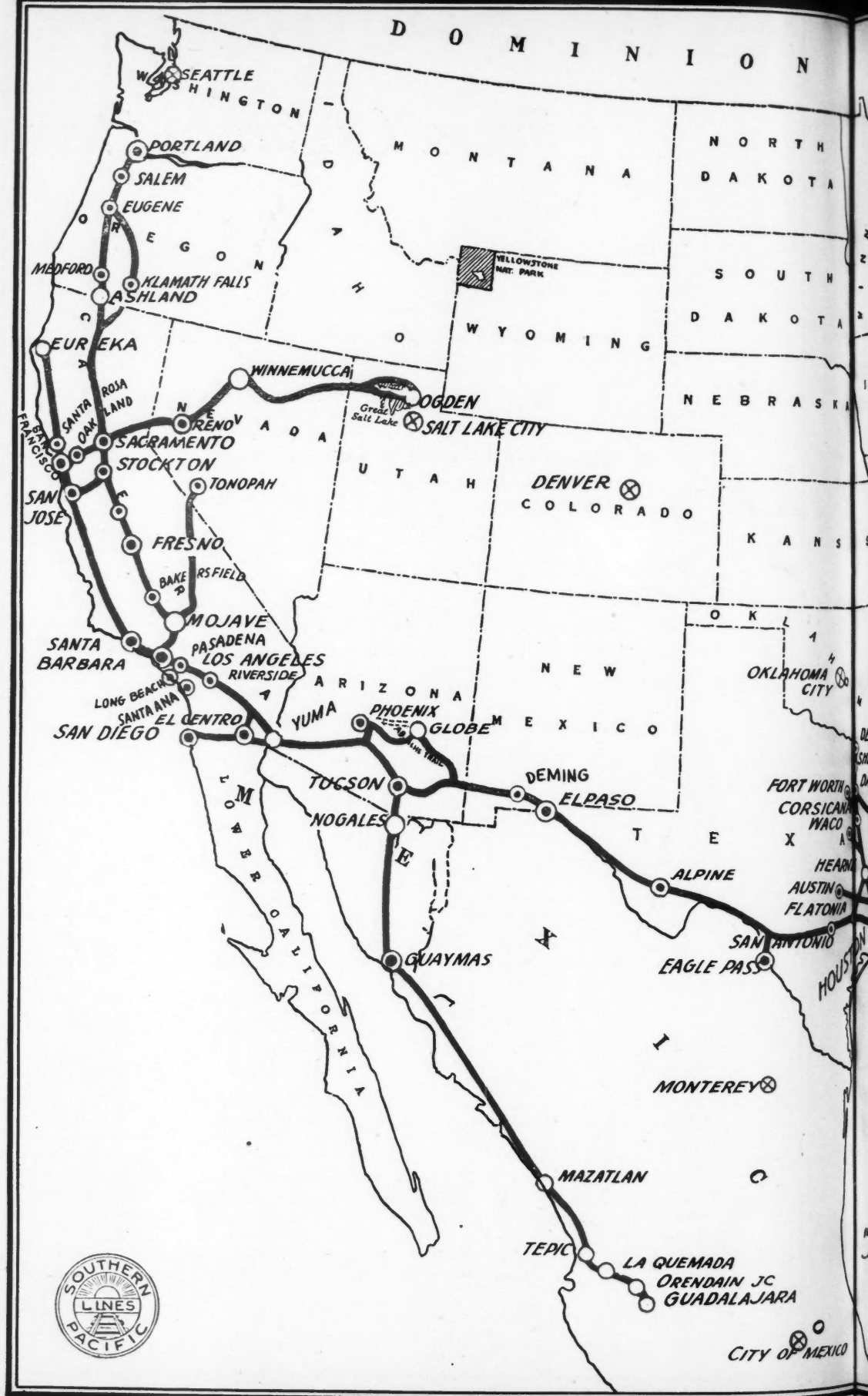


S.P. Docks & Grain Conveyor - Galveston, Texas

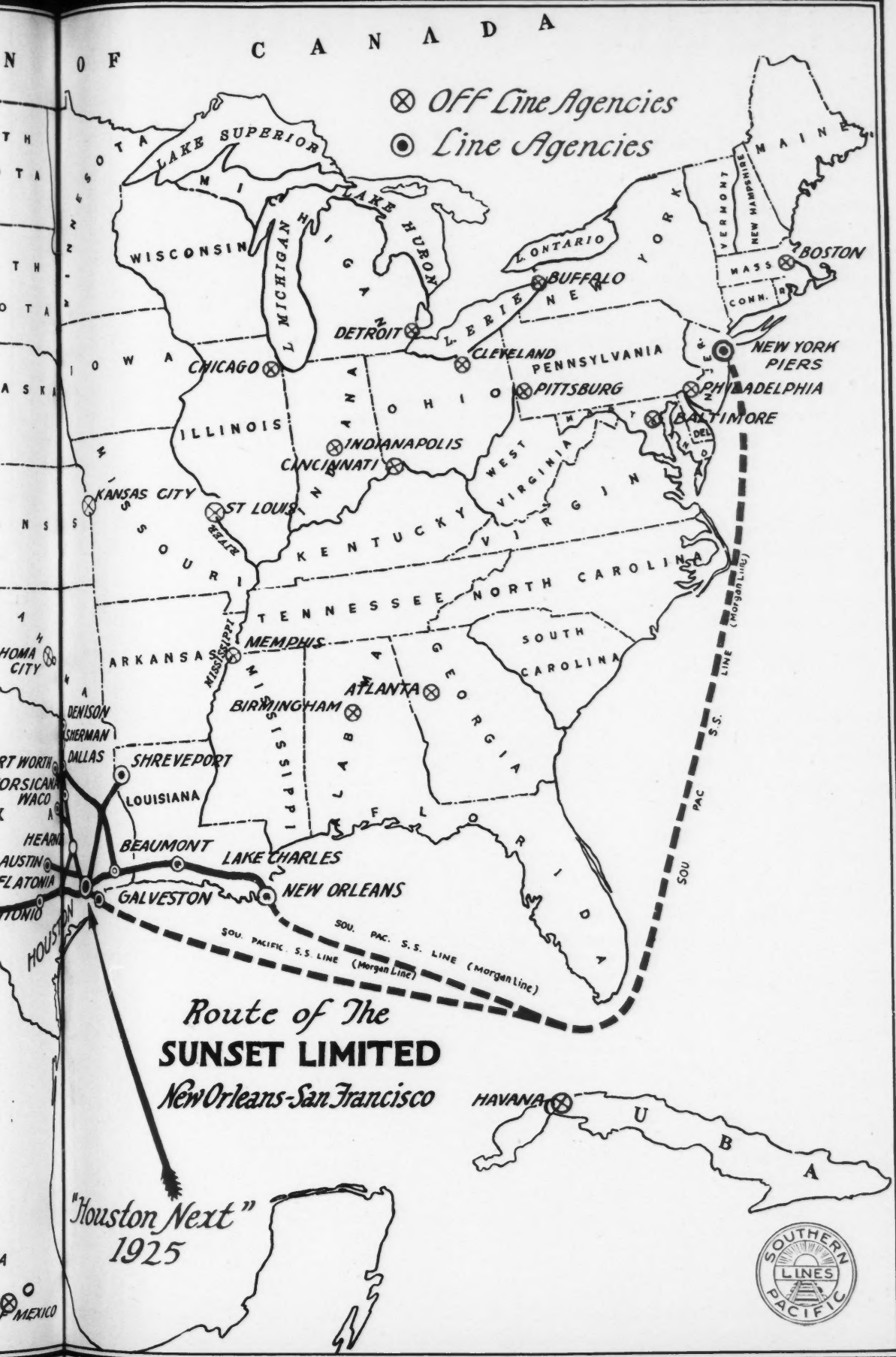


High Bridge (1327 ft high) Pecos River Southern Pacific Lines West Texas

SOUTHERN PACIFIC



PACIFIC LINES



Alamo, Plaza
San Antonio, Texas.



Financial District
New Orleans



Part of Business Section
Fort Worth, Texas.



Sunset Limited
New Orleans-San Francisco



Congress Ave. and State
Capitol Austin, Texas



Sectional View Business
District Dallas, Texas.

The Southern Pacific

From Ocean to Ocean

NOTE—Study the facts, features, service and system of this great organization as outlined on three preceding pages.

Southern Pacific European Agencies are maintained as follows:

- | | |
|--|--|
| GENOA (4), ITALY—Via Roma, 8a-Brizzolesi, Kemsley and Millbourn, General Agents. | MEXICO CITY, MEXICO—Avenida Cinco de Mayo No. 32—G. F. Jackson, General Agent. F. V. Stark, Assistant General Agent. |
| HAMBURG, GERMANY—18 Glockengiesserwall-Rud. Falck, General Agent. | MONTEREY, MEXICO—Edificio Langstroth, corner of Escobedo and Padre Mier Sts. Alfonso Marquez, Traveling Agent. |
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| LONDON, ENGLAND—49 Leadenhall Street—R. G. Bonsor, Agent. | |

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 El Paso, TexasE. McClannahan.
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 Corsicana, TexasJ. H. Evetts.

VENUS-LIKE, GALVESTON ROSE FROM THE SEA AND NOW LIVES BY IT

Indomitable People and Engineers Have Made It Impossible for Another Flood to Destroy City, the Second Port in America

By I. D. McMASTER

Secretary Galveston Chamber of Commerce

IN 1918 a French adventurer, Jean LaFitte, established headquarters on Galveston Island for the purpose of carrying on a private warfare with his Spanish Majesty. From this strategic point his fleet of ships swooped down upon the gold-laden Spanish galleons and wrought havoc with that nation's trade in the new world. But ten years later the westward march of Americans forced this intrepid mariner to remove his operations to the West Indies.

The things that caused LaFitte, the strategist, to select Galveston as a base, are the primary causes for the success of the port and are largely responsible for its reputation as a resort. These were the items of location and of climate with all of attendant advantages. For the port still stands out as one of the leaders in Latin-American trade and the city has attained for itself an enviable reputation as a Summer and Winter resort.

Where the famous LaFitte commune was established slightly more than a century ago there now stands a city, that holds nearly every worth-while maritime record in the country. In addition to this achievement it has gained fame as a watering place, and is by no means unknown as an industrial center. The history of the storm of 1900 is known to most people, but few can realize that the people of this city, by building a gigantic seawall and raising the level of the ground above any possible danger of flood, have forever prevented a recurrence of this event.

There are few places which can boast of the wealth of history and romance which surrounds the Island city. Named for a Spanish viceroy, founded by a French explorer, and settled by a French adventurer who has often been called a pirate; all these and more fell to the lot of Galveston in those early days. It witnessed and aided in the struggle for liberty which Texans waged against the tyrannies of Mexico. Here people wept or cursed over the fate of the Alamo and here the president of the infant republic received the news of the victory at San Jacinto.

But, while its people take pride in the glorious history of the town, they are nevertheless more interested in its economic aspect. Galveston has always been a commercial center. From the beginning, the small ships of the early 19th century came as close inshore as possible, lightening their contents for transport into the state either by small boat or by ox teams.

But these days are gone and now Galveston has one of the finest harbors in the country, capable of receiving hundreds of the largest ships and handling annually a volume of business aggregating nearly \$1,000,000,000. The total volume of foreign business, exports and imports, shows Galveston as ranking second only to New York, and with a commanding lead over New Orleans, Philadelphia and the other prominent ports. It is served by four trunk line railways, which, with their connections, reach every section of the Southwest.

Galveston leads the ports of the nation in the export of cotton. An average of more than 3,000,000 bales, about half of the total exports of the country, find their way through this port to the markets of the world every year. It is also the principal sulphur exporting port and handles enormous quantities of oil, lumber, spelter, cottonseed products and many other commodities. The imports consist principally of raw sugar, crude oil, sisal, coffee and various novelties from the Orient.

The port holds every record for quick turnaround of ships, cargo dispatch and

release of car equipment. The average detention of freight cars is less than 3 days. Sulphur, grain and oil ships load in less than a day. Even cotton, which requires a great amount of hand labor, is handled much more quickly here than at other ports. The labor is also more efficient, getting the maximum use of the cargo space aboard a vessel.

The physical properties are among the finest in the country, and the plan on which they have been developed is a marvel of convenience and efficiency. The port is closer to the open sea than any other natural harbor in the country. Steamers leaving any dock in the harbor can be on the high seas within 45 minutes after casting off. There are no tortuous channels to traverse, or other conditions which tend to make inland navigation so hazardous to big steamships.

There is an indescribable charm, a tropical atmosphere, about Galveston that one would hardly expect to find in a North American community. A visitor is impressed with the difference immediately on arrival and a long sojourn merely serves to accentuate the feeling. The city was made for pleasure, but it is very different from the usual pleasure resort. There is the hurry and bustle that you will find in every wide-awake American community but it is softened and tempered by the general surroundings and things are done without the hullabaloo so characteristic of other communities.

The facilities for pleasure are superior to those of most resorts. The surf bathing is called "the finest in the world," not without reason. Splendid golf links and tennis courts have been provided. Hunting and fishing are excellent. Riding and motoring are favorite pastimes, the long stretches of hard packed sand on the beaches forming a beautiful background for both.

With all the advantages outlined, the people have not tried to escape their greatest responsibility: the comfort of their guests. Splendid hotels have been built and equipped, whose management take pride in the appointments and cuisine of their houses. The people generally are hospitable and the tourist is made to feel at home at all times.

And the city is forging ahead in every department. The port is well established and growing in importance every year. Industrial plants of national fame have headquarters here and the praises of the resort are being sung in all ports of the country.

Verily Galveston is a good place to come to and a better place to live in.

Pulitzer Alumni Elect Rukeyser

Merryle S. Rukeyser, financial editor, *New York Evening Journal*, was elected president of the Alumni Association of the Columbia School of Journalism at a dinner held by graduates and students at the Hotel Commodore, recently, to mark the closing of the 11th year since the founding of the school by Joseph Pulitzer. Foster Eaton of United News was re-elected treasurer and Ben A. Franklin of the *New York World* was named secretary. Members of the Alumni Committee, chosen for one year, include: Carl W. Ackerman, former foreign correspondent and special writer; Palmer Smith, editorial writer, the *World*; Joseph H. McMullen, the *New York Times*; Miss Ruth Brownlow, *New York Telegram and Evening Mail*; Gerald B. Spiero, G. B. Spiero Advertising Agency, and Edwin N. Lewis, General Electric Company.



WE join the Advertising Association of Houston in extending to you a most hearty invitation to visit Houston in 1925 during the convention of the A. A. C. of W.

CHEEK-NEAL COFFEE CO.

Nashville Houston Jacksonville Richmond New York

Producers of The World

Famous

Maxwell House Coffee

"Good to the Last Drop"

GEOGRAPHERS TRICKED BY HOUSTON

(Continued from page 124)

In addition to Houston's publicly owned terminals private corporations have built wharves on the waterfront to handle their shipments. Shipping facilities of considerable magnitude have been constructed by oil refineries and cotton compresses located on the ship channel. One cotton and warehouse company has constructed a warehouse with a storage space of 12 acres and a capacity of 100,000 bales of cotton. At the wharf of this plant four ocean going vessels can be handled at one time.

Cotton from the port of Houston is shipped direct to Liverpool, Hamburg, Bremen, Barcelona, Havre, Genoa, Manchester, Ghent, Antwerp, Rotterdam and other ports of the European continent. Outbound cargoes consists of cotton, grain, lumber, refined oil, flour, cottonseed meal and cake, staves, naval stores, scrap iron, oil well supplies, farm implements, dairy products and other commodities originating in the Southwest.

Inbound cargoes consists largely of crude oil, coffee, bones, molasses, sugar, sisal and manufactured articles from Eastern seaboard via coastwise lines for distribution throughout the territory served by the seventeen railway lines which "meet the sea" at Houston.

The port is served with coastwise lines to Philadelphia, Pacific Coast points and New Orleans. A recent ruling of the Interstate Commerce Commission permits the entrance of the Morgan Line into the port of Houston with service to New York and other points on the Atlantic seaboard. Efforts are now being made to develop sufficient tonnage for this line to justify commencement of service in the very near future.

On lines to foreign ports regular sailings are made to many ports of Continental Europe, the British Isles, West Indies, Mexico, South America and Australia. The port has an interior waterway line to Corpus Christi via the Intracoastal Canal and several of the large oil refineries on the channel operate fleets of tankers from Mexico to their Houston plants and thence to all destinations with cargoes of refined oil products.

With a view to the systematic development and undisturbed control of her port affairs, the city of Houston took advantage of an Act of the state Legislature of 1913 and extended her corporate limits to include the channel down to its entrance into Galveston Bay, a distance of about 50 miles. These limits also include a territory along the banks of the channel extending 2,500 feet from the center of the waterway.

The city has not the power of taxation over this area but possesses all police powers.

The citizens of Harris County of which Houston is the county seat voted in 1922 to transfer jurisdiction of harbor affairs from the municipality to the Houston and Harris County Navigation and Canal Commission. The personnel of the Commission consists of representatives from both the city and county and chairman elected by both groups.

A story on the Houston Ship Channel would not be complete without mention being made of the wonderful industrial development that has taken place on the banks of the waterway since the establishment of water commerce. There are 50 miles of available water frontage for industrial locations along the Houston Ship Channel of which not more than eight miles have been improved. And yet see what has been done in the short space of five years!

At the present time on the main channel there are 45 industries with an estimated capital investment of \$43,000,000. The daily pay roll for channel industries amounts to \$15,600. To these figures can be justifiably added the Goose Creek oil field, which is on the channel, with a further investment of \$50,000,000 and a pay roll of \$10,000 per day.

There are nine oil refineries in opera-

NOBLE DOME-TOPPED CAPITAL OF TEXAS IN GREEN GARDENS



MAGNIFICENT STATE HOUSE OF TEXAS AT AUSTIN

HOUSTON HAS EVERY REQUIREMENT FOR A.A.C.W. CONVENTION CITY

By HON. DANIEL F. GARETT

United States Representative from Houston

HOUSTON with hotel facilities equal or greater than any city in the Southwest and an auditorium seating 10,000 persons is particularly well-equipped to handle the next annual convention of the Advertising Clubs of the World. Among the features of Houston that entitle the city to serious consideration are its ship channel to the sea and the fact that the city has 17 railroads. Its people are the most hospitable to be found anywhere. The short distance to the Gulf coast by the ship channel, excellent roads or hourly interurban service offers another attraction to visitors.

tion on the Houston Ship Channel. Other channel industries consist of chemical works, flour mill, cement plant, ammunition plant, fertilizer works, molasses refinery, oil and coal bunkering plants and cotton compresses and warehouses.

In addition to these plants there are 22 industries located on the upper or light-draft channel above the turning basin, with a total invested capital of approximately \$11,000,000 and a daily pay roll of \$3,300. This gives the channel industrial area a grand total of capital invested of nearly \$105,000,000 and pay roll of \$29,000 per day. Then there is a list of 12 industries, including improvement work authorized for the Navigation Commission, which when completed will represent an additional outlay of \$26,500,000.

In order to provide adequate and economical power for these industries and the others which are to come, the Houston Lighting and Power Company, is constructing a huge electric plant which will cost \$10,000,000. When all the units are in this will be the largest electrical plant in the South.

A railway belt line with approximately 30 miles of track serves most of the industries on the south side of the channel. The line will be extended down the south side to Morgan's Point, and on the north side a considerable distance, involving about 25 miles of additional construction. When this is done the belt railway will parallel the channel so as to serve all industries in the district and they will then have deepwater transportation facilities at their front doors and at their back doors direct rail connection with Houston's seventeen railways.

The success of the port of Houston is due almost entirely to the energy, enthusiasm and never-say-die-spirit of her citizens. It was this spirit that prompted

hard-boiled congressmen to vote for the appropriations that made the digging of the Houston Ship Channel possible. These watch-dogs of the treasury were guided by the well-founded theory that he who had faith in himself and is willing to demonstrate this faith in a practical fashion, is worth helping. The people of Houston and Harris County stuck to their dream of a world port through thick and thin and in spite of seemingly unsurmountable handicaps and when the time came to ask the government for money they demonstrated their confidence in their proposition by matching Uncle Sam dollar for dollar.

This Houston spirit is impressively defined by Paul W. Brown, editor and publisher of America At Work, who came to Houston to see what we had done here. This is what he wrote about the Houston people:

About a decade ago Houston came to the belief that she had everything necessary to the operation of a successful seaport but the sea—that was at Galveston 50 miles away. To a community of but ordinary vision and capabilities this lack would have appeared fatal; to the mind of Houston it appeared to be more or less of a detail. Did not Buffalo Bayou, narrow and crooked, wriggle its way into the heart of Houston? Why should not ships come up from Buffalo Bayou? Surely the only trouble was that it was not wide enough or deep enough; and the proper amount of digging would speedily remedy that. Had not Manchester dug a ship canal that brought the commerce of the Atlantic in from Liverpool? True, when Manchester dug her ship canal she had six times as many people as

Houston, and the Manchester canal was 35½ miles, as against about 54 miles for the Houston canal—but these again were details. The people of Manchester had of course been deprived of the advantages that result from living in Texas; so Houston in the midst of her fields 50 miles from the nearest deep water, proceeded to create her port. There is just one comment on the wisdom of the plan and that comment is supplied by its success. She created, nor is her achievement what the French call *SUCCES D' ESTIME*. The port of Houston meets the test which the late Professor James imposed upon philosophy: it works. Thus purely artificial harbor half a hundred miles inland is already the second cotton port of the United States.

"THE LATCH-STRING IS OUT"

By E. A. PEDEN

Chairman, Port Commission of Houston

EVERYONE in our good City of Houston is equally impressed with the splendid development of our city's



A. E. PEDEN

port and channel facilities, and the importance of the 1925 Advertising Association's Convention here, "where 17 railroads meet the sea."

Just as Houston has the proud record of having initiated the 50-50 method of waterway development with Federal aid, and as she first pioneered prevention of private monopoly of ship docking and warehouse auxiliaries, so is our citizenship anxious to pioneer new impetus to the splendid work of the Associated Advertising Clubs for meeting again in the States, following your successful meeting in London.

The "latch-string is always out" in Houston and a particular welcome will be extended to the "Princes of Publicity" next summer.

Come and know us and let us know you!

E. A. PEDEN, Chairman,
Port Commission of Houston.

"Consistently Splendid Progress"

To EDITOR & PUBLISHER:—"The world moves. When the sun sets, today has become another yesterday and all matters regarding which man should be informed are changing constantly."

The above quotation aptly applies to the EDITOR & PUBLISHER and to the consistently splendid progress which has been recorded under your management during the past 12 years, and may I be among many to congratulate you in all heartiness in the celebration of your 12th anniversary as publisher and inspirational head of the EDITOR & PUBLISHER.

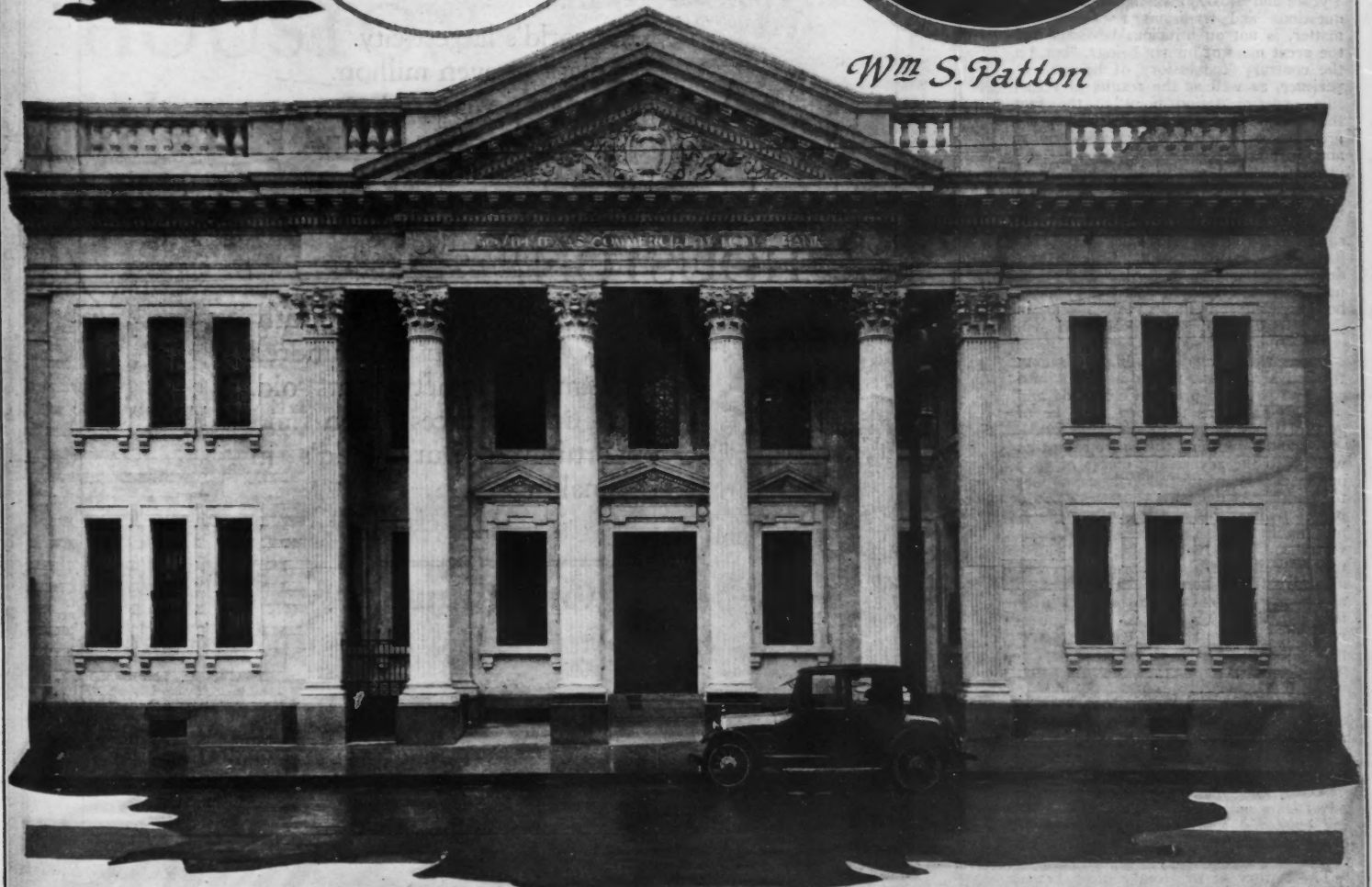
It has been said and truly that the measure of power is growth, and by this token growth, big, sure and sane, will be progressively achieved by the EDITOR & PUBLISHER through the coming years. More power always to you and your associates.

CHARLES E. MILLER,
Publishers' Representative,
New York.

Wm S. Patton
President Advertising
Association of Houston
and
Vice Pres. South Texas
Commercial National Bank
Invites the
A. A. C. of W.
to
"Houston Next"
1925



Wm S. Patton



South Texas Commercial National Bank.

Houston, Texas.

COFFEE MEN CHOOSE NEWSPAPERS FOR NATION-WIDE AD DRIVE

General Magazines Excluded from Co-operative Educational Campaign Now Being Planned to Include 150 Dailies
—N. W. Ayer & Son Preparing Schedules

By HYMAN BLUMBERG

ABOUT 150 newspapers throughout the country are listed in the advertising schedule for 1924 of the Joint Coffee Trade Publicity Committee of the United States. But in marked contrast to the campaigns of previous years not a single general magazine is included for this year.

Felix Coste, secretary-manager of the committee, does not divulge the reasons for the exclusion of general magazines from the current campaign. He explains, merely, that circumstances peculiar to the coffee industry do not warrant the use of general magazines just now. To the student of advertising, and especially to the prospective individual or co-operative advertiser, the fact is significant that here is another organization that has discovered another reason why the general magazine should be dropped in favor of the more localized newspaper.

As an aid to the newspaper campaign two trade journals, the *Tea and Coffee Trade Journal* and *The Spice Mill*, several drug and fountain periodicals, a dozen medical publications, a magazine devoted to educators, and a half-dozen booklets, will reach specified groups of readers.

The campaign will divide itself into two divisions—the spring schedule and the fall schedule. The slant will be purely an educational one. Copy will bespeak the high quality of beverage coffee, and will take the positive stand that coffee, as determined by the Massachusetts Institute of Technology, which spent 3 years and \$40,000 investigating disputed questions and traditions regarding the matter, is not an injurious beverage for the great mass of human beings, "but, on the contrary, the history of human experience, as well as the results of scientific experimentation point to the fact that coffee is a beverage, which properly prepared and rightly used, gives comfort and inspiration, augments mental and physical activity, and may be regarded as the servant rather than the destroyer of civilization."

N. W. Ayer & Son are directing the campaign. Exact schedules for 1924 have not yet been completed, so that definite information as to the space to be used is not available. On the average, however, advertisements will appear in the newspapers once a week, and will cover 30 inches, running two and three columns wide, and 15 or 10 inches long respectively. Position has been obtained on news pages in preference to food and women's pages, as the copy is to be of general news and educational interest.

A booklet outlining the entire campaign will go to the advertising offices of each newspaper in which advertisements are to appear. At the same time these newspapers will receive matrices of advertisements with copy suggestions for local advertisers. This will enable the newspapers to increase local lineage, and will also give the adjacent coffee distributors an opportunity to take full advantage of the committee's campaign. An understanding has been reached with the newspapers that local advertisers may appear on the same page as the campaign copy, but not adjoining columns.

The campaign is international, in that the growers of Brazil have joined hands with the manufacturers and distributors in the United States. Funds are obtained from both sources, that from Brazil being diverted into magazine and newspaper advertising and that from the States being employed for auxiliary purposes of office management and routine, and other forms of publicity.

The history of the Joint Coffee Trade Publicity Committee is interesting as a basis of comparison with its present efforts.

The idea of a national trade movement to advertise coffee originated in 1910, in the minds of a few roasters in the Middle West. These men formed a local organization that soon developed into the National Coffee Roasters Association. Today this organization numbers more than 300 members.

From the beginning it was recognized that to be effective a campaign must be backed jointly by growers and distributors, since both would receive equal benefit from any resulting increase in consumption. Brazil, the source of two-thirds of the world's coffee, was the logical ally and an appeal was made to the planters of that country. In 1912 a party of ten leading roasters and importers visited Brazil at the invitation of the national government. The planters of the State of Sao Paulo, who produce more



H. C. HOWARD

As President of the Advertising Association of Houston, he led the band of Texans who made it "London, 1924; Houston, 1925."

than one-half of all the coffee used in the United States, were first to appreciate

the idea. After their attempts to interest the national government failed, they founded the Sociedade Promotora da Defesa do Cafe (Society to Promote the Consumption of Coffee) and had a law passed taxing every bag of coffee shipped from the plantations of that state in a period of 4 years. This tax, amounting to 100 reis per bag, or about two and a half cents United States money at even exchange rates, is collected by the railroads from the shippers and turned over to the Sociedade.

In the United States the supervision of the advertising was delegated to 5 men, representing both the importing and the roasting branches of the trade, and designated as the Joint Coffee Trade Publicity Committee of the United States. Three of these committee men, Ross W. Weir, of New York; F. J. Ach, of Dayton, Ohio, and George S. Wright, of Boston, are roasters, and two, William Bayne, Jr., and C. H. Stoffregen, both of New York, are importers and jobbers, or "green coffee men." The committee organized with Mr. Weir as chairman.

It was estimated that the Sao Paulo tax on the basis of the existing crop would produce about a quarter of a million dollars a year. This money is sent in monthly installments to the Joint Coffee Trade Publicity Committee. To date, this fund has netted about \$1,000,000.

LONDON

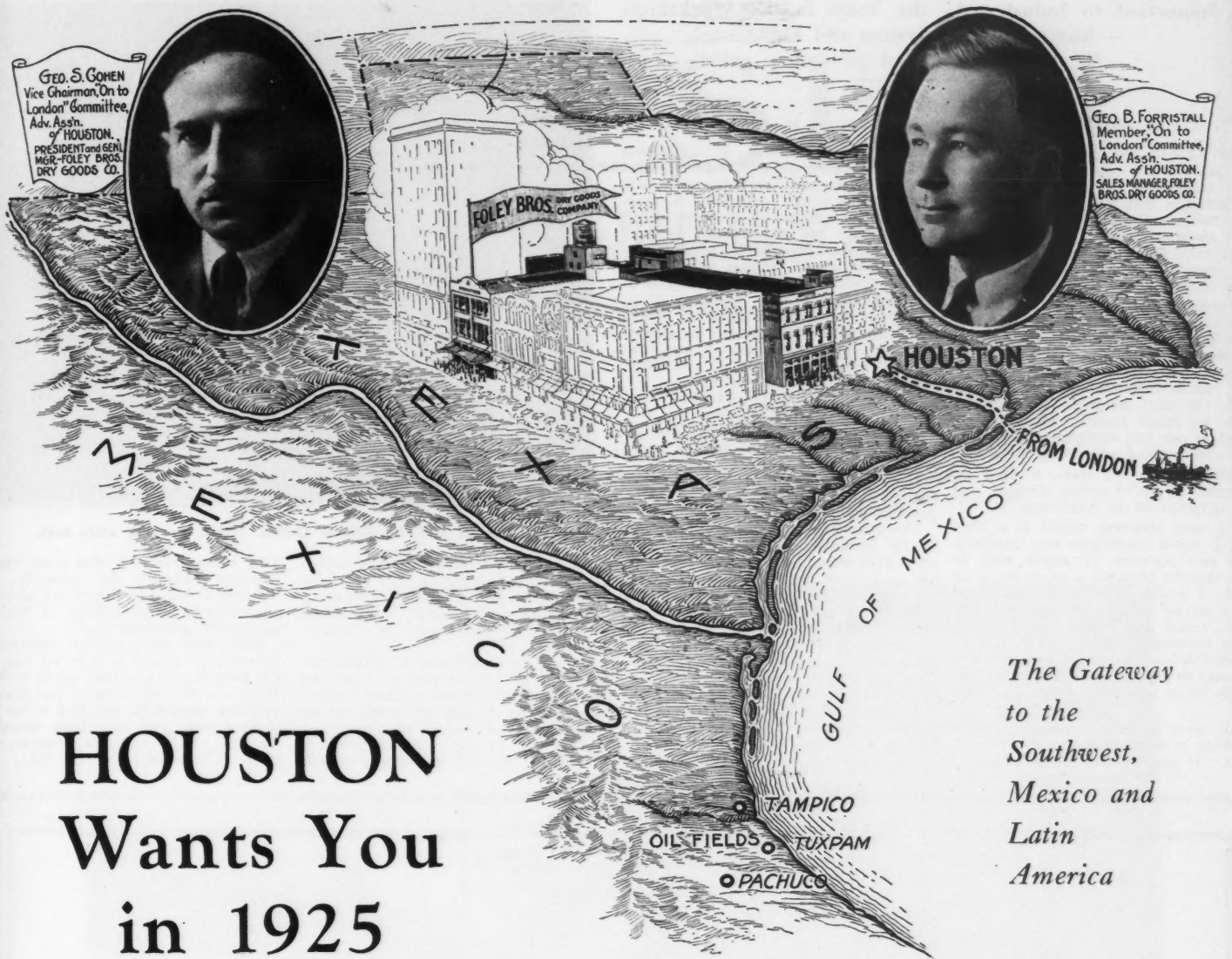
The world's largest city.
Population seven million.
A thousand years old.
Richly complete in history,
tradition and culture.

HOUSTON

The metropolis of our Southwest. Population two hundred thousand. Ninety years old. Rich in resources, men and opportunity. Our world's in the making.

Greetings!

VARNER REALTY COMPANY



HOUSTON Wants You in 1925

*The Gateway
to the
Southwest,
Mexico and
Latin
America*

We're on the ground in London this year to personally invite you to Houston next year.

We'll be waiting at the gateposts of Houston in 1925 to welcome you to what we hope will be Advertising's greatest and most beneficial meeting.

Foley Bros. Dry Goods Co.

ADVERTISING IS SOUND INVESTMENT McQUISTON TELLS GEAR MEN

As Important to Industry As the Tools in the Workshops
—Advises Budget System and Full
Year's Trial

By J. C. McQUISTON

Manager, Department of Publicity, Westinghouse Electric & Manufacturing Co.

ADVERTISING is much misunderstood, and many misconceptions exist concerning its functions. It may be fortunate that many people think of advertising, and talk as though they knew a lot about advertising, but it is equally unfortunate that very few have the attitude toward advertising which results in constructive thought and definite action.

I propose that we shall consider advertising as a real bona fide investment, for which we should spend our money as we spent it for tools in our factories, with the idea that it performs its functions just as definitely and just as surely as do the tools we buy. In many respects we might consider advertising as a part of our tool equipment, for it is a very effective tool when properly used.

Two fundamentals mark a good investment—safety of capital invested, and rate of return on the investment.

If I were investing capital in a business, I would investigate very carefully these two features. I would wish to know that the property is worth the price asked. I would wish to know that there was a market for my produce, at prices which would assure me a good return on my investment. But if it were an old well-established business, I should find it necessary to pay for something additional, usually listed under the caption of "good will."

This term covers an item, the value of which is unquestioned, and yet hard to fix. It may be considered as repre-

senting the investment in advertising made by those conducting the business. If this investment has been made with the care that should accompany the making of wise investments, the first of our fundamentals has been realized, for here is our capital invested in such a way that it has a real tangible value which can be realized if we wish to dispose of the business.

The second fundamental of an investment is that it shall give a reasonable return on the capital invested, and considering advertising again we can translate this into additional sales.

Having shown that advertising contains the fundamental requirements of a good investment, let us consider what is necessary to make our advertising measure up to these requirements.

If we are wise when investing financially, we will consult our banker and be governed by his expert advice.

The same wisdom is not always shown by the business man who decides to do some advertising, but it is true nevertheless that there are experts available in this field who can guide us with as much judgment as the banker exhibits in the financial field.

Our advice to the beginner in advertising is to get all the expert advice possible, and not to take unproven information that may be handed him.

To make your advertising a safe investment, you must be a close student of business conditions.

You must know your own business

NIGHT SCENE AT DALLAS



Picturesque mid-city view of Dallas, Texas, working after dark.

thoroughly, better than any other person.

In addition to knowing your own business, you should study its relations to general business conditions, and thus get its proper perspective in the world of business.

With this fundamental preparation, consisting of a knowledge of your own business and its proper relation to business in general, you are ready to approach the investment in advertising.

Of course we wish our investment to be safe and we wish it to bring returns.

This implies that we must make the investment studiously and cautiously.

Again I recommend that the advice of an authority of this form of business investment be consulted.

Make your plans at least one year in advance. One year is none too long for this purpose. It is hardly worth while to plan for a shorter period. Your total investment may look big, and in the beginning your plan may seem somewhat involved. It is important, however, that

(Continued from page 164)

You will enjoy Houston in '25
It's different —

Q A modern city, yet retaining the glamour of the old West. A friendly people eager to entertain you with true Southern Hospitality.

Houston and Texas pledge you a Convention whose memory you will cherish for many a year.

TEXAS CREAMERY COMPANY
Manufacturers of MORNING GLORY BUTTER

GALVESTON

SECOND PORT, U. S. A.

One of the Nation's most beautiful and most progressive cities, joins a neighboring city, Houston, in extending to the Associated Advertising Clubs of the World, a most urgent invitation to visit the Texas Gulf Coast in 1925.

A feature of the program will be a side trip to Galveston, one of the quaintest and most beautiful of all southern cities, where the semi-tropical foliage, the flower lined streets and the many attractions of the beach and resort section will, we hope, make the trip a pleasantly remembered one for all time to come.



STREET SCENE IN GALVESTON

For Further Information Write

Chamber of Commerce
Galveston, Texas

SOLVING AD PROBLEMS ON MAIN STREET TAKES AUDACITY AND QUICK WIT

Solicitor Finds Way to "Sell" Merchant While Latter Talks With Customer—How Live Copy Moved Idle Stock

By EDGAR WHITE

THERE is an unwritten law among traveling salesmen and advertising men who seek business along Main street that a merchant must not be interrupted while he is talking with a customer. Many merchants who work at the counter will not even look at the solicitor if they are engaged. I've been working on a time limit, and meeting a merchant by appointment to get his ad, and have had to wait all the way from 15 minutes to half an hour while he was talking with a customer about the weather or crops. And that despite the fact that the boys in the ad room were feverishly awaiting the copy to get the ad in the first edition. It would relieve the situation immensely if the merchant would merely say: "Busy now; will run that ad tomorrow."

But in the vast majority of cases, he simply ignores the solicitor, and would resent the slightest remark while talking with his customer.

The other day I was getting ads in a neighboring town, and the return train was to arrive in a few minutes. The merchant was at the counter, making some small sales in a leisurely manner. He was going to insert an ad. I knew that. I also knew it would be a high crime to speak to him while the customer, who had the whole day to make his purchase and was in no hurry, talked to the merchant first about one thing and then another. It was a desperate case with me. If I missed the train I'd have 6 miles to walk back, or pay a taxi man several dollars. If I returned without the ad the business manager would have

waxed sarcastic, and intimated I'd been loafing on the job.

I walked up and down the store, noting the articles in stock, and wrote a hurry-

up outline for an ad on my book. Then I unfolded a specimen sheet of engravings and waited. According to the Main street viewpoint a customer is like a bird—will scare at a whisper. Just as I was about to give it up, fate lent me a hand. The office telephone rang, and the boss was summoned. Of course the customer had to wait for that. When the boss answered the call and stepped back into the store, I was there.

"Here's your ad already written," I said, "and some cuts I've picked out. It won't take a second."

The audacity had its effect. Before he could freeze me out I was declaiming from my note book. Presently he nodded

an involuntary approval. When I finished reading he said:

"Go ahead and run it—pick out a good cut."

Another Main street problem is to convince dealers that it pays to give a little study and care to their business announcements; that it means more trade if they write ads that "say something." The ad of a new restaurant man in our town illustrates the idea. This man had against him several well-known and popular cafes. He got into the game his first Saturday by starting his announcement this way:

"Turn About Is Fair Play.

"Your good wife has been preparing
(Continued on page 146)

MAKING THE AIR SAFE FOR DIRIGIBLES



U. S. HELIUM PLANT, FORT WORTH

At Fort Worth, Tex., the United States Government has the only plant in the world for the manufacture of helium gas, the inert element that keeps giant airships buoyant without danger of fire or explosion.

ON-TO-HOUSTON NEXT

The Associated Advertising Clubs of the World are cordially invited to hold their 1925 Convention in Houston, Tex.

ALEXANDER SPRUNT & SON

INCORPORATED

WILMINGTON, NORTH CAROLINA

COTTON

ESTABLISHED 1866

Members
TEXAS COTTON ASS'N

HOUSTON, TEXAS
Ninth Floor, Cotton Exchange Bldg.

SECOND NATIONAL BANK OF HOUSTON



"Growing With Houston"

BUSH HOUSE, STRAND, WILL BE AMERICAN HEADQUARTERS IN LONDON

BUSH HOUSE, STRAND, which is another way of saying Bush Building, situated on the Strand not far from the Savoy, Waldorf and Cecil Hotels, will be headquarters for the following organizations:

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

General Registration Bureau
Mrs. Stella Bowman, Cashier, in charge

ADVERTISING CLUB OF NEW YORK CITY

H. H. Charles, President.
C. D. Jackson, Secretary
General Business Headquarters
Social Headquarters, Residence, Rodman Wanamaker

ADVERTISING ASSOCIATION OF HOUSTON

W. S. Patton, President
The Hon. Oscar F. Holcombe, Mayor of the City of Houston, Tex.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Stanley Resor, President.
James O'Shaughnessey, Executive Secretary
Miss Mackenzie, Secretary.

EDITOR & PUBLISHER

H. Rea Fitch, Special Commissioner.

EDITOR & PUBLISHER is on sale at all leading hotel news stands, clubs and convention headquarters.

SOLVING AD PROBLEMS

(Continued from page 144)

for you three square meals every day this week.

"She has well-earned a treat from you. Take her and the kids to the _____ Restaurant Sunday for dinner. Look this menu over, and if it doesn't please the family the cost is on us."

The force of waiters wasn't big enough to handle the patrons at the dinner hour Sunday. Thinking he had the trade started all right, and that it would come with any sort of an announcement the restaurant man ran next Saturday a small ad inviting the public to dinner, in the conventional form. There was not one-fourth the patronage the first copy brought.

A dealer in books and stationery said: "I'd advertise if you could show me somehow that it paid."

"All right," I replied. "Pick out some staple article of which you have a good supply, but doesn't seem to go very fast. And let me write the ad."

The merchant threw a box of pencils on the counter.

"There is a brand of pencils I inherited from the former owner of the store," he said. "I can't figure out why he got so many of that kind. There's no rubber on the end, and everybody who calls for pencils now want a rubber on them."

I looked at the pencil. It was a particular style I had used when a court reporter, and I knew all about it. I wrote out a little "reader" and gave it a good position. It read this way:

"Stenographers Like 'Em, and So Will You.

"We are fortunate in having a large stock of the XYZ lead pencil, which is a great favorite with stenographers and those who have much writing to do. It has no rubber. All the value is put in the lead, which runs regular. You can sharpen both ends. The slightest touch will make a distinct mark, but the lead

will not break. Clearness of work and smooth writing are the distinctive qualities of this pencil, which is round, and will not cramp the fingers."

Extensive users of pencils understood why all that description was put in.

The copy was run Monday. The dealer called up Wednesday stating that all but three or four of those pencils had been sold and he was keeping them for his own use. He said the ad made him want to try them, and he had found the statements correct; he had ordered another supply, because he had received several calls he could not fill.

Hitherto the merchants had proceeded on the theory that "pencils were pencils," and that it was no use to make comparisons.

Some dealers think the way to stimulate trade is to put on a cut price sale. That always has its reactions. There's a better way. Create interest in your advertising. One of our stores received a big stock of aluminum ware, scheduled to sell at a dollar apiece. There were many different articles, all new and nice looking. They made a fine display in the show windows. The merchant furnished a lot of small cuts and said:

"Go ahead and sell those goods for me on Saturday," giving the date.

The first ad was four columns, ten inches, with some big headlines, and some large type description; then the cuts and a few words in small boxes. After the announcement appeared, other dealers who had the same sort of ware ran small ads cutting the price. But the people only saw the big ad, and its follow-up the next two days. Saturday they crowded the store and the merchant had a most successful sale.

It demonstrated most significantly that boldness in advertising had its merits.

Radio Magazines Combine

Beginning with the July 1924 issue, *Radio Age*, Chicago, will take over *Radio Topics*, Oak Park, Ill., Frederick A. Smith will continue to act as editor of the combined publications.



Plant of the AMERICAN MAID FLOUR MILLS, on the Houston Ship Channel

Manufacturers of American Maid Flour and thirteen other brands and grades of flour; also dealers in meal and mixed feeds.

THE PLANT

is of concrete construction throughout; electrically powered; with modern grain conveyor from elevators to ships, and wharfage facilities for loading 20,000 bushels per hour for export. Capacity of flour mill, 2000 barrels per day. Grain storage capacity, one-half million bushels.

THE AMERICAN MAID FLOUR MILLS

heartily seconds the invitation of

The Advertising Association of Houston

to The Associated Advertising Clubs of the World to hold their International Convention in Houston in 1925— and asks the privilege of throwing a party on the Ship Channel for the visiting delegates.

DISTRIBUTION

Forty per cent of the mills' output is exported, via the Houston Ship Channel, to the following fifteen markets; Cuba, Porto Rica, Santo Domingo, Haiti, Trinidad, Guadeloupe, Martinique, Costa Rica, Colombia, Venezuela, Honduras, Canary Islands, Holland, Mexico and Jamaica.



Levy Brothers Dry Goods Company
extends
A Most-Cordial Invitation
to the
Advertising Fraternity of the World
To Bring Their Next Convention
To be Held in the Summer of
Nineteen-Twenty-Five
To the Hospitable City of Houston
In the Great State of Texas
U. S. A.

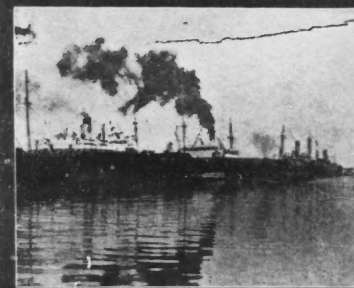
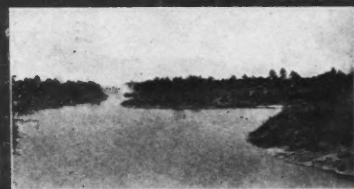
Levy Brothers Dry Goods Company
A Houston Institution Since
Eighteen-Eighty-Seven

"Houston. Next"

UNDER KING COTTON'S SNOWY MANTLE



Texas is one of the greatest cotton-producing regions of the world and Houston has great gins which prepare the raw cotton for the spinning and fabricating mills of Old and New England. A representative Houston refinery is pictured above.



HOUSTON a fast-growing city



This Trust Company is striding forward with a firm step, hand in hand with Houston, and is contributing materially to the city's progress.

Send your money to Houston for investment in securities safe beyond question, yet earning a good rate of interest.



Risen out of the wilderness in less than a century, Houston stands at the gates of a great future. The products and merchandise of an empire pass through its port.



GUARDIAN TRUST COMPANY
HOUSTON, TEXAS, U.S.A.



For 59 Years

San Antonio Express has held the regional leadership in advertising. Every year since 1865 it has printed more paid advertising than any other newspaper in Southwest Texas.

San Antonio Evening News, though but little more than five years old, each year has gained steadily in advertising, because it has the greatest home-delivered circulation of any evening newspaper in San Antonio.

San Antonio Express
Every Morning and Sunday



*Again
break all
records for
advertising
in the first
quarter of
1924*

SAN ANTONIO EVENING NEWS
Every Evening - Except Sunday

Total, January, February, March.....	4,140,091 lines.
Local	2,247,301 lines.
National	842,734 lines.
Classified	1,050,056 lines.
GAIN OVER FIRST QUARTER 1923.....	543,306 lines.

These two newspapers are the biggest selling factors in San Antonio and Southwest Texas.

Advertisers in The Express (morning) and in The Evening News get responses from the people they seek to interest, because the people depend on and have confidence in these newspapers.

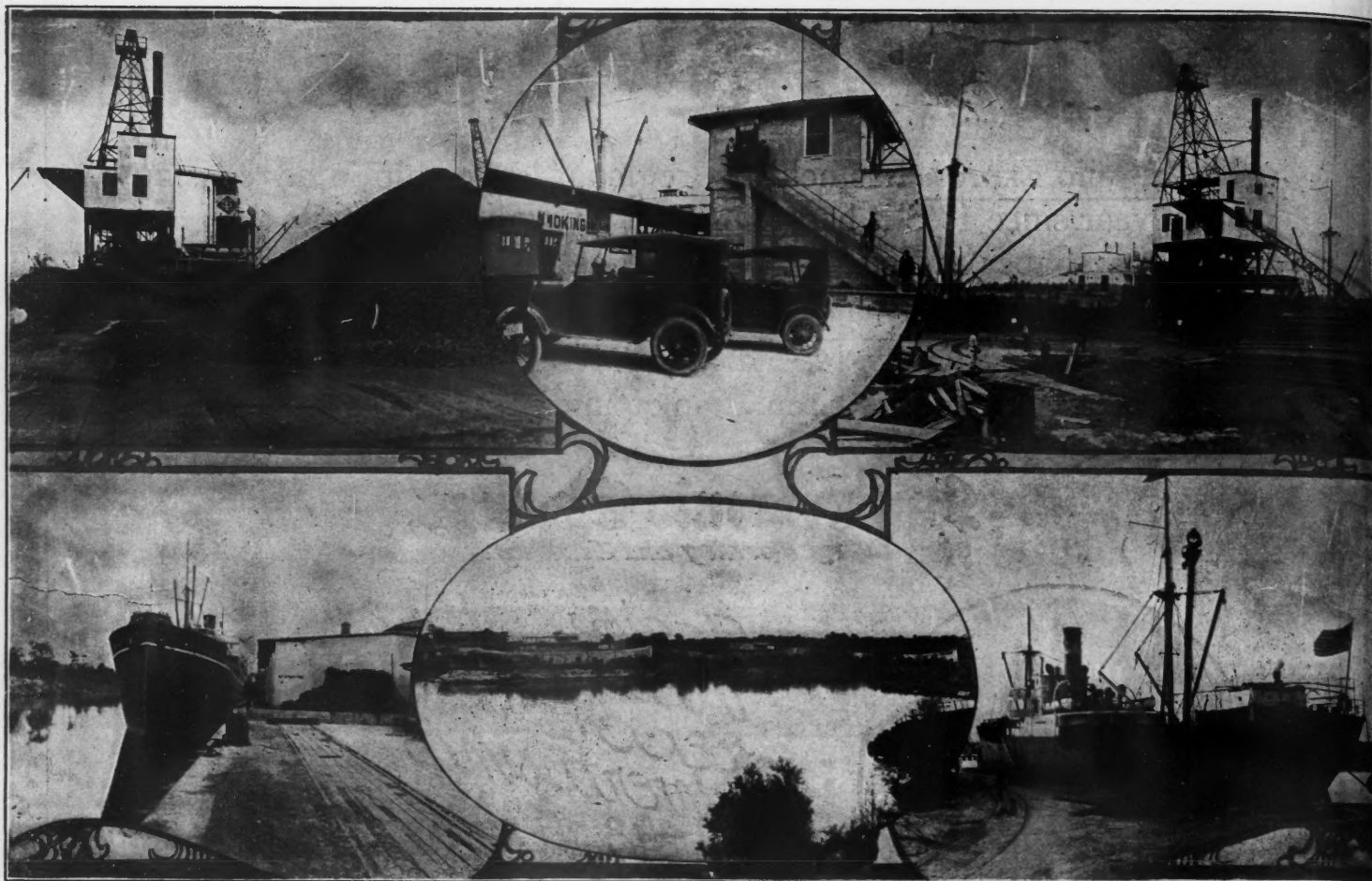
*Two distinct and separate newspapers
of almost non-duplicating circulations.*

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK—CHICAGO—ST. LOUIS—ATLANTA—LOS ANGELES—SAN FRANCISCO—SEATTLE

PORT HOUSTON'S TRAFFIC INCLUDES GREAT COAL SHIPMENTS



To the Associated Advertising Clubs of the World

Next to London the best place in the world to hold a convention is Houston, Texas, U. S. A., therefore, we extend to each and everyone of you a cordial invitation to hold your 1925 Convention in Houston.

FORTY-THREE YEARS OF HONEST AND EFFICIENT SERVICE

WESTHEIMER WAREHOUSE COMPANY, Inc.

WESTHEIMER TRANSFER CO., Inc. WESTHEIMER HOUSEHOLD FURNISHING CO., Inc.
(ASSOCIATED COMPANIES)

BEN S. HURWITZ, President



Hello!
Hello!

Welcome
On-to-Houston
in 1925

We join the Houston Advertising Association and the Associated Advertising Clubs of the World to hold their 1925 Convention in Houston Next—

We assure you our co-operation and pledge our support.

HOME OF THE SOUTHWESTERN BELL TELEPHONE CO.
HOUSTON, TEXAS



Public Utilities Are Community Advertising

An automobile with poor transmission or a watch with a faulty hairspring is of little value.

So a community with poor service from its public utilities is badly advertised and is likely to fall out of line with the good towns.

Consider the advertising value of a community when its citizens can say that its telephone service is good.

Poor public utility service is like a red light "stop" signal to an investor who is seeking a location.

We will be glad to serve you in Houston in 1925.

SOUTHWESTERN BELL TELEPHONE COMPANY

LOOKING BACKWARD 12 YEARS TO A. A. C. W. IN TEXAS

From EDITOR & PUBLISHER of May 25, 1912

ALL RECORDS BROKEN AT DALLAS

EIGHTH ANNUAL CONVENTION OF ASSOCIATED ADVERTISING CLUBS GREATEST IN HISTORY OF ORGANIZATION

Geo. W. Coleman Re-elected and Baltimore Secures Gathering for Next Year—Total Registration of Delegates and Guests, 2,371 or More Than Were Present at Boston Last Year—Convention Characterized As Great Step Forward in Campaign for Honesty and Cleanliness in Advertising—Splendid Work Accomplished by Various Committees During the Year As Evidenced in Their Reports—Story of the Convention in Full.

DALLAS, Tex., May 23.—George W. Coleman was re-elected president and Fred E. Johnston of Dallas was elected vice-president of the Associated Advertising Clubs of America in the closing sessions of the convention held this afternoon. P. S. Florea, of Indianapolis, was re-elected treasurer. Baltimore was chosen as the next place of meeting, receiving 565 votes against Toronto's 407. San Francisco withdrew from the contest before the balloting began.

The sessions of the last day of the convention were held in the Coliseum, a great building in which horse shows and other exhibitions take place. Although the round of entertainment provided by the Fort Worth Ad Club yesterday had left everyone somewhat weary, the attendance was commendably large and much interest was manifested in the proceedings.

NEW YORK AD LEAGUE AWARDED PRINTERS' INK CUP

Much of the morning session was devoted to the reception of reports of various committees. The Printers' Ink Cup committee awarded the trophy to the New York Advertising Men's League, the presentation speech being made by I. I. Lorch, of Dallas, who spoke in a most graceful manner. Gerald B. Wadsworth, president of the Eastern Division, accepted the cup for the New York Club. This emblem is awarded annually to the club making the best record for efficiency in educational and other work. It must be held three years in succession before it becomes a club's property. The Des Moines Club has held the cup for two years, but as the New York League has been a close second, the former club decided not to compete this year on the ground that if it should win for the third time it would put an end to further competition for the cup.

Mr. Wadsworth, in his address, paid a graceful tribute to the Des Moines Club. Richard H. Waldo, general manager of Good Housekeeping, who is chairman of general publicity committee, paid a very appreciative compliment to his associates, and said that they were undoubtedly the best men that could be selected. The work of the committee, he said, had been

carried on under considerable difficulty, but he said he was glad to say that, through cooperation of a number of magazines and newspapers, that committee had been able to present, free of charge, a considerable amount of information to the public concerning the aims and purposes of the organization.

George French, of Boston, delivered an address on "The Standard of Qualifications of an Advertising Man." He dwelt especially upon the importance of honesty in advertising, and said that if an advertising man worked long enough and hard enough, with truth for a goal, he could not but succeed in the end.

John W. Philip, of Dallas, chairman of the Boston mileage banner committee, announced that that emblem, which had been given each year to the club traveling the longest distance and bringing the largest delegation, had been granted to the San Francisco Ad Club. A new feature of this year's convention was the awarding of the ladies' trophy to the club bringing the largest number of women. This trophy, which is an artistic bronze medallion of a Venus blowing a trumpet, was presented by Herman Philipson, of Dallas, and was won by the Roswell (N. M.) Ad Club.

E. R. King, the president, in a speech accepting the trophy for his organization, said that the trip to Dallas had been made in automobiles over 600 miles of road. During much of the journey no ranch houses or homes of any kind were to be seen for forty miles at a stretch. While the hot sun blazed upon the party

(Continued on page 154)

Monday Eve. Program

Visiting Newspaper Men Banqueted by Dallas Press Club—Governor Colquitt Delivered Address of Welcome—State, Municipal and Section Advertising Discussed at Big Meetings in Opera House by Well Known Speakers.

DALLAS, Texas, May 21.—The Dallas Press Club were hosts to the visiting newspaper men attending the Convention Monday evening at the Columbian Club. Among the notables present were Gov. O. B. Colquitt, of Texas; J. A. MacDonald of the Toronto Globe; James Schermerhorn, of the Detroit Times; Robert Frothingham, of New York and United States District Attorney W. H. Atwell, of Dallas.

Three hundred visitors enjoyed the banquet. Music was furnished by members from the Toronto delegation. Governor Colquitt delivered the welcome address to which Dr. MacDonald responded. A spirit of levity and good fellowship prevailed.

The program Monday evening in the Dallas Opera House was a continuation of that held in the afternoon. Lucius E. Wilson, secretary of the Detroit Board of Commerce, was the first speaker, his subject being "Municipal Publicity." He described in a graphic manner the advantages to be gained from a municipal campaign, using for an illustration the recent activities of Memphis and Des

(Continued on page 182)

Extending a Cordial Invitation to the Advertising Clubs of the World



W. C. Munn Company The Store that Grows and Keeps Growing



THE VANISHED LARIAT

A few years ago a prominent Chicago educator, about to make a trip to Texas, wrote to a Dallas acquaintance "that if there was a good hotel in Dallas with a room and bath," he wanted to reserve it. When he arrived he found nearly six thousand first-class hotel rooms at his disposal.

On to Texas—but be prepared!

The Dallas News is whole-heartedly for Houston as the next convention city of the A. A. C. of W. There is no city more deserving of the honor; there is no region more interesting to the commercial world today than Texas and the great Southwest.

But don't come to Texas looking for the frontier of civilization. If you want to ride a spotted pony we'll find you one but they are no longer used in general traffic.

The lariat and the tomahawk no

longer hurtle over the richest farmlands of the world. Texas—we speak of the state's great farming belt in which both Houston and Dallas lie—is a community of huge resources, thriving businesses and happy homes. It produced more natural wealth (crops and minerals) during 1923 than any other entire state in America.

If you have not kept in touch with Texas' progress the buying-power of her people will be almost unbelievable to you.

On to Texas! On to Houston! And to the many delegates who will as a matter of course include a visit to Dallas in their trip we extend, on behalf of our city, a cordial and sincere welcome.

The Dallas Morning News

SUPREME IN TEXAS

ALL RECORDS BROKEN*(Continued from page 152)*

all the way, the women did not seem to mind either the heat or the blistered faces that resulted from the long ride.

The report on divisional work, prepared by R. Winston Harvey, Lynchburg, Va., was read by Gerald B. Wadsworth, of New York. Mr. Harvey recommended that the present division be continued. He thought that much benefit was being derived by the individual organizations through such an arrangement. It was only by getting the clubs together at stated intervals that a broad and enthusiastic policy could be maintained.

THE KELLOGG PRIZES AWARDED

The Kellogg prizes, amounting to one thousand dollars offered by the President of the Toasted Corn Flakes Co., for the best advertisements submitted, were then awarded. As an illustration of the value of the contest in bringing out new talent in the advertising field, the speaker referred to the fact that one of the winners have already been placed in a good paying position as an advertisement writer. The first prize of \$250.00 was won by H. Putney, of the Leavenworth Ad Club. An additional sum of \$100 was given to the Club itself for having the prize winner among its members. The second prize went to William Woodhead, of the Advertising Association of San Francisco. Other prize winners were W. M. Bayless, of Toledo, O., and Carl Reynolds, of Columbus, Ohio.

ATTENDANCE RECORD BROKEN

The record of Lewin Plunkett, of Dallas, chairman of the Registration Committee, showed that the total registration of delegates was 549, as compared with 405 at the Boston Convention. The members of the clubs, including the voting delegates at the 1912 Convention,

was 917, or one more than at the Boston Convention. The number of guests registered in Dallas, was 367, as against 592 at Boston. The number of women registered at Dallas was 538, while at Boston there were only 345. The total registration was 2,371, or 111 more than at the Convention last year. It was not until the afternoon session was in progress that one obtained any accurate idea of the number of delegates attending the

Dallas Convention. Everyone of them was in his place when President Coleman called the meeting to order. The galleries on either side of the main floor were filled with the wives and guests of the delegates and with visitors from the city of Dallas.

The interest of the occasion centered in the selection of the Convention for 1913. All the week long the three candidates for the honor, San Francisco,

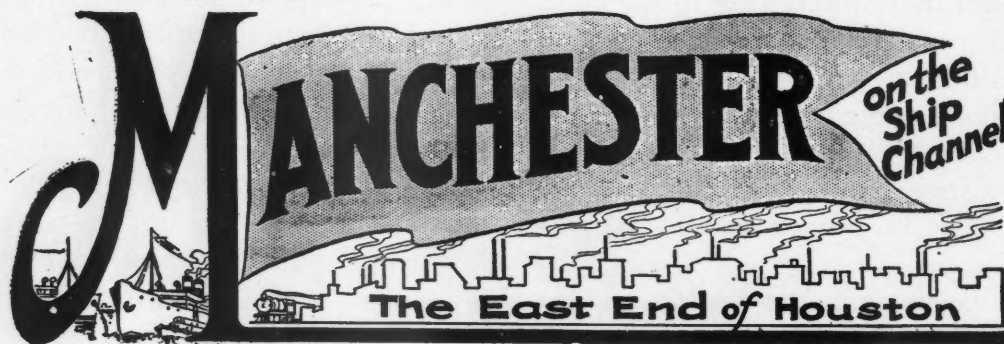
Baltimore and Toronto, had been hard at work presenting their several claims to act as hosts next year.

San Francisco brought to Dallas a splendid delegation. It occupied commodious headquarters at the Waldorf, in front of which was suspended an electric sign reading "San Francisco, 1913." There were a number of ladies in the party who did excellent missionary work in behalf

*(Continued on page 182)***WHEN SUMMER SENDS THE MERCURY CLIMBING**

Lake Worth is ready with boats and bathing beach to bring comfort to torrid West Texans.

Bring the Ad Men to Houston

*For the 1925 Convention**We Will Welcome Them to*

Destined to be the Trafford Park of America

(Manchester, England)

Industrial Sites on 30-foot Tidewater.
Accessible to Houston's 17 Railroads.
Cheap Electric Power Service.
Fuel Oil Close at Hand.
City Wharves and Storage Sheds.

For Map and Information, Address
Magnolia Park Land Co.

Second National Bank Bldg.
Houston, Texas

Sgitcovich Lines

Operating United States Government Vessels

Assured Sailings

Regular Liner Service

FROM

TEXAS PORTS

TO

LIVERPOOL, MANCHESTER, LONDON

HAVRE, ANTWERP, GHENT

S. SGITCOVICH & COMPANY

OFFICES:

GALVESTON HOUSTON DALLAS BEAUMONT PORT ARTHUR

Houston Next 1925

Looking Back 12 Years

FROM EDITOR & PUBLISHER
May 25, 1912

A Royal Welcome

Dallas in Gala Attire Receives Visiting Ad Men Who Fill Hotels to Overflowing—Enterprise of Texas City Impresses Delegates from Eastern States—Canadians in Kilties Attract Attention.

DALLAS, Texas, May 20.—With flags snapping in a 15-knot breeze and a cloudless sky Monday the opening day of the great A. A. C. of A. convention found the hotels in Dallas filled to overflowing with advertising men from all parts of the United States. Delegates had been pouring into the city by special trains for two days. It was a noticeable fact that those from the most distant points arrived first, then came the representatives from the southern and southwestern States and last of all came those from the empire of Texas itself.

DALLAS WELCOMES DELEGATES

Dallas was decked out as a bride to receive her bridegroom. The fronts of the buildings along the principal thoroughfares were covered with flags and bunting of many kinds. The flag of the Lone Star and the colors of the Advertising Clubs were especially in evidence.

The marvelous cleanliness of the streets, and the fine public and private buildings, some of them equalling the best cities, much larger than Texas, the snap and go of the human tide that flowed along her business thoroughfares, the alertness of all her merchants, the enterprise of her newspapers were all very enlightening to those of us who came from the northeastern States and had never before crossed the border line of Texas.

HOTEL CORRIDORS CROWDED

The scenes about corridors of the Ori-

ental Hotel where the association headquarters were located, and where the New York and Baltimore ad clubs were sheltered, the Southland, the Waldorf and other hostelrys where the delegates were stopping reminded me of those that usually take place when important political conventions are about to be held, but with this exception—there was no rowdy-

ism, no "tanking-up," no unseemly displays of horse-play. There were lots of enthusiasm turned loose every minute. The war crys or slogans of the clubs were heard in all directions, bands played, men laughed and shouted with the pure joy of living and of being out for a holiday, but none of them seemed for a moment to forget that they were gentle-

men and represented a most important commercial business.

"LITTLE MILLION" OF GREETERS

The Texans were quick to give all who came a kindly welcome whether they hailed from a little town or a big city. The reception committee members wore
(Continued on page 160)

TEXAS HAS MADE DESERTS GREEN WITH VEGETATION

MEDINA VALLEY IRRIG. CO.
JUNE 23, 1913.
VIEW OF MAIN RESERVOIR
FROM NEAR DAM

One of the great feeder-ditches of Medina Valley, reclaimed as a garden spot by engineering.

CLARK W.
THOMPSON
COMPANY

Galveston's Fastest Growing
Department Store : :

Earnestly solicits your effort and support to bring "The Convention" to Houston, Texas, U. S. A., in 1925. Eighty minutes from Treasure Island, the Playground of the South.

The Fifth Largest Market of Texas The Beaumont Trade Territory

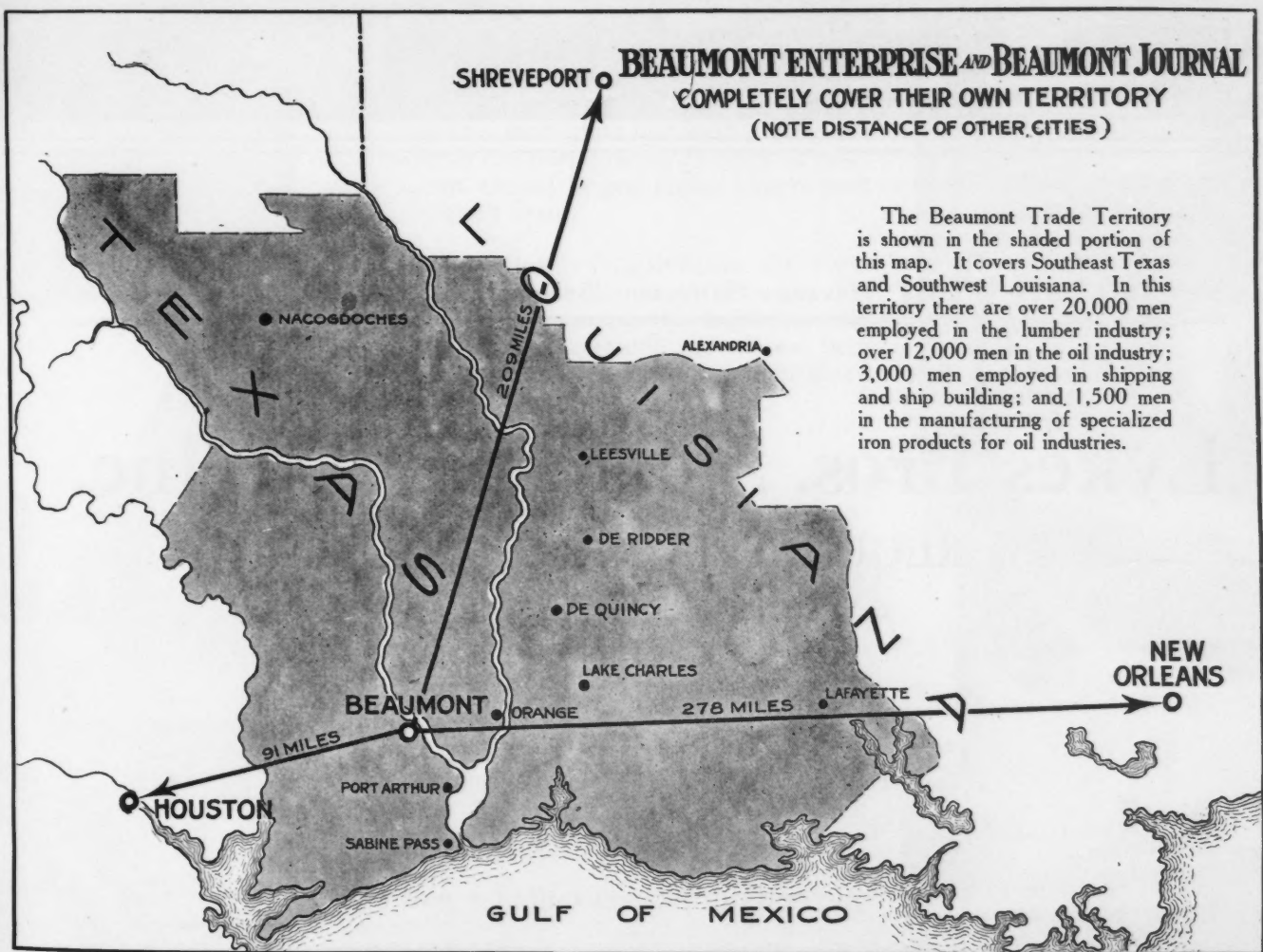
TEXAS, the largest State in the United States of America, offers a varied market.

There are five large retail and wholesale centers in TEXAS. BEAUMONT is one and ranks in importance to the other four.

BEAUMONT is the center of the largest oil refining area in the United States. The center of the Southwestern lumber market. BEAUMONT'S basic resources are industrial in their character. A twelve month's revenue being derived from the production of oil and oil refining. Lumbering and the manufacturing of lumber products; shipping and ship building. Specialized iron manufacturing.

The most economical method of reaching the fifth market of TEXAS is through both the:—

BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL



We Want to Welcome London, and England Too, in 1925

SAN ANTONIO, CENTRE OF SOUTHWEST TEXAS, AS BIRDS SEE IT

New York New Orleans Havana Galveston Beaumont Pt. Arthur Dallas Houston

Lykes Bros. Steamship Co., Inc.

REGULAR LINER SERVICE

HOUSTON

to

CUBA *and* PORTO RICO

For rates and further information address

S. J. DAUGHERTY & CO., Agents
HOUSTON, TEXAS

LYKES BROS. S. S. CO., Inc.
GALVESTON, TEXAS



HOUSTON

The City That Built Its Sea Port

Although located fifty miles from deepwater, Houston cut her own harbor to meet the need of commerce. A great market and a great industry have been built in the same indomitable spirit.

Cotton men have been quick to recognize the superior advantages offered by Houston's famous Inland Port, and, during the past season, exported more than one million bales of cotton from this port, placing Houston in position as the second largest cotton export port in the United States.

Since this institution's organization fifty-eight years ago the population of Houston has grown from approximately 6,000 to over 200,000, which remarkable growth has been paralleled by the ever-expanding helpfulness of this bank.



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A ROYAL WELCOME

(Continued from page 156)

white canvass hats, with "Dallas" conspicuously displayed on the front. There must have been a "Little Million" of these greeters, for they were to be found everywhere, at the railway stations, on the streets, in the hotels and at several places where the meeting were held during the week, ready to help anyone who needed their assistance.

The Opera House, in which the general sessions were held, is a commodious well-appointed theatre of sufficient capacity to accommodate all who attended the several meetings.

The assembling of the delegation at the opening session of the Associated Advertising Clubs of America is always an interesting event. Those attending the Dallas Convention marched to the Opera House from their Hotels, headed by brass bands, if they brought them with them. As they entered its hall they were warmly greeted by others who had preceded them, or by the people of the city who had assembled to listen to the opening address.

The two most striking and perhaps to most people, the most attractive delegations were those from the Baltimore and Toronto Clubs, because of their dress. The Canadians were attired in kilties and brought with them two pipers whose bagpipes were kept going whenever opportunity offered. The Toronto boys seemed to greatly enjoy the attention paid them, not only by the public but by the throngs of admiring ladies who stood along the curb whenever they marched through the streets. The Baltimore delegation wore straw hats that were decorated with orange and black bands and carried orange and black umbrellas. Over the shoulder each man wore a strap to which was attached a short megaphone, which they used in giving their slogan. From the many comments made by both men and women, it was practically agreed that as far as good looks went, President E. J. Shea's bunch of "Convention 1913"

boosters were about the nattiest bunch in the list.

DISTINGUISHING MARKS OF DELEGATES

Nearly all of the delegations wore some distinguishing marks aside from their home club badges. The Boston Pilgrims wore straw hats with black bands on which "Pilgrims" appeared in gilt letters. The Atlanta crowd had expensive Indian helmet hats of open straw construction. The Californians also wore nobby straw hats. The New Yorkers contented themselves with badges alone. Those which were furnished by the representative club, consisted of a heavy blue silk ribbon from which depended an artistically designed medal inscribed "New York Advertising Men, Dallas, 1912."

Some of the badges consisted of celluloid covered discs as big as saucers. Those worn by the Syracuse, Muskogee and Toronto delegations were of this character. The Toronto badge was attached to a ribbon of plaid that matched the kilties worn by the members. The Californians carried thousands of orange colored artificial poppies which they placed in the buttonholes of all who would wear them.

PRESENTED WITH ENVELOPE OF SOUVENIRS

When the delegates and visitors registered their names at headquarters each received a paper bag contained among other things a Durham Duplex safety razor, from the National Stockman and Farmer; a pair of President suspenders, a miniature bale of cotton from the Murray Company; a package of Colgate's toilet requisites, a glass paper weight, from the Fort Worth Record and a convention badge of attractive design. The latter consisted of a garnet colored silk ribbon to which was attached the medal of the Dallas Advertising League and miniature reproduction of the National League medal.

On registering at the Fort Worth booth, in the same room, the visitors were given an artistic watch chain, presented by the Star-Telegram; a book containing the program and tickets for Fort Worth day

(Continued on page 174)

RAISING HOUSTON'S SKYLINE



The Bankers' Mortgage Company owns this, one of the city's latest skyscrapers.

The Galveston Daily News —Texas' Oldest Newspaper —Established in 1842

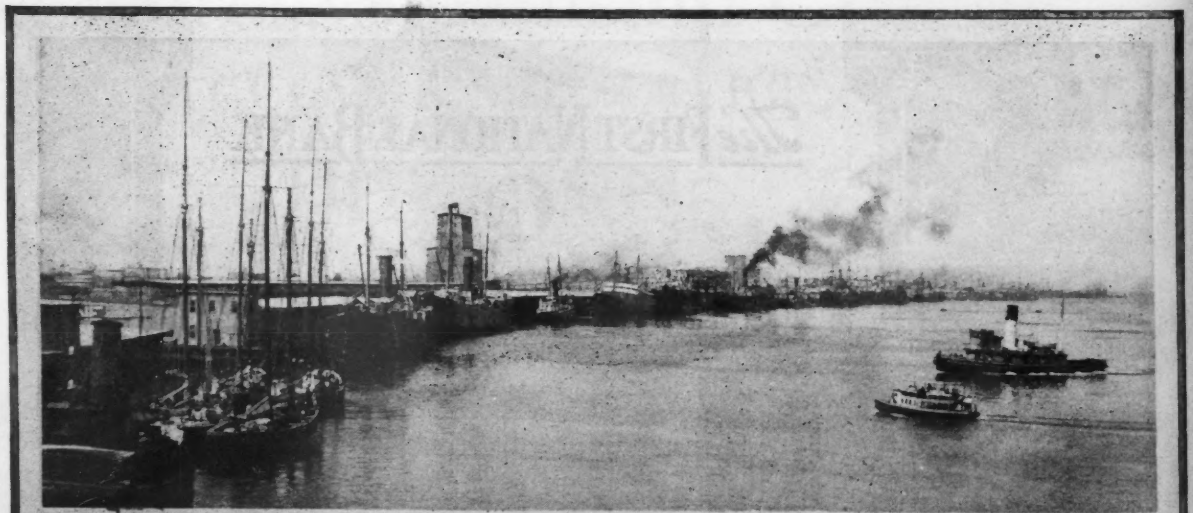
Urges Houston as the 1925 convention city for Associated Advertising Clubs of the World. Galveston, largest cotton exporting port in world, and finest surf bathing resort in America, extends cordial greeting to London delegates, with an invitation to come to Texas next year.

W. L. MOODY, JR., President

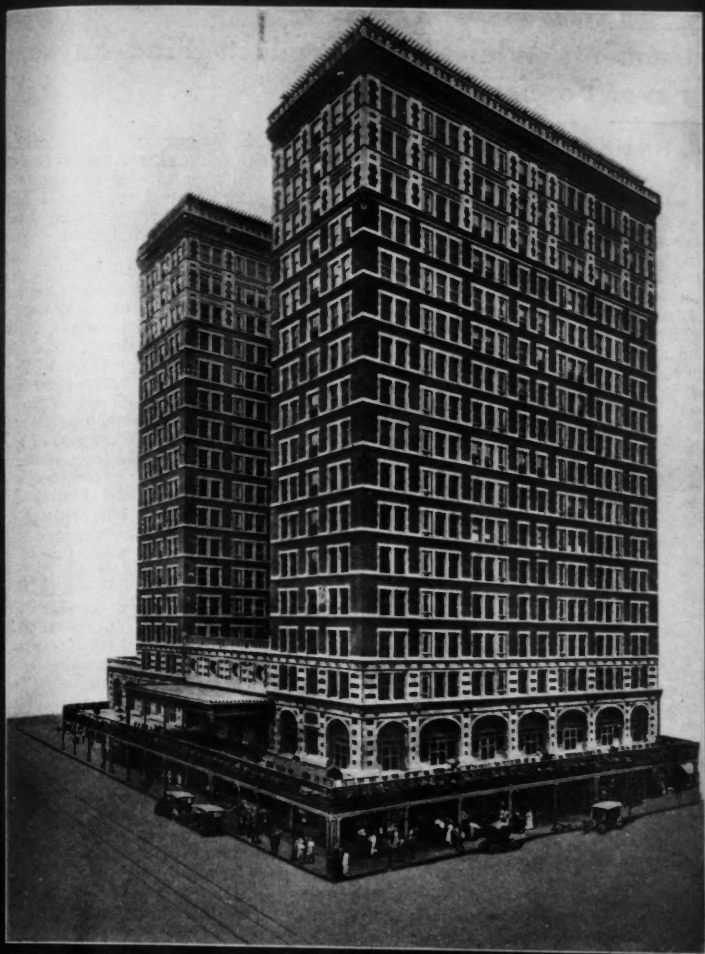
LOUIS C. ELBERT, Vice-Pres., Genl. Mgr.

As an advertising medium THE NEWS is superior to most and inferior to none in the great metropolis of TEXAS.

JOHN BUDD CO.
New York
Special Reps.



Looking Along Part of Galveston's unexcelled Water Front Where Ships From the World Come and Go.



*Houston's
Welcome to
The World
The
Rice Hotel
"Houston Next"
1925*

*Rice Hotel -
Standing on the
site of former
Capitol of The
Republic of Texas
A.D. 1837-1842*



Rice Hotel

HOUSTON, TEXAS

WORLD-TRADE SIDE OF LONDON CONVENTION

English Goods Being Stressed in American Advertisements While U. S. Products Find Favor in Britain Because Many People Favor Foreign Trademark

By WILLIAM H. RANKIN

President Wm. H. Rankin Company, New York and Chicago

WHILE I am sure that all the American delegates to the International Advertising Convention are looking forward in pleasurable anticipation of British hospitality, the underlying purpose of the visit in the minds of a majority will be to stimulate better business and advertising relations between England and America, and at the same time further to cement the ties of good-will and mutual understanding between the two great English-speaking nations so that a great impetus may be given to commerce, industry and the peace of the world.

Already, even before the International Advertising Convention takes place, much good has been accomplished through the mere fact that 25,000 members of the A. A. C. W. all over America and so large a body of American publishers and advertising men were interested in the proposition of coming to England. I can see that a great change, for instance has come over the spirit of certain kinds of American advertising since the "On-to-London" movement was first brought prominently forward at the Milwaukee Convention of 1922. Go back beyond that time and you will not find, if you search through the advertising columns of American advertisers believing that a reference to English preferences added any particular strength to their selling appeal. But look at it today. On the day I write this I pick up copies of New York newspapers, May 10—the *Sun*, the *Times* and the *World*—and I find a great many leading American merchants making all they can of the British appeal to their customers.

Let me run through these in a single issue, to prove my point. Here is Macy's, one of our big department stores, making a special appeal on golf balls "made in England" in big type. On the same page,



WILLIAM H. RANKIN

Rogers, Peet & Co. are advertising "Scotch Mist" fabrics, and dwelling with pride on the fact that they are "woven in Scotland." Near by is an advertisement of "Irish Ham and Bacons," the "Irish" part of it allowing the merchant to compete with America's own tremendous meat-packing industries. "Irish Bacon" is a great favorite on Broadway. Here is a tailor who shows "Thousands of English models," and another one who appeals

to us Americans with "tailored in the Prince of Wales fashion." On another page of the same paper I find "London Character Shoes" which they tell us "are as definitely English as a Fleet Street Mutton Chop." And they also advertise a Blucher which, they say, "betokens true British breeding." Here is another tailor who says that his "double-breasted Roxbury has the typical English balance"; and here is a picture of an \$8 shoe advertised as "imported from Scotland." Weber and Heilbronner offer us hats "after the English fashion," and Cullingsworth tells us in his ads that his clothes are "tailored by hand to our British pattern." My own grocer at Forest Hills features British foods in his windows, notably Crosse & Blackwells fine line of marmalades, jams and condiments. Now that list is only a sample; there are at least a dozen more in the same issue of the paper and without too much emphasis I say that they are a valuable indication of a change in the trend of thought which I believe has been largely brought about by the wide publicity that has been given to the fact that a delegation of 100 British advertisers visited us last year; and that this year a larger delegation (at least 2,500) of American advertisers and publishers is returning the visit. I remember at Milwaukee it was said we could not get 300 delegates to go to London for an advertising Convention. More than 300 will go from New York City alone.

But, after all, this appeal to American customers on the ground of English excellence may be matched, I think, by the appeals of American goods to be found in

the British newspapers. A fair evidence of the mutuality of our interests might be found in your London newspaper advertising for there I see United States prunes, United States oranges, United States toothpastes, United States (Royal) typewriters, United States lawn-mowers, Waterman fountain pens, Eveready Flashlights, United States radio sets, United States clocks and watches, United States patent medicines, United States books; Ford, Buick, Nash and Packard automobiles; Goodrich and Goodyear Tires, and a host of the products of our industry offered in friendly competition with your home-made articles.

All of this mutual interchange of trade and barter is to be widely increased by the London advertising convention, when I am sure that the visit of some 2,500 American publishers and advertising men to the vast display of goods made under the British flag is seen at the British Empire Exhibition at Wembley.

In seeking to gain a larger hold on the vast American market—a market of which the backbone is 110,000,000 people, knowing, just now, none of the curses of unemployment, and all working at the highest wages industry has ever been able to earn—it is plain that British merchants and the leaders of British industry must adjust themselves and their products to the conditions of the American protective tariff. That this is not difficult to do is strikingly evidenced on the day I write this when I notice John Wanamaker, New York's greatest department store, advertising a sale of a ship load of British blankets—and this just on the verge of the summer—offering them, not only as pairs of blankets, but advertising that they are such good bargains

(Continued on page 201)

"On to London"
In 1924

—and then to

TEXAS IN 1925

at Houston and

GALVESTON

"Port and Playground"

All Texas
and the—

Galveston Tribune

Cordially
Invites You

Welcome to
Houston
1925

HOUSTON LIGHTING
AND POWER CO.

HOUSTON
TEXAS
U.S.A.



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ADVERTISING IS A SOUND INVESTMENT

(Continued from page 142)

a complete picture of the advertising possibilities for the whole year be visualized in some graphic form. Only this procedure will make it possible to coordinate the various kinds of advertising with the sales effort of the company so as to bring about maximum efficiency.

Having decided to make this investment, the question arises how much shall we put into the investment, and the answer will vary with every individual case. In the answers to the questionnaire which I sent to members of this association, this question was answered by so few that the only conclusion I could reach is that most of us have not committed ourselves to any set program in this respect.

It is highly important that we have a budget, and there should be some definite way of determining the amount to be included. Many methods are used. It may be a certain percentage of the sales billed during the past year. It may be a percentage of the sales expected during the current year. It may be a flat sum appropriated for the purpose. However determined, this appropriation should be known at the beginning of the year, as it is the basis upon which our plans must be based.

The next step is to decide upon the division of our effort. How much, if any, of our budget shall be invested in the popular magazines, in the technical or trade press, in newspapers, in direct mail campaigns, in catalogues and publications, and in miscellaneous forms of publicity.

Returns from our questionnaire indicate that very few of our members make use of the popular magazines. Practically all who replied advertise in the technical and trade press, if they advertise at all. Those who make use of direct-by-mail campaigns are about 50-50, and the same

proportion seems to hold for those who issue catalogues and other publications.

It is important to choose the right place to advertise and to advertise right in that place, and the beginner must proceed with caution if he would avoid the pitfalls which threaten him when making this choice.

Each periodical should be analyzed with care. Some of the things to be considered are circulation, class of readers, relation of advertising to reading matter, and whether it is a member of the A. B. C.

To be registered as an A. B. C. publication is worth a great deal to the magazine or newspaper, and most of all to the advertiser. It settles without question the circulation of a publication. A paper that is not a member is more or less questioned. One always suspects that it is claiming more than it has, and it is good practice always to ask why it has not had its figures audited.

Next, you will wish to know the reader's value of that circulation. This determines pretty well the value of any advertising you may run in the publication. Style and make-up must be considered as well as editorial policy.

The percentage of reading pages to the total pages of advertising is another important thing to check. It goes without saying that publications that contain all advertising and no reading matter would not have much value. It would be pretty much a waste paper proposition. The ideal relation between reading pages and advertising pages has never been determined. It is probably about 50-50.

Let us now take up the details of planning a year's advertising.

I would have two general forms for this purpose. The first should cover the details of the other sheets. When all the classes of advertising I have mentioned. I suggest that a sheet be used for each of these publications. We will assume that our budget has been apportioned to the various classes in the proper relation, and that each periodical will be closely analyzed along the lines just mentioned. Here we will enter the maga-

zines selected, the amount of space in each, date of appearance and cost. Having completed this for each classification, we will transfer the totals to our second form, which we will call the "Recapitulation Sheet." This sheet, as you will see, shows the classifications I have just mentioned, with space sufficient to record the details of the other sheets. When all the classifications are filled in and totaled, we have our budget for the year, with a complete picture of the investment we have visualized.

Most of this talk has of necessity been general in its nature. I have not touched on the important feature of preparing the copy to be used, nor of the message you have for your readers.

Some of you have done considerable advertising. I would say, however, that you have done very little in proportion to the dynamic force there is in advertising to build up new business. I would say in general our gear manufacturers as a whole could safely experiment by doubling the expenditure for advertising, and by a careful analysis of conditions, invest it very profitably.

The gear industry has made great progress during the past few years. We have faith that it will continue to progress and that its universal recognition as a fundamental industry is not far off. Shall we not express our faith in the future of our great industry by increasing our investment in the one agency which can speedily and effectively bring about the consummation of our hearts' desire?

FIRST PAN-AMERICAN PRESS MEET

(Continued from page 128)

connection with the capture of a famous crook: "The gentleman will be deported to the Penal Colony of Punta Arenas."

As a general statement, we may say that about a dozen Latin American newspapers have attained a position inferior

to none in the news field. I don't know if the American public realizes that perhaps the most effective step yet taken for the furtherance of the Pan American policy, became a fact when the Associated Press tendered a card of membership to some 40 of the largest newspapers throughout Latin America. By being incorporated into this American fraternity of about 1,500 dailies, the Latin American newspaper is now serving some millions of readers with exactly the same sort of news with which the American public is served each day, and for geographical reasons, those on the Atlantic border of South America are able to inform their patrons of the events of the world some 4 hours earlier than, say, a California newspaper, and one hour ahead of New York.

But, all-embracing as they are, the services of the Associated Press do not satisfy the ambitious program of the great Latin American newspapers any more than they do the American daily of the first rank. The metropolitan dailies of Rio, Buenos Aires, Mexico City, Santiago de Chile or Havana, also have their own services sent to them from the principal capitals of Europe and America by their special correspondents, and some of these newspapers are in a position to receive daily by cable or wireless not only the news but any comments their foreign contributors may see fit to send on every momentous subject.

It is true that the Latin American paper has not yet come to adopt the healthy habit of its American colleague of printing in its own columns the criticism directed against it by its readers, but it is also true that neither do they go against anybody with the determination many American papers do, nor is there to be found in its readers the lively interest in matters of public concern which the American public shows. Nevertheless, the more progressive Latin American dailies are leaving further behind the old notion that the newspaper is made for the public and are adopting the newer conception of the newspaper made by the public.

ON TO LONDON—HOUSTON NEXT!

Greetings and Best Wishes for a Most Successful Meeting

THE CITY OF GALVESTON

and Its Citizens

JOIN OUR SISTER CITY

In Extending a Cordial Invitation to Come to "Houston Next," Where Sunshine, Happiness and Real Southern Hospitality Reign Supreme.

TEXAS—The Land of Grand Opportunity

Galveston the Largest Cotton Port in the World.

Galveston the Second Port of the U. S. A.

Galveston the Port of Service and Dispatch.

Compliments of Baylis E. Harriss,
Mayor President, Board of Commissioners,
City of Galveston.

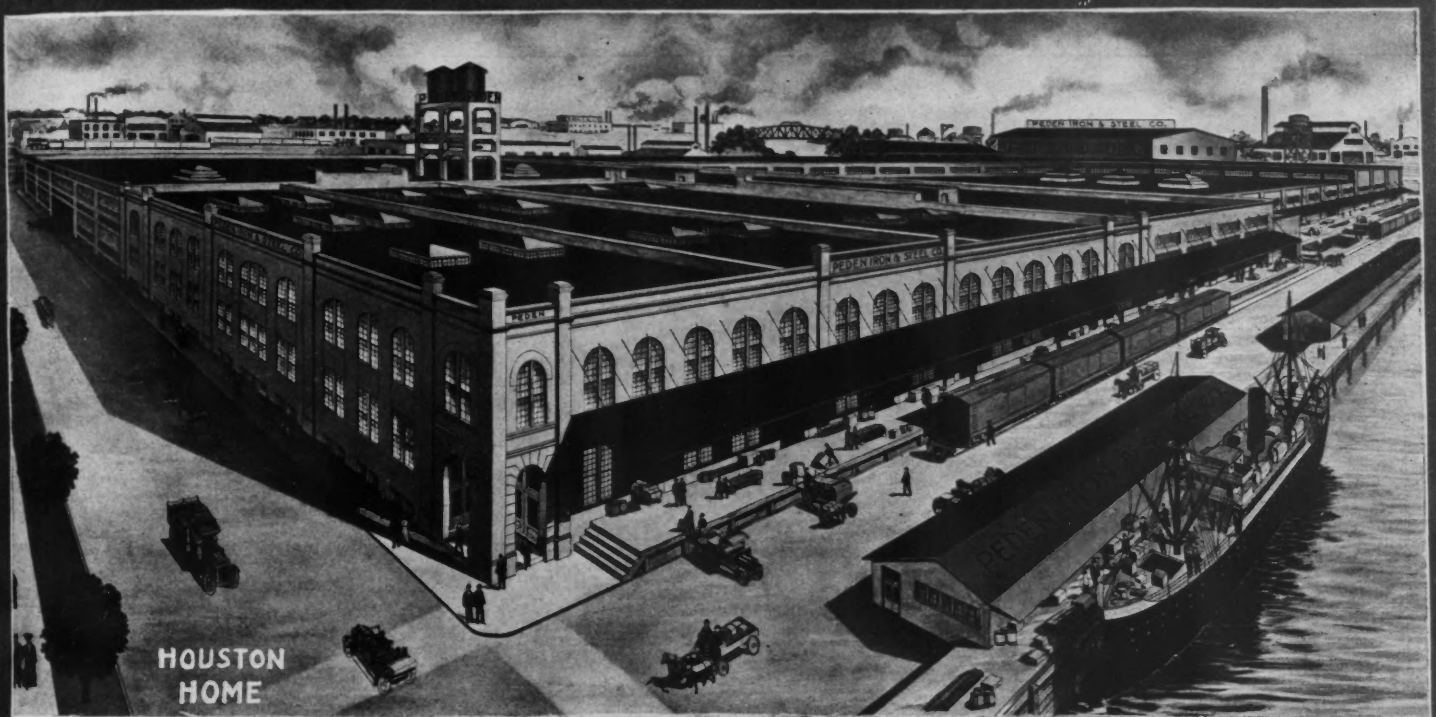
London 1924—Houston 1925

We extend to the delegates attending the 1924 convention at London our most cordial greeting and hope that the convention of the

Associated Advertising Clubs of the World

will be held in the City of
HOUSTON, TEXAS, U. S. A. IN 1925

We know the members will be received at Port Houston (the newest and fastest growing port in the world) with genuine Western hospitality and that every moment of your visit will be full of interest.



Peden Iron & Steel Co. Houston, Texas.

*Wholesale
hardware
and
supplies*

*Branches at
San Antonio,
36. Worth,
Shreveport*

HEARTY WELCOME TO SOUTHWEST TEXAS IS SAN ANTONIO'S GREETING

Historic Alamo City, Which Has Learned to Enjoy What Makes Life Good, Would Like to Play Host to A. A. C. W., But Stands by Houston

By FRANK G. HUNTRESS
President and General Manager, San Antonio Express and News.



FRANK G. HUNTRESS

IF THE convention of the Associated Advertising Clubs of the World for 1925 is held in Houston, Texas, the event will be one that every person in attendance cannot but remember as one of the most interesting and enjoyable experiences in the life of that organization. For in many respects Texas has more in the way of attraction to visitors than is possessed by any other State. Its natural scenic beauty is almost incomparable.

With a broad expanse that descends gracefully from mountain to sea, festooned with wild flowers of innumerable hue and unsurpassed fragrance, with ranches often comprising many miles in area, where graze tens of thousands of cattle, sheep and goats, the traveler may view a pastoral picture more attractive and wonderful than any that can be produced by the brush of a painter, and one which, long characteristic of Texas, is now gradually fading before the march of agricultural development, and so it should be seen while there yet is opportunity.

With a lavish hand nature has bestowed her richest blessings upon Texas, including beauty, picturesqueness, unrivaled fertility of soil, climate unsurpassed for healthfulness and comfort, and a semi-tropical environment attractively unique.

And visitors who come here for the first time usually are surprised by the splendid farms, the excellent crops of field and orchard, the progressive cities

and thriving towns, the hundreds of miles of highway that affords as smooth and rapid travel as is found on most city streets.

The conditions here mentioned are especially characteristic of Southwest Texas, a large area, of which San Antonio is the metropolis and principal commercial center. And to this section visitors to the convention, if it is held in Texas, are cordially invited, with an assurance that the trip will be one filled with surprises and interest. San Antonio would gladly have the convention meeting held here, but since Houston is a candidate, we cheerfully waive local ambition and join in the invitation of that city in the name of the entire State of Texas.

But San Antonio and Southwest Texas will extend a special invitation to the visitors while they will be in Houston to make a side trip here, for the reason that they cannot afford to miss such a visit. Here they will see the old missions founded long ago, the historic Alamo, where every one of its gallant defenders in one of the most remarkable battles on this continent died rather than surrender, thus gaining for themselves the immortal comment: "Thermopylae had its messenger of defeat, the Alamo had none."

Here they will see the Mexican quarter of the city, the most important army and aviation center in the United States, a picturesque river that winds gracefully through the city to be crossed at every

turn, stately palms rearing above a verdant landscape, more than a quarter of a hundred beautiful parks, including the famed Brackenridge Park, with its scenic drives, its Japanese village, its Alps, and other features of popular distinction. They will find here one of the best municipal golf links in the country, and dozens

of other provisions for sport and pleasure not overlooking the numerous drives in and around the city.

San Antonio gladly joins in extending the invitation to the association to come to Houston, Texas, next year, and the members will be doubly welcome here if they will visit San Antonio.

RADIO BULLETINS USED TO ADVERTISE NEWSPAPERS IN SWEDEN

RADIO is being used effectively to advertise newspapers in Sweden, according to Carl Skanberg, editor of the Stockholm Radio magazine, a monthly, and radio and automobile editor of the Stockholm Aftonbladet, an evening newspaper, who returned home this week. After a month's visit in the United States.



CARL SKANBERG

Skanberg told EDITOR & PUBLISHER how radio had been made a profitable newspaper asset, and, as automobile editor, gave interesting sidelights of motor criticism abroad.

"Radio advertising has accomplished a remarkable circulation increase for our newspaper," he said.

"Every evening, just as the Aftonbladet goes on the street, we broadcast a concentrated summary of its news contents. We started this last November, and it has now become an expected daily feature, which has proved a splendid advertisement.

"Radio is very popular in Sweden. Almost every family has a receiving set. Situated as we are in the midst of many different countries, added incentive is given to radio fans.

"Owners of sets can listen-in on programs broadcast from England, France, Denmark and Germany.

"Sweden offers a splendid market for American radio manufacturers. Now there is not more than one American set in all of Sweden. British and German manufacturers are extensive advertisers in Sweden."

Skanberg's special hobby is the automobile. He drove the first automobile ever seen in Sweden back in 1897, and has studied the mechanics and the industry ever since.

"Before writing about a new car, I make a point to give it a test personally. Then, in the review, I point out the flaws as well as the good qualities. This naturally affects our advertising columns. Some automobile manufacturers will not advertise at all in the Aftonbladet. But this is compensated by the gain in reader interest and reader confidence, with resulting increased circulation. It has done a lot of good, too, I think," he added, "because bad cars have been practically excluded from Sweden."

"One fault I find with American automobile editors is that they do nothing but praise the new offerings. They, of course, are looking for advertising as a rule."

While in this country, Skanberg visited many of the larger automobile plants and took the opportunity to study American newspaper methods.

"While we have no Sunday newspapers in Sweden, we are planning to Americanize our Saturday evening editions to correspond with American Sunday papers," Skanberg declared. "We believe use of comic strips and similar features will help increase our circulation, which now totals 190,000."

May We Extend To All Of You

Advertising Men, A Most Hearty Invitation to Come—Look—and Learn More About

Houston In 1925

WE PLEDGE OURSELVES TO MAKE THE VISIT OF THE A. A. C. OF W. PLEASURABLE AND PROFITABLE TO THE FULL

WADDELL'S HOUSTON, TEXAS

The
GALVESTON COTTON
EXCHANGE and
BOARD of TRADE
and ITS MEMBERS

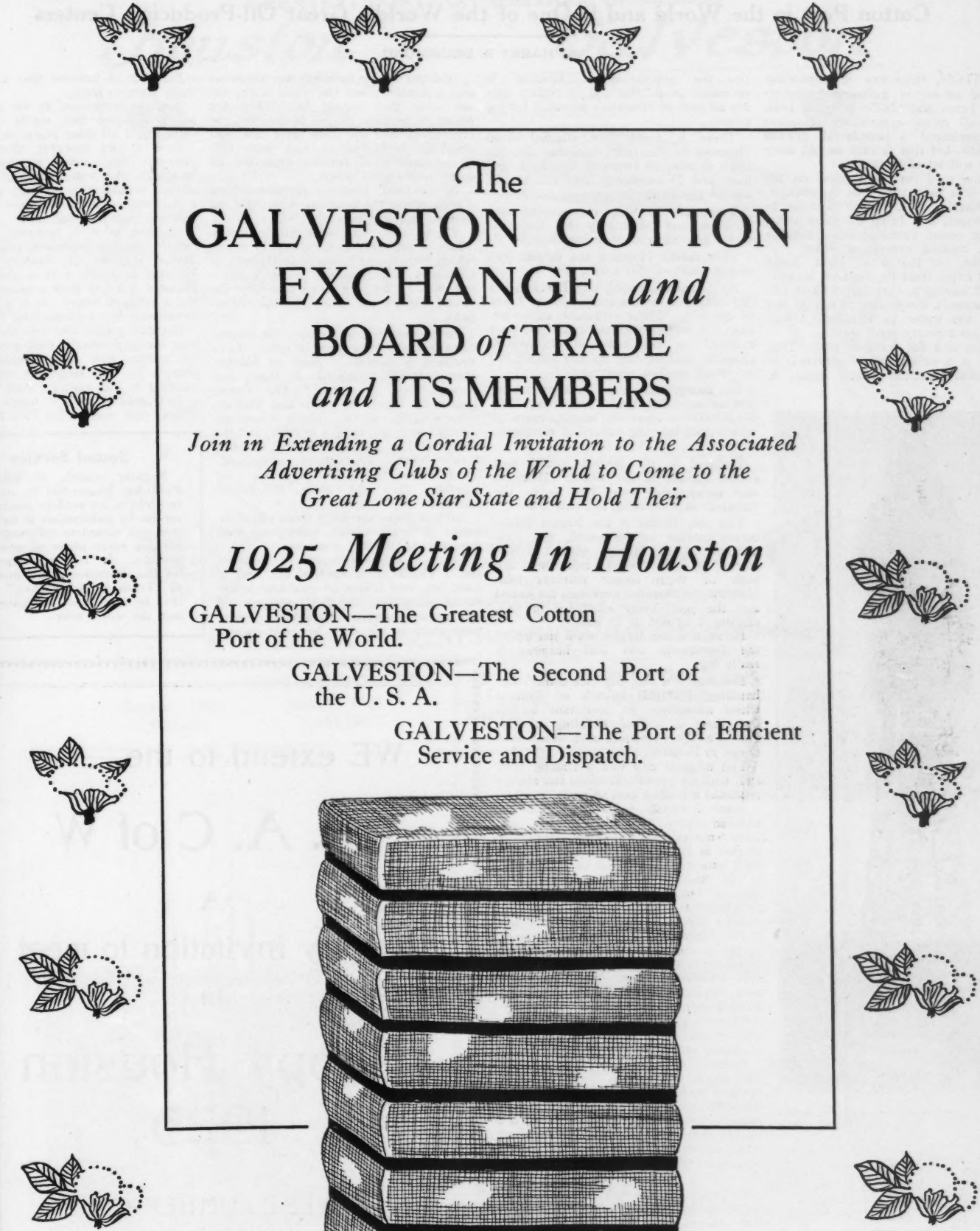
*Join in Extending a Cordial Invitation to the Associated
 Advertising Clubs of the World to Come to the
 Great Lone Star State and Hold Their*

1925 Meeting In Houston

**GALVESTON—The Greatest Cotton
 Port of the World.**

**GALVESTON—The Second Port of
 the U. S. A.**

**GALVESTON—The Port of Efficient
 Service and Dispatch.**



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HOUSTON A MAJOR MARKET OF AMERICA

Started as a Trading Post, the City Has Never Forgotten Its Early Habits—It Is the Largest Inland Cotton Port in the World and Is One of the World's Great Oil-Producing Centers

By HARRY R. DRUMMOND

HOUSTON, third city in population and second in commercial importance in Texas, had 138,276 people in 1920.

Like all cities, everywhere, Houston has experienced a wonderful growth since 1920—but that is such an old story that we will let it go at that.

Houston used reverse English on the seaport idea as against Los Angeles.

Los Angeles, as we know, wanting to be a seaport, and being 22 miles away from the ocean, extended city limits to the sea, making everything Jake.

Houston, on the other hand, being some 50 miles from the Gulf of Mexico, and still having a very aggravated yen to be a seaport, simply dug things up and brought the water to Houston, which, after all, is a pretty good idea.

Houston is a flat surfaced city. That is, there is a uniformity of elevation in and around Houston which makes it

ties the population of Houston is estimated at 202,000 and in reality they are all part of Houston's potential buying power.

There is a 30 foot channel from Houston to the Gulf, enabling the big boats to come to Houston to unload and load, and 23 steamship lines run in and out of the port.

There are 17 railroads running into Houston, and collectively they have 157 trains arriving and departing daily.

This makes Houston the largest rail center south of St. Louis.

As a manufacturing city Houston has 383 industries within the corporate limits of the city. These represent an investment of \$49,645,000 and purchase raw material to the tune of \$56,256,000 annually, making that up into \$86,875,000 worth of finished products.

In doing this these manufacturing institutions distribute something like \$14,000,000 a year in wages, most of which goes into the coffers of merchants of Houston.

Houston is the largest inland port cotton market in the world. Houston, like every other city, has to be the "largest" in something, and this is it.

You see, Dallas is the largest inland cotton market in the world, and New Orleans is the largest seaport cotton market in the world, and they are both of them larger markets than Houston, so Houston combines the inland and the port, being exclusive in this, making it largest of its kind.

Houston is the largest wool market in the Southwest, and that business is really big.

Houston is a big, big rice center, too, handling 4,500,000 bushels of Chinese wheat annually. So important is this that there is a Rice Building, a Rice Hotel, a Rice Institute and other Rice things in Houston.

The original city was a trading post, and, with its growth, Houston has always remained a trading post of parts.

Some 3,000,000 bales of cotton are handled every year in Houston, and other agricultural products finding a market in Houston, agricultural products such as garden truck and citrus fruits.

The lumber business of Houston amounts to between \$75,000,000 and \$100,000,000 a year, requiring more than 150,000 cars annually for transportation.

The biggest bet in Houston, however, is the oil industry. Within a radius of 50 miles are some of the greatest oil wells ever brought in on the American continent, having a production of more than 100,000 barrels daily.

There are 238 miles of paved streets and 89 miles of street car tracks in Houston, and 23,380 homes in the city.

Houston is a home city, by the way. The people live in real homes, and take pride in their homes. They are many of them beautiful, and all of them look homey. By the same token Houston is a mighty good furniture market, and the retail furniture dealers seem to be about the most progressive merchants in the city.

Reverting to the railroad proposition for a moment, it might be well to note that there are 54 passenger trains daily, and they handle some 200,000 passengers monthly. The railroad payroll of Houston is something more than \$1,000,000 a month.

There are some 33,000 automobiles in Houston, and but one interurban road connecting Houston and Galveston.

The surrounding territory, however, is well provided with surfaced roads and quite a bit of hard pavement. This is being continually increased.

Houston's office buildings are numerous and pretentious, but the retail stores are not what they should be. They are numerous enough, heaven knows, but the business is split up, there being few outstanding establishments, and those that do outstand do so because there are not many really good places.

In this way Houston resembles New York, where the business is so split up that no one dominates.

There are six department stores. Three of these are in the Sidouski string, which includes such stores as Bailey's in Cleveland and Nugent's in St. Louis—nuf said. They are Levy Brothers, the Grand Leader and Harris Hahlo Company.

Foley Brothers is perhaps, the largest store in the city in point of sales. Levy Brothers is second in point of volume, Harris Hahlo Company, is third, and perhaps first in "class." The Grand Leader is fourth in class and fifth in volume while W. C. Munn Company, fourth in volume, is fifth in class, and the Columbia Dry Goods Company is sixth, both in quality and volume, corresponding to Rothenberg's in New York. All together they do some \$12,000,000 annually.

All told there are 1,300 retail establishments in Houston and, collectively they do some \$72,000,000 annually.

There is a lot of money in Houston, and a wealth of prosperity, too, and, if some big, real honest to goodness leader would jump into the field, and put up and run a real honest to goodness department store on big lines, he could control

a big slice of business that now "floats" from place to place.

Such an institution, by the way, would set a standard that would elevate the standard of all other stores in the city.

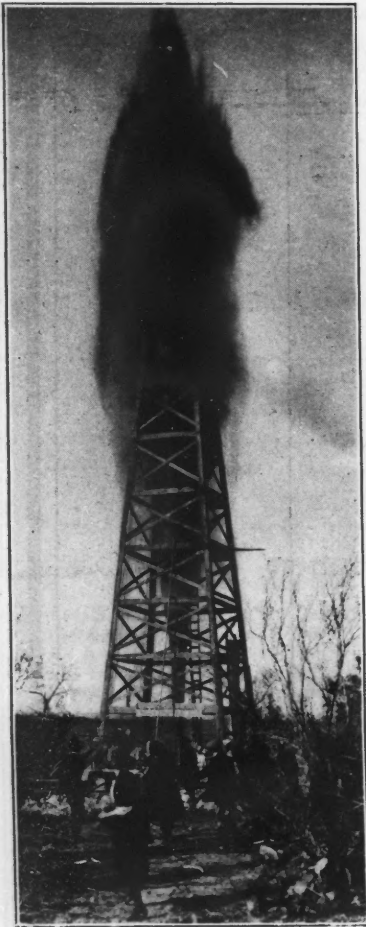
It is a fact, however, that, although Houston has some wonderful office buildings, and some beautiful homes, if anyone should want to start a store for a pace-maker he would have to have a building built for that store.

Houston as it is, however, has every right to have a prominent place in "The Major Markets of America" and, as Houston is a city with a glorious past, Houston is a city with a splendid present and a brilliant future. It is a good place to cultivate in a business way, Houston is.

Houston people are well dressed. The men are particularly well groomed, and the women look like veritable fashion plates. By and large the city is outstanding in this regard. And they have a metropolitan air of hustle and "do things" that one cannot help but notice.

Sound Service

Regular readers of Editor & Publisher know that its policy is to yield to its readers constructive service by publication of authoritative and complete information regarding every phase of newspaper making. It is an independent, fearless champion of the principles of "Truth in Advertising." It is read by newspaper and advertising men the world over.



Black gold gushing from the earth-bound sources of Texas wealth. This well is near Three Rivers.

mighty easy for a man to be "on the level" there. In fact being on the level is practically obligatory in Houston.

There is, of course, a "Greater Houston." No city, anywhere would be worth speaking of if it were not for a "Greater," you know.

"Greater Houston" includes the municipalities of Magnolia Park, Central Park, Harrisburg, Sunset Heights, West End, and other surrounding towns, corresponding to Yonkers, Mt. Vernon, Jersey City, Hoboken and similar surrounding cities of New York.

Including these surrounding municipali-

WE extend to the

A. A. C of W

A

Hearty Invitation to meet

in

Happy Houston

1925

WEST LUMBER CO.

HOUSTON, TEX.

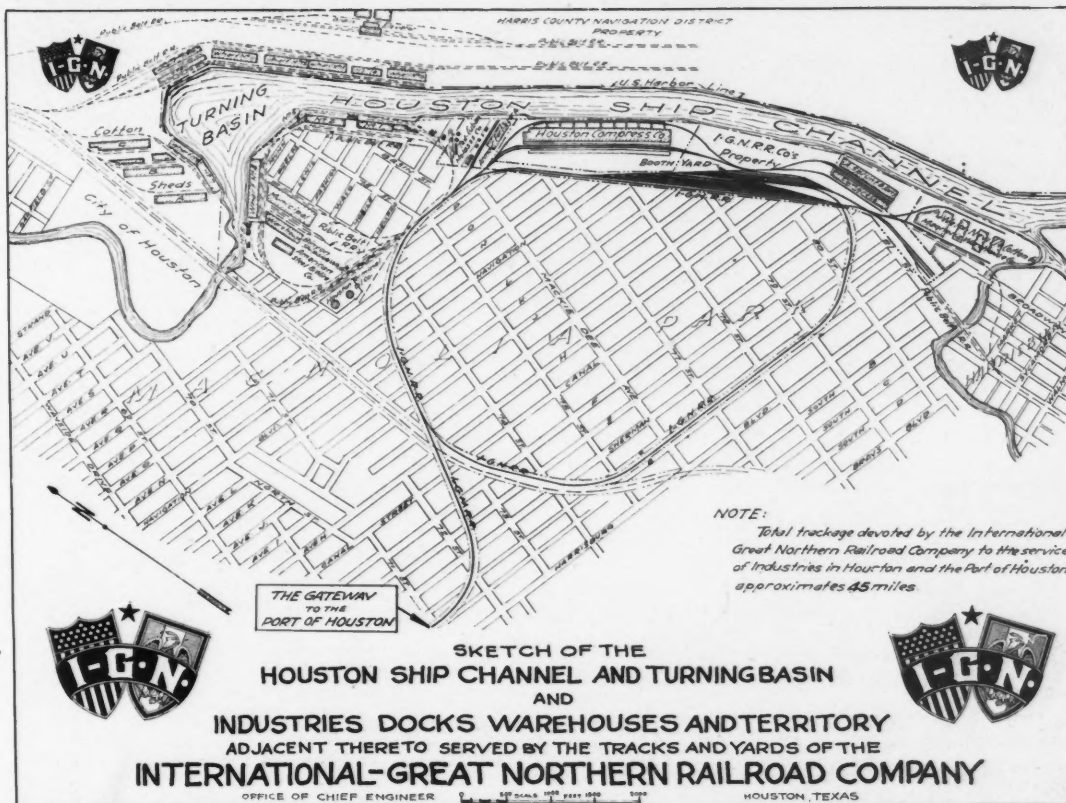
J. M. West—on-to-London Delegate

INTERNATIONAL - GREAT NORTHERN RAILROAD COMPANY

**SERVES WITH ITS OWN RAILS THE TWO
GREATEST PORTS ON THE GULF OF MEXICO**

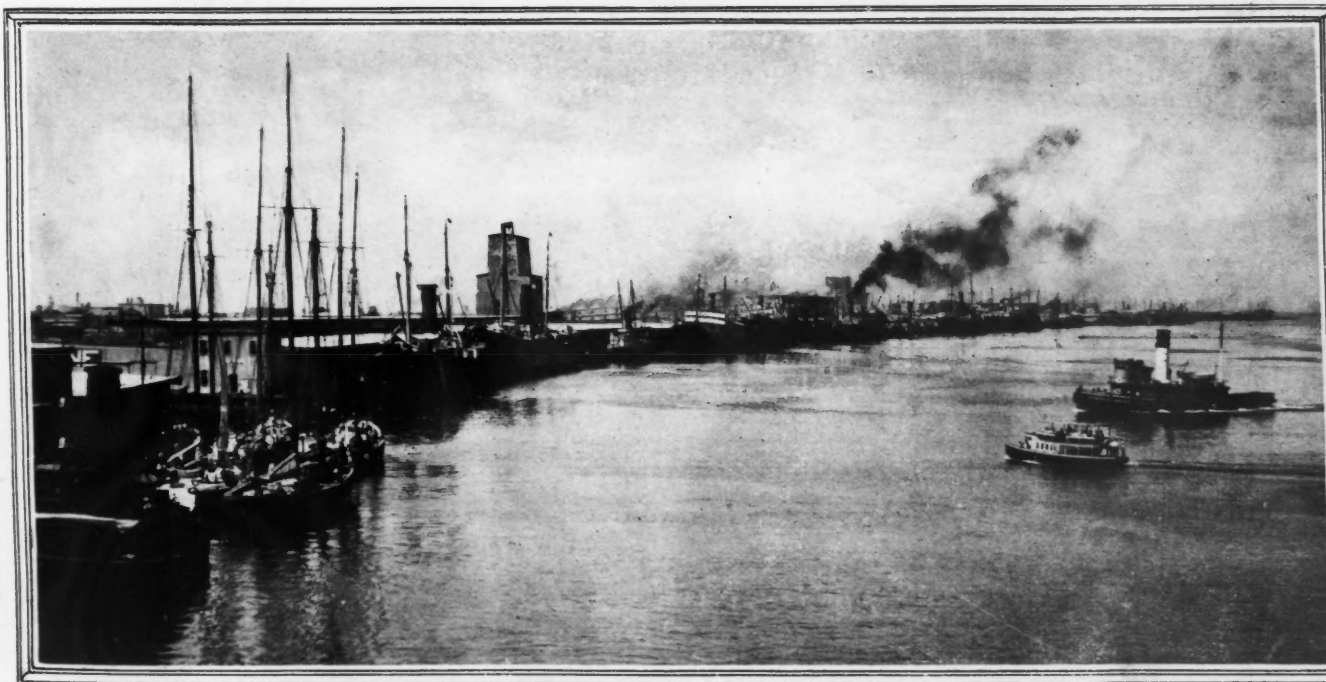
Houston

Galveston



NET COTTON RECEIPTS (BALES) HOUSTON, TEXAS

Season 1920	Season 1921	Season 1922	Season 1923	To March 1, 1924
1,080,564	1,567,749	1,163,673	1,377,557	1,730,728



View at Waterfront

Galveston, Texas.

COTTON RECEIPTS (BALES) GALVESTON, TEXAS

Season 1920	Season 1921	Season 1922	Season 1923	To March 1 1924
2,101,119	3,144,361	2,551,935	2,345,674	2,632,587



THE SUNSHINE ROUTE

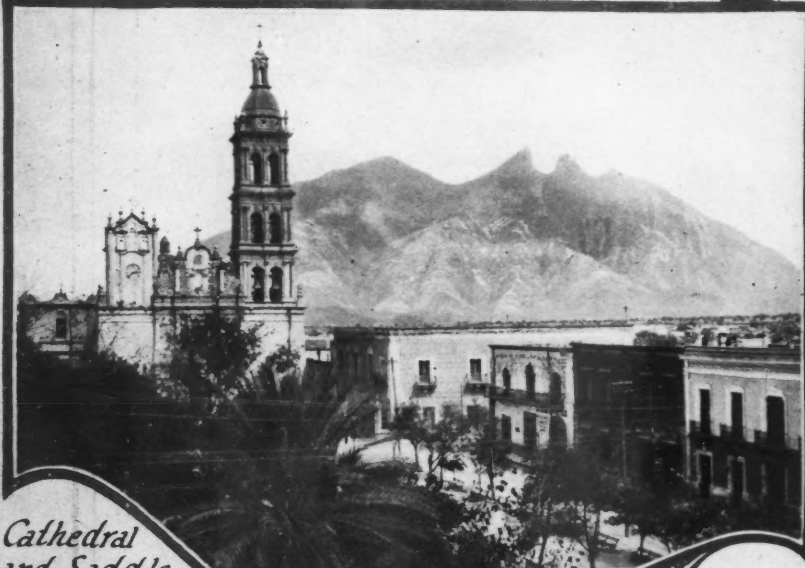
INTERNATIONAL - GREAT NORTHERN RAILROAD COMPANY



International Bridge Between United States and the Republic of Mexico, Laredo, Texas.



State Capitol Austin, Texas native Texas



Cathedral and Saddle Mountain Monterey, Mexico.

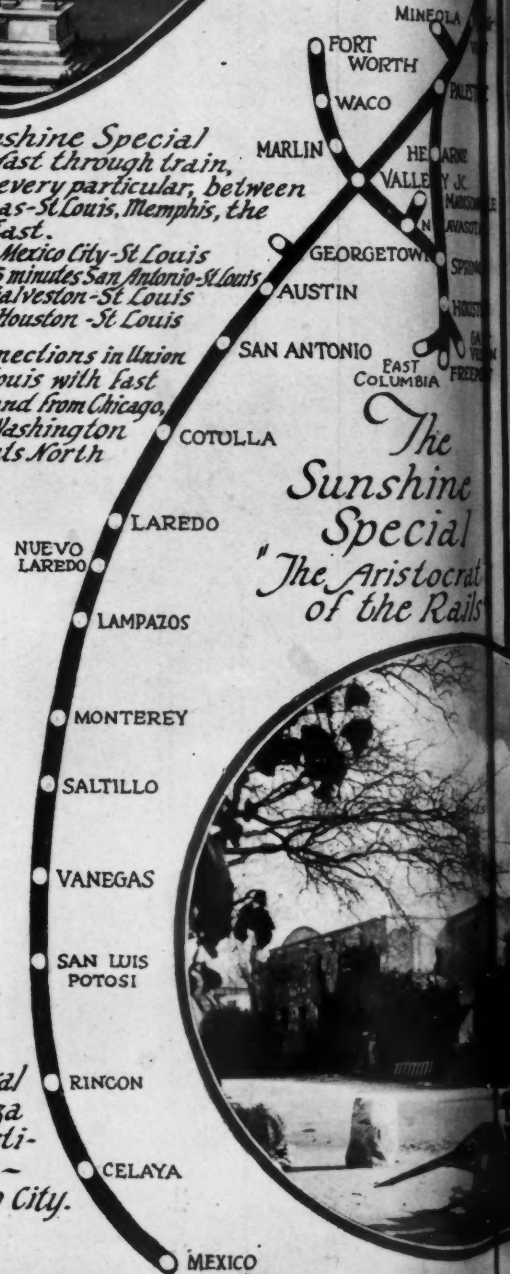


Cathedral and Plaza de Constitución - Mexico City.

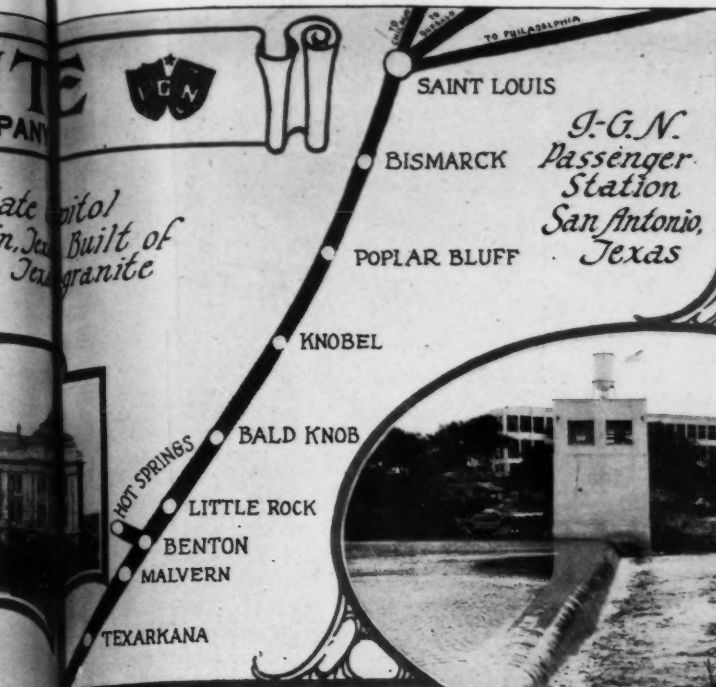
The Sunshine Special All steel fast through train, modern in every particular, between Mexico, Texas - St. Louis, Memphis, the North and East.

*7 1/2 Hours Mexico City - St. Louis
2 1/2 Hours San Antonio - St. Louis
2 3/4 Hours Galveston - St. Louis
2 1/4 Hours Houston - St. Louis*

Direct connections in Union Station St. Louis with fast trains to and from Chicago, New York, Washington and all points North and East.



The Sunshine Special "The Aristocrat of the Rails"



*I-G-N
Passenger
Station
San Antonio,
Texas*



*Gingham
Mills, New
Braunfels,
Texas. The
only one west
of the miss-
issippi River*



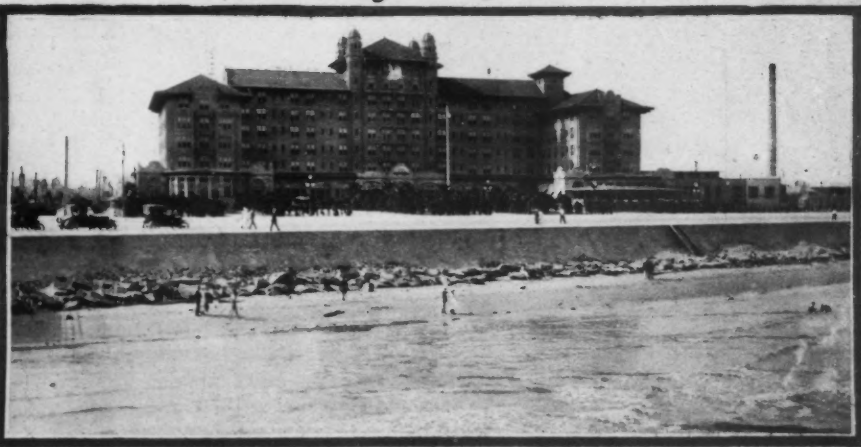
*Section of Track of the I-G-N Railroad near
Austin, Texas. Unsurpassed in modern railway construction*



Alamo Plaza San Antonio, Texas



*Rice
Institute,
Houston, Texas. One
of the leading educational Insti-
tutions of the South*



*Beach Front
Galveston, Texas.*

*The Alamo
Scene of the Battle
of the Alamo San
Antonio, Texas.*

*"Her mopylac had her messenger
of defeat but the Alamo had none"*

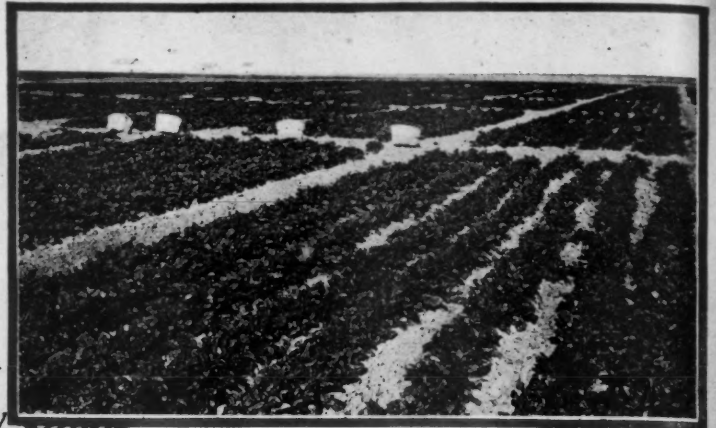
*The
ine
ocrat
Rails*

Agriculture along the

INTERNATIONAL - GREAT
NORTHERN RAILROAD

Spinach Field

Over one and one half million bushels of spinach goes to the Northern and Eastern markets over the International Great Northern Railroad



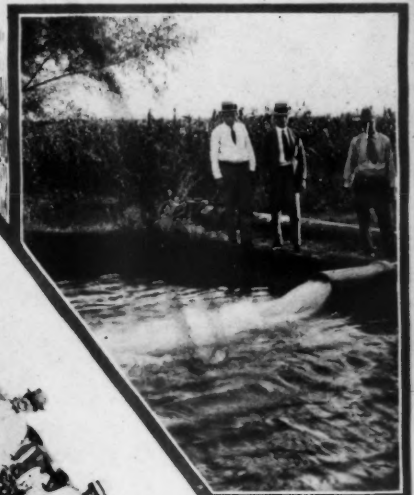
A Texas Cotton Field. The International-Great-Northern Railroad serves the world's greatest cotton producing territory and hauls more than one million bales in a single season



Administration Building Agricultural and Mechanical College of Texas. The leader in the Agricultural development of the Empire state



An Ideal Country In Which To Live Where the finest of oranges and the "prettiest of maidens" grow along the route of the I-G-N



Artesian Well. An inexhaustible supply of artesian water is available for irrigating thousands of acres of truck crops and citrus fruits.



Bermuda onions in Texas. This railroad has hauled as high as 2 1/2 million crates of these onions in a single season.

DALLAS, RECALLING 1912 CONVENTION, SECONDS HOUSTON'S CALL TO CLUBS

Marvelous Commercial Growth of the City and State in 13 Years Make It a Subject for Close Study By Advertising Men

By GEORGE B. DEALEY

President and General Manager, Dallas News



Business District of Dallas

DALLAS gladly joins Houston in its invitation to the Associated Advertising Clubs of the World to come to Texas for their 1925 convention.

Thirteen years will then have passed since the Associated Advertising Clubs held a convention in Texas, Dallas having been the hostess in 1912.



GEORGE B. DEALEY

Within that time Texas has climbed to first place among all the States in the value of its agricultural products, the government reports giving it a total value of more than \$1,000,000,000 for 1923. Last year its cotton crop alone was worth \$650,000,000.

To its agricultural wealth, far exceeding that of other states, there has been added in recent years a stream of flowing gold in the form of crude oil drawn from its subterranean resources. It is conservatively estimated that the present oil production in Texas has a daily average value of \$500,000.

The production of petroleum in Texas increased from 20,000,000 barrels a year in 1914 to 125,000,000 barrels in 1923.

Texas leads all states in the production of beef-cattle, sheep, mules and goats. It

is fourth in horses, sixth in dairy cattle and seventh in swine. Its livestock production is estimated at \$315,000,000.

From its farms, its pastures, and its mines, Texas produces approximately \$1,500,000,000 for its residents to spend annually.

Veritably, an inviting field for men who sell merchandise through advertising! A field with which they should become better acquainted. Surely they can afford to come to Texas for that reason if no other.

To come to Texas without coming to Dallas would be like going to England without seeing London. Dallas is the market place for the people of Texas and the Southwest.

Those who attended the convention in Dallas in 1912 would not know the city today. Then its population was 100,000. Today it is approximately 235,000.

"A New Yorker," said Rex Beach, "upon arising in Dallas his first morning must almost rub his eyes to make sure he is not still in sight of Broadway."

In 1922 Dallas ranked 15th among the jobbing centers of the nation, 5th as a jobbing center for dry goods, 24th in postal receipts, 16th in volume of parcel post business and first among all cities in per capita of express business.

Dallas has a trade territory of 2,000,000 people within 100 miles and 10,000,000 people within 24 hours' ride. It has 20 steam and electric railway outlets. It is the largest retail market in the Southwest; 4,000 establishments do business

amounting to \$280,000,000 annually. The Dallas wholesale market does \$700,000,000 business annually.

During 1923 Dallas led the cities of Texas in bank clearings, charges to depositors' accounts, registration of automobiles, income tax payments, building permits, postal receipts, assessed valuation of property and wholesale and retail business.

During each of the last five years Dallas has successively broken all building records for herself and other cities in the Southwest. During that time Dallas

building records have totaled \$85,000,000. She has 64 buildings ranging from 6 to 29 stories high.

Dallas has more than 4,000 acres in parks and playgrounds; five country clubs and seven golf courses.

Dallas has 45 grade schools, five high schools, Southern Methodist University and Baylor University Colleges of Medicine, surgery and pharmacy.

Dallas has 118.5 miles of paved streets.

Dallas has more than 500 manufacturing establishments which turn out \$135,000,000 in manufactured goods annually.

CLEVELAND PRESS ASKS PROHIBITIVE TAX ON BILLBOARD ADVERTISING.

THE following editorial is clipped from the *Cleveland Press*:

A Roll of Honor.

The press salutes the corporations whose names are listed below. They are pioneers of "America, the Beautiful."

These concerns have pledged themselves not to advertise on billboards which detract from the natural scenery: The Standard Oil Company of California.

- The Standard Oil Company of N. Y.
- Kelly-Springfield Tire Company.
- Pillsbury Flour Mills.
- Washburn-Crosby Company.
- Champion Spark Plug Company.
- B. F. Goodrich Tire Company.
- Sun Oil Company.
- Hood Rubber Company.
- Ajax Rubber Company.
- Ward Baking Company.
- Dodge Brothers.
- Gulf Refining Company.
- Fleischmann Yeast Company.

And to the list of corporations we add the name of Flo Ziegfeld of "Follies" fame, who has just announced he will tear down his enormous electric sign at Times Square, New York, and spend the \$50,000 that it cost to run and the

money that his billboards cost per year, in forms of advertising that do not mar the beauty of the surroundings.

And then we repeat a word of commendation for our own Euclid Avenue Association, which is undertaking to eliminate the landscape defilements from its jurisdiction.

The rapid spread of the billboard threatened to doom the beauty of outdoor America.

Of what avail were the rocks and rills if a billboard barred the view? Of what dignity a templed hill, if a lurid advertisement screamed from its side? What profit it for the woodsman to spare the tree, if the advertising man came along and tacked signs on it?

There is no landscape, wild or cultivated, that is not ruined by the presence of a billboard.

The corporations listed above have led the way. Doubtless others will quickly follow. But this matter should not be left wholly to voluntary action, for there probably would always be some callous concern which would continue to deface the landscape. The rural billboard should be abolished by federal action—by placing a prohibitive tax on it.

On to Houston 1925

To the enthusiastic invitation of other Houston institutions add ours

BEEK ADVERTISING AGENCY

INC.

Houston's Nationally Recognized Advertising Agency

James H. Beek
Geo. I. Seitz
Bert Blessington
John Helm Yeaman
L. M. Beasley

Thos. Robinson
H. Wirt Steele
H. D. Newsom
Virginia Rife
M. O. Bock

A ROYAL WELCOME

(Continued from page 160)

(Wednesday) and other souvenirs. Those of the delegates who happened to be newspaper men, on registering at the press booth were presented with a handsome white badge with a gilt medal attached.

At the close of the morning session Monday, all of the delegates and their wives were taken on an automobile tour of the city and then to its Country Club where an alfresco lunch was served at tables spread on the golf links.

Dallas never saw such an automobile parade, seven hundred and thirty-five machines were required to accommodate the 2,200 people who accepted the hospitality of the Dallas News at lunch and of the citizens who provided the automobiles for the trip.

SIDEWALKS THROGGED WITH SPECTATORS

The streets in the city were thronged with people, not only of Dallas but from all over the State. The latter had come to town to get a glimpse of the advertising men. The spectators packed the sidewalks, filled the windows of the buildings and some even clung to the cross bars of the telegraph poles.

Owing to a delay in getting the procession started the guests were obliged to sit in a broiling sun for over an hour, and had it not been for the breeze that swept up from the South many would have backed out of the trip.

The tour of the City's streets were highly instructive. The visitors were struck by the number of handsome public and private residence buildings they saw. I have never seen anywhere in my travels such an architecturally beautiful church as the First Presbyterian now in process of construction and nearly completed. It is built on classical lines and looks more like a stately Greek temple of the days of the Pericles, than a modern church.

Some of the residences in the suburban district were as stately and as costly as some of the villas at Newport, that are regarded as examples of artistic architectural beauty.

LUNCHEON AT THE CLUB HOUSE

On arriving at the Country Club the official guests were entertained at luncheon on the verandas of the Club House, while the others were at the tables, spread in the field nearby. The later was a stand-up lunch, but it was of choice quality and abundant in quantity. It consisted of fried chicken, saratoga chips, tomato salad, rolls and ice cream. Claret punch and iced tea were the drinks served and then came cigars. The scene in the field was a pretty one, American flags, snapped in the brisk breeze above the tables, men in white flannel suits, wearing the bright colors of their clubs, women clad in dresses of white, with here and there a dash of color, the Canadians in kilties, gave a pleasing variety to the color effect of the crowd.

MONDAY MORNING SESSION

The Associated Advertising Clubs of America convened in eighth annual ses-

sion in the Dallas Opera House Monday morning. The large auditorium was crowded to capacity and was resplendent with the different badges and banners designating delegations from every section of North America. There was also present a representation from London, England, and one from Honolulu, P. I. The Honolulu Ad Club has only recently joined the Association, and are taking advantage of the first convention which it is their privilege to attend.

GREATEST GATHERING OF AD MEN

The meeting was called to order by President George W. Coleman, who stated in the beginning that this was the greatest gathering of advertising men ever held anywhere on the face of the earth. He paid very high compliments to the Dallas Ad League from the competent manner in which they were handling matters, and in turn thanked the City and its officials for their hearty co-operation and support.

After a brief mention of similar conventions held before in various other sections of the country, he introduced Hon. W. M. Holland, Mayor of Dallas, who stated that as the City already belonged to the Ad men it was useless for him to say anything further along that line, and gave all visiting members to understand that the simple fact of their being members of so great an organization made it an open sesame, and all privileges and enjoyment was surely in order.

"The fact that this City is as enterprising and as far advanced as it is, is due, in great measure, to you people who have come here from California, Canada and Baltimore," he continued. (These are the three cities competing for the next annual convention.) He also took the opportunity to eulogize the commission form of government, saying to representatives from other portions of the country where this newest form of municipal government is not yet in vogue, that he hoped they would become imbued with the idea and thus sow a seed which in itself, would well repay their trip to this City.

Mayor Holland expressed his intention of making the tour of the State with the

special train of Ad men, thus showing his appreciation of the good they do and are yet to accomplish.

ADDRESS OF GOVERNOR COLQUITT

O. B. Colquitt, Governor of Texas, was then introduced and caused a great deal of laughter and enjoyment by declaring that "I believe in advertising myself." He attributed the great publicity Texas is now getting to the activities of her several Ad Clubs, and requested all cities competing for the Convention in 1913 to withdraw in favor of Texas, and make this their annual meeting ground. There was plenty of room, he said and suggested that the dates be allowed to run the year round. He closed with a remark that "If the Governor can do anything for you, at any time, just telegraph me, wherever I am, and I will either come to you or see that your wishes are gratified."

Reports of Secretary P. S. Florea and Treasurer G. D. Mekeel were then heard, after which an automobile parade numbering over 500 cars was taken. This was the longest and largest parade of its kind ever seen in this section of the country. Moving pictures of the procession were taken by the Pathe Film Company. After traversing the more prominent streets of the City for two hours, the visitors were taken to the Dallas Golf and Country Club, where an "alfresco luncheon was tendered them," by the Dallas Morning News.

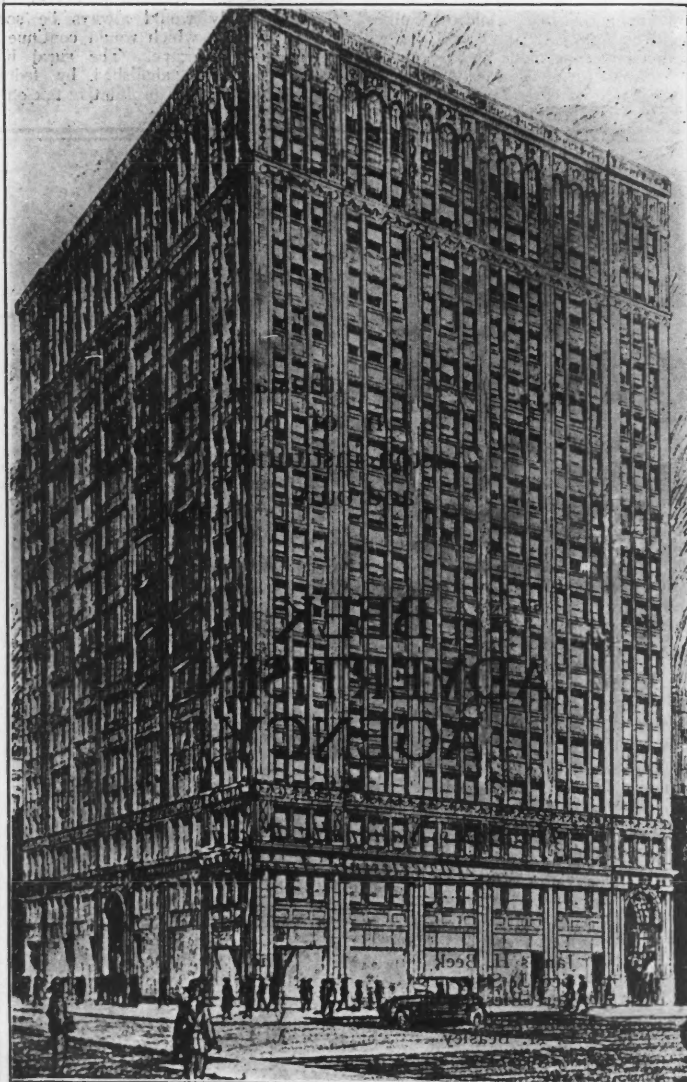
AFTERNOON SESSION MONDAY

The delay in the return of the delegates and guests from the Country Club where the "alfresco lunch" was served by the Dallas Ad League, caused the afternoon meeting, which was scheduled for two o'clock to be postponed until four.

Owing to the non-appearance of one or two of the speakers scheduled to make addresses, the first part of the session was turned over to Herbert S. Houston, chairman of the Educational Committee, who called upon a number of speakers from different parts of the country, to tell what had been done in their respec-

(Continued on page 180)

HOUSTON'S BIG BUSINESS



New Cotton Exchange and Board of Trade Building of Houston.



V. A. CORRIGAN

With its unexampled seaport facilities, its irrepressible youth, its mighty will and its unbounded enthusiasm,—

Houston will some day rank among the greatest of world capitals:—

the world!

the world! Houston will some day rank among the greatest of world capitals:— the world! Houston will some day rank among the greatest of world capitals:— the world!

V. A. Corrigan
President

HOUSTON WATCH COMPANY

Houston's most modest booster.

WELCOME!

On to Houston in 1925

As Houston's leading transportation system, we help to voice the word of Houston. We assure you that your visit will be coupled with useful experience, widespread interest and happy recollections. Houston has given its word to try and make your visit here a memorable one. Frankly, we want you to come.

Your visit will afford you an opportunity of studying the part played by the Houston Street Railway System in the daily life of its people and the expansion of its territory.

You will be greeted by street car men who are devoted to the service of their fellow men whether they be homefolk or travelers from afar.

We are looking forward to next year's convention of the Associated Advertising Clubs of the World meeting in Houston.

WELCOME!

HOUSTON ELECTRIC COMPANY

W. E. Wood, Manager.

AND DON'T OVERLOOK EL PASO, WHERE SAXON MEETS LATIN FACE TO FACE

By B. C. SIMMONS

Business Manager, El Paso Times

THE *El Paso Times* tenders a cordial invitation to delegates and visitors to the 1925 convention of the Advertising Clubs of the World at Houston to make the side trip to El Paso. The trip is neither long nor arduous—just across the state in a solid Pullman train on one of the best-built and best-equipped railroads in the United States. Enroute the scenery is magnificent, through fertile valleys and rich farm lands, abloom with cotton and the varied crops of a vast empire, over plains where are raised sleek cattle, past towering mountains and over gorges and rushing rivers spanned by bridges and viaducts that are in themselves monuments of the engineering skill of a nation.

At the journey's end is El Paso, heralded as the climatic capital of the world and the habitat of true western hospitality.

El Paso truly is a wonder city, unique among the important communities of this country. It offers the combination of a thriving, hustling, American city with the dreamy, luxurious atmosphere of old Spain where time means nothing and comfort and ease everything. El Paso truly is the meeting place of the Anglo-Saxon and Latin civilizations in the Western hemisphere. Here strive side by side and live together in peace and amity the descendants of the hardy pioneers who first settled New England, Virginia and the Atlantic seaboard and the descendants of the *conquistadores*, those gallant warriors who planted the banner of Spain over a domain considerably more extensive than the continent of Europe.

Commercially El Paso is the trade center and supply point of a territory probably larger than that of any city in the United States. Nor is this importance accidental or due entirely to the enterprise of the founders of the border city.

Rather is it due in large measure to the good judgment of the founders who began their city building and planning close to a convenient mountain pass in the rugged Rockies—the only practical route over which east and westbound traffic could pass without hundreds of miles of detour. With this strategic location, El Paso's growth and pre-eminence in its territory was inevitable, hence today the city is the commercial capital of the States of Arizona and New Mexico and the Mexican state of Chihuahua, as well as a section of Texas larger than most of the States of the Union. Cattle barons and the wool growers make El Paso their headquarters; miners and mining companies of a dozen rich districts ship their wealth-bearing ores to El Paso to be treated at the largest custom smelter in the world; from the virgin forests of Chihuahua and New Mexico come a constant stream of the finest pine to be passed on to the markets of the world, and from El Paso's wholesale and jobbing houses of every kind and character are shipped daily the groceries, the clothing, the hardware, the shoes, the machinery and the supplies needed by the inhabitants of its trade territory. Truly it is a field to interest advertising men whether on business or pleasure bent. And it is extremely easy of access.

El Paso may be reached over five important American railway lines and over two from Mexico.

A few minutes from the heart of El Paso, six cents by street car, is Juarez, typical Mexican city three centuries in the making. Here may be found things interesting and delicious, quaint and curious, some of them forbidden by American laws, but perfectly proper once the Rio Grande is crossed. Here may be seen the bull fight in all its ancient glory.



EL PASO, TEXAS

Step across the International Bridge that traverses the Rio Grande and you leave the United States for the erstwhile turbulent Mexican State of Chihuahua. Peace now rules in Mexico and prosperity has never even thought of leaving El Paso, as might be guessed from the above photograph. Business, it is evident, prefers parks to man-made canyons as an environment for the daily work.

Here are churches that were holding services on that bleak day in December, 1620, the pilgrims landed at Plymouth Rock. And there are other things worth while.

If you are coming to El Paso bring your summer clothes. The days are warm and bright—you will need neither umbrella nor rain coat. If you find the days too warm, you don't have to worry. Just hop on a train and for a few hours' ride and a few dollars' fare you will find yourself in a land where steam heat and overcoats are comfortable on summer nights. You may even enjoy the novelty of snowballing in July or August—all varieties of climate, from the torrid to the frigid, are on tap. You have but to ascend or descend the side of a mountain—and you may do your ascending or descending in comfort, either by automobile or by train.

As we said in the beginning, you are invited to come to El Paso. Come and be shown.

Valuable to Journalism Students

May 6, 1924.

To EDITOR & PUBLISHER: I want to express my appreciation of the value of the EDITOR & PUBLISHER in our work in the School of Journalism. This year we have found it especially helpful. It has kept us in touch with the journalism centers from which geographically we are so remote and in that way has been of great service.

A. L. STONE,
Dean, Department of Journalism,
University of Montana.

"The Cup of Southern Hospitality"

THE Cup of Southern Hospitality" will be full to overflowing when the 1925 Convention of the Advertising Clubs of the World brings old friends again together in Houston.

DUNCAN COFFEE CO.

Makers of

Admiration Coffee

"The Cup of Southern Hospitality"

HOUSTON, TEX.

THE TEXAS COMPANY BUILDING
General Home and Office Headquarters of
THE TEXAS COMPANY



!!

On-to-

HOUSTON—

Next !!

The
ASSOCIATED ADVERTISING
CLUBS *of the* WORLD

Are cordially invited to hold their
1925 Convention in Houston, Texas

WE hope that the proposal will become a fact
—and should this Convention be held in
Houston, The Texas Company desires to issue a
very cordial invitation to all the members to visit
their general home office and headquarters.

THE TEXAS COMPANY

Texaco Petroleum Products



NEW YORK

HOUSTON

CHICAGO



OFFICES IN PRINCIPAL CITIES

"REMEMBER THE ALAMO" — CRY WHICH FREED TEXAS

"REMEMBER the Alamo!"

It was this stirring cry from the lips of thousands of Texas plainsmen which rallied every fighting man in that great Southwestern territory to the task of throwing off the yoke of Mexican sovereignty.

For in the struggle by Texas for independence the most sanguinary and heroic conflict of the border warfare took place at the Alamo—a conflict which for years was familiar to Americans as the Thermopylae of Texas.

The story of the battle is a classic of American history.

Fort Alamo was a structure in San Antonio, erected for a mission building in 1744. It was used for religious purposes until 1793, when, on account of the thickness of its walls it was converted into a fort.

The fort was about an acre in extent, oblong, and surrounded by a wall 8 or 10 feet in height and about 3 feet thick.

A body of Texans under the command of Col. William Barrett Davis retired into the fort early in 1836, after dismantling of San Antonio by Sam Houston.

General Santa Anna, at the head of the Mexican army, marching rapidly, entered San Antonio, Feb. 23, and concentrated his attack upon the handful of Americans in the Alamo. They numbered but 140 men, while under the Mexican general were troops numbering 4,000.

After taking possession of the town, the Mexicans erected batteries on both sides of the river, and for 24 hours bombarded the fort. During this attack, which was gigantic for those days, but would pale to insignificance before the barrages laid down in the World War. 200 shells were fired into the structure without injuring a man. The attacking forces made several vigorous assaults upon the Alamo, but were repulsed with considerable losses by the brave defenders.

The commander of the beleaguered garrison sent many messengers to San Felipe for assistance, but only a handful of reinforcements succeeded in reaching the fort.

As the siege progressed the provisions ran short, and the defenders of the Alamo, worn down by their labors and broken in health, although not in spirits, were becoming hourly less able to hold their posts.

On March 6, a combined attack was made by the entire force of besiegers. Twice they assaulted the posts, and were as often driven back with heavy losses by the Texan troops.

A third time the Mexican ranks surged forward. This time the weakened garrison could not stave them off. Breaking through the gates they entered the Alamo, where a hand to hand struggle took place. So bitter was the struggle, that only six of the heroic band of defenders remained. Among that number was Davy Crockett, who, with the others,



San Jose Mission, classic ruins, located at San Antonio, Texas.

under promise of Mexican protection, surrendered.

When taken before Santa Anna, however, this promise was broken, and upon his command they were cut to pieces. Crockett was stabbed with a dozen swords. Other barbarities were committed, such as collecting the bodies of the slain in the center of the Alamo, and, after horribly mutilating the remains, burning them.

Only three persons, a woman, a child and a servant, were spared.

"Remember the Alamo" was the cry taken up all over Texas. The massacre fired the hearts of the plainsmen, and a few weeks later Santa Anna was routed with immense losses, and he himself captured in the battle of San Jacinto.

It is estimated that during the siege of the Alamo the Mexicans' losses in killed and wounded aggregated more than 1,600 men.

For many years Texans needed nothing but the recollection of the massacre at the Alamo to be roused to deeds of valor, and today its heroic defense by that handful of frontiersmen stands as one of the brightest spots in Texas history.

Texas is the proud possessor of many

architectural survivals of the Mexican with the Spanish-influence lines are still era. One of the most interesting is the San Jose Mission, the ruins of which, intact, and a photograph of which is reproduced on this page.

Come to Houston 1925

GAS SERVICE KEEPS PACE WITH HOUSTON

Two million dollars worth of improvements during the next three years is the plan of the Houston Gas & Fuel Company, to keep pace with the growth of the city. According to the records of the company, the number of customers using gas has more than doubled in the past ten years, and there are now more than 26,000 meters in service about the city.

Nearly three hundred miles of gas mains are required to distribute Houston's daily gas demands. To manufacture this tremendous amount of gas requires over 4,000,000 gallons of gas oil and 25,000 tons of coke per year. This is manufactured in a modern plant with up-to-date units, equipped with automatic control, waste heat boilers, etc.

One, and perhaps two, 1,000,000 cubic foot capacity holders are included in the building program for this year. Large feeder and pumping lines will be extended to these holders, in addition to extensive improvements to be made in the plant itself.

There are few cities in the entire United States that are served with manufactured gas where the rate is as low as the one Houston enjoys, and Houston actually has a lower rate than any city in the South, which uses manufactured gas.

IF IT'S DONE WITH HEAT, YOU
CAN DO IT BETTER WITH GAS

Come to Houston

Houston Gas & Fuel Company
HOUSTON, TEXAS



The Alamo—Symbol of the Fight Texas made for liberty 90 years ago.

Come to Texas

The Fort Worth Record invites your attention to this state of more than 5,000,000 people and a vast territory of happy, home-owning citizens—a commonwealth that is growing faster than any other section of the United States.

Fort Worth sits in the center of 2,000,000 of this population—2,000,000 folks with money to invest and spend. This is the Fort Worth trade territory—a great and prosperous territory served by the Fort Worth Record.

Today the Record is Texas' fastest growing newspaper. An A. B. C. Publisher's statement of March 31, 1924, indicates this fact. For the period of twelve months ending March 31 the percentage increase shows

Daily Record	-	-	-	-	26% Increase
Sunday Record	-	-	-	-	66% Increase

The Record is essentially a "HOME NEWSPAPER" with 75% of its circulation delivered into the homes by carriers. It is a Hearst newspaper sparkling with all of the famous Hearst news and feature services.

Let the Record serve you. Use the Record. Grow with the Record and prosper with the Record.

Fort Worth Record

Texas' Fastest Growing Newspaper

A ROYAL WELCOME

(Continued from page 174)

tive localities during the past year in educational work.

From the addresses made it appeared that there had been unusual activity among many of the Clubs in bringing to the attention of the merchants and manufacturers the value of advertising in its various forms.

The work accomplished in Des Moines had been particularly gratifying. The Club now has a membership of over 300, a majority of whom are business men, who are seekers after truth in advertising. A systematic course of instruction had been developed through the aid of which much valuable material had been brought to their attention. Great care was exercised by the officers in the selection of speakers and the topics of their addresses.

A shorthand report was taken of the speakers and later the members were given an opportunity to discuss them. Plans have been adopted for any extension of the work during the coming year along several new lines.

TORONTO CLUB ACTIVE IN CANADA

The Toronto Ad Club has taken the lead in Canada in arousing public interest in the subject of advertising. Through its energetic work a number of new clubs have been organized during the past year. These clubs naturally turn to Toronto for advice and for assistance in obtaining competent speakers.

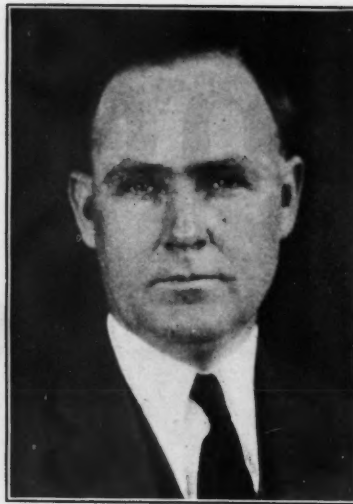
Members of the Club who are specially qualified and have visited these Clubs have delivered helpful addresses. The Club has established a Club magazine called "TAC-Talk"—two thousand copies of which are circulated among the business men not only of Toronto, but of the surrounding territory. The magazine contains helpful articles on advertising and reports the addresses that are delivered before the Club. They have been planting the seeds so well in Canada that a perceptible increase in the interest of business men in advertising has generally resulted.

Two things have been attempted—the betterment of advertising and the cleaning up of advertising, or rather the purification.

WORK ON THE PACIFIC COAST

The reports from the Pacific Coast were to the effect that the Clubs of that section had been galvanized into new life through the adoption of intelligent educational plans. The Advertising Association of San Francisco, which was organized in 1906 has done splendid work in this direction. It has cooperated with Chambers of Commerce in various cities

THREE OF HOUSTON'S 1924 STANDARD-BEARERS



Jesse H. Jones, Ray Dudley and H. A. McColvey, as they appear from left to right, have been leaders of Houston's so far highly successful campaign for next year's advertising convention.

and has been instrumental in extending valuable aid to hundreds of merchants and manufacturers who have been groping in the dark in regard to advertising methods and the proper preparation of advertising literature.

One of the schemes that has worked well has been to invite to each session a manufacturer or a merchant to talk on some business phase that would prove of direct value to other merchants who attended.

The speeches, of course, on the subject of advertising were delivered by advertising men, so that if it were not possible for a man to receive distinct benefit from the talk on advertising, he would be able to get valuable aid or suggestion from the business end.

The Club at present is engaged in collecting data in regard to national advertising campaigns that are now being carried on on the Pacific Coast with a view of determining their business efficiency. R. C. Ayres, chairman of the committee who made this report said that it was the conviction of the members of his organization that much of the advertising was wasted because of a lack of knowledge of local conditions and the character of the people to whom the appeal was made.

President Shay, of the Baltimore Advertising Club, made a rattling good speech on the work his own club is doing in the Monumental City.

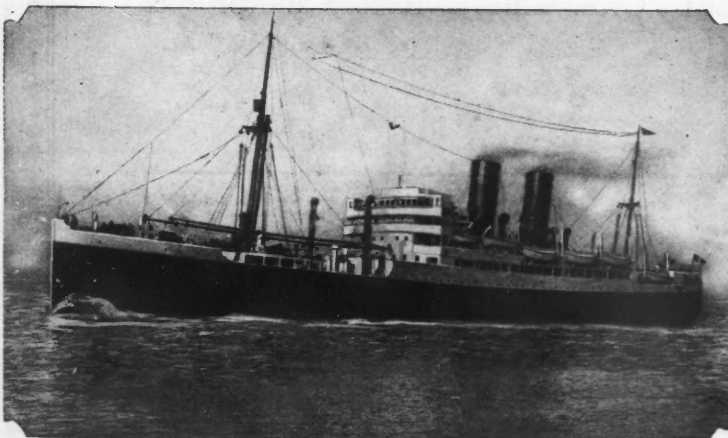
SOUTHERN MERCHANTS AWAKE

St. Elmo Massengale, of Atlanta, Ga., also spoke. He said that there was a general awakening in the south among merchants as to the possibilities of advertising, owing to the energetic work that had been done by the Advertising Clubs in Richmond, Raleigh, Birmingham, Atlanta and other southern cities. The indications were, though, that during the coming year a distinct advance would be made along all lines of publicity.

The report of the Vigilance Committee was made by H. D. Robbins, of New York. This Committee is composed of

twenty-five advertising men of New York, identified with various lines of business, their object being the encouragement of honest advertising and the disapproval and expulsion from the ranks of all illegitimate advertising. Mr. Robbins stated that their meetings were perforce of a star chamber order, as such matters had to be handled with extreme delicacy, and that more comprehensive and effective work can be accomplished behind the scenes. Great stress was laid upon encouragement to be given the honest advertiser, and the work of this committee alone has, in no small way, already accomplished an immense amount of good in this direction.

DE LA SALLE



French Liner, Bearer of Houston's Delegation and their British Flag, to London, direct from Port Houston.

CABLE ADDRESS: EVANS

ALL CODES

Evans & Company

Cotton Exporters

1204 Cotton Exchange Bldg.

Houston, Texas

MEMBERS

Texas Cotton Association

Houston Cotton Exchange

New Orleans Cotton Exchange

ASSOCIATE MEMBERS

Liverpool Cotton Association



Come and See!

Houston—in 1925

HOUSTON holds as many surprises as a magician's box of tricks. You'd be inclined to take facts with the proverbial "grain of salt"—if we attempted to tell you about them. Seeing is always believing, though, so we ask you to "Come and see."

COME AND SEE the fastest growing city in the great Southwest; a city truly destined to be a second Chicago and a second Manchester combined.

COME AND SEE the great center of the legitimate Oil industry—liquid gold pouring out of the ground and eleven great refineries converting it into "gas" and "lube" and other products.

COME AND SEE the great Rice and Cotton and Cane fields and their related industries—a novelty and a revelation to those not of the South.

COME AND SEE the only city that ever matched dollars with Uncle Sam and dug a deep-water canal fifty miles inland, capable of accommodating the biggest ocean going vessels.

COME AND SEE the port from which over a million bales of cotton were shipped this season—making it the second largest cotton port in the world.

COME AND SEE the city where seventeen great railroads join the sea—forming a perfect country-wide, world-wide transportation system.

COME AND SEE the other splendid cities of Texas—Galveston, San Antonio, Dallas and Fort Worth—all of which can be seen on a "circle tour" on your way home.

TEXAS WILL BE a revelation to you—with Houston, probably, the greatest surprise of all!

*Cast you vote for HOUSTON IN 1925
and these things will be revealed to you*

Harris-Hahlo Company

Exclusive Outfitters to Women and Children

ALL RECORDS BROKEN

(Continued from page 154)

of the Golden Gate city. They distributed badges, ostrich plumes and souvenirs of various kinds. The delegation brought along a black bear and paraded with it about the streets.

BALTIMORE WORKED HARD

The Baltimore delegation, headed by E. J. Shay, president of the Baltimore Ad Club, worked hard all week trying to secure pledges for votes on the floor of the Convention for today. The Club's campaign included personal missionary work in the Hotel lobbies, in the Convention Hall and at the several luncheons that were given during the week. The Club brought from Baltimore an excellent band, which furnished music not only for the parades which took place several times a day but also played at the sessions of the Convention at the Opera House. The delegates, who are mostly young men, have become letter perfect in the rendering of appropriate songs, and sang whenever opportunity offered.

The Toronto delegates, clad in their Kilties, and often preceded in marching to and fro from the Convention Hall by two bagpipers, attracted much attention in the streets and in the Hotels. They were not as aggressive in their work as either San Francisco or Baltimore delegates but they never failed to make an impression whenever they presented their claims.

W. A. Lydiatt, president of the Toronto Club, would not allow any of his men to exaggerate the attractions of Canada or make any rash promises as to the entertainment that would be afforded in case Toronto should secure the convention of 1913.

It is not to be wondered at, therefore, that at the end of the week's campaign, the interest of the visitors and the delegates were stimulated to a high pitch.

SAN FRANCISCO WITHDREW

When the time had arrived when the determining of next year's convention city came up, everybody was on the qui vive. William Woodhead, of San Francisco, sprang a surprise upon the delegates when he announced that after consulting officers of the Association and after having talked with many of the delegates, San Francisco had concluded to withdraw from the contest on the ground that it might be for the best interest of the organization not to hold the Convention at such a distant point as San Francisco next year. As the Club had spent some \$25,000 on its campaign, this act of the San Francisco Club was regarded by the Convention as an especially praiseworthy act.

The claims of Baltimore were presented by President E. J. Shay, and the nomination of Baltimore was seconded by C. F. Hershey. Mr. Shay's arguments for the monumental city have been so frequently presented in these columns that it is hardly necessary to enumerate them here. Mr. Shay promised the association that if they would come to Baltimore they would be given a taste of true Southern hospitality. He had in his possession agreements made and signed by the leading hotel proprietors of the city to the effect that they would not advance rates beyond present schedules. Dr. James A. MacDonald, of Toronto, was received with hearty applause when he came forward to present claims for Toronto. He made an eloquent speech and made a decidedly favorable impression on the delegates. At the conclusion of his remarks the Convention proceeded to vote on the question as to which city would be accorded the honor of entertaining the Advertising Convention next year.

The ballot in the end showed that Baltimore had received 565 votes and Toronto 407. Baltimore's victory was greeted with rounds of applause.

Dr. MacDonald made a motion that the selection of Baltimore would be unanimous, and the same was carried viva voce.

The Canadians took their defeat stoically, but undoubtedly they were

greatly disappointed, as they had spent thousands of dollars upon their campaign.

At the close of the convention the delegates walked about the grounds and along the paths for the benefit of the moving-picture photographer. At six o'clock a cello barbecue was served in one of the large buildings on the fair grounds. Tomorrow the delegates will start on their trip of a thousand miles around the State of Texas.

MONDAY PROGRAM

(Continued from page 152)

Moines. "Even if you get no outside advantages the effect on your own home people, will be well worth the expenditure," said Mr. Wilson. "Live towns are the product of live men, and live men will not, cannot, grow in a community where the atmosphere does not tingle with enterprise." He showed that the movement creates enthusiasm without which nothing great will ever grow and prosper.

"Advertising a State," was the topic discussed by Henry Exall, President of the Texas Industrial Congress. Col. Exall is an ardent supporter of conservation, and explained in glowing terms that this was the most important factor to be reckoned with at the present time. "The fields cry aloud for protection the world over; therefore the most profitable advertising for any State is to call universal attention to the crucial necessity of conserving the soil." The speaker urged that we not forget that agriculture is the basis of our progress and that while advertising this progress and prosperity we have overlooked the fact that these would have been impossible, but for the fertility of the land.

While Grosvenor Daw, manager of the Southern Commercial Congress had for his subject, "Preparing to Advertise a Section," he outlined the work of his organization and combatted the popular delusion of commercial impracticability of the South and in advertising its possibility to the world. He said that the man who advertises, unless he is mentally deranged, must know his goods and, unless he be a knave, believe in them; that the man who reads advertising must have an open mind to be able to accept what he reads. He then went into a vivid description of the possibilities of the South and hoped for a great attention for investment in the Southern States.

During the meeting the New York delegation marched down the aisles of the Opera House, the leader bearing a large banner in which the words "New York Wants Nothing, But Is Willing to Do All She Can For the Good of Advertising." A band furnished lively airs and the delegation applauded loudly. A quartet from the St. Louis Ad Club and Percy Hollinshead, a tenor soloist, of the Toronto Club furnished the musical numbers for the evening.

INVESTIGATORS FINED

Portland B.B.B. Men Convicted of Annoying Bond Dealer

Kenneth W. Hood, who recently resigned as manager of the Better Business Bureau of the Portland (Ore.) Advertising Club to join the National Vigilance Committee, A. A. C. W., was arrested in Portland recently and convicted of annoying J. L. Etheridge, a bond dealer. With Hood was arrested Joseph Loeb, a business consultant. They were fined \$100 each.

Hood and Loeb were accused of loitering around the Etheridge home. The bond dealer has had a stormy career in Portland and has been fought by the Better Business Bureau. Hood and Loeb had taken a picture of Etheridge and his secretary as they were leaving the Etheridge home. Etheridge succeeded in winging Loeb with a stick of wood and his secretary dashed back in the house for a revolver, after which they chased the two investigators down the street.

NEWS WOMEN ON PROGRAM

Take Part in Biennial Convention, Federation of Women's Clubs

Many prominent women newspaper writers took part in the press program of the biennial convention of the General Federation of Women's Clubs, which ended its sessions in Los Angeles, Cal., June 14.

Press day was held June 5, with a luncheon at the Biltmore Hotel. Among the speakers were Ida Clyde Clarke, editor of the Woman's News Service; Marjorie Shuler, associate editor of *Review of Reviews*, and special correspondent for the *Christian Science Monitor*; and Judith Waller, radio director and publicist of the *Chicago Daily News*.

Talks on journalism were given daily in the press exhibit room by California writers, including: Zilfa Escourt, *San Francisco Chronicle*; Ethel Whitmire, *San Francisco Examiner*; Myra Nye, *Los Angeles Times*; Hazel Dodd, *San Francisco Bulletin*; Ruth McClintock, *Los Angeles Express*; Jean Louborough, *Los Angeles Examiner*; Gertrude Price, *Los Angeles Record*; Charlotte Walker, *Los Angeles Herald*.

Bastrop (Tex.) Advertiser Sold

S. W. McClure of Austin, Tex., has purchased the *Bastrop (Tex.) Advertiser*, second oldest paper in Texas, from R. A. Franklin, and has taken charge of its publication. Franklin has purchased the Holland (Tex.) Progress, and is moving to Holland to take over its operation.

New York to Nebraska in a Day

For the first time in history, copies of the *New York Times* dated June 15, were received in Columbus, Neb., the same day. Maj. William N. Hensley, Jr., and Lt. James Elliott in a United States army plane carried 6 copies of the *Times* with them in a flight from Mineola,

L. I., to Nebraska. The copies were addressed to Mr. and Mrs. W. N. Hensley, Major Hensley's parents; Mayor J. S. Nichols; the editor of the *Columbus (Neb.) Telegram*; Gov. Charles W. Bryan at Lincoln, Neb.; Major James C. Dahlman; and the editor of the *Omaha (Neb.) World-Herald*.

\$75,000 RAISED FOR SCHOOL

Move to Re-establish Robert E. Lee Journalism Memorial Gains

Dr. Henry Louis Smith, president of Washington and Lee University, announces \$75,000 has been raised towards re-establishment of the Robert E. Lee Memorial School of Journalism as a part of the institution.

General Lee established the first school of journalism in America when he came to Washington College shortly after the close of the Civil War, it is claimed, but 8 years after his death, the poverty of the institution resulted in its discontinuance.

In 1921, the Southern Newspaper Publishers' Association assumed management of the campaign to re-establish the school.

David McKee Dies

David Ritchie McKee who died June 13, in Washington was for many years connected with the Washington bureau of the Associated Press, and its manager from 1882 to 1893. He became Washington correspondent of the *San Francisco Bulletin* in 1867 and contributed to that newspaper for 15 years. McKee was one of the founders of the Gridiron Club.

Excelsior Devotes Issue to N.E.A.

During the recent visit of National Editorial Association delegates to Mexico, the *Mexico City Excelsior* issued a special edition in English devoted to that organization.

HOWDY!

A. A. C. of W.

Come to see US in 1925

HOUSTON NEXT

ROCKWELL BROS. & CO.

LUMBERMEN

HOUSTON

TEXAS

ANDERSON, CLAYTON & CO.

Cotton Merchants

Oklahoma City, Houston, Savannah, Atlanta
New Orleans, Los Angeles

Boston, Providence, Fall River, North Adams
Greensboro, N. C.

ANDERSON, CLAYTON & FLEMING

3 South William Street
New York, N. Y.

232 St. James Street
Montreal, Canada

55 Mann Building
Utica, N. Y.

Members:

New York Cotton Exchange
New Orleans Cotton Exchange
Texas Cotton Association

Associate Members:

Liverpool Cotton Association, Ltd.

In
Houston
1925

*Second Cotton
Port in
AMERICA*

Vote
for
Texas
Houston
Next
1925

BILLBOARD DRIVE DOES NOT SEEK TO ABOLISH OUTDOOR ADVERTISING

Entire Purpose of Campaign Is to "Save the Scenery" and Limit Signs to Commercial Locations—History of Movement Told

By ALBERT S. BARD

Counsel to the National Committee for Restriction of Outdoor Advertising

THE National Committee for Restriction of Outdoor Advertising is an outgrowth of work begun by a number of different organizations, among them the Federation of Women's Clubs, the Municipal Art Society of New York, the Garden Club of America, the Woman's Municipal League of New York, the Society of Landscape Architects, Sorosis and others. Among these special mention should be made of the Woman's Club of Glens Falls, New York. That club came to the conclusion that there was little or no use in further appeals to the outdoor advertising agencies that erect, maintain and rent out billboards, painted bulletins and sky-signs.

As a result the club determined to turn its attention to the national advertisers themselves, and to make a demonstration to them that their advertising is unpopular.

Accordingly, that club began, in 1923, to select certain advertisers and to concentrate protests upon certain advertisers. Through other women's clubs, especially through the Federation of Women's Clubs, it organized these appeals so that appeals began to go to selected national advertisers first by hundreds, and then by thousands.

At this point the advertisers began to sit up and take notice. Some of them even went so far to say that they thoroughly agreed with the women, and they admitted that national advertisers, the country over, were guilty of great abuses in both rural and urban districts, but especially in the former.

Meanwhile, other organizations, comprising both men and women, had signified their wish to co-operate with the women's clubs, and at this point, in the months of November and December, 1923, the "National Committee for Restriction of Outdoor Advertising," composed of both men and women, was formed to take over the special work thus started in the Glens Falls Woman's Club by Mrs. W. L. Lawton.

From the first the policy of Mrs. Lawton and her colleagues was limited both in its scope and method. It was decided that in general it would suffice to ask for a restriction of display advertising to commercial districts. The Committee's slogan became "Save our scenery. Confine signboards to commercial locations." In line with this slogan its policy became one of opposition to display advertising in rural locations. In addition, it opposed advertising in urban locations adjacent to fine public buildings, as, for example, the Public Library at Fifth avenue and 42nd street, New York, and also in locations adjacent to public parks, boulevards and in residential sections.

Certain of the advertising agencies, and even some advertising publications, have persistently misstated this limited purpose of the Committee. They have claimed and still claim that the Committee is seeking to bring about the abolition of outdoor advertising everywhere. But this is gratuitous perversion of the Committee's policy. The motive for such perversion is not far to seek. Yet, quite contrary to such misrepresentation, it is a fact that the Committee seeks the removal of display advertising from improper locations, and does not oppose re-erection in a commercial district where it will not seriously injure scenic or civic beauty.

Similarly, just as the Committee's policy is limited to a rather mild reformation of outdoor advertising policies, so its methods are limited. It did not and does not recommend boycott or blacklisting. The spirit of its campaign is dignified, courteous, kindly. It feels that when national advertisers appreciate the fact that their advertising is offensive to large numbers of people, they will begin to

appreciate that they are wasting money on bad advertising, indeed, wasting good money on what is not advertising at all in the sense of making people desire to buy their products. It is perfectly true that increasing numbers of people will avoid the purchase of articles whose producers indulge themselves in offensive advertising. But that is their personal affair so far as this Committee is concerned.



Mrs. W. L. LAWTON

The Committee feels that the main thing is to make the advertisers see that their advertising is disliked.

The organizations co-operating with the National Committee include the following:

- American Civic Association.
- National Highways Association.
- Garden Club of America.
- General Federation of Women's Clubs.
- Adirondack Mountain Club.
- American Scenic and Historic Preservation Society.
- American Federation of Arts.
- National Academy of Design.
- National Society of Women Painters and Sculptors.
- National Garden Association.
- Society of Little Gardens.
- American Society of Landscape Architects.
- Massachusetts Civic League.
- N. Y. State Association of Real Estate Boards.
- N. Y. State Automobile Association.
- N. Y. State League of Women Voters.
- N. Y. State Home Bureau.
- Federated Women's Clubs of New York, New Jersey, Wisconsin, Illinois, Pennsylvania, Texas, Florida, Massachusetts, Rhode Island, Virginia.
- Society of Farm Women of Pennsylvania.
- Citizens Union of New York City.
- City Club of New York.
- Fine Arts Federation of New York.
- Municipal Art Society of New York.
- Municipal Art League of Chicago.
- New York Water Color Club.
- League to Protect Riverside Park.
- Sorosis.
- Women's City Club of New York.
- Federated Garden Clubs of Long Island.
- Long Island Federation of Women's Clubs.
- Halifax Country Garden Clubs, Florida.
- Philadelphia Congress of Art (45 organizations).
- Florida Development Board (State Chamber of Commerce).

As to the response from the advertisers: Every one of the companies listed below has expressed its approval of the policy of the National Committee. In some cases such approval has been the result of personal conference with the president or some other officer of the organization. In by far the larger number of cases the expression has come in response to letters.

- Kelly-Springfield Tire Company.
- B. F. Goodrich Rubber Company.
- Hood Rubber Company.
- Ajax Rubber Company.
- Kirkman & Son (soap manufacturers).
- Pillsbury Flour Mills Company.
- Washburn Crosby Company (Gold Medal Flour).
- Champion Spark Plug Company.
- Ward Baking Company.
- Dodge Brothers.
- Fleischmann Company.
- Gulf Refining Company.
- Sun Oil Company.
- Standard Oil Company of California.
- Standard Oil Company of New York.
- The Texas Company.

The Committee's advice and suggestion to its friends is as follows: Whenever

A HOUSTON BOOSTER



George Cohen, owner of Foley Brothers, the largest department store in Houston, is a big booster and a big user of advertising, and a financial backer of the delegation to London. He does business under his own name in his other store at Galveston.

you find a signboard which is particularly objectionable, write to the president of the company whose advertisement is on the board and courteously state your objection, giving the exact location of the board and if possible, the name of the signboard company and number of the board.

"Courtesy" from Editor's Angle

SACO, Me.

To EDITOR & PUBLISHER:—I read with interest in one of your recent issues, a

letter from Jack Prince inquiring whether editorial courtesy had vanished.

I read with amusement Mr. Prince's statement that for the editors to comply with his request and be courteous (from his point of view) would only have "necessitated two minutes, two pennies for postage, and there would be some satisfaction."

To my way of thinking, the lapse of courtesy was on the part of Mr. Prince. He should not ask anyone to do him a favor in the way of writing him a letter on matters that interested him alone, unless he enclosed return postage.

And, his return postage should not consist of a stamp which has been abundantly "lapped" and stuck to his letter, but of a stamped and properly addressed envelope for the desired reply.

I own a very small paper, yet there is not a day but when from one to a dozen requests for information reach me. These range all the way from advertising agencies asking for a list of trade that would take a man a half day to compile, to inquiries as to where a man can get a job. I actually got one the other day from a chap who wanted to know if we had any data on an elephant that was killed 20 miles from here in 1816, which was some time before I was born. There was a special article scheme in the elephant story, of course.

Of these requests not more than one-third of the correspondents are courteous enough to enclose return postage. The result is that those that do not never are answered. Possibly that is what happened to Mr. Prince. I. F. FERRIS, Editor, *Saco (Me.) News*.

Veteran Michigan Publisher Dies

George W. Baxter, 60, publisher of the *Saginaw (Mich.) Press*, a weekly, and previously publisher of a semi-weekly in Boyne City and daily newspapers in Kendallville, Ind., and Dowagiac, Mich., is dead at his home in Saginaw. He installed many of the early linotype machines in Michigan newspaper offices.

We heartily join all other Texas interests in inviting the Associated Advertising Clubs of the World to hold their 1925 convention in Houston. We believe such a convention will be highly profitable both to the cause of advertising and to the individuals who attend the convention.



Rogers-Gano Adv. Agency

Chicago HOUSTON Tulsa

Specialists in Mechanical Accounts Serving the Oil Industry

Let Your Vote at "London"
Be "HOUSTON" for 1925



The BENDER HOTEL

WELCOMES the proposal to hold the Convention of the Associated Advertising Clubs of the World in Houston in 1925, and supports the invitation that will be extended by the representative of "The Houston Advertising Association" at the London Convention.

BENDER HOTEL — HOUSTON, TEXAS

TEXAS CENTENNIAL TO BE SOUTHWEST'S GREATEST EXPOSITION

Financial and Educational Campaign to Be Launched— Will Pick Site After Plans Are Complete— Governing Board of 100 at Work

INITIATED at the 10th district annual convention of the Associated Advertising Clubs of the World held at Corsicana, Tex., in November, 1923, the proposed Texas Centennial Celebration has developed in a most unprecedented manner. The preliminary survey, the first Austin meeting in January, 1924, when a temporary organization was effected with Cato Sells of Fort Worth as chairman and Lowry Martin of Corsicana, secretary, the state wide Centennial Celebration conference at Austin in February, when a definite program was adopted looking toward the accomplishment of this great enterprise, were each wonderfully successful gatherings of the most representative citizens of Texas.

The idea of a Texas Centennial celebration originated at a convention of the 10th District, A. A. C. W., in an address by Theodore H. Price, editor of Commerce & Finance, New York.

At the February conference, it was unanimously and enthusiastically determined to proceed to bring about a celebration and exposition greater in magnitude and more attractive in performance than any other exposition in the Southwest, if not in the United States.

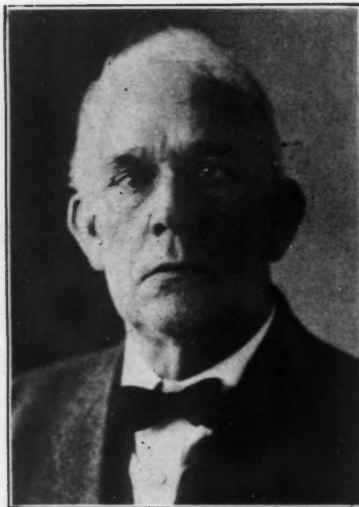
Chairman Sells, and Secretary Martin, who have been continually in charge of the activities have devoted themselves unceasingly to the most active and constructive work-out of each progressive step in laying a great foundation in compliance with the resolutions adopted at the Austin February conference. A complete governing board of 100 outstanding citizens of the state has now been chosen in such a democratic way as to insure the fullest confidence of the entire state and make certain such concerted and co-operative action as will arouse Texans as they have never been stirred since the historic and heroic days of the Alamo.

It is consensus of opinion that while many localities greatly desire to be selected for the location of the Centennial Celebration, it would be unwise to determine the place at present and that the time for its holding should not be fixed until the magnitude is determined, but that the immediate and all important present activities should be largely confined to an aggressive and most comprehensive educational campaign so complete and widespread as to bring dependable and actual knowledge of Texas history and its resources to every person in the state and at the same time to execute a financial plan to secure money for expense of operation during the period previous to acquiring congressional and state appropriations sufficiently large to justify the vision of its promoters and create an exposition that will successfully rival the world's greatest similar undertakings—a Centennial Celebration worthy of the great commonwealth of Texas and its 100 years of unparalleled achievements.

The next meeting of the Governing Board will be held on call of Chairman Sells, probably in October, when the two committees, one on permanent organization and the other on finance to be appointed by him, will make their reports.

The membership of the Governing Board of 100 follows: Mrs. Alex Adams, Kingsville; Warren P. Andrews, Dallas; A. A. Allison, Corsicana; Levi Baker, Goliad; W. S. Birdwell, Buda; Eugene H. Blout, Nacogdoches; W. R. Brents, Sherman; R. F. Burgess, El Paso; T. P. Buffington, Anderson; I. H. Burney, Ft. Worth; T. M. Carswell, Abilene; B. F. Cherry, Weatherford; C. G. Commegys, McKinney; W. V. Crawford, Waco; J. W. Crudginton, Amarillo; W. L. Dean, Huntsville; Kester Denman, Lufkin; J. S. Dickey, Henrietta; F. P. Dodge, Port Arthur; C. B. Dorchester, Sherman; P. L. Downs, Temple; Mrs. Drought, San Antonio; Thom H. Etheridge Jr., San Antonio; Will H. Evens, Bonham; W. W. Evans, Sulpher Springs; Ben H. Faber, Columbus; J. G. Fernandez, Brownsville; Tom Finty, Jr., Dallas; Wm. M. Fly, Gonzales; Bruce Frazier, Electra; E. H. Gillett, Georgetown; Mrs. Cecil Gray, Coleman; Sam R. Greer, Pittsburg; J. V. Greer, Canton; J. T. Harwood, Gonzales; W. T. Herrick,

HELPS HOUSTON



Guy C. Harris has been a power in making Houston's 1925 call a force to be felt round the world.

Waco; Milburn Hobson, Dallas; J. T. Holbrook, Galveston; Oscar F. Holcombe, Houston; J. K. Hughes, Mexia; Van Zandt Jarvis, Ft. Worth; J. M. Johnson, Giddings; Clifford B. Jones, Spur; Jesse H. Jones, Houston; W. R. Jones, Brownsville; Harold Kayton, San Antonio; Frank Kell, Wichita Falls; Geo. Kelly, Lufkin; John H. Kirby, Houston; R. J. Kleberg, Jr., Kingsville; H. L. Kokernot, Alpine; Sam C. Lackey, Cuero; Mrs. T. W. Lanier, El Paso; E. B. Larue, Athens; W. E. Lea, Orange; Louis Lepsitz, Dallas; Lowry Martin, Corsi-

cana; Will H. Mayes, Austin; J. R. Mayhew, Waxahachie; A. M. McFadden, Victoria; Benton McMillin, Zavalla; A. S. Moss, Memphis; Joseph S. Myers, Austin; Miss Margie Neal, Carthage; C. M. Newman, El Paso; Joseph N. Nichols, Greenville; W. B. Patterson, Cisco; J. T. Pemberton, Ft. Worth; J. M. Penland, Waco; E. E. Plumley, Beaumont; P. B. Ralls, Rall; Burney Regan, San Marcos; Joe Reid, Franklin; Joe S. Rice, Houston; Harry H. Rogers, San Antonio; N. N. Rosenquest, Eastland; Gus Russek, Schulemberg; Mrs. G. R. Scott, Corpus Christi; John Sealy, Galveston; Cato Sells, Ft. Worth; Mrs. Clara Driscoll Sevier, Austin; Leon L. Shield, Coleman; Geo. H. Slater, Galveston; A. L. Smith, Hillsboro; Asher R. Smith, Laredo; Frank Soaps, Henderson; Sam Sparkes, Austin; W. C. Stephens, Bay City; A. C. Stuart, Texarkana; J. S. Stuart, Strawn; Chas. E. Terry, Clarksville; Cullen F. Thomas, Dallas; Ernest O. Thompson, Amarillo; Geo. W. Tyler, Belton; R. A. Underwood, Plainview; C. C. Walsh, San Angelo; Jacob F. Walters, Houston; W. A. Wroe, Austin; James Young, Kaufman.

Newspaper Service Station

May 26, 1924.

TO EDITOR & PUBLISHER:—Several weeks ago, you were kind enough to send us a copy of your telegram to the *New Orleans Times-Picayune* in answer to their request that you advise them the name of the best Company providing Insurance Service to newspapers as a means of increasing their net paid circulation. You will remember that you wired them the name of Hickey-Mitchell Company and gave them our address. You will be interested in knowing, therefore, I am sure, that since that date, we have concluded a contract with that newspaper and value the connection highly.

We desire to again thank you for the fine co-operation given us.

HICKEY-MITCHELL Co.,
O. H. MITCHELL.

WELCOME

ON TO HOUSTON IN 1925

We look forward to next year's Convention of the Associated Advertising Clubs of the World being held in Houston next

HOTEL BRAZOS

HOWARD D. HUDSON, Managing-Director

HOUSTON, TEXAS



Texas State Capitol, modelled after the National Capitol at Washington. Austin, the capital city, is named for one of the State's early heroes.

DALLAS

The Biggest Market in the Biggest State, is glad to join in extending a most cordial invitation to The Associated Advertising Clubs of the World to meet in Houston in 1925.

DALLAS

is the Bull's-eye of the Great Southwestern Market. It leads as a financial, educational, wholesale, industrial and retail metropolis of a section empirical in extent, wealth and continuing development.

SHOOT THE BULL'S-EYE

out of the Dallas market with true-aim copy placed in

THE DALLAS DISPATCH

Concentrated Circulation

Member Audit Bureau of Circulations

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SELLING PROFITS INSTEAD OF SPACE MAKES ADVERTISERS "STAY SOLD"

Some Dailies Offer Nothing But Free Service, Others White Space Only, Fisk Declares—Should Aim to Make Every Ad Produce

By JAMES W. FISK

Merchandising Counsel, Milwaukee Journal

SERVICE is a much abused term. In many lines it has meant extravagant expenditure that had made great inroads into profits. Years ago in retailing, John Wanamaker originated the plan of giving patrons something more than just merchandise. At its inception, the idea was so unusual that it attracted wide spread attention and incited emulation by stores all over the country. Originally based on the needs of satisfactory merchandising such as free delivery, and adjustment of complaints, it grew through competition to comprise many forms of service such as, rest rooms, travel bureau, postal stations, theatre ticket offices, and so on. In fact, it led retailers into doing many things for which they were not especially well prepared and which in the main were more expensive than their productiveness justified.

The present tendency among modern merchandisers is to reduce non-essential service to a minimum. Features being retained are carried on only because of the standards set by competition. Progressive managers in increasing numbers are reaching the decision that the most profitable form of service is that which enables a customer to secure the greatest degree of satisfaction from the merchandise purchased. In the main, this form of service has to do with intelligent advice as to the uses of the article in question, so that the maximum degree of satisfaction may result.

In the newspaper field I have encountered two types of management. On the one hand we find a newspaper which gives free art work, free cuts, and "Does everything an advertiser asks him to do, and without charge." Naturally, this policy has meant a big increase in the selling expense of this advertising. On the other hand, I have met executives who felt that a newspaper had but two things to sell—circulation and white space—and that all things additional were an extra expense which should be eliminated as soon as conditions made such a change possible. Usually the newspaper of lesser importance offers maximum service in the way in which the term is most often interpreted. This condition may obtain because the paper in question has neither the requisite circulation or prestige to make its space worth the price asked. In any event, probably neither extreme is justified.

The newspaper which gives every kind of service free, often gives nothing but the service and the advertiser forgetting the gift is disgruntled because his advertising does not produce results. No amount of such service can make a poor advertising medium good. The fact that cuts are free does not increase the pulling power of the paper. However, the publication which merely accepts the advertiser's money for a certain amount of space to reach a given number of people, dodges an obligation inferred if not expressed in a belief that the advertising will get desired results. More than half of the readers of the newspaper I am associated with mentioned in a recent survey, advertising as one of the 3 things they read first, yet it seems axiomatic that only a portion of any paper's clientele read all of the advertising. Whatever may be done to assist the retailer in presenting advertising that will secure more readers and greater tangible results is a profitable form of service.

We, of the newspaper fraternity are continually impressing upon national advertisers, the necessity for local advertising in order that they assist their dealers in selling. In spite of this fact, a few newspapers may still feel that their responsibility ends with the sale of space.

Newspaper space alone, represents an expenditure to the advertiser, and the first step in rendering real practical service in connection with its sale is to see that this space is filled with productive copy properly laid out and well illustrated. For this purpose each solicitor handling a classification should be trained in writing advertising. He may have the advantage of knowing the line intimately from a merchandising standpoint, but often lacks the ability to put his ideas into tangible form in advertising copy, or to intelligently advise copy service men. He may not understand type faces, principles of balance, the placing of illustrations, the use of rules or price figures. The mechanics of advertising composition may be a closed book to him, and he may never have heard of putting punch in the headline, or splitting copy into "eyefulls."

The first principle then, is that a newspaper should offer good copy service to be provided by solicitors or a special department as conditions may justify. Ordinarily the assignment of copy men to handling many retail accounts means a considerable expense and only mediocre service because the copy man who writes on a variety of lines has not the intimate knowledge of merchandise nor the incentive of being responsible to either the newspaper or the advertiser for results.

An advertising salesman is often confronted by the questions "Does Advertising Pay?" and is justified in using every possible means to make every advertisement profitable to the man who spends the money. Hooking up the right kind of window display with retail advertising is but one means to the desired end. The consumer stepping into the store should find the advertised goods conveniently arranged and shown in such a way as to again reinforce the message of the newspaper and the windows. It is therefore essential that the salesman learn something of effective interior arrangement from the standpoint of selling merchandise, and also in his visits, after an advertisement has appeared, to note if explanatory cards and price tickets which will help in the selling process, are working to make his advertising produce business.

If the advertiser can be induced to use any other supplemental means which may reflect credit on the newspaper, the salesman is justified in making suggestions. Many retailers use store signs, slips for enclosing in packages, bulletins on delivery wagons, and other secondary media.

No one will disagree that continuity of advertising is essential to maximum success. If the solicitor can intelligently advise the retailer in the formation of advertising campaigns, or commit him to a continuous series of advertisements, he has greater possibilities of making a satisfied customer. For this purpose, a merchandising calendar is sometimes offered to advertisers, enabling them to visualize the needs of sales promotion for six months or one year in advance and to plan systematically and constructively to attain the desired end through advertising. The effect of this method is to assure a definite appropriation for advertising and to commit the advertiser to a plan requiring continuity of advertising appeal.

In fact the service a newspaper should give in selling retail advertising is service which will make such advertising profitable. Free cuts, do not increase the value of space, unless they are an improvement on cuts that the advertiser might obtain himself. Free copy, if of a mediocre type, may make future advertising selling even more difficult. In the main, advertisers are interested in getting

business and will place their advertising in the medium which produces desired results.

Those things which may be done in an advisory capacity to make more money for the advertiser should be comprised in the service offered by a newspaper. But such assistance must be based on a more or less extensive knowledge of the retailers' problems and of means for their solution. In effect, the advertising solicitor is in the employ of the advertiser, even though his salary may be paid by the newspaper. One of our most prominent department stores emphasizes to its employees, the fact that the customer is the boss. A genuine interest in the welfare of his retail accounts expressed in sufficient frequency of calls and the offering of practical suggestions on various phases of the retailers' business is certain to result in greater good will, more insertions, and increased lineage.

Newspapers should sell profits instead of space to the advertiser. Their responsibility extends beyond the signed order for the insertion of copy. If by rendering a helpful service as has been suggested, retailers can be made to want advertising because it pays, the newspaper will be in a much more stable position than if it has gained lineage by favoritism, expensive service, or high pressure salesmanship. Advertisers developed in this way stay sold.

Publisher Convicted of Perjury

Harry Pritchard, bankrupt publisher of the *Clinton (Ind.) Daily News*, convicted by a jury on a charge of perjury in connection with his insolvency hearing, was sentenced to an indeterminate term of from 2 to 21 years in prison and fined \$56 and disfranchised for a period of 2 years by Judge W. C. Wait. Three Clinton men from whom Pritchard borrowed \$1,000 and gave a mortgage on his oath that there were no other claims against the paper, were witnesses against him.

Wrecked Arkansas Paper Reissued

The old *Stuttgart (Ark.) Free Press*, renamed the *Leader*, which was wrecked by a mob last December, recently made its appearance as the *Arkansas County Leader*, with F. L. Anderson, former proprietor of the *DeWitt Enterprise*, as owner and publisher. R. A. Barry who was editor of the old *Free Press* will remain with the *Leader*. The plant was purchased from R. H. and Clay Metsker.

Illinois Editor Indicted

Lon E. Martin, editor and business manager of the *Taylorville (Ill.) Courier*, is under Federal indictment alleging attempt to defraud the government in filing false affidavit of circulation and mailing papers to unpaid subscribers at second class postage instead of the one-cent postage. Martin's bond was fixed at \$5,000, which he furnished. Martin declared the indictment the work of a jealous competitor.

Financial Editor Issues Thrift Book

Elwood Lloyd, financial editor of the *Los Angeles (Cal.) Evening Herald*, is author of a booklet published by his newspaper entitled "Your Dollars and Mine," a group of non-technical discussions, relative to thrift, finance and investments.

Portland B.B.B. Appoints Mount

Robert M. Mount, manager of the *Better Business Bureau of Columbus, O.*, has been named as manager of the *Better Business Bureau of the Portland (Ore.) Ad Club*, succeeding Kenneth W. Hood, resigned.

Weekly Enters Daily Field

The *San Mateo (Cal.) Times*, the oldest weekly in San Mateo county, is henceforth to be issued as a daily. The editor and publisher is Horace W. Amphlett.

*Houston Country Club
Houston, Texas.*

We Invite You
to Hold
Your 1925
Convention
in
Houston,
Second Cotton
Port
in America

*Hotel Bristol
Houston, Texas.*

Golf 365 Days in the Year.
Houston's Convenient Hotel.
HOTEL BRISTOL

J. W. SANDERS

K. E. WOMACK

Sanders & Co.

COTTON
EXPORTERS

HOUSTON, TEXAS

J. H. CHEW

W. J. SCHMITZ

Welcome

On to Houston In 1925

We look forward to next year's Convention of the
Associated Advertising Clubs of the World
being held in Houston next.

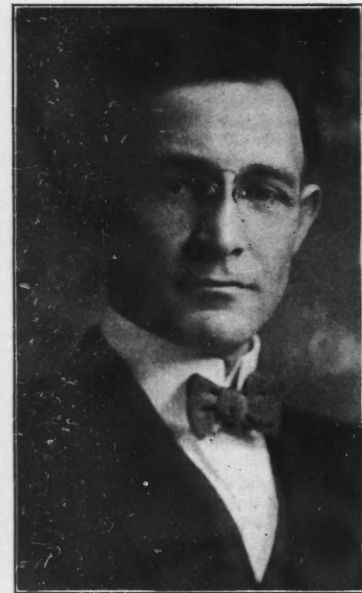
UNDER-ADVERTISING IS SHEER WASTE — D'ARCY

Former President A. A. C. W. Declares Niggardly Ad Policy Often Fatal to Meritorious Product While There Is Scarcely an Example of an Over-exploited Commodity

By **WILLIAM C. D'ARCY**
D'Arcy Advertising Company

WITH a full sense of the fiduciary relation he bears to his client, the advertising counsel who is worthy the name exercises a quasi trusteeship over the expenditures of his client. Though he has not the custody of the funds he is none the less in practical control of the size and manner, and entirely in responsibility for the results of the appropriation, if he possesses the entire confidence of his client.

It is a delicate and difficult matter always in good judgment and good conscience to advise or suggest the



W. C. D'ARCY

amount of the advertising appropriation. It would be less so if the advertising counsel or agency were not an interested party, using the phrase with its legal significance of pecuniary interest. A purely academic matter is shorn of interest and involves no responsibility or obligation except that of the integrity of mind and the respect which a man accords to his own mental operations.

It should be likewise with the professional judgments required for the determination of advertising problems—not to mention those larger problems of statesmanship and government which affect all humanity. But the advertising counsel who is genuinely conscientious and as honest with himself as he is with his client is in danger of "leaning backwards."

Honesty is a fairly common attribute. Almost as common as it is reliable. The greatest prosecutor of crooks which modern times has produced declared his opinion that 99 men out of one hundred are reliably honest . . . so that honesty and conscience should not be allowed to occupy an undue or exaggerated proportion among the factors which enter into the consideration. Certainly a man's honesty should not defeat his mind—especially when there is no issue between them. Common everyday one hundred per cent honesty is good enough for the commonplaces of business, while oversensitiveness or squeamishness is a bad asset. Unless we can reasonably assume honesty in a man we want no relations of any sort with him. Advertising agents or counsel are of various kidney like the rest of mankind.

Bringing an absolutely honest mind, or clear conception, to the matter of how much to spend on a given objective, the expert advertising professional knows

that there are two kinds of waste—that of over-advertising and that of under-advertising. Of the to, under-advertising is SHEER waste; and it is high time that the better brains of advertising had the courage to proclaim it.

It is hard to put your finger on an instance of over-advertising of a worthy product. We have seen millions thrown away on ill-advised experiments, but who has seen a good thing overdone on a sound basis of merchandising?

But who has not seen niggardly policy let great advertising opportunity go by default—a worthy article potentially successful go down to failure not because it was not advertised, not because the quality of the advertising was to blame, not because there was poverty in the treasury, but because there was a lack of judgment and of courage in the promoters, and the advertising stopped at a critical moment when a little more would have established a great value.

A few years ago one of the potentially greatest newspapers of modern times—possibly the best-edited paper in the United States from a critical standpoint—went into bankruptcy along with several other vast projects of a titan ambition overtaken by misfortune. Many noted publishers and experts in publication values were called to testify in the bankruptcy proceeding before a Federal court, as to the value of the newspaper. It was not quite on a self-supporting basis at the time it ceased publication, but was barely short of the line of book-keeping which separates a deficit from a dividend. The testimony of the experts was unanimous on the point that had it been allowed to live 6 months longer, at its then rate of growth, its value would have run high into the millions. Its vitality and momentum of good will were enormous, but—its corpse was worth nothing under the hammer . . . A good man dying today for want of nourishment may have a commercial value of only about \$18, the material and chemical constituents of his flesh, blood and bone. But with him may perish qualities of success incalculable—if only they could survive until tomorrow's accounting.

To ferry the stream you must have a cable at least equal to its width. Varying the metaphor—the short jump which does not quite clear the chasm means death.

To repeat, it is high time there was a higher professional courage to accompany the highest professional conscience of advertising. Perhaps it can be better expressed as the need of a higher and more matter-of-fact common sense. There is abundance of scientific skill or empirical expertness in what has long been accorded the honor of useful, nay vital, service. Advertising no longer goes cringing but holds its head up among the professions, and this, equally because of its high order of special technical skill abundantly demonstrated by conspicuous accomplishments, and because of the sound body of ethics which has grown up about the practice of the profession.

It has now only to acquire and demonstrate a pride that disdains and repudiates petty considerations. Let us think as well of ourselves as other men and the laity in general affirm they think of us. Let us, as a body, reject and condemn the short-sighted haphazard under-advertising that is more worthy of buccaneers than of business men.

Engineers would not attempt to stretch a palpably short wire between two poles, not would they attempt to communicate from one side of the Atlantic to the other by means of a cable that reached half way. To "put advertising across,"

to use our American slang, let us measure the whole distance to the other side of Success and demand that the full means be available—rather than sink money in the ocean of failure.

Doctors, lawyers, architects, chemists, every other practitioner of high-developed special technique, are valued as greatly for their opinions, judgments and verdicts as for their expert execution of the agreed regimen, program or design. The fact of their possible self-

interest is not of weight in their decisions. Nor is this true of advertising counsel or agents of the better class. The reputable and established advertising expert is not prospecting for fool's gold and he has the pride and self-respect besides the professional conscience and courage to turn the gambler away from his doors. Furthermore he has the integrity to tell his client what he must do and what he must spend to save him as well from the sheer waste of advertising too little, as to obtain the highest economy from his client's means and guard against the expenditure of a dollar too much.

SHIPS HOME

OFFICIALS of the A.A.C.W., announce the following boats, available for returning American delegates following the Wembley Convention:

Ship	Sails from	Arrives	Sailing date
Republic	Southampton	N. Y.	July 20
Lancastria	Southampton	N. Y.	July 22
George Washington . .	Southampton	N. Y.	July 23
Pres. Roosevelt	Southampton	N. Y.	July 25
America	Southampton	N. Y.	July 29
Andania	Southampton	Montreal	Aug. 1
Saturnia	Glasgow	Montreal	Aug. 1
Albania	Southampton	N. Y.	Aug. 2
Leviathan	Southampton	N. Y.	Aug. 5
Pres. Harding	Southampton	N. Y.	Aug. 7
George Washington . .	Southampton	N. Y.	Aug. 22

Todd Decorating Company

ORIGINATORS OF

Refined, Elaborate and Appropriate
Decorations and Illuminations

*For Celebrations and Entertainments,
Interior and Exterior*

FLAGS, BUNTING, FLORAL and
ELECTRICAL DISPLAYS
PORTABLE COURTS of HONOR

**Float Builders
Automobile Decorations**

Houston, Texas

Office and Factory - 412 Calhoun Ave.

Phone Hadley 8217

Dallas is for Houston

☞ We know Houston. We like the folks down there; so will you. You'll like their fine, fair spirit, their hospitality, the way they do things, the big things they do. You'll enjoy going to Houston for the Convention in Nineteen-Twenty-Five.

Vote for Houston

*Dallas and Houston are neighbors—visit us,
too, when you go to Houston*

DALLAS ADVERTISING LEAGUE
DALLAS TEXAS U. S. A.

This space donated to the Dallas Advertising League by the Dallas Times Herald, "First in Texas"

HOUSTON-1925

We Join The
Advertising Association
of Houston

In extending an invitation
to the

Associated Advertising
Clubs of the World

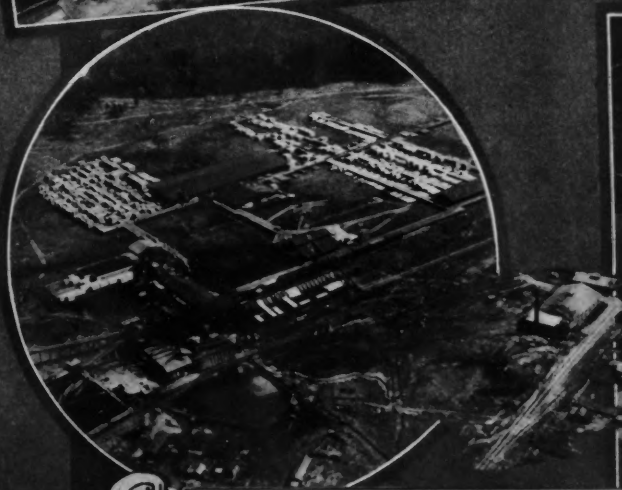
To hold their 1925 Convention
in Houston Next

There is MORE POWER in
THAT GOOD GULF GASOLINE
AND SUPREME AUTO OIL

*Look for the Sign
With the Orange Disc*

GULF REFINING CO

HOUSTON, TEXAS



REALIZING the inspirational value to a community of the Annual Convention of the

A. A. C. of W.

We join the

Houston Advertising Association and the Southern Lumber Industry in a hearty invitation to meet in

Happy Houston 1925

KIRBY LUMBER CO. HOUSTON, TEXAS

THIRTEEN SAW MILLS — 75,000,000 FEET IN PINE
SOUTHERN YELLOW PINE — SOUTHERN HARDWOOD



V
5
7
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N
C

“All the World’s A Stage”

LET’S MAKE IT ONE BIG
STAGE OF INTERNATIONAL
FRIENDSHIP FOR ALL TIME

Come to Houston

IRIS and TEXAN THEATRES
HOUSTON, TEXAS

- 1. General Office. 2. Engineers' Building and Drafting Rooms.
- 3. Chemical, Metallurgical and Physical Laboratory.
- 4. Main Machine Shop (50,000 sq. ft. floor space).
- 5. Shipping Depot. 6. Heat Treating Dept. 7. Electric Steel Foundry.
- 8. Employees' Dining Room. 9. Steel Storage Yard.
- 10. Employees' Garage and Laks. 11. Garage. 12. Receiving Dept.
- 13. Electrical Distributing Center. 14. Tennis Courts.
- 15. Spur Tracks. 16. Wash Rooms and Locker Rooms.



The Hughes Tool Co. Plant & Products

The Hughes Tool Co.'s principal products are Hughes Simplex Rock Bits and Hughes Tool Joints, used throughout the world in drilling oil, gas, and water wells.

THE HUGHES TOOL COMPANY

joins the other industries
of Houston in urging the

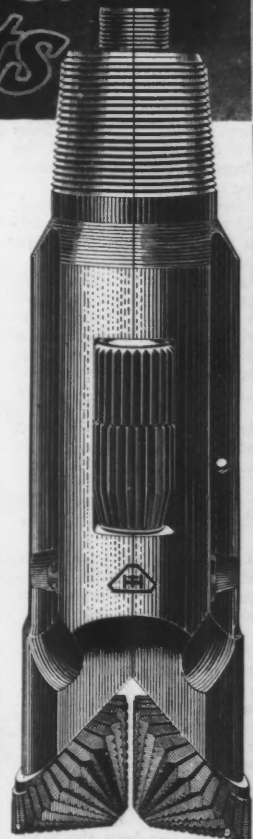
ASSOCIATED ADVERTISING CLUBS OF THE WORLD

To Hold Their 1925 Convention in HOUSTON

The Hughes Tool Co. organization will take pleasure in assisting any manufacturer represented at this convention in the solution of problems relative to the distribution in the Southwest, and in those foreign markets that can best be served through the port of Houston.



ACME THREAD TOOL JOINT
California Branch
Los Angeles



SIMPLEX ROCK BIT
HOUSTON
TEXAS

HUGHES TOOL Co.

HONESTY IN RETAIL STORE ADS GROWS MARVELOUSLY IN PAST 15 YEARS

"Cheap, Cheap" and "Something-For-Nothing" Appeals of New York Merchants Fade Before Higher Standards of Modern Advertising—Typography Improved

By HARRY R. DRUMMOND

SOMETHING—let us not quibble as to what has wrought a marvelous change in retail newspaper advertising during the past 15 years, particularly in New York City.

Inasmuch as New York City advertising sets the standards followed in practically all other cities in the country, with the exception of Chicago, this improvement has taken place almost everywhere.

Not only has the typography improved immensely, but the appeal, the tone of the advertisements, the selling arguments, in fact everything shows almost equal progress toward honesty.

This is particularly pleasing to men engaged in advertising work as a means of making a living—and having a sense of decency and honor.

It is pleasing to note, too, that with the improvement of standards business has improved materially.

It may be that newspaper publishers have demanded this improvement—it may be that Advertising Clubs, Better Business Bureaus, Fair Play Leagues or individual efforts of advertising men have wrought this change.

It may be that merchants themselves have seen the error of their ways and reformed of their own free will and accord—it may be any of a dozen reasons, or a combination of reasons, but, whatever the reason is, the results are most gratifying.

It might be well to note, in passing, that there has been a decided change in the personnel of the big men in the big positions in many of the big stores, and many of the big men now in control have been recruited from walks of life entirely foreign to retail merchandising.

Perhaps they brought with them standards a few cuts above those of the old line storekeepers who became merchants—in name only.

With the infusion of the new blood, perhaps, the old timers remaining in business have been forced to raise their own standards of advertising.

While having no "salve" to pass along to the new ones, and tempering justice with mercy in referring to many of the old ones, it might be well to mention a few of the almost marvelous changes that have come about in tone and character of advertising in New York—just to prove the point.

Altman's advertising has not changed much. It is about as it was, and it is hoped that it will continue along the same lines for a long time, for, of all the advertising in New York, Altman's was, and still is about the cleanest, as well as the best.

Lord & Taylor's advertising has changed so much that it is hardly recognizable. Comparative prices have been eliminated, absolute lying has been abandoned, regular goods are now advertised, the "bargain" howl is merely a murmur, and is infrequent at that, and, all in all, it is as good in character as could be asked for. Typographically it is so good that many other stores have copied the Lord & Taylor style until it is no longer distinctive—but, inasmuch as Lord & Taylor swiped the style from Marshall Field & Co. of Chicago, there is no come back.

It may be, and probably is that Mr. Samuel Reyburn, who has been the head of the house for the past decade, and who is, or was, a banker, is responsible for the change which the old timers could not see.

It might be well to note that the old timers who could not see the handwriting on the wall were so "successful" that the bankers had to take the business over, and that the bankers have made it a success.

Macy's is another store that has

changed around in advertising and much to its advantage.

Fifteen years ago Macy's chief and ONLY appeal was "CHEAP, CHEAP." Macy's at that time vied with Siegel Cooper & Co., in furnishing jokes for vaudeville artists. No more. The same old management is there, but Macy's advertising has taken on a cloak of respectability, of standards, and improved typographical appearance that is most pleasing—and the appeal is to a much higher class of trade.

Does it pay? Well, Macy's have just completed an addition to their store—an addition that is really an addition—and it was not paid for out of LOSSES.

Saks & Co. have changed their advertising materially, and for the better. It reflects a different kind of merchandising and a different kind of merchandise. It was good 15 years ago—it is much better now—and Saks & Co. are moving up on Fifth avenue, which is proof that such advertising pays.

McCreery's advertising is entirely different. The big change there is in its typography. There is another store where the old guard had to step down and out to make room for modern methods and bigger men—men recruited from outside of department stores.

One of the striking changes is the advertising of Brill Brothers.

Fifteen years ago Brill Brothers advertising was "whoop te doo" appeal to the bargain hunter, the come-on man, the something-for-nothing guy. It was crude, raw and rotten, and it built up a business that had to be "pulled in" for every purchase.

It has been improving for some time, and now it stands out as real decent, real believable.

Brill Brothers advertising has a terrible past to live down, but there is no alternative, for there is no use in returning to the old way—it is obsolete and would not pay any more.

Wanamaker's advertising was the talk of the country 15 years ago. It has changed less, perhaps, than the advertising of any other store in the city during that time, and today it is a throw back to the old days.

Fifteen years ago it set the pace—today it is just as good as it was then—but the standards have been raised so high since then that it hardly measures up to several other advertising campaigns now running.

Another store that has changed its advertising throughout is Hearn's. The change there is almost wholly typographical, and much for the better.

Many of the old timers have gone the way of all things. Most of the dear departed in departing have greatly benefited merchandising standards, and their passing has been a blessing.

We can harken back to The 14th Street Store, Seigel-Cooper's, Simpson-Crawford Company, O'Neil's, Adams, Le-Boutellier Brothers, and several others that, in "the good old days" thrived and waxed fat, but, eventually were found out by EVERYBODY, and had to stop.

Perhaps, when the Associated Advertising Clubs of the World convene in London something may be said about retail advertising. Perhaps it may be noted that there is a vast improvement. Per-



GEORGE MISTROT

Last year and this one of the prime movers in bringing Houston to the attention of the English-speaking world.

haps it may be conceded, at least in the convention, that the improvement has been due to the good work of Vigilance Committees, or something fathered by advertising clubs, and the work may be given a boost and the workers a pat on the back—for they deserve it.

SAN ANTONIO RIVALS ENGLAND'S ANCIENT MONUMENTS



SAN FERNANDO CATHEDRAL AND NEW BANK

The bells of the old San Fernando Cathedral toll today as for the Spanish friars and fathers of 300 years ago, and their Angelus of today calls the clerks of the great bank building next door to their daily luncheon.

Pittsburgh Is The Fourth Largest Retail Market

Pittsburgh, Pennsylvania, U. S. A., has 588,193 population according to the official U. S. Government Census of 1920.

The Pittsburgh trading territory has a population of 3,000,000 and includes 350,000 wage earners whose combined wage is more than \$1,000,000,000 a year.

Pittsburgh is one of the highest paid labor markets on earth. Pittsburgh is also the home of many millionaires and people of more than average wealth.

In 1923, ten Pittsburgh department stores reported gross sales of nearly \$400,000,000.

In 1923, Pittsburgh bank clearings were \$8,212,298,174.03.

The freight tonnage of the Pittsburgh district exceeds the volume for New York, London, Marseilles and Liverpool, the world's greatest maritime ports.

Pittsburgh produces 50% of crucible steel manufactured in the United States; 65% of the nation's glass, flint and window glass; 60% of its tin plate; 50% of its coke; 55% of its pipe and tubing; 50% of its steel cars; 45% of its steel rail. 36% of its steel; 30% of its pig iron; 25% of its bituminous coal.

Pittsburgh is the center of the richest mineral section of the United States.

The Pittsburgh Press

The Giant of the Newspaper World —and Still *Growing!*

There are three evening newspapers and two morning newspapers and three Sunday newspapers in Pittsburgh.

The Pittsburgh Press has the largest circulation and the greatest advertising volume.

Daily: more than 175,000 Sunday: more than 250,000

The Pittsburgh Press is published every evening of weekdays and on Sunday morning. Among Evening-and-Sunday papers, The Press is second in America.

The Pittsburgh Press is a Scripps-Howard newspaper, a member of the greatest newspaper group in the world today. The Press will be represented at the Advertising Convention by William H. Dodge, whose headquarters will be at the Savoy, London.

National Advertising Representatives

Allied Newspapers, Inc.

W. H. DODGE, President

52 Vanderbilt Avenue, New York

5 North Wabash Avenue, Chicago

Cleveland

San Francisco

Cincinnati

Hearst Publications *in the* United States

The American Weekly—Biggest circulation in the world—
Over 4,600,000.

New York Journal—Biggest evening circulation in the
United States.

New York Sunday American—Biggest Sunday circulation
in the United States.

Chicago Herald and Examiner—Biggest Sunday circula-
tion in the United States except Hearst's *New York
Sunday American*.

Chicago American—Biggest evening circulation in Chi-
cago,—Selling at 3 cents 60,000 a day more than its
nearest competitor at 2 cents.

NEWSPAPERS

NEW YORK AMERICAN
NEW YORK JOURNAL
BOSTON AMERICAN
BOSTON ADVERTISER
ROCHESTER JOURNAL & POST EXPRESS
SYRACUSE TELEGRAM
WASHINGTON TIMES
WASHINGTON HERALD

BALTIMORE AMERICAN
BALTIMORE NEWS
FORT WORTH RECORD
SAN ANTONIO LIGHT
ATLANTA GEORGIAN
CHICAGO HERALD AND EXAMINER
CHICAGO AMERICAN
DETROIT TIMES
THE WISCONSIN NEWS

SAN FRANCISCO EXAMINER
SAN FRANCISCO CALL
LOS ANGELES EXAMINER
LOS ANGELES HERALD
SEATTLE POST-INTELLIGENCER
OAKLAND POST-ENQUIRER
THE ALBANY TIMES-UNION
THE MILWAUKEE SENTINEL

MAGAZINES

COSMOPOLITAN MAGAZINE
HARPER'S BAZAR
MOTOR
INTERNATIONAL STUDIO

HEARST'S MAGAZINE
GOOD HOUSEKEEPING
MOTOR BOATING
THE SMART SET

NEWS AND FEATURE SERVICES

INTERNATIONAL NEWS SERVICE, INC.
UNIVERSAL SERVICE, INC.
INTERNATIONAL FEATURE SERVICE, INC.

KING FEATURES SYNDICATE, INC.
NEWSPAPER FEATURE SERVICE, INC.
PREMIER SYNDICATE, INC.

STAR ADCRAFT SERVICE, INC.

MOTION PICTURES

COSMOPOLITAN PRODUCTIONS

THE INTERNATIONAL NEWS REEL

WEEKLIES

THE AMERICAN WEEKLY

ORCHARD AND FARM

In Interview Hearst Speaks Plainly of Policies of His Organization.

Has No Plan for Given Number of Papers—Buys When Others Want to Sell, If He Sees Success Ahead—"No Menacing Monopoly"—Public Benefits From Progressive Newspapers—World's Greatest Newspaper Proprietor Freely Discusses Many Vital Questions in Journalism

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WILLIAM RANDOLPH HEARST, in an extraordinary interview exclusively granted to **EDITOR AND PUBLISHER** this week, clearly revealed his opinion and policy on vital questions in journalism.

Following his custom in recent years Mr. Hearst chose to prepare textual replies to a series of formal questions. **EDITOR AND PUBLISHER** prepared 15 questions, specifying that Mr. Hearst might feel free to disregard any one of them. He answered them all, dictating his replies to his secretary.

"Is it true that your intention is to possess one hundred newspapers in the United States?" was the first question asked.

Mr. Hearst said: "I have no intention to possess any given number of newspapers nor any plan to possess any more newspapers or to take on any more work or trouble.

"But occasionally somebody wants to get rid of a paper and tries to sell it to me, and if I think I can see a way to make it a success, I am very likely to take over the job and try out my program."

(2) "Granted that you believe in your own editorial policies, still as a citizen do you believe that it is good public policy for one mortal man to possess the great power that is inherent in the control of so many newspapers?"

Mr. Hearst said: "In the first place, I have not 'so many newspapers.' There are twenty-five hundred newspapers in the United States, and I have twenty-three newspapers. No very menacing monopoly in that proportion, I should say.

"In the second place there are ten times as many newspapers as I possess, owned by reactionary and predatory interests that endeavor to use them in their schemes to exploit the public.

"And, therefore, it is not only not dangerous but exceedingly beneficial from a public viewpoint to have a few groups of newspapers like the Scripps-Howard papers and mine, owned and operated in support of progressive policies, and to protect the public's property and privileges.

"In the third place, no newspaper has power for long if it misuse it—which is the saving situation in the possession of newspapers by public exploiters; and perhaps, too, with respect to any individuals or interests.

"We all know many cases where policies and nominees have failed of public approval although every newspaper in the community supported them, or have secured public approval although every newspaper opposed them.

"The American people are an independently thinking people.

"Newspapers do not form the opinion of the public; but if they are to be successful, they must express the opinion of the public."

(3) "How is it possible for you or any man to delegate authority which will guarantee an administration of a newspaper in a distant city which will be fair and just to readers in local matters, concerning which you could not possibly have full information?"

"The assumption that I cannot find able men in a community to conduct a newspaper as well as I would if I were on the ground is a piece of stupid conceit of which I am not guilty.



WILLIAM RANDOLPH HEARST

"I organize our papers with the best men available in a community and they consult me in general matters, but endeavor to carry out the desires of the community in all community matters.

"In addition I generally have a local advisory board of leading citizens to help the local publisher to obtain accurate information in regard to local requirements and sentiments.

"The whole purpose of our papers is to serve loyally the communities in which they are respectively published; and the papers are united into one large organization only to make that service more effective."

(4) "When you buy a newspaper, what do you pay for? Mr. Munsey says he does not pay for circulation, but character."

"I pay for opportunity. The character and circulation of a paper are what you make them. The opportunity is determined by the field and the relative excellence of the competing newspapers."

(5) "What must a newspaper yield, from its business and from its editorial departments, to meet your minimum requirements?"

"I have no minimum or maximum re-

quirements. I expect a newspaper to make as much profit as is compatible with giving the public a good newspaper, and making subscribers and advertisers feel that they are getting a full return for their money in excellence and service.

"I spend a lot of money in making my newspapers. As a matter of fact I put back into the making of my newspapers over ninety percent of the money these newspapers take in from subscribers and advertisers. This I think I ought to do in order to give adequate service."

(6) "What is the capital value of a regular subscriber?"

"I do not know. I do not think you can estimate the value of a satisfied subscriber merely in terms of money."

(7) "How do you define the power of a newspaper which reaches from twenty-five to fifty percent of the population of a first-class American city, and to what extent have newspaper editors and advertisers exercised this power?"

"The power of a newspaper depends not merely upon the number of its readers, but upon the confidence its readers repose in it. That confidence is earned by intelligent and unselfish service—by

a long record of effort for the public good as the editor sees it.

"The power of a newspaper which has deserved and won the confidence of its readers is considerable; but the American people do not follow blindly the lead of any newspaper, even though they may entirely respect its motives."

(8) "Is the political influence of the American press, in general, declining or increasing, and why?"

"I rather think that the influence of the American press is on the whole declining. This, I believe, is because so many newspapers are owned or influenced by reactionary interests and predatory corporations, and are used selfishly, to promote the welfare of these reactionary interests, rather than the welfare of the public.

"This tends to weaken the confidence of the public in all newspapers more or less.

"Furthermore there are other agencies of publicity which divide the field with the newspapers nowadays. There are the moving pictures and the radio for example."

(9) "Are you interested in radio and what does it promise?"

"I am very much interested in radio, but I do not know how much it promises for independent enterprise.

"It looks at present as if radio were likely to be controlled by a few large corporations and employed in great part for their propaganda.

"However, there may develop a great field for radio in connection with newspapers and news services."

(10) "Do you care to discuss the sale of stocks of newspaper corporations in the open market—and why do you sell bonds?"

"I sold bonds because I wanted to borrow some money, and I preferred to borrow it from the public rather than from Wall Street."

(11) "Is circulation the test of merit?"

"To a degree circulation is a test of merit. If any manufactured article sold more and at a higher price than another similar article, you would naturally infer that the one which sold the greater amount at the higher price was the better—or at least that it pleased the public better; and that is the main standard of comparison."

(12) "When are advertising rates too low?"

"Advertising rates are too low when they give the advertiser a great profit and the newspaper little or no profit, as is often the case.

"Advertising rates are seldom too high, if an advertiser knows how to employ advantageously the publicity of a widely distributed and well established newspaper."

(13) "Why do you give so much time to motion pictures?"

"I give so much time to motion pictures because I think they are as important as publications as agencies of publicity, both for information and entertainment."

(14) "Will we have five-cent newspapers in America, and why?"

"I do not think there will be many five-cent papers unless the price of print paper materially increases."

(15) "What are the correct proportions of the daily ration in percentages—news, advertising, opinion, entertainment?"

"The correct proportions of news, advertising, opinion and entertainment are what every fellow has to figure out for himself with relation to the conditions which confront him.

"However, there is one thing sure, and that is that the news and the opinions, and to a certain extent the advertising, must all come under the head of entertainment to a reasonable degree or they will not be read.

"People do not read to be bored. They read to be interested, and unless we can make our material in every department interesting, it simply is not read; in which case we would be like the chap who winked at the girl in the dark—we would know what we are doing but the public would not."

Ready to Sail

THE COLUMBUS DISPATCH wishes bon voyage to all crossing the sea to join hands with Great Britain and other nations in conducting a great International Advertising Convention at London.

The spirit of this remarkable assemblage will be better and more productive advertising. This newspaper is proud to have its part in promoting all that is best in newspaper advertising.

Over 850,000 prosperous, responsible people reside in the eighteen Central Ohio counties in which this newspaper predominates. The Columbus Dispatch is

FIRST IN CIRCULATION

Dispatch daily average net paid circulation for May, 1924, was 98,136. Second newspaper's last statement claimed 74,555.

FIRST IN ADVERTISING

Total paid advertising lineage of Dispatch for the first five months of 1924 was 9,042,563 lines. Second newspaper printed but 4,406,353 lines. Third paper 3,134,849 lines.



The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

WORLD-TRADE ASPECT OF CONVENTION

(Continued from page 162)

—their manufacture having been supervised by the British government—that he offers them in bales at \$87.50 for a bale containing 25 blankets, and the entire lot was sold because of their great advertising in daily newspapers in spite of the tariff.

There has always been, for instance, a Canadian tariff against American goods, with a view of having our United States manufacturers make provisions that our advertised products be made in Canada by Canadian labor, and even in the face of such conditions hundreds of United States manufacturers have been able to establish factories across the line and make and sell at a profit; and many other American industries have built up Canadian branches, paid the high duty, and have competed with Canadian made goods. As usual, however, the Canadian consumer pays increased prices because of such tariffs. The Canadian tariff is no different than the United States tariff on British goods; and British advertisers that are handicapped because of our tariff must plan to make their goods in the United States just as we do in Canada and just as Lever Brothers have done in this country. They are one of our most successful advertisers.

And speaking about Ford cars I see that there is some discussion about breaking down the British tariff barriers against American products which, if done, would let the Ford and other low priced cars into England, where I hope that it would do as much for the spread of true Democracy as it has done with us.

I don't want to make too much of a point of this, but an interesting brochure might be written on the social, industrial and even political influence of the Ford car in the United States. This vehicle, cheap enough and efficient enough so that even the day laborer may own and ride in one, has worked wonders for the uplift of the true Democratic spirit. It has enabled great masses of people to rent or own homes in the suburbs, instead of crowding into apartments or flats in town. The owning of an automobile—any sort of an automobile—has naturally increased the owner's self-respect; given him a broader outlook on life; caused him to demand and live upon a higher standard. Because Ford makes more than 3,000,000 Fords a year he sells a car that, if made by the thousands would cost more than \$1,000, for \$295, and this year he is spending more than \$10,000,000 in advertising.

If then, by a lowering of the British tariff wall the Ford car invades Great Britain in vaster quantities, and at a better price than it has up to now, it is going to be curious to note what changes it brings about in the character of the

English people. One of my guesses is that it will make for conservatism; that it will break down class lines which are already, I understand, crumbling a bit under a labor Government, and that it will increase the British standard of living just as it has done on this side of the water.

That there will be an increase in world-business, in world barter and trade and in world industry and advertising and sales, because of the impetus started by the International Convention of Associated Advertising Clubs of the World in London, I am absolutely confident. I do not think that all the advantages that result are to accrue to the United States; nor do I believe that the British Empire is to reap the largest part of the benefit. It seems to me that beginning right from the time of the Convention in July we Americans and Britishers will see that it is to our mutual interest to travel side by side in the friendly race for the world's trade, even in a better way than it has been possible for us to do in world affairs, and in doing so the business and advertising men of our two countries can help our statesmen to understand and co-operate better because of our friendly business and advertising interests. We shall compete with each other, it is true; just as we have done in the past, but it will be a competition in excellence, in honesty and in fair dealing from which the entire world will benefit.

Above all else, we will buy and sell to each other. You sell to us what you

make best, and we will sell you where we have the advantage, and the London Convention will help this trade for our mutual good.

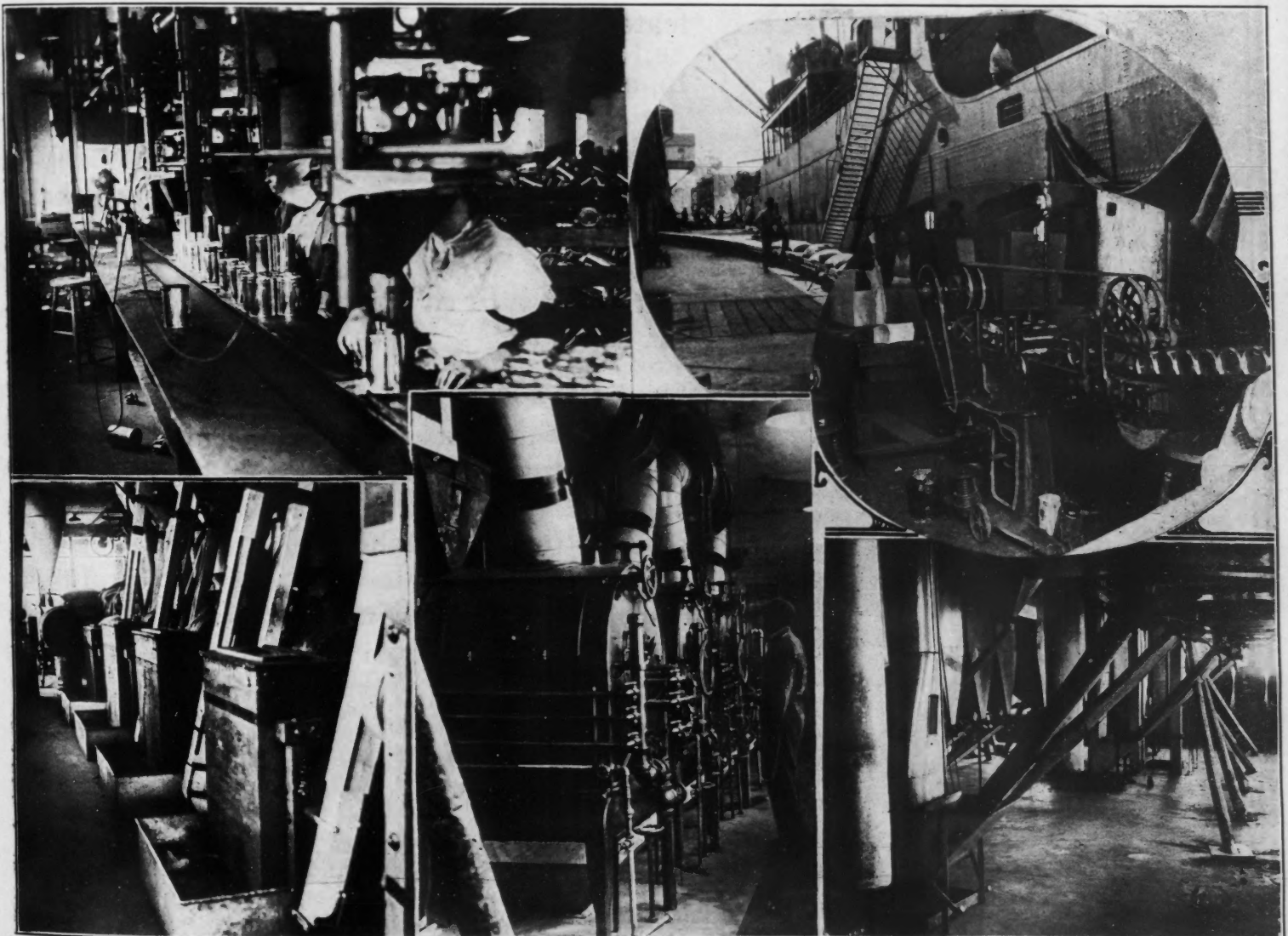
Whenever the British housewife buys a good American product the whole family has a more friendly feeling towards U. S. A. and likewise, when an American family buys British goods like Crosse & Blackwells, the whole family feels friendlier to Great Britain. And likewise, the advertisements during the past three years on your side and ours have been friendly messages of good-will and invitations to be more friendly.

I sincerely believe Great Britain has received at least a £1,000,000 of good-will advertising and news publicity because of the London 1924 Advertising Convention, and the sponsors and workers for that great project deserve honor and real recognition by the British Government.

The way Great Britain and the British Empire Exhibition can cash in on the good to be derived from such an Exhibition is to show it in this country—New York, Chicago, San Francisco, and in Toronto, Canada, after it has run its course in Great Britain.

There are men and organizations in this country who are ready and willing to handle an exhibition of this kind in a most satisfactory and successful way, and all it needs now is the sanction of the British Government to send those parts of the Exhibition to America in which Americans will be most interested.

FILLING THE BREAKFAST CUPS OF MULTITUDES



Ships that dock in Houston Harbor bring among their cargoes tons of green coffee beans, which are roasted and packed at one of the city's great factories for retail sale wherever advertising is known in America.

While in Europe read The Chicago Tribune every day

S EVEN days every week The Chicago Tribune publishes a European edition in Paris. It contains not only the news of Europe but also a cable report from The United States and Tribune cartoons and features.

In every important city of Europe, Northern Africa and Western Asia, and in hundreds of smaller centers visited by tourists, The European Edition of The Chicago Tribune is on sale. Your hotel porter or concierge can always secure The Tribune for you each morning or you can buy it at railway newsstands, kiosks, etc.

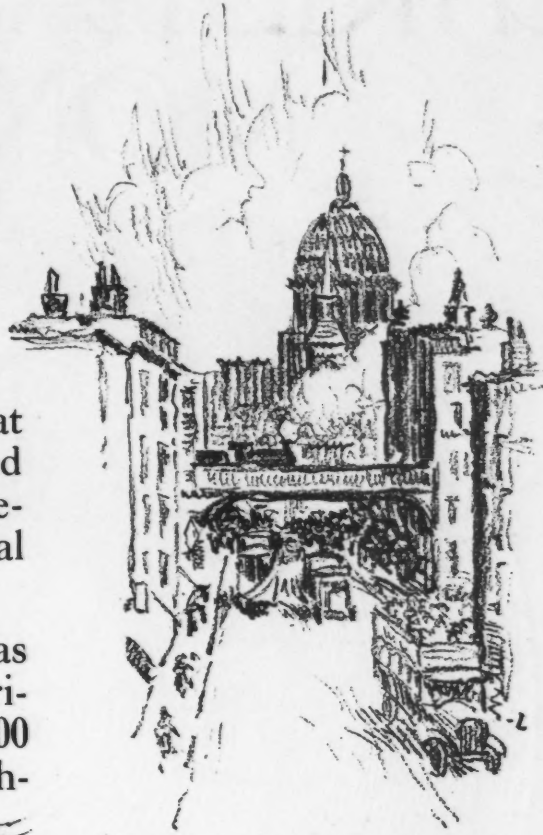


The European Edition is successor to The Army Edition which made its appearance July 4th, 1917, greeting the first American troop to march through France. The Army Edition was founded to sustain the morale of the A. E. F. The Chicago Tribune pledged all profits to army charities. At first it was run at a heavy loss but, as the number of American soldiers in

A link with home news of politics, sports, finance and affairs for delegates to the Convention of the Associated Advertising Clubs of the World.

France increased the deficits diminished and at the time of the Armistice The Tribune presented to General Pershing a check for more than one-hundred thousand francs, representing the total net profits.

Since the Armistice this unique newspaper has been continued as a militant exponent of Americanism in Europe and as a service to the 100,000 Americans scattered in small colonies throughout the Old World.



The European Edition maintains a Service Bureau for Americans at 1 Rue Scribe, opposite the Place de l' Opera, in Paris. Here you will find files of The Chicago Tribune and New York News, maps, shopping guides, travel information and a staff of American clerks able to render practical service along many lines. You are also welcome at the other offices of The Chicago Tribune, 138 Fleet Street, E. C. 4, London, Phone Central 8270; Hotel Excelsior, Rome; 1 Unter den Linden, Berlin; 7 Promenade des Anglais, Nice.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

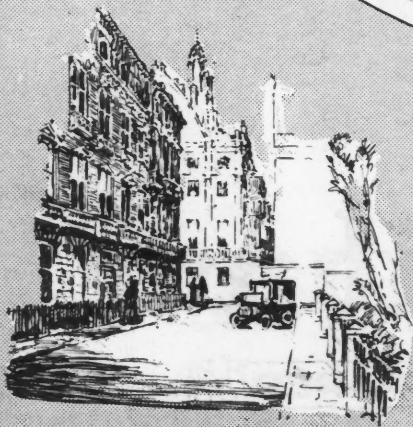
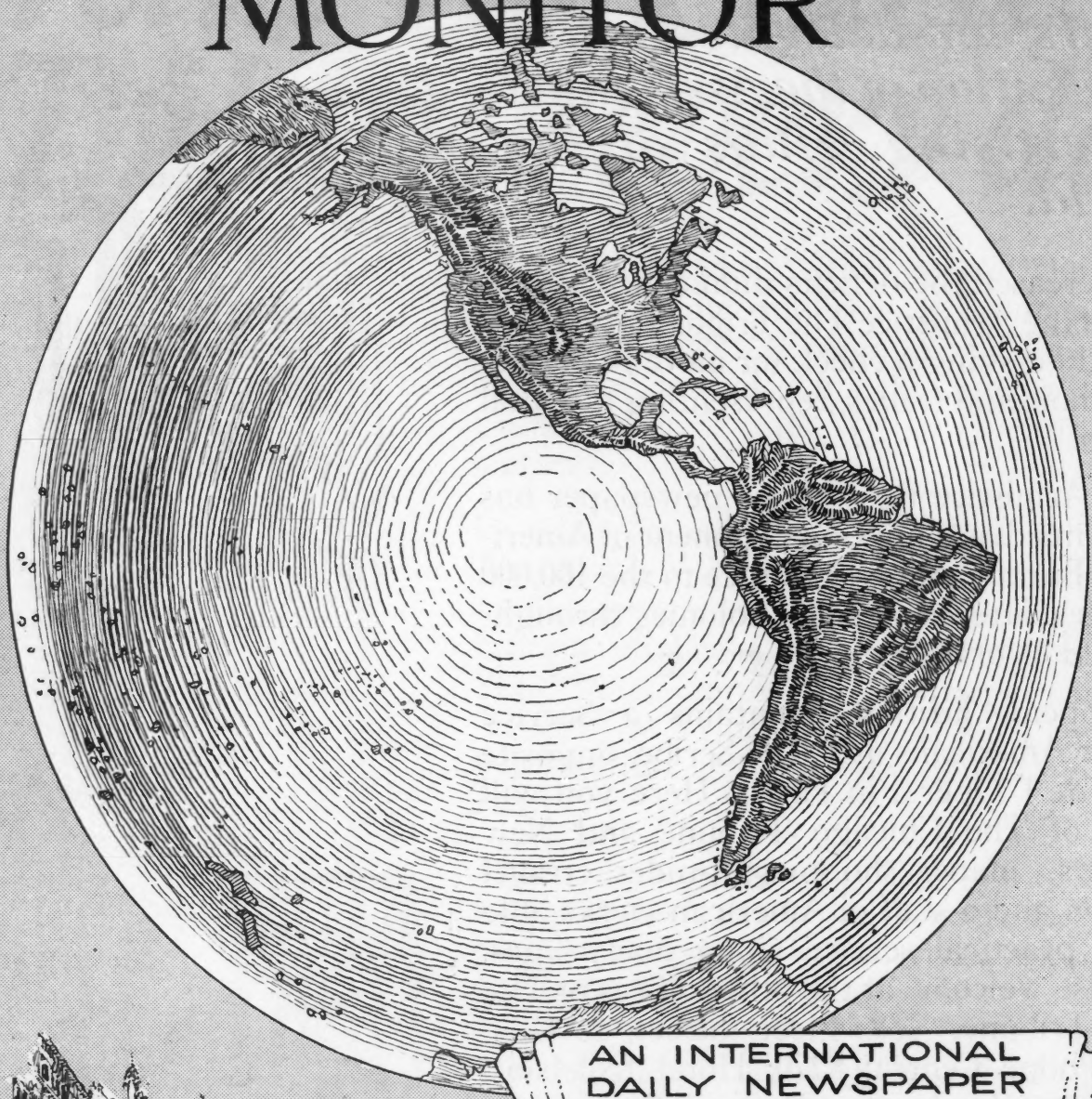
London
138 Fleet St.

Rome
Hotel Excelsior

Berlin
1 Unter den Linden

Nice
7 Prom. des Anglais

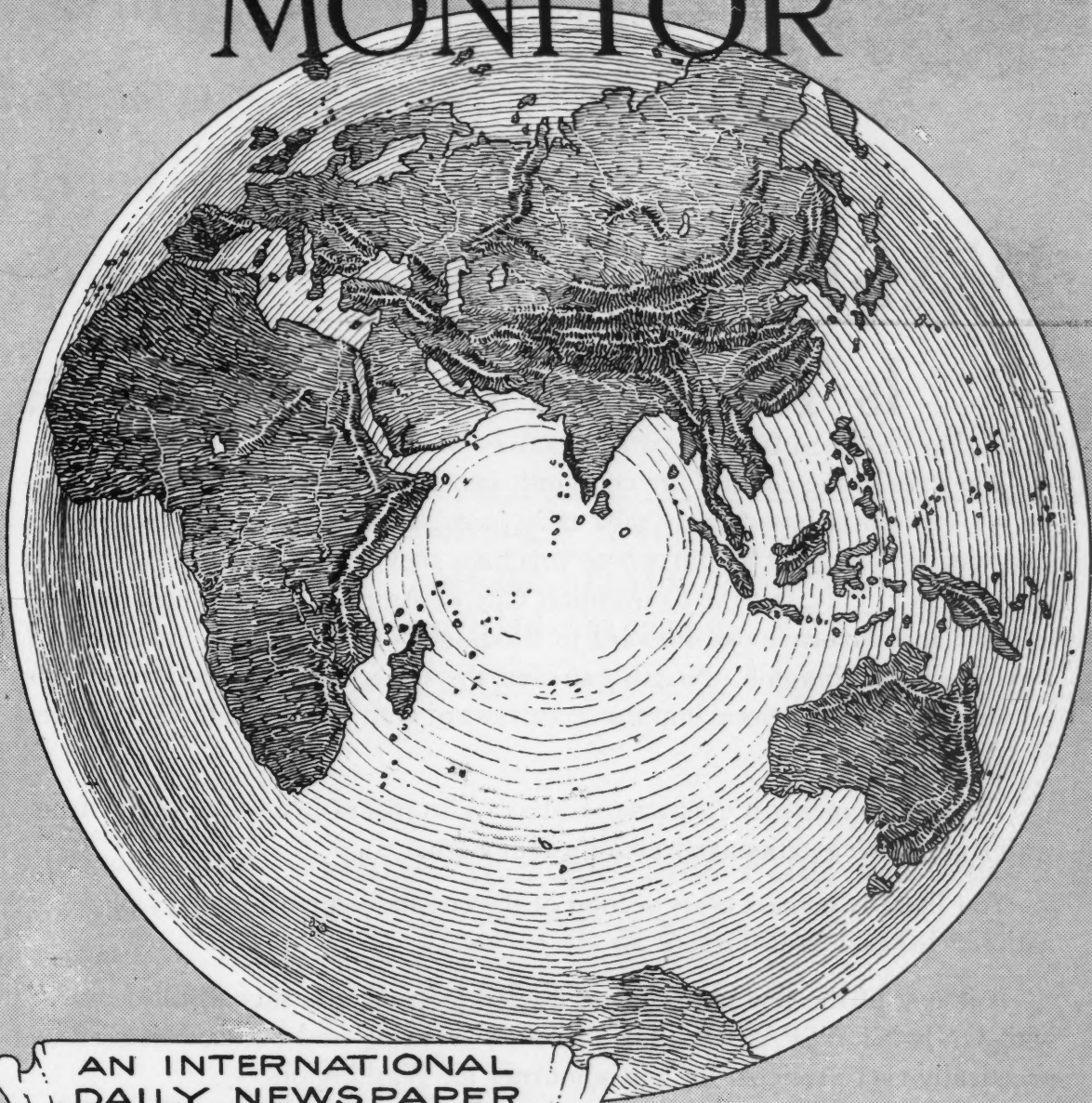
THE CHRISTIAN SCIENCE MONITOR



You are invited when in London to call at the London Bureau and Offices of The Christian Science Monitor, 2, Adelphi Terrace, W. C., where representatives of this newspaper will be glad to serve you in any way they can.

At left—The Monitor's London Bureau and Offices.

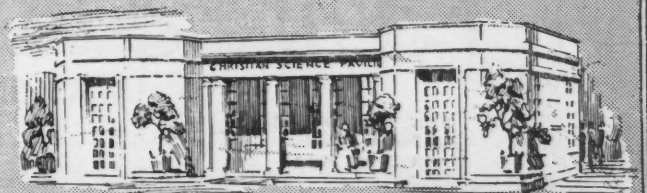
THE CHRISTIAN SCIENCE MONITOR



AN INTERNATIONAL
DAILY NEWSPAPER

When visiting the British Empire Exhibition, you will find a cordial welcome at this Pavilion next to the British Government Buildings, where The Christian Science Monitor may be read or obtained.

At right—Pavilion at the British Empire Exhibition.





WASHINGTON

Is The Focal City of America

The eyes of the country are constantly centered on Washington. It's everybody's city—in whose beauty they take pride; in whose welfare they feel a personal interest, and within whose precincts they feel at home. Not only is it the Capital City, but the Convention City of America. Every organization of men and women looks forward to holding its national and international meetings in Washington. No city can offer the same interesting incentive; nor exercise the same patriotic impulse—nor reward with equal satisfaction as does Washington.

That which makes it the national Mecca also makes it the ideal point from which to launch a national advertising campaign.

You literally contact every section of the country—appeal to every phase of national life—in Washington.

It is one of the few cities in the United States that is successfully covered with ONE NEWSPAPER—for *The Star*—evening and Sunday—is read by practically every resident of, and sojourner in, Washington.

Those further details in which you may be specifically interested will be furnished upon request.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

For the Last Three Years
THE BALTIMORE SUN--
 Morning, Evening and Sun-
 day issues--has carried more
 advertising than any other
 newspaper in America--

Paid Advertising Lineage 1921-1923

	Morning	Evening	Sunday	Total
1921	7,684,482	12,510,782	6,861,198	27,056,462
1922	8,031,110	14,238,848	6,746,478	29,016,436
1923	8,562,292	15,950,752	7,579,254	32,092,298

The Baltimore Sun is served directly into the homes of Baltimore by its own exclusive carrier system.

May Average Net Paid Circulation

Daily (M. & E.) - - 246,938
 Sunday - - - - 177,767

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
 Bowery Bank Bldg., New York

GUY S. OSBORN
 360 N. Michigan Ave., Chicago

THE
 MORNING



EVENING

SUN
 SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

“Bon Voyage”

The Philadelphia Bulletin extends best wishes to all American advertising men and women who will attend the convention of the Associated Advertising Clubs of the World in London.

This convention will focus the attention of European Manufacturers more than ever on the possibilities of distribution and sale of their commodities in the United States.

In all America there is perhaps no city better adapted to a “try out” by the European advertiser than Philadelphia.

Philadelphia is America's second largest port and goods from any portion of the globe can be landed with promptness and regularity.

Few of the world's markets offer so attractive an opportunity for profitable business as does America's third largest city,—Philadelphia.

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)

CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard

DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard

SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.



EDITOR & PUBLISHER

American Section



WEMBLEY FIRST INTERNATIONAL A. A. C. W. MEET

History of Great Advertising Affiliation Told—Education and Vigilance Two Main Activities of Organization—Combined Membership 30,000

By **EARLE PEARSON**

Educational Director, Associated Advertising Clubs of the World.

IT has taken the Associated Advertising Clubs of the World just 10 years to realize its ambition of staging what is in fact as well as in name a truly international convention.

In June, 1914, the Association held its first convention outside the United States, meeting that year in Toronto, Canada. Conventions come and go, but there was something about that old Toronto convention that will make it stand out in the minds of the old standbys so long as their memories last.

It was a bit of an international convention, as a matter of fact; at least it had enough of the aspects of one to give the leaders of the Association the inspiration to want to hold a real one some day. And so there at Toronto, in the presence of a half dozen or so fine fellows from London, and perhaps two or three from out in Australia or New Zealand, and on British soil, the delegates voted to change the name to embrace the whole world. For 10 years it had been simply "of America," instead of "of the world."

Incidentally, may I say here that it was a real pleasure to me to be in Toronto only a few weeks ago and have a hand in the reorganizing of the old Advertising Club of Toronto and seeing it brought back once more into the Association. They will have three delegates at London next month.

Harry Tipper, general chairman of the London Program Committee, estimates that not more than 40 per cent of those who attend the London convention will be from the clubs in the United States and Canada, and yet the indications are that the registration will exceed all previous records. So it will in fact be international in point of attendance. The subjects of the speeches scheduled

for the various sessions, particularly the general sessions, suggest the international flavor of the program.

We are often asked by strangers who come into headquarters office in New York just what is the Associated Advertising Clubs and I can imagine that the

specific answer to that question may be sought by many readers of this special convention number of **EDITOR & PUBLISHER**.

There are 3 forms of membership in the organization: Three hundred local Advertising Clubs scattered all the way

from the British Isles and Cape Town, South Africa, on the East, through the United States and Canada and out into the Far East into Shanghai, China; Honolulu, Australia and New Zealand; twenty-five departments of advertising represented in twenty-five distinct organizations comprising the National Advertising Commission, and some 1,500 sustaining members,

concerns and associations that contribute from \$25 to \$5,000 a year each to the support of the association. These three classes of members represent a combined membership of approximately 30,000.

The association has two main activities, commonly known as education and vigilance.

By education, we mean the educational work in the clubs and departments of the National Advertising Commission by which the members are learning through weekly meetings, study classes and by various means how to cope more successfully with the problems of advertising, sales, merchandising and distribution.

Vigilance is the corrective work. It is the police department in the advertising world. Unfortunately, there are swindlers, crooks and common every-day liars among men who use advertising to promote the sale of commodities, stocks and bonds, services and other things, just as there are pick-pockets and robbers about over the world. So we have a department in the Associated Advertising Clubs to make it hard for the fellow who makes fraudulent, deceptive and misleading statements in his advertising. In addition to National Vigilance organization at headquarters in New York, the vigilance work is backed up by nearly 50 Better Business Bureaus in as many cities over the United States where trained bu-



New York greets Old York. Three flags and an engraved tablet will journey with the New York delegation to Wembley and will be presented with ceremony at Old York, July 18. The "color guard"—or York Memorial Commission—photographed above, are (left to right)—Each row, William H. Dodge, A. C. Pearson, William H. Barkin; front row, H. H. Charles, holding the flag of New York; Rodman Waramaker; Francis H. Sisson, and A. E. MacKinnon, holding the flag of the Advertising Club of New York.

reau workers are engaged in a constant effort to make the advertising in their local communities dependable and to give the public increased confidence in it. As the public's confidence in advertising increases, so do the profits from advertising increase.

Headquarters office is the clearing house for all the activities of the Association. Through a well-managed Speakers Bureau, it is sending out more than a thousand offers of speakers to the clubs each month, and this service is greatly improving the standard of club meetings. It is offering an opportunity for an exchange of ideas with men from the outside, men who have demonstrated their ability to make money spent for advertising bring a profit.

Many clubs conduct regular educational work where the members come together once a week or so in study groups and pursue systematic study of various phases of advertising, selling and kindred subjects.

The affairs of the Association are administered by a president, elected annually from among the members, a secretary-treasurer and an Executive Committee of



EARLE PEARSON

5 other members, representing the clubs, the National Advertising Commission, the Sustaining Members, the women in advertising, and the seventh member is the immediate past president.

The Association is divided into 17 geographical districts, presided over by a District Chairman, who assists the staff at headquarters in the expansion of clubs and development of the work in his district.

In addition to the annual international convention, more than half of the districts hold annual district conventions, patterned somewhat after the larger convention, but giving emphasis to the problems of the particular section in which the district is located.

Also, perhaps half or more of the 25 departments of the National Advertising Commission have their annual conventions where attention is given to the problems peculiar to each group.

As stated, the Association is holding its first real international convention this year. The big problem ahead is one of expansion into new fields so that the membership may also reflect this international character.

A year ago, we had 2 clubs in the British Isles, the London Thirty Club, and the Advertising Club of Belfast, in Ulster, Ireland. Today, there are more than 30 in the British Isles and one also in South Africa.

An English doctor announces that the human face is longer than it used to be. But he probably would not deny that the man who wears a long face today may succeed in shortening it tomorrow.—*Boston Transcript*.

WHAT THEY ARE SAYING

U. S. DOMINATES WORLD IN ADVERTISING

American business employs more advertising than that of any other country in the world. The number of national advertisers in this country is greater than in any country. The individual advertising appropriations are larger. The total volume of national advertising activity measured in dollars and in lines of advertising is larger. The volume of national advertising in this country for the year 1924 will be 20 per cent more than in 1923. The aggregate of advertising appropriations that the members of the American Association of Advertising Agencies will handle this year, in round numbers, makes a grand total of \$300,000,000. That is, about 80 per cent of all the desirable national advertising. The local advertising in merchant lines will show about the same percentage of increase. Modern advertising methods in the national field are bringing local advertising into sympathy. This is evidenced in the improved character which is the reason for the continued growth of local advertising at about the same rate as that of national advertising. All the advertising in this country today is better advertising."—James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies.



JAMES O'SHAUGHNESSY

ATTORNEYS OF BUSINESS

When an individual or corporation goes to court to prevent a legal action, the skilled attorney guides each step of the way. When the modern manufacturer or business man seeks to place a message before the public he obtains the best advertising counsel and service obtainable for the shaping and execution of his plans. For the manufacturer or business man is presenting his case to the greatest of all juries—the public; a critical, sometimes finicky jury, subject to whims and fads, swayed by emotions, likes and dislikes. Advertising today is one of the most highly specialized professions. The modern advertising agency spends large sums of money every year for exhaustive research work, not only along strictly advertising lines, but also on commercial and industrial problems, finding out who is buying what, why they are buying and in what quantities; what the effects of certain selling policies may be—in fact, keeping a check on the entire trend of business and sentiment."—F. W. Strang, Strang & Prosser Agency, Seattle.

EVEN 5 YEAR OLDS REJECT LIES

Sound business has never yet been established upon lies; nor will be while the public has the intelligence of even a 5-year-old child. It required many years for people to realize this fundamental truth, but to the credit of reputable advertisers, they have not been slow to realize that false and misleading advertising does not pay. Merchants and manufacturers are finding that by what measure they conform to the exact truth, by how much newspapers are clearing their advertising columns of obliquity, by so much is the public gaining a confidence which results in the responses that make advertising profitable. So, as you advertise, be sure to select mediums in whose integrity readers have confidence, for they are the mediums which will bring you the largest returns."—Walter Sammis, Business Department, *New York Times*.

BRISBANE ANALYZES REPORTING

You are in the right business, the only one really worth while. Everybody's business is your business, whereas your business is nobody's business. You can say what you like, nobody can answer you back—or if anybody answers you don't hear it. You are the eyes and ears of the public, which would be deaf and blind without you. And in addition to that, you are the public voice. Newspapers do for the nation what speech does for the individual. You are in the most ungrateful business, you have to perform every day. There is no phonograph to record your performance, and make it immortal. What you did yesterday doesn't count. Everything depends on what you can do today and tomorrow. That's the one disagreeable feature. And the older you grow usually the less you are worth. That's another disagreeable feature. But on the whole the newspaper is THE business."—Arthur Brisbane in *Pen and Pencil News*.

HIS DUTY TO KNOW

A newspaper can't afford to accept questionable advertising at any price. It can't afford to take chances, because if its subscribers fall victims to a swindle scheme, they will always feel the paper largely responsible for their losses. The publisher of fake advertising can't escape responsibility on the ground that he didn't know it was fraudulent. It is his duty to know; the subscriber has the right to rely on his paper for truthfulness in advertising, the same as in news."—Alfonso Johnson, President Northeast Missouri Press Association.

NEWSPAPERS PROSPEROUS

Travel through the country and find pessimism. I can't. Try and find anybody as hysterical over political affairs as some of our dear political leaders are in Washington. I can't. Try and find anybody of importance who thinks business is going to be other than fully normal. I can't. Try and find a newspaper of consequence that is not well filled with first class advertising. I can't. Try and find a newspaper publisher of importance who acts worried. I can't. Try and find a smaller paper which isn't doing a business fully in keeping with the character and influence of his publication, I can't. —Walter H. Savory, Mergenthaler Linotype Company.

PUBLIC OFFICIALS AND THE PRESS

I have found in my experience as a public official that it pays to take the press into one's confidence. Whenever I have an item of news that I want withheld from publication I tell all the press about it, for that is the only way to safeguard news the publication of which, for a good reason, should be withheld. In all my experience I have never had such a confidence violated. I am quite sure the Maryland newspaper men are only a fair sample of those of the rest of the country in this respect. The public official who is trying to do his duty has nothing to fear from the American press of today."—Gov. Albert C. Ritchie of Maryland.

TWO DOLLAR DROP IN NEWSPRINT PRICES

Voluntary Reductions Made by Paper Companies — International Announces Policies Unchanged by Resignation of President Dodge

As foreshadowed in last week's *EDITOR & PUBLISHER*, newsprint prices have been reduced \$2 a ton, making the price now \$73 per ton instead of \$75.

The cut follows more than a month of discussions both in Canada and the United States, and the final decision, it is understood, resulted from the definite announcements of several independents that they would take separate action. One of the independents, it is said, was a Wisconsin-Chicago group with an Ontario output in excess of 500 tons a day.

Spanish River made official announcement of the reduction in Montreal, July 13.

In a letter to clients dated July 14, J. L. Fearing, sales manager of the International Paper Company, gave notice of the cut, and explained his company's stand. There will be no change in policy as a result of P. T. Dodge's resignation as president and his election as chairman of the board, he said.

The letter follows:

"In conformity with our contract with you which calls for a fixed price for the calendar year 1924 (unless we announce a lower price during June, for the six months beginning July 1 following), we now announce a reduction of ten cents per 100 pounds and hereby advise you that paper delivered under the contract on and after July 1, will be billed accordingly.

"To any of our customers who may be disturbed by the vagaries of the spot market, in which some tonnage is being offered by mills with irresponsible sales policy—mills which in some instance charged 15c per pound or more during the war—we can only say that we were conservative then and do not wish to depart from a conservative policy now. If prices should drop to a basis that is unprofitable, the reaction will be great. The pendulum will swing one way as far as it does the other. The interests of the publishers and of the paper manufacturers alike require that efficient paper mills shall receive fair and reasonable prices for their product.

"European paper made under a depreciated currency and under labor conditions far below the American standard is hardly fair competition. We are protecting our labor with drastic immigration laws, yet in the case of newsprint paper we admit the product of cheap European labor without any protection whatever. With the gradual return of European normalcy and an increase in the purchasing power of European nations for home consumption, the imports of paper from Europe are showing signs of curtailment.

"Many of our customers have asked whether there will be any change in our attitude toward them as a result of P. T. Dodge's resignation as president and his election as chairman of the Board. The policies inaugurated by Mr. Dodge, frequently in the face of untold difficulties, will be continued by his successor, Archibald R. Graustein.

"The resources of the company will be further developed; our mill at Trois Rivieres, Quebec, will soon be enlarged; and in due time other mills, protected with ample timber reserves and ample water-power, already owned by us, will be constructed. It is hoped to increase the efficiency of this company; to go ahead; to make it more and more worthy of your confidence."

The paper companies, according to an *EDITOR & PUBLISHER* informant are in a good position to make the concession.

International Paper Company is now running at about 90 per cent capacity, an executive declared. It is understood this concern is waiting to see how their newsprint will be taken up at the lower price. If the demand fails to meet the supply, curtailment of certain mills must follow.

HEARST ISSUES BIG BRIEF IN A. P. PROXY FIGHT

Gannett and Patterson Give Out Additional Statements—Claims Laid Before Association Membership in Preparation for July 31 Special Meeting

ON behalf on the *Baltimore News* and *Rochester Journal and Post Express*, protesting against the applications for Associated Press memberships by the *Baltimore Evening Sun* and the *Rochester Times-Union*, which will be decided by a "proxy convention" on July 31, William Randolph Hearst this week caused to be issued an exhaustive brief, while Paul Patterson, *Baltimore Evening Sun* and Frank E. Gannett, *Rochester Times-Union*, issued additional statements.

The Hearst brief makes a heavy book of 75 pages, handsomely printed, and contains several facsimile reproductions of letters.

The foreword sets up the premise that since 1849 the Associated Press has "thrived on the principle of mutuality," the keystone being the "preservation and protection of each member's right," the "inviolable exclusiveness" of members' rights and then says: "You are now asked to vote whether or not this traditional life-giving policy shall be abandoned or shall be maintained."

The foreword proceeds, as follows: "If the right of a member to protest and keep out of membership a direct competitor in his own city shall now be denied—then no man who owns an Associated Press membership can consider that as an asset in the valuation of his property."

"A vote to admit any newspaper to membership in violation of another member's right to avoid such competition is a vote to overthrow the principle on which the Associated Press was built and on which alone it has survived and thrived."

"This book is a plea to every member of the Associated Press to preserve the asset value of his property."

The effort of the *Baltimore Evening Sun* and *Rochester Times-Union* to obtain A. P. membership last April, the brief declares is a situation unique in the history of the A. P. "The applicants were asking the membership of the Associated Press to grant them for nothing the same privileges which Mr. Hearst had paid hundreds of thousands of dollars to acquire," the brief said, and added: "Three out of the fifteen directors of the Associated Press, each of whom is a competitor of Mr. Hearst in his respective city, arose on the floor of the annual meeting to advocate that the members of the Associated Press vote these franchises to the applicants in spite of the protests of Mr. Hearst's franchise-holding papers in these cities and to the injury of their property rights."

"The Board of Directors, even on this occasion, refused to make any recommendations, and never before, under similar circumstances, had any director recommended that such an application for membership be granted and a member's protest be overridden."

"Previous action of the Associated Press on such applications had always resulted in a denial of the application and in sustaining the rights of protest where the application was for a franchise in the same city."

"It was very apparent that there was directed a drive against the Hearst newspapers at this annual meeting of the Associated Press and an effort was made by speakers for the applicants to becloud the issue by injecting into the discussion much about Mr. Hearst's ownership of a competing afternoon news service."

"Mr. C. P. J. Mooney, Vice-President of the Associated Press and the member representing the *Memphis Commercial Appeal*, pointed out the advantage of such a situation rather than the disadvantage, when he said: 'The matter of other press associations is a thing aside. I am afraid if there were only one news association in the United States following the present temper of the unrestrained minds of our lawmakers that it (the Associated

Press) would immediately be declared to be a common carrier and the value that we put in it would be destroyed.'

"The point was raised by speakers for the gentlemen who had filed applications for membership that the Hearst members featured items of news furnished by the International News Service and 'played down' items furnished by the Associated Press."

"It was this point that was especially stressed by Mr. Paul Patterson of the *Baltimore Sun*, in his plea for a franchise. He furnished the members one copy of the *Baltimore News*, 20 days old, showing how it had featured International News matter, and pointed out that the Associated Press credit lines were always marked 'A.P.' and never 'Associated Press' spelled out."

"But two of the directors of the Associated Press, even while they espoused the cause of the *Baltimore Evening Sun*, disclaimed any desire to criticize the *Baltimore News* for the manner in which it handled the news furnished it by the Associated Press or by any other news association."

"They did, however, directly charge that under Hearst's control the interests of all Associated Press members in their rights to news from Baltimore might suffer."

"How could these interests suffer? Obviously only in one way, and that is if the members in other cities fail to receive adequate news reports from Baltimore which news reports must in all instances be furnished by the Baltimore member."

It is asked, what local covering has to do with the display given A. P. or telegraph news and, in reference to the ability of the Hearst newspapers at Baltimore and Rochester to cover the news for A. P. the brief contends they now have the largest and best staffs in their history, which service is available to A. P. and cites that Frank B. Noyes, asked on the floor of the last annual meeting if there had been complaint against anything the *Baltimore News* had done or failed to do, admitted there had been no complaint.

Under the sub-title "Do our by-laws mean what they say or are they elastic," the Hearst protestants then quote the A. P. by-laws, article 3, section 1, 'Admission of Members':

"Members may be elected by the affirmative vote of not less than four-fifths of all the members of the corporation at any regular meeting of the members of the corporation or at a special meeting called for that purpose. Such votes may be cast in person or by proxy."

President Noyes is then quoted as having said at the annual meeting: "If there is any assumption that the by-laws by giving a right of protest—which right of protest runs against the Board of Directors acting and they alone—that the provision that provides that four-fifths of those present at an annual meeting can elect—if there is any assumption that that is not in the by-laws in good faith I shall be obliged to correct that assumption at once."

Victor Lawson, *Chicago Daily News*, Director of the Associated Press, is quoted as having said, "There is the right that the Association can exercise its own judgment in respect of its own rights as an association by action in the membership meeting here by four-fifths vote."

The brief says: "And when the representatives of Mr. Hearst called attention to these very apparent departures from the plain English of the by-laws in a letter addressed to Mr. Frederick Roy Martin, general manager of the Associated Press, Mr. Martin replied, under date of May 22, 1924: 'The construction placed on the by-laws has always been four-fifths of those present at a meeting and not four-fifths of the entire member-

ship was requisite for an election of an applicant over an unwaived protest.'

The brief declares that the A. P. "being organized as a club and to show it was not intended to make a closed corporation, they had to provide a specific means of admitting members, so they wrote this provision of the by-laws to cover that point and still made the overriding of a protest almost an impossibility."

"Now it appears to suit a present purpose to alter this by-law, which is very clear, into meaning a four-fifths vote of the members present at an annual meeting or a special meeting. And this means that only a quorum or a majority of all the members need be present either in person or by proxy."

"Under the construction of Messrs. Noyes, Lawson and Martin, this by-law could operate to override a protest with less than a majority of the votes of the membership of the Association in favor of such action."

"It is a simple matter of arithmetic. There are 1,208 voting members of the Associated Press. A quorum necessary to do business would be 605 present in person or by proxy. Four-fifths of 605 is 484."

"Therefore, under the distortion of section 1, article 3, of the by-laws, it would be possible to destroy the property rights of a member of the association by 484 votes out of 1,208."

"Do you believe that forty per cent of the membership should decide what the by-laws say eighty per cent must decide?"

"Are you willing to subject the decision on your own property rights to less than one-half of the vote of the membership?"

The protestants then launch into the matter of voting proxies and ask: "Did you know how yours was to be used and voted?" It is declared that, despite alleged misuse of certain proxies voted by Advisory Boards at the annual meeting, the vote on Baltimore was announced by the chair as 423 in favor of the Baltimore Sun application and 110 opposed, and "on this announcement the election had failed, either on a strict reading of the by-laws which required four-fifths of the total membership vote or even on four-fifths of a quorum which required 484 votes."

"There were only 533 votes cast out of the total membership of 1,208, being 72 less than a quorum and only 423 in favor of the applicant. Yet the chair announced that 425 votes could elect."

"How does that announcement square with Section I of Article 3 of the By-Laws?"

"The Baltimore applicant demanded a roll call and, in the interim, many members having left the hall, the chairman, for the first time, indicated his doubt as to the presence of a quorum."

"The Hearst representatives were anxious to have a full and free expression of the membership of the association and thereupon agreed to a mail vote, promising in the event that four-fifths of the membership voted in favor of the Baltimore and Rochester applicants the Hearst newspapers in these cities would waive their protest and the Board of Directors could then proceed legally to elect the applicants to membership."

"This suggestion finally was accepted by the directors and by the applicants."

"However, the counsel of the Associated Press, Mr. John W. Davis, subsequently furnished the directors of the Associated Press with an opinion that this mail vote would be illegal and should not be taken. We quote from Mr. Davis's opinion:

"This waiver, however, is to be preceded by an electoral canvass of the members of the Association taken in a method not provided by the by-laws and surrounded by conditions which any member of the Association would be at liberty to ignore."

"No stipulation which you or any other officer

of the Association might enter in its name could possibly bind the members to submit to or participate in a referendum of this extra-legal character. I cannot but think that to attempt to take a vote by such machinery would be not only abortive, but would establish a most undesirable precedent."

"It must not be forgotten that not only the rights of the *Baltimore Evening Sun* and the *Rochester Times-Union* on the one hand, and the *Baltimore News* and the *Rochester Journal and Post Express* on the other, are involved, but also the rights of all other members of the Associated Press."

"On May 28, 1924, the Executive Committee of the Associated Press met to consider this letter from their general counsel and decided to act upon the advice given by Mr. Davis. They thereupon voted to call a special meeting of the Associated Press for July 31, 1924, at which all members will be asked to vote either in person or by proxy for or against the applications of the *Baltimore Evening Sun* and *Rochester Times-Union* for membership."

"Your vote at that election is going to make Associated Press history."

"If you vote these applicants in and override the protest you establish a precedent that practically nullifies your Associated Press membership's asset value to your property. The same thing can happen to you."

"If you sustain the protest and vote against these applicants you reassert the principle that the Associated Press members are bound to each other in a compact of mutual protection of each other's rights and privileges."

Adolph Ochs is quoted in the brief as having said: "A Baltimore membership is worth thousands of dollars" and the protestants ask, "Why give it to the *Baltimore Sun* for nothing?" It is then charged that Mr. Ochs gave the A. P. members a wrong impression of Mr. Hearst's attitude and the minutes of the annual meeting are quoted to the effect that Mr. Ochs expressed confidence that Mr. Hearst, if the situation were made clear to him, would not protest against the Baltimore and Rochester applications."

A facsimile letter written by Mr. Hearst is then introduced, reading:

"I note that Mr. Ochs stated at the Associated Press meeting, at which the question of granting Associated Press franchises to the *Baltimore Evening Sun* and the *Rochester Times-Union* was discussed, that I was so 'generous' and 'magnanimous' that if I were present I 'would not enter a protest against the application of the Baltimore or the Rochester papers.'"

"Mr. Ochs further said that the Hearst papers had shown 'admirable loyalty' with respect to the Associated Press Service. And Mr. Ochs continued:

"It is my firm conviction that if all the facts in these cases were made known to Mr. Hearst, you would find that he would waive his protest."

"I simply want to say that all the facts in the situation have been made known to me, and I certainly do not want to waive my protest."

"There is a very distinct difference between being 'generous' or even 'magnanimous' towards one's associates and abandoning one's legal rights and guaranteed privileges."

"There is a very marked difference between showing 'admirable loyalty' to the Associated Press service and showing a very senseless lack of appreciation of the value of its exclusive franchises."

"As an owner of the Associated Press franchises or memberships I certainly would not want to create a precedent, or constitute a precedent, by which the value of those memberships would be materially diminished."

"If Mr. Ochs had actually thought that if the situation were made clear to me I 'would not enter a protest against the application of the Baltimore or the Rochester papers,' he could easily have called me up on the telephone and assured himself of the facts, and made the Associated Press meeting on this question and the subsequent proceedings unnecessary."

"And, therefore, I am reasonably confident that Mr. Ochs must have known that I, like other Associated Press members, considered the privileges of that association too valuable to be lightly abandoned."

"As a matter of fact, I buy papers because they have Associated Press franchises, and put special value upon exclusive Associated Press privileges."

"Furthermore, I do not buy any papers that have not Associated Press franchises, and consequently I am becoming more and more interested in the Associated Press all the time, and

HEARST BRIEF AND GANNETT AND PATTERSON STATEMENTS IN A. P. CASE

more and more concerned in its success through enlightened self interest.

"To deprive me of my rights in the Associated Press and my interest in the Associated Press and my loyalty to the Associated Press does not seem to me to be a good thing to do, either from my point of view or the point of view of the membership generally.

"Moreover, I doubt if it is a good thing to do, it being so contrary to all previous interpretations of the constitution and by-laws of the association.

"In fact, there seems to me to be no reason for these proceedings except the antagonism of certain powerful influences in the association.

"If these influences are to be exercised against the advantage of the individual or the membership generally in one case, there is no knowing what circumstances may arise to cause those powerful influences to be similarly exercised in another case.

"Therefore, I am distinctly opposed to any such action as is contemplated in this special meeting of the Associated Press—primarily for reasons affecting my own interests, and secondly for reasons affecting the general welfare of the general organization and the rights and privileges of the members.

"Sincerely,
"WILLIAM RANDOLPH HEARST."

The brief then declares: 'Hearst has millions of dollars invested in A. P. memberships—he never got one without paying the price'—and lists his A. P. acquisitions, including *San Antonio Light*.

The news service of the *Baltimore News* is then set forth and it is declared that the A. P. gets better service from Baltimore than heretofore.

It is declared that *Baltimore News* and Hearst newspapers have always been loyal to the A. P. and the testimony of President Noyes and Mr. Ochs is cited from the minutes of the last meeting.

At this point in the brief the statement of Col. Robert Ewing, *New Orleans States* and *Shreveport Times*, also found in the minutes of the last meeting, are quoted to the effect: "It's just a question of whose ox is being gored" according to the brief."

Further excerpts are made of remarks by C. P. J. Mooney, *Memphis Commercial-Appeal*, summarized in the brief as "We are asked to violate a precedent in force since incorporation."

Frank E. Gannett, the Rochester applicant, is quoted as having said at the meeting:

"I do not want to do anything that might jeopardize these rights. I cannot afford to apply for membership for the *Rochester Times-Union* if the granting of such an application would in the slightest degree weaken the rights my papers have in other cities."

The brief then says: "Does any member of the Associated Press doubt, if a precedent is established now overriding the protest rights of the *Rochester Journal* and *Post Express* in favor of the *Times-Union*, that this may not at some future time react upon him as an Associated Press franchise holder? Does he not realize that such a precedent will be used against him?"

"Mr. Hearst paid more than a quarter of a million dollars for the *Rochester Post Express*. He did not buy either its plant or any of its equipment. Its circulation and advertising were inconsequential. He bought it because it had an Associated Press franchise."

William A. De Ford, chief counsel for the Hearst organization, who represented the *Baltimore News* at the A. P. meeting, is then quoted. He asked the question, the brief shows: "Would you vote yourself competition in your own town?" He charged that the application had not been made on its merits, and added:

"It is made on the shadowy and unfair foundation of an appeal to personal prejudice, and nothing else. And I am appealing to you, gentlemen, as members of this association to act as members of the association. If you have any prejudices towards the Hearst organization or any of the newspapers represented in that organization, your first duty to this association is to divorce yourself from that prejudice and from that feeling which my friend has so skillfully appealed to. That is an obligation that you owe to yourselves, and it is an obligation that you owe to this association."

There is a huge volume of supporting evidence, including letters from Paul Block and Charles S. Diehl, of *San Antonio Light*, former general manager of A. P. in New York, declaring that granting of the applications named cause "incalculable losses to many established

newspaper properties." The whole matter is set forth in a searching analysis and final summary.

Col. Ewing is quoted as having said at the April meeting:

"I imagine that if this was an application in some of the cities of some of these gentlemen who are clapping so vigorously, they would be singing a different kind of a tune, and I think we ought to look at it from that standpoint.

PAUL PATTERSON'S ADDITIONAL STATEMENT

EDITOR & PUBLISHER this week received the following telegram:

"TO EDITOR & PUBLISHER:
"The *Evening Sun's* brief which you were kind enough to print in full in last week's issue of the EDITOR & PUBLISHER covers our case thoroughly. Particularly we desire to call attention to the letter of President Frank B. Noyes of the Associated Press and to the statements of Mr. Ochs and Mr. Lawson, all of which are contained in our brief as published by you. We might also call attention to the fact that since our brief was prepared Mr. Hearst has secured an

"I doubt very much—with all due respect to Mr. Patterson—I doubt very much whether if the present owners of the *Baltimore News* owned the *Baltimore American*, and the *Baltimore American* did not have a right to use the Associated Press franchise—I doubt very much whether Mr. Patterson would vote to give them that right, or even swap it to them for the right to print the Associated Press in the *Evening Sun*, if the *News* should want to have the Associated Press right in the evening, and not have it on *The American* in the morning."

exclusive Associated Press membership in Milwaukee through purchase of the *Milwaukee Sentinel*.

"I should like also to point out that it is the *Evening Sun* which is the applicant for membership and not the *Baltimore Sun*, as erroneously stated in the brief signed by Mr. Brisbane and Mr. Gray and published last week in EDITOR & PUBLISHER. The *Baltimore Sun* was one of the charter members of the Associated Press.

"PAUL PATTERSON,
"Baltimore Evening Sun."

FRANK E. GANNETT MAKES STATEMENT

IN a statement made public this week Frank E. Gannett, editor and proprietor of the *Rochester Times-Union*, applicant for Associated Press Membership said:

"I have been agreeably surprised by the number that have given me assurance of their support, and have even sent in their proxies, in the short time since we began to put our case before the members of the Associated Press.

"This support has come from all sections of the country from newspapers in the smaller communities and from great metropolitan dailies. I was confident of the warm backing of my friends of the New York State Press, but their friendship and support in this matter have been proven so clearly as to make that alone worth the effort we are putting forth.

"I am more and more confident of the outcome. There is every evidence that the real issue is clearly understood, and that the members of the Associated Press expect to meet it.

"The real issue is, as I have tried to put it in my statement to the members, 'Shall the Associated Press be Hearstized?' I believe the answer of the membership in voting admission to the *Baltimore Evening Sun* and the *Rochester Times-Union*, will be emphatically 'no.' One of the members, in writing to tell me that he was sending his proxy wrote, 'Mr. Brisbane's wired protest did not particularly impress me,' and none of the Hearst arguments has particularly impressed anyone, except with the fact that Mr. Hearst is making a strong effort to retain exclusive afternoon membership in the two important news centers of Baltimore and Rochester.

"If Mr. Hearst does that, he can go on, as he already has in San Antonio and Milwaukee, and seek control of the news sources in other important cities. As the Associated Press, in competition with Hearst's International News Service, has to depend upon Hearst for its news, it will be Hearstized to an extent that no loyal member can contemplate with anything but dread, and I speak as a loyal member, because my newspapers have six A. P. memberships in cities other than Rochester.

"The only argument that Hearst has put forth are that of 'president' and the impairment of his own asset in the *Rochester Journal* and *Post Express*. The latter consideration, in any case, is not to be weighed as against the welfare of the Associated Press as a whole, but

it would impress one more forcibly were there evidence forthcoming that the *Rochester Journal* and *Post Express* appreciated its A. P. membership by adequate use of A. P. news.

"As for 'precedent' evidence is coming to us in every mail that this argument is not influencing members of the A. P. They realize that a new issue is raised, that must be met on new ground. They realize that the only precedent that would be set here would be a good precedent, one that could always be followed with advantage to the Associated Press and for the good service of its members.

"For the precedent is that the Associated Press will always encourage the granting of membership to a responsible and ably managed newspaper that will give it an independent source of news in a community controlled by Mr. Hearst, or by any one else who is more interested in his own competing wire service than he is in the Associated Press.

"That is the issue on which no loyal member of the A. P. need fear precedent. It will not affect the legitimate protest rights of a single loyal member, as I believe a sufficient number will realize to vote membership to the *Baltimore Evening Sun* and the *Rochester Times-Union*.

"I have been at a loss to understand the opposition of Mr. Winn, of the *Rochester Democrat and Chronicle*. That newspaper, an old and an able journal, in the morning field, has no protest rights in the case of the *Times Union's* application. Mr. Winn's letter to the A. P. membership ignores the Hearst issue. It says nothing of the vital fact that the A. P. is wholly dependent for its afternoon reports out of Rochester on the Hearst paper. Nothing that Mr. Winn could suggest would alter that fact, except to give membership to the *Times Union*.

"If Mr. Winn's *Democrat and Chronicle* contemplated publishing an afternoon edition, which I think highly improbable, it would itself have to apply for A. P. membership in the afternoon field. We would then be just where we now are, except that Mr. Winn would be the applicant instead of Mr. Gannett. "Mr. Winn says in his letter that the *Democrat and Chronicle* 'by its own support and prestige has given to the Associated Press a standing in this territory that no other news agency has ever enjoyed.' I was under the impression that the entire membership of the Associated

Press, in this and other countries had contributed to its prestige everywhere.

"I shall not invite invidious comparisons by discussing the extent to which the *Times Union* would contribute to that prestige in this territory. If I did not, however, believe that we would bring strength to the Associated Press, I should not have applied for membership. We have the largest circulation in New York State, outside of New York City, and Buffalo, we have a large and experienced and able and devoted staff, we have ample equipment, we have a vigorous policy of expansion and community service. This is in the afternoon field, and should not impair Mr. Winn's asset in the *Democrat and Chronicle*, in the morning field, but add to it.

"I can understand Mr. Hearst's opposition. I anticipated it. But I cannot understand Mr. Winn's job. I thought he would have the best interests of the A. P. at heart. My application does not affect him except to make his A. P. membership more valuable than ever before.

"I am, however, so confident of the justice of our case that I believe the membership of the Associated Press will see with us in this matter, and that all but a small minority will vote for the admission of both the *Baltimore Evening Sun* and the *Rochester Times Union* to membership."

BACKS JOURNALISTS' FUND

Le Petit Journal, Paris, Launches Plan to Aid Veterans

BY G. LANGELAAN

(Paris Correspondent, EDITOR & PUBLISHER)

PARIS, June 11.—Original means for raising funds for old age pensions for newspaper men have been proposed in *Le Petit Journal* by André Billy. His plan is that on one day every year newspaper readers should be called upon to pay one cent more for their journals. This extra cent should be devoted to a fund for old journalists. In appealing to the readers of *Le Petit Journal* to support such a scheme M. Billy says: "At present you pay three sous for your paper. Three sous to be informed of everything that takes place in every part of the world, you will admit is not dear. A book which can tell you only an insignificant story and which has the serious defect of not being true, you do not hesitate to pay six and seven francs for. And to see the latest play you will pay as much as twenty francs. For three sous, the price of your paper, you get the drama and pathos of the whole world. Really, dear reader, it is giving things away. Now, tell me, friend, if once a year I asked you to pay one small, humble sou more for your paper, could you have the heart to refuse, if this extra sou was to be used to brighten the days of old journalists?"

News Man in Plane Crash

Norman Fuller, staff artist of the *Denver Rocky Mountain News* miraculously escaped death when an airplane belonging to a flying circus brought to Denver by his newspaper crashed 3,000 feet to the ground last week. Except for the coolness and skill with which the pilot, Captain Lowell Yerex, Royal Flying Corps VIII, landed the plane from its tail spin both Fuller and Yerex would have been instantly killed. Both men are recovering in a local hospital.

Hutson Sailing for London

William K. Hutson, editor of the *Advertising Club News*, weekly publication of the Advertising Club of New York, sails June 21 for Paris and London. After attending the A. A. C. W. international convention at Wembley, July 13 to 18, he will visit France for two weeks, returning from Cherbourg on the S. S. Berengaria August 2.

NEWS WRITERS READY FOR DEMOCRATIC MEET

More Than 800 Correspondents Will Invade Madison Square Garden Next Week—14 Stations to Broadcast Speeches—Elaborate Entertainment Program for Visiting Newspaper Men

ALL is in readiness at Madison Square Garden, New York, for the National Democratic Convention, which opens June 24, and political writers from all parts of the country have already invaded Manhattan to fill columns with preliminary predictions. When the gavel resounds at the opening, it is expected that more than 800 working newspaper men will be on hand to cover the proceedings.



CHARLES HAMBIDGE

As visiting newspaper men arrive in New York, they are invited to register at the Newspaper Club, 130 W. 42nd street, and state their preference in the way of amusements.

General entertainment planned by the Newspaper Club, under the direction of Charles Hambidge of the *New York Times*, chairman, entertainment committee and Christopher Bohnsack of the City News Association will commence Friday, June 20.

On that date all newspaper men in New York to cover the convention were to go to the Hotel Shelburne, Coney Island, for a supper to start at 10 o'clock in the evening. Addresses by Mayor John F. Hylan and Commissioner Grover A. Whalen were on the program. Gene Fowler, of the *New York American*, and president of the Newspaper Club was to preside.

After the supper, the visitors were to be met by club members and a parade held down the board walk to Luna Park. There at midnight lights were to be extinguished a short while to allow the public to leave, and then re-lighted and the park turned over exclusively to newspaper men.

Each night at 12 o'clock during the convention, entertainment by Broadway stars will be staged in the dining room of the Newspaper Club, which has been enlarged for the purpose.

Trips to the Stock Exchange, the Statue of Liberty, a tour of the harbor, and other excursions have been planned. Seven clubs in the metropolitan area have agreed to allow visiting newspaper men the privileges of their golf courses and tennis courts.

One of the features of the newspaper men's entertainment program will be a series of baseball games to be played between the Newspaper Club team and a nine picked from among the visiting political writers for the baseball championship of the newspaper world. Christie Bohn-

sack is manager of the club team. Other players include Jim Durkin of the *New York Telegram* and *Evening Mail*, Philip Payne, managing editor of the *Daily News*, Philip Brown, a publicity man, captain of the team, Charles Bayer of the *World*, Milton V. O'Connell of the *Herald*, Victor Kubus of the *American*, F. D. Benham of the *World*, Thomas Gammack of the *Sun*.

Another feature will be a welcome to newspaper men which will be written on the sky by an aviator, arranged for by Henry A. Bruno, a club member. Mr. Bruno will also arrange joy rides for visiting newspaper men in airplanes.

For service to newspaper men, a well appointed work room has been established on the ground floor of the Newspaper Club. Two pages will be in attendance. Four telegraph wires have been installed.

For the comfort and convenience of the thousand or more news-gatherers who will attend the convention, the *New York World* in conjunction with the *Baltimore Sun* has arranged a commodious Convention Newspaper Club in the basement of Madison Square Garden.

With the co-operation of Elliott Cobb, the architect in charge of re-modelling the Garden, and John T. Prior, the superintendent of construction, a large rectangular space has been walled off with compo-board panels 10 feet high.

The C. H. Koster Company, which has the contract for the Convention decorations, has tastefully draped the ceiling of the club room with ivory cheesecloth in an artistic arrangement. The walls have been decorated with sunbursts of American flags, eighteen pairs of 6-foot flags being used for the purpose.

The club room has been furnished by William Birns. Cushioned walnut benches line the walls, while scattered about the room are several refectory tables and numerous comfortable chairs,

smoking stands and hat trees. Three telephone booths have been installed.

At the north end of the club room David Lantenberg, the Convention caterer will operate a lunch counter where coffee and sandwiches will be available for the newswriters at all hours without charge.

Two large signs facing the two corridors read "Convention Newspaper Club of the World and the Baltimore Sun." Along the corridors are the various work rooms provided for newswriters.

Just inside the door of the club room will be an information desk in charge of Miss Miriam Phair. Convention writers visiting the Club will be requested to register here, giving their New York address, as well as the paper they represent.

Stanley M. Reynolds, managing editor, *Baltimore Sun* has had charge of arranging the Club for his paper, and William Johnston for the *World*.

During the Convention the *Sun* will be represented at the Club by Mr. Mc Cartney, George Combs, George Little and N. L. Sydnor, and the *World* by Miss Phair and Murray Riddle.

Every effort has been made to give a club atmosphere to the quarters. Copies of all editions of the *World* and the *Sun*, both morning and evening editions, will be delivered daily. A complete file of all the New York newspapers will be kept, and there will be a supply of useful reference books including the *World Almanac* Convention supplement, and the *World Convention Guides*.

A general invitation has been extended to all newspaper and syndicate representatives at the Convention to make the Convention Newspaper Club a headquarters and a lounging place when they are off duty at the Garden.

First inspection of the Garden since its reconstruction was made June 16 by members of the Democratic National Committee.

The platform for the chairman, speak-

ers and 300 prominent Democrats was then completed and presented an attractive appearance with its white ornamented balustrade. Immediately on each side is the press section, containing 800 seats. In front of the platform and covering the body of the floor of the Garden are the seats for more than 1,200 delegates while to the east and west of these are the seats for the alternates.

Decorations consist almost exclusively of American flags, draped and festooned about the balconies and galleries. Girders supporting the roof are completely concealed by a tremendous American flag, which forms a billowy ceiling extending from one side of the Garden to the other. The State arms and the city colors are also used.

The Garden has been newly painted throughout. The great circle of boxes has been finished in blue to give a contrast with the rest of the interior. The restaurant in the Garden is being made over completely. The walls which have been stained and discolored for years are being painted. David Lantenberg, the concessionaire, has installed a complete new kitchen equipment.

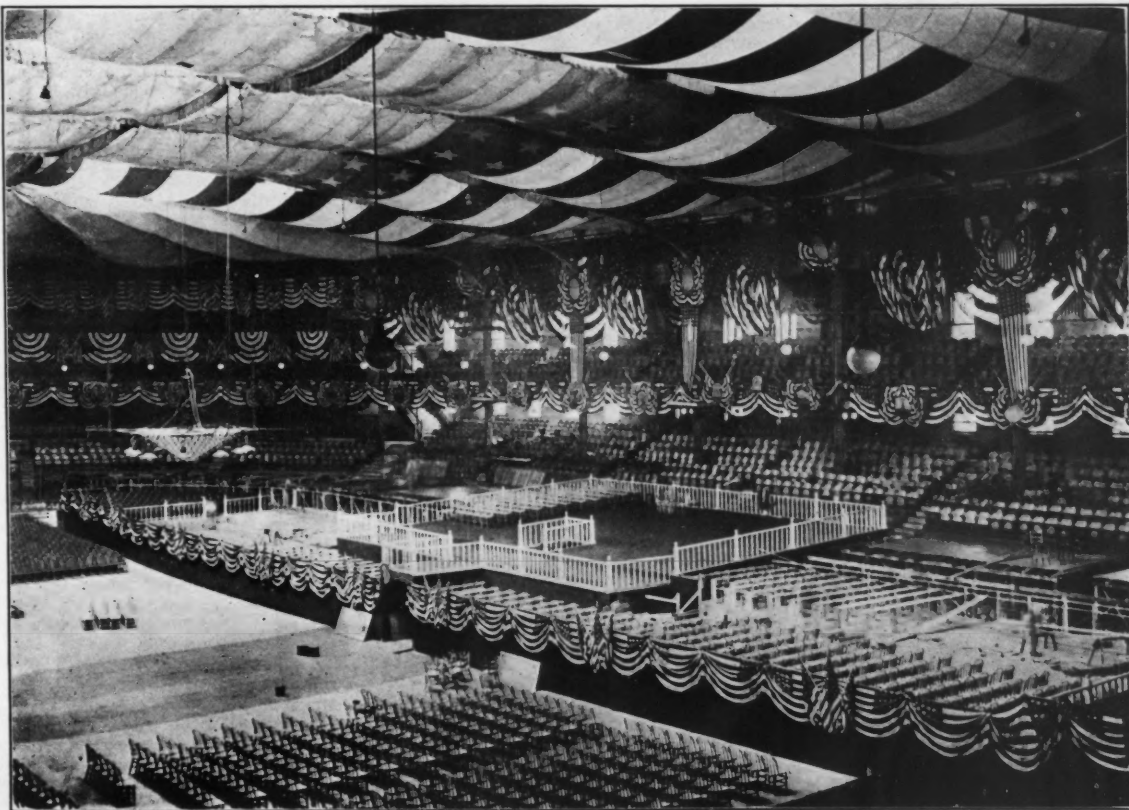
More telephone and telegraphic equipment than has ever been put in any one New York building has been installed. One telephone cable contains 600 pairs of wires.

Various press associations which have leased wires from the American Telephone and Telegraph Company will be connected directly with the Garden, for service to all sections of the country. In some cases newspapers have leased wires to run directly from the Garden to their offices. In other cases wires are being strung from the Garden to the temporary headquarters that newspapers are to establish for convention work.

Two instruments on the desk of the Chairman of the convention will enable him to communicate at once with strategic points in the Garden, and arrangements have been made to place loud speakers at various points in the hall.

The installation of telephone facilities for the public is no small item. The Garden Theatre, generally used as a separate hall, is to be turned into a lounge and smoking room for the convention period and the main telephone equipment for public use will be located there. There will be "banks" of telephones in the basement for the press and several banks of slot machine telephones in various rest rooms and other vantage points about the hall. Operators will be on hand at many places to arrange long distance as well as local calls.

Fourteen stations have already been arranged to broadcast the proceedings of the Democratic National Convention. They cover a territory from Buffalo to Atlanta and from



Madison Square Garden decorated for Democratic National Convention, showing press sections extending out on both sides of the speakers' platform, where 800 working newspaper men will record the convention proceedings. The platform will seat 300 prominent Democrats behind its white, ornamented balustrade. Delegates will sit in front and alternates to east and west.

Schenectady to Kansas City and St. Louis. It is under consideration also to broadcast for the Southwest from Dallas or Fort Worth, Texas.

WJZ will broadcast here and send its service by Western Union to be broadcast by WGY from Schenectady. All other out-of-town stations will receive the proceedings over long-distance telephone lines from the WEAf station of the American Telephone and Telegraph Company. This service is being furnished to broadcasting stations at cost.

Most of the broadcasting will be the sounds collected by sets of microphones at the speaker's stand. Graham McNamee, the announcer, will be in a glass cage where he can watch the proceedings, receive information from experts and keep up a running explanation for WEAf and the other broadcasting stations on the long-distance telephone lines. J. Andrew White, in another small glass house, will do the talking for WJZ and WGY.

Down in the basement of the Garden, the area has been partitioned off, forming a semi-circle of offices, which will be headquarters of the various press associations and large newspapers.

Assignment of seats in the telegraphic press section at the Democratic National Convention, made by the Standing Committee of Correspondents, James L. Wright, chairman, follows:

Abilene Reporter
Adams, George Matthew Service
Adrian (Mich.) Telegram
Algemeen Handelsblad
Amsterdam DeTelegraaf
Akron Press
Akron Times
Albany Times Union
Albany Knickerbocker Press
Albany News
American Press Association
Arizona Star, Tucson
Asabi Shimbun, Tokyo
Asheville Citizen
Associated Newspapers
Associated Press
Atlanta Constitution
Atlanta Journal
Auburn Citizen
Austin American
Australian Press Association
Auto-Castor Service
Atlantic City Press
Atlantic City Union
Baltimore News
Baltimore Post
Baltimore Sun
Baltimore Evening Sun
Bell Syndicate
Birmingham Post
Birmingham Age Herald
Bridgeport Times
Bridgeport Star
Bridgeport Post
Brooklyn Times
Brooklyn Citizen
Brooklyn Standard Union
Brooklyn Eagle
Booth Newspapers of Michigan
Boston American
Boston, Christian Science Monitor
Boston Globe and Evening Globe
Boston Transcript
Boston Herald
Boston Traveler
Boston Post
Boston, Jewish Leader
Boston Telegram
Buffalo Enquirer
Buffalo Courier
Buffalo Evening News
Buffalo Commercial
Buffalo Times
Buffalo Express
Butte Miner
Canadian Press
Camden Post Telegram
Camden Daily Courier
Central Press Association
Central News of America
Charleston News and Courier
Charleston (W. Va.) Gazette
Charlotte Observer
Chattanooga Times
Chicago Daily Worker
Chicago Tribune
Chicago Daily News
Chicago Jewish Courier
Chicago Evening Post
Chicago Journal
Chicago Herald-Examiner
Chicago American
Christy Walsh Syndicate
Cincinnati Commercial Tribune
Cincinnati Post
Cincinnati Enquirer
Cincinnati Times Star
Clarksburg Exponent
Clarksburg Telegram
Cleveland Plain Dealer
Cleveland Press
Cleveland Times
Cleveland News
Cleveland Metal Trade
Columbus Citizen
Columbus Ohio State Journal
Columbus Dispatch
Cologne Gazette
Colorado Springs Gazette
Colorado Springs Telegraph
Columbia (S. C.) Record
Columbia (S. C.) State
Connecticut News Service
Consolidated Press Association
Cosmopolitan News Service

Dallas Dispatch
Dallas Journal
Dallas News
Dallas Times Herald
D. P. Syndicate
Davenport Times
Davenport Democrat
Daly, William L.
Denver Post
Denver Express
Denver, Rocky Mountain News
Denver Times
Des Moines News
Des Moines Register
Des Moines Tribune
Detroit News
Detroit Free Press
Detroit Times
Douglas (Ariz.) International
Dubuque Telegraph-Herald
Duluth News Tribune
East St. Louis Journal
Editor and Publisher
El Impartial, San Juan
Elizabeth Journal
Elizabeth Times
Emporia Gazette
Erie Dispatch Herald
Fairmont Times
Fairmont West Virginian
Federated Press
Fort Wayne Journal-Gazette
Fort Smith Southwest American
Fort Worth Star-Telegram
Fort Worth Record
Fourth Estate
Fresno Republican
Galveston News
Grand Junction Sentinel
Grand Rapids Herald
Greenville S. C. News
Greensboro Daily News
Griffin, Bulkley S., New England Newspapers
Guthrie Daily Leader
Hard, William
Hartford Times
Hartford Courant
Hannibal Courier Post
Harrisburg Patriot
Harrisburg News
Havas Agency
Honolulu Star Bulletin
Houston Press
Houston Dispatch
Houston Chronicle
Hoboken, Hudson Observer
Hudson Dispatch, Union Hill
Huntington Advertiser
Indianapolis News
Indianapolis Times
Indianapolis Star
Illinois State Register, Springfield
International News Service
Inter Ocean Press
Jackson (Miss.) News
Jacksonville Journal
Jersey City Journal
Johnstown Tribune
Johnstown Democrat
Kansas City Star
Kansas City Times
Kansas City Journal
Kansas City Post
Kansas City Sentinel
Knoxville News
Knoxville Journal and Tribune
Lancaster Intelligencer
Lancaster News Journal
Lancaster New Era & Examiner
La Nacion, Buenos Aires
Lanning News Bureau
Lexington Herald
Lincoln (Neb.) State Journal
Lima News
Los Angeles Express
Los Angeles Times
Los Angeles Daily News
Los Angeles Evening Herald
London Post
London Daily Express
London Daily Telegraph
London Times
London Daily Mail
Louisville Courier Journal
Louisville Post
Louisville Times
Louisville Herald
Lynchburg News
Lynchburg Advance
Manchester (N. H.) Mirror
Manchester (Eng.) Guardian
Marion (O.) Star
Medford (Ore.) Mail Tribune
Memphis Press
Memphis News Scimitar
Memphis Commercial Appeal
Metropolitan Newspaper Service
McNaught Syndicate
McClure Newspaper Syndicate
Milwaukee Sentinel
Milwaukee Wisconsin News
Milwaukee Journal
Minneapolis Tribune
Minneapolis Journal
Montreal Star
Mobile Register
Muncie Star
Muscatine Journal
N. C. W. C. News Service
Nashville Banner
Nashville Tennessean
Nashville Evening News
Newark News
Newark Star Eagle
Newark Ledger
New Brunswick Daily Home News
Newspaperdom
New Orleans Item
New Orleans Times Picayune
New Orleans States
New Bedford Standard
Newspaper Enterprise Association
News League of Ohio
New York Telegraph
New York Wall Street Journal
New York Daily News
New York Ruskys Golos
New York Times
New York, The Day

New York American
New York Jewish Forward
New York Evening Journal
New York Evening Post
New York Evening World
New York Amerikai Magyar
New York Herald Tribune
New York Sun and Globe
New York Daily News Record
New York Evening Telegram and Mail
New York Journal of Commerce
New York Courier des Etats Unis
New York Corriere D'America
New York World
New York Jewish Journal
New York Commercial
New York Jewish Daily News
New York Bulletin
New York Tribune Syndicate
New Haven Times Leader
New Haven Journal Courier
New Haven Union
New Haven Register
New Britain Herald
New London, The Day
North American Newspaper Alliance.
Norfolk Virginian-Pilot
Oakland Tribune
Oklahoma News
Oklahoma Oklahoman
Omaha News
Omaha World Herald
Opelika Daily News
Oshkosh Northwestern
Ottumwa Courier
Owensboro Messenger
Pasadena Star News
Pasadena Daily Herald
Paterson Press Guardian
Paterson News
Petit Parisien
Peoria Journal Transcript
Phoenix Gazette
Philadelphia Inquirer
Philadelphia Bulletin
Philadelphia, Jewish World
Philadelphia Public Ledger
Philadelphia Evening Public Ledger
Philadelphia Record
Philadelphia North American
Pittsburgh Press
Pittsburgh Gazette Times
Pittsburgh Chronicle Telegraph
Pittsburgh Sun
Pittsburgh Post
Pittsfield Eagle
Portland Oregon Journal
Portland Oregonian
Portland (Me.) Press Herald
Poughkeepsie Star
Powell, R. E. (N. C. Newspapers)
Providence News
Providence Tribune
Providence Journal
Providence Bulletin
Raleigh News and Observer
Reading Tribune
Reading Eagle
Reuters
Richmond Times Dispatch
Richmond News Leader
Rochester Journal and Post Express
Rochester Times Union
Rochester Herald
Russian Telegraph Agency
St. Paul Pioneer Press and Dispatch
St. Louis Star
St. Louis Globe Democrat
St. Louis Post Dispatch
San Diego Evening Tribune
Savannah News
Sacramento Bee
Salt Lake Tribune
San Francisco Journal
San Francisco News
San Francisco Daily Herald
San Francisco Examiner
Scranton Times
Scranton Republican
San Antonio Light
Seattle Times
Shanghai Daily News
Shreveport Daily Journal
Sioux City Journal
Sioux City Tribune
South Bend News Tribune
Spokane Spokesman Review
Springfield (Mass.) Republican
Springfield Mass. News
Superior Telegram
Syracuse Post-Standard
Syracuse Journal
Syracuse Telegram American
Syracuse Herald
Tacoma News Tribune
Terre Haute Post
Terre Haute Star
Toronto Star
Toronto Globe
Toledo Times
Toledo News Bee
Toledo Blade
Topeka State Journal
Trenton Times
Trenton State Gazette
Troy Record
Troy Times
Tulsa World
Tulsa Tribune
United Press Associations
United News
Universal Service
Utica Daily Press
Washington Press Service
Waterbury American
Waterbury Democrat
Waterbury Republican
Watertown Standard
Washington (D. C.) Times
Washington (D. C.) Star
Washington (D. C.) Post
Washington (D. C.) News
Washington (Pa.) Observer
Western Newspaper Union
Wheeling Register
Wheeling Telegraph
Wichita Eagle
Wile News Service
Wilmington (Del.) Every Evening

Wichita Falls Times
Wilkes Barre Times Leader
Wisconsin State Journal, Madison
Worcester Gazette
Worcester Post
Worcester Telegram
Women's National News Bureau
Woonsocket Call
Yonkers Herald
York (Pa.) Gazette and Daily

KENTUCKY DAILY SOLD

Forgey and Norris Take Control of Ashland Independent

B. F. Forgey and J. T. Norris, June 9, announced their purchase of the stock in the Ashland Publishing Company, publishers of the *Ashland (Ky.) Daily Independent*, owned by Davis E. Geiger, Paul J. Hughes, Ben Williamson and John E. Buckingham. Geiger was advertising manager and Hughes was editor of the Independent.

The price paid was not divulged but it was understood to be in the neighborhood of \$150,000.

Forgey has been connected with the Independent for many years, having owned it formerly with G. F. Friel and George P. Ginn. Three years ago the company was reorganized, Mr. Ginn retiring and Messrs. Geiger, Hughes, Norris, Williamson and Buckingham taking stock.

Mr. Hughes has announced the purchase from the new owners of the commercial printing department of the Independent, the equipment of which will be moved to a new location, new machinery added and new branches opened.

The Independent is Ashland's only newspaper.

Prints "Old Boston" Edition

The *Boston Daily Advertiser*, on June 16, in connection with the Women's Municipal League's pageant and program, "Old Boston Days on Beacon Hill," distributed a special 100-year anniversary addition, included with each copy of which was a facsimile copy of the Boston Daily Advertiser of June 16, 1824. A feature of this special edition was the two solid pages of advertising by concerns which had been in business for long periods, the "oldest" since 1729, the "youngest" since 1898.

Vote on Joint Meeting

A vote is being taken among the members of the Northern New York Press Association to determine whether a joint meeting will be held at Alexandria Bay with the New York State Press Association, which plans to hold its annual session July 10, 11 and 12. Elaborate preparations are being made by the State association for the gathering. The Crossman House will be headquarters for the editors, it has been announced by President P. N. Blossom. A program is being prepared by J. W. Shaw of Elmira, executive secretary.

Medill School Graduates 24

Medill School of Journalism of Northwestern University awarded 24 degrees to students at Commencement exercises Monday, June 16. Of this number 4 were given the degree of Master of Science, 19 the degree Bachelor of Science in Journalism and to 3 students the diploma in journalism for 4 years' work in the evening classes was awarded for the first time this year.

Minnesota Publisher Dies at 82

AMHERST WILLOUGHBY BLAKELY, 82, publisher and editor of the *Rochester (Minn.) Daily Post and Record* and the oldest active newspaper man in Minnesota, died June 11. He had been in the newspaper business at Rochester 64 years except a period of 7 years in the 60's, when he was city editor of the *Chicago Post*.

No Billboards Wanted

Aroused by the increase in advertising billboards which spoiled vistas of mountain and turquoise sea, the women of Honolulu notified the merchants of the Hawaiian Islands that they would buy no goods so advertised, and down they came.

Two Thirds of the Motor Cars in America Are Made In Detroit



OF 4,012,000 automobiles and commercial trucks manufactured in America in 1923, Detroit, alone, produced 2,724,183—more than *two-thirds* of the total.

Detroit is not only the automotive center of the world, the home of nearly all of America's financially powerful and quantity producing automobile companies, but it also supplies automotive parts and accessories and bodies used in the making of practically every automobile produced elsewhere in the United States.

Detroit is consequently an industrial center without a peer in America—a city of 1,247,000, with the highest wage rate available anywhere.

To the advertiser Detroit offers a unique opportunity. Though fourth in population in

the United States, Detroit is easily coverable with one newspaper, The Detroit News with a circulation—the largest in the State of Michigan—sufficient to provide a copy for every home in the City.

In fact, no other city of Detroit's size can be so thoroughly covered by one newspaper as Detroit is by The News, and few cities can show such remarkable proof of newspaper results. During 1923, The Detroit News with 29,067,710 lines of advertising was surpassed only by one newspaper in all America in total advertising. In display advertising, The Detroit News was **FIRST**. As compared with the other two local newspapers, The Detroit News printed more advertising lineage than these papers combined.

In view of these facts, advertisers seeking a profitable field can not afford to overlook Detroit. Those who have already tried Detroit and The News have found it an unbeatable combination.

The Detroit News

News Square

Detroit, Mich.

National Advertising Representatives

I. A. KLEIN, 50 E. 42nd St., New York City

J. E. LUTZ, 1110 Tower Bldg., Chicago

HOW SWOPE MADE GOTHAM A "CONVENTION CITY"

Whirlwind Executive Editor of New York World Tells Own Story to Editor & Publisher of Beating Down Wall Street Bogey and Tammany Curse—Gives His Newspaper Philosophy

By PHILIP SCHUYLER

"I'd rather put this over, than anything else I ever did. They think I can't do it."

So exclaimed Herbert Bayard Swope, executive editor of the New York World, during that dramatic period in Washington last January when New York outbid San Francisco, Chicago and St. Louis as the site for the Democratic National Convention.

Swope wanted the Democrats to come to the largest city in the United States, the world's financial center. He wanted, in the face of gigantic opposition, to see New York again "readmitted into the union," made eligible once more as a national convention city, after 56 years of exclusion.

The gavel will resound at the opening of the Democratic gathering in Madison Square Garden, June 24. A whirlwind newspaper man did it—Herbert Bayard Swope. To this Ralph Pulitzer, editor of the World and one of its owners, will agree, together with Frank Munsey, Joseph P. Day, Judge Morgan J. O'Brien, James W. Gerard, Stanley Quinn, Will H. Hays and other leaders who joined, at Swope's request, the campaign to make New York a convention city.

This week the writer asked Mr. Swope how were the Democrats persuaded to come to this city.

"At first it was largely a laboratory experiment," he replied, giving for the first time his own fiery story in answer to the question. "When we found fear of New York more apparent than real, we gave it all we had, that was all."

"What was wrong with New York, I wondered. Were we flying a pest flag? Did we all have the small-pox?"

"Tammany is not as bad as it has been frequently painted. The World had often fought Mr. Murphy and would fight him again. New York was not supplicating for the convention. We were demanding readmission to the union as a right."

"Politicians really wanted to come to New York, but they feared New York's Wall Street and Tammany."

"The curse, I honestly believe, was taken off by the World. People trusted our newspaper in gratifying fashion. We consecrated the case."

When Swope talked, energy lived. His words in argument cut high and true, although they poured from lips at machine gun speed. Without attempting detailed description, two features stand out as essentially Swope's, his forehead and his chin. The high, expansive forehead is Swope, the thinker; the chin is Swope, determined man of action.

Two of Swope's associates were conversing with him when I called this week—Walter Lippmann, chief editorial writer, and Arthur Krock, assistant to Mr. Pulitzer, the editor. The latter remained a few moments. The purpose of the call was explained. Mr. Swope repeated my question to Krock.

"How was the Democratic convention brought to New York?"

Addressing the writer, Krock declared:

"First, Mr. Swope thought about it."

"Second, he organized it."

"Third, he publicized it."

"Fourth, he went and got it."

"And now he is arranging it."

"While we believed in the excellence of the plan, we did not necessarily at first believe in its efficacy," Swope now took up the conversation.

"As feelers we sent out wires to nationally prominent men and made requests locally. This was in May, 1923."

"I must admit many persons at first didn't believe it actually could be done. But what we wanted was a cross-section of public opinion, which would be as nearly accurate as possible."

"For instance, we printed Mr. Hearst's statement, which was opposed to New York as a convention city."



Herbert Bayard Swope—He Put It Over

"When we had obtained this cross-section, the World began distributing pamphlets, presenting our case."

"I gave a lunch at the Biltmore Hotel, inviting Frank Munsey, Morgan J. O'Brien, A. C. Pearson, George Edgar Smith, 'Tex' Rickard, Joseph P. Day, and others. We wanted to make it non-partisan. Witness Mr. Munsey."

"Yes, it was quite personal at first," Swope admitted. "The Merchants Association was dubious. I finally persuaded Stanley Quinn to become assistant chairman of the executive committee. Then I got Joseph Day to become general chairman."

"In the early days, there were some amusing disclosures. Some of the biggest men in the city, the Wall Street leaders, such as Thomas W. Lamont, could only be persuaded to lend their support as a civic gesture. We had to appeal to their pride of city. Many, we knew, were lending their names more for the publicity it brought them than any strong belief that New York could be made a convention city."

"The newspapers gave their support, but it was no easy matter raising money," Swope confessed. "Finally we got together \$150,000. The newspapers were the largest single trade unit contributing, gifts being received from the World, Times, American, Tribune, News and Sun."

In January of this year came the famous trip to Washington. "Swope's wild goose chase," it was called.

The evening before the National Committee met, the New York delegation had dinner at the Hotel Shoreham. At Swope's elbow were Charles Michelson, Charles S. Hand and John J. Leary, three of the World's correspondents.

Swope would turn to one or another of these correspondents every few minutes.

"Call New Hampshire," he would say, meaning the New Hampshire committee men. "Find out how they are going to vote." One of the correspondents would rush to his bidding. Often he would return with an unfavorable report. Arguing and cajoling, Swope was active among the delegates until the small hours of the morning.

The Democratic National Committee heard the bids next day and then adjourned for lunch. Manhattan had bid its \$150,000 raised by Swope in New York, while San Francisco had offered \$200,000. During lunch Swope conferred

with 'Tex' Rickard, and when the committee reassembled Judge O'Brien was able to say New York was prepared to increase its offer by \$55,000 making the cash offer \$205,000.

The committee took three roll calls. On the third ballot New York was chosen with 57 votes out of 103.

"Speech, Swope! Speech!" somebody called.

"This isn't the last time the Democratic convention is coming to New York," Swope rose and said. "You're going to like New York so well that the convention will come to New York from now on—every four years."

Swope had gone to Washington and obtained the convention. From January to the present date, he has been among the most active in making the arrangements.

"He is a horse for work," is the homely description of him given the writer by a member of the World staff. Often he is at work in his office these days until 4.30 a. m. New York has never known a reporter with more contacts than Swope. They are among the highest and the lowest, the best and the worst of the whole great city. In Wall Street as on the race tracks, among clergymen as among lawyers, with bankers as with politicians, in the theaters and the studios, in the criminal courts as in the offices of book publishers, among college presidents and prize fighters, he is known fearfully and affectionately.

Of him, William Preston Beazell, assistant managing editor of the World, has said:

"He is a living refutation of the belief that the days of 'personal journalism' are past. He has put his impress as deeply on the World as did Dana on the Sun, the elder Bennett on the Herald, Raymond on the Times, or Greeley on the Tribune."

Is it any wonder, when a man like Swope enters so intimately into the life of his city, that around him should grow up all kinds of discussion in New York newspaper circles.

"Too much Swope on the New York World" the writer has been told by an opposition newspaper man.

Because of such discussion, Swope's philosophy of newspapering becomes the more interesting. I asked him his views and ideas.

"The constituent elements of a newspaper," he began, "are interest, impor-

tance, truth, and timeliness. Timeliness is scarcely a full factor.

"News, in fact, is anything of interest. We all over-fetishize the yesterdays in our newspapers."

"Newspapers of the United States are definitely improving and improving quickly. They are improving because they are establishing a surer sense of values, and because they are preserving a surer contact between themselves and life."

"A newspaper is not a creator; it is a recorder. Newspapers should consist of the chronicle of the social body in which we live."

"Therefore, crime should not be barred. The proper representation of crime, in fact, is vitally necessary, although there should be no undue sensationalism—sensationalism that goes into faking. As long as a crime story is true, it should be printed."

"Newspapers of today have more political influence than ever before. This influence does not now come from the expressions of editorial opinion, but through the news columns, which have become instructors of public intelligence. No good newspaper nowadays excludes big news from its columns. Both sides of every question are given and the public left to judge."

Swope disavows the theory that he has impressed his own personality deeply on the World.

"Our newspaper," he declared, "is the product of collective intelligence. Everyone participates from reporter up. The reporter is by far the most important cog, because what the reporter gets and how he presents it is what counts."

The World's executive editor, one is told, never issues instructions. He makes suggestions, and if his suggestions can be kicked aside, no one is better pleased than himself.

"I believe in the widest sort of liberty for reporters as long as it does not become license," he told the writer. "No man's methods are ever questioned here, as long as they are honest."

"Newspaper writers should be limited only by truth, good taste, and a decent regard for the law of libel. I believe in encouraging individualism. I only want to know why a man does what he does."

To conclude the interview, I asked Swope his ideal of a newspaper. His answer was prompt and paradoxical.

"My ideal newspaper," he said, "is one with which I would never be dissatisfied. And as soon as you've made a newspaper which does not dissatisfy you, you have made a bad newspaper. The element of divine discontent must always be in a really good newspaper."

"The most successful way of being an unsuccessful journalist," he added, "is to try to please everyone."

To Issue a McAdoo Daily

The *Progressive Democrat*, a daily 8-page, tabloid size newspaper, will be published at the convention by the backers of the candidacy of William G. McAdoo, it has been announced. The paper will furnish convention news to delegates and visitors without regard to their political views. It will appear at 10 o'clock each morning, beginning Monday next. The *Progressive Democrat* will be in charge of Phil Painter of Birmingham, editor and publisher of the *Advance*, a weekly publication, which has contributed to McAdoo's candidacy in the South.

A convention of dentists is informed that eating carrots induces an outstanding and determined chin. Possibly you have already noticed the uniformly aggressive chins of cows.—*Detriot News*.

“Three Thousand Square Miles of Prosperity”

Within sixty minutes ride of the famous Chicago “loop” there are more than 3,500,000 prosperous buyers.

This is the world’s richest, most compact market, reached and influenced by a single medium.

With its circulation of 400,000 — approximately 1,200,000 readers daily — The Chicago Daily News thoroughly saturates this market and influences the buying decisions of the great majority of its consumers.

Intelligent, up-to-the-minute, impartial trade surveys, made by The Chicago Daily News Merchandising Service, give the prospective seller a business-like, comprehensive “close-up” of the market that enables him to proceed with the minimum of effort and the maximum of result. The Chicago Daily News Merchandising Service routes and directs sales forces, establishes cooperation with dealers, and, if requested will employ and supervise sales forces. It does not sell for the advertiser — it creates dealer acceptance for him, as Daily News advertising creates consumer acceptance for the dealers.

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The Chicago Daily News

FIRST IN CHICAGO

London Office—Trafalgar Buildings
Northumberland Avenue

VICTOR F. LAWSON, Editor and Publisher

W. R. HEARST, JR., A FLYBOY IN PLANT OF FATHER'S LATEST — N. Y. MIRROR

Tabloid Expected to Appear Next Week as Evening Daily with Walter Howie as Editor and E. M. Alexander, Publisher —Young Hearst Carries Union Card

WILLIAM RANDOLPH HEARST will start publication of an evening tabloid newspaper in New York City next week, Arthur Brisbane has informed EDITOR AND PUBLISHER. It will be called the *New York Mirror*.

Mr. Brisbane professed uncertainty as to date and detailed plans.

Walter Howie will be editor of the new tabloid, and E. M. Alexander, publisher, Mr. Brisbane said. Attempts to get in touch with these men before EDITOR AND PUBLISHER went to press failed.

One EDITOR AND PUBLISHER informant set the date for the first appearance of the *Mirror* for Tuesday, June 24, the opening day of the National Democratic Convention at Madison Square Garden.

Rumors that the Hearst organization planned to enter the tabloid field in New York had been circulated for some time. In fact for two years at intervals the report was circulated that such a move was contemplated.

Mr. Hearst, in his auxiliary plant at 55 Frankfort street has long had sufficient equipment to start a tabloid.

During the last week the rumors gathered strength when it was seen that editorial room equipment was being installed in the floor over this auxiliary plant, and when it was learned that negotiations were being made to the Mail and Newspaper Deliverers' Union.

John R. Hastings, managing editor of the *New York Journal*, is assisting Howie in gathering together a staff for the *Mirror*.

Howie, known to many as "Whirlwind Howie," left the *Chicago Tribune* to become connected with the Hearst organization. For a while he was with the *Chicago Herald-Examiner*. Then he became managing editor of the *Boston American*.

William R. Hearst, Jr., to Work as Pressman On New York Mirror

"He's a regular fellow."

Jack Joyce, a pressman, said that Jack was referring to William Randolph Hearst, Jr., 17-year old son of the publisher, who for the past few days has been doffing silk shirt and tailored suit to don overalls and work as fly boy in one of his father's New York press rooms—the one from which the new tabloid will be published.

As the rules require, he carries a union card in his pocket.

W. R., Jr., an unusually tall boy for his age, isn't permitted to talk for publication. He is under the care of H. M. Roberts, business manager of the *New York American*, during these working days of his.

"He's having a good time," vouchsafed Mr. Roberts. "But I don't want him to make any statement for publication."

The *Journal* on June 13 carried an editorial on it under the caption "When Men are Really Working—They Look Pretty Much Alike, Rich or Poor." The editorial was illustrated with the picture used on this page.

So EDITOR AND PUBLISHER went down to 55 Frankfort street, where the youngster had been working and talked it over with his fellow printers. The working day was over. William Junior had washed grime away and had changed overalls for a smart suit.

He had been driven to his Riverside Drive home by his younger brother, John, who had remarked that he had "come to collect Bill."

Jesse Rosenthal, William Smart, John Cook, Richard Sheehan, John Collins, and Jack Joyce, printers all, were consulted.

"I wouldn't do what he's doing, if I

had his money, you can bet on that," they agreed in chorus.

"But he's a good sort of guy—a hard worker, too. He says he likes it fine. And perhaps he does. Maybe it's a good change for him that's used to different sort of stuff."

"He hops about lively enough. Does all he's told. And more, too."

Of course young William has not exactly the same future ahead as Rosenthal, Smart, Cook, Sheehan and the rest, even though he is sharing their present for a while. He may keep the flyboy job through the summer as he plans now. Then he may give it up, even before this story is printed.

"I don't think he'll stick it out long," one printer said.

"He says he wants to learn the business from the ground up. Some day he'll be running the old man's papers, and he'll want to know what the press room job is like."

"Well, he's learning that. He isn't shown any favoritism. And it's no easy job and not enough pay."

A fly boy's pay varies. Size of the envelope handed over by the cashier depends upon the amount of overtime turned in. It may average about \$20 a week.

"He works from eight o'clock in the morning until 4," the writer was told. "Same as the rest of us guys."

The press room where he has been working is the one used to print the tabloid section at one time issued with the *New York American*.

It houses two sextuple Hoe tabloid presses. These presses are now being tested out preparatory to their use in publication of Mr. Hearst's new evening tabloid newspaper, the *New York Mirror*. The room is not over large. One perspired easily just watching others work.

"When men really work or fight, they look much alike, if they are really working and fighting, not making believe," the editorial in the *New York Journal* on young Hearst declared.

"William R. Hearst, unusually tall for his age, is several years younger than the average pressroom worker."

"W. R. Hearst, who went to the public school when he was a boy, and took charge of the *San Francisco Examiner*, as owner, the moment he left college, believes that boys should work."

"That's why the two oldest of his five sons are now working in his newspaper plant. William, whom you see in this picture, will go back to his studies in the Fall."

"He thinks that working in the pressroom is very exciting, very good fun. Any kind of hard work is good fun for the right kind of boy."

"From the workmen's point of view it is an excellent thing for young William Randolph Hearst to have this season of work. He will realize, by actual experience, the truth of the statement made by his father, long ago, before a Congressional committee, that eight hours of hard work is as much as any man should be asked to do, and that the employer that can't make an eight-hour day pay is not fit to employ American labor."

GROZIER WILLS BOSTON POST TO SON

Late Publisher Provides for Control to Be Kept in Family—Son Bequeathed 2010 Shares in Company

Edwin Atkins Grozier, late editor and publisher of the *Boston Post*, in his will dated July 6, 1920, and filed June 14,



RICHARD GROZIER

in the Probate Court for the County of Middlesex, State of Massachusetts, bequeathed to his son, Richard Grozier, who succeeded him as editor and publisher of the *Post*, 2,010 shares of stock in the *Post Publishing Company*, a controlling interest. Mr. Grozier, the younger, had for several years been a substantial holder of *Post Publishing Company* shares.

In passing over control of the newspaper to which he gave the best years of his life, Mr. Grozier uses these words in his will. "I urge my son, in whose integrity and ability I have full confidence, to conduct the *Boston Post*, published by said corporation, not merely as a money-making enterprise but primarily and zealously in the interests of the people of Boston and New England."

Richard Grozier is directed to pay to his mother, Mrs. Alice G. Grozier, one-half of the dividends received by him from the *Post Publishing Company* during her lifetime, and subsequently to pay to his sister, Mrs. Helen Grozier Farley, one-third of such dividends during her lifetime. Mrs. Grozier and Mrs. Farley receive the residue of the estate after the payment of certain specific bequests, and this residue includes additional shares of *Post Publishing* stock.

Mr. Grozier made it plain in his will that he desires the *Post* to continue in the possession of the Grozier family. The will directs that any legatee receiving shares of *Post Publishing Company* stock and desiring to sell the same, or any portion of it, must first offer the stock for sale to other holders in the family at a price 10 per cent lower than the sum offered them for the stock. The other stockholders in the family are to have 6 months in which to accept and pay for the stock, and they may purchase proportionately to the number of shares already held. In case one or more do not desire to purchase, the remaining bidders or holders have the right to procure shares not so bought. As a further precaution against this *Post Publishing Company* stock being transferred outside the family, the will provides that in case any stock is sold in violation of this condition, the other holders in the family may recover from the vendor the price paid.

Richard Grozier, who thus inherits control of the *Post Publishing Company*, has been active in the management of the *Post* for several years. He is 38 years old, was graduated from Harvard in 1909, and during the last 15 years has worked in all departments of the paper. Before his father's death, he acted as assistant editor and publisher. His name now replaces that of the elder Grozier at the masthead.

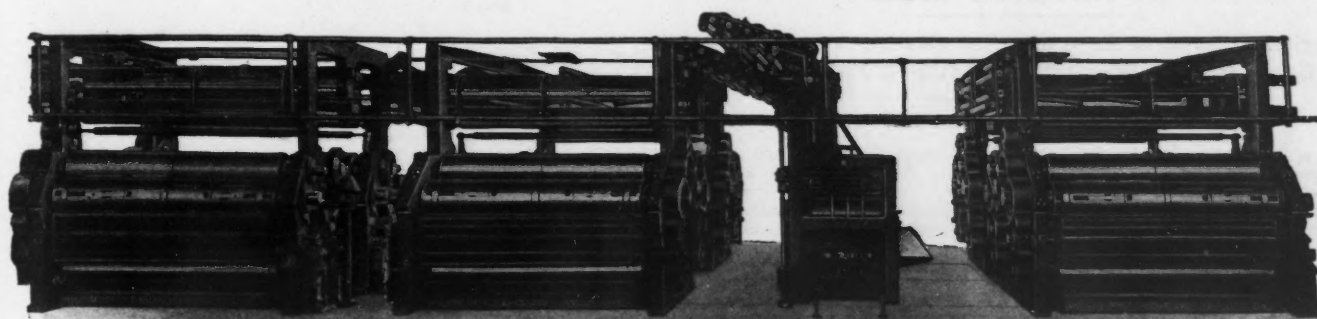
Widow and son are named as executors, and exempted from giving bonds. The amount of the estate is not indicated. Among the specific bequests made is one of \$25,000 to William A. Grozier, of Melrose, business manager of the *Post*, made, in the words of the testator, to "my dear brother, William A. Grozier, who has devoted his entire life to my interests with unswerving fidelity." Bequests to other relatives total \$30,000.

A political manager is a man who wonders how many wets would vote that way.—*Baltimore Sun*.



WM R. HEARST, JR.

Central figure in the group of three, sitting on the lower steps leading to a W. R. Hearst press room in New York, is W. R. Hearst, Jr., seventeen-year-old son of the publisher, who is spending his summer in the sweltering heat as flyboy—at \$20 a week. Sufficient price to buy him a silk shirt for a debutante party at the Ritz. He says, "I'm having a fine time." His younger brother, John, comes to "collect him" each night in a limousine. His older brother, George, tries his hand in the business office of the *New York American*.



SCOTT "Multi-Unit" Double-Sextuple Press—Underneath-fed Pattern—with Solid Forged Steel Cylinders in Roller Bearings, driven by Steel and Fabroil Gears, Steel Folding Cylinders, 64 Page Folders, etc.

Two Styles of Unit Presses

The Style illustrated above has the Units arranged in two parallel rows, with the printing cylinders lengthwise of the press. This arrangement, which is completely protected by patents, is the most versatile, the most accessible and the most efficient form of Unit Press on the market. This is

The SCOTT "Multi-Unit" Press

The Style illustrated below has the Units arranged in one row, with the printing cylinders crosswise of the press. This arrangement gives the user the benefit of many of the advantages of Unit Construction, and, under certain circumstances, is sometimes the more suitable type of press to install. This is

The SCOTT "Straight-Unit" Press

The choice between these Two Styles of Unit Presses depends in each instance upon the individual business requirements, the probability of growth, and the pressroom or building conditions. Inasmuch as we are able to offer, and build both styles of press, we are in position to offer unbiased advice as to the type of press that will best fill YOUR requirements. We are the ONLY press-builders authorized by patents to build either type of press, and as

SCOTT Originated Modern Unit Presses

and pioneered the way, we have many more years of experience in the design, construction and operation of Units. The SCOTT unit is the best-designed, most accessible, strongest and handiest Unit built. The SCOTT Heavy-Duty Two-Cylinder 64-Page Folder (actually tested to 80 pages) is the fastest, strongest and most efficient Folder built. The combination of SCOTT UNITS and SCOTT FOLDERS gives actual results that are unattained by any other press.

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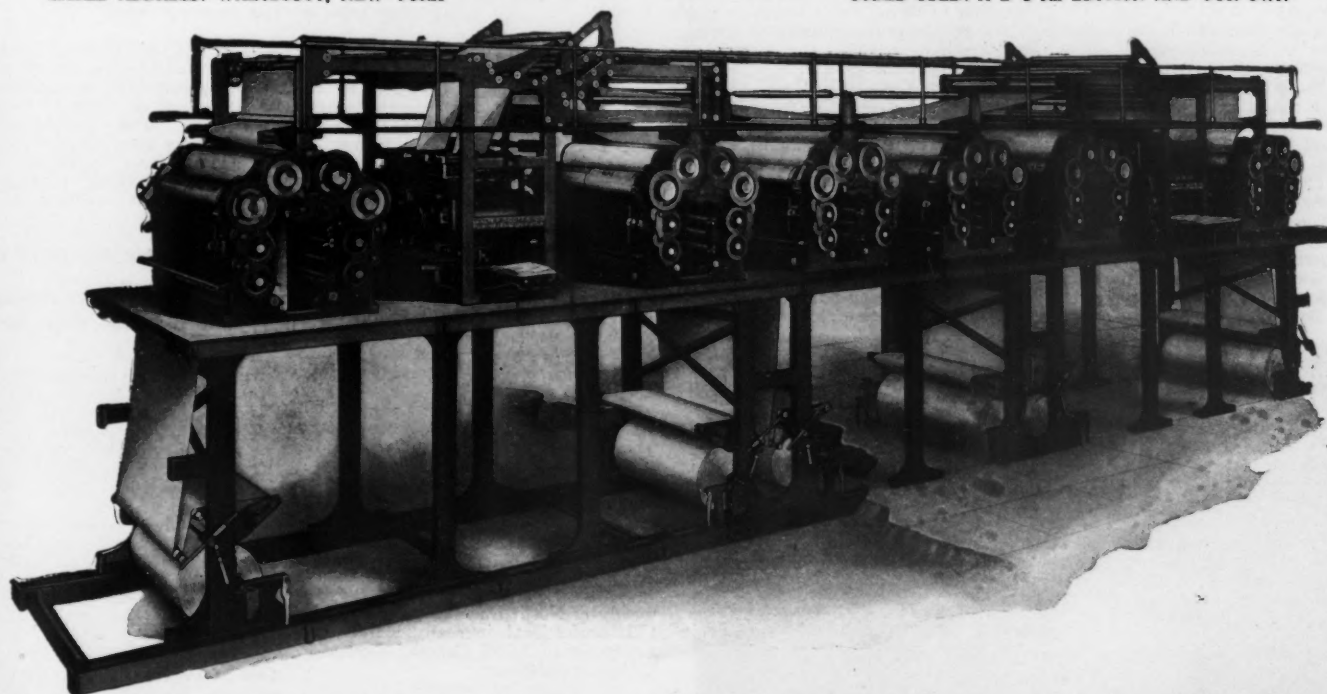
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Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

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CODES USED: A B C 5th EDITION AND OUR OWN



SCOTT "Straight-Unit" Double Sextuple Press—Underneath-fed Pattern—With Solid Forged Steel Cylinders in Roller Bearings, driven by Steel and Fabroil Gears, Steel Folding Cylinders, 64 Page Folders Jones Automatic Tension, etc.

YUCATAN DAILY'S PLANT DESTROYED BY MASKED MOB

La Revista Burned to Ground After Savage Attack, Director Carlos R. Menendez Informs Editor & Publisher— Motive Unknown

Without warning or any known reason, an armed mob entered and destroyed the fine offices and plant of *La Revista* of Yucatan, completing the vandalism by setting fire to the ruins, on the night of May 26, according to mail advices from Merida, reaching EDITOR & PUBLISHER this week, from Carlos R. Menendez, di-

ceived a wound in an arm and another in the head. Mr. Camps was wounded in the head.

"Nobody disturbed the assailants during the performance of their crime. When finished, they calmly retreated. And mockery! They arrested our night watchman and locked him up for a while.



Only the crumbling ruins of *La Revista's* \$100,000 plant when the people of Merida gathered to view the results of the masked band's raid.

rector of the newspaper, one of the most influential and prosperous daily publications in Latin America.

The story of the assault, which is without precedent in Yucatan, is told by Mr. Menendez, in the following language:

"Last night, a few minutes before one o'clock, the employees in charge of our plant were preparing the issue which should have circulated this morning, when suddenly and without any cause, (*La Revista De Yucatan* has been developing a patriotic work of peace, with irreproachable impartiality), a mob of more than 50 men, some disguised, but all armed with revolvers, knives, hatchets and sticks, dashed through the entrance door, like a devastating torrent, and scattered along all the departments, workshops and offices, throwing themselves, as cannibals, over their prey.

"They made firewood of the valuable department of Graphic Arts, a building that gave honor to Yucatan. They did the same thing with the desks, book-cases and files, in the direction, editorial and administrative halls. After chopping with mallets and hatchets the rotary printing press, they soaked it with petroleum and fired it. They did the same thing in other departments, especially in the linotype room. The whole building was soon ablaze.

"Two young men, Charles A. Menendez, my son, and Silverio Campo, attempting to go out, were shot and struck with the butts of pistols. My son re-

"After an hour the offices and workshops had disappeared.

"*La Revista De Yucatan* has a splendid day and night service, and besides, we believed ourselves to be under the protection of a cultured and progressive Government and amid a civilized society. We thought needless to give large sums of money to the insurance companies, and nothing was insured.

"After devoting our energies and our patriotism to the service of society and our country, we have lost, once more, in a few hours, the fruit of our hard and honest work.

"Who were the instigators of this outrageous act? Public opinion with its innate clairvoyance points to them with a firm finger and their names quiver in everybody's lips, but we are not yet in a position to throw those names to public ignominy nor to the tribunals of justice.

"We have reported the facts to the competent authorities.

"We have little hope of obtaining complete justice. We are accustomed to the struggle. We yet have energies. If the unthinking mobs do not kill us we shall shortly return to the fight. We thank our friends for the manifestation of sympathy."

Mr. Menendez is a member of the Press Congress of the world, a zealous advocate of free press and for a quarter of a century has diligently worked to uphold his Yucatan newspapers.

His son is reported recovering.

The following letter has been received by members of the Press Congress of the World, in New York:

"MERIDA YUCATAN, Mex.,

"May 31, 1924.

"Press Congress of the World, New York City.

"My Dear Sirs and Colleagues: As a member of your honorable Association, I have the honor and at the same time the mortification and shame of sending you a fly-sheet or informative bulletin which I published on May 27, giving an account of the savage outrage, unbecoming even of the wildest cave men, against the offices, workshops, etc., of *La Revista de Yucatan*. The product of several years of honest work was consumed in a few hours. The loss amounted to \$200,000, Mexican money.

"The Government's immense responsibility for this crime, you may assay when reading the details of the assault. Civilization has been dragged through the mire in this unhappy State. The police not only refused their aid against the assailants, but prevented, with the force of arms, the neighbors and the mass of people from going in quest of help.

"When one of my sons, who was sleeping in the building, tried to let me know what was happening, he was barbarously wounded. Despite the profound public indignation and the unanimous protest against this brutal assault, the judicial authorities have made, up to this date, no inquiries nor taken any measures for the prosecution of the criminals, although

NEW PITTSBURGH DAILY TO APPEAR SOON

Dispatch, Backed by Local Group, Will Begin Publishing in Mid-August— Grise President, Faulkner Managing Editor

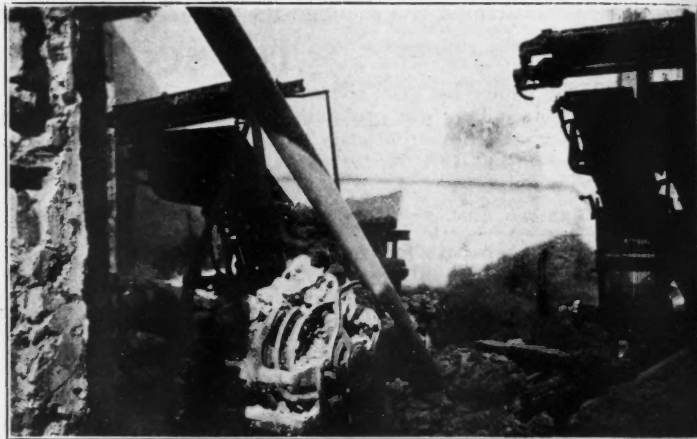
Pittsburgh's new daily newspaper, the *Pittsburgh Dispatch*, backed by a group of which George P. Grise is president, will begin publishing the middle of August, according to a statement given EDITOR & PUBLISHER this week.

The daily will be 16 pages, 8 columns, and will carry International News Service, Cosmopolitan Service, and a special sport wire. All equipment has been contracted for, including 12 Linographs and a Duplex press. Installation will begin soon.

A circulation of 17,000 is claimed by President Grise, based on subscriptions and contracts with news dealers.

The company has leased with option to buy the 4-story Speer Building, 118 Sixth street, in the lower side of the downtown district. This building now houses the offices of the promoters. Capitalization of the daily is \$3,500,000.

Leonard Faulkner, formerly of the *New York Herald*, will be managing editor of the *Dispatch*. A complete staff for both editorial and business departments has been obtained, according to



Three Linotypes, one of which appears to be a recent model, were in the path of the flames and falling walls and were practically ruined.

Public Opinion points sternly towards the prominent instigators.

"As a journalist, as a civilized man, and as a member of the Press Congress of the World, I, the victim, denounce to the Press Congress of the World, this cowardly and stupid crime, which would disgrace Justice, Liberty, Honor and Civilization. I solicit the aid of the Press Congress of the World, to prevent this crime being left unpunished; to oblige the Government to repair the damages caused, and that all the newspapers, members of that Association, make an energetic protest and publish to the world how the rights of civilization are respected in a country ruled by a government which calls itself republican, cultured, and also socialist.

"I do not doubt that my request will have your attention, so I heartily thank you and the Association, and remain,

"Very cordially,

"CARLOS R. MENENDEZ, "Director of the *La Revista de Yucatan*."

Weekly Wins First Honors

The *Carrington (N. D.) Foster County Independent* has been adjudged the best weekly in North Dakota by Sigma Delta Chi, professional journalistic fraternity, University of North Dakota. George P. Collins is publisher.

Staff Honors Emery

In recognition of 25 years service on *Fall River (Mass.) News* William M. Emery, city editor, was recently tendered a complimentary dinner and a gold watch.

Mr. Grise, but individual names will not be announced until a later date. Twenty-two reporters will be employed, he said.

Officers of the *Dispatch* Company are: George P. Grise, Avalanon, Pa., president; Anna Core Grise, vice-president; A. M. Wimmer, secretary; John A. Hooper, advertising manager; R. F. Erhler and J. C. Cochran, in charge of circulation.

AD GROUP INSPECTS LINER

Boston A. A. C. W. Delegates View Their Official Ship, Samaria

A luncheon was tendered representatives of the advertising clubs of New England on board the Cunard liner *Samaria* in Boston harbor, June 9, to afford them an opportunity to inspect the vessel that will carry the delegation to England, July 5, to attend the convention of the Advertising Clubs of the World in London.

Among those present were Cyrus F. Kauffman, chairman of the New England committee; Chester I. Campbell, chairman, New England district, Associated Advertising Clubs of the World; William F. Rogers, president of the Advertising Club of Boston; Miss Grace Gardiner, president Women's Advertising Club of Providence; Miss Blanche Fredrickson, Women's Advertising Club of Boston; Benjamin Rawlings, chairman Providence convention committee; Miss Deasy, secretary New England district, A. A. C. W., and Miss Jeannette Gold, Boston Advertising Club.



Great masses of stone and masonry, torn by fire from the walls, reduced the Duplex press to twisted scrap. A gasoline can, left behind by the vandals, can be seen at the left centre of the press.

Speak to the United States Through

The New York Times

THE New York Times is published in the greatest home market of the world, and in the national market place of the United States. It is America's foremost newspaper and excels as an advertising medium.

In the New York Metropolitan District, with the most concentrated population area in the United States, The New York Times is read by the largest group of intelligent, discriminating and responsive persons. Their purchasing good will is the most desirable asset an advertiser can obtain. More than 9,000,000 people live in the Metropolitan District and their annual income is in excess of \$8,000,000,000.

The circulation of the Sunday edition of The New York Times is in excess of 575,000 copies, of which 400,000 copies are distributed in the Metropolitan District and in the region within 150 miles of New York. While the circulation of The New York Times has its greatest concentration in and about New York City, it is read in every state of the United States and in every province of Canada—more than 8,000 cities, towns and villages.

The New York Times leads all other New York newspapers in the volume of advertising—24,101,226 agate lines published in 1923, or 6,730,388 lines more than the second newspaper.

The New York Times leads in country-wide advertising—5,624,358 lines published in 1923, or 2,202,906 lines more than the second newspaper. More than 200 country-wide advertisers used The Times exclusively among New York morning newspapers in 1923.

The New York Times leads every newspaper in the world in financial advertising, publishing 2,371,438 lines in 1923 in this classification, 1,336,540 lines more than the second New York newspaper.

In five months of this year the advertising leadership of The New York Times over all New York newspapers was maintained in about the same ratio.

The advertising columns of The New York Times are subject to as careful a censorship as its news columns. Advertisements that are not clean or reputable, regarded as misleading or questionable, are rejected.

The Best of Special Dispatches Leased Wire Service of

This service strengthens every department of the specialties in the NEWS. It does not duplicate

A 15,000 word report, six days

1. All-Year-Round Sports Service—John B. Foster, Lawrence Perry, Walter Camp, Fair Play. The whole field of amateur and professional sports covered by foremost authorities.
2. Chicago Daily News Foreign Service—with correspondents at all world news centers filing by radio and telegraph. When Europe's day is done it is only noon in America.
3. Business News Service—daily dispatches by J. C. Royle and staff of correspondents. Commodity News. A service for the average business man and woman.
7. Complete Financial Service—staff of experts headed
 - New York Stock Market—Stuart P. West.
 - New York Curb Market—Wm. F. Heffernan.
 - Chicago Grain Market—George Schnackel.

Complete bond and curb sales with
Brief interpretative dispatches from

FRIDAY NIGHT LEASED WIRE FOR SUNDAY NEWSPAPERS
Services Sold **EXCLUSIVELY** to One

Consolidated Pr

Executive Offices—Fifth Floor, Evening

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Building

es are Carried in the 8-hour the Consolidated Press

up-to-date newspaper. It covers all the telegraphic
uplicate general news association reports.

a week, including the following:

4. Washington Dispatches of David Lawrence—interpreting national and international affairs.
5. Special Staff News Feature Service—Robert T. Small heading staff of graphic news writers who seek out the most interesting stories of the day.
6. Fashion News Dispatches—up-to-the-minute information in brief telegraphed from centers of fashion in brightly written paragraphs.

by Stuart P. West.

New York Bond Market—George T. Hughes.

New York Cotton Market—George DeWitt Moulson.

Chicago Lives'ock Market—L. C. Grundeland.

high, low and closing quotations.
important commodity markets.

PONY SERVICE FOR DAILIES IN SMALLER CITIES

Newspaper Company in Each City

ress Association

Star Building, Washington, D. C.

San Francisco
Third Floor
Spreckels Building

Paris
Fourth Floor
19, Rue d'Antin

The Entrance to the United States Market is Through Newspapers

Take one city or one territory at a time.

Extend your advertising as you extend your profitable distribution.

The one central source for impartial marketing information for part or all of the United States is: The Bureau of Advertising, American Newspaper Publishers' Association, World Building, New York City, W. A. Thomson, Director.

The best sources for useable information of individual cities are the daily Newspapers. You will find their cooperation is the best asset you can have.

We are Publishers' Representatives and can serve you intelligently through the Newspapers and in the cities listed in this announcement.

CALIFORNIA
Stockton *Independent* (M&S)
Bakersfield **Echo* (M&S) (Ex. Mon.)

COLORADO
Colorado Springs **Gazette & Telegraph* (ME&S)
Sterling *Advocate* (E&S)

CONNECTICUT
Ansonia **Sentinel* (E)

FLORIDA
Jacksonville **Journal* (E)

HAWAII
Honolulu *Advertiser* (M&S)

IOWA
Waterloo **Tribune* (M&S) (Ex. Mon.)

KANSAS
Arkansas City *Traveler* (E)
Coffeyville *Journal* (E)
Emporia **Gazette* (E)
Hutchinson **News* (E) **Herald* (M&S)
Wichita **Beacon* (E&S)

KENTUCKY
Ashland **Independent* (E&S) (Ex. Sat.)
Lexington **Leader* (E&S)
Paducah **New-Democrat* (M&S) (Ex. Mon.)

LOUISIANA
Shreveport **Journal* (E)

MISSOURI
Joplin **Globe* (M&S) (Ex. Mon.) **News Herald* (E)
St. Joseph **Gazette* (M&S)

MONTANA
Butte **Post* (E)

NORTH CAROLINA
Asheville **Citizen* (M&S)
Durham **Herald* (M&S)

OHIO
Massillon **Independent* (E)

OKLAHOMA
Ardmore *Ardmoreite* (E&S) (Ex. Sat.)
Muskogee **Times-Democrat* (E)
Oklahoma City **Oklahoman* (M&S) **Times* (E)
Okmulgee **Times* (M&S) (Ex. Mon.)

PENNSYLVANIA
Erie **Times* (E)

TEXAS
Wichita Falls **Times* (E&S)

VIRGINIA
Danville *News* (E)

WASHINGTON
Longview *News* (E)

WEST VIRGINIA
Bluefield **Telegraph* (M&S) (Ex. Mon.)
Huntington **Advertiser* (E&S)

WYOMING
Cheyenne **Tribune & Leader* (E&S)

CANADA
Montreal **La Patrie* (E)

*Member Audit Bureau of Circulations
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E. Katz Special Advertising Agency

Established 1888

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NEW YORK CITY CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

HEARST CALLS HALT ON WASHINGTON HERALD'S RESORT PROJECT

Real Estate Subscription Tie-up Launched by Snodgrass Disapproved and Latter Resigns—Will Carry Idea Through, He States

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WILLIAM RANDOLPH HEARST'S antipathy for real estate enterprises as circulation or business getters for his newspapers, has been demonstrated again in Washington by his repudiation of the "Herald Harbor" project, inaugurated last month by Rhey T. Snodgrass, then publisher of the *Washington Herald*, the Hearst morning paper in the capital. "Herald Harbor" is a bungalow colony near Washington in which lots were sold on subscription to the Herald.

As the result of Mr. Hearst's action in washing his hands of the enterprise, Mr. Snodgrass has severed his connection with the newspaper and will carry out the project in the manner it had been advertised in the Herald, with the exception of the subscription stipulation of the original plan.

Mr. Hearst, convinced that he is without legal obligation in the matter, because the project was launched without his knowledge or authority, nevertheless has announced he "stands ready to reimburse purchasers on or before June 22, for any payment made by them upon reliance that the Herald was backing the enterprise, and will if they desire relieve them of the subscription to the Herald." The announcement, made on the editorial page of the Herald, June 13, asserted that "it has long been the policy of the Hearst organization to keep its newspapers free from real estate enterprises of every kind, no matter how meritorious they might be."

The development of the "Herald Harbor" enterprise and its subsequent repudiation by Mr. Hearst, accompanied by the resignation of Mr. Snodgrass and W. C. Shelton, circulation manager of the Hearst organization in Washington, has caused no little comment. Mr. Shelton more recently severed all connection with the project and has returned to the Herald as head of the circulation department. A few subscribers to the Herald on the basis of the "Herald Harbor" project have withdrawn their subscription but on the whole persons purchasing lots under the subscription stipulation appear to have been satisfied with their bargain. Mr. Snodgrass, who came to Washington several months ago from the Hearst papers in Milwaukee to take charge of the Herald as publisher, relieving Logan Payne of double duty with the Times and Herald, tells of affairs and his part in it substantially as follows:

With his arrival in Washington, Mr. Snodgrass said he looked around to determine the chief needs of Washington and how the Herald might operate to secure those needs for the city and at the same time increase its circulation. The lack of a real summer resort near the city, he found, was noticeable, and many Washington people backed him up in that judgment. When a project of developing a bungalow colony on the banks of the Severn River, 10 miles up from Annapolis and within commuting distance of Washington, was broached, Mr. Snodgrass was impressed and inspection of the 400 acres of land there that could be purchased disclosed what he considered an ideal site for such project.

Snodgrass frankly acknowledged that he went ahead on his own responsibility and was amazed at the results of his first announcement as a circulation getter for the Herald. Lots were sold for from \$25 to \$250 apiece, dependent upon the location. A year's subscription to the Herald (week days) entitled the subscriber to purchase one lot, and a subscription to the Sunday Herald entitled the subscriber to purchase another lot. If 3 or 4 lots was desired they could be obtained by getting friends to subscribe, but no more than one individual or family was permitted to buy more than 4 lots.

The success of the first few days of the sale, it was announced on May 20, prompted Mr. Snodgrass to go to New York in an effort to get from the Hearst organization an appropriation of \$25,000 to build a boulevard into the property from the station of the suburban railroad ation by Mr. Hearst, accompanied by the that operates from Washington to Annapolis and Baltimore.

This was the first time Mr. Hearst had heard of the project. The council of his executives that followed decided that it could not go on. Snodgrass said he expostulated and demonstrated how sound the proposal was and how enthusiastically the people of Washington had responded.

"Mr. Hearst and his advisers were adamant," said Snodgrass, "so there was nothing more for me to do but leave the organization and continue the project. There is no hard feeling in the matter. It has been worked out satisfactorily. The name of the bungalow colony will be Herald Harbor; the Herald is carrying our advertisements and the project will be carried out successfully although divorced from the newspaper and without a subscription requirement."

PRINTERS ELECT LYNCH

Made President of International Typographical Union Succeeding Howard

James M. Lynch of Syracuse won a majority of 2,629 votes out of approximately 56,000 votes cast in the race for president of the International Typographical Union, according to a count made public in Indianapolis, June 16. He succeeds Charles P. Howard of Detroit.

Lynch, who was president of the organization from 1900 to 1913, swept the entire "administration" ticket into office with him. Other officers elected and their majorities, according to the unofficial count, are:

Seth Brown, Los Angeles, defeated George F. Beach, New York, for first vice president by 1,658; Austin Hewson, New York, defeated William R. Trotter, Vancouver, B. C., for second vice president by 3,630 and J. W. Hays, Minneapolis, was re-elected secretary-treasurer over William A. Aldrich, Chicago, by 5,996.

Other officers elected included: Trustees for the Union Printers' Home—Walter E. Ames, Milwaukee; Malcomb A. Knock, Boston; George P. Nichols, Baltimore; E. D. Ballentine, Newark, N. J.

American Federation of Labor Delegates—Frank Morrison, Chicago; Max S. Hayes, Cleveland; T. W. McCullough, Omaha; John C. Harding, Chicago, and William Young, Philadelphia.

Union Printers' Home—Joe M. Johnson, Washington.

Auditor—Fred Barker, Spokane Falls, Washington.

Delegates to Trades and Labor Congress of Canada—George W. Howard, Winnipeg, Man.

Lorimer and Woollcott Receive Degrees

George Horace Lorimer, editor of the *Saturday Evening Post*, and Alexander Woollcott, dramatic critic of the *New York Sun*, were honored by different universities this week, receiving honorary LL. D. and M. A. degrees respectively. The recognition awarded Lorimer was by Colgate University, Hamilton, N. Y. It is his second this year. McGill University, Montreal, Can., honored him similarly recently. Woollcott was granted his degree by Hamilton College, Clinton, N. Y. He was graduated from there with the class of '09.

Top 'Ole In Washington

NOT quite cricket, perhaps, to vaunt one's position, but when it signifies achievement that can be helpful to one's friends, there is at least a bit of justification.

So we shall just show you a few figures that should be useful in determining the Capital City medium for your sales message—on that biggest advertising day of the week—Sunday:—

Sunday Circulation

THE WASHINGTON HERALD

122,877

2nd Newspaper, 100,762

3rd Newspaper, 68,711

Not bad, eh, in a city of something less than 400,000 souls? We think these comparative figures (from the current A. B. C.'s) give a deeper insight into the Washington newspaper situation than any tabulated braggadocio about "First" in this classification and "First" in that—

Our claims are confined to the fact that THE WASHINGTON HERALD has the one really worth-while "FIRST" for any newspaper and every advertiser—"FIRST" in the estimation of good old *Vox Populi!*

Keep it in mind, please, when you're on your way 'ome from "across the big pond."

The Washington Herald

WASHINGTON, D. C.

NEW YORK
Payne, Burns & Smith

CHICAGO
G. Logan Payne Co.

Buffalo the Wonder

116,201 Homes Bec k

High Lights on the Buffalo Market

Buffalo has the largest grain elevator in the world.

Buffalo is the second greatest horse market and the first greatest sheep market in the United States.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,000,000 and 3,000,000 tons.

Buffalo leads the United States in the production of linseed oil.

Buffalo has a chemical plant devoted to the development of the aniline dye industry which is rated as the largest single dye plant in the United States.

One of Buffalo's printing establishments uses over a carload of paper a day.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world.

The Buffalo district is the greatest lumber market in the world. At times in the yards of the city alone are piled 200,000,000 feet of lumber.

The Buffalo district produces 75% of the world's wallboard.

Buffalo holds the wonderful record of a gain of 475 new industries in the past five years, which is a greater increase than is to be found in any other of the twenty-five first-class cities of the United States excepting New York.

BUFFALO is a city of homes—of prosperous homes. All told there are 116,201. These homes present a genuine opportunity to advertisers seeking a responsive market.

Diversity of industry in Buffalo keeps Buffalo homes on a buying basis.

There are 213 different lines of manufacture recognized by the U. S. Census bureau—128 are in Buffalo.

Even in so-called "hard times" there is comparatively little unemployment in Buffalo. The weekly payroll of Buffalo is \$6,200,000—over \$50 per week per home.

There are 13,481 retail stores—1 for each 8.6 homes.

The area of the City of Buffalo is only 42 square miles—making for easy and rapid placement of advertisers' goods in retail stores.

The population of Buffalo is 536,715. The trading radius population is 850,000.

A B C—March 31, 1924
123,852

Marbridge Building, New York, N. Y.

Cover the Buffalo
BUFFALO EV

EDWARD H. BUTLE
KELLY-SMITH COMPA

City of America kon You to Buffalo

ADVERTISERS who have not yet placed their goods in the Buffalo market would do well to inquire into the advantages offered in this territory.

The 116,201 homes in Buffalo beckon to them, because they want all the good things and have the money to buy them.

One dealer in electric washing machines has sold over 5000 machines in Buffalo. He advertises in the NEWS exclusively.

There are 65,000 pleasure automobiles in Buffalo—1 for each 1.8 homes.

52,291—(45% of the total) householders in Buffalo own their own homes.

Opportunity in the guise of Buffalo beckons you to trade here—**WILL YOU COME?**

Buffalo—Where People Earn and Buy

Within a 500 mile radius of Buffalo there are 109 cities and a population which buys 80% of the merchandise sold in the United States.

Erie County has registered 85,910 pleasure automobiles, 16,000 commercial cars, 1000 taxis and buses and 2000 motorcycles.

There are 116,201 homes in Buffalo, 63,910 are rented and 52,291 owned by householders.

Buffalo has 97,750 residences using electricity.

Buffalo has the largest and best equipped Normal Schools in the state.

Buffalo has the largest night school attendance of any city of its size in the world.

Buffalo Savings Banks average more than \$735 per depositor. The per capita deposit is over \$250.

Buffalo is the second port in the United States in point of tonnage.

Buffalo's industries are more diversified than those of any city in the United States, excepting possibly New York City. It has 60 per cent of the 213 lines of manufacture recognized by the Census Bureau.

The twenty leading industries of Buffalo in order are: automobiles, bodies and parts; flour and grist mill products; pig iron and steel products; slaughtering and meat packing; foundry and machine shop products; linseed oil; bread and bakery products; soap; railroad repair shops; malt liquors; rubber; printing and publishing; ship building; brass, bronze and copper products; leather, tanned and curried; malt; furniture; oil refinery; lumber and planing mill products.

Market With the
ENING NEWS

R, Editor and Publisher
 NY, National Representatives

Present Average
 126,909

Lytton Bldg., Chicago, Ill.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER ELEVEN

Story of Mr. Bennett's Marriage and Birth of His Son, James Gordon Bennett, Jr.—Hot Newspaper Warfare Continues

IN defence of his private life, Mr. Bennett, in 1838, said: "My whole private life has been one of virtue, integrity and honorable effort. Dissipation, extravagance and fashionable follies never had any charms for me." He was in no sense a "ladies' man," though treating the fair sex with chivalric regard for their aims and feelings, and in fact he had no time to enter New York society. So it was an unsolicited piece of good fortune that first brought him into contact with his future wife, Miss Henrietta Agnes Crean.

On March 23, 1839, Mr. Atree married a very pretty and amiable girl, the daughter of a woman who kept a small confectionery store. Miss Crean, who was a music teacher, had this young lady among her pupils, and she and her mother, who kept a dry goods store in William street, were invited to the wedding reception. Of course, Mr. Bennett was Atree's honored guest at the reception, and there first met Miss Crean. It was apparently a case of love at first sight.

The Herald the following morning contained a long report of the wedding and subsequent festivities, which follows in part:

"This young lady, (Mr. Atree's bride) whose existence was unknown among the *beau monde* till this blessed week, by connecting herself in marriage with an editor, at one bound, as it were, takes her station among the *elite*; issues her cards of invitation *pro forma*, and gives a soiree which for intellectuality, splendor, refined pleasure and philosophical enjoyment, it would be difficult to equal and impossible to surpass."

Of Miss Crean, Mr. Bennett wrote in the loftiest vein of compliment, as follows:

"The young lady of the distinguished Irish family of Crean (recently arrived from Dublin), afforded a fine specimen of the beauty and talent to be met with among the higher order of her sex in Ireland. She was the belle of the evening. She is descended from one of the most ancient families in Ireland—a family that has furnished history with deeds of heroism long before the subjugation of the bloody Anglo-Normans."

His courtship proceeded with due deliberation, so that he and his prospective bride had become thoroughly well acquainted with one another prior to his famous editorial announcing his coming marriage, which appeared on June 1, 1840, and which is as follows:

TO THE READERS OF THE HERALD.

Declaration Of Love—Caught At Last—Going To Be Married—New Movement In Civilization.

"I am going to be married in a few days. The weather is so beautiful—times are getting so good—the prospects of political and moral reform so auspicious, that I cannot resist the divine instinct of honest nature any longer—so I am going to be married to one of the most splendid women in intellect, in heart, in soul, in property, in person, in manners, that I have yet seen in the course of my interesting pilgrimage through human life.

"I cannot stop in my career. I must fulfill the awful destiny which the Almighty Father has written in broad letters of life against the wall of Heaven. I must give the world a pattern of happy wedded life.

"In a few days I shall be married according to the holy rites of the most holy Christian church, to one of the most remarkable, accomplished and beautiful young women of the age. She possesses a fortune. She has no Stonington shares or Manhattan stock, but in purity and uprightness, she is worth a half million of pure coin. Happily, the patronage of the public to the Herald is nearly \$25,000 per annum, almost equal to the President's salary. But property in the world's goods was never my object. Fame, public good, usefulness in my day and generation—the progress of true industry—these have been my dreams by night and my desire by day. In the new and holy condition into which I am about to enter, with the same reverential feelings as I would Heaven itself—I anticipate some signal changes in my feelings, in my views, in my purposes, in my pursuits. What they may be I know not; time alone can tell. My ardent desire has been through life to reach the highest order of human excellence by the shortest possible cut. Associated night and day, in sickness and in health, in war and in peace, with a woman of the highest order of excellence, must produce some curious results in my heart and feelings, and these results the future will develop in due time in the columns of the Herald.

"Meantime I return my heartfelt thanks for the enthusiastic patronage of the public, both of Europe and America. The holy estate of wedlock will only increase my desire to be still more useful. God Almighty bless you all.

"JAMES GORDON BENNETT."

The marriage notice is as follows:

"MARRIED.—On Saturday afternoon, the 6th inst., by the Rev. Dr. Power at St. Peter's Church in Barclay Street, James Gordon Bennett, the proprietor and editor of the New York Herald, to Henrietta Agnes Crean. What may be the effect of this event on the great newspaper contest now waging in New York, time alone can tell."

The above appeared at the head of the editorial column on June 8, 1840.

The novelty of an editor thus announcing his coming marriage at such great length, aroused much interest all over the United States, and the editorial was reproduced in whole or in part in the papers of every section.

Mr. Bennett was a generous provider; had the money to secure the best of everything for his bride, and installed her in a richly furnished house in Chambers Street, then a fashionable residential centre.

The honeymoon was passed in a trip to Niagara Falls, Mr. Bennett thus interestingly referring to one phase of it:

"There is music in the voice of Niagara Falls—there is melody and harmony of the most original kind. Sit down on one of the projecting rocks and listen to the many voices joined in a mighty chorus. Mrs. Bennett intends to compose a piece of music in imitation of the singular harmony of the waters." He then referred to the fact that she had written a popular piece of music, entitled "The Strawberry Waltz," the theme being based on the melodious voice of a girl selling strawberries from door to door.

On their return to New York City, Mr. Bennett and his bride became guests at the famous Astor House, until their mansion at 114 Chambers Street was made ready for occupancy. Disgraceful to say, their enemies secretly urged Mr. Charles Stetson, the urbane proprietor, to refuse to receive the editor and his bride, on the ground that their reputation had been reflected on. Mr. Stetson was highly indignant, as Mr. Bennett was a friend of his, and he privately informed the hostile publishers, that the editor of the Herald and his bride were welcomed as guests at the Astor House.

The Aurora, a weekly society paper thus pleasantly referred to Mrs. Bennett, not long after her marriage:

"The charming lady who now shares the powers and cash of the 'Napoleon of the press,' two years ago might have been seen in a neat little straw bonnet and a calico frock, walking around town and giving lessons to our democratic young misses in New York on the piano-forte. Now, see the reward of virtue. She has a house of her own, furnished with imperial magnificence; has a thousand dollar piano; rides in her carriage and instead of giving music lessons, is sung and played to by the most eminent vocalists and musicians, and also shares the honor and renown of the 'Napoleon of the press.'"

The So-Called Moral War

Mr. Bennett's enemies actively continued their attacks on him and the Herald, in a so-called "Moral War." Rival editors, chagrined and maddened by his phenomenal success, invented and printed all sorts of derogatory slanders upon him. One story, given with circumstantial detail, was that he had been a pedler in Glasgow, Scotland; to which he retorted:

"I am and have been a pedler, and part of my name is Gordon; this I admit. From my youth up I have been a pedler—not of tapes and laces, but of thoughts, feelings, lofty principles and great truths. I am now a wholesale dealer in the same line of business, and people generally believe I have quite a run, and what is better, no dread of suspension."

In their desperate efforts to malign him, his opponents used such abusive epithets as "uneducated wretch," "liar and poltroon," "vagabond who fled his country," etc. Serene and unperturbed, Mr. Bennett pursued the even tenor of his way, making money fast with his popular newspaper; his only weapon of defence being his vitriolic pen, which, metaphorically, scarred and seared his reckless traducers, while, when his arduous day's work was done, he could return to his home, welcomed to its peace and quietude by his affectionate, sympathetic wife.

The Herald Independent in Politics

In the fall of 1840, an excited Presidential campaign was being conducted, and Mr. Bennett, with characteristic independence and adhering to his oft repeated assertion, that the Herald was "non-partisan," on October 26, published a cartoon, entitled: "The Devil Let Loose in Wall Street." It showed his Satanic Majesty playing a game of ninepins with the office seekers and the officeholders, and was a "take-off" on the corrupt Locofoco and Whig candidate. A leading editorial accompanied it, entitled: "Awful State of the Country—Election Frauds Produced by the Banking System—A Revelation of Blood in Prospect." On the following day he thus referred to his political independence:

"Since the enlargement of the Herald about four weeks ago (new size of page, 21 by 30 inches), the business of this establishment has increased at a greater ratio

(Continued on page 230)

The Spotlight of America—

is on New York!

IN covering the largest and most highly concentrated area of retail sales in the United States, the most powerful single unit of influence available to the advertiser is the all-day service offered by THE WORLD and THE EVENING WORLD with a combined daily net circulation of

700,000 Copies

These two papers can be used morning or evening as desired under an interchangeable contract at a basic rate of 17 cents per line per 100,000—a combination of efficiency and economy unique in the New York newspaper field.

The  World

PULITZER BUILDING, NEW YORK

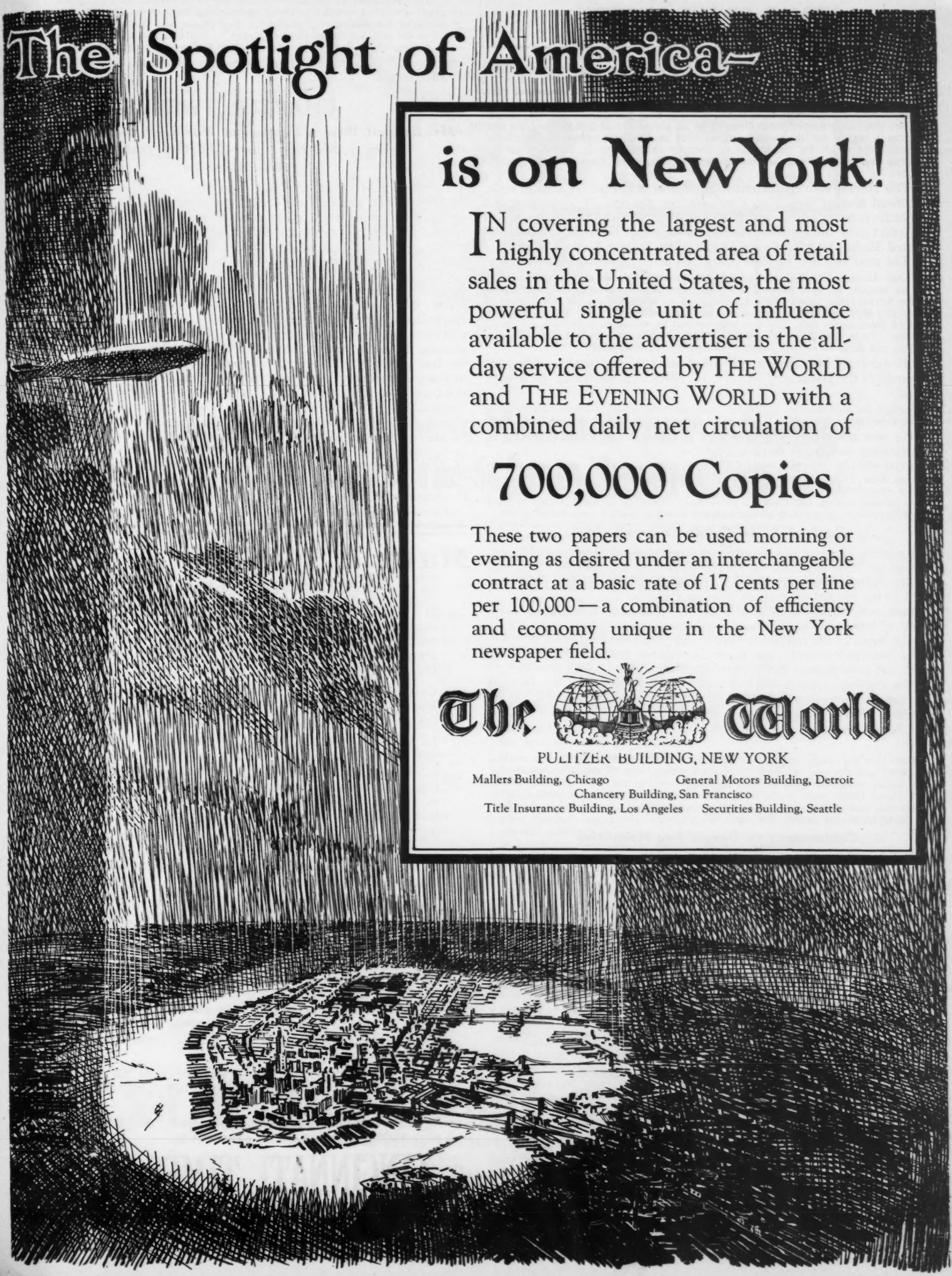
Mallers Building, Chicago

General Motors Building, Detroit

Chancery Building, San Francisco

Title Insurance Building, Los Angeles

Securities Building, Seattle



HERALD OF THE BENNETTS

(Continued from page 228)

than ever it did in the same period of time. Aggregate increase in five weeks, 5,000, giving us a total of 41,000 circulation. * * * Our advertising business has also increased in an equal proportion. The mutations, changes and excitements of party do not affect our progress or prosperity. We despise the politicians of both sides, and we believe every honest man in the country does the same. By their mutual affidavits they have proved themselves to be an arrant set of knaves, and we have too great a regard for the sanctity of an oath to disbelieve either of the cliques. The patronage which the public has so liberally extended to us, is the reward of enterprise and independence. Nor shall we ever disappoint them in these qualities hereafter."

The Herald with characteristic enterprise published on a large scale, the Official Map of New York City's election districts, 74 in number, and the northern boundary of which was at 40th Street! On November 5, the Herald gave full election returns, showing that General Harrison had defeated Martin Van Buren, "who has taken passage up Salt River."

The next day Mr. Bennett poked fun at Horace Greeley as follows:

"Master Horace Greeley, the great political noodle of the day, is very savage upon us, because we have exposed his pretensions in Pennsylvania election returns. The big brown-bread baby! Before he was out of his petticoats, we knew more of that subject than he could, if he were to eat a mountain of brown bread and drink a lake of fresh water dry. He says that several of our election returns are 'gross blunders.' To be sure they are. We gave them as such—they were Stevens' figures. We were not deceived ourselves or deceived others. The Noodle!"

At intervals Mr. Bennett published sanitary and health advice for the benefit of the public, and on Nov. 17, 1840, thus addressed his women readers:

"Ladies, the cold weather is coming. Get yourselves thick shoes—warm clothing—and comfortable apartments. Don't sacrifice everything to fashion and small feet."

He was also publicly appreciative of palatable articles of food, as the following paragraph demonstrates:

"DOWNINGS, BROAD STREET.—This is one of the most remarkable places in New York. Downing himself is a remarkable man, and Mrs. Downing the most remarkable of all. This is not Major Jack Downing—it is Downing who deals in pickled oysters, and all kinds of oysters. Probably he supplies half of New York with oysters, prepared in all and every way. Try him."

Birth of James Gordon Bennett, Jr.

An event of great significance and importance to the senior Bennett, occurred on May 10, 1841, being the birth of a son and heir. It was officially chronicled in the form of a regulation birth notice, which appeared in the Herald on the following morning:

"Birth:—On Monday morning, 10th May, at his residence in Chambers Street, the lady of James Gordon Bennett, of a son."

The news of the auspicious event was received with great satisfaction by his many friends, and it was a common remark that "a young editor" had been born as the coming successor to his gifted father.

The coming of a son and heir was a fresh incentive to Mr. Bennett to pursue his meteoric career, and he willingly accepted the title of the "Napoleon of the Press." Occasionally he referred to his "life of domestic bliss," and on June 23rd, 1842, writing from Saratoga Springs, he said:

"I am thus far on my way on a short tour for the benefit of the health, nerves, good spirits, and the rosy cheeks of 'the young editor,' who is improving every day and is highly delighted with his journey. On entering the fairy gardens of the United States Hotel, kept by the unrivalled Marvin, he held up his hand in utter astonishment, and exclaimed in his expressive vernacular—'hoo! hoo!—hoo! hoo!' which being translated means, 'This will do.'"

Continuance of Herald-Sun Hostilities

On Nov. 2, 1842, under the heading of "Progress of Obscenity and Oysters," Mr. Bennett made an amusingly violent attack on the Sun as follows:

"It appears that this extensive establishment managed by M. Y. Beach and M. M. Noah, now comprehends in its business arrangements, oysters, shipplasters, obscenity (referring to a sensational booklet exposing the Mormons), Malone and Ulster bank notes, lottery arrangements and post office printing well paid for, thus forming one of the strangest and most remarkable mixtures which ever took place since the captivity of the Israelites in Babylon. In their various offices, cellars and shops this firm does the printing for the Post Office, peddles penny pamphlets, issues bank notes, sells magazines, oysters and laces for political aspirants. Publishes a penny paper and all the filthy publications of the age.

"It is high time that the attention of the Grand Jury was directed to this filthy and desperate concern!"

When one considers that at this time, the offices of the rival newspapers faced each other on Fulton and Nassau Streets, the tense conditions accompanying their publication can well be imagined, and that no physical encounters occurred between the exasperated editors-in-chief, seems almost miraculous.

Subsequently, in a bitter quarrel over the relative sizes of the circulation of the Herald and Sun, Mr. Bennett, in some way secured a letter from the firm that supplied the Sun with paper, and printed it daily in parallel columns with a letter from the concern that supplied him with paper, showing that the Herald used one-third more paper than the Sun. Mr. Bennett at that time claimed a circulation nearly double that of the Sun, adding:

*Noah's paper, the Evening Star had been merged with the Commercial Advertiser, and he had become connected with the Sun.

"The only paper in this city—we may say in the world, which requires a supply of paper, or has a circulation at all approaching that of the Herald, is the Sun, a penny paper, circulating only among the poor people, and through the lanes and back alleys in the city, conducted by one, Moses Y. Beach, a sort of 'cod-fish' aristocrat." A few days later the Herald printed a squib about Russel Jarvis writing the Sun editorials, "catching the inspiration from the columns of the Herald!"

CHAPTER TWELVE

Mr. Bennett Buys a Permanent Home for the Herald—His Offer to Sell the Paper—Further Instances of His Enterprise

IN 1840, the Herald Office had been temporarily removed to 21 Ann Street. Mr. Bennett was then accumulating funds to buy a suitable, permanent home for his great establishment, and in August, 1841, he purchased a large granite and brick building, located on the northwest corner of Nassau and Fulton streets, and on May 2, 1842, removal was made to these spacious premises. The press rooms, folding and mail rooms occupied the basement. On the ground floor was a large and attractive counting room; on the next floor were the editorial rooms, library and Mr. Bennett's private rooms, while on the floor above were the printers, proofreaders, storage for files, &c. Above this floor was an extensive general job printing office. Four fast double cylinder Hoe presses, driven by his own steam plant enabled Mr. Bennett to cope with his fast growing circulation. His enterprise and energy were apparent in every department. He sent reporters out in boats to meet incoming ships and get from them the news and papers from Europe and other foreign lands. When the Cunard Line steamships began making regular trips to Boston, news collected from them was brought overland, partly by rail, and at points where there were no tracks, relays of horses were provided by the Herald. On June 21, 1841, the extraordinary express of the Herald was stated to have brought the news from London to New York, in 14 days across the Atlantic, via S.S. "Columbia," "exclusively in advance of every other paper."

(Continued Next Week)

Making a Gain on a Diminishing Market

If one manufacturer in a given industry should show an increase of say \$150,000 for the first third of a "bad year" while his three competitors showed an average loss of almost an equal amount each for the same period and in the same territory—you would look for the reason why.

Call him a newspaper publisher instead of a manufacturer and substitute lines of display advertising for dollars; the first four months of 1924 is the time and Cincinnati the place.

In January, February, March and April, 1924, the Cincinnati Times-Star published 3,226,986 lines of local display advertising and 856,086 lines of national display advertising, a gain of 128,366 lines local and 20,671 lines national, or a total of 149,037 lines increase over the same months in 1923.

There are three other newspapers in Cincinnati, one an evening daily with the same number of publication days as the Times-Star and two morning papers with Sunday magazine editions.

The evening paper showed a falling off in display advertising of 119,805 lines and the morning papers lost respectively 49,049 lines and 237,734 lines of display advertising as compared with the same period of the previous year.

The reason for the Times-Star's consistent gain, even in the face of a falling market, is undoubtedly to be found in the character of the publication itself, its wholesome editorial content, its complete, accurate and up-to-the-minute news service, its outstanding features, its "comics,"—all the factors that make an acceptable home and family newspaper.

These mean circulation, blanket coverage of the market,—and advertising follows such circulation as the needle follows the magnet.

If your sales in Cincinnati have slumped perhaps your advertising schedule needs overhauling.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

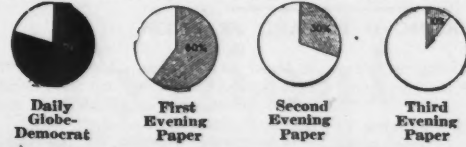
C. H. REMBOLD, Manager

Member Audit Bureau of Circulations



CHARGE CUSTOMER COVERAGE

Coverage of the DAILY St. Louis Newspapers Among ALL the Charge Customers of a Large St. Louis Department Store



Coverage of the SUNDAY St. Louis Newspapers Among ALL the Charge Customers of a Large St. Louis Department Store.



How

a Big Department Store Measured the Purchasing Power Coverage of the St. Louis Newspapers

ONE of St. Louis' largest department stores has measured the purchasing-power-coverage of the St. Louis newspapers.

It has supplied the answer to the question so often asked by advertisers—

"Which St. Louis newspaper most effectively reaches the families who represent the real buying power of the St. Louis market?"

This department store wanted facts. To obtain them it made a far reaching investigation among its charge customers—the families representing mass-class purchasing power.

Which St. Louis Newspapers Do 31,870 Charge Customers Read?

On January 3, 1924, questionnaires were sent to 31,870 of the store's charge customers to learn which St. Louis newspapers these people read. Replies were received from 14,878—practically 50%.

The results tabulated by certified public accountants, show that the GLOBE-DEMOCRAT most effectively reaches the families with purchasing power in the St. Louis market—both DAILY and SUNDAY!

The Largest Number of These Charge Customers Read the Globe-Democrat

The Globe-Democrat's greater coverage, REGARDLESS OF WHERE THE CHARGE CUSTOMERS LIVE, is shown by the charts above—Daily and Sunday.

The Globe-Democrat has—
Greater coverage, both DAILY and SUNDAY, in Metropolitan St. Louis.

Greater coverage, both DAILY and SUNDAY, in the 49TH STATE outside of Metropolitan St. Louis. The 49th State is that great naturally concentrated market defined by a circle, radius 150 miles, of which St. Louis is the natural trading center.

The certified results of the department store's investigation among its charge customers residing in Metropolitan St. Louis verify the results of The St.

Louis Newspaper Survey—one of the most comprehensive newspaper investigations ever conducted—which revealed that—

More copies of the Daily and Sunday Globe-Democrat are read by families living in the high ranking mass-class section of Metropolitan St. Louis, in proportion to total city circulation, than of any other St. Louis newspaper!

83% of the store's charge customers who live in Metropolitan St. Louis reside in the high ranking mass-class section.

The Largest Daily in One of America's Greatest Markets

The Globe-Democrat is the largest daily in the St. Louis market—an area popularly known as the 49TH STATE—one of the greatest markets in America. One pointed to by economic authorities for its exceptional STABILITY.

Here are more than 4,500,000 people. Gigantic sales potentialities for aggressive manufacturers and advertisers.

Unusual opportunities for those whose products are already nationally known, but where greater volume depends upon the intensive development of specific markets.

A profitable territory for those who are building logically toward national demand and distribution by first establishing themselves in certain markets where newspaper coverage is thorough and advertising costs are low.

Sell to the 49th State!

The 49th State has the buyers for your product! The Globe-Democrat REACHES them!

Ask a Globe-Democrat representative to call and give in detail the enlightening facts about this big responsive market—the valuable service which the Service and Promotion Department and Research Division of the Globe-Democrat can render in helping you to sell it—and the complete results of the department store's investigation among its charge customers.

St. Louis Globe-Democrat.
St. Louis' Largest Daily

F. St. J. Richards.....New York
Guy S. Osborn.....Chicago
Dorland Agency, Ltd.....London
F. R. Scolaro.....Detroit
C. Geo. Krogness.....San Francisco

SEEK PERMANENT MARKET FOR CREPE RUBBER SOLES THROUGH NEWSPAPERS

Manufacturers Hope to Lift Product from "Fad" Class Through Advertising—Leather Men Counter-Attack

By HAMMOND EDWARD FRANKLIN

WILL newspaper advertising insure a permanent market for the crepe rubber sole?

You will remember how this type of sole leaped into vogue almost over night a comparatively few months ago. At first these soles were used chiefly on shoes for golf and other sports, but soon all sorts of shoes for summer wear appeared with crepe soles. Dealers featured them, the soles "took" and even the conservative shoe manufacturers included some shoes with crepe soles in the line.

A chemist, formerly with the United States Rubber Company and now in business for himself, is said to have done much to open up this large market. His later experiments and inventions made his firm one of the first sources of supply and at times his small factory has worked night and day to turn out its soles which are trademarked under the name, Rajah.

Other rubber manufacturers "got busy" and soles of crepe rubber were produced in great abundance. At one time a modest newspaper campaign was conducted to urge the public to insist on Rajah Crepe Rubber Soles and to beware of imitations.

Always, the manufacturers in the field have moved with caution.

"It's like all fads. It will have its day and then drop as suddenly as it appeared," one manufacturer of rubber soles told me. "We are glad to produce these soles, but are ready for the inevitable drop which must come in sales."

This is the attitude of most of the other manufacturers.

Very likely they have been "burned" by previous experiences of fads which attained wide proportions and then came to nothing. Certainly, they have done little

to build up a market. Most of them have made plays for sales to shoe manufacturers through personal salesmen and this has been the extent of their effort.

Advertising, outside of the one case cited, has been practically nil outside the shoe trade publications.

With greater faith than the American manufacturers, the Rubber Growers' Association, Inc., of London, this Spring began in America a far-reaching campaign to "tell the millions what the thousands already know" about Natural (Plantation finished) Crepe Rubber which the association calls the "Immortal Sole." A national weekly, sporting publications and newspapers are carrying the story to the public and the shoe trade papers are reminding the jobber and retail trade about it.

Although the shoe business right now is in the doldrums, it appears that crepe rubber soles are still in demand. Instead of allowing them to be considered a fad which will live for a day and then fall to obscurity, the association intends for the public demand to grow rather than lessen.

EDITOR & PUBLISHER in its issue of May 19, 1923, outlined what this association has done through newspaper advertising in England to encourage the public to "Use more rubber." A £25,000 (about \$125,000) campaign, under the Dorland Agency of London, used a full front page of the *Daily Mail*, which claims it has the largest net daily sale in the world, and other mediums to cover every province. A book, "Rubber, the product with 1,001 purposes" was distributed to inquirers and also to jobbers and dealers. The copy showed the many different ways rubber goods can be used.

In its large campaign now under way in the United States, the association has shown a similar breadth and understanding of the truth "it pays to build up the other fellow at the same time you build up yourself."

"In other words, it is impossible for the association to benefit from its expenditure in America unless the sole manufacturer, the shoe manufacturer and the dealer "get theirs."

The copy appears on the sporting pages of the newspapers being used. A recent piece of copy was 3 columns wide and considerably over a half page deep, under the heading, "At last—a soul-satisfying sole" above a huge reproduction of a crepe sole. Small figures of people, playing golf or walking gave animation to the advertisement.

The association has prepared a handbook, "The Crepe Rubber Sole," which it volunteers to mail on request to members of the shoe trade.

While the rubber growers are going after the market, the interests indirectly most affected by a permanent shift away from leather soles have been far from inactive. A tremendous national advertising campaign involving a large expenditure over a period of years under the American Sole & Belting Leather Tanners, Inc., an association of 87 competing producers, is under way, with the help of N. W. Ayer & Son.

"Our market has been influenced somewhat for a considerable time by fly-by-night propositions brought out by the makers of substitute material which exists for a time and then dies out." T. R. Elcock, president of the organization of tanners, stated. "Then some other will o' the wisp comes floating into our natural market and again is lost sight of. It seems that it is an attractive field for inventors to endeavor to replace sole leather by fabricated materials.

"There is a strong sentiment in favor of using soles of leather. To keep leather in the favorable opinion of the public we thought it wise to strengthen our posi-

tion and to educate the public in regard to sole leather. We wish to tell people that sole leather is more reliable, lighter in weight, better in appearance, wears longer, is more comfortable, holds the style of the shoe, and is a real and honest product made from nature's materials with a view to producing the best possible finished material."

Contracts for a period of 3 years were signed with tanners representing 92 per cent of the industry. Five cents per steer hide and four cents per hide on all others go to finance the co-operative advertising, which is not only a means of combatting crepe rubber soles but also all other tendencies of the public away from the all-leather shoe and leather belting.

A campaign, with a first prize of \$2,000 for the best letter written about leather and total prizes of \$5,000, brought a satisfying response. Signs featuring the slogan, "Nothing takes the place of leather," and other direct-mail promotion have gone to the trade, which also has been reached through trade journals. Motion pictures of tanning and exhibits at expositions of the shoe trade have been part of the program. A new edition of a book, "Nothing takes the place of leather," is being printed. Much of the earlier advertising to the consumer was in the magazines, but more recently full pages in newspapers have been appearing.

The method of paid advertising being used by both rubber and leather industries in this marketing situation reflects the progress being made in enlightened business as contrasted with the "press-agent" seldom-productive route of by-gone days.

The fight for a permanent market for crepe rubber soles is on. It is out in the open and clean. Its outcome will be watched with interest.

Weekly Suspends After 25 Years

The *White (S. D.) Weekly Leader*, owned by Seth Thornton, superintendent of the printing department of the Brookings Agricultural College, has suspended after publishing 25 years.

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers

2 W. 45th St. 900 M'illers Bldg.
New York Chicago

401 Van Nuys Bldg.
Los Angeles

At Last— A Soul-Satisfying Sole



Natural Crepe Rubber has a peculiar gritty texture which gives unexcelled durability, making the most economical sole in existence. The combination of lightness, flexibility, resiliency and particularly the unprecedented durability has made Natural Crepe Rubber the sensation of the entire Boot and Shoe Industry.

Natural (Plantation Finished) Crepe Rubber

Soles of Natural Crepe Rubber, light, flexible, and resilient, add a spring to your step and conserve your energy as no other soles have ever before been able to do.

Because it is light, flexible, resilient—full of nerve and life—Natural Crepe Rubber makes walking a real pleasure, even on the hardest pavements. The pure rubber heels distribute the impact of each step, the spring and resiliency under the ball of the foot give added length to your stride, and require less energy in walking or running, and prevent fatigue.

The non-sliding feature of Natural Crepe Rubber, together with its unprecedented durability make it the ideal soles for all occasions of wear, for each and every type of shoe.

Natural (plantation finished) Crepe Rubber is 100% pure rubber—nothing added, nothing taken away—with all the natural rubber properties unimpaired. It is the pure latex of the rubber tree, freshly milled immediately after coagulation. It is free, full of nerve, subjected to no treatment subsequent to mulling which would impair its original qualities.

Ask your shoe dealer to show you genuine Crepe Rubber Soles—the apparent advantages of this new product will convince you—A test will most certainly prove its superiority.

RUBBER GROWERS' ASSOCIATION, INC.
24-4 Mid Lane, Eastcheap, London, E. C. 3

British copy for the rubber industry, which is now being duplicated in American newspapers. The above was reproduced from a three-column advertisement, about a half page in depth.

Write now for FREE SAMPLES of our DRY MATS.

You will be satisfied with the QUALITY as well as the SERVICE we are prepared to give.

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.

[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.

[For All Other Standard Boxes]

The FLEXIDEAL CO., Inc.

Sole U. S. and Canadian Distributors

13 William Street

New York

Erie, Pa., is a Typical City for Test Campaigns

1. Population (102,093 Census 1920; 112,571 U. S. Census Bureau estimate 1923) large enough to be both profitable and representative; small enough to eliminate excessive selling costs.
2. Typical American manufacturing city; manufactures so diversified as to insure a more than ordinary industrial stability.
3. Easily merchandised from Buffalo, Cleveland and Pittsburgh. Within normal selling zones of salesmen traveling New York, Ohio, Pennsylvania.
4. Advertising cost cut to minimum because only one paper is needed for complete coverage. The Erie Daily Times, an evening paper, reaches practically everybody; its city circulation frequently exceeds the number of homes. Check A. B. C. circulation figures against census for confirmation.

ERIE DAILY TIMES

A. B. C. Member

Rate—8c per line flat

Evenings Except Sunday

Established 1888

Representatives:

E. Katz Special Advertising Agency

58 West 40th Street
NEW YORK CITY

Harris Trust Building
CHICAGO

Waldheim Building
KANSAS CITY

Candler Annex Building
ATLANTA

Monadnock Building
SAN FRANCISCO

JOHN WESLEY BARBER, DEAN OF BOSTON AD MEN, DIES AT 75

Agency Pioneer Had Been Prominent in Advertising for
More Than Half a Century—Began With Rowell
and Dodd in 1866

JOHN WESLEY BARBER, dean of Boston's advertising men, and president of the J. W. Barber Advertising Agency, one of the oldest in the country, died June 12, at his home in Newton, Mass., aged 75.

He was born in Tuftonboro, N. H., of Mayflower stock and Revolutionary War ancestry. At the age of 11, he was sent to Newbury Seminary, and at 13 he went to Lancaster, N. H., where he combined his studies with the duties of assistant postmaster in a country store.

At Lancaster, he met George P. Rowell, a native of that town, while the



JOHN WESLEY BARBER

latter was on vacation there and, at Mr. Rowell's insistence, when he was a few years older, he spent a summer with Messrs. Rowell and Dodd, pioneers in the Boston advertising agency field. Mr. Barber's career as an "ad man" began on June 1, 1886, and for nearly 60 years, he has been prominent in every movement for the advancement of advertising, the elevation of its standards and the betterment of conditions throughout the United States. Few men had as wide an acquaintance in the advertising and publishing fields.

He was about 16 when he entered the employ of George P. Rowell and Horace Dodd, who were then conducting an advertising agency in Boston under the firm name of George P. Rowell & Company. In April, 1867, Rowell & Co. opened their main office in New York, but Mr. Dodd remained in Boston and with him, Mr. Barber, and in April, 1895, the control of Dodd's Advertising and Checking Agency passed into the hands of the latter. D. Fletcher Barber, a brother, became President of the reorganized company, and J. Westley Barber became its treasurer and general manager.

Meanwhile, Barber had made himself one of the best-posted men in his line, and by dint of his progressive ideas, the old established firm thenceforth made a steady and rapid advance. The agency was virtually a clearing house for advertisers, and the concern's system of sorting, indexing, checking, etc., the result of long practical experience directed toward efficiency in detail, was in those days said to be the most complete of any agency in the country.

In November, 1920, the Pilgrim Publicity Association of Boston honored Mr.

Barber with a luncheon at the Boston City Club, at which he was acclaimed as dean of the city's advertising men. His 75th birthday anniversary was celebrated on August 28, last, at the Copley Plaza, and he was the recipient of messages of congratulation from all over the country.

Mr. Barber always retained his inter-

est in outdoor life, and was an enthusiastic mountain climber in his earlier years. He was president and director of the National Recreation Society, organized in 1917 to provide a point of contact between the motor tourist and his host. He was a member of the National Arts Club of New York, the Boston City Club, the Appalachian Mountain Club, Dalhousie Lodge of Masons and Gethsemane Commandery, Knights Templar.

He is survived by his son, Harold F. Barber of Dover, Mass., for the last 18 years manager of the J. W. Barber Advertising Agency, and by a daughter, Mrs. Herbert H. Wallely of Newton, Mass. Mrs. Barber died several years ago. Harold Barber will continue as treasurer and general manager of the agency.

PROMINENT AD MEN NAMED ON HARVARD ADVERTISING AWARD JURY

Resor, Nast, Thomson, Barton, Smith, McCann, Parsons
Will Aid in Selecting Best Advertising Work of
Year for Bok Prizes

THE jury to determine the best advertisements submitted for the Harvard Advertising Awards, founded last fall by Edward Bok to encourage merit and stimulate improvement in advertising, has been selected by the Harvard Business School, administrator of the Awards. The 9 men appointed by Wallace B. Donham, Dean of the Harvard Business School are Stanley Resor, Condé Nast, P. L. Thomson, Bruce Barton, Harry Dwight Smith, H. K. McCann, E. W. Parsons, O. C. Harn, M. T. Copeland and Daniel Starch. All have been active and prominent in the fields of advertising and marketing.

Stanley Resor is the president of the J. Walter Thompson Advertising Company of New York and has been in agency work for more than 20 years. He has been the head of the J. Walter Thompson Company since 1916. He was one of the founders of the American Association of Advertising Agencies and is at present the president of the organization. Condé Nast is the president of the Nast Publications of New York which include *Vanity Fair*, *House and Garden*, and *Vogue*. He was at one time advertising manager and later business manager of Collier's publications. P. L. Thomson, is the publicity manager of the Western Electric Company of New York with which organization he has been for twenty-one years. He is now the president of the Association of National Advertisers.

Bruce Barton, president of Barton, Durstine, and Osborn, advertising agency of New York is an author and lecturer. He is a frequent contributor to the *American Magazine* and *Collier's*, and is a lecturer on advertising at New York University. Harry Dwight Smith, of the Fuller and Smith Advertising Agency of Cleveland, has been a member of the Board of the American Association of Advertising Agencies since its organization, and was president of the Association in 1919-20. H. K. McCann, president of the H. K. McCann Company, advertising agents of New York, has had a long experience in the advertising field, and has built up the agency of which he is now the head.

E. W. Parsons, advertising director of the *Chicago Tribune*, has had long experience in the field of advertising from the point of view of the metropolitan newspaper and its readers. O. C. Harn of New York, is the advertising manager of the National Lead Company. He was active in organizing and was formerly president of the Association of National Advertisers. He brings to the jury an experience in the advertising field in connection with the marketing of a specialized product, through national advertising campaigns.

Dr. Melvin T. Copeland is Professor of Marketing in the Harvard Business School. He is also Director of the School's Bureau of Business Research

which investigates the costs of doing business in various trades and collects business problems from executives throughout the country for instructional purposes. Dr. Daniel Starch is Associate Professor of Business Psychology in the Harvard Business School. He has written numerous books on advertising, the most recent of which is "Principles of Advertising."

The fact that the Harvard Business School has undertaken the Administration of a series of prizes for advertising efforts gives a distinct recognition to advertising as an important field, both of literature and of art. It is the desire of the School by thus recognizing advertising to stimulate improvement, both from a literary and artistic as well as from a business point of view.

The Harvard Advertising Awards provide for three types of award. First, a gold medal will be given to the individual who is considered by the Jury of Award to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year. Second, 3 prizes of \$1,500 each will be given for the national campaign most conspicuous for the excellence of its planning and execution, for the best local campaign and for the most noteworthy advertising research of the year. Third, there will be four prizes of \$1,000 each for the advertisement most effective in its use of English, for the advertisement most effectively accomplishing its purpose in a few words, for the advertisement most effective in its use of typography, and for the advertisement most effective in its use of pictorial illustration in any form.

The detailed organization of the jury has not been announced. According to Dean Donham the jury will probably be divided into committees corresponding to the classes of awards.

A cheerful loser believes that he sees a way to get back what he has lost; that is what makes him cheerful.—*Wabash Times-Star*.

MORNING PAPERS
THE

GET ACTION
SAME DAY

The
Shining
Light
in the
Cincinnati
Market

Covers Cincinnati
Every Day
Covers in the
Way That PAYS

Gaining Every
Day in
Circulation, Line-
age and Prestige

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
CINCINNATI
ENQUIRER

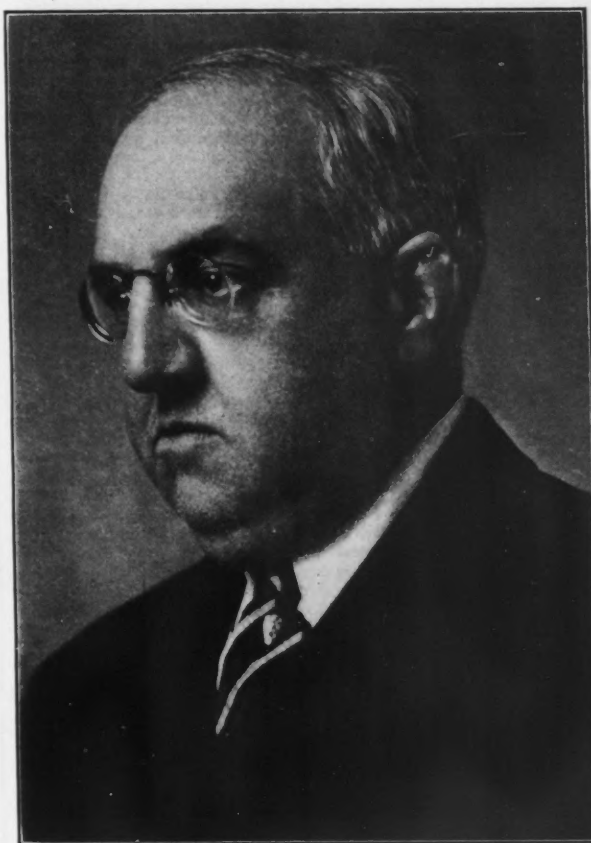
One of the World's Greatest Newspapers

What Europe Is Saying About America

By FREDERIC WILLIAM WILE

Europe five years after the World War is far different from the Europe Frederic William Wile quitted in 1919 after having covered European Capitals for American newspapers for twenty years. Wile was an American reporter in London during the Boer War. During the World War he was with the A.E.F. as an expert on Germany. The intervening years of newspaper work gave him an intimate knowledge of Europe which few Americans share.

Frederic William Wile, following five years of newspaper writing in Washington, will return to Europe to feel the pulse of Britain, Ireland and the Continent. What Europe *thinks* about us will be presented in ten articles during the month of August. These articles will reveal a true cross section of the European mind as it contemplates the United States.



FREDERIC WILLIAM WILE

This is an outstanding newspaper feature, available in all but twenty cities. Telegraph for an option and details.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building,
Washington, D. C.

A. B. C. HAS IMPROVED PUBLISHING ETHICS SINCE FOUNDING 10 YEARS AGO

History, Purposes and Ideals of Bureau Told by Stanley Clague—Has Saved Thousands of Dollars for Publishers and Advertisers

By STANLEY CLAGUE

Managing Director, Audit Bureau of Circulations

TEN years ago this month of June there assembled in the city of Chicago, Ill., a hopeful group of publishers, advertisers and advertising agents from all parts of the United States and Canada.



STANLEY CLAGUE

They were termed "Idealists," by those who refused to attend the conference. "Theoretically, beautiful," they said, "but the result will be the same as that which occurred to the proverbial snowball on its way South. You cannot get the advertiser and the advertising agent and the publisher together in one fold. As well expect the lion and the lamb to lie down together."

What did result? One object of this hopeful group was to bring publishers and advertising interests together for the common purpose of eradicating an evil which was devastating both industries—circulation falsification. The circulation liar was rampant. Not all publishers lied, but there were many who did and it was commonly regarded as being ethically correct if a publisher's representative would first ascertain what his competitor's circulations claim was and then go him several thousand, or a hundred thousand if necessary, better.

The sky was the limit in those days. This not only injured and retards advertising, but in no small degree was injurious to and retarded the publishing business.

Much time of the advertiser and the advertising agent was devoted to listening to the story of the wonderful halo which bedecked the head of one publisher and then a similar amount of time was given to the competitor to demonstrate that the man with the halo was a liar, a thief and one whose word could not be believed, even if a sworn statement was made on a five-foot shelf of Bibles.

With the result that the space buyer generally credited them both as being unworthy of credence.

And so untold hundreds of thousands of dollars were wasted annually in the time spent by both the buyer and the seller.

That day has passed in the United States and Canada.

In the decade which has elapsed since that memorable meeting in Chicago in 1914, there has been established a new relationship between the buyer and the seller of advertising space. Doubt and chicanery have been very substantially reduced. With rare exceptions the advertiser can accept the circulation statement of the publisher, if it has stamped on it that significant symbol "A. B. C." and say: "Well, that's that for circulation. No let us proceed to the consideration of your field and to the particular merits of your publication for the sale of my product in your field."

And every dollar spent by the advertiser becomes more nearly a productive dollar.

This naturally benefits the publisher. But he also benefits in another way. The work of the A. B. C. is driving slowly but surely the deliberate liar and falsifier from the field by reducing the revenue he can secure from such falsification.

Col. J. B. MacLean, one of the leading publishers in Canada, said a few days ago at a gathering of A. B. C. Directors,

publishers and advertisers in Toronto: "If the A. B. C. had been in existence when I began business—if it had been doing the wonderful work it is now doing—my work would have been vastly easier and vastly more successful."

But this hopeful group which assembled in Chicago did not confine itself merely to the question of figures and figuring. It aimed to establish a fundamental business relationship which would do away with a chaos of terminology and establish a standardization of circulation which would inspire confidence. The determination of a total net figure of sales was, of course, desirable; but in their opinion there was something just as important to achieve in determining and showing the nature of that circulation. They believed that sometimes a circulation of 20,000 was just as valuable as if not more valuable than a circulation of 40,000 to an advertiser.

And so they set about the task of showing how the circulation was obtained, where it went and in the case of business publications the class and character of readers. It hedged safeguards about circulation, which protected the advertiser and the honest publisher. It raised danger signals which, while at first were somewhat resented, eventually were recognized as being for the common good.

Have these things resulted in substantial and permanent benefit? The answer can best be shown in demonstrated results.

The nucleus of that 1914 meeting has now increased so that today over 90 per cent of the publishing and advertising business concerned in national or general advertising is represented in A. B. C. membership, combining all classes of publications—newspapers, magazines, farm papers and business publications—and calculating their circulation in single copies, the A. B. C. audits annually over eleven billion single copies in which the advertiser's message appears.

Aside from the advertising of local merchants, which runs into expenditures of many hundreds of millions of dollars annually (these merchants are relying more and more on A. B. C. data) there is placed in the United States and Canada nearly \$400,000,000 of national or general advertising, which is very largely and in many individual cases wholly placed with A. B. C. publications.

Has this brief statement of the history, purposes and ideals of the Audit Bureau of Circulations any significance for our friends across the sea, who will assemble at the 1924 convention of the Associated Advertising Clubs of the World in July? I think so.

O. C. Harn, President of the Audit Bureau of Circulations, who has, with so many other of our leaders in the publishing and advertising world in the United States and Canada, unselfishly devoted their time, without recompense, to the development of these ideals, will address this convention and meet with the leaders to offer on behalf of the Bureau our utmost assistance in the advancement of similar ideals throughout the civilized world.

We are in constant communication with publishers and advertisers in a dozen different countries. Publishers from these countries visit our headquarters frequently. We realize, therefore, that they all have individual problems to solve, which must be individually solved. But the fundamental basis is the same. The publishers and advertisers of the United States and Canada through the Audit Bureau of Circulations, places the result of a decade of experience at your disposal, as our contribution to the advancement of international standards,

and the raising higher of that banner "Truth in Advertising," which, as it waves in the halls of your deliberations, will not only be a symbol of service, but an inspiration for the attainment of higher ideals throughout the 1924 convention of the A. A. C. W.

BEAUTIFUL STORY OF A TREE

Recently Martin L. Davey, of Ohio, made a speech in the House of Representatives, concerning trees as living things, and deploring the forest devastation in America.

In the course of his address he told this touching story, as it was related to him by the President of the Rotary Club of Elyria, Ohio:

"I have the most wonderful tree in the world out at my house. Some 15 years ago I had a little boy who was then 3 years of age. In the early fall he would go out to gather up the buckeyes, sometimes by pocketfuls and sometimes by basketfuls, and would bring them in and play with them. One day he took sick. The next day he was better, so he went out as usual and brought in just one large fine buckeye and played with it; and the next day he died.

"I took that large, fine buckeye and carried it with me all the long winter. I took it out every little while and looked at it and was reminded of him. And then when the springtime came, I went out and planted it down under his sand pile. Later the sand was taken away and the buckeye sprouted and came up, a healthy little plant. Then I built a fence around it to protect it, and I called

the boys of the neighborhood together and told them the story. I asked them to help me protect this tree. I told them they might break anything else I had, the windows in my house, my automobile or anything else, but please don't break this tree. They have respected that request, and the tree stands there today 15 years old, a healthy young specimen, the most wonderful tree in the world."

Mr. Davey said that Gov. Gifford Pinchot had recently said to him: "Mr. Davey, in my judgment there will be a lumber famine in this country within 25 years, and such a lumber famine will make itself felt before the end of the 25-year period."

He concluded: "It seems to me that the all-important thing for us as a government is to buy up the cheap waste lands, millions of acres—according to report, '81,000,000 acres so severely cut and burned as to become an unproductive waste'—and reforest that as a Government project, and forever keep it under the Government regulations as to methods of cutting."

Reporter on Olympic Team

Jackson V. Sholz, formerly of the United Press at New York, smashed the world's record in the 200-metre dash in the American Olympic trials held recently, and sailed for Europe this week to contest with athletes of all nations.

ADDRESSES WANTED

R. Gilbert Gardner
Kenneth M. Keegan
Jack M. Williams
Elmore Broderick

Net Sales for May, 1924

103,114

COPIES PER DAY

This is a gain of 7111 copies per day over the corresponding period of a year ago

The above figures represent the average net paid daily circulation of The Providence Journal and The Evening Bulletin for the month of May, 1924.

	1923	1924	Gain
The Providence Journal	33,911	36,912	3,001
The Evening Bulletin	62,092	66,202	4,110
Total	96,003	103,114	7,111

Net Gain 7111

Such steady growth as The Providence Journal and The Evening Bulletin have maintained during the many years they have devoted themselves to the promotion of the best interests of the city and State they serve gives indisputable evidence of the confidence reposed in them by their readers.

Advertisers find these papers the best and most economical way to reach the entire reading public in Rhode Island.

Flat Rate 23c a Line

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

NEW YORK

R. J. BIDWELL CO.

San Francisco

Los Angeles

BOSTON

CHICAGO

The Greatest Newspaper Advertising Gain In America

THE Sun's total advertising gain in 1924 has now reached approximately 4,800 columns—nearly a million and a half agate lines; an average gain of more than 900 columns each month in the first five months of this year compared with the corresponding months in 1923.

This is by far the largest advertising gain for this period made by any newspaper in America, despite the fact that The Sun is published only six days a week excluding Sunday, while most other newspapers with large gains are published seven. It includes large increases in the national, local and classified divisions of advertising; and in department stores, automobiles, women's specialty, men's wear, radio, real estate, summer resorts, religious notices, furniture, jewelry, newspapers and musical instruments among important advertising classifications.

From the point of view of the British advertiser, it is additionally significant that the great, high-grade New York shops which frequently advertise trademarked goods of British manufacture, use more and increasingly more space in The Sun than in any other New York daily newspaper.

The Sun is a distinguished, influential newspaper, read by the more intelligent and prosperous of all classes in New York city—the world's richest market. The Sun's great, consistent and continuing growth again emphasizes the fact that from the advertiser's point of view, quality and known purchasing power are the important elements in newspaper circulation.

The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The  Sun

New York
280 Broadway

London
40-43 Fleet St.

Paris
Ave. de l'Opera

PROOFREADER CHIDES CARELESSNESS OF MEN ON THE DESK

Delivers Amiable Discourse to Would-Be Copy Readers Regarding Science of Capitalization, Spelling and Head Writing

By HARRY R. DAWLEY

TO the unsophisticated young mind absorbing its preliminary impressions in the atmosphere of the editorial rooms it may appear that, in all the vast field of journalistic endeavor, reading copy is the least difficult thing to do; that the chief requisite one must possess to enable him to qualify as a copy reader is ability to deftly manipulate the ubiquitous scissors and smear-brush without falling into the paste-pot and to apply the inevitable blue pencil where he conceives it will do the most good. That this conception of the work is wholly erroneous, however, soon becomes obvious even to the most sluggish-minded.

As a conning tower from which to watch the functioning of the various departments of a daily newspaper office the proofroom has unsurpassed advantages. From its vantage point one soon becomes familiar with the practices and mental processes of editors and copy readers; and intimate contact with their work gives rise to certain inescapable impressions, which the proofreader acquires by absorption rather than through any directed effort to study methods and detect shortcomings. As a result of his observations the proofreader has concluded that to be a successful copy reader one must be endowed with a certain spark of genius that is not usually observable in the average reporter; that therefore the "average" reporter should philosophically decide to remain an "average" reporter, for it is only those who have inherited or acquired certain approved mental characteristics who may hope successfully to aspire to the coveted chair at the desk.

A city editor, once asked to describe the duties of a copy reader, replied that they consisted principally of "killing adjectives." If a veteran proofreader were to be confronted by a similar request for information by an aspiring young man who finally had achieved his ambition to sit as executioner on these superfluous parts of speech, he might be tempted to plunge into detail and, in an amiable desire to be helpful, deliver himself of something like this:

"In the first place, you should adopt as your slogan, 'Safety First!' Many occasions will arise when it will become necessary for you either to assume responsibility for an error or 'pass the buck,' and you should be prepared to meet the emergency boldly and without hesitation. To be 'caught with the goods' may mean reduction to the ranks. And of course you do not want to go down—you want to go up.

"If your developing talent is not sufficiently appreciated on the *Daily Bazo*, and you should decide to transfer your activities to the *Daily Gazoo*, do not fail to carry with you to your new duties as many of the details of 'style' of type composition that prevailed on the *Bazo* as the recesses of your mental equipment will accommodate. This will enable you to proceed forthwith, without asking foolish questions, to edit your copy to conform to the style used on the *Bazo*, notwithstanding that it may be completely at variance with the style on the *Gazoo*. There is always a possibility that your copy, when sent to the composing room to be put into type, will reach the hands of a strange or 'green' compositor, who will make the common error of believing that the man who edited it knew what he was doing and why he was doing it; consequently, the compositor will conscientiously follow the editing, with the result that his proof soon will be returned from the discriminating hand of the proofreader bearing the earmarks of a preliminary draft of an Egyptian war map. This need not worry you, however, for the story when it appears in print will conform strictly to the *Gazoo* style, and nobody but the proofreader and

the compositor will be the wiser. If the foreman of the composing room should inadvertently see the proof, he may mildly reprove the compositor for not knowing the *Gazoo* style and 'cuss out' the proofreader for knowing it too well; but the copy reader will be safe; he never will be suspected and may continue his little joke along these lines almost indefinitely without fear of detection.

"One of the most essential details of the copy reader's art is the little angular pencil mark that denotes the beginning of each paragraph. Notwithstanding that the cleanly typewritten manuscript of the author already indicates the paragraphs, do not neglect to give this detail the thoughtful attention which its importance deserves. Do not permit your mind to be diverted by the appearance of some involved sentence in which the author's meaning is obscured; by the incorrect use of verbs, or by other trivialities; just concentrate on what you were doing, and continue to indicate the already clearly indicated paragraphs. Failure to do this may result in the compositor maliciously 'running in' all those paragraphs 'solid'—for it is traditional among printers that compositors abominate setting quad lines; it fattens their 'strings' and may give the foreman a false impression of their speed.

"In handling manuscript from the press association tickers, or any other manuscript that is typed all in capital letters, one should be careful to triply underscore the initial letters of such rare words as New York, London, Paris, Berlin, and the like, to make it unmistakably plain to the compositor that they should be capitalized; but waste no time in indicating the capitalization of apparently meaningfully words cabled from Poland, Russia, Yugoslavia, Czechoslovakia and other foreign lands. The chances are that few, if any, of the readers of the *Gazoo* ever saw or heard of the words before, anyhow, and therefore will be ignorant of their meaning, so you still will be playing safe. Of course, the proofreader may hand you a few well-selected adjectives from his abundant vocabulary; it's no more than fair that he should have an occasional chance to hurl an epithet at somebody—he's only human, like yourself, and is entitled to occasional relaxation.

"While on the subject of foreign matter it may be well to mention the use of accented letters. Don't be bothered by such inconsequential details; pass 'em up—let the compositor guess. If he should guess wrong, that will afford the erudite proofreader still another opportunity to exploit his superior attainment.

"In writing heads, first determine just how many letters will go into the line, then add one or two more. The composing room foreman has a specially constructed rubber 'stick' reserved for just such emergencies and is always glad to use it. Also, it is advisable to write your o's and a's and u's and n's, and other letters that are similar, in such a way that one cannot be distinguished from the other. Attention should be given to this detail, especially in proper names. Another approved practice is to lend a little variety by spelling an individual's name at least two ways—one way in the head and another way in the story. When using a typewriter, if a vagrant finger should commit the error of wandering to the figure 5 key when you aimed at a 6, don't use an eraser: just give the back-spacer a punch and hit the 6 over the 5. The compositor will know at a glance which one you intended to 'go.' If the poor fish doesn't, let him guess once more—he's a glutton for mental exercise.

"Be painstaking with your guide lines; always write them illegibly. Keep the secret of their meaning discreetly to

yourself. If you are handling an obituary that you wish to identify with the guide line 'Grant,' write it so the compositor will mistake it for 'Giant,' and so set it. If, as a consequence, the story appears in the first edition on the sporting page under a baseball heading telling how 'Pirates Make Giants Walk Plank,' don't worry; mistakes are bound to happen, and the blunder probably will be 'caught' in the second edition—in the third, anyhow—and it usually can be ascribed to the carelessness of the bone-headed makeup.

Words that are a shade off in meaning always are permissible. For instance: If a reporter wishes to use the word 'replica' because he likes the way it sounds, be charitable, and comfort yourself with the delusive fancy that the words 'reproduction' and 'ectype' long ago became obsolete and passed into disuse. If a derelict in police court is unable to remember his family history, refer to him in your headline as a victim of 'aphasia.' Do not ruthlessly deprive the eagerly expectant proofreader of the ecstatic privilege of substituting for 'aphasia' the word 'amnesia.' Use the word 'comprise' for 'compose' as often as your conscience will permit; if anything should appeal to your artless imagination as being unusual, be sure to say that it is 'unique' (which it isn't), and always refer to the Olympic games as the 'Olympiad' (which they aren't). In brief, should you be seized by an unholy impulse to trespass upon the lexicological domain of the proofreader, resolutely refrain. The latter should be given some latitude to demonstrate his value, and his usefulness progressively diminishes with the increase in efficiency of the copy-reading staff. Therefore, have a heart!

"Consult reference books sparingly. If in doubt, make memory serve; other-

wise you may get too many things right—and one never should assert an iconoclastic desire to kick holes in any of the ancient traditions of the copy desk.

"Finally, don't worry. Whether you are editing the polished phrases of a Brander Matthews or the crude initial efforts of the newest acquisition to the ranks of the cubs, 'go to it' with equal serenity and self-confidence, and never release your manuscript until it bears visible evidence that you are alert and 'on the job'—make an occasional emendation with your trusty blue pencil whether it is needed or not.

"With these suggestions always uppermost in the copy reader's mind his situation never should be in jeopardy. At any rate, untold numbers are 'getting away with it' along these lines, and the one who should prove to be an exception would be unfortunate indeed."

Daily Promoting Summer Colony

The *St. Paul Daily News* has opened a new summer colony on Lake St. Croix. It is selling lots at \$67.50 each to all six months' subscribers, the terms being \$10 down and \$2.50 in monthly payments.

Must Be Salable

"The first requisite of a newspaper is that it be salable. It may be superfluous from every ethical, intellectual and educative standpoint, but if it is not salable it is without value. For whatever the purpose of its production, however high the motives that prompt its creation, that purpose cannot be accomplished unless it has readers, and it will not have readers unless it continuously supplies news that interest them and that sufficiently induces them to buy."—Casper S. Yost, *St. Louis Globe-Democrat*.

Why there is no keyboard on the Ludlow

EVERY step in the development of the Ludlow System has been measured by simplicity—simplicity in construction; simplicity in operation. This simplicity makes for flexibility, economy and speed, for it enables the Ludlow operator to produce quickly a wide range of typesizes on slugs, and without magazine, machine or mold changes.

To put a keyboard on the Ludlow would be to place mechanical limitations upon the very work for which it was created. The Ludlow was not built for long runs of small body matter but was and is designed for producing in slug lines all that great mass of composition which can be set most effectively and most economically by hand.

The fact that you can set all size and face combinations in the same sluglines, without magazine, mold or machine changes, demonstrates the simplicity and flexibility of the Ludlow System. The smaller type sizes, from 6 to 12 point, are being widely used to advantage on the Ludlow. The Ludlow is the only system for producing in slug lines full width 42 point, 48 point and 60 point sizes, including bold and extended faces. It is the ideal system for all display advertising which ranges in size from 6 to 60 point.

Several compositors can operate the Ludlow at the same time, each setting the sizes and faces he needs and without the slightest interference of one operator with another. This is just one other advantage that makes the Ludlow System the most important factor in the composing room.



Ludlow Typograph Co.

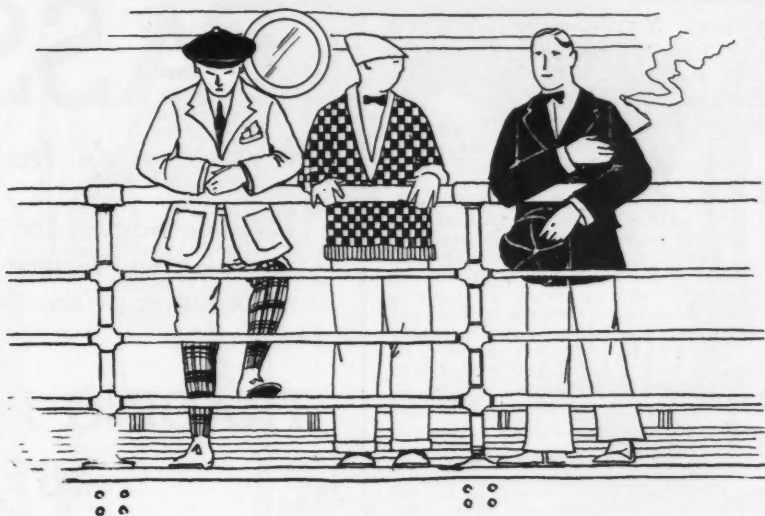
2032 Clybourn Avenue

San Francisco:
Hearst Bldg.

CHICAGO

New York:
World Bldg.

LUDLOW QUALITY COMPOSITION



3 MEN IN A BOAT-

(To Say Nothing of The Bally "Dawg")

TIME: Any time after July 23.

PLACE: S. S. Cecic, Southampton to New York, fast approaching the three-mile limit (or is it twelve?)

CHARACTERS: Jiggs, Philadelphia, Storm and Strife Advertising Agency; Jackson, Newark, E. Pluribus Unum Suspender Co.; Jones, New York, sales manager of National Buttonholes, Inc.

Clothes, Caps, Shoes

By Bond Street Firms Exclusively.

JACKSON: "Steward says 'Don't worry about the three-mile limit! Where the amber color ends and the blue begins—that's it!'"

JIGGS: "Once home and we'll all join in and sing 'The Presidential Blues.'"

JACKSON: "Yep! Nice bright outlook! Business holding off—everybody running true to form—playing 'still-tag' until after election! Meanwhile, fellows, we can put our convention pep and ideas in moth balls."

JONES: "Cheerio! Lay off the blues! There's always one place you can try out the inspirations and be sure of a normal reaction—the old reliable market that slumps never touch—"

JACKSON: "Says which?"

JONES: "You know, old topper—the Milwaukee-Wisconsin market—always reliable, always good!"

JIGGS: "Hear ye! Hear ye! Now I'll tell one!"

JACKSON: "Come! Come! Be yourself, Jones!"

JONES: "Remember, boys, I was born in Missouri. And what's more I am still my old dashing self, Jackson. But Wisconsin really did 'show me'—not once, but many times."

JACKSON: "But—"

JIGGS: "Mistuh Jackson, be quiet, the gentleman from Missouri—Wisconsin—Newark has the floor! Proceed, suh!"

JONES: "Here's the dope! First, Wisconsin is the richest dairying state in the world—bar none!"

JIGGS: "He says no more bars!"

JONES: "Wisconsin produces 10 per cent of the total dairy products of the nation—and three-fourths of all the cheese!"

JACKSON: "Your argument is full of holes!"

JONES: "My remarks are going to your head, apparently! Here's the other angle to consider—Milwaukee is the first city in America in diversity of industry! Try and laugh that off, boys! There you have a market with an agricultural background of substantial steady revenue from dairy products, and a manufacturing center that cannot be affected by slumps in any one or several lines. Everything goes on lovely just the same because the great variety of industries prevents a general depression."

JIGGS: "Why talk about cows and dairying and cheese? You can drink milk tomorrow—but today you don't have to."

JONES: "—and don't get the idea that Milwaukee is Podunk, either! The trouble with you, Jackson, you still think they kill Indians every day in Chicago! There's three million people in the Milwaukee-Wisconsin market. It's large, but not unwieldy—just the right size—furnishes a good volume of business and you can keep your fingers on it. It's the best place I know of for a tryout campaign, if you want dependable reactions—no abnormal conditions—stability, y'know!"

JACKSON: "Must be hard to break into this business Utopia of yours, eh wot, Old Top?"

JONES: "No harder and no easier than any other. But here's the bally old secret—it costs less! The pun's, shillin' an' pence—economy—and all that sort of thing, y'know! Here's how—one newspaper covers the place like a bloomin' mackintosh, d'y'understand? And pull? Say, I thought our suspenders would give out when we started back in '20!"

JACKSON: "Huh—how about the rates, old thing? Wager they get you there, eh?"

JONES: "Taken! You're all wrong —"

JIGGS (of the agency): "Hush up, dears! There's The Journal outfit coming—if they hear you, Jones, they'll be foolish not to raise 'em!"



Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL
FIRST—by Merit

Complete service to Advertisers—**ROTO**, black and white, color.

BOSTON TRANSCRIPT WINS FIGHT AGAINST STATE WAGE COMMISSION

Supreme Court Holds Newspapers May Refuse to Print Ads Despite Mandatory Laws—Inimical to Freedom of Press

NEWSPAPERS have the right to refuse to publish advertisements offered by the State Minimum Wage Commission, calling attention to the fact that a manufacturing or mercantile concern has failed to comply with rulings of the commission respecting wages and hours of labor, according to a decision of the Massachusetts Supreme Judicial Court in the case of State vs. the *Boston Transcript*, handed down June 14, by the full bench.

The *Boston Transcript* had refused to publish, at the behest of the commission, an advertisement stating that one of Boston's foremost mercantile establishments had declined to make effective for its employes the hours and minimum wage scales fixed by that board. The commission took the case to the superior court, where the law was upheld on the basis of a statement of agreed facts, and a fine imposed on the *Transcript* as the basis for a test case. The *Transcript* filed an immediate appeal from the lower court's action, and the case went up to the supreme court on points of law, the newspaper setting forth its contention that the statute, as enacted by the Legislature, was a violation of constitutional rights, both state and Federal, and an infringement on the freedom of the press as well.

The decision, set down by Chief Justice Arthur P. Rugg, upheld the contentions of the *Transcript* in every respect, and promptly declared that the statute in question was unconstitutional. Other Boston newspapers had published advertisements offered by the commission, but these had related chiefly the industrial establishments of the smaller type.

The decision states in part: "The effect of the statute is to compel the publisher of any newspaper, selected by the public board established by the statute, to print the matter offered by the board in accordance with the statute, at the rate specified in the statute. The publisher has no option. He must print. He cannot negotiate as to the rate he will charge. His regular rate to the general public for space fixes the price to be paid to him. He can receive no more.

"The contract to publish at that price is imposed upon him as an absolute obligation by the simple request of the public board. He may be the only owner of a newspaper so requested. He may not want to print the designated matter at the rate commonly charged for space. It may not be for his business advantage so to print it. He may not want to print it at any price. His preference, desires or financial advantage or detriment are entitled to no consideration under the statute. This class of advertising may be peculiarly onerous. It may be especially disagreeable from a business standpoint. Its fair market value, regarded as space occupied may be much greater than the price commonly charged for business advertisements of the usual character. Conditions can readily be conceived where these factors would exist. No one of them or others of a kindred nature can be weighed under the terms of the statute. The proprietor of the news-

paper selected by the public board must publish at the stated price, not matter how great may be the practical loss to him.

"The protection afforded to the publisher against liability for libellous publications made pursuant to the statute is of uncertain nature. The constitutional power of the Legislature to deprive one altogether of his right of action against the publisher of a libel may well be open to doubt. The right of speedy remedy for injuries or wrongs to character is established on the same footing as injuries or wrongs to persons and property by Article XI of the Declaration of Rights."

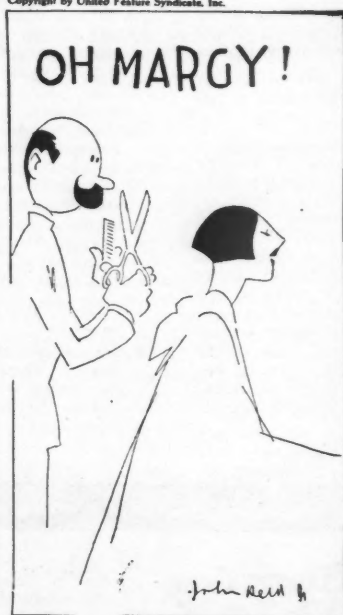
Who Pays for Advertising?

Who pays for advertising? I'll tell you. The one who pays the factory rent; the one who pays for the machinery used in the factory; the one who pays for packing the goods; the one who pays distribution costs; the one who pays the salesman's commissions and expenses; the one who pays the profits of manufacturer, jobber, retailer; the one who pays the uncollected accounts of all three; the one who pays all the cost of every kind connected with production, distribution and selling, makes up business losses, pays business profits and complains more about the cost of advertising than all the other overhead items combined. The consumer. But it is his investment and it brings him rich returns.—Walter Sammis, Business Department, *New York Times*, before advertising department of New York State Publishers' Association, Gloversville, N. Y.

Arthur Clarke runs "Oh! Margy!" on front page San Francisco Chronicle.

Keep in step with youth, Mr. Editor. Sign up America's foremost artist-humorist John Held Jr.

Copyright by United Feature Syndicate, Inc.



Margy asks: "Since bobbed hair has come on where do men get hair-pins to clean their pipes with?"

UNITED FEATURE SYNDICATE
World Building, New York City

First four months of
1924

Carried more Men's Wear advertising than the World, Sun and Telegram-Mail combined.

NEW YORK
EVENING JOURNAL

PASSAIC

New Jersey's fastest growing City

Each decade for the past forty years Passaic has shown the largest percentage of increase in population of any City in the State of New Jersey.

TRADING POPULATION
167,395

including following communities in trading area: Clifton, Garfield, Rutherford, East Rutherford, Carlton Hill, Lodi, Wallington, Lyndhurst, Carlstadt, Hasbrouck Heights, Woodridge and Nutley.

THE PASSAIC DAILY NEWS

is read in every other home in this important territory, and in the finer residential sections the Passaic Daily News is supreme.

ADVERTISING TELLS THE TALE

The following figures showing total advertising lineage carried during the past three years by The Passaic Daily News show conclusively the News' leadership in Passaic:

	Agate Lines All Classes	Lead Over Other Paper
1921	6,411,951	32 1/2%
1922	6,758,326	34 1/3%
1923	7,089,659	32 1/2%

THE DAILY NEWS is the Automobile medium of Passaic.

THE DAILY NEWS is the Department Store medium of Passaic.

THE DAILY NEWS is the Classified advertising medium of Passaic.

Let us give you further details of Passaic and The News as an ideal try-out combination.

NEW JERSEY NEWSPAPERS, Inc.

National Advertising Representatives

NEW JERSEY NEWSPAPERS EXCLUSIVELY

25 East 26th St.
Madison Square 6634
New York

123 W. Madison St.
Central 3021
Chicago

487 Orange St.
Branch Brook 6924
Newark



Cleveland! - giant Buyer!

57 square miles in area; an assessed land valuation of \$506,000,000, or \$13,870 an acre; a population of nearly a million Buyers and a purchasing power of approximately \$2,400,000 A DAY! The Cleveland-selling power of The Press deserves the careful consideration of every advertiser who plans to begin or expand his sales

in this compact, rich, and progressive city, alike ideal for "Test" or seasoned merchandising.

The Result of such careful consideration will be concentrated advertising to the 95% of Cleveland's English-speaking people—the people who are reached at one cost in no other way than through *The Cleveland Press*.

The Press has the largest TOTAL circulation of any daily newspaper in the State of Ohio (196,309); 157,509 of which is "City Delivery", "Home", Greater-Cleveland circulation; 50,055 more than that of the Daily Plain Dealer and 43,577 more than that of the Evening News—TEN Presses to every THIRTEEN families!

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

National Representatives

ALLIED NEWSPAPERS, INC.

52 Vanderbilt Ave., New York

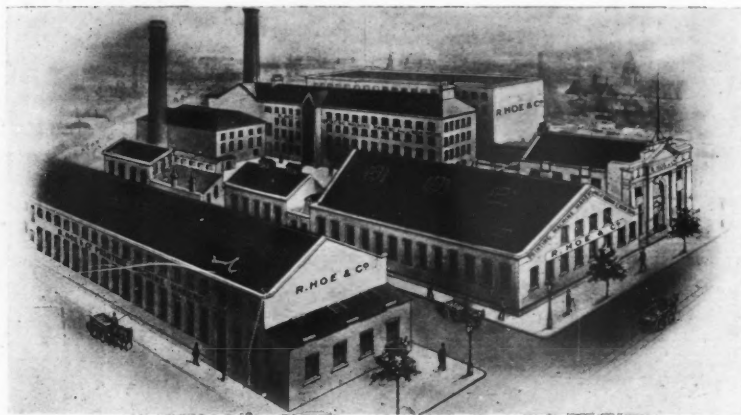
CHICAGO
SAN FRANCISCO

CLEVELAND
CINCINNATI

BACK OF EVERY

*Stand the Big Hoe Plants and the Entire Hoe Orga
Both the Consummation of More Than a Century*

To better care for the rapidly growing requirements of our customers and to do more press work, we have purchased all the land, buildings and equipment of the former plant occupying an area of about sixteen acres and having a floor space in excess of that to our London plant.



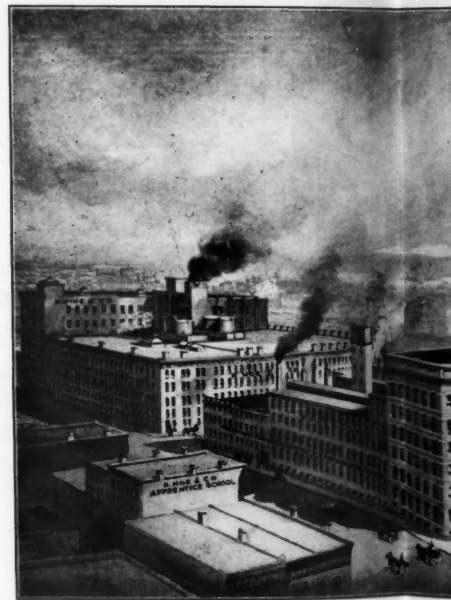
London plant at 109-112 Borough Road to which extensive additions are being made.

We are planning further improvements and extensions to both our Dunellen and London plants. The Dunellen property is located in a convenient and rapidly growing manufacturing centre, about two miles from Plainfield, alongside the main lines of the Central Railroad of New Jersey, with three switches from its tracks into the property. The extensions planned will greatly increase the present capacity and in addition there is ample room for future growth.

7 South Dearborn Street,
CHICAGO, ILL.



Former plant of the Hall Printing Press Company—now



Main plant at Grand, Sheriff, Broome, Columbia and D... largest manufactory in the world of Printing, Stereotypi Machinery.

Our Three Plants Have a Combin

R. HOE

504-520 GRAND STREET, N

109-112 Borough Road, LONDON

Y HOE MACHINE

Hoe Organization of Printing Machinery Experts,
 Century of EXPERIENCE and LEADERSHIP

ers and to handle to better advantage our tremendous volume of printing
 ment of the Hall Printing Press Company, located at Dunellen, New Jersey,
 e in excess of 110,000 square feet. We are also making material additions



ss Company—now the Dunellen plant of R. Hoe & Co.



New plant on Borough Road, recently added to our London Works.



, Columbia and Delancey Streets, New York City. The
 rinting, Stereotyping, Electrotyping and Photo-Engraving
 Machinery.

A long-term lease of this building has been acquired, which with three large additions to our present Works now in course of construction, including a manufacturing shop, erecting shop and forge, will more than double the capacity of the London plant and enable the manufacture in England of a large volume of foreign business heretofore done in New York.

Combined Force of 3,500 Employees

HOE & CO.

7 WATER STREET, NEW YORK CITY

1, LONDON, S.E. 1, ENGLAND

7 Water Street,
 BOSTON, MASS.

To You

Makers of American Advertising History, our very best wishes for the success of the great work in business amity and advertising cooperation which is yours to perform abroad.



Thirty-seven years ago the seed of good will among nations was planted when the European Edition of The New York Herald was founded. Today, from Paris, it extends to you whole hearted

Greetings

THE NEW YORK HERALD New York Tribune

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"We ought to be a little slower—more accurate."—Charles McD. Puckette

"A NEWSPAPER that will cover all the news and will be written so that it will be read with interest by the layman and respect by the authority."

That is Charles McD. Puckette's ideal of a newspaper. Puckette is now on the *New York Times* in the advertising censorship department, under Louis Wiley, business manager. He went there from the *New York Evening Post* of which he was managing editor for 6 years and previously, reporter, city editor, and assistant managing editor for 16 years.

"Newspapers ought to be better literature," he remarked to me not long ago. He still talks with a Southern drawl.

"Just now many newspapers aren't careful enough. We ought to be a little slower, a little more accurate. Stories should be better written.

"You know yourself the saying 'that's just newspaper talk' is getting altogether too common.

"We don't do our jobs quite well enough. That's the trouble. Everyone on a newspaper has got to do his job completely.

"Reporters should be better trained. Of course we don't want newspapers written entirely by experts. I hate the connotation of the word expert, anyway. But a newspaper staff, I think, should be a staff of expert newspaper men, thorough masters of whatever they cover."

Puckette's ideas on newspapering come both from experience and inheritance. He represents the third generation of Puckettes who have devoted their lives to newspaper making.

Charles C. J. Puckette, his grandfather, established the *Natchitoches (La.) Times*. This elder Puckette was a pioneer newspaper publisher in the South. In the days when he was in the business during the post-war period of poverty, he used to draw his own cartoons and engrave them on blocks of wood. He attacked the carpet baggers vigorously. Charles McD. Puckette of the next generation was a prominent newspaper man of New Orleans. There he was political editor of the *New Orleans Times-Democrat* and later the *Item*.

This Puckette, father of the present member of the *Times* staff, was in New Orleans at a time, when to possess the title of political writer was equivalent to owning a rapid transit ticket to the Beyond. He had several narrow escapes.

At one time, a man angered by Puckette's fiery political writing silently entered his office and shot him in the back. Puckette, badly wounded, crawled to the

doorway and shot his assailant to death as he attempted flight on a bicycle.

Such an adventure so close to home might, of course, have reacted against Charles McD., Jr., and kept him out of a career of newspapering. But it did not, and, after he was graduated from the University of the South at Sewanee with a B. A. in 1907, and an M. A. in 1908, he came to the *New York Evening Post*.

On the *Post*, Puckette believes he received invaluable training from Robert E. MacAlarney who was city editor while he was cub reporter.

"A great deal of one's newspaper sense comes from what one gradually absorbs in the business. But MacAlarney was essentially a teacher. He made his city room a regular class room, and I believe many city editors today might well profit by his example," Puckette declared.

MRS. CHARLIE MILLER ILL

Sympathy Expressed for Former President in Telegram

Charlie Miller, former president of the Association of Newspaper Advertising Executives, did not attend last week's annual meeting, at Columbus, owing to the serious illness of Mrs. Miller, at Baltimore, following a serious operation several weeks ago.

News from Baltimore this week was that while still seriously ill, the physicians held out hope for Mrs. Miller's ultimate recovery.

The following telegram was sent to Mr. Miller, from Columbus:

"Charlie Miller,
"The Baltimore News, Baltimore, Md.

"Members of Association of Newspaper Advertising Executives desire to express sincere sympathy and hope for rapid recovery of Mrs. Miller. The Association feels deepest gratitude to Mrs. Miller for sacrifices made by her when you were unselfishly promoting the interests of this Association and the newspaper cause.

"ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES."

Minnesota Editors' Outing

A four day outing beginning June 26, will be held by the editors and publishers of Minnesota at Alexandria, under the auspices of the Northern Minnesota Editorial Association. The program includes games and amusements of all kinds, fishing, smokers, sight seeing trips and music.

Country's Mineral Center Located In ILLINOIS

When we think of Illinois it is seldom, or never, in respect to coal mining—but it is nevertheless a source of great wealth.

Bituminous coal underlies more than half the area of the state. Illinois stands third among all the states in mineral output. The production of bituminous coal is valued at \$240,000,000.

Illinois is also a large producer of petroleum and natural gas. The latest statistics on oil production cite a figure of 15,000,000 barrels for the year.

Illinois is one of our wealthiest states. It ranks third in production of field crops from agriculture, third in manufactures, third in population and third in mining. As a railroad state it has the heaviest tonnage in the United States.

Illinois daily newspapers are among the best in the country in influence and pulling power. Concentrate your efforts in this territory and it will produce maximum results.

These Illinois daily newspapers, having the spirit of cooperation, do their bit by helping to merchandise advertised products, rendering their services of particular value to manufacturers who appreciate and reciprocate the cooperative spirit which helps to make the wheels of business go round.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News (E)	16,982	.06	.06
+++Chicago Herald & Examiner . (M)	335,747	.55	.55
+++Chicago Herald & Examiner . (S)	1,050,949	1.10	1.10
+++Chicago Daily Journal (E)	120,449	.26	.24
+++Chicago Tribune (M)	587,748	.80	.80
+++Chicago Tribune (S)	941,047	1.15	1.15
***La Salle Tribune (E)	3,162	.025	.025
***Moline Dispatch (E)	10,569	.045	.045
***Peoria Star—(E) 29,102 (S)	21,733	.075	.06
***Rock Island Argus (E)	10,513	.045	.045
***Sterling Gazette (E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.



The INTERTYPE

*A growing factor in the Advertising,
Publishing and Printing Industries*

Advertising men are the indirect buyers of composition. Much of your newspaper display is now set on Intertypes. Likewise trade paper display, book work, and many kinds of commercial printing. You will therefore be interested, and occasionally perhaps find some profit in knowing what the Intertype is and what it can do.

The Intertype is a slug composing machine, setting complete lines of type in all sizes from 5-point up to full width 36-point bold and 60-point bold condensed, in slugs up to 42 ems in length.

Although only eleven years old, it has already won a position commanding a substantial percentage of the world's line composing machine business. The popularity of the Intertype is steadily growing and annual Intertype sales run into many millions of dollars.

The Intertype has gained its present standing largely through mechanical merit and economy of operation and maintenance. More than thirty major and many minor Intertype improvements and simplifications have been developed. On one type of machine, 910 unnecessary moving parts were eliminated from one mechanism alone by a new

design which functions and wears better than the old one. Parts which do not exist cannot wear out.

But probably the most important thing that Intertype has done for the industry is the introduction of the idea of Standardization in slug-casting machines. The standard Intertype basic unit is built up with various other standardized units to suit the purchaser's needs. Still more units can be added at any time in the future, and even new inventions are standardized and made applicable to outstanding Intertypes. From the basic Intertype machine, 32 styles of machines can be built by the addition of standardized equipment. No Standardized Intertype has ever become obsolete.

Intertypes are now being used in eighteen European and South American countries, and in Japan, India, Iceland, Palestine, South Africa, Australia, New Zealand, Hawaii, and the Philippine Islands.

The Intertype Corporation is entirely independent. It is not controlled, directly or indirectly, financially or otherwise, by any other organization.

INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court Street, BROOKLYN, N. Y. *Branch Offices:* CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO, *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, LONDON, W. C. 1.



The Intertype Factories

The Intertype Factories are known among mechanical engineers as two of the finest machine shops in the United States. Factory No. 1 (above) produces and assembles all parts for the Intertype, excepting matrices. The latter are manufactured in Factory No. 2, shown at the right.



DAY OF CLEVER, HIGH-PRESSURE AGENCY SALESMAN PASSING

Large Advertisers Judging Campaign Layouts Without Calling in Agency Representative "Encouraging,"

Says Durstine

By ROY S. DURSTINE

Barton, Durstine and Osborn, Inc.

A CERTAIN advertising agency had been working for several months on its plans for a new client. Its suggestions were completed. A request for a meeting was sent to the advertiser. Word came back that the suggestions would be considered on a certain date—but that the agency needn't appear.

It was explained that this company's executives liked to look over proposed plans quietly, without argument, and without being influenced by salesman-ship.

If that isn't a symptom of progress, Caslon type is hard to read.

The agency had thought clear through its subject. It had tested its ideas in every conceivable way. It had worked with the advertiser's sales department, with his factory men, with his advertising heads. It had run investigations from door to door and from store to store.

It had written and drawn its advertisements; it had revised them and then revised them.

And then it took the results of its inquiries and the last of its copy and layouts and put them in a great big book—arranged in such orderly fashion that understanding everything was no more trouble than turning the pages.

So the book went to the meeting and the agency stayed at home.

A week later the book came back, approved as was.

Contrast that experience with the mass-meeting type of presentation which was general a few years ago. It was a battle royal in which the advertiser ranged his forces on one side of the long table and the agency's representatives brought out its bag of tricks on the other.

The agency read its plan or did its best to paraphrase many typewritten sheets by a colloquial recital of its ideas. The man chiefly responsible for the plan, being mostly creative, was probably not a very good talker. Under the cold eyes of the advertiser's forces he stammered a good deal. An occasional sharp question didn't make him any smoother.

The layouts which had looked very novel and effective back at the agency's office somehow seemed to have lost their sparkle. The copy sounded flat.

At the end of the presentation the president looked about him.

"Any comments?" he asked.

And then the fun began. Executives who had come to the meeting without a definite thought were quick to voice opinions; usually they began:

"Now, of course, I don't pretend to know anything about advertising, but—"

The discouraging part of it was that they advanced these opinions not because by so doing they were helping the company to find greater success but because they knew they were expected to comment and if they didn't it might count against them.

In 15 minutes the remnants of those suggestions were scattered up and down the table.

Then the agency's big league salesman went to bat. He hadn't made the presentation because, to be perfectly frank, he had had only a few minutes to glance over it in the taxicab on the way to the meeting.

But he was familiar with it now! He had been listening, making a few notes, watching the faces of each commentator. And he went into action.

Two hours later, when the meeting adjourned, the president beamed across the table as he shook hands with the powerful salesman and exclaimed:

"Well, this is great! We may be hard to sell, because we like to be shown. But you've convinced us and now we're all ready to go ahead!"

It's often said that the American public

loves a fight. So did the American business man of this president's type. But the trouble was that he became so engrossed in the conflict of wills that the poor subject under discussion, like all bystanders, was the sufferer. The thing became a game, a battle of wits, an oratorical contest.

The winner was not necessarily the man with the best arguments. He was



ROY S. DURSTINE

the man with the best vocabulary and the most convincing personality. Many a first rate idea has died in a meeting of this kind because its sponsor was an unskilled advocate. And many a second rate idea has been adopted with enthusiasm because it was ably presented at the right time by a clever talker.

So the action of that advertiser in deciding to consider his agency's recommendations quietly and without benefit of salesmanship is respectfully submitted as Encouraging Symptom Number One.

It is indicative of a very marked change in the attitude of the advertiser in the past few years. He used to expect his agent to be a good mixer. Today there is practically no demand for hand-shaking. He used to shop around for catchy, half-baked ideas in advertising. He knew they were catchy when he saw them, but he didn't find out they were half-baked until the returns came in. He used to feel that changing agencies every so often was a wholesome way of shaking up his organization. Today he knows that he begins to get his most valuable service from his agency only after it has become as much a part of his company as his other seasoned executives. He used to prefer to be sold. Now he wants to buy.

Look at another side of the advertising triangle—the advertiser, the publisher and the agent. Consider the change that has come over the selling of space by publishers. There was a time when the man who received a call from a publisher's representative could just about anticipate every word of any solicitation. If it was for a magazine it probably began:

"Hello, old man! I just thought I'd drop in to let you have a look at this advance copy. We certainly are getting out a good-looking book. Run your eye over that table of contents. Ever see anything like it? All the big names are there. And how the public is eating it up! Here's a confidential memorandum I just got from our circulation manager. He'd go crazy if he knew that I was showing it outside the office, but look at that print order for next month! We just can't

hold it back. The public simply walks up to the stands and carries it away. You're seeing it regularly, aren't you? What? Do you mean to say you're not on our mailing list? Well, I'll fix that as soon as I get back to the office. So long! Keep us in mind!"

One publishing house has swung so far in the opposite direction that at least two of its best solicitors can't quote rates from memory, have only the haziest ideas of their A. B. C. figures and would have to call up their office to find out about a closing date.

But they are selling a lot of space. One of them was formerly a sales executive of a middle western food company. He knows every obstacle that besets a manufacturer selling to the grocery trade. He knows what most of the wholesalers of the country think about nearly every nationally distributed product. He has spent months in retail grocery stores watching women buy.

When he sits down to talk to a manufacturer he talks about advertising only as it is a part of selling. He uses none of the rubber-stamp phrases originated in the Monday morning meetings. He has no high-stepping sales talk sired by Advertising Director out of Conference Room.

Another solicitor for this house knows as much about drug-stores as his associate knows about grocery stores. He entered advertising only two years ago after 10 years of sales work among the wholesale and retail druggists of the country. Still another has had a parallel experience among the dry-goods stores.

Perhaps this house is going too far. Perhaps their solicitors ought to be more familiar with the patter of advertising. But before you make up your mind on that point consider this:

Isn't there a useful place in the fabric of advertising for a source of general underlying information about markets? Doesn't the magazine publisher fill a very vital need when his representatives bring to the advertiser and to the agency facts that are much more definite than the Government can afford to supply, much more specific than the trade association can properly be asked to produce.

At least half a dozen publishers believe that this is true, if their actions reflect their beliefs. Advertisements get into their pages more quickly and more soundly because they have saved the time of the advertiser and his agency by supplying much of the information which each advertiser would have to assemble alone—or go it blind. And that's Number Two.

Gone, thank goodness, is the day when a newspaper representative based his selling talks on the iniquities of the rival paper. Gone is the solicitor who talked over the back of his hand and glanced over his shoulder to make sure that no one was within ear-shot. Today if you want to advertise in ten, or fifty, or a hundred, or a thousand American cities and towns the quickest way to find out about them is to ask the nearest newspaper representative.

What about the agency? Has it kept pace with the progress made on the other sides of the triangle? Perhaps it wouldn't come well from this dependent to give evidence on that score. Perhaps his evidence would be prejudiced. But let this be added in any case:

When that big book was bundled up and sent to the advertiser who wanted a quiet meeting, remember that it sold itself without the aid of vocal pressure. It sold itself because it bred confidence—confidence in the idea that the whole field of possibilities had been considered, confidence in the logic used to arrive at conclusions, confidence in the ability of the agency to grasp a story and to tell it, confidence in the months of work that had gone into collecting and rejecting and assembling that material.

That was just one episode in the business life of one agency. It is submitted as Encouraging Symptom Number Three because the type of work that it represents is characteristic of every good advertising agency today. And if an advertiser doesn't employ a good agency it's his own fault.

A CODE FOR PRESS AGENTS

WE, THE Press Agents of the United States, recognizing the necessity of maintaining the low plane upon which our profession has established itself, and being desirous of encouraging our members to become more successful in their burgharious work and to merit in every way the lack of editorial esteem which our profession enjoys, do hereby adopt this Code of Ethics:

We recognize that newspaper publishers are mentally blind, morally weak and financially decrepit, and we publicly acknowledge our duty to keep them so.

We appreciate the fact that the chief problem in the preparation of a newspaper is that of securing sufficient copy to fill its columns, and we pledge ourselves to continued effort to alleviate this condition.

News is defined as matter which is of interest to us and to our employers, and we hereby declare that it must be, therefore, of interest to the public.

We announce a policy of keen indignation toward those unthinking editors who return our copy to us with a notation concerning its cost if published at advertising rates.

As a concession to newspapers, we believe that an inch of paid advertising to one column of free reading matter is an equitable adjustment, such free matter to contain the name of the advertised product at intervals of not less than 18 lines.

It shall be the policy of our organization to give three rousing cheers for each editor who accepts and publishes our contributions, and we encourage such editors to secure their fuel, clothing and groceries by the same means used by our members to secure publicity.—The Inter-Mountain Press.

The Most Forceful Figure in Europe

RAYMOND POINCARE

Retiring Premier and Former President of France



Will contribute through

THE LEDGER SYNDICATE

Two Releases Per Month of 2,500 to 3,000 words each

INTERPRETING FRENCH AND EUROPEAN POLICIES

M. Poincaré will cover such vital problems as:
THE EXECUTION OF THE DAWES REPORT
THE FINANCIAL RECOVERY OF EUROPE
FRENCH RELATIONS WITH ENGLAND AND GERMANY
GENERAL STRUCTURE OF THE ENTENTE

For Terms for Your City's Rights Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

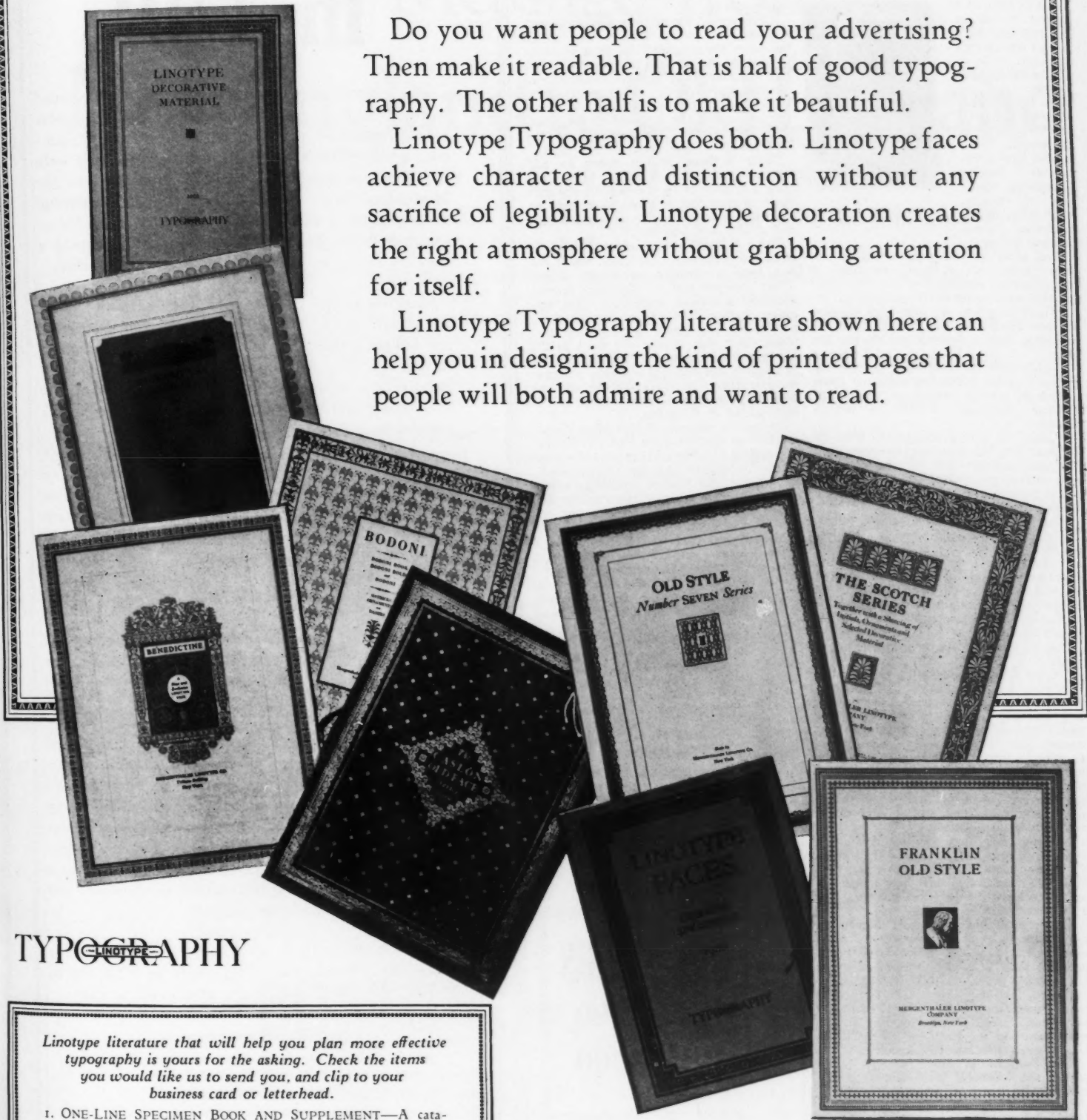
THE POWER OF PRINT

Are You Making the Most Effective Use of It?

Do you want people to read your advertising? Then make it readable. That is half of good typography. The other half is to make it beautiful.

Linotype Typography does both. Linotype faces achieve character and distinction without any sacrifice of legibility. Linotype decoration creates the right atmosphere without grabbing attention for itself.

Linotype Typography literature shown here can help you in designing the kind of printed pages that people will both admire and want to read.



TYPOGRAPHY

Linotype literature that will help you plan more effective typography is yours for the asking. Check the items you would like us to send you, and clip to your business card or letterhead.

1. ONE-LINE SPECIMEN BOOK AND SUPPLEMENT—A catalogue of Linotype Faces.
2. COMPLETE SET OF DE LUXE SPECIMEN SHEETS—A more complete showing of some of the more popular families: Benedictine, Bodoni, Caslon Old Face, Elzevir No. 3, Franklin, Lining Gothics, Old Style No. 7, Scotch.
3. LINOTYPE DECORATIVE MATERIAL—A catalogue of borders and other decoration classified according to family.

580.24.7-F

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography
461 EIGHTH AVENUE—NEW YORK CITY

JOURNALISM HOLDS MANY THRILLS FOR GIRL REPORTER

Lending Her Powder Puff to Women Murderers Only An Incident in Work of "Geno" Forbes, of the Chicago Tribune Staff

By LUCILE BRIAN GILMORE

SHE has made a trip to Ireland and returned in the steerage to investigate immigration conditions.

She has gone to Leavenworth prison to obtain an interview with a prominent prisoner.

She has lent her powder puff to more women murderers than any other person in the world.

She has interviewed boxing champions, members of royalty, stage stars, movie celebrities and political powers.

And what do you suppose she desires most particularly to have mentioned in this interview with her, by way of changing the usual order of things.

"Don't forget to say that I am engaged to John Herrick of the *Tribune*," she admonished half a dozen times during the chat.

Which goes to show that despite the meteoric career which has made her name a byword among newspaper readers of Chicago, Genevieve Forbes is still a woman.

"Geno" as she is known to *Chicago Tribune* folk, has been in newspaper work less than 6 years and yet she probably now enjoys the distinction of being one of the best known women reporters in the United States.

The reason isn't hard to define, either. She glories in her work and her fondest ambition, she says, is to continue being a reporter until she's 83. Without the slightest hesitancy she says she is now 30, which leads one to wonder just what heights she will attain in the reportorial profession in the next 50 years or so should her desire be fulfilled.

But let Miss Forbes carry on the interview.

"About the most interesting assignments I've ever had," she says, "were interviews with Lloyd George, Lady Astor and Cardinal Mundelein. There is no more interesting person to interview, though, than Mary Garden. She is not so easy to interview, but she never fails to say something original that makes good copy. For instance, she told me once that the bravest people in the world were those who committed suicide and those who eloped.

"Among my most interesting interviews with murderesses was with a middle-aged woman charged with killing her husband. She asked me how much it would cost for the paper to say that she was attractive!

"After a few more years of interviewing I hope to be able to answer for myself several questions which have been puzzling me. Why does the lady bandit always say 'yes'm' to the girl reporter? Why do motion picture stars of both sexes invariably appear in negligee to be interviewed? Why is a chorus girl always watering the narcissus or the hyacinths when the interviewer arrives?"

The footmen in knee breeches who answer the doorbells at the homes of the wealthy awe her more than any celebrity she ever interviewed, Miss Forbes confessed.

But interviewing isn't the most enjoyable part of reporting for Miss Forbes. Her first choice of assignments is a show or a pageant; her second, a trial.

"A girl on a newspaper cannot take the place of a man, Miss Forbes said. "She cannot hope even to prepare herself to 'do anything a man can do.' But, what is better, there is usually plenty of her own peculiar kind of work. A woman



GENEVIEVE FORBES

reporter should see things as a woman and write them as a man. To have a woman's viewpoint and a man's penpoint seems to me a pretty good journalistic combination.

"Frequently the girl reporter finds herself no more useful than a fifth wheel, but when she is needed she must be ready to go and bring back the 'goods.' The girl reporter must become reconciled to having uninteresting assignments along with interesting assignments and to working as hard on the one kind as the other.

"I had a hard time getting on the *Tribune* staff," she said.

"The *Tribune* is not eager to add women to its staff, it seems to me, but once a woman is on the payroll she gets every chance that is given to a man, an opportunity to go as far as her industry and ability will take her."

Miss Forbes was graduated in 1916 from Northwestern University, where she had been a member of Kappa Alpha Theta sorority and of Phi Beta Kappa, honorary scholastic fraternity. Her ambition at that time was to become a reporter, but her family insisted she must teach. For that reason she went to the University of Chicago for graduate work in English and received a master's degree there in 1917. In 1917-1918 she said she was "25 per cent of the faculty of the high school at Waterloo, Ill."

During the summer of 1918 Miss Forbes worked on the *Evanston* (Ill.) *News-Index* and in October of that year she went to the *Tribune* as assistant exchange editor. Later she became exchange editor and then was assistant to the literary editor for a time before she got into general reporting.

Miss Forbes confesses that she did not scoop Chicago on her first assignment. That assignment was to interview a poor poet. Miss Forbes recalls that she took a handful of notes to the office and wrote a long story, not a word of which was printed.

"No, that first assignment was no scoop," she smiled, "and I am still getting scooped, right along. But to realize that one is scooped in my belief is the worst punishment a reporter can have.

"And please be sure to say that I am engaged to John Herrick, a reporter on the *Tribune*," Miss Forbes concluded as she said a cheery good-bye.

Watertown Editor Honored

Harold B. Johnson, editor of the *Watertown* (N. Y.) *Times*, was recently awarded the honorary degree of Doctor of Humane Letters at the annual commencement of St. Lawrence University, Canton, N. Y.

DETROIT TIMES

Over 200,000

DAILY

Over 250,000

SUNDAY

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

Away Back In 1791

The City of Paterson, New Jersey, was founded distinctly for a manufacturing city by Alexander Hamilton. The population of the United States was under 5,000,000 and its territory reached only to about Savannah, Ga., on the south and to the Mississippi River on the west. In the wonderful development of this country since that time Paterson has fairly held its place and has occupied a position in the front rank of manufacturing cities.

Paterson is the third city in the State and is an important part of the greatest industrial district of the United States. It is the leading silk manufacturing city of the country; and its other manufactured products range from shoe laces to locomotives; its modern retail shops are the buying centre for a population of more than 500,000 people.

Paterson is also the home city of thousands of persons engaged in business or employed in New York. It is a clean, up-to-date American city which takes an advance stand on matters pertaining to the happiness and welfare of its people. It has a population of approximately 140,000 people, with savings deposits of \$60,894,956.13.

It has 1200 manufacturing establishments employing about 50,000 people with an annual value of products of \$225,000,000 and annual wages of nearly \$40,000,000.

Paterson is primarily an evening paper field and The *Press-Guardian* is its leading evening newspaper, reaching about 14,000 homes in Paterson and in the thriving suburban towns every evening, being a real home-delivered newspaper— independent financially and politically and run by newspaper men of experience who have no political ambitions and who do try to serve the people of Paterson and vicinity honestly and fearlessly.

Paterson, because of its happy combination as a residential and industrial city, offers an ideal city to try out advertising campaigns at a nominal cost.

Send for handsome brochure of "Paterson in Pictures," published by The *Press-Guardian*.

Wm. B. Bryant
Publisher & Gen. Mgr.

John L. Matthews
Editor

A Message from New England to Old England

THE six New England States offer exceptional inducements to British firms who are seeking commercial expansion in the United States.

New England is the most remarkable merchandising zone in America. It is an extremely populous and compact territory with great wealth evenly distributed. The great concentration of population in New England is convincingly demonstrated by the fact that 7,500,000 people live within a few hours of Boston, the Hub of New England, by steam road, electric or automobile. There are more than 6,700,000 people within five hours of Boston and 5,000,000 within three hours of Boston. There are 4,000,000 people living in Boston's every day trading territory—the fifty mile zone.

New England is the Financial Cornerstone of the United States. While it has only 7 percent of the total population it possesses practically 40 percent of the nation's deposits in savings banks. New England's wealth has increased more than 100 percent during the 10-year period 1912-1922—the only group of States to achieve this record. The per capita wealth of the New England States is far greater than that of the general average for the United States. The 1922 per capita wealth of the United States was \$2,918; for New England \$3,306.

*One out of every Three families in this
remarkable Territory Influenced by
Boston Sunday Advertiser*

The faith and confidence which New Englanders have in the BOSTON SUNDAY ADVERTISER is emphasized by the fact that more than 500,000 families—*one out of every three families in New England*—regularly buy the BOSTON SUNDAY ADVERTISER. With a circulation of more than 360,000 in the fifty mile zone the BOSTON SUNDAY ADVERTISER influences *one of every two families* in Boston's great everyday trading territory.

The BOSTON SUNDAY ADVERTISER has a commanding lead over all the other Boston newspapers, morning, evening or Sunday. The total circulation of the BOSTON SUNDAY ADVERTISER is at least 140,000 greater than that of the second largest Boston Sunday newspaper and 145,000 greater than that of the leading daily newspaper.

BOSTON SUNDAY ADVERTISER
NEW ENGLAND'S GREATEST SUNDAY NEWSPAPER

Greatest Net Paid Circulation (More Than 500,000) in New England

WINTHROP SQUARE

BOSTON, MASSACHUSETTS

"KNOW YOUR OBJECTIVE" IS FIRST RULE IN DEVELOPING NEW ADVERTISING

**Haphazard Plans Leave Prospects Cold, C. W. Hoyt Declares
—Says Advertising Not a Substitute
for Salesmanship**

By **CHARLES W. HOYT**

President, Charles W. Hoyt Company, Inc.

WHEN EDITOR & PUBLISHER requested me to write an article on developing new advertising accounts, I asked myself whether or not we had a record of achievement in that direction which permitted me to talk or write on such a subject. I referred to some figures which had been prepared some time ago based on the advertising accounts handled in our office. I found that 64 per cent of the business



C. W. Hoyt

which we were handling came from manufacturers whom we had developed as advertisers, which means from firms who had not invested in advertising up to the time that they started with us.

Other figures showed the total amount of the original appropriations of the customers represented by this 64 per cent. The appropriations which they were running at the time I obtained the figures were a little more than 3 times as great as their original appropriations.

I looked over the starting of these different accounts and considered the methods which had been employed at the start. I also looked into the history of some accounts which had started years ago and which have not developed. From these things I made a few deductions as to the proper procedure in the starting of accounts. I gathered a few conclusions as to what was necessary to insure the greatest possibilities that the accounts would grow and be successful.

What would you think if you went to the railroad station, approached a train, asked the conductor where the train was going and suppose the conductor told you to step on board and to take your chances? Suppose he said to you, "Well, I don't know just where we're going—all I can tell you is that we're going to start." Suppose he said further that possibly he would take you to Poughkeepsie or he might go on to Albany, or when he reached Poughkeepsie, he might take a switch and go over on the Central New England Railroad to Danbury. What would you think of that sort of a railroad?

Yet, from my observations I believe that many firms when starting to advertise, do so with about as much uncertainty regarding their destination as is illustrated by this example.

The first thing necessary for the successful starting of an advertising account is to have a plan. You can't sail on unknown seas unless you have a chart. Years ago I began to run a boat. I studied the methods which permitted me to enter unknown harbors. I came to have a great respect for the charts provided by the United States Government, showing as they do by various marks, every source of danger and pointing out the channels and the ways in which a boat can arrive at its destination. So with an advertiser. An advertiser ought to have a chart and on that chart he ought to plot the course which he proposes to take. Before he charts his route, he must know where he desires to go.

Many failures in manufacturing and business in general come from the failure properly before hand to lay out a policy, a program or plan.

Time and time again I have seen advertisers start by deciding to put a few advertisements in a certain paper. They feel, I suppose, that this makes adver-

tisers of them. Time and time again in my early days when I was not in a position to pick and choose, I was obliged to accept from those who wished to be advertisers, orders to go into certain papers or to run certain kinds of copy. I have been in business 15 years as an advertising agency, and there is not today on the books of our company, a single account started in this transient way.

I have not the space in which to outline what I mean by building a plan. I can only touch on a few points which the plan should certainly cover.

In the first place it is necessary in the majority of cases, if advertising is to produce the greatest results for a new advertiser, that the policy of the advertising should be sold to the sales department. Advertising is not a substitute for salesmen and salesmanship. No advertising, except in the case of a few articles, can ever hope to achieve its greatest results unless behind it is the man-power of the sales department. The plan, therefore, should provide for a selling of the plan to the sales department.

Many advertisers start to advertise without knowing the market conditions. Sometimes a market investigation will reveal that it is unwise for the advertiser to start at all. It is not right to say that anything can be advertised. Some people start too late. Already some fields have been so well covered by competitors that it would be really a mistake for an advertiser to start. Therefore, one requirement of successfully starting an advertising account should be a careful survey of market conditions.

After a market investigation has been made, after a complete study of the necessary policies surrounding the proposition has been made, it requires trained men to translate these findings into a plan. There are many things that research may develop. One that I have commonly found is that the proposed advertiser may have the wrong set-up for consumer prices, discounts to the retailer, and discounts to the jobber. A trained advertising man or a man trained in marketing can often suggest changes in the discounts and in the ultimate price which may mean the difference between failure and success.

Another thing that those who know how can do, is to make a plan commercially practical. A marketing plan is of no value unless it provides for making money. A marketing plan should be built so that it is just as intelligible as a balance sheet. In building such a plan there should be constant reference to such figures as can be furnished by a certified accountant.

If a new advertiser will build his plan carefully or have it built by men who know how, he will be in a better position to decide on his advertising agency and on his advertising.

The test of the plan builder is the showing which he can make as to what has happened to the plans he has built. If a man or an organization can show to a new advertiser that he has built a large number of plans and that these plans have come through and been successful, then he has a reason for asking for the new advertiser's business.

There are tremendous opportunities in this great United States of ours. If I have not derived anything else from the 15 years that I have been conducting the business of an advertising agency, I should be satisfied with the vision which it has given me, because of having seen numerous firms start small and achieve great success. All over the country and particularly in the East, are firms which are 3 generations old.

A young man or a young firm might

think that in competition with these firms he has no chance for success. Fortunately there are any number of examples of firms which started to advertise less than 10 years ago, and in competition with firms 3 generations old, have grown to enormous size and made great profits. Business stands waiting for those who deserve to obtain it. It will not come to us often, but often if we go after it, we will obtain it. This is a golden age of opportunity to those who will.

NEW N. Y. DAILY

Enwright's Evening Bulletin Scheduled to Appear June 19

The *New York Evening Bulletin*, new Democratic daily newspaper of which Frederick W. Enwright is owner and publisher, scheduled its appearance for Thursday, June 19.

Its advent of the new paper was announced in paid advertisements in the daily press.

In a statement signed by Enwright the Bulletin was sloganized as a "daily newspaper for plain people."

"I am going to give you a real newspaper, and it will be a clean one that your children at home can read without being tainted by sordid stories," the advertisement read. "The Bulletin, in politics, will be solidly Democratic, because today the Democratic party is the political organization of plain people."

Enwright stated the Bulletin had "come to New York to stay," declaring a long lease had been taken on the building which will house his plant, and that all modern equipment has been purchased and installed.

WISCONSIN DAILY BUILDS

Sheboygan Press Will Be in New Home in September

Work has started on a new building to house the Sheboygan (Wis.) *Press*, which, according to present plans will be completed by September. It will have a frontage of 110 feet and a depth of 150 feet, and will be two stories high.

The entire building will be faced with dark buff, semi-rough texture face brick, laid with gray joints, and trimmed throughout with light green mottled terra cotta.

Plant departments are laid out so that all work progresses direct to its final department in straight line.

Officers of the Press Publishing Company are E. R. Bowler, president and treasurer, Miss Dorothy Bowler, vice-president, and C. E. Broughton, secretary and editor.

Artist Sues Ad Agency

A suit for \$10,000 was recently begun by George Bellows, painter and illustrator, against P. F. Collier & Sons, publishers of Collier's Weekly, for altering one of his pictures, by having strips cut out of it. Mr. Bellows alleges that the alterations tended to hold him up to scorn and ridicule by "fellow artists at home and abroad."

FORESHADOWED EVENTS

June 24—National Democratic Publishers Assn., Madison Square Garden, New York.

July 2—S.S. Republic sails for London with A.A.C.W. delegates.

July 3-5—Southern Newspaper Publishers Assn., annual convention, Grove Park Inn, Asheville, N. J.

July 3—S.S. Lancaster, sails with A.A.C.W. delegates.

July 4—S.S. Montcalm carries St. Louis Advertising Club to London from Montreal.

July 5-6-7—Utah Press Assn., annual summer outing, Panguitch, Utah.

July 8-9-10—American Association of Agricultural College Editors, annual convention, Brookings, S. D.

July 13-18—A.A.C.W. International Convention, Wembley, England. July 18-21—Southern Illinois Press Assn., annual outing, steamboat trip, St. Louis to Cairo.

Lineage Record on Coast

To EDITOR & PUBLISHER:

Speaking of "What, if anything, is the matter with general business." The *Everett Daily Herald* broke all records in April for advertising carried during any month since it has been published. In May the Herald carried more advertising than in April, again breaking all previous records.

This is a pretty good indication that there is nothing very much wrong with business in Everett and the Pacific Northwest.

THE EVERETT DAILY HERALD,

By H. JELKIN,

Advertising Manager.

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to Edward F. Roberts, Editorial Director U. P. C. NEWS SERVICE, Inc. 243 West 39th St., N. Y. City

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith
Special Agency

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

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co.,
Inc.

Los Angeles—San Francisco—Seattle

THE TACOMA NEWS TRIBUNE



Frank S. Baker
President

David J. Randall
341 Fifth Ave.
New York City

R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

Charles B. Welch
Editor and Gen. Mgr.

Ford, Parsons Co.
360 No. Michigan Ave.
Chicago, Illinois

ADVERTISING REPRESENTATIVES

Start an American Selling Campaign in the Heart of America

Before you start to sell our 110,000,000 people, put your product and your merchandising plan and your advertising to a conclusive laboratory test with the 2,000,000 prosperous, alert, industrious, truly American people who comprise the population of the Indianapolis trading territory—the heart of America.

Many tremendously successful national selling campaigns have found the key to the national market in this pre-eminent tryout field.

A thousand miles inland from the polyglot populations of the congested areas of the Atlantic seaboard, the people of Indianapolis and the state of Indiana are by temperament, tradition and by race truly typical of the best of the nation. A product that is successful here will be successful nationally.

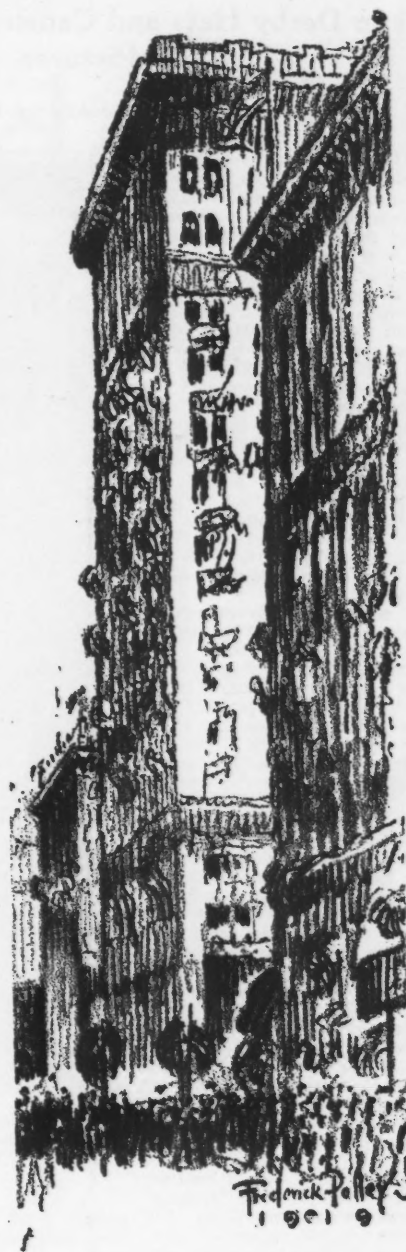
This is a prosperous market drawing its wealth from diversified

industry and the unrivalled agricultural lands of this section of the United States. People here desire good merchandise and they have the money to buy it.

The Indianapolis market is crisscrossed by a network of railways, electric lines and paved roads. It is easy to attain dealer distribution here, and easy for the consumer to reach the thousands of retail outlets.

Selling in this market is simplified by the towering dominance and complete coverage of Indiana's greatest newspaper. The Indianapolis News is first in circulation, first in reader confidence and influence, and first in advertising volume and results in this market. The News *alone* will carry your advertising load. You can dominate this market with only one newspaper, sell here with only one advertising cost.

Start your American selling campaign in the heart of America. It is the key to all the rest.



This is Washington Street, the principal retail street in Indianapolis, a city of 338,760 population, and the retail buying center for a rich agricultural and industrial area with a population of 1,980,563. Here, in the heart of America, is a tryout market for you, a typically American city that will give you the key to the enormous national market with its annual income of \$23,000,000,000.00.

The Indianapolis News

New York Office
Dan A. Carroll
110 E. 42d St.

Frank T. Carroll, Advertising Manager

Chicago Office:
J. E. Lutz
The Tower Bldg.

TRAILING BIG NEWS WITH THE CAMERAMEN

Holes in Derby Hats and Cameras Down Trousers Legs Aid in Photographers' Meticulous Search for Pictures—Diplomacy and Nerve Necessary for Success

Related by Jack Price, Photographer, to Peter Vischer, Reporter, both of the N. Y. World Staff

NEWSPAPERS large and small nowadays get news pictures from all corners of the earth, snapped while the story is breaking and printed before it is cold, from the dozen great picture syndicates. Most newspapers, too, support a camera staff, be it the metropolitan force of 10 or 15 photographers, or the pair of local reporters whose cameras go everywhere with them. For pictures tell the story and the opprobrious "Words! Words!! Words!!!" cannot be applied to a page that is dressed with interesting photographs.

And so, with a staff of photographers on the job every day and the output of the syndicate, big newspapers inevitably accumulate thousands of prints. Perhaps one in ten is printed, but the others do not follow overset news to the Land of Spikes. They are priceless. A picture that today seems to have been nothing but a waste of time and material may be invaluable tomorrow. A story may break that will turn the dullest snapshot into a treasure to be guarded by the head office-boy himself.

It's exciting, the photographic game. Oftentimes a photographer knows he will have time to take just one picture. There won't be a chance in the world to change holders or shift his position. If he snaps the shutter a moment too soon or too late, he's beaten by the smarter man next to him.

At other times the photographer has to do things harder than facing danger: he has to show tact and diplomacy, sympathy and the milk of human kindness. Tact and sympathy and just plain decency are required after every disaster, every death, every scandal. He needs rarer judgment than the reporter at times, for he cannot work through a half-opened door, or through a lawyer, or through a veil of lace or silence.

It isn't all thrilling, of course. One might stretch the imagination some to call two weeks at Palm Beach or Narragansett thrilling, but hardly a second-rate yacht race, or the new fuel administrator, or a liquor raid. At best the general run of feature pictures is comfortable, or sad.

But it is interesting, with a constant change and an even chance of "shooting" the great news events of the world. It's a game for the man who believes in luck. Take the case of the photographer assigned to take feature pictures of the opening of the New York State Barge Canal—unexciting enough, in all conscience.

"Sam," he told the Negro night boat porter, "if the Capitol's on fire, wake me good and early; otherwise, don't bother me till doomsday."

Early in the morning came excited knocks on the door.

"Boss," shouted Sam, "you sure done guessed it. All Albany looks like it's afire."

That photographer's paper pictured the Capitol ablaze by noon in New York. It was a clean-up by hours. And luck.

And remember that day when Mayor Gaynor sailed for a European vacation? One photographer came late, after most of his rivals were on their way off the boat. He rushed aboard, nevertheless, leveled his camera, and snapped the shutter—just as the Mayor staggered forward struck down by a would-be assassin's bullet.

Crime is the assignment that taxes most the newspaper photographer. He must forget all but his objective. He has no whims, no pleasures, no privileges, no desires. He has no hours. He has only his duty to his paper—to stick and to get, and never to quit his assignment for an instant.

He is usually "on his own" on an im-



Snapshot photograph of former Mayor William Gaynor of New York an instant after a would-be assassin's bullet had found its target. Believed to be the most remarkable news picture ever made. Taken by William Warnecke of the New York World staff, August 9, 1910.

portant crime story. Sent out with the first flash that reaches the city editor, he knows nothing but the locality where the crime was committed. Canvassing the situation at top speed, he cannot be oblivious to the slightest detail.

Easiest to get is the picture of the scene of the crime; it is as well the poorest. Vastly more important is the photograph of the victim, which must be obtained from friends, relatives, of business associates, from some photographer in the neighborhood, the woman in the case—or even from the morgue. Vital also are pictures of the victim's friends and associates, his rivals and enemies—for among them may be the criminal. Necessary are the pictures of witnesses, or possible witnesses. Interesting are pictures of the detectives and prosecutors.

Then there was the opera star, married, who locked herself in her stateroom, refusing every request to come out and be photographed. The camera men were righteously indignant and at a loss for a moment or two until one nimble-wit walked to the door and rapped boldly. "Who's there?" came the lyric tones from within.

"'Tis I, dearest," replied the knight of the lens, taking a long chance on unaccustomed language.

It worked. The door opened ever so slightly, but far enough to admit no less than seven camera men. The singer laughingly capitulated.

Another famous example involved a so-

ciety matron, a dowager of regal mien and scornful eye. She wouldn't see photographers, or reporters, or anyone else. Her stateroom door remained locked until inspiration visited one of the besiegers. This camera man had a stentorian voice, like the city editor of fiction. Walking to the stateroom door, he cupped his hands to his mouth while his companions in deviltry aimed their machines.

"All ashore that's going ashore!" he bellowed.

Out bounded the lady. A battery of flash lamps imitated an artillery barrage and the shutters clicked.

Just as troublesome as these are the people who are too anxious to face the camera—theatrical folk seeking publicity,

EVENING HERALD

Los Angeles, Calif.

Gained 7,248 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,248.

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. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

clothing salesmen with new models, ladies with new anklets or trick diamond-studded garters. As pests they are almost in the class of the newspaper photographers themselves, which is going some.

And, of course, celebrities can always be "shot" if they are badly wanted. Everyone has to get off a steamer sooner or later. Usually, too, they have to stand in line for landing cards. Often they have to attend to baggage and greet friends. Any photographer who cannot get one picture out of these three chances might better join the longshoremen on the pier.

All steamship lines now supply camera men with lists of returning celebrities. Most lines send representatives on the cutter with the reporters and photographers who not only assist in the work but see to it that newspaper men get a real dinner after their job is done. The White Star line has even installed a studio with a platform and special lights so that passengers can be photographed in comfort regardless of upper-deck weather conditions.

The lines have also made easy the photographing of outgoing passengers. The difficult ones—those who rush aboard at the last minute, or more clever yet, board the night before sailing, present problems for the quick and ingenious. Both classes are usually caught.

And your camera man is a snobbish person, too. Though chauffeurs, policemen, and even editors have done it time and again, there is no record of a newspaper photographer having married into what is known as high society. But, it happens that camera men figure prominently in the social world.

"There's Mrs. G.," one of the youngest of a group of photographers at the Easter parade might say enthusiastically, unlimbering his camera.

"Don't bother with her," the veteran probably counsels. "Her grandfather

(Continued on Page 256)

TRENTON NEW JERSEY

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg.
New York

Lytton Bldg.
Chicago

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

On to London!

The Los Angeles Times Wishes You a Bon Voyage

Have a good time; get
lots of new ideas; and in
brushing up your inter-
national facts—remember ~

The city of London was mentioned by Tacitus, A.D. 61, as "a great commercial resort," although the exact date of its founding is a disputed point among historians.

Most authorities agree, however, that London was founded approximately seventeen centuries before Los Angeles, California.

London exceeds all other cities in the west of Europe in population, wealth, number of manufacturing establishments and value of building permits.

The city with the largest population, most wealth, greatest number of manufacturing establishments and largest building operations on the west coast of the American continent is Los Angeles, California.

London, apart from its eminent position in commerce, manufacturing and banking, is a world rendezvous of distinguished writers, artists, scientists, travelers and scholars; and in this respect is also like its great cosmopolitan American cousin and world capital of motion pictures—Los Angeles, California.

London is famous among epicures for its delicious orange marmalade, its piquant pickled walnuts, its preserved figs, plum pudding and raisin sauce.

The great world center for oranges, walnuts, figs, prunes and raisins is Los Angeles, California.

London is the home of the newspaper having the largest circulation of any newspaper on earth.

The home of the largest newspaper in the world and the newspaper printing the greatest volume of reading matter and advertising, is Los Angeles, California.

London prints in its morning newspapers what England thinks and does during the preceeding night.

A condensed report appears in the same morning's edition of the great morning newspaper published in Los Angeles, California.

Los Angeles Times

World's Largest Newspaper

TRAILING BIG NEWS WITH THE CAMERAMEN

(Continued from page 254)

wasn't anybody. But there's Mr. S.; he's a regular guy. And darned if that isn't Miss W. She's going to have a spiffy wedding with Count M. de V. in the Fall. They're folks you want."

Then the cameramen would click. Camera men working society follow different tactics than when busy on crime or on sports. They invariably work in a group, with the veteran in unofficial command. The youngsters watch and study the leader, follow him around, snap when he does, ask lots of questions, and in time learn, like the veteran, not only to recognize true leaders of society and distinguish them from the picture-hungry hopefuls, but to exchange with these leaders, as does the veteran, a greeting that is cordial on both sides. Many of the most human folks in the highest strata of society—such as Mr. and Mrs. Harry Payne Whitney, the late Mrs. George J. Gould, Mrs. Oliver Harriman—become quite friendly.

Of course, the thing can be overdone, as in the case of the photographer who learned to know so many in society that he left his paper flat to open a studio on 5th avenue. His latest feat was to tie up exclusively for himself the recent Mackay wedding. That was friendship developed with a vengeance.

Not so many years ago, however, the photographer was as welcome in the haunts of high society as a rotten apple in a grocery store. Newport was a terror. Bailey's Beach, for instance, could not be reached at all. In fact, some photographers who insisted upon learning that for themselves wound up in the hospital. Other fashionable resorts were little better, though hardly a big newspaper or syndicate failed to cover these places during the season.

Persistence finally won out. Society folk learned that camera men did not want to molest them, nor even ask questions annoying or otherwise, but simply to get pictures—good ones if possible, but horrible pictures if none better could be obtained.

And so nowadays Southampton, more modern than the playgrounds of a few years ago, is rather easy. Palm Beach, Miami, Pensacola, do not offer strenuous objections. Some hotels there even pay expenses if photographers will only come and bring along their cameras. Though there is still some opposition, the thoroughbreds have learned not to blink or dodge when a camera is aimed. They sail right on in truly regal manner; in fact, it's one of the blood-tests. Only the climbers protest that they "cann't be photographed"—and then look their consternation when the camera man cruelly takes their word for it.

The late J. Pierpont Morgan always shunned the camera. His son, J. P. Morgan, has never become reconciled to being photographed, though he will not "duck a shot." On the other hand, the notoriously camerashy John D. Rockefeller is coming around—has come around. His picture used to be guarded like a bottle of old wine, but, suddenly, within the past year, he has become a "lens hound" and the files are chock full of him. His son, John D., Jr., is easy to get.

Charity fetes, of course, always welcome the photographer. Experienced cameramen soon find out the nature of the story in hand. A "cheap" murder, involving people of no account, with only sordid details and no element of mystery, no application to the common denominator of the paper's readers, gets its stick or two of type—and no pictures. But, a "big" murder, involving prominent or interesting people, wealth, position, a triangle, perhaps a church or great social organization, and mystery, is worth all the pictures that can be obtained.

On a "big" story, the photographer is relentless in his efforts to get pictures with the least delay. There are probably hundreds of parallels for the Chicago photographer who obtained a picture of a

murdered man, tactfully enough, from his wife before she knew he had been killed. In Minneapolis, one camera man, anxious to get a woman's picture, borrowed a grocer boy's basket and apron, made a delivery and in trying to get out of the house, wandered through the parlor. Shortly afterwards a framed photograph was missed from the mantelpiece.

On a recent murder near New York, one woman very prominent in the case refused to be photographed. No recent pictures were available. A photographer rented a room in the adjacent house and sat day after day with a long-focus lens aimed at her garden waiting for her to come out for a breath of fresh air.

Often camera men on a crime story blaze a trail to solution of the mystery that reporters and detectives have to follow. Their meticulous search for pictures often turns up clues of the highest importance. And, unhappily, some camera men sometimes come upon clues that did not exist until planted by that same man who photographed them. Beware of bullets and rusty knives and bloody handkerchiefs found near the scene of a crime after the search has been completed!

Nerve, alertness and rare judgment are all necessary to the camera man on a crime story. Invariably he gets only one chance to snap the shutter, and he cannot miss. Doubly difficult is the one shot because it is usually directed against a person well guarded, who is using his sharpest wits to avoid the lens. During the early days of the recent case near New York, the principal was carefully shielded from camera by his own will and the bulk of lawyers, friends and beefy detectives.

With such a subject, photographers usually work in combination. They cover every door of the courthouse or building from which the person might emerge and the man who gets the picture gives a copy to every other photographer present.

Sometimes another trick is used. As the subject comes out of the building, he sees one or two cameras aimed at him; instinctively, he shields his face on that side and turns the other way. That is exactly what was wanted, for on the other side of his face are not two or three, but half a dozen camera men. The two who got nothing but an excellent likeness of a hat or a hand share the success of the undiscovered battery.

Spectacular robberies are almost as interesting as murders. A recent jewel robbery in New York furnished such color as men and women of prominence, wealth, blackmail, cards, liquor, a holiday party and a collection of valuable jewelry. Here again, all sorts of methods were used to obtain pictures. Photographers watched all exits of the hotel. Some of them tried to sneak upstairs disguised as messenger boys and florist's delivery men. They bribed attendants. Pictures resulted.

Trials and arraignments give plenty of trouble. Cameras are generally forbidden; camera men barred. Spectacular cases usually find the presiding judge specifically forbidding pictures with a little speech, barbed with a threat of contempt of court for disobedient photographers. That's just a nuisance to crack photographers; it means that they have to "sneak their shots." Big cameras are abandoned for little boxes that slip into side-pockets or down trouser-legs. Sometimes a photographer enters the trial room with a derby hat that is no less than disreputable, but the hole in its top means something.

During a murder trial on Long Island, the presiding judge had the entire courthouse guarded and threatened fines and prison for any photographer who dared snap a shutter. It looked hopeless, but

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

one day a camera man leisurely walked toward a window of the trial room. They were always doing that, and he drew no attention until suddenly a flash flared. His Honor grew red and indignant. The photographers stood astounded. Guards started a chase of the daring photographer who was streaking toward the railroad station.

He wasn't caught. He had practiced and timed that run carefully. And, by chance or design, he just managed to catch the rear-end of the departing train. The guards missed it. That picture wasn't shared with those of slower wit and shorter legs.

And now we come upon a greedy and harassing pack, snarling and growling, bellowing, snorting, barking, perhaps cajoling with sinister grinning, circling round its prey, waiting for a chance to snap.

No, they're not wolves or coyotes—just a pack of New York photographers aboard ship after a recalcitrant arriving celebrity.

They know whom they are after, these photographic stalkers who left the Battery aboard the cutter at 7 a. m. The veterans immediately start below on a still hunt. Youngsters and lazy ones and timid ones—if such there be—wait for the hunters to bring the quarry to the sunny top deck, where the unwritten law prescribes that all subjects must be shared.

Surprising and often amusing is the process to distinguished foreigners, meeting this photographic reception for the first time. Often they can do little but gape at the "curious Americans." Prince Christopher of Greece, for example, was intensely interested and not the least bit nettled when he was ordered about like a footman and told "Hey, Prince, do this," and "Hey, Prince, turn this way." Americans, accustomed to the camera barrage, often do not like it. Secretary Hughes, for one, usually finds the bickering and the bellowing most annoying.

Real celebrities seldom object being photographed. Sometimes they are surprisingly gracious, as was recently Mrs. Marshall Field, who, though an elderly lady, walked up three steep flights of stairs to be photographed. Financiers, obdurate before reporters, often face the camera willingly. Ganna Walska has streaks of aversion to the camera; then she is hard to shoot; Maude Adams has recently gone to all sorts of trouble to avoid photographers.

At sporting events, photographing society is a pleasure. The races, hunts and polo matches bring out those who are primarily good sports, who will always play the game.

Formal social functions are more dif-

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. New York
5 So. Wabash Ave. Chicago

The Desert News

SALT LAKE CITY, UTAH

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

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

icult. Camera men are always permitted at weddings—permitted to stand at the door and photograph whom they can as best they can. At funerals, naturally, nobody wants to be bothered. At some parties camera men are tolerated; at others barred. It depends on the host or the hostess.

On a scandal story that involves society! Then is when the camera man has his troubles. He is frankly hated and scorned and obstructed. Time is a factor here, too, and even on scandal stories is the work of the photographer becoming easier. Somehow those involved learn they are in for a picture and so they often stand for it just to get it done with. Furthermore, if they are really prominent socially, they know that dozens of pictures are on file anyway.

After all, whether the story has to do with charity or scandal, it's the same argument that surmounts the last of the barriers.

Did you ever hear a photographer spring this line?

"Lissen, lady. I've already got your picture. I took it when you weren't looking. And I'll bet it's terrible. So why don't you pose for me and let me do you justice?"

Vanity? No, there's a finer quality involved. It's diplomacy.

H. J. SMITH RESIGNS

News Editor of Chicago Daily News Joins University Staff

Dr. Ernest Burton, president of the University of Chicago, announced the appointment of Henry Justin Smith, for a number of years news editor of the Chicago Daily News, as assistant to the president in charge of public relations.

Mr. Smith assumes his new duties after a newspaper career of 25 years spent entirely with the Daily News. He is a graduate of the University of Chicago with the class of 1898, and has attained distinction as an author.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES

13c a Line Flat Daily

15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith
West Branham

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.

THE BALTIMORE SUNDAY AMERICAN

had the Greatest Gain
in Circulation of any
Baltimore Newspaper
for May

May, 1923 = 76,819

May, 1924 = 113,179

Gain, 36,360

AD MEN WARNED AGAINST EXPENSIVE SERVICE AND OVER-SOLICITATION

Means Must Be Devised Whereby Advertising Can Be Measured in Its Relative Value, A. N. P. A. Ad Bureau Director Declares

By WILLIAM A. THOMSON

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

THE head of a firm which spends a million dollars a year for advertising, wrote to me as follows a short time ago:

"We have come to the necessity for the determination of the relative values of various mediums of publicity. I am frank to say that my previous training and business activities have been along the more exact lines of production, accounting and finance. The greatest disturbing element in my personal responsibility for the expenditure of considerable sums for publicity lies in the intangibility of results and the seeming complete lack in the minds of those in the profession with whom I have come in contact of the necessity for any tangible proofs other than generalities and silver-tongued conversational salesmanship.

"I realize, of course, that as a whole, advertising does not permit of the proof that other branches of industrial effort provide. On the other hand, I am firmly of the opinion that ways and means must and will be devised whereby advertising as such can be measured in its relative value by means other than personal opinion."

Letters like these remind us of the fact that advertising men have a much bigger job ahead of them than merely creating more advertising and making new advertisers. In advertising, many are called and apparently everyone feels he is entitled to his guess. The wide diversity of opinion as to methods leads to fierce competition between sellers of space and service. Often the result is that more thought is given to the subject of making advertising pay the advertising man than to the more important problem of making it pay the advertiser.

It seems to be highly appropriate that newspaper men should be the first to accept the obligation of selling space with due regard to the advertiser's needs. Newspaper advertising has been the chief factor in the progress that has been made in reducing advertising to exact quantities. The very nature of our medium has made possible this advance in the mathematics of advertising results and our duty in this direction may well travel hand-in-hand with our self interest.

It may be pleasant and I am sure it is easy to criticize our competitors upon this score. But we have the bulk of all advertising and the responsibility which goes with that leadership and I think it will pay us better to examine carefully our own house.

Newspaper competition is keen and leads inevitably to over-solicitation. Too often we see the advertiser merely as someone who has some money to spend rather than a man with a problem to solve. If the successful solution of this problem has a direct bearing upon the future of advertising, it behooves us to remember that the advertiser and ourselves have a mutual interest. We must give some thought to what the advertiser gets out of what we sell him.

Let us be concrete on one example at least of over-solicitation.

Advertisers tell us they are often embarrassed in making a selection of newspapers in a given market by pressure which is brought to bear by competing publications through retail dealers. Each newspaper has its strong retail advocates

and sometimes when these advocates are lined up to demand that the campaign run in one newspaper instead of another, the advertiser tells us he is often faced with the proposition of splitting a campaign and thereby robbing it of some of its effectiveness, spending an undue amount in a market or losing the good will of some of the stores.

Those of you who follow the work of the Bureau of Advertising of the A. N. P. A., which is being conducted in behalf of all newspapers on one hand and all national advertisers on the other, may have noticed that our recent literature and promotional efforts have been along the lines of helping the advertiser use newspaper advertising profitably. Primarily we are concerned in the Bureau with the promotion of the newspaper as a national medium and the creation of a larger volume of national newspaper advertising, but we have felt in recent years that our best effort on these lines lay in the direction of making newspaper advertising campaigns successful.

In the past couple of years, we have seen a number of advertising accounts slip away from the newspapers and go into other mediums. The fact that these losses were more than offset by the coming of other advertisers, does not, in our judgment, change the significance of the situation.

We have carefully analyzed all reports of unsuccessful newspaper campaigns that have come to us and have found almost invariably that these failures were due to a wrong use of our medium.

One of the commonest mistakes made by advertisers who do not use newspapers properly is the mistake made in the matter of schedules. The newspaper is published every day and is read every day by people who buy every day. If nothing is as dead as yesterday's paper, nothing is quite as alive as today's newspaper. For this reason the 30 odd million copies of newspapers which are sold each day in this country and Canada, and the 20 millions that are sold each Sunday are eagerly scanned by readers who want the news. Thus every new newspaper carries with it a distinct opportunity for the national advertiser.

In the face of this, there are still advertisers who use the newspaper once a week, once in 10 days or twice a month. It is in this class of advertisers that failures are most frequently reported. One of the strong precepts of the Bureau of Advertising has made to advertisers has been this: Advertise frequently in order to take advantage as far as possible of the constantly renewed daily interest in newspapers.

In addition to this, we have tried to make advertisers plan their schedules to cover their selling seasons in all potential markets. We have strongly urged that newspaper advertising be run as long as people are buying the things which the advertiser makes. "Flash campaigns" rigged up to influence the trade are seldom conceived in good faith and cannot expect the support of the retailer who sells his goods unless a bona fide effort to create a consumer interest in these goods is made.

Advertisers often assert they cannot afford to advertise frequently and to have schedules of long duration. This statement is usually based upon the assumption that a newspaper advertisement must be big in order to be effective. Naturally we do not advocate the use of small copy unless an advertiser is obliged to consider it on the score of economy. But we do strongly advocate small copy if it is necessary for the advertiser to use it to insure frequent insertions.

I want to make at least a gesture toward fulfilling some instructions sent to

me by your president, Frank T. Carroll, who said, "What the men who attend this convention want to know is how to develop more advertising for their respective papers."

I think a lot of us still persist in selling space based upon the things we like to know about our paper rather than upon the things the advertiser ought to know about the paper and its relationship to the market. We keep on advertising lineage claims when the advertiser wants to know what his chances are for doing a profitable business in our town.

I don't believe any statement of a newspaper's influence in a community is worth much without a further statement showing opportunities for selling goods in the community. The many analyses of market conditions made by newspapers all over the country have been big factors in building the large volume of national newspaper advertising. But I wonder whether or not we cannot make these analyses go a trifle further.

Suppose, in analyzing our market, we tackle the job with a view of finding undeveloped opportunities for national advertisers.

Isn't it possible to develop advertising in all lines by using this specific method rather than the general one of talking about the influence of our newspaper and the wealth of our community? These conventional facts, disclosed through the average survey, make a fine background for solicitation, but it seems to me that the advertiser, constantly looking for opportunities to advertise and constantly facing the growing cost of doing business, would jump at a proposal to enter a market if it were shown by simple mathematics that he had not yet reaped a genuine harvest of business. In this way we should be soliciting business with the advertiser's welfare strongly to the fore, but with our profit just as well assured in the background.

In traveling about the country, we seldom find the manufacturers of a community advertising in the town where their goods are made. This, of course, is in line with the well-known belief that distant pastures are attractive. I have been in many places where newspaper people were unable to tell me what they made in a certain factory whose big chimney reared itself above the horizon on the outskirts of the town. In other places I found fairly comprehensive information about the manufacturers, but this was due to the fact that these factories were called upon by newspaper solicitors only when the paper got out a special edition.

What's wrong with making a survey of the town for the special benefit of these local manufacturers to see how much distribution they have in their own city, and perhaps to show them a market right at their doors that they are overlooking?

What's wrong with making the unfinished business of every solicitor on our paper the development of a worth-while advertising account from a local manufacturer. Why not hang up a prize or a bonus, not for the man who increases a department store account from 500,000 lines a year to 750,000 lines, but for the

man who makes a three-times-a-week advertiser out of the X. Y. Z. Hosiery Company, that makes good socks but has not yet got the people in its bailiwick to understand this fact.

It seems to me another way for individual newspapers to create more national advertising is to draw a sharper line against all forms of undesirable co-operation, including hook-up advertising with magazine campaigns and all guises and disguises of free publicity. Too often, because of the keen local competition, papers are played one against the other by advertisers and agents for extravagant and uneconomic co-operation. As long as the advertiser sees that by holding out a nickel's worth of copy to the newspaper, he can get anything he wants in the city, because the newspaper is afraid that its competitor may get a few lines extra if it isn't obliging to the point of business suicide, just so long will the real appropriation for the market be delayed.

Advertisers and agents tell us many newspapers are willing to do anything for business, from hiring a band to digging a canal; from giving free publicity on the strength of a campaign that may appear some time, to soliciting retailers to get behind a campaign in a magazine for the necessary local advertising to make sales.

If the day ever comes when we can say as an industry that we are not committing commercial murder in the name of co-operation, that our columns are closed to press agency of all kinds and that our retailers shall not be exploited with our help by advertisers who deal in pure dealer bunk advertising, national advertising in the newspapers will grow by leaps and bounds.

A "Guest Colymist"

Stoddard King, "colymist" of the *Spokane Spokesman Review*, conducted "The Conning Tower" in the *New York World* one day this week.

Get the facts from users!

A number of your fellow publishers use our system both in their circulation and advertising departments. Write us for complete list of users, then get the facts from your friends.

POLLARD-ALLING
MANUFACTURING COMPANY
Addressing & Mailing Machines
220-230 West 19th Street
New York City

During April
The Cleveland Plain
Dealer published
15,569

More Separate Paid
Want Ads than ALL
other Cleveland newspapers COMBINED!

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it!

John B. Woodward
110 E. 42d St.
New York
Woodward & Kelly
350 N. Mich. Ave.
Chicago
Fine Arts Bldg.,
Detroit

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

B A S E B A L L A N D F A S T N E W S

THE AKRON PRESS at the close of last baseball season sent the following letter to an enquirer about the PONY AUTOPLATE Machine:



BUSINESS DEPARTMENT

The Akron Press

The Greatest Newspaper in One of Ohio's Greatest Cities

THE DAILY HOME NEWS, October 25, 1923
New Brunswick, N. J.

Gentlemen:

I will attempt to answer your letter of October 22nd, relative to Pony Autoplate, in a perfectly fair and honest manner by saying that we have had wonderful results with this machine. We could not ask for better plates than we are getting. So far as speed is concerned, we have very keen competition on our baseball but are able to beat this opposition to the street nine times out of ten. This in spite of the fact that the opposition has patent lockups on their press and we have not. A copy of our paper is being sent to you for your inspection.

Yours very truly,

C. McTAMMANY,
Business Manager, The Akron Press.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

ALL IN THE DAY'S WORK

Drawn for Editor & Publisher

By GENE CARR

Daddy of the Comic Strip Was Discovered by Hearst



"IN THE DAYS OF MY YOUTH"

GENE CARR, who is drawing the new comic strip and Sunday page "The Baxter Beasleys" for the McClure Newspaper Syndicate, New York, is a native New Yorker. He was born and educated there and began his newspaper career on the *New York Recorder*. An astonishing fact about him is that he has never had any art training. The first sketch he ever had printed appeared in the *Recorder* on the same day that it lay down and died. This might well have seemed



GENE CARR

ominous to both Mr. Carr and editors but apparently it did not, for he worked successively for the *New York Herald*, *Philadelphia Times* and then back to New York on the *Journal* and the *World*. He resigned from the latter newspaper some months ago.

Carr says he has been discovered by everybody but Dr. Cook, but he himself puts the blame on W. R. Hearst. In the Hearst organization he worked under the direction of Rudolph Block and he says "Block knocked a lot of tricks out of me and knocked a lot of others in."

Gene Carr is the daddy of the comic strip in the East—he drew the first one that appeared in that part of the country, "Lady Bountiful" of popular memory. He also created "Metropolitan Movies" on the last page of the *World* which George M. Cohan said "always could be relied on to start the day off with a big laugh."

HOW DENMARK SOLVES ITS NEWSPRINT AND DISTRIBUTION PROBLEMS

CO-OPERATION among publishers, both in buying newsprint and in distributing finished newspapers has been brought to a high stage of perfection in Denmark, according to Louis Henius, general manager of the *Copenhagen Berlingske Tidende*, and president of the Association of Danish Newspapers who has been visiting this country studying American newspaper methods. This co-operation, he points out, is one thing which the United States might learn from publishers of his country.

It was during the war, Henius declared in an interview granted Editor & PUBLISHER in New York, that the Danish newspaper publishers first formed an or-

ganization for the purpose of co-operative purchasing of paper supplies. Now 250 daily newspapers in Denmark are members, he said.

"We are now able to buy newsprint at 3¼ cents a pound, which, as you can see, is a big saving," the Danish newspaper men stated.

Organization of the publishers co-operative association was explained by Henius as follows:

All the newspapers of Denmark are represented on a general board of directors. This board appoints 3 men as an executive committee. The executive committee members are men well versed in newsprint conditions. They make all

negotiations with paper companies, and also keep up with the changing newsprint market.

The member newspapers contribute to the support of a main office at which the executive committee makes its head quarters. The cost of keeping up this office, as well as salaries to the executive committee is very small, according to Henius, amounting to only one-tenth of a cent for every pound of paper purchased.

Distribution of newspapers has also been well organized in Danish cities, Henius said. He believes American cities of the same size as Copenhagen, about 750,000 population, might well adopt the same sort of system.

In Copenhagen the 8 daily newspapers banded together and formed a non-profit making stock company to distribute their editions. Nine central stations, as distributing points, have been established in important parts of the cities. Fifteen automobile trucks carry the newspapers from the offices to these points and also to the 4,000 stands in the city. From the 9 central stations, only 400 carriers are needed to carry the newspapers to every home.

All expenses, Henius figures, for carrying newspapers direct from the presses to the homes, amounts to only ½ a cent per copy.

Henius as been in this country during the past 6 weeks. Studying the organization of American newspapers he has visited the *New York Times*, *New York World*, and *New York Herald Tribune*, the *Chicago Tribune*, the *Philadelphia Public Ledger*, and the *Los Angeles Illustrated News*. He remarked on the enormous development evidenced since his last visit to this country 5 years ago.

PLAN FOR GETTING WEDDING NEWS

The Society Editor of the *Wausau Daily Record-Herald*, of Wausau, Wis., recently evolved an interesting new plan for getting news concerning weddings in the country. She kept track of the marriage licenses and about a week before the scheduled wedding, sent to the bride-elect a blank form, together with an appropriate personal letter.

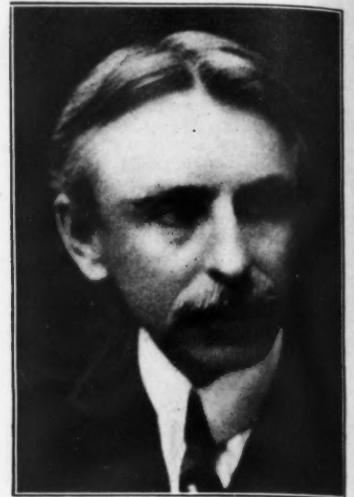
The returns have been reported as highly satisfactory.

The form used is as follows:

The Wedding

- Date
- Time
- Minister name—from what town and church
- Name of bride and groom—where from
- Name of their parents
- Name of their attendants—where from
- What bride wore—dress, veil and flowers
- What her attendants wore—dress and flowers
- What followed wedding
- Number of guests
- House decorations
- Out of town guests present and where from (if answered, fill out on other side)
- Wedding trip, where
- Future home—city and address if possible
- At home when
- Any other remarks
- Would you like paper containing account of the wedding and where is it to be sent?

LEWISTON EDITOR HONORED



ARTHUR G. STAPLES, managing editor of the *Lewiston (Me.) Journal*, was given a testimonial dinner in Augusta, Me., recently, at which he was presented with a biography of himself written by friends who attended the dinner. Among them were Chief Justice Leslie C. Cornish, President Kenneth C. M. Sills of Bowdoin College, Harold M. Sewall of Bath, William R. Pattangall, Byron Boyd, William Tudor Gardiner, George C. Wing, Jr., of Auburn, Charles S. Hichborn and Gov. Baxter.

We are now in a fair way to learn which of the reported forms is authoritative; Helen Maria, Hellen Maria, Hell Maria or Hell and Maria.—*Boston Herald*.

FIRST IN PUBLIC SERVICE

The Evening World.

The *World* and the *Evening World* have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

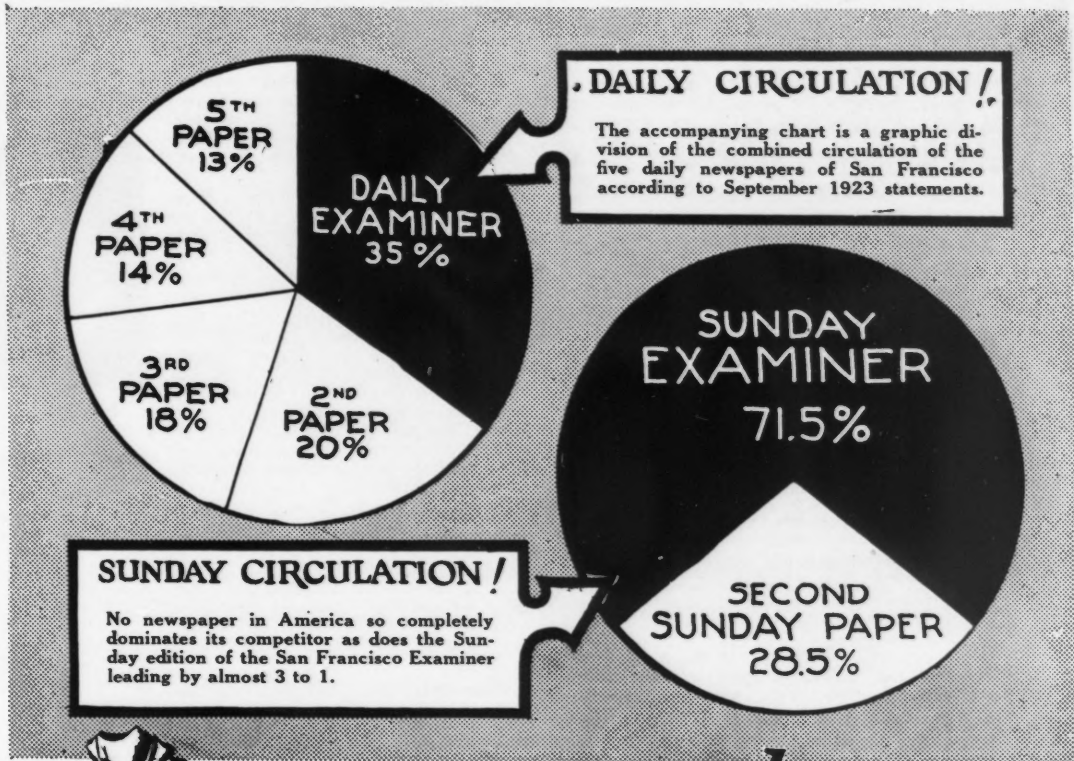
The Evening World
Pulitzer Building, New York
Mallera Building, Ford Building
Chicago Detroit

Build Your
Newspaper's
Lasting Success



On The
Cornerstone
Of Classified

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



There is No Substitute for Circulation!

Place your advertising where it will reach the greatest number of readers at the lowest milline cost!

Arthur Brisbane in a recent editorial in the New York Journal said, "Circulation is the great thing, it is the strength of newspapers, it is the great working agent of business, and the concentrated power with which the citizens express their opinions through newspapers that REPRESENT THEM, make their opinions and their wishes felt."—and every reader that one newspaper has in excess of its competitor means just that much more influence—that balance of multiplied buying power.

No other newspaper so completely covers the City of San Francisco either in total or in any given district as does the Examiner. A total of 123,350 families read 71,576 Examiners daily and 122,440 Examiners Sunday — graphic testimony that it is the choice of the greatest number of people immaterial of "class." This condition is also true of the Examiner's suburban and country circulation which is almost 2 to 1 daily and almost 3 to 1 Sunday greater than its closest competitor—offering advertisers multiplied buying power at a considerably lower comparative cost.

San Francisco Examiner

AN AMERICAN PAPER AMERICA FIRST AMERICAN PEOPLE
Monarch of the Dailies REG. U.S. PAT. OFF.

Total Circulation in excess of 155,000 daily and in excess of 330,000 Sunday

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

W. H. WILSON
Hearst Building, Chicago
Western Representative

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



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

IF "Informing Your Public" by Irving Squire and Kirtland A. Wilson (Associated Press) can be widely and wisely marketed, considerable cussing—not to use the harsher term—of copy by re-write men may be avoided.

Copy coming from religious, educational, and eleemosynary institutions is without doubt the worst prepared of all material that reaches the city desk.

Most of the men who send out news from these institutions often miss the "bull's-eye" in the text column simply for lack of information found in this volume. It has, however, been so carefully compiled and edited that certain chapters, especially those dealing with the collection, preparation, and distribution of information, can be read to advantage between editions by the working press.

The chapter, "Illustrations versus photographs," should be marked for special perusal by those connected with the art department. In this chapter will be found valuable suggestions given by such men as Frank A. Eaton, *New York Tribune*, Raymond H. Torrey, *New York Evening Post*, and Charles M. Graves, *New York Times*. A more descriptive title for this chapter would be, "What Gives News Value to a Photograph?"

The blurb on the jacket is taken from the foreword by James Wright Brown, Publisher of EDITOR AND PUBLISHER—described as representative organ of the newspaper world:

To be quite frank, it is the only exposition of those vital, controlling principles that I have ever read with which I find myself in hearty accord, as measuring up somewhat to the ideals of Christian character and conduct which I believe should characterize the intercourse of any great public welfare enterprise with the press and public; ideals equally applicable to any legitimate undertaking.

I should like to put ditto marks under the quotation just given.

CHESTER ROWELL, who was at one time editor and publisher of the *Republican* at Fresno, Cal., is the author of "France, Germany, and the Future" in the *New Republic* for June 11. He believes that there is no word but critical to describe the situation, but he does admit that it has elements of hope.

CHESTER T. CROWELL, formerly an editorial writer on the *New York Evening Post*, is the author of "Ameri-

can Journalism Today" in *The American Mercury* for June. Mr. Crowell is not quite accurate as to the workings of the City News Association of New York City, but he has written an interesting comment about the present day press. Compared with the press of yesterday Mr. Crowell sums up the situation as follows:

It is more useful to the average run of readers than ever before in its history. It is more accurate.

It is fairer.

It has less imagination, initiative or purpose (barring profit).

It is without equal for honest advertising and is struggling to raise its standard even higher.

It has very little influence and doesn't give a damn.

The quality of its writing grows steadily more sloppy and threatens to reach a point where translation will be necessary.

It is absolutely free of official domination, a fact so generally recognized that no mention would be made of it here except to invite comparison with Europe.

Financial and advertising influence, when exerted upon it at all, usually results in something that is silly rather than sinister.

THE magazine section of the *Brooklyn Eagle* for June 8 tells the inside story of the purchase of the Kaiser's Memoirs for syndicate publication in American newspapers.

The conclusion of the articles as a good follow-up story:

In Paris the story was turned down flat by the subsidized press. Mr. Brainard called on the editors. He very subtly suggested that the refusal of the French press to publish the statement of the beaten enemy might be excellent reading. And might furnish the beaten enemy with excellent propaganda.

They bought the story.

IT MAY be propaganda, but "The Right Way to Use Newspaper Space," a pamphlet just published by the Bureau of Advertising of the American Newspaper Publishing Association will give advertising managers a lot of ammunition for use in campaigns to get national advertising.

The story that I would mark "First Page, Must" is that which outlines the making of good copy. Another good story is "Elementary Steps to Market."

The pamphlet may be obtained from the American Newspaper Publishers Association, World Building, New York City; Marquette Building, Chicago, Ill.; First National Bank Building, San Francisco, Cal.

"Give the Post-Office or Express Company a shipment marked right, wrapped right and in good condition and it will always arrive at destination.

"Time, tide and mail wait for no man in the syndicate game."

The D. P. Syndicate, Garden City, N. Y., has just announced that it now represents not only Doubleday, Page & Co., but also the following: Dodd, Mead & Co., Harcourt, Brace & Co., Little Brown & Co., and the Frederick A. Stokes Company.

Hodder & Stoughton, Limited, Toronto, Canada, has changed the name of its syndicate service to the Musson Book Company, Limited. This syndicate is just organizing a special women's news service through its special correspondents in the Dominion.

A. Rowden King, formerly associate editor of *Printers' Ink*, is now writing a series of 6 short articles a month, for King Editors' Features, New York, on retail selling problems entitled "Telling Selling Tips."

John H. Millar, president of Associated Editors, Inc., sailed from Montreal June 19, on the S. S. *Claire*, for a 3 months' tour in Europe. He was accompanied by Mrs. Millar.

Robert Quillen, paragrapher for Associated Editors, Inc., is author of "The Path Wharton Found," which will soon be published by MacMillan & Co.

Hendrik Van Loon, who will cover the Democratic Convention for the Christy Walsh Syndicate, New York, plans to give a newspaper breakfast at the Harvard Club, Sunday, June 22.

The weekly article, "If I Know What I Mean," written by Elsie Janis for the Putnam Syndicate, New York, has been discontinued for the summer, during Miss Janis' engagement in Europe.

Jesse S. Butcher, formerly of the *New York Times*, and John Van Bibber, formerly of the *New York Herald Tribune*, have joined the staff of the D. P. Syndicate, Garden City, N. Y. Ralph Perry, who was with the syndicate until this month, has become assistant editor of a new magazine, the *Frontier*, which will be published several months hence by Doubleday, Page & Co.

Milt Gross, who draws "Banana Oil," a comic strip, for the *New York World Syndicate*, has started a contest offering a prize for the best Banana Oil joke. He announces that "Count Screwloose of Toulouse, the noted French caricaturist, is coming to America" to assist him.

Violet Dare, of the Wheeler Syndicate staff, New York, has prepared a series of illustrated pages called "The Beauty Makers." Each one is an interview with a photographer whose skill has established many a woman in a secure position as a beauty. The interviews are illustrated with photographs of famous beauties—actresses, society women, etc., many of whom learned through the photographer's art how beautiful they could be.

Dr. William T. Ellis, veteran newspaper man, whose weekly article on the International Sunday School Lesson is published in 83 papers, is writing a short daily religious article for the McClure Newspaper Syndicate called "The Quiet Corner."

"Jumping into the Jungle" is the title of a series of stories for children by Grace Bliss Stewart which the Wheeler Syndicate is putting out. They relate the adventures of five fairies in the African jungle.

Joe Jordan, conducting the column "Sought, Seen and Heard" for the *New York Evening Post Syndicate*, is now writing under the nom de plume, "Mann Hatton." Jordan went to the Post from the *New York Evening World*, where he had served as reporter for 25 years.

U. S. NEWS INTERESTS EUROPEAN PRESS

Continent Now Takes America, "Land of the Dollar" Seriously, Ferguson, United Press Vice-President, Observes on Trip Abroad

Europe is showing an increased interest in American news, according to Fred Ferguson, vice-president of the United Press Association, who has just returned from a trip abroad, during which he visited London, Paris, Rome, Cologne and Berlin.

About 50 per cent more news from the United States is being printed abroad now than before the war, he estimated.

"Continental and English newspapers are now taking America seriously," Ferguson declared.

"Whereas in the old days before the war, the only correspondence from the United States that hit page one abroad was the freak feature or sensational crime story, today American business and political news is being eagerly read by the masses.

"This increase in the transmission of American news abroad," he continued, "is proportionately far greater than the increase in foreign news sent to this country."

This change is because America is now recognized as the great business power of the world, Ferguson believes.

"Where they used to talk of the English pound, Europeans are now discussing the American dollar," he said.

Ferguson also noted a change in the handling of domestic news in European countries using less propaganda.



FRED FERGUSON

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

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation....118,000
Sunday Circulation...175,000

Member A. B. C.

In New Orleans it's THE ITEM

WHAT'S WHAT IN THE FEATURE FIELD

NORMAN H. MOORE, shipping clerk of the Ledger Syndicate, Philadelphia, in a letter to the Syndicate Editor, has the following to say about his department:

"Ask any newspaper man what is the most vital spot in any newspaper syndicate, large or small. Nine out of 10 will tell you that the shipping department is and always has been. But not all syndicates realize the need of a well-organized shipping department, where everything is done by system. Syndicate salesmen can get all the orders that it is possible to get, but the syndicate cannot hold them if a subscriber receives poor service through the shipping department.

"When a newspaper orders a service and it arrives only 3 or 4 days ahead of release (which is generally the fault of the shipping department) and it is too late for simultaneous release, the subscribing newspaper naturally wants a cancellation of charge for that release.

"Then an investigation is instituted as to who is responsible for the delay?

"Loose labels or badly addressed packages are too often unjustly blamed on the Post-Office Department, when a careless shipping clerk is the real culprit.

When You Get Ready for a Better Printed Comic, or Magazine Section

Write Us

We Print for Particular Publishers

Missouri Agricultural Pub. Co.

J. E. Nicholson, Business Manager
2206 Pine St. St. Louis, Mo.

Lower Cost per Sale

Cost per sale made is the true cost of advertising space.

And lower cost per sale is the reason why so many Cleveland retail merchants prefer to use THE NEWS advertising columns to sell their merchandise.

The advertising figures of the past month, compared with the same period a year ago, show the gain made by THE NEWS in local display advertising.

They show likewise, the relative positions of the other Cleveland newspapers in this highly competitive field.

May, 1924 vs. 1923

THE NEWS GAIN	214 COLUMNS
THE PRESS GAIN	41 COLUMNS
THE PLAIN DEALER LOSS	19 COLUMNS

Note, that during this period THE NEWS gained MORE THAN FIVE TIMES as much advertising space as any other Cleveland morning or evening paper.

The gains and losses in local Display Advertising of Cleveland's Daily Newspapers for the first five months of 1924 as compared with the same period of 1923 are also interesting.

Here are the figures:

January to May, Inclusive, 1924 vs. 1923

NEWS GAIN	641 COLUMNS
PRESS GAIN	295 COLUMNS
PLAIN DEALER LOSS	48 COLUMNS

If Cleveland merchants sell your goods why not advertise in the newspaper that sells their goods?



The Cleveland News and Sunday News-Leader are represented by George A. McDevitt Co., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



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

Thirty Club Dinner to Clynes:—J. R. Clynes, M. P., Lord Privy Seal and Leader of the House of Commons, was the guest at the Thirty Club dinner, May 30. He expressed his own admiration for the work of the Convention and stated that the Government (in office but not in power, as he expressed it) was very interested in the movement. He hoped that it would be possible for the Prime Minister to attend at least one of the sessions. On June 24, the Thirty Club will welcome Harry Tipper and Earle Pearson on their arrival.

Glasgow's Missionary Returns:—Sir Robert Wilson, of the Glasgow Publicity Club, has just returned from a visit to the United States and Canada. Although the visit was purely one of pleasure, Sir Robert Wilson's presence in various cities became known, and he was invited to address gatherings of Advertising Clubs there on the forthcoming delegation visit to London and Glasgow and elsewhere. Sir Robert is delighted with this totally unexpected result of his visit—and so is Glasgow.

Sweden Comes In:—C. Thompson Walker, of the D. J. Keymer Advertising Agency, who is in Sweden, has just informed London headquarters that Swedish advertising men are enthusiastic for the Convention and at least 30 delegates will come over.

The Svenska Reklamforbundet—the Publicity Club of Sweden—and the Swedish Newspaper Dagens Nyheter are jointly organizing a delegation of advertising and selling men for London. The delegation will arrive in London the 11th of July, and the first few days will study Anglo-Swedish trade relations.

Four Australasian Delegates Coming:—Four delegates from the Advertising Association of Australia and New Zealand are due to arrive in London at the beginning of July. The leader of the delegation is C. H. Jones of the *Melbourne Argus* and he is accompanied by Mr. Clarke of Tasmania, H. E. Poole and Mr. Wilkinson of the Victorian Institution of Advertising Men. Mr. Jones will take up the subject of the formation of British Empire Association with the leading advertising men in this country when he arrives. John Paton of the Paton Advertising Agency was the only Australian delegate to Atlantic City last year, so that London feels specially honored.

More Post-Convention Trips:—T. B. Lawrence, chairman of the National Sight-Seeing Committee, has received from Norwich the program for the weekend (July 19-20) which the Delegates are to spend in that city. The party will arrive on Saturday for lunch and met by the Norwich Publicity Committee go for a short drive round the city. They will be accorded a Civic Welcome and go on to Carrow Abbey, the home of the Lord Mayor, where there will be a reception. In the evening there will be a banquet. There will be an excursion to the Broads. The Stranger's Hall, a mediaeval mansion and folk museum, will be opened for delegates. In the Hall there are rooms representing every period of the domestic history of the city from 1400 to the present time.

The Bristol Reception Committee have now issued their program. The delegates will arrive from Torquay on Wednesday morning, July 23, and will be entertained to an informal lunch. After a drive round the city they will visit Avonmouth Docks. In the evening there will be a

dinner and an official reception by the Lord Mayor. On Thursday the delegates will visit various local industries and drive through the beautiful Cheddar Gorge. This will be followed by a banquet. On Friday they will visit the ancient city of Bath.

With the Publicity Clubs:—Holbrook Jackson, a director of the National Trade Press, entertained members of the Manchester Publicity Club on May 27, with an address on "Agoraphobia, or Fear of Space in Relation to Publicity" At the Bradford Publicity Club, May 23, W. H. Harford, a director of Saward Baker & Co. Ltd., addressed the members on the subject of "After Wembley—What?" It was a reference to the British Empire Exhibition, not the Advertising Convention.

Sir Harold MacKintosh, head of the famous toffee firm was the speaker at a meeting of the Leeds Publicity Club, held at the Hotel Metropole, Leeds, May 23. Sir Harold declared that advertising reduced selling costs. In his own business the selling costs were less today when their advertising costs ran into six figures, than 20 years ago when the advertising costs were only a few pounds and they relied on travelers. Advertising worked all weathers, never got into the dumps, and never left to go over to a competitor.

Birmingham is the latest city to form a Publicity Club, the decision being given at a meeting of the Chamber of Commerce. It is the result of a movement originated by H. Cecil Taylor, the well known advertising agent of that city. Cecil Taylor presided and a deputation from the club is approaching the Lord Mayor of Birmingham to enlist his interest in the idea of a reception to visiting Convention delegates.

W. H. Burchall (Caxton Press), has presented a silver cup to the Regent Advertising Club of London for annual competition among its members.

Former N. Y. News Men Promoted

E. C. Hill, for many years a reporter for the *New York Sun* and the *New York Herald*, has been promoted to an executive position on the production staff of the Fox Film Corporation. He left the newspaper field less than 2 years ago to become director of Fox News. Truman H. Talley, who went to the Fox Company from the *New York Times* more than a year ago, has been made editor of Fox News. Talley formerly was London correspondent for the *New York Herald* and previously was night editor of that newspaper.

Surveys Spokane Market

The *Spokesman-Review* and *Chronicle* of Spokane, Wash., have just issued the 1924 edition of "Mercantile Trade Conditions in the Spokane Country," a 32-page booklet devoted to analysis of the territorial market. Its pages of statistics are well set off by half-tone illustrations, color drawings, and special maps. The booklet is tabbed for inclusion in a regular data or letter file.

Publication Changes Name

F. T. Meredith, publisher of *Fruit, Garden and Home*, a monthly magazine published in Des Moines, Ia., announces that effective with the August issue the name will be changed to *Better Homes and Gardens*.

AIM AT THE HEART OF BIG BUSINESS

IN

West Virginia

When we say "aim at the heart of big business" we mean the big centers of a small State, where retailers and the general public are most anxious to secure everything that is up-to-date for the home and personal use.

It is only through close personal inspection of any territory that the national advertiser can expect to realize the possibilities of every field in which he markets his products.

Such close inspection reveals the fact that West Virginia, mile for mile, compares favorably with any locality in wealth, purchasing power and resources.

Space will not permit a complete analysis of West Virginia markets, but each of the following newspapers will gladly furnish you facts and figures regarding their individual territories and the State as a whole.

The cities represented in this list are the principal marketing and distribution points of the State.

These newspapers promise co-operation with your sales promotion department.

It is time to "aim at the heart of big business" and learn how large this little State has become.

	Rate for Circulation lines	Rate for Circulation lines
Bluefield		
***Telegraph (M)	11,073 .05	
(S)	14,259 .06	
Charleston		
***Gazette (M)	20,057 .06	
***Gazette (S)	24,932 .07	
Clarksburg		
***Telegram (E)	9,479 .04	
***Telegram (S)	11,797 .045	
Fairmont		
**Times (M)	7,675 .03	
Huntington		
***Advertiser (E)	11,176 .035	
***Herald-Dispatch (M)	12,750 .035	
***Herald-Dispatch (S)	13,637 .04	
Martinsburg		
***Journal (E)	4,542 .03	
Parkersburg		
***News (M)	7,185 .025	
***News (S)	8,750 .025	
***Sentinel (E)	7,641 .03	
Wheeling		
***Intelligencer (M)	11,912 .0325	
***News (E)	15,012 .05	
***News (S)	19,906 .07	

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

**THE
ERICKSON COMPANY**

Advertising

381 FOURTH AVENUE, NEW YORK

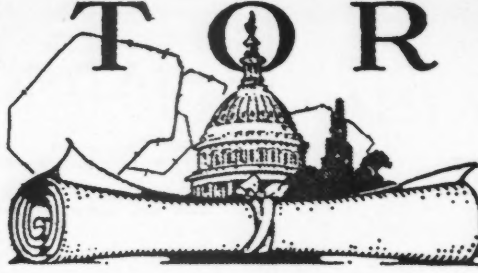


*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

EDITORIAL



POWER OF TRUTH

IN this international number of **EDITOR & PUBLISHER** is clearly revealed fresh and significant evidence of the onward sweep of the principle and the fact of a universal free press.

This issue celebrates the twentieth annual convention of the Associated Advertising Clubs of the World, organized in America as a factor in the promotion and regulation of legitimate advertising and now for the first time to meet on European soil.

From the viewpoint of the American it is appropriate that the first great overseas convention should be in hospitable England, where the principles of publishing are so true to our own ideals. The occasion serves as a delightful excursion for some 2,000 Americans, and it is beyond question that valuable experience will result from the conferences and elaborately planned social activities, certain to be gauged to the broad view of international co-operation and understanding.

Aside from the practical and obvious advantages of this year's remarkable overseas assembly, **EDITOR & PUBLISHER** perceives incalculable good to accrue to the cause of advertising from the less tangible but extremely valuable consideration of publicity for the "great idea" of a press editorially free because it is economically free.

Slowly but surely men are learning that the only true progress that nations make is through popular will, with opinions formed understandingly from a free flow of news and current views in a press which is easily available to all men, an intimate part of the routine of every citizen's life, nourishing his mind, directing his action, stimulating individual and collective aspirations.

Backward nations of the world, peoples not free, governments not serving the common needs of those who live under their laws, undeveloped, defeated, hopelessly yearning congeries in lands where access to the sources of information and wisdom is still to this day denied, are to find ultimate emancipation when they charter a free press. Unless you believe this, hold to it, proclaim it, your vessel is empty and your mission futile.

The pillars of strength that the men who are to meet at Wembley have laid under the free press structure form a foundation which shall endure through the ages. Advertising of legitimate trade, under the slogan "Truth," is the red blood in the veins of our modern commercial body. It is the clearing house of the ideas of industry and commerce, associating those who desire and need to trade, creating a demand for and supplying modern means of life, comfort, luxury and such happiness as may be found in material things. Where its function is honestly and intelligently exercised, modern advertising has established itself as a scientific, economic force second to none in public usefulness.

The cheap retail price of newspapers is made possible by revenues from advertising; making information accessible to the rank and file of society on even terms and without excepting any class, however lowly. In this sense advertising is a basic factor in the democracy and circulating efficiency of the press.

As advertising supplies to the press its economic freedom, it makes possible its editorial freedom, and by these means the centuries-old yoke of control of the printed word has been loosed, with beneficent results widely in evidence.

It is axiomatic that nations are free just in proportion to the freedom of their press. The advertising forces meeting at Wembley are high commissioners of unfettered journalism.

Such is a snap-shot of our vision of abstract benefits to be derived from the convention and such is the basis of **EDITOR & PUBLISHER's** lively interest in and service to this notable event.

Why not a conference, now, of the High Collars and Spats, to form an international agreement for humane war, which is a way of saying death by good, old, reliable and slow means, counting victims one by one. "Death-ray," aerial gas bombs, long-range guns and such new-fangled notions threaten the cherished sport of nations. War is becoming rough.

MERCHANDISING PRACTISE

THERE is the danger that the resolution passed by the Association of Newspaper Advertising Executives at Columbus, last week, denouncing the "abuse of merchandise service departments of daily newspapers," may be misunderstood as a sweeping condemnation of newspaper co-operation with the advertiser.

It was not the principle of a newspaper giving reasonable information concerning a local market to a prospective advertiser that the newspaper executives condemned, but wholly disproportionate requests of advertisers or advertising agents that the newspaper accept vicarious responsibilities, such as the burden of salesmanship and investigation to the point of absurdity.

The resolution adopted declared that merchandising service should be governed by the standards set up by the A. N. A. E. in 1921, and endorsed by the A. A. C. W. in 1922.

EDITOR & PUBLISHER has often in the past published those officially endorsed standards, now reaffirmed, but to avoid confusion they are herewith again reproduced:

"FIRST—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

"SECOND—To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

"THIRD—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than 'just as good' substitute.

"FOURTH—To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

"FIFTH—To decline requests for service that are clearly not within the province of newspaper, such as selling goods or other canvassing, or the payment of bills for printing, and postage of letters, broadsides, etc."

Imagine the business acumen behind an advertising car card, costing \$10 per month per car, which reads: "Watch the newspapers for our latest offerings in high-grade bonds."

June 21, 1924

Volume 57, No. 4

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marion E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keesey, Business and Advertising Manager.

Fenton Downing, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout; Special Commissioner, H. Roe Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

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

FIGHTING EDITORS' VICTORY

IT was our pleasure, shared by every conscientious reader, to present in these columns last week the story of the triumph of Joseph H. Zerbey, proprietor of the *Pottsville Republican* and the *Pottsville Morning Paper*, in his thirty-year newspaper fight to compel the immensely wealthy anthracite coal owning interests of his county to pay taxes on valuations warranting decent civic government, education of the young, sanitation, passable roads and such physical elements of common comfort and safety.

Here is an incident which challenges the cynical generality that our press has been wholly commercialized and reader interest turned from the vital factors of life to mere thrill, entertainment and business considerations.

Editor Zerbey fought a winning battle in the most difficult circumstances. He dealt with an issue that was purely local and hit at financial nerve centres. The coal mining industry furnishes the very life blood of the community his newspapers serve. In instances, ownership is non-resident and hence is careless of the welfare of local institutions and naturally reckless of idealistic individuals who might strive to better community conditions. We do not know or say that Editor Zerbey had to fight some of his own "best people," but we are not unfamiliar with the cringing servility of a type of citizen when profits of the "Big Interest" are attacked. Mr. Zerbey evidently kept his campaign on a high plane, standing always for the principle, and not permitting himself to be drawn into personal bitterness. Obviously most of the people of Pottsville have thoroughly understood and appreciated his long, patient fight, for the Zerbey newspapers have prospered and we know of few instances where the people of a community are more devoted in their affection to a local editor or publisher.

It is one thing to fight for "over yonder" reforms, speaking in generalities and softly threading your way to avoid controversy, and it is something else to fight in season and out for more than a score of years, in a small town, in plain terms, to compel local financial powers to deal justly and democratically with a local government which concerns not the individual comfort and the happiness of the owners or directors of those corporations but is the ground-work of profit-making machines.

Mr. Zerbey is now 67 years of age. He is not a "radical" in politics and is not "against" any man because he is wealthy or any corporation because it is large. He simply knows the difference between right and wrong, and at that line he fights whoever may be concerned. As Mr. Leary, our correspondent, remarked, he is proof that the race of fighting editors still lives.

Editorial by "Spectator" in New York American says, "A man that cannot save on one thousand a year cannot save on ten thousand," which is another reason why editorial pages are losing interest.

FULL INFORMATION

SOMEONE with nothing better to say at the moment, recently criticized the press for its physical size, its volume of news material and deplored modern mass circulation methods.

Last week there was a national political convention at Cleveland. Literally millions of words were telegraphed from the convention hall, so that the people of the United States might possess the facts. We happen to know that one newspaper, the *New York Times*, received from Cleveland, over its own special wires, in addition to copy laid down by the Associated Press, 235,000 telegraphed words.

Is it a good thing or a bad thing for the people to receive complete reports of a political convention? Is it a good thing or a bad thing for those who make public opinion, to have the facts upon which to base a voter's judgment?

If the people of this country do not understand the issues of the campaign as they were laid down at Cleveland, it is not the fault of the newspaper press.

PERSONALS

JOHN D. SPRECKELS, owner of the *San Diego (Cal.) Union and Tribune*, attended the national Republican Convention in Cleveland as a delegate from California.

Henry Roe Helsby, until recently publisher *Mechanicsville, (N. Y.) Hudson Valley Daily Times* and Mrs. Helen Capron Helsby, formerly editor of that newspaper, sailed June 21, for a 3 months' trip to Europe.

F. A. Bayrd, editor, *Malden (Mass.) News*, attended the Cleveland Republican convention as a delegate from the 9th Congressional District.

William H. Needham, dean of Iowa newspaper men and editor of the *Sigourney (Ia.) County News* was recently re-elected commander of the Iowa department, G. A. R.

Mrs. T. B. Ferguson, editor of the *Watonga (Okla.) Republican*, weekly, was chairman of the Oklahoma delegation at the Republican national convention in Cleveland.

J. J. Cuming, editor of the *New York Jewish Chronicle*, sailed for abroad last week on the S. S. Mauretania.

I. D. White, director of the Bureau of Accuracy and Fair Play of the *New York World*, is in the Adirondacks recuperating from a recent illness.

IN THE BUSINESS OFFICE

ARTHUR C. SAUNDERS, advertising manager of the *Port Chester, (N. Y.) Daily Item*, is recuperating from an attack of scarlet fever, at Cairo in the Catskill Mountains.

William E. Buckingham, business manager of the *Lynn (Mass.) Telegram-News*, and Mrs. Buckingham are making a 3 weeks' motor tour of the South.

IN THE EDITORIAL ROOMS

S. G. EARLE, for 5 years telegraph and makeup editor of the *Buffalo Express* is now news editor of the *Buffalo Times*. He succeeds John S. Bowen, who will conduct a special column for the Times.

Henry O. Weitschat, former city editor of the *Detroit News*, is now with the Michigan Manufacturers' and Financial Record as associate editor.

Henry F. J. Lynch has joined the staff of the *Lynn (Mass.) Telegram-News* as Peabody, Mass., district man, succeeding Henry F. Duggan.

Miss Rosemary Carbine has joined the staff of the *Hagerstown (Md.) Mail*.

Mrs. Ivens Jones has resigned from the social department of the *St. Paul Daily News*.

Cecil C. Moyer, of the editorial staff, *San Diego (Cal.) Sun*, and Mrs. Moyer are parents of a son.

D. H. Fahrney has joined the *Hagerstown (Md.) Herald and Mail* as cartoonist.

E. Wilkinson, formerly editor of the bull-dog edition of the *New York American* is now with the *Washington Times*.

MARRIED

JOHN J. BARRY, Newton, Mass., district man for the *Boston Globe*, to Elizabeth F. Kelly of Philadelphia, in that city, June 11. After a trip to Europe, they will live in Newtonville, Mass.

Crispin J. Webb, publisher of the *Westington (S. D.) Independent*, to Miss Gladys Leonard of Sioux City, Ia., at Sioux City last week.

WITH THE SPECIALS

STORY, BROOKS & FINLEY, INC., have been appointed to represent the *Lancaster (Pa.) Intelligencer and News Journal and Sunday News*.

Lorenz & Thompson, Inc., of New York, Chicago, San Francisco and Los Angeles will represent the *Portland (Ore.) Telegram*, beginning July 1.

Foreign Language Advertising and Press Service, publishers' representatives, have just moved to 419 San Fernando Building, Los Angeles. J. B. Polonsky, formerly with the U. S. Committee and Public Information, Washington, D. C. and the American Red Cross, has been appointed manager, and Ellis Ranen, formerly of the American Red Cross and Jewish Telegraphic Agency, assistant manager.

IN THE AGENCY FIELD

RICHARD KOLYER, JR., for two and a half years with the DeVinne Press, is now with James F. Newcomb & Co., Inc., Advertising Agency.

Robert S. Schnittger, formerly in the display advertising departments of Cleveland newspapers, has opened an office in Cleveland and is making a specialty of furniture advertising copy.

CHANGES OF OWNERSHIP

THOMAS WOOD PARRY, St. Louis newspaper man has purchased the *Centralia (Mo.) Courier*, weekly, from Roscoe Poole.

Hickory (N. C.) Times-Mercury, bi-weekly, from Earl Mullen to Robert S. Pickens.

Lewis M. Layer has purchased the old *Augusta (Ark.) Free Press* plant and has started the publication under the name of the *Augusta Advocate*.

SPECIAL EDITIONS

ST. THOMAS (Ont.) Times-Journal, 12-page Vacation section, June 7.

Belgrade (Mont.) Journal, 16-page Dairy and Agricultural section, May 29.

Montreal (Quebec) La Presse, 60-page 40th anniversary edition, June 7.

Crookston (Minn.) Polk County Leader, a 28-page Booster edition, June 6, embodying a history of that city and the Red River valley.

Olivia (Minn.) Times, 16-page Old Settlers edition, June 12, with a history of Renville county.

United States Tobacco Journal New York, Golden Jubilee Number, 242 pages, May 31.

NEW PLANTS AND EQUIPMENT

HAMMON (Okla.) ADVOCATE, weekly, is planning a one-story brick tile building to be completed by July 15.

Amsterdam (N. Y.) Recorder recently installed a new 32-page Duplex tubular press and two Intertypes.

ASSOCIATIONS

AMERICAN Association of Foreign Language Newspapers, New York, is sending out copies of a survey made of the Chicago market, showing the part played by the foreign born people in the economic life of that city.

Advertising Club of St. Louis is celebrating completion of a successful membership drive. The club membership now totals 1,000.

Virginia Press Association will hold its thirty-sixth annual meeting at Roanoke, Va., Thursday and Friday, July 24-25.

Portland (Ore.) Advertising Club is planning a caravan to Vancouver, B. C., to participate in the Dominion Day parade, July 1.

Century Club, composed of advertising men in New England and New York, was to hold its 12th annual golf tournament Friday, June 20, at the Mt. Tom Golf Club in Holyoke, Mass.

Wayne County Publishers' Association held their annual meeting in Newark, June 14. C. W. Mills of the *Sodus (N. Y.) Record* was re-elected president and A. Eugene Bolles, publisher *Newark Courier*, secretary and treasurer.

Los Angeles (Cal.) Advertising Club has elected the following officers: President, Arthur D. Smith; first vice-president, Irving R. Smith; second vice-president, John M. Kemp; secretary-treasurer, David K. Thomas.

FOLKS WORTH KNOWING

MAJOR JOHN S. COHEN, president and editor of the *Atlanta (Ga.) Journal* who was awarded an honorary LL. D. degree June 10, by Washington and Lee University, has had a varied career as newspaper reporter, Washington correspondent, and editor.



JOHN S. COHEN

Major Cohen was born in 1870, at Augusta, Ga., the son of Phillip Lawrence Cohen, who entered the army at 16 years of age and surrendered with Lee at Appomattox.

The Atlanta editor received his first newspaper training on the *Augusta Chronicle* and at the age of 19 became a reporter on the *New York World*.

In 1890, he became identified with the newspaper of which he is now president and editor. On the day the Spanish-American war was declared, Major Cohen sailed with the American fleet, under Admiral Bob Evans. He witnessed the first capture of enemy ships, wrote many news stories and on the call for volunteers returned to Georgia, where he was commissioned first lieutenant in the Third Georgia Volunteer Infantry. He was promoted to the rank of major and served in the army of occupation in Cuba at the conclusion of the war.

During the second administration of President Cleveland, Major Cohen served as Washington correspondent of the *Journal* and secretary to the secretary of the interior.

He recently was elected Democratic National Committeeman from Georgia.

Worcester (Mass.) Advertising Club has appointed Richard A. Toomey president of the club and advertising manager of the Denholm & McKay & Co., to represent the club at the A. A. C. W. convention in London in July.

Rockford (Ill.) Advertising Club has elected the following officers: President, Harry W. Pollard, business manager, *Rockford Daily Republic*; vice-president, Harold W. Bailey; secretary, E. C. Cary; treasurer, J. Service Johnston. President Pollard will be a delegate to the London Convention in July.

SCHOOLS

DR. TALCOTT WILLIAMS, of the School of Journalism, Columbia University, New York, was recently elected vice-president of the Shakespeare Association of America.

Prof. Everett W. Smith of the journalism division of Stanford will teach in the summer school of the University of Wisconsin. Professor Buford O. Brown of Stanford will have charge of courses in journalism at the University of California summer session in Los Angeles.

Duck Soo Chang, for the past 3 years editor of the *Seoul (Korea) Daily News of Eastern Asia*, was elected recently to Sigma Delta Chi, national professional journalistic fraternity at the University of Oregon, where he is attending school. Mr. Chang edited the *Daily News* from 1920 to 1923. It is one of the 3 newspapers published in Korea.

Students in the school of journalism, Ohio State University, published the *Columbus (O.) Citizen*, recently.

Charles Nutter of Falls City, Neb., has been awarded the Homer Croy prize of \$100 for the best writing done by a University of Missouri journalism student. His story of the Missouri-Kansas football game last November won the honor. Charles Clayton of Lincoln, Neb., and Miss Bernice Lynn of Kansas City won honorable mention.

Miss Hazel Samuelson has been elected editor-in-chief of the *Daily Iowan*, student newspaper of the University of Iowa. She is the first woman to hold that post and is believed to be the first woman to edit a Western Conference paper.

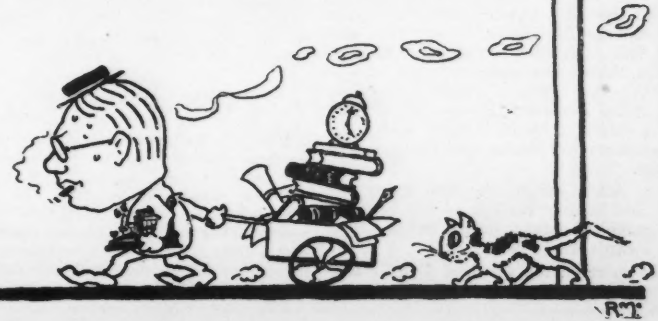
The *Shanghai China Weekly Review* prize of \$50, offered to J. B. Powell, editor, to the student in the University of Missouri School of Journalism writing the best editorial essay upon the subject, "America's Policy toward China following the Washington Conference," has been awarded to Yin-Chieh Jao, of Peking, China. The prize is offered semi-annually by Mr. Powell, who is an alumnus of the School.

The Class of 1923 of the School of Journalism, University of Missouri, has dedicated to the school its memorial gift, two stone benches on either side of the main entrance to Jay H. Neff Hall.

W. G. Gude, Purdue, was recently elected president of the Western Conference Editorial Association in Urbana. Raymond Bartholdi, Minnesota, was elected vice-president; Miss Hazel Samuelson, Iowa, secretary, and E. S. Coath, Illinois, treasurer. The next convention in May, 1925, will be held in Purdue.

Due to the great expansion of his business Fred-eric J. Haskin has moved into new quarters containing twenty-four thousand square feet of space.

To 21st and C Streets



ART

H. M. SWETLAND DIES

Served Three Terms As President,
National Publishers Association

Horace M. Swetland, president of the Class Journal Company and of the United Publishers' Corporation, New York, died at his home in Montclair, N. J., June 15.

He served for three terms as president of the National Publishers' Association. At the last meeting of N. P. A., he formulated and proposed a code of ethics for periodical publishers.

Mr. Swetland was also president of the Swetland Realty Company and the U. P. C. Realty Company and a director of the Federal Printing Company, New York.

Obituary

HORATIO CLARK PLUMLEY, 68, founder and formerly editor and publisher of the *Fargo (N. D.) Forum*, died in a St. Paul sanitarium June 11.

HARRY S. BROOKS, 72, founder of the *Elmira (N. Y.) Telegram*, died at his home in that city June 9.

WALTER BRIGHAM NYE, vice-president of S. D. Warren & Company, paper manufacturers, died recently in Chestnut Hill, Brookline, Mass.

GUSTAV E. JOHNSON, 48, for 18 years publisher of the *Melrose (Mass.) Free Press*, died June 11, in Boston.

C. E. MATTOX, 55, editor of the *Chaffee (Mo.) Signal*, died recently.

ADRIAN CROSS, formerly mayor of Perry, Ia., and editor of the *Perry (Ia.) Tribune*, died last week.

A. W. BLAKELY, publisher of the *Rochester (Minn.) Post and Record* and other Rochester newspapers for the last 50 years, died June 11.

HORATIO CLARK PLUMLEY, 68 years old, founder of the *Fargo (N. D.) Forum* and well known publisher, died recently in St. Paul. He was one of the best known figures in the Masonic Lodge in the northwest.

JAMES KEATING, well known American newspaper man and former publicity director of the Czecho-Slovakian government, died in Paris recently.

EDITORS GO TO SCHOOL

Iowa Group Attends College Short Course—Prizes Awarded

The *LeMars (Ia.) Sentinel* is the best country newspaper in Iowa for the handling of local news, it was decided in a contest held June 14 at Ames, Ia., judged by A. F. Allen editor of the *Sioux City Journal*.

The contest was held in connection with the country newspapermen's short course at the Iowa State college by the department of agricultural journalism. One hundred country newspaper editors were in attendance. Four contests were held.

The *Hampton Chronicle* won the first for editorial page excellence. The *Hardin County Citizen* was second and the *Knorrville Express* was third.

For front page makeup unsymmetrical, the *Waverly Independent-Republican* was first, *Red Oak Express*, second, and the *Marengo Pioneer* third.

For the best symmetrical front page makeup the *Ida Grove Record Era* was first, *Eldora Herald*, second and *Cherokee Times*, third. Honorable mention went to the *Decorah Journal*, *Humbolt Republican*, *Alton Democrat*, *Storm Lake Register*, *LeMars Sentinel*, *Toledo Chronicle*, *Montezuma Republican* and *Eagle Grove Times*.

Mr. Allen judged the first two contests and Walter Wallick of Des Moines, typographical expert, judged the last two. The awards were ribbons.

The short course was held June 12 and 13.

ASSOCIATION CHIEFS

IN telling the newspaper history of John L. Stewart, who, a short while ago, was re-elected president of the Pennsylvania Associated Dailies to serve a second term, one would, possessed with Tarkington technique, dwelling longest perhaps on those days when at "Seventeen" he started as reporter for the Uniontown (Pa.) Standard. Then he wrote copy and attended to studies, preparing for college at the Redstone Academy in Uniontown.

Even during college days, he continued newspaper work, serving on the staff of the Washington (Pa.) Observer, when he was at Washington and Jefferson, where he received his A. B. degree in 1899. At the same time he built up a very extensive outside correspondence with eastern newspapers, which he continued for a year after he was graduated. During 1900 and 1902 he studied at Harvard Law School. Legal text books, impressive as they are, failed to push aside printers' ink and he persisted in newspaper work during vacation.

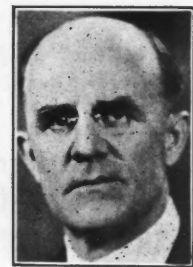
On July 1, 1902, the opportunity came to him to purchase the Washington Observer and on July 24, the property came under his control, although he only had a minority interest. On Jan. 1, 1923, he purchased for the same syndicate the Washington Reporter and became general manager for both newspapers, which were later moved to one building and conducted as morning and evening publications.

In 1912, Stewart purchased the large majority of the stock of the corporation owning the two newspapers. In 1911, he had purchased the Beaver (Pa.) Times and on Feb. 1, 1921, he bought the Beaver Falls Tribune. The four newspapers which make up the Stewart group have a total circulation of nearly 30,000. Last June, the Reporter and Observer were moved into a new home costing in the neighborhood of \$200,000.

McINTOSH JOINS HEARST

Quits Fort Worth Press to Become Record Business Manager

William M. McIntosh for 15 years with the Scripps Howard League, and for the last 3 years publisher of the *Fort Worth (Tex.) Press*, has resigned to become business manager of the *Fort Worth Record*. The appointment was made by D. D. Moore, publisher, for William Randolph Hearst.



W. M. McINTOSH

He came to Fort Worth from Covington, Ky., where he had been general manager of the *Covington Post*.

His appointment as business manager of the Fort Worth Record took effect June 9.

Postal Strike Threat

A threat to strike was sent to the Canadian government and Parliament this week by executives of the Canadian Federation of Postal Employees, as a result of a recent wage controversy. The threat was contained in a resolution calling upon Parliament in Ottawa to amend the postal laws so that the government itself would be able to deal with the demands of postal employees.



JOHN L. STEWART

WEEK'S PRESS FLASHES

The hardest task for a satirist is to keep from being as cruel as the universe is.—*Don Marquis in the New York Herald Tribune*.

"Do you think young people should be trained for marriage?" asked Jones. "Certainly! I always have been opposed to sending raw troops into battle," snapped Mr. Grouch.—*Cincinnati Enquirer*.

It would save Peggy Joyce money if she hired a parson by the year.—*James J. Montague in the New York Herald Tribune*.

"Aren't you miserable when we are separated, dearest?"

"No, darling; it makes me happy to think how miserable you are because I am not with you."—*Boston Transcript*.

The world doesn't need any more facilities for "the spread of intelligence"; it is already spread too thin.—*Columbia (S. C.) Record*.

The old-time hard customer who was fond of declaring he intended to die with his boots on didn't know how easy traffic was going to make the process.—*Newcastle Times*.

Our government is the best on earth—

it costs the most.—*New Orleans Times Picayune*.

And speaking, as we sometimes do, of evolution, have you observed that six months of matrimony will usually make a snapping-turtle of a turtle dove?—*Columbia (S. C.) Record*.

First man—Ever been married? Second man—Yes, I've been through it all from courtship to court house.—*Boston Transcript*.

The train bearing men who were mentioned for the vice-presidency has left Cleveland, running in four sections.—*Troitt News*.

Counterfeiters of \$10 bills are believed to have bleached \$1 bills to get the paper. Those fade fast enough without bleaching.—*Detroit News*.

Alma Mater June is conferring a few more degrees Fahrenheit.—*New York Sun*.

If Hermes really tours America, he is happily equipped to escape hand-shaking.—*New York Telegram and Evening Mail*.

The Russians seem to have built up a very efficient army with the starving children we were feeding six years ago.—*Columbia (S. C.) Record*.

Church Advertising
at London Convention

British papers have not yet developed the field of church advertising as have the papers of America.

The Church Advertising Department of the A.A.C.W. will be amply represented at the London Convention together with an exhibit showing some of the things churches on this side of the water are doing to reach prospective attendants through the daily press.

Newspapers have had a large part in developing church advertising, and the Church Advertising Department through the hearty cooperation of *Editor and Publisher* has been able to have a share also in this work.

Copy for newspaper display advertising for all the churches in a town may be obtained from E. H. Harris, Richmond Palladium, Richmond, Ind., or Herbert H. Smith, Witherspoon Building, Philadelphia, Pa.

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



**LONDON, PARIS,
BERLIN, VIENNA~**
*They all know DETROIT
through*
The Detroit Free Press



DETROIT — America's Fourth City—the motor capital of the world — is known throughout the great cities of Europe, not alone by virtue of the automobiles it sends there, but by reason of The Detroit Free Press, for this newspaper is the only Detroit newspaper with which Europeans are familiar.

Men and women of affairs, wherever they may be located, in Lansing,

Michigan, or London, England, in Vicksburg or Vienna, seek first hand information on automotive affairs through The Detroit Free Press. Because this newspaper is sought after as an authority on news and in the interpretation of the best thought of the hour, its power-to-do for the advertiser of either merchandise or a service, is unexcelled in the Detroit territory.

*The New Home of
The Detroit Free Press
Now Under Construction*



This new structure now being built by The Detroit Free Press will be one of the world's finest and most modern newspaper plants. Ready in 1925 and advertising men are invited to inspect it.

**The Free Press Extends Greetings and
Bon Voyage to Advertising Men**

On this pilgrimage of the keenest selling minds of the New World to the Old, The Free Press desires to extend a greeting and to say "Bon Voyage."

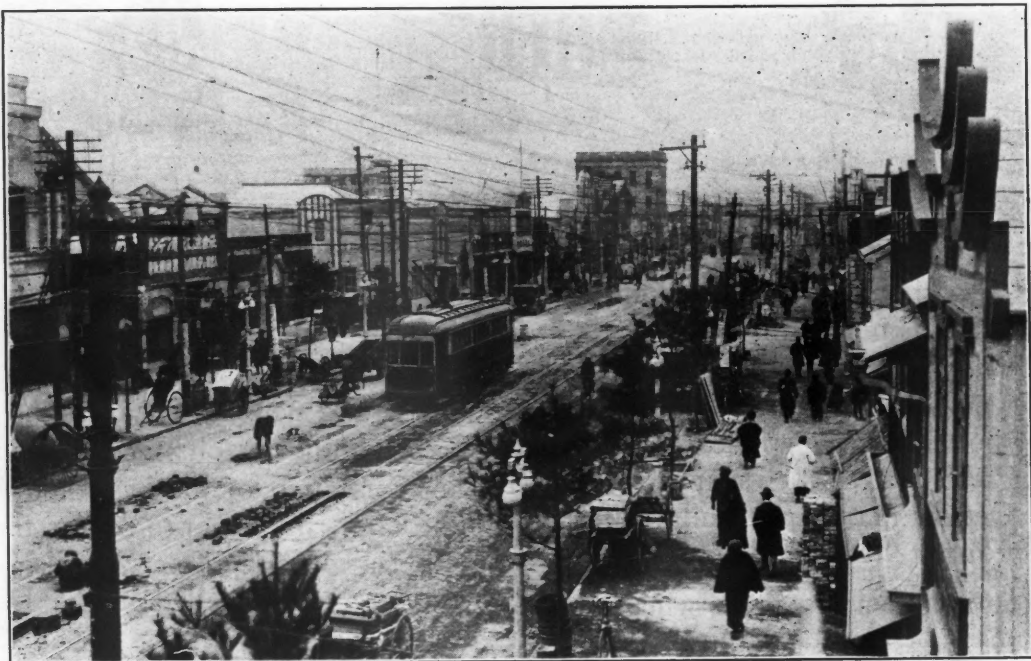
THE DETROIT FREE PRESS

"Michigan's Greatest Newspaper"

VERREE & CONKLIN, INC.
National Representatives

New York—Chicago—Detroit—San Francisco

Are Your Goods for Sale on the Ginza?
And are they Advertised in
Japan's Greatest Newspaper—
THE JIJI SHIMPO?



A view of the resurrected Ginza, Tokyo's Fifth Avenue, where business today is GOOD.

THE GINZA

Japan's Fifth Avenue and the principal shopping district of the Japanese capital is again humming with life and business. Trade is good, and the foreign manufacturer whose goods are not offered there misses a great opportunity.

YOUR GOODS

Will become favorites among the shoppers on the Ginza only if they are presented properly to the Japanese public. One great newspaper, the Jiji Shimpo, is equipped to be of greatest assistance to your foreign sales manager in planning his Japan campaign.

The facilities of The Jiji's great organization will be placed at your service by our American representative—

Mr. J. P. BARRY

Japan Advertiser Suite — 342 Madison Ave., New York

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read the Jiji"

THIS MESSAGE OF
THE A. B. C.
TO THE LONDON CONVENTION

The Audit Bureau of Circulations of the United States and Canada extends to the annual convention of the Associated Advertising Clubs of the World, to be held in London, July 13th to 18th, 1924, its hearty felicitations.



If the conference between the British delegates and the delegates interested in circulation from the United States and Canada result in a desire for further action on the part of the British publisher, advertisers and advertising agents, the Bureau assures its British brethren of full co-operation.

We are yours to command in the establishment of the net paid circulation basis in the purchase and sale of advertising space, not only in the British Isles but throughout the civilized world.

O. C. HARN, President
STANLEY CLAGUE, Managing Director

The AUDIT BUREAU of CIRCULATIONS

202 S. STATE ST., CHICAGO, U. S. A.

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.

GROWING steadily, the "Home Beautiful" of a Washington, D. C., paper once a week, now has four and more pages under this legend, covering everything of interest pertaining to home and garden, such as articles on materials of the house, care, and lighting. All the local merchants, furniture, paint men, etc., who have anything to do with a home are eligible for advertising under this banner, and many take advantage of the four and more pages devoted to this broad subject.—C. M. LITTLEJOHN, Washington, D. C.

"When the Prodigal Returns" could be worked into an interesting idea that would instantly appeal to every service station in your city. Lay out your page with the heading suggested. The following heads would be suitable for the individual ads: There's A Welcome Awaiting That Old Boat, No Matter If It Was Not Bought From the Local Agent, Bring It In Just the Same, and "Back To Its Old Home." An advertising man with plenty of imagination and this thought in view could get local Service Stations to run co-operative ad campaigns destined to bring in more work and put them on a profit-paying basis. Work out this idea in detail and put your auto ad-man on the trail.—GEORGE C. MARCLEY, Ogdensburg, N. Y.

A means of increasing advertising revenue would be to arrange one or two special pages, to contain one column of news and advice concerning local dogs, and the balance, advertising from dealers in dog remedies, dog collars, chains, robes, etc. Most of the dealers in these canine necessities would be willing to buy space in the page or pages, because of the special appeal that would be directed at the owners of dogs. Very few direct appeals have been made to dog owners, this field having been more or less overlooked.—W. McNULTY, St. John, Can.

Pictures are always of tremendous interest to folks. So why not get up a picture page, or spread for advertisers, in which only pictures would be accepted as advertising? On this page the stores could present pictures of show windows, pictures of interesting places about their stores, etc. Of course, a little explanatory copy could be used. It would be an easy matter to make this page particularly interesting and particularly helpful to the stores in getting attention and building business.—FRANK H. WILLIAMS, Ft. Wayne, Ind.

No matter where located, your journal is the best medium for your section for carrying ads of seaside and mountain resorts and steamship lines. Are you getting your share of these ads to be run under "Hotels, Resorts and Travel." This field can be cultivated both summer and winter, inasmuch as winter resorts advertise as extensively as those operated only in the summer.—C. M. LITTLEJOHN, Washington, D. C.

Hoover says, "Buy Coal Now" made a dandy page for us, spacing the page into eight equal spaces for coal dealers. The coal dealers liked it fine and helped us get extra inches for our daily and weekly. On all special pages like this we sell for both our papers.—R. KENNETH KERR, Wilmington, (O.) News.

A Boston newspaper capitalized to the extent of a peg on the fact that the proceedings at the Republican convention were to be broadcast by radio. Pictures of especial interest at the moment were

included in the upper layout, calling attention to the possibilities of hearing every speech and cheer at the Cleveland gathering—while below were published long lists of names of dealers in radio outfits and supplies and specialists in installation with the information that "these can serve you if your home is not already equipped with a radio set," etc. This idea might be worked satisfactorily in the so-called convention cities where the proceedings of business bodies and educational associations are put on the air, and the slight individual cost to each dealer whose name is printed should commend it alike for its economy and its prominence of display.—K. H. W., Boston, Mass.

F. B. Christy, Cadiz, O., agent for the Cleveland Plain Dealer, has demonstrated the pulling power of well written letters, with a personal note and smile in them, in collecting overdue accounts, and W.-L. Chorpene, country circulation manager of the P. D. is inclined to think other agents might follow Christy's plan with success.

Here is one of Christy's "first letters":
Do you remember how, when you were young and your good folks sent you down town after something, they were very likely to tie a string about your thumb to make certain you would not forget?

Those were the happy days, were they not? But—there's no reason why the days of NOW should not be as happy, and it is just as certain that some of us are liable to forget the little things of today.

Because of that, we are sending you this little reminder—NOT TO FORGET TO PAY—the inclosed statement.

We hope we may have the pleasure of hearing from you promptly.

Sincerely yours,
F. B. CHRISTY, Prop.,
City News Stand.

If this does not bring settlement a second letter, one that is almost sure fire, follows in this tone:

TIE THE STRING AND YOU WON'T FORGET

Willie's mother had just given her little boy a lecture and told him that his every act was known to God—that God's eye followed him wherever he went.

Willie went down the street ashamed of himself and his faithful Fido followed close behind. In a few moments Willie turned into a lane, saw the dog, and then delivered himself of—"Aw, go on home and quit follerin' me around. Ain't it enuff to have God wid me all the time without you taggin' on behind?"

Now, we do not wish to be taggin' on behind. We do not want to annoy or bother you one bit—but—we do want to remind you that we have sent you, already, one copy of the inclosed statement and we would be pleased to have your prompt settlement.

When will you oblige us?
Earnestly yours,
F. B. CHRISTY, Prop.,
City News Stand.

Yes, that's a piece of the same string we sent you with the other letter. It will prevent your forgetting this time.—J. H. WEBB, Cleveland, O.

Mr. Denby says that he leased the oil in those reserves because he feared it would all leak out—and eventually it did leak out.—Columbia (S. C.) Record.



WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

TWO HUNDRED TEXAS PUBLISHERS MEET

Press Association in Convention at Amarillo, June 18-19-20—Make Trip in Special Train from Fort Worth

Leaving Fort Worth Tuesday, 200 members of the Texas Press Association were scheduled to arrive at Amarillo June 18, where they were to hold sessions Wednesday, Thursday and Friday, this week.

S. M. Braswell, president, was to open the meeting with an address.

Other speakers and their subjects are: "The Influence of the Editorial Column of the Country Paper," Mrs. Jessie D. Wheeler, Brownsville Herald.

"A Northman's View of the Matter," Oran Kelly, Spearman Reporter; "Practical School of Printing and Why It Should be Supported," by Fred E. Johnston, president Southwest School of Printing, Dallas.

"A Practical System of Affiliating District Association with the State Organization," W. D. Holland, Mercedes Tribune, representing the Magic Valley Association; E. A. Carlock, Paducah Post, representing the Panhandle and the Northwest Press Associations; Frank H. Bowron, Graham Leader, representing Northwest Texas Press Association.

"Under Equipment of the Country Printing Plant," Harry Koch, Quannah Tribune-Chief; "Over Equipment of the Country Print Shop," Ben F. Harigel, LaGrange Journal.

"Making the Small Town Paper Pay in New Mexico," W. H. Graham, publisher Melrose Messenger, president Eastern New Mexico Press Association; "False Economy; How Far Should a Country Publisher Go in Trying to Do His Own Detail Work?" John F. McFarland, Jacksonville Banner; "The All Around Publisher," George English, Samford Leader; "The Business End of Newspaper Publishing," J. C. Howerton, Cuero Record.

"A Vigorous Editorial Policy," R. H. McCarty, Albany News; "Foreign Advertising," Emmet Finley, secretary and general manager American Press Association, New York City; "Mutual Interests of the Country Publisher and the Supply Salesman," H. F. Schwenker, Brady Standard; "My Experience with Special Editions," C. C. Watson, Midland Reporter; Fraternal Ethics: Courtesies Due by the Publisher to his Fellow-Craftsman," Sam E. Miller, Mineral Wells Daily Index.

"My experience with Circulation Contests," S. C. Finley, Comanche Enterprise; Tom N. Herring, Waxahachie Enterprise; "Advertising from the Country Merchant's Standpoint," M. E. Darsey, general merchant and advertiser, Grape-land.

"Importance of an Attractive and Efficient Front Office," Geo. W. Bowman, Itasca Item; Address Dr. Henry Lewis Smith, president Lee Memorial School of Journalism; "Public Utilities Adver-

tising," Geo. McQuaid, director Texas Public Service Information Bureau, Dallas.

"The Field Secretary—Its Success and Work," Ole Buck, field manager Nebraska Press Association, Harvard, Neb.; "Advantages and Problems of the Small Town Paper," Wm. Schofield, Lockhart Post.

Mrs. Brant Thanks the Press

IOWA CITY, Ia.
TO EDITOR & PUBLISHER:—May I express our thanks to the newspaper fraternity in general for its generous response to our appeal for aid in the quest for Archer W. Brant of Iowa City, Ia., who disappeared from his home, a victim of amnesia, his whereabouts being unknown for about ten months. A message to his family from the Cleveland (O.) Press, announcing his discovery, immediately followed the publication of the notice and his picture in the Chicago Tribune and to these papers we are especially grateful for their prompt and efficient aid.

Though a nation-wide search had been conducted through the usual channels, it remained for the newspapers to produce results in less than a week where police and detectives had failed for nearly a year.

We also thank EDITOR & PUBLISHER for the use of their INTERNATIONAL YEAR BOOK for the compilation of the newspaper list.

MRS. DAVID BRANT.

Mother Goose, were she living and under the influence of Berlin propaganda, might possibly revise herself to read:

"See-saws,
General Dawes,
Europe has got a new master.
Fritzie can pay
But a pfennig a day
Because he can't work any faster."
—New York Herald Tribune.

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

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

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 Rochester Herald

HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

JAPAN HAS "COME BACK"

The Earthquake Scars Are Healing
Are You Overlooking the New Japanese Market?



A bird's-eye view of the new Tokyo, which has risen heroically from the ashes. The photographer stood on Kudan Hill, looking out over the Kanda district which was swept by fire September 1.

Those who predicted the result of the earthquake would be the destruction of the Japanese market for foreign goods have been proved wrong. Economy, it is true, has been made necessary in our country, which was sorely tried by Nature's great upheaval last September. But the Japanese have always been economical.

And economy does not necessarily mean the cessation of purchasing goods abroad. It means merely that we must exercise the greatest caution in order to see that only the best is imported. That, in the long run, is the truest economy.

Foreign Manufacturers who are able to give value in merchandise will not be disappointed by the results of intelligent sales efforts in Japan today. It is necessary only that the market be approached judiciously.

Certainly, no sales manager would consider entering the Japan field without calling on the Hochi Shimbun for the assistance it is able and very glad to afford. Before you go further with your sales program in Japan, get in touch with our New York representative, Mr. J. P. Barry, who will be glad to be of all possible assistance to you.

American Representative
 Mr. J. P. Barry
 Japan Advertiser Suite
 342 Madison Avenue
 New York

THE HOCHI SHIMBUN

TOKYO, JAPAN

The Largest Circulation in Japan

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.

WHERE has your state planted its trout? The season is on in many sections. Don't overlook the possibilities of fish-stories.—James M. Mosely, Boston, Mass.

Everyone who reads your paper uses the post office but probably not one per cent understands the various processes that a letter must go through from the time that it is dropped in a green box in the neighborhood until it is delivered to its address. The postmaster will be glad to give you this feature because it will do away with much of the anger aroused when the mail is late.—Max Hahn, Toledo (O.) Blade.

Where to go for the summer vacation is always a problem for the city dweller. Ask your readers for actual itineraries and expense lists of the best vacation trips they have taken. Names of hotels need not be mentioned but the actual cost of room, board, railroad fare or gasoline should be required.—W. B. Norris, Wardour, Annapolis, Maryland.

To check the tendency of young reporters and feature writers to over-write their stuff and pay too little attention to detail, the plan adopted by the *Akron Press* might help. That is to have a girl send to each person whose name appears in the paper a clipping of the story with a request that the person addressed notify the paper if names, addresses or facts are wrong.

This has reduced inaccuracy to a minimum and has made good will and character for the paper.—Harold Keats, Washington, D. C.

The *Boston Transcript* is receiving favorable comment on its feature "Washington Today" in which a summary, not a skeleton of the news of Washington including congressional activities, movements of the president and important political and national issue declarations are served to the extent of about a column. This feature can be utilized with profit by nearly any newspaper which has a wire service and appeals because it affords the business man who has not the time to wade through all the Washington dispatches an opportunity to get a grasp of all the developments at the Capitol in a comparatively short space of time. Give the Washington dispatches to one man, let him pick the meat out of them and run the column under a standing head.—James H. Guilfoyle, Worcester, Mass.

When the *Fort Wayne (Ind.) Journal-Gazette* sends out letters asking for renewals of mail subscriptions it sends along a card giving the prices for daily only and daily and Sunday and also carrying space for the writing of several names and addresses. On one side of the card is the price within a radius of 150 miles of Fort Wayne and on the other side is the subscription price beyond 150 miles. So the whole thing is on one card, which saves a lot of effort in sending the right price list to people at different distances.—Frank H. Williams, Fort Wayne, Ind.

The *Boston Herald* tried out a stunt recently which, in the opinion of its readers, made a unique news story and stirred interest all over New England. The idea is perfectly applicable anywhere, although in the Herald's case, the merits of the Coolidge veto of the bonus bill and the Lodge vote in the Senate to override it was the issue involved. Readers were asked to indicate their beliefs as to which was right, and the names and addresses of those acceding to the paper's

DANA WAS RIGHT

IN the issue of the *Chicago Tribune* of June 10, buried under a sub head on an inside page, appeared a story that Thomas Lynch, 841 Harvey avenue, Oak Park, Ill., was arrested for biting a dog during an argument. He was fined \$1 and costs in the Cicero police court after explaining to the judge that he was full of moonshine when he made the attack.

In the city room of the *Detroit News* an editor discovered the story and pasted it on the bulletin board with the following comment:

"Well, IT FINALLY HAPPENED."

request, made editorially were printed in parallel columns under captions reading "We Believe Coolidge Is Right" and "We Believe Lodge Is Right."

So great was the reader-interest, and so heavy was deluge of names that space to print them all could not be found, although columns of them appeared for several days. The same thing might be tried out with especially good results, Boston newspapermen believe, to obtain an unofficial referendum that would be an accurate gauge of public sentiment on troublesome local issues.—K. H. W., Boston, Mass.

Flat Rate Best for National

TO EDITOR & PUBLISHER: In your issue for May 31, Ralph R. Mulligan makes a plea for "sliding scale" of advertising rates, believing there would be "less fluctuation in volume of business" with an arrangement of stated days of insertion and in fixed space. My own experience in the "sliding scale" has been that it created suspicion in the minds of the advertising agency that his client (emphasize the words His Client, i. e., the advertiser) might not get the lowest rate without a whole lot of correspondence. A flat rate with no deviation cuts out useless correspondence and makes for satisfactory dealing with the advertising agencies, which represent the advertiser and not the publisher.


We believe fully in the sliding scale for "home consumption"; and have rates for fixed space and also for bulk or open space, the former getting a lower rate than the open space contracts.

OLD TIMER.




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

MARSHALL INCREASES HIS WEEKLY CHAIN

Young Illinois Publisher Buys Pittman Group—Now Operates 20 Newspapers Under Local Manager Plan

CHICAGO, Ill., June 15.—With the purchase of the Pittman chain of newspapers, Irl H. Marshall of Chicago, publisher and general manager of Af-



IRL H. MARSHALL

iliated Newspapers, now operates a string of 20 strong Illinois weeklies. Marshall, who in addition to his activities in the publishing field, is an executive of the Gundlach Advertising Company, Chicago, and president of the National Newspaper Bureau, has worked out a unique method in the conduct of his newspapers. The managers of the newspapers are partners and co-publishers, and take complete responsibility for their publications. They also have leeway in controlling the policies of their papers, although the purchasing of print paper and a few other items is done through the general offices of the Affiliated Newspapers in the Bedford Building, Chicago.

The plants of the newspapers are equipped for commercial printing, a phase conducted by the individual managers, who select their own employees. Each paper is conducted in a manner to best serve the community in which it is published.

Mr. Marshall began his newspaper activities as correspondent for the *Des Moines (Ia.) Register and Tribune*. He

published the *Morning Sun*, college paper, while attending the University of Iowa, Iowa City. He started his chain of newspapers while still in college.

He is active in newspaper circles, holding among other positions those of second vice-president, Illinois Press Association, president Bureau County Press Association, secretary La Salle County Press Association, and is a member of the advertising committee of the National Editorial Association. He is also a member of the Sigma Delta Chi, national honorary journalistic fraternity.

P. C. MacFarlane a Suicide

Peter Clark MacFarlane, 53, national known author, committed suicide by shooting himself near the doorway of the morgue in San Francisco in the early evening hours June 9. The specter of "slipping" mentally induced the act. He left a letter hoping for the kind thoughts of old friends.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc. New York

By

ALMA WHITAKER

a short daily service on
The Modern Woman's Philosophy
clever, amusing and interesting

The Los Angeles Times
has used it for years

Alma Whitaker gets more letters than a movie star.

Ask for samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Pre-eminent Articles

A Commanding Feature

Gertrude Atherton
Dorothy Canfield
Lucian Cary
Edna Ferber
F. Scott Fitzgerald
Zona Gale
Beatrice Grimshaw
Rupert Hughes
Inez Haynes Irwin
Will Irwin
Mary Johnston
Fanny Heaslip Lea
Samuel Merwin
Alice Duer Miller
Mrs. Gouverneur Morris
Mary Roberts Rinehart
Arthur Stringer
Arthur Train
Jesse Lynch Williams

ARE AMONG THE CONTRIBUTORS TO THIS GREAT SERIES

A Lustrous Name—An Arresting Idea Every Week

Metropolitan Newspaper Service
MAXIMILIAN ELSER, Jr., Gen. Mgr.
150 Nassau St., New York City

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City.

Thomas W.
Briggs' Company
General Offices
Memphis, - Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
**Permanent
Weekly Business
Review Page**
Look us up in
Dun or Bradstreet's

