



# EDITOR & PUBLISHER



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No. 17

## Business Bureaus Concentrate Attack on Radio and Movie Ad Frauds

Probe Being Aimed Directly at Deceptions in Radio Equipment Copy and Cinema Stock Selling Schemes—Course Outlined at Los Angeles B. B. B. Meet—Barnard Relected President

By PHILIP SCHUYLER

THE greatest advertising frauds in the United States today exist in the radio and moving picture industries. So declared Kenneth Barnard, relected president of the National Better Business Bureaus Inc., who returned to New York this week from the fifth annual conference of the corporation held in Los Angeles, September 2 to 5.

Reports at the Los Angeles meeting disclosed the rottenness existing in the two industries named, Barnard said. The conference also reported that the oil frauds had been effectively cleaned up in Fort Worth and Los Angeles and were much less conspicuous today than a year ago.

Wheels were set in motion to combat new advertising evils. To this end the policy of the corporation has been changed to provide means of more specialized and concerted action, Barnard announced.

"Radio pirates are substituting counterfeit parts for genuine and are making wild, unfounded claims for reception and elimination of static in their advertising copy," Barnard stated.

To meet this situation a radio expert has been retained by the Better Business Bureaus. To him all advertised radio products under suspicion are being sent for scientific tests for genuineness.

Stock selling frauds, rampant in the moving picture industry, were exposed at the conference and steps immediately taken to stamp out this evil. Co-operation of the leaders in the cinema field both moral and financial has been obtained by the Better Business Bureaus to carry on this fight.

"Joseph Schenke, official representative for Will Hays, president of the Motion Picture Producers and Distributors of America, Inc., met with the Better Business Bureau delegates in Los Angeles and promised them full support in all their investigations in the moving picture field.

"Wild-catters have picked out certain small cities and are promoting stock selling schemes, promising to make them second Hollywoods," Barnard informed EDITOR & PUBLISHER.

"We now have under investigation a certain group operating along these lines on a large scale in a Southern state. This group has even established its own newspaper. Older and respectable dailies turned down their copy as fraudulent and deceptive.

"Other advertising frauds in the moving picture field which we are now smoking out are those alleged schools for moving picture actors and actresses and scenario writers.

"Many of these so-called schools claim connection with large moving picture concerns which is absolutely unfounded. Their advertising will be effectively stopped.

"Our new policy of co-operative investigation will greatly strengthen the

### THE ADVERTISING SITUATION TODAY AS DISCLOSED BY BETTER BUSINESS BUREAUS

ADVERTISING is becoming cleaner and more worthy of belief each year.

Fraudulent advertising of the radio and moving picture industries are now being attacked.



KENNETH BARNARD

A radio expert has been retained by the Better Business Bureaus to test all advertised radio products for genuineness.

Stock selling frauds in the moving picture field and so-called schools for actors and actresses and scenario writers are under investigation.

A new plan of specialized investigation has been formulated to meet existing deceptive advertising evils.

Between \$600,000 and \$700,000 was spent last year by Better Business Bureaus to keep advertising free from fraud and misrepresentation.

A successful campaign has been waged against fraud in furniture advertising.

The retail field has been cleaned up and there is a decided diminution in the number of camouflaged trade names in the advertisements of fabrics.

Fraudulent oil advertising in Fort Worth and Los Angeles has been effectively eliminated.

Thirty-eight Better Business Bureaus are now in operation, the two most recent additions being Scranton, Pa., and Springfield, Mass.

machinery of the Better Business Bureaus," Barnard said.

The new plan of specialized investigation was formally adopted by the conference because of the marked success of the Better Business Bureau Commission's drive this year against fraudulent furniture advertising, Barnard said.

The organization will as separate bureaus continue handling local and small cases of deceptive advertising as before, but co-operation will be demanded on at least one particular investigation yearly. The full scope of the 1925 drive is to be determined later.

Letters have been dispatched to heads of the various member bureaus under Barnard's signature, seeking suggestions as to what one field of advertising the movement may be best directed, in addition to radio and the moving pictures.

The suggestions received will be tabulated and that field for which the strongest preference is shown will be chosen for unified operation and investigation.

Meanwhile, the commission's effort against furniture abuses will be continued together with drives, now underway.

Barnard was extremely optimistic over

the present advertising situation and the "Truth in Advertising" movement despite the evils disclosed at Los Angeles.

"Advertising is becoming cleaner and more worthy of belief each year," he declared.

"This is particularly true in the retail field and in the advertisements of fabrics. There is a decided diminution in the number of camouflaged trade names.

"The conference showed that between \$600,000 and \$700,000 was spent this last year by Better Business Bureaus to keep advertising free from fraud and misrepresentations.

"Our campaign against fraud in the furniture field was particularly successful. The leading furniture manufacturers and a certain number of furniture dealers have co-operated with us and we are making real progress.

"We have filed a large number of complaints with the Federal Trade Commission against disreputable furniture firms.

"We have evolved proper furniture standards and have had our rule accepted, which requires that all the woods used in furniture be named. That is, if a piece is birch with mahogany finish,

both woods must be used in advertisements printed describing it."

As a comprehensive summary of the present Better Business Bureau status, Mr. Barnard called attention to the report of Herbert S. Houston, chairman of the board of trustees of the National Vigilance Committee. This report follows in part:

"The oil frauds so effectively cleaned up in Fort Worth and Los Angeles are much less conspicuous than a year ago. It is the plan of the National Vigilance Committee shortly to enter into the field of cases involving substitution of oil and gasoline on the part of companies advertising standard products but selling the substitute article.

"We are happy to report that with a fairly adequate staff to handle the tremendous volume of work we are conducting our investigations. Thirty-eight Bureaus are now in operation, the two most recent additions being Scranton, Pa., and Springfield, Mass.

"These Bureaus were organized by the National Vigilance Committee in co-operation with local interests and the policy has been adopted to prescribing certain conditions which must be adopted in order to obtain recognition in the National chain. This policy has resulted in bringing into being Bureaus which are healthy at the outset and which therefore have not only the chance, but the logical possibility of growing to be real powers in their respective communities."

Other officers elected at the conference besides Barnard were Edward L. Green of Boston, vice president, and William P. Green of New York, secretary-treasurer. In addition to these officials other members of the corporation's board of governors are now F. M. Willson, Toledo; George S. Kahin, Seattle; Harry W. Riehl, St. Louis, and G. F. Olwin, Indianapolis.

### Act Against Fake Ad Solicitors

Retail merchants of Palestine, Tex., have taken action to protect themselves from the operations of fake and worthless solicitors for advertising matter. A secret vigilance committee of three men from the Palestine Business League and the Palestine Retail Merchants' Association has been appointed to examine and pass upon every project for solicitation of advertising matter or funds in Palestine. Every solicitor who seeks to operate in Palestine must have a permit from this committee.

### Press Agent Joins N. Y. Bus Co.

William Welton Harris, formerly managing editor of the *New York Sun*, and for 14 years an executive on the *New York Herald*, has left publicity work with Ivy L. Lee to become vice-president of the Fifth Avenue Coach Company, New York.

# MILLION LINES OR MORE A MONTH IN EACH OF 71 NEWSPAPERS

**Twenty-six Morning Newspapers and 45 Evening Newspapers, 25 Without Sunday Editions, Carried More Than 6,000,000 Lines of Advertising Between Jan. 1 and June 30, 1924**

DAILY and Sunday newspapers which carried a million lines or more per month of the first six months of this year are 72 in number, according to the tabulation of newspaper lineage printed in EDITOR & PUBLISHER last week. In the following schedule, which includes those newspapers whose totals exceeded 6,000,000 lines, are 25 morning and Sunday newspapers and one six-day morning newspaper; 21 evening newspapers with Sunday editions, and 24 six-day evening newspapers, with nine six-day totals of newspapers listed in the evening and Sunday column. The tables follow, with newspapers ranked in order of volume in their respective classifications:

Morning and Sunday	
	Total Lines
Los Angeles Times.....	14,904,470
Chicago Tribune.....	14,628,081
New York Times.....	13,293,132
Los Angeles Examiner.....	12,225,783
Philadelphia Inquirer.....	10,103,400
Cleveland Plain Dealer.....	9,531,550
San Francisco Examiner.....	9,163,323
Miami Herald.....	8,705,207
New York World.....	8,600,114
New Orleans Times-Picayune	8,003,645
New York American.....	7,808,098
Rochester Democrat & Chronicle	7,799,657
Detroit Free Press.....	7,544,572
Memphis Commercial Appeal	7,454,622
Baltimore Sun.....	7,372,911
Wilkes-Barre Record*.....	7,332,997
Kansas City Star.....	7,309,011
Boston Globe.....	7,308,882
Portland Oregonian.....	7,192,934
Minneapolis Tribune.....	7,142,663
St. Louis Globe-Democrat.....	6,868,668
Indianapolis Star.....	6,600,930
New York Herald Tribune.....	6,206,288
Dallas News.....	6,167,255
San Diego Union.....	6,841,660
St. Petersburg Times.....	6,820,422

Evening and Sunday	
	Lines
Detroit News.....	15,568,672
Washington Star.....	12,630,291
Pittsburgh Press.....	12,341,056
St. Louis Post-Dispatch.....	11,733,400
Columbus Dispatch.....	10,776,342
Milwaukee Journal.....	9,082,859
Brooklyn Eagle.....	8,804,036
Oakland Tribune.....	8,784,888
Dayton News.....	8,230,576
Birmingham News.....	8,005,340
Baltimore Times-Herald.....	7,451,876
Canton Repository.....	7,408,408
Minneapolis Journal.....	7,286,266
Atlanta Journal.....	7,139,482
Seattle Times.....	7,065,926
Denver Post.....	6,944,112
Cleveland News & Leader.....	6,842,286
Houston Chronicle.....	6,669,222
Trenton Times.....	6,595,343
Long Beach Press.....	6,589,577
Utica Observer-Dispatch.....	6,021,484

Evening (Six-Day)	
	Lines
Detroit News.....	11,548,642
Chicago News.....	10,274,341
Philadelphia Bulletin.....	9,935,787
Washington Star.....	9,396,831
Newark News.....	9,366,489
Los Angeles Herald.....	9,312,898
Baltimore Evening Sun.....	9,281,108
Indianapolis News.....	9,038,574
Pittsburgh Press.....	8,562,792
Columbus Dispatch.....	7,765,988
Toledo Blade.....	7,632,953
Scranton Times.....	7,547,904
New York Journal.....	7,394,870
Buffalo News.....	7,390,139
Cleveland Press.....	7,384,160
Grand Rapids Press.....	7,372,176
St. Louis Post-Dispatch.....	7,327,040
Flint Journal.....	7,228,410
Cincinnati Times-Star.....	7,143,479

\*No Sunday Edition.

New York Sun.....	6,815,856
Hartford Times.....	6,771,048
Providence Bulletin.....	6,666,547
Long Beach Telegram.....	6,687,478
Milwaukee Journal.....	6,529,105
Pasadena Star-News.....	6,342,840
Pittsburgh Chronicle-Telegraph	6,277,138
Dayton News.....	6,268,626
Wilkes-Barre Times-Leader.....	6,253,378
Los Angeles Express.....	6,215,454
St. Petersburg Independent.....	6,125,574
Richmond News-Leader.....	6,105,904
Rochester Times-Union.....	6,072,248
Philadelphia Evening Public Ledger	6,046,032

## NEWSPRINT CUT PROBABLE

### President Timmins of St. Lawrence Mills Discusses Situation

The probability of a reduction in the price of newsprint was discussed by N. A. Timmins, president of the St. Lawrence Paper Mills at the annual general meeting held in Montreal, Tuesday. Even with newsprint reduced a few dollars a ton, he was satisfied "there would be quite enough in it for us to carry on and make a good showing."

From a Canadian standpoint an embargo on the export of pulpwood would be a good and desirable thing, Timmins declared in the course of an informal discussion. By embargo he did not mean absolute prohibition, but an import of a few dollars a cord which would be gradually increased until the profit from this important source of wealth came into the hands of those who should benefit from it. A tax imposed for a few years

would give American pulp mills time to adjust themselves to new conditions.

Mr. Timmins plea for some action in solving this pulpwood problem was seconded by Ernest Rossiter, general manager of the company, who urged that newsprint manufacturers meet and formulate a policy, presenting a united front on the question. He strongly criticized the work of the Pulpwood Commission, saying that what it had done could have been accomplished by a few business men consulting records.

## A. A. C. W. EMBARKS ON NEW FISCAL YEAR

### Executive Committee Votes Budget of \$295,411 at New York Meet— Hunt Renamed Manager— Committees Appointed

Business of the Associated Advertising Clubs of the World for the fiscal year was set in motion this week when the executive committee held sessions at the Advertising Club of New York. Lou Holland, A. A. C. W. president, presided.

Budgets totaling \$295,411 were voted; Carl Hunt was reappointed general manager; date of the Houston 1925 convention was changed from May 17 to May 10-14; and various committees were appointed to carry on the year's work.

The budget for the general fund, operating, educational, club organization, and similar activities, called for the expenditure of \$136,261, while that for the vigilance fund, pertaining to the work of the National Vigilance Committee, and its co-operation with the local Better



CARL HUNT

Business Bureaus and volunteer Vigilance Committees of the country, was for \$150.

Hunt showed that these budgets were based upon a conservative estimate of income, in view of the experience of the last fiscal year, ending June 1.

Hunt also showed that the Association had ended the last fiscal year (May 31) in better condition than ever before in its history, with \$37,427 cash in hand against \$9,730 last year, and with total assets of \$143,914 as against \$85,144 the year before, and with a surplus of \$58,261 as compared with \$41,742 the year before.

The biggest increase in the budget is vigilance work relates to the investigating department. New men are to be added in that field.

The Committee voted an additional \$2,000 for the budget of the National Educational Committee, to be employed for the promotion of church advertising.

President Holland was authorized to appoint a National Program Committee to have charge of the program at Houston, an On-to-Houston Committee to promote attendance, and a Committee of Constitution and By-Laws.

John H. Logeman, of Chicago, was appointed chairman of the National Exhibit Committee, to have charge of the advertising exhibit at the Houston Convention.

Herbert S. Houston, of New York, was reappointed chairman of the Association's Publications Committee; Paul T. Cherington, chairman of the National Educational Committee; George W. Hopkins, chairman of the Speakers Bureau; and Frederick M. Feiker, chairman of the Committee on Associated Advertising Clubs.

James Wright Brown, publisher of EDITOR & PUBLISHER, was appointed chairman of a special committee to cooperate with the National Golden Rule Committee of Near East Relief, in connection with the co-operation of Advertising Clubs and other advertising organizations in helping to promote International Golden Rule Sunday, Dec. 7, 1924.

Reuben H. Donnelley, of Chicago; Samuel C. Dobbs, Atlanta, Rowe Stewart, Philadelphia, W. C. D'Arcy, St. Louis, and E. D. Gibbs, Dayton, were appointed as a President's Advisory Committee.

The Executive Committee adopted a strong resolution endorsing the work which the Motion Picture Producers and Distributors of America, Incorporated, had been doing toward raising the standards of advertising the motion picture industry.

The Committee voted the Window Display Advertising Association and the National Publishers Association into membership as departments of the National Advertising Commission, affiliated with the A. A. C. W.

### "On-to-Houston" Committee Named

The "On-to-Houston Committee" of the Advertising Club of New York was announced this week as follows: Herman Halsted, of Paul Block, Inc., chairman; Earle Pearson, educational director, A. A. C. W.; P. B. Alexander, Crowell Publishing Company; Fred P. Motz, John E. Branham & Co.; and David Lee of Lee & Williamson.

### Hearst Approves Memorial Plans

William Randolph Hearst has approved the plans for the Hearst Hall, University of California to be dedicated in memory of his mother, Phoebe Apperson Hearst. The building, which is donated by the publisher, will be equipped on a much larger scale than the original hall destroyed by fire two and a half years ago. Surveys for a site will begin immediately.

### Brooklyn Eagle Opens Job Plant

The Brooklyn Eagle officially opened its enlarged commercial printing department Sept. 18. Invitations were issued to inspect the machinery in the new 7-story building. Buffet luncheon was served between 12:30 and 5 o'clock in the afternoon.

## SUPPLEMENTARY LINEAGE RECORD

Herewith are presented the 6-months' lineage figures of newspapers which either failed to supply their records in time for publication in EDITOR & PUBLISHER of Sept. 13, or who have since supplied revised statistics.

City	Newspaper	Total	Display		Classified	
			National	Local		
St. Louis.....	Post-Dispatch . (f)	7,327,040	1,271,760	4,843,440	1,211,840	
	Sunday ed. .... (i)	4,406,360	833,000	2,252,320	1,321,040	
	Total ..... (k)	11,733,400	2,104,760	7,095,760	2,532,880	
New York.....	World ..... (b)	4,772,826	711,858	1,441,884	2,619,084	
	Sunday ed. .... (i)	3,827,288	835,920	1,940,656	1,050,712	
	Total ..... (a)	8,600,114	1,547,778	3,382,540	3,669,796	
Birmingham ..	News ..... (k)	8,005,340	1,433,376	5,682,656	889,308	
	Fort Wayne.....	News-Sentinel . (f)	5,224,320	970,508	3,309,026	826,546
	Louisville.....	Courier-Journal . (b)	2,840,550	886,900	1,058,307	895,343
Seattle .....	Sunday ed. .... (i)	2,884,411	421,419	2,084,830	378,162	
	Total Morn. .... (a)	5,724,961	1,308,319	3,143,137	1,273,505	
	Times ..... (f)	5,205,394	942,238	3,358,851	904,305	
Seattle .....	Post-Intelligencer. (b)	2,927,680	675,094	1,607,200	645,386	
	Sunday ed. .... (i)	1,877,190	742,490	799,694	335,006	
	Total ..... (a)	4,805,870	1,417,584	2,406,894	970,392	
Erie .....	Times ..... (f)	4,324,016	838,292	2,906,456	579,068	
	Lima, Ohio.....	News & Times-Democrat ... (f)	3,745,798	551,852	2,517,886	676,060
	Honolulu.....	Advertiser ... (a)	2,953,720	297,906	1,214,058	441,756
Brooklyn .....	Star-Bulletin . (f)	2,750,888	483,329	1,886,108	305,074	
	Times ..... (f)	1,972,526	238,818	1,227,156	506,522	
	Sunday ed. .... (i)	417,362	41,090	349,564	26,708	
New Bern.....	Total ..... (k)	2,389,888	279,938	1,576,720	533,230	
	New Bernian . (b)	1,593,221	205,282	1,374,976	12,963	
	Sun-Journal ... (f)	1,532,651	204,414	1,316,759	11,478	
Stroudsburg, Pa.	Record & Times-Democrat ... (f)	1,269,453	249,270	943,723	76,460	
	Hastings, Neb. Tribune	1,083,264	290,122	688,576	104,566	

Editor's Note:—Readers are requested to attach these supplementary and revised figures to reports published in these columns last week.

### LEGEND

- a—Every morning.
- b—Every morning except Sunday.
- f—Every evening except Sunday.
- i—Sunday morning.
- k—Every evening and Sunday morning.

# NEW TABLOIDS IN NEW YORK AND MONTREAL

## Morning Sun Shines Over Canadian City, While Macfadden's Graphic, Under "Truth" Banner, Gives New York First Person Tales of Love, Beauty and Sudden Death

THE tabloid invasion sweeps on. During the week, the metropolis saw the birth of a third "half-fold" daily, *New York Evening Graphic*, six-day, published by Bernarr Macfadden, famous apostle of physical culture and successful magazine publisher.

News came from Montreal that a six-page picture and tabloid newspaper, under the name of the *Morning Sun*, had been established by John H. Roberts, publisher of *The Axe* and the *Sunday Sun*, is president. Frank R. Clarke, a former editor of the *Montreal Witness*, is managing editor and Leslie H. Roberts, son of John H. Roberts, is business manager.

Announcement was made that the first issue of the *Newark Press*, Newark, N. J., J. Fiske publisher, scheduled for September 15, had been delayed owing to difficulties in press installation.

The United States now has a total of eight tabloid dailies, established since June 26, 1919, when Col. R. R. McCormick and Capt. J. M. Patterson, co-editors and publishers of *Chicago Tribune*, founded *New York Daily News* which today enjoys the largest circulation of any daily newspaper in America, the last official three-months' audit showing an average sale of 720,862 copies for the six-day morning paper and 662,142 for the Sunday morning issue.

Following is a list of the daily tabloids of the country:

New York—*Daily News*; *Daily Mirror*, published by the Hearst Organization; *Graphic*.

Boston—*Advertiser*, Hearst publication.

Baltimore—*Post*, Scripps-Howard publication.

Washington—*News*, Scripps-Howard publication.

Los Angeles—*News*, Cornelius Vanderbilt, Jr., publication.

San Francisco—*Herald*, Cornelius Vanderbilt publication.

Five tabloid newspapers have been started and suspended through lack of public support, as follows: *Baltimore Times*, *Detroit Ledger*, *St. Louis American*, *Boston Record*, *Chicago Day-Book*.

Two standard-form dailies, *Des Moines Star* and *Seattle Union-Record*, for a short time tried tabloid form, returning to the standard size.

News, pictures, opinion and entertainment proportions of all the tabloids vary, but all are an adaptation of the huge circulating tabloid picture dailies of London, which there are three: *Daily Graphic*, *Daily Mirror* and *Daily Sketch*. All have a basic element brevity in news recital.

Cornelius Vanderbilt, Jr., has announced he will start a "string" of tabloid dailies, perhaps eight, and that he would leave Detroit next. Tabloids have been issued for many cities, and following success of New York Daily News the ball forms threatened to break out in first class cities of the country like mushrooms in a pasture after a spring storm.

The subject was studied, however, it is discovered that there is a very special technique in tabloid editing, as well as advertising and circulation methods, and the tabloid enthusiasts came to the conclusion that such enterprises are not without speculative elements.

Bernarr Macfadden entered the New York field with a fanfare of advertising other newspapers, which, like his first announcement in EDITOR & PUBLISHER, promised a newspaper novelty nothing short of startling. Many established newspaper practices were discontinued and repudiated in these promises. Particularly, the *Graphic* was to be a wholesome and entirely constructive journal, for the home. It would not exploit "crime" news nor heroize the lowest elements of society.

The first issue, coming on Monday from the former *New York Evening Mail* plant, near City Hall park, which Mr.

Macfadden purchased from Frank A. Munsey, is said to have represented a total run in excess of 300,000.

First page typography was interesting, but not perfectly organized, and the news treatment was remarkable. "Nothing But the Truth" was the slogan. The displayed banner line read: "Hero Saves Pals In Blast," and the story was told in six lines of eight-point italics, followed by two-thirds of a column labeled "By Foreman Philip Brady, as told to a Graphic reporter." The news concerned the act of the foreman in rescuing three workmen from an excavation where an explosion had occurred. The story was routine news in other offices.

In the late edition of the *Graphic* of Monday there was a three-column wedding picture of a New York artist and an English baronet and a story, the like of which has not been seen in New York, at least in a lead position. It was "By Mrs. Clifford, Who has known the bride for a long time and has been housekeeper at the studio apartment in 34 East 51st street." It was all about whether a woman can marry and still hold to her career in art, and if it was written, as represented, by Mrs. Clifford, a housekeeper, she has cultivated the newspaper idiom to a nicety.

As the pages of the *Graphic* unfolded it became manifest that the first person singular was the approved news form. "I know the Man Who Killed My Brother," was a five-column hanner in 72 point, and the story was "By Mrs.

Minnie Nunamacher, of Jersey City. "Friends Dragged me in Gutter." "I know Man Who Killed My Girl." "We Faced Death Together in Flames." "Must I Die Because I am a Poor Boy?" "I am Now the Mother of My Sister's Son." "I am Old, Poor, But Keep Your Charity," were other first person singular head-lines displayed in the issues of Monday and Tuesday, each proclaiming a "by-line" story, ostensibly written by a principal or some authority, however obscure. In instances the first person singular was used over a news despatch without any quotation for a base, as in the case of the line "I am Now the Mother of My Sister's Son," written over a despatch reciting such circumstances, but with no interview to support it. It made a rattling good headline, but the story was disappointing.

In the second number of the *Graphic* a notice appeared on page one, saying: "The *Graphic* is not interested in presenting the grim details of the murder (a New Jersey case) as such. It is interested in the speedy solution of crimes of this nature in order to bring criminals to justice."

On the same page all the pictures, six in number, concerned persons, victims or principals, in murder cases, including one of Leopold and Loeb in court, the lead stories on both sides of the page were crime stories, and four of the seven remaining stories, in minor display, on page one were conventional crime stories. In space, on page one of that issue, only

three inches did not relate to either murder or rum running. In fact, except for the "by-line" treatment of the news, wherein the intelligence of house-keepers, foremen and any person in the street who might be a witness in a case, was substituted for the discriminating writing of a trained reporter, the initial numbers of the *Graphic* indicated no remarkable innovation as regards either the selection of news or its treatment. It was a sensational newspaper.

The early numbers of the new tabloid exhibited some fair to ordinary illustrations, a considerable number of half-column portraits, a double-truck of news pictures, many of which seemed to us as unfortunate selections for the premier numbers of a newspaper so heavily devoted to pictures. The job did not appear to be expertly handled, and doubtless will improve.

There was an unique and sensational top-page half-tone strip labelled "The *Graphic's* Daily Photo Drama From Life." Some story from real-life is selected and four or five photographs are made to illustrate it. These photographs evidently are the work of movie actors responding to some director who has a stock of properties in a studio. "She killed for Love: Will the Law Forgive Her?" is one title, and the excellent photographs tell the story, aided by ample cut-lines, of a Polish writer who ordered his wife to murder him, thus to escape a lingering illness. She is shown shooting him as he lies in bed. "Murderess," said the law, and the final picture shows her kneeling in the shadow of the guillotine.

Other features are a page of sport pictures, several comic strips, radio program, stock market discussion without quotations, a daily sermon, how to play a ukulele, a full page of editorials with some good, plain-language writing, Broadway gossip by Walter Winchell, reviews of plays by selected persons not of the theatre instead of by a critic, movie news, physical culture by Mr. Macfadden, and others, a love diary, bedtime story, cute kid sayings, sporting cartoon by Thornton Fisher, human interest cartoons by Ryan Walker, hack page editorial by Mr. Macfadden, a woman's feature by Mrs. Macfadden and a run of illustrated news-features.

Two or more pages are given to peppery fiction. For a newspaper that has stressed its moral qualifications, the fiction story called "The Romance of an Artist's Model" naturally draws comment.

In plain language the heroine, at 16, is depicted as forming a "great and splendid love" for the son of the town's richest man. "He lifted her out of the rut of her life," the story goes, "and in return she gave herself to him." It is discovered that they "must be married at once." The young man "honorably volunteers" to take her to another town and wed her. His high-powered car is wrecked, he is killed, she is shocked and the doctor attending her announces: "You needn't worry, kid. You are not going to have a baby. The accident—"

The girl is made to say: "The mere fact that my poor dead Rob and I violated the moral code of Mapleton did not, in the least, mean that we did not respect it."

A picture of a girl in bathing costume was shown large on the back page of the first number. Readers were told that this personable young woman, in street costume, would travel about in the subway looking for courteous men who would yield their seats. "If you can pick her out on a subway train she will see that the *Graphic* rewards you." When she sees a courteous gentleman she gives him a card, inviting him to call at the office and get a premium.

Many years ago in New York a variation of this stunt was stopped by the police because impudent youths were using the license to speak to women cars (Continued on page 23)

Our Subway Girl Will Pay Cash for Politeness on Trains

### NOTHING BUT THE TRUTH NEW YORK EVENING GRAPHIC AFTERNOON EDITION

Vol. I, No. 4 NEW YORK, SEPTEMBER 18, 1924

# Two Foil Death Chair

## Convicts Cling to Mothers as They Await Fate

### Out From the SHADOW OF DEATH



"I'm Lousy," said Marion. "Only God and Me Can Understand." Perhaps Now He'll Make the World, Too, Understand

who was kept the entire of... I cried for Joy at News From Sing Sing

By Mrs. Crole Schurz

As soon as I heard that Marion's... I cried for joy at the news...

### Would Have Kicked Off With Grin

Resigned after many heavy-hearted months in the gloom of Sing Sing's death house to forfeit their lives in the electric chair tonight, two young convicts of murder were snatched back from the brink of eternity by a Governor's mercy today.

The death sentences of "Iron Mike" Jaroszewski and Frankie Miller were commuted to life imprisonment by Gov. Alfred E. Smith on what the two doomed men thought would be their last day in the death house.

In a vivid dramatic human interest the two condemned men a few minutes before the glad news of the commutation was brought to them, said a warden the excited start of their lives.

The action, a social warner, committed to tell her story to a *GRAPHIC* reporter.

With two pine caskets in a corner of the death room not 100 feet away, awaiting their bodies the youthful men, standing at the foot of the gallows, poured forth to her their parting tale of human lives created and treated by fate.

"Iron Mike" Jaroszewski was sentenced to death as a result of the killing of Mrs. Katherine Shanley of Buffalo, who was shot near the bridge over the river which they had been crossing at 10:30 P. M. last night.

"I had friends," he said, "who would have helped me to escape, but I refused. I was a man of honor and I would not do that."

"I'm different. I had a chance to get out of Sing Sing, but I didn't. I was a man of honor and I would not do that."

Many years ago in New York a variation of this stunt was stopped by the police because impudent youths were using the license to speak to women cars (Continued on page 23)

Startling front page art characterizes the *Graphic*, which has also shown a liking for news of criminals eluding capital punishment. A typical "first person" story appears at the bottom of the page—illustrated.

## NO MORE DEALINGS WITH WIRE UNION CANADIAN NEWSPAPERS SAY

**Morkrum Machines Will Replace Canadian Press Operators  
Who Struck After Refusing Arbitration—News  
Only Slightly Curtailed**

THE act of the union press telegraphers of Canada in repudiating an arbitration clause in their contract with the Canadian Press and declaring a strike intended to tie up telegraph communication among 106 newspapers, occurring on September 11, has been met by the management of the press service and its newspaper clients by a refusal to consider further negotiations with the union. It is declared as the future policy of the organization that employees shall be dealt with as individuals only.

The strike did not tie up communications, it is announced by J. F. B. Livesay, general manager of the Canadian Press, who made the further declaration that his organization had entered into a contract with the Morkrum Company, of Chicago, for a complete installation of automatic telegraph printers. By these means the news will be delivered to clients, and also exchanged through sending and receiving instruments on the circuits maintained by the association. This system, which is in use on various circuits of the press services of the United States, dispenses with the Morse operator, but employs, for sending purposes, a so-called "puncher," who is in reality a typist, requiring no greater degree of skill than that of the ordinary stenographer. The "punchers" have been organized in the United States by the telegraphers' union in shops recognizing the union, but as little skill is required they are easily replaced.

According to news reaching EDITOR & PUBLISHER the strike has meant to the Canadian dailies merely a slight tightening of the volume of news, condensation of reports, without any instance of the omission of an important happening. Three methods have been employed by the Canadian Press to supply the newspapers without the use of the Morse keys.

As a basis, telegraphic service itself between C. P. offices in New York, Toronto, Winnipeg and Vancouver has been maintained uninterruptedly by the company's superintendent. Supplementing this the telephone has been utilized to excellent advantage, a regular service between C. P. and member offices being operated day and night. A third medium has been the radio. Members owning broadcasting stations have placed them at the disposal of the C. P. and news has been transmitted to the smaller dailies in the surrounding country at stated intervals.

In a statement to EDITOR & PUBLISHER, Mr. Livesay said that this organization was well satisfied with the situation and particularly pleased with the number of messages received from members throughout the Dominion congratulating the management on its stand.

"This is not a wage dispute" explained Mr. Livesay. "The wage issue faded in to the background when the Commercial Telegraphers' Union of America deliberately broke its agreement with this company and called a strike at 24 hours' notice. The rock on which union agreements are founded is the sanctity of the contract.

"Four years ago the Canadian Press entered into an agreement with the Commercial Telegraphers' Union of America which was designed to be of a permanent character and an arbitration clause was deliberately included to take care of such a dispute as the new wage scale. That is the company's contention. When the men's committee denied this, the company offered to arbitrate the interpretation of that same arbitration clause, to which they had a clear right. This also the men refused, as they also refused to avail themselves of the Conciliation Board appointed by the Department of Labor at Ottawa. The Canadian Press therefore can make no further agreement with an international union that does not respect its contract.

"We are doing very nicely" continued

Mr. Livesay. "Since the men quit work last Thursday we have carried on our news services uninterruptedly and day by day they are increasing in volume and efficiency. We are engaged now in converting the Canadian Press from a man or Morse operated news service to a machine operated news service and for

L. B. Tyler now assistant general manager will succeed Pattison. The retiring general manager has been connected with the Republican almost 10 years. He was for many years publisher and treasurer of the *New York Evening Post*.

### Printing Firm and Daily Merged

A syndicate headed by Claude E. Townner has purchased the *Monongahela* (Pa.) *Republican* and the Zimmer Printery and will merge the two concerns. Work has been started on a new building. The new owners, who have obtained a Pennsylvania charter with a capital of \$100,000, will assume charge of the plant Oct. 1. Mr. Townner will be general manager and editorial director while Harry T. Zimmerman will be business manager.

## SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE ANSWERS EDITOR

She sits all day with pencil poised,  
She thinks and thinks, and racks her brain  
To find some way to soften love  
And ease a wretched victim's pain.  
Upon her desk are stacked the woes  
Of loved and unloved, crossed and crazed—  
A mass of problems rising till  
No wonder even she is dazed!

Who knows the stabs of Cupid's darts  
As she who diagnoses grief?  
Who knows as she that thorny way  
Of agonies beyond belief?  
Into her sanctum pours the stream  
Unending, from the loved and lost—  
A fevered pile of fervid stuff,  
Of broken hearts by fortune tossed!

And so she sits, and sits and sits,  
And so she thinks, and thinks and dreams;  
And so she reads and reads and reads  
Till tears of pity run in streams!  
And so all day, with pencil poised,  
She racks her brain, she strains her eyes,  
She who must hear love's moaning voice  
And find some way to sympathize!

Outside the hurly-burly world  
Goes on its way with headlong rush,  
Nor heeds the sacred silences  
Where broken-hearted lovers gush!  
And she who sits and thinks and dreams  
From day to day, from day to day—  
By gosh, if anybody does,  
She earns her pay, she earns her pay!

this purpose have concluded contracts with Morkrum Company of Chicago. This plant is in process of being installed at all strategic points."

The following announcement appeared in some Canadian newspapers: "The Canadian Press has arranged to use the *Toronto Daily Star's* broadcasting plant, CFCA, at stated intervals during the day for delivering a news service to such Canadian Press members as its range may reach, including specially the territory west from Belleville to London. These periods will be Eastern standard time as follows: 10:30 a. m.; 12 noon, and 1:30 p. m. Copy will be prepared and filed by Canadian Press editors and despatched by the Star radio operator, "J. F. B. Livesay, General Manager."

### Pattison Leaving Scranton Republican

W. J. Pattison, general manager and part owner of the *Scranton* (Pa.) *Republican* has sold his interest in that paper to Col. L. A. Watres, and will sever connections with the daily December 1, to become affiliated with another publishing enterprise. Conditions surrounding the new enterprise do not permit of a detailed statement at this time, he declared.

### A. P. ADDS TO BERLIN STAFF

**Louis Lochner Sails Sept. 20 to Report  
German News**

Louis P. Lochner sails Saturday this week on the S. S. Cleveland to become a regular member of the Berlin staff of the Associated Press. He has been in this country since August 10, having come here from Berlin, where he was temporarily assisting in the A. P. office.

A graduate of the University of Wisconsin, Class of 1909, Lochner was the first Fellow in Journalism at that institution, studying international relations under the late United States Minister to China Wallace Reinsch. For five years he was international secretary of the International Federation of Students, and in consequence editor of the association's organ, *Cosmopolitan Student*. He has spent considerable time in Europe studying European conditions.

At various times he has been connected with the *Milwaukee Free-Press*, the *Madison* (Wis.) *Capital Times*, and the *Madison* (Wis.) *State Journal*.

While in Berlin before he acted as secretary of the Foreign Press Correspondents Association.

## BARGAIN DAY FAVORED BY CIRCULATORS

**But Pacific Northwest Managers Frown  
On Premium Lures at Spokane  
Meet—Eugene, Ore., Chosen  
for 1925**

"Bargain days" for newspapers as a means of boosting circulations were advocated at the annual convention of the Pacific Northwest Circulation Managers Association held September 11 and 12 at Spokane, Wash. The subject was discussed by David H. Smith of the Portland, Oregon Journal, and met with general approval.

Mr. Smith declared the bargain idea one of the best circulation getters when properly handled. He advocated using advertising, circular letters and other publicity methods to get the word before the people. Mr. Smith insisted that newspapers should be sold on the merits rather than on a premium basis. A majority of those attending the convention concurred in the statement that too many prizes and premiums were being offered.

The association chose Eugene, Ore., as the next meeting place, sometimes in March or April, the date to be set in incident with the convention of the Oregon Press Association. No election of officers was held.

High class carriers are not as difficult to obtain as in the past and there has been much improvement in this respect. C. H. Breed, of the *Spokane Spokesman-Review* declared.

The California code of reference for those applying for positions was adopted upon motion of E. P. Hopwood of the *Portland Oregonian*.

Short papers were also read by the following: Howard Parish, *Seattle Spokesman*; J. M. Dunning, *Pendleton East Oregonian*; J. E. Turnbull, *Eugene Oregonian*; Ellis B. Hall, *Centralia Chronicle*; C. H. Breed, *Spokesman-Review*; Frank Gieson, *Seattle Post-Intelligencer*; W. B. Woodward, *Everett Herald*; Oscar Packard, *Seattle Times*; E. P. Hopwood, *Portland Oregonian*; H. L. Duffie, *Spokane Chronicle*; S. S. Smith, *Medford Mail Tribune and Sun*; P. B. Foelkner, *Aberdeen*.

Present officers of the association are: C. H. Breed, *Spokane Spokesman-Review*, president; David H. Smith, *Portland Oregon Journal*, vice-president; E. P. Hopwood, *Portland Oregonian*, secretary; treasurer: J. C. Adams, *Boise Statesman*; and W. D. Lyles, *Tacoma News-Tribune*, directors.

### NEW TENNESSEE DAILY

**Kingsport Times Will Appear Oct. 1  
—Now Semi-Weekly**

The *Kingsport* (Tenn.) *Times* will begin the publication of a daily Sunday morning newspaper on Oct. 1. The *Times*, which was established as a weekly in 1917 and which has been published as a semi-weekly since 1921, is owned by the Kingsport Publishing Company, Inc., of which Thomas E. Pratt is president and Howard L. Secretary.

Associated Press service will be in addition to features from the *Capital Press Association* and the *Capital Tribune Newspapers Syndicate*. A page colored comic supplied by the *Color Corporation* will be run each day.

### McIntosh Joins San Antonio Light

William E. McIntosh, formerly business manager of the *Fort Worth Light*, has assumed his new duties in the capacity with Hearst's *San Antonio Light*. Before joining the *Light*, McIntosh was for 3 years with the *Worth Press*. He was with *Worth* Scripps papers for 15 years previous.

### To Plan Pan-American Meeting

The executive committee of the Pan-American Conference of Editors is scheduled to meet in Washington, Sept. 29, to discuss conference

# PUBLIC DEMANDING INTERPRETATIVE NEWS

## Huge Sums Now Being Spent to Cover Events in Remote Places of the World, Karl Bickel, United Press Chief Declares—Speed Must Increase to Compete With Radio

By WARREN BASSETT

THE nation was mildly amused when the newspapers printed news of the world fliers under the date line—"Ice Tickle, Labrador."

"Sounds like a new soft drink," was the comment, and that was all. But to newspaper men it had a deeper significance.

It symbolized the amazing thoroughness with which press associations and individual newspapers are covering the news today—a thoroughness which has come to be accepted by the public as a matter of course, but which was undreamed of 20 or 25 years ago.

Wherever news breaks today it is covered. The newspapers demand it—the press associations comply. It does not matter that the scene of the story is a tiny fishing village in Iceland, or a remote section of China virtually cut off from communication with the outside world—the newspapers must have the news.

Spot news is the demand, and the demand is increasing. Expense is disregarded. Feats of news gathering which would have been greeted with astonishment 15 years ago tread on each other's heels today and are accepted with scarcely a comment.

Karl A. Bickel, president of the United Press Associations and keen student of news trends and methods, was asked to discuss the present situation for EDITOR & PUBLISHER. He brought out the fact that the increasing demand for spot news is not merely the result of better transmission facilities, but a widened interest on the part of newspaper publishers and the public in world events.

"The world war is chiefly responsible for the present tremendous interest in world affairs," he declared. "The war pushed back news horizons infinite distances. We realize today that a happening at some far off point may directly affect us. When Chang Tso Lin declared war in China recently all the newspapers wanted the news. Not only a brief item that fighting had started, but an interpretative story explaining the meaning of the conflict, the motives and issues behind it, laid down on the telegraph desks day by day. To give this we sent a man to Mukden last week.

"World news is being covered more thoroughly today than at any previous time. Not only the big stories of the day but the events of lesser importance. For instance, the women's tennis matches at Wimbledon, which were merely preliminary to the Olympic contests. They were not highly important, but it cost the press associations approximately \$100 a day in cable tolls to furnish the story of the matches to the newspapers of the country.

"And the Olympic games. Each event, regardless of whether American athletes were prominent, was covered as fully as though it took place in Newark. Cable tolls mounted to nearly \$1,000 a day. But the meet was covered completely and accurately. And the public ate it up.

"The trips of Firpo from South America to the United States have proven a meal ticket to the All-America cables. Long daily stories were filed not only by the press associations but special correspondents to supply the demand for news.

"The Democratic convention in New York was covered probably more completely than any previous political gathering, and at an expense to the press associations of approximately \$30,000.

"When the Titanic sank in 1913 a newspaper spent \$10,000 to cover the story. This was broadcast as an astonishingly expensive news feat. That was a tremendous story—but it is common today to spend from \$3,000 to \$5,000 to cover events not one-tenth as important.

"Covering the world fliers across Iceland and Greenland was a difficult and

expensive task. The cost has not yet been estimated but I understand the radio rate will total 21 cents a word. And seldom was the world flight the dominating news story of the day."

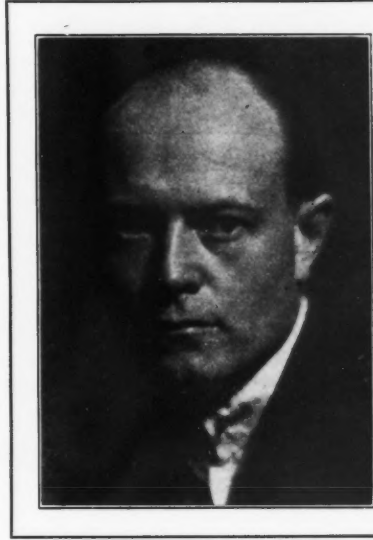
Where is the increasing demand for spot news coming from—newspaper publishers or newspaper readers? President Bickel was asked.

"Where is the demand for balloon tires coming from?" was his answer.

But he did not leave the question hanging.

do not believe the newspapers have much to fear. The publication of extras, of course, is even now affected. But radio can never give the complete news report of the day as the newspapers can give it.

"Radio is an imperative thing. Like the newspaper it cannot be laid aside and picked up in a moment of leisure. You miss the event if you are not at the loud speaker as it is being broadcast. And even then you get only the fact. The newspapers are read for color and interpretation. With big news being



KARL A. BICKEL

"The war pushed back news horizons infinite distances."

"World news is being covered more thoroughly today than at any previous time. Not only the big stories, but events of lesser importance."

"We must be more than mere collectors of news—we must weigh and interpret its significance."

"Inch by inch radio is edging into the business of news distribution, but I do not believe newspapers have much to fear."

"I would say the newspaper publishers are demanding more news in order to make better newspapers," he went on. "Newspaper readers in the United States are the most exacting in the world, and for that reason we have the best newspapers in the world. Show me an outstanding newspaper in England, France or any other country, and I will show you an American paper which is better."

Bickel does not foresee a time when a more leisurely spirit will permeate the business of news gathering. Speed and more speed will always be the demand of the American press. But he sees a change in the treatment of news stories.

"There is an increasing demand for interpretative news," he stated. "The fact alone is not sufficient. The events leading up to the fact and the events which it more precipitate must be told. We must be more than mere collectors of news. We must weigh and interpret its significance—for that is what the public is demanding. The simple news of a riot in the streets of Berlin in which people are killed no longer makes an impression. Unless the reasons behind it and the possible consequences are told it is virtually meaningless.

"The newspapers and press associations of the United States are already the fastest news collectors in the world. But that speed will have to be increased to compete with radio.

"Inch by inch radio is edging into the business of news distribution. This was never so graphically illustrated as in connection with the Democratic National Convention. Extra editions rushed from New York to suburban towns carrying the 71st ballot would reach the newsstands just as the complete report of the 80th ballot was coming over the loud speaker. The editions were old before they arrived.

"The results of big sports contests are now known instantaneously via radio. However, in spite of these instances, I

flashed by radio, newspaper publishers will no longer have the obligation of going extra to give the public the news. More time and effort can be spent on improving details and interpreting the facts.

"Personally I think the American Telephone & Telegraph Company and the Radio Corporation of America are carrying news almost against their own desires in order to gratify the popular demand. Press associations are heavy clients of both companies and I am convinced they do not intend to encroach upon our business. But radio has come to stay and inevitably it will carry news matter."

Will press associations enter the radio field by erecting their own broadcasting stations for the distribution of news?

Not in the immediate future, President Bickel stated. Popular radio telephony is still an infant industry of only three years' growth, in his opinion, and has by no means exhausted the possibilities of its development. Changes in apparatus and technique are being made with frequency. Experiment still dominates the industry. It would be silly to set down any limit to radio at present, according to Bickel, but today the telephonic art is not developed or adapted to general practical use for press association news transmission.

Leaving the subject of radio, President Bickel was asked to discuss the interest in American news abroad since the war in comparison with the increased interest in foreign news in the United States.

"There is an even greater proportionate interest in American news abroad since the war," he said. "The people of the world are more keenly interested in America today than ever before. America is the repository of the world's credit—and the world is very much interested in money.

"The United Press is serving a world-wide news report to more than 50 large

newspapers in Europe, as well as several European press associations, such as the official Russian Telegraph Agency, the Exchange Telegraph of London, Radio Agency of France, British United Press. In the Far East we serve the Nippon Dempo Tsushin Sha Ltd., the leading news agency of Japan.

"The increase in American news interest in South America is well known. Seventy-five per cent of the largest papers of South America receive United Press dispatches daily. We directly serve more than 30 newspapers in China and the Philippines, as well as 175 in Australia through the Australian Press Association.

"The American world-wide distribution of news is becoming a great industry—as far flung as the international distribution of American oil or harvesters, even exceeding in some respects the distribution of American automobiles. It is constantly growing and developing, and its possibilities are endless."

Now 42, the president of the United Press Association has been a student of news since his high school days in Geneseo, Ill., his home town. During his senior year he acted as news editor of the *Geneseo Daily Arena*. But it was on the *Davenport (Ia.) Times*, where he put in 16 hours a day reporting for the salary of \$9 a week that he received his most valuable experience, he declared.

"Personally, I believe work on a small daily in a town of twelve or fifteen thousand, is the best training in newspaper work a man can get," he said. "You get the full picture. You do all types of work. You are reporter, feature writer, and copy reader rolled in one. On the *Davenport Times* the staff was small. After the day's copy was in every man had to write a feature for use in the next day's paper.

"I believe in journalism schools, but I don't think I would advise a young man to take a strict journalism course. The general liberal arts course, with writing and literature featured, combined with electives in journalism is more valuable, it seems to me. Top this with a year's training on a small town daily and add natural talent, and you have the basis for a brilliant newspaper career."

After leaving the *Davenport Times*, Bickel went to California where he entered Leland Stanford University. He made his way through by doing special correspondence for newspapers.

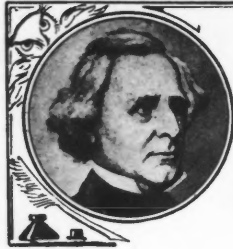
When the United Press was organized he became first a district manager, then sales manager. His work was so effective he was made general manager, and more recently president of the organization.

### Bangor (Me.) Commercial Sold

Dr. Frank H. Gordon of Bangor has purchased the *Bangor (Me.) Daily Commercial*, from the estate of J. P. Bass. The Commercial was established in 1871 and was Bangor's only afternoon newspaper. It was purchased by J. P. Bass in 1878, who was its publisher until his death in 1919, when his interest passed to his nephew, A. E. Bass of Randolph, Me.

### H. R. H. Visits New York Ad Club

H. R. H. the Prince of Wales was a guest at the Advertising Club of New York on Sept. 18. Arriving at the club house on Park Ave., at 5:45 in the afternoon, he was met by officers and directors, headed by Jesse H. Neal, executive secretary of the Associated Business Papers, Inc. Frank Harwood, advertising manager of the American Tobacco Company, and club vice-president escorted the Prince on an inspection tour of the club building. The Prince shook hands with about 50 club members. The day before the Prince inspected the plants of the *New York Times* and the *New York Herald Tribune* as guests of Louis Wiley, Times business manager and Ogden Reid, Herald Tribune Publisher.



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued from last issue)

## CHAPTER NINETEEN

### Mr. Bennett Threatened With Assassination—Again Castigates the Tribune and Ridicules the Journal of Commerce

ON November 21, 1856, the Herald printed the following letter from Charleston, S. C.:

“Charleston, S. C., November 17, 1856.

“To the Editor of the *New York Herald*,  
“Dear Sir:

“I write merely to inform you of something of the utmost importance to you, which is simply this: that you and Horace Greeley will most assuredly be assassinated if you visit Washington during the meeting of Congress. I give you the above advice. If you see fit to profit by it, so well, so good.”

At the writer's request, his name was withheld from publication, and Mr. Bennett treated the warning in a jocular vein as follows:

“This is dreadful, indeed. To be assassinated, no doubt with a gutta percha cane that will not break. The prospect is enough to make a man recommend his soul to God forthwith, and sign his will. We have no information as to Mr. Horace Greeley's intentions, nor can we say whether under such circumstances, he will venture to visit Washington. For ourselves, should business take us there, we fear we shall not gratify our assassins as fully as they might wish. It is our intention to make arrangements with the State of Rhode Island and Providence Plantations to keep the South Carolinians quiet, and as we know they are able to do so, we shall pursue our course with comparative composure.”

While the Herald had advocated the protection of existing slave ownership under the terms of the Constitution, yet it strongly opposed the rash policy of the South Carolina “fire-eaters,” who favored the reopening of the foreign slave trade and the obtaining of more raw labor from the shores of Africa for their vast plantations. It was his vehement opposition to this astounding scheme in defiance of the laws of God and man, that brought down upon him the wrath of many of the Southern planters.

J. C. Fremont's defeat for the Presidency was a great blow to the abolitionists, and Mr. Bennett held up their leaders to ridicule. He also criticized prominent clergymen for having entered the campaign and preaching “slandorous political sermons.” After a severe slap at Rev. Henry Ward Beecher, of Plymouth Church, for his perversion of the truth as to Buchanan and the South, he referred to Rev. Dudley Tyng, who, having been “kicked out of his church for preaching a political sermon,” had set up “an opposition conventicle. This is regular pious pluck and Beezebub, with all other sinners, should immediately show their admiration for the parson, by becoming members of his new church. He's exactly in their line.”

He blamed Greeley and the Tribune for Fremont's defeat.

The result of the Presidential election was a notable increase of hatred between the abolitionists and the defenders of the Southern slave owners. As Bennett bluntly put it, “Fremont's defeat has caused another furious flare-up over the niggers!” Referring to the Tribune as a supposedly innocent “sucking dove,” but in reality an unscrupulous agitator for the destruction of the constitutional rights of the slave owners, he in a long article held up the abolitionists to scorn as “traitors” openly working for the ruin of the Union. This was but the beginning of a long and ferocious editorial conflict, in which both sides called each other hard names. The Tribune referred to Bennett and the Herald as “nigger drivers,” and Bennett retorted that Greeley was a “nigger worshipper!”

Mr. Bennett kept himself well informed as to the condition of the Herald's contemporaries, and concerning the decline of the Weekly Tribune in circulation, said in September, 1857, “It represents no business want; it is the organ of no great interest, social, religious or political. People can breakfast, dine and sup with the most perfect equanimity without having perused the Weekly Tribune, though whether they can sleep without its aid is not quite so certain.”

The elder Bennett, like his son did later, had a habit of omitting names of men who had incurred his displeasure, from stories in which they were the leading features, and on Oct. 5, 1857, the Tribune drew attention to a case of this kind as follows:

“The *Herald* boasts a good deal of its power, but it is a very weak and timid affair after all. It seems that it is now in such a narrow pass, that it can't safely print the name of the Hon. Daniel E. Sickles, even in its advertising columns. A political advertisement containing this formidable name was paid for at the *Herald* office the other evening, but when printed next morning, the name of Sickles had been struck out! The reason is that Sickles has prosecuted the editor of the

*Herald* for libel. Now this is a poor and petty business, which no newspaper with a little serviceable brains in its editor's skull would be guilty of.

“There have been several signs lately that the *Herald* is falling into decay, but this would seem to leave no doubt on the subject.”

### The Dred Scott Case

The decision by the U. S. Supreme Court in the famous Dred Scott case (1857), did much toward bringing on the Civil War, now dimly foreshadowed by Mr. Bennett. In brief the Court held that negroes were not citizens of the United States, and that a slave was not made free by being taken to a Free State and there maintained by his master.

The decision was spoken of in the Herald as “a bombshell, which will at once reopen the slavery agitation in all its length and breadth, henceforth slavery in the Territories is an issue which must be decided by the laws of climate, products, races, the natural growth of our population and immigration, for henceforth Congress can have nothing to do with the subject.”

Greeley in the Tribune said: “While there is much to give us pain and to excite our apprehensions in the Dred Scott decision, we confess that no part of it more thoroughly stirs our indignation than that which at one stroke disfranchises all persons of color in the United States. Chief Justice Taney was compared to Jonah, and the decision was denounced as “not only a piece of detestable hypocrisy and falsehood, but it is mean and skulking cowardice.”

A day or two later, Bennett prophetically declared, in a long editorial, that “the black Republicans are preparing their platform for the great and terrible fight which is sure to come in 1860, and plunge us into a fearful conflict between the nigger worshippers and the nigger drivers, North and South.”

## CHAPTER TWENTY

THE embittered controversy between the Herald and the Tribune continued unceasingly and should be highly diverting to present-day readers, divested of the rankling hatred generated by the serious problems then confronting the nation. Apparently Bennett had a little the best of it in his satirical attacks on Greeley, as, for instance, in 1858, when the latter started on his anti-slavery lecture tour, Bennett said:

“Greeley is running about the country delivering lectures at fifty dollars each. Dana and Ripley, managers and associates of the *Tribune*, are writing articles at \$2 a page for Appleton's ‘Cyclopaedia.’ These facts show that nigger worship is nearly at its close; that anti-slavery agitation is going down, and that wherever it becomes defunct, the *Tribune*'s nigger circulation will collapse.”

He also repeatedly warned his readers as to what he feared might happen if the coming Federal election should be won by the Republicans, referring, under the head of a “Foretaste of a Nigger Worshipping Administration,” to a Republican soiree in Washington, where two colored guests had been the lions of the fete, and saying:

“Pompey and Sambo may now lift up their heads and exult: the good time is coming; the oppressed shall not only go free, but they shall eat boned turkey, drink champagne, flirt in quiet corners, participate in the ‘German’ and, like the boatman on the *belle riviere*, dance all night till broad daylight, and go home with the (white) gals in the morning!”

In a later editorial on the critical situation, the Herald said:

“The nigger worshippers of the North are working for the severance of the Union, and the nigger drivers and fire eaters of the South are laboring to accomplish the same result. They are all alike traitors to the Constitution and the Union, and doing their best to destroy this fair political fabric, raised by the wisdom and cemented by the blood of our forefathers.”

It was also in 1859 that the proprietor of the Herald made his famous alliterative reference to “Buchanan, Bonaparte and Bennett” as the three great controlling forces.

### Bennett and Greeley Compared

In a review of American journalism published in the *New York Leader* in 1859, the two great editors were compared as follows:

“The two most commanding editors are undoubtedly James Gordon Bennett and Horace Greeley, and without drawing comparisons to the advantage or detriment of either, it is enough to say that in each of them there is an idiosyncrasy which gives them such prominently distinctive traits as to attract and fix them in the public mind. It is difficult to conceive of two persons more unlike in thought and action. \* \* \* It is impossible to express any idea more ludicrous than that of Bennett and Greeley under the same yoke.

“To Bennett the public owes its warmest thanks for taking the lead in the improvement of the American press; in energy, activity and every quality that gives interest to a daily paper.”

(To be continued next week)

Blue Ribbon  
FICTION

First Run Work of First Class  
Authors  
Blue Ribbon Serials for Sunday  
(one release a week)  
Blue Ribbon Serials Week day (six  
days a week)  
Blue Ribbon Short Stories—from  
8,000 words down.  
Well Written Tabloid Short Stories  
of 300-600 words

BLACK & WHITE  
Strips

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

COMICS IN COLORS

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

THE GUMPS  
By Sidney Smith  
CASOLINE ALLEY  
By Frank King  
HAROLD TEEN  
By Carl Ed.

WINNIE WINKLE  
By Branner  
SMITTY  
By Berndt

TENNIE WEENIES  
By W. M. Donahay  
MOON MULLINS  
ONE ROUND TEDDY  
By Willard  
By Sals Bostwick

GOOP ETIQUETTE  
By Gelett Burgess

W. E. HILL  
PAGE OF COMICS  
in Gravure or Black and White  
HEROES OF THE WEEK  
Half page by Sals Bostwick.

CARTOONS

John T. McCutcheon—Carey Orr—  
Gaar Williams

BURNS MANTLE  
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S  
STORY  
Raymond Kelly

DR. EVANS  
The first and best of newspaper  
Medical Writers.

WEEKLY COMIC  
STRIPS  
JOLLY JINGLES  
By Hunter

EMBARRASSING MOMENTS  
By McCullough

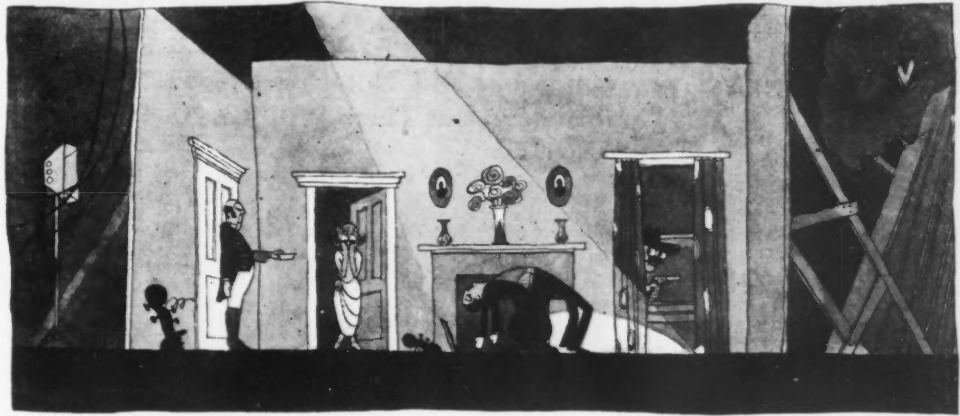
SENTENCE SERMONS  
Roy L. Smith  
Daily and Sunday

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

LEASED WIRE Service  
Foreign—National—Local

PACIFIC & ATLANTIC  
Photos

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



# Broadway—translated into language we understand

MANY dramatic critics in writing of the theater, lead the floundering reader into intricate paths of hyperbole, adjectives and invective English. We admit they are good and they make us inclined to believe they admit it themselves. But no matter how clever the reviewer, that sort of review leaves us without any definite impression of the play. We couldn't say whether we are for it or against it.

touch of natural humor sprinkled over the spots where humor is not out of place.

Burns Mantle's weekly letter from New York makes an ideal review for any newspaper. It has been coming to *The Tribune* for nearly 15 years and because of its exceptional worth is syndicated.

Mr. Mantle has long been one of the country's leading dramatic critics and his selection of the year's best plays, published annually, is recognized as the American authority on the subject.



Burns Mantle is *The Chicago Tribune's* theater critic in New York. When he writes about a play, you know what he means. You know what the play is like. You can talk intelligently about it to your friend who has just come back from Broadway. You have a sane idea of the show, written in plain, though faultless, style, with a fine

No critic, we believe, can be more generally satisfactory than Burns Mantle. Why not pick him as your own dramatic critic on Broadway for the season that is just opening? A letter or wire will bring to you proofs and rates.

## The CHICAGO TRIBUNE Newspapers SYNDICATE

Tribune Square, Chicago

### Buy ----- Leadership

# ROCKEFELLERS DISCLAIM PRESS PROBE—LEE

Publicity Agent Says Foundation Did Not Promise \$170,000—Did Appropriate \$2,500—Curious Controversy, But There Will Be No Funds From Oil Man

IVY L. LEE, publicity representative of the Rockefeller interests, with offices at 61 Broadway, New York, this week "authoritatively" announced that the Laura Spelman Rockefeller Memorial Foundation would not finance a movement by scientists, headed by Dr. H. A. Miller, of the University of Ohio, to investigate news and its sources.

The scientists' plans for this investigation, as exclusively revealed by Dr. William T. Ellis, in **EDITOR & PUBLISHER** two weeks ago, have obviously been upset by premature publicity or they were too sanguine of their funds, for Lee issued a statement calculated to repudiate the story and obliterate the suggestion that Rockefeller money had been, or would be, devoted to a movement which had as its purpose a press investigation.

Mr. Lee does not deny, but confirms, the published statement that Rockefeller money defrayed the expenses of the first meeting of the scientists in Washington in May, whereat Walter S. Rogers, of Washington, was chosen as organizing chairman and Dr. Miller as head investigator.

Just where the scientists expected to raise \$170,000 to meet requirements of a budget they had prepared at their meeting, if not from the Rockefeller Memorial fund which had put up the money to bring them together, is not clear, but Lee is definite in his statement that the would-be investigators were not promised this money by John D. Rockefeller, Jr., or John D. Rockefeller, Sr., or any of the Rockefeller foundations, and he is positive beyond all doubt that if they expected Rockefeller money to the extent of \$170,000 or any amount they will be disappointed as it will not be forthcoming.

Lee put the best energies of his press agency into operation this week to detach the name of Rockefeller from the project. He called Walter Rogers to his office for a conference. He prepared statements for every newspaper editor in the country. He declared Dr. Ellis' story in **EDITOR & PUBLISHER** was incorrect.

On the other hand, **EDITOR & PUBLISHER** received from Dr. Miller, the man in working charge of the investigation, a voluntary letter in appreciation of Dr. Ellis' story as it appeared in the columns of this paper and asked for additional copies of the paper to send to friends. If **EDITOR & PUBLISHER**'s report was incorrect or misleading, Dr. Miller did not notice it, but on the contrary commented favorably upon the story. His letter read:

"The copy of the title page of **EDITOR & PUBLISHER** for Sept. 6 interests me very much. It seems to me that Dr. Ellis' desire to launch the project favorably was carried out in this article. I have already received letters from people in various parts of the country, indicating that the article was widely quoted from."

Dr. William T. Ellis was equally positive that his story was correct and declared in a letter received on Thursday: "Every line of my story is substantiated by the written statements of Dr. H. A. Miller."

When **EDITOR & PUBLISHER** sought to get information from the fountain head, the Laura Spelman Rockefeller Foundation, it ran into difficulties that reporters of this generation have become familiar with. Dr. Beardsley Ruml, the official of the foundation appealed to, said he could not talk for publication, and referred the reporter to Ivy L. Lee, 61 Broadway.

Mr. Lee prepared a statement, later in the day, which he signed. It reduced the chief element in dispute to the question whether Dr. Miller and his associates had had any ground to expect financial support, in addition to the \$2,500 which the Rockefeller institution admittedly granted to cover the expenses of the first steps of

the investigation. Lee says there was no commitment. He tries to convey the impression that the \$2,500 admitted Rockefeller grant to start the operation had no significance on the question whether Rockefeller money was backing the project. That was only for car-fare and clerk hire, but it organized the movement. Dr. Ellis is authority for the statement that he had been informed by Dr. Miller that a budget of \$170,000 had been prepared at the May meeting and that the money would be "forthcoming as the work proceeds." Lee says there was no ground for expecting this to come from the Rockefeller institution.

Dr. Ellis wrote in **EDITOR & PUBLISHER** that a grant of \$25,000 had already been made, in addition to the \$2,500. Lee says this was not Rockefeller money, and quotes Rogers as having said that it was only tentatively promised by some foundation other than a Rockefeller institution. Dr. Miller was authority for the statement that the investigators had received a grant of \$25,000 from "one foundation." The inference plainly was that this was Rockefeller money, but apparently that was a mistake. If not Rockefeller, what "foundation" did Dr. Miller refer to? That is unknown.

Lee declared that Dr. Ellis' story was misleading in that it indicated an investigation of the press as well as news sources, whereas the intention was, he said, only to investigate foreign news sources. But just how a "world-wide investigation" of the "gathering and dissemination of current news and opinion of international concern", as the formal plan adopted in May admittedly promised, could be conducted without reference to the newspapers of the United States, is left as a mystery.

It is not known what course, if any course, the proposed investigation will now take. Efforts to locate Walter Rogers have been unavailing. One report was that he had said there would be an investigation of "international wire communication service," assisted by schools of journalism pupils.

Whatever the merits of the present dispute, there isn't going to be any Rockefeller-financed scientific news or newspaper "probe". Some other benevolent agency may finance it, but not John D. Rockefeller, or his son, or any of his foundations.

Ivy L. Lee's statement follows:

"The article by Dr. William T. Ellis in **EDITOR & PUBLISHER** for September 6 entitled 'Rockefeller Money Backs Scientific Probe of News Methods and Sources' gives an inaccurate impression. The inaccuracy of the impression is intensified by the heading, on the cover page of this number, entitled 'Rockefeller Fortune Backs Investigation of Newspapers.'

"The facts in the matter are given below. The meaning of those facts is definitely that 'Rockefeller money' is not backing a 'probe' of news methods and sources, and the 'Rockefeller fortune' is not backing 'an investigation of newspapers'.

"No plan could be more remote from the purposes of either Mr. John D. Rockefeller, Senior, or Junior, or any of the foundations established by Mr. Rockefeller.

"Nevertheless, the article by Dr. Ellis states that a 'comprehensive survey . . . of the entire news aspect of the American newspapers is now in the early stages of its operation.' It is added that two years will be consumed in the investigation, that a budget has been fixed at \$170,000, and that aside from the preliminary expense fund of \$2,500 the work has already had a grant of \$25,000. The clear implication of the article is that all these funds have been supplied or pledged by Rockefeller agencies and that 'the balance of the budget will be forthcoming as the work proceeds'.

"The facts in this matter are as follows: "For some time past the American Sociological Society has considered the problem as to whether or not a scientific inquiry could be made into the sources and methods of distribution of international news, the primary purpose being to seek to determine just how the United States gets its information concerning what is going on in foreign countries. The subject was urged and promoted by Mr. Walter S. Rogers, well known as a student of foreign affairs and as an expert in matters of international cable and other communications.

"Prof. Jerome Davis, then of Dartmouth and now of Yale University, brought the matter to the attention of the Laura Spelman Memorial (established by Mr. John D. Rockefeller) about a year ago. There were a number of conferences between officers of the Memorial and Prof. Davis, as well as with Prof. H. A. Miller of Oberlin College, (sic) who is also active in the Sociological Society.

"It was later decided by the American Sociological Society to refer the whole subject to the Social Science Research Council, which is representative of the American Economic Association, the American Political Science Association, the American Statistical Association, and the American Sociological Society.

"The Social Science Research Council, after considering the proposal in a general way, decided that the project was an important one, and that a conference or several conferences should be held. First, to determine the possible scope of such a project, and, secondly, whether it might be possible to organize such an inquiry on a scientific basis.

"Prof. Charles Merriam of Chicago University, chairman of the Social Science Research Council, thereupon joined Prof. Davis and Prof. Miller in a request to the Laura Spelman Memorial to finance these preliminary conferences.

"The council requested an appropriation from the Memorial of an amount not to exceed \$2,500 for the expenses of such conferences. These expenses were to cover the travelling expenses of those who were to attend the conferences, as well as the clerical expenses incidental to the conferences. The subject of the conferences, in the words of the Social Science Research Council to the Laura Spelman Memorial, was to canvass the possibility of a 'thorough and objective investigation of the instrumentalities involved in the world-wide gathering and dissemination of current news and opinion of international concern, and of the underlying related problems of the formation, expression, and significance of attitudes on international affairs.'

"On March 6 the Memorial voted the \$2,500 requested, but it was expressly in-

dicted to the Social Science Research Council that the appropriation did not involve any commitment to finance any aspect of the proposed investigation.

"The first conference was held at Washington on May 2d. Those present were:

"Dr. Edward F. Gay, Director of Economic Research, Prof. H. A. Miller of Oberlin College; Prof. Jerome Davis of Dartmouth; Prof. Harold G. Moulton, of the Institute of Economics; Dr. Walter Williams, Dean of the School of Journalism, University of Missouri; Prof. Walter G. Bleyer, of the School of Journalism, University of Wisconsin; Dr. R. M. Yerkes, Washington; Mr. Bruce Bliven, of the New Republic; Dr. E. E. Slotkin, of Washington and Mr. Walter S. Rogers, Chairman.

"The conference at Washington agreed that the subject matter was of great public interest and importance; it was agreed that the matter should be considered further by the different members of the conference with a view to bringing their later conclusions to a subsequent conference. The conference adjourned without other definite conclusion than that Mr. Walter Rogers should remain as chairman and that subsequent meetings should be held at his call.

"In the progress of the conference at Washington on May 2nd, there was some discussion of what it would cost to conduct a fruitful inquiry along the lines indicated, and some of those present indicated their opinion that much could be accomplished in an inquiry reaching over a couple of years and involving an expenditure of around \$175,000. That, however, was entirely an informal guess by certain individuals present and was not

(Continued on page 33)

## Detroit

Fourth  
Largest  
City

Complete coverage with  
one paper.

The Detroit News

Offers advertisers  
unusual opportunities

### The Average Daily Circulation—

net paid—of The Baltimore Sun (morning and evening) for the month of August, 1924, was:

**241,570**

For the Four Sundays in August the average net paid circulation of THE SUNDAY SUN was 176,873.

Everything in Baltimore  
Revolves Around

THE  SUN

Morning Evening Sunday

The most  
successful  
of all  
newspaper  
consolidations.

THE NEW YORK HERALD  
New York Tribune



# First in the South

During the first six months of 1924 The Birmingham News led the entire South in total advertising lineage. This is a fitting tribute to the reader confidence, prestige and pulling power of

## The South's Greatest Newspaper

Following are the leading newspapers of the South in total lineage carried in the first half of this year:

### THE BIRMINGHAM NEWS 8,005,340

New Orleans Times-Picayune - - -	8,003,645
Memphis Commercial-Appeal - - -	7,454,622
Atlanta Journal - - - - -	7,139,482
Dallas News - - - - -	6,167,255
*Richmond News-Leader - - - -	6,105,904

\*Six-day afternoon paper.

### NET PAID CIRCULATION

Daily	Only Gravure Section in Alabama	Sunday
75,000		85,000

# The Birmingham News

The South's Greatest Newspaper

### National Representatives

Kelly-Smith Co.  
New York

J. C. Harris, Jr.  
Atlanta

Kelly-Smith Co.  
Chicago

# UTILITIES DISCOVER POWER OF ADVERTISING

## 1924 Budget Will Reach \$11,000,000, an Increase of \$3,000,000 Over 1923, But Industries Still Under-Advertised—Many Successful Campaigns

EDITOR & PUBLISHER herewith presents the first of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.

IT is estimated that in the United States alone \$17,400,000,000 is invested in public utility industries.

In 1923 these enterprises spent about \$8,000,000 for advertising. It is said that \$11,000,000 will be spent for the same purpose in 1924.

Public utility advertising has been shown to be profitable—to return definite results in sales and confidence based upon public understanding.

The industries in question have been slow to grasp the fact that they were "under advertised"—as the figures covering advertising appropriations quoted above will indicate.

But the gradual increase in sums spent for the "salesman in print" shows a definite realization of undeveloped opportunities and a recognition of advertising as the implement of cultivation.

*Barron's National Financial Weekly* of July 29, 1924, notices a distinct improvement in the public utilities situation and makes this significant comment:

"There is another factor contributing to the prosperity of our public utility companies, the significance of which has been little stressed. This factor is improved public relations. How has this improvement been brought about? Not by slush funds or devious lobbying, but by public education largely through intelligent advertising.

"As public confidence grows, public utilities should congratulate themselves on their wisdom in devoting so much sensible effort to improve public relations."

The table below, which was compiled by the Public Utilities Advertising Association, shows in detail the advertising expenditures by groups of public utilities in 1923 and the estimated appropriations for 1924:

	1923	1924	Increase	Per cent of Increase
Light and power.....	\$3,000,000	\$4,500,000	\$1,500,000	50
Elec. railways.....	2,000,000	2,500,000	500,000	25
Gas (manufactured).....	1,500,000	1,750,000	250,000	16½
Gas (natural).....	500,000	750,000	250,000	50
Telephone (est.).....	1,000,000	1,500,000	500,000	50
Totals.....	\$8,000,000	\$11,000,000	\$3,000,000	37½%

The gross sales of electricity for 1923 are given as \$1,300,000,000. This does not include the sales of appliances. The estimated investment in the industry is \$5,800,000,000. But the companies in this group spent only \$3,000,000 in advertising to produce sales or to improve their position with their customers who number 13,357,000.

There were 370,000,000,000 cubic feet of gas sold in 1923 which returned about \$425,000,000 in revenue. The sales of appliances by the gas companies themselves is reported at \$45,000,000. The total investment in this industry, including the production of gas and the manufacture of appliances, is about \$4,000,000,000. The gas companies put about \$2,000,000 into advertising.

The telephone industry, with an investment of \$2,000,000,000 and an annual business volume of about \$725,000,000, spent only \$1,000,000 in advertising last year. But the results from this advertising are reported as so satisfactory that a 50 per cent increase in appropriation is indicated by expenditures in 1924.

The electric railways with their estimated investment of \$5,600,000,000 and reported receipts from operation of \$951,000,000, used about \$2,000,000 for advertising in 1923.

These huge investment figures and, what is more to the point, the estimates

covering the volume of annual business, make the advertising expenditures look insignificant indeed.

Compared with the appropriations of from 1 per cent to 3 per cent of gross receipts which are normally set aside by successful merchants for advertising the term "under advertised" seems well applied to public utilities—particularly in view of what advertising has accomplished in this field.

In the chapters that follow, an effort has been made to give some suggestion of these accomplishments. It is not possible to tell of all successful public utility campaigns. From the many statements submitted by various companies, a few have been selected which show how advertising was employed to reach some definite business objective. The selection was made also with a view of indicating the varied uses to which newspaper advertising has been applied successfully.

The stories include examples of how advertising has stimulated the electric wiring of homes, how merchants have been induced through advertising to improve their window lighting, how the question of proper lighting in the home has been successfully dealt with.

Sales of appliances and the consequent increase in the consumption of current are plainly traceable to advertising.

Other statements show clearly how the public has been informed fully as to the aims, policies, service and problems of the companies, and how it has been interested in "customer ownership." One official reports \$6,000 customers of his company becoming stockholders as the result of an advertising campaign.

Under the head of successful methods employed in advertising several companies have outlined their policies as to size and frequency of copy used in campaigns.

The amount of advertising costs in relation to sales is also touched upon in interesting fashion. Thus we are told of a short campaign that sold vacuum cleaners at an advertising tax of about \$1.95 each.

For want of space, a number of experiences have been summarized in a

	1923	1924	Increase	Per cent of Increase
Light and power.....	\$3,000,000	\$4,500,000	\$1,500,000	50
Elec. railways.....	2,000,000	2,500,000	500,000	25
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Telephone (est.).....	1,000,000	1,500,000	500,000	50
Totals.....	\$8,000,000	\$11,000,000	\$3,000,000	37½%

single chapter. Virtually all of these might have been woven into lengthy and highly interesting stories. The keynote of them all, however, seems to be that each company has a very definite belief in the power of newspaper advertising to accomplish concrete results in the way of increased and better business.

### STOCK SALE BAN LIFTED

#### Court Rules Pittsburgh Dispatch Company Can Sell Shares in State

A victory was won by the Pittsburgh Daily Dispatch Publishing Company which is fostering a project for a new daily paper in Pittsburgh when the Dauphin County Court at Harrisburg reversed the State Secretary of Banking who ruled that the company could not be registered under the State Securities Act. The Court ordered the Securities Bureau to record the company.

Judge Wickersham, who wrote the opinion, held that allegations of the stock being sold as that of a Ku Klux Klan newspaper had no important bearing on the case. It had previously declared its intention of starting publication during August, but the paper has not yet appeared.

Present plans, according to George P. Grise, president of the company, are to begin publication in November. Foundations for presses are being laid and Grise says machinery installation will be rushed. The Dauphin Court's decision making possible the resumption of the sale of stock boosts the prospects of the company, Grise says.

### DAILY BROADCASTS FIRPO FIGHT

#### La Nacion Subscribers Hear Round by Round in Buenos Aires

An unusual example of newspaper enterprise was displayed by the *Buenos Aires La Nacion* the night of the Wills-Firpo prizefight, when that newspaper radioed a round by round account of the fight through 6,000 miles of ether to Buenos Aires.

The account was broadcast from Station KDKA, Pittsburgh, and despite bad weather conditions was heard virtually in its entirety by the crowd gathered in front of the La Nacion office, W. W. Davies, New York representative declared.

A long distance telephone wire connected the ringside at Boyles' Thirty Acres with the broadcasting station in Pittsburgh. Florent Gibson from the

sporting department of the *Pittsburgh Post* was the announcer. In Buenos Aires the round by round was transmitted in English through a loud speaker. At the same time a special announcer translated the account into Spanish.

Mr. Davies, who engineered the feat received congratulations from many newspaper men, including Frank A. Mumford, Frederick Roy Martin, Karl Bickel and Herbert Bayard Swope.

### Two Umpires Sue Newspaper

Charging that the Oklahoman Publishing Company publishers of the *Oklahoman City Times* and *Daily Oklahoman*, had damaged their reputation by printing "false and defamatory" articles, attorneys for Umpires Jerrald W. Hayes and Edward P. Gaffney, of the Western League, have instituted suit for \$5,000. The suit is believed to be the first of its kind on record. Following a game of July 2, during which a near riot occurred, the newspapers are alleged to have carried stories referring to the umpires as "Harry Starr" Hayes and "Jesse James" Gaffney.

The defect in all wars is that all the people who should get killed are the ones who don't have to fight.—*Columbia (S. C.) Record*.

## Who's Who in the CONSOLIDATED PRESS



GUY R. CARPENTER

**GUY R. CARPENTER**, Business Manager of the Consolidated Press Association, received his broad training in newspaper making under executives of some of the leading newspapers throughout the country.

Mr. Carpenter was engaged in the editorial and business departments of such papers as the *Waterbury, Conn., Republican*, *Boston Traveler*, *Chicago Herald*, *St. Louis Globe-Democrat*, *New Orleans Times-Picayune* and *New York Morning Sun*. His experience includes several years as special newspaper foreign advertising representative in New England and Chicago, as well as space buyer for one of the larger advertising agencies in the West.

Mr. Carpenter joined the Consolidated Press as Assistant Superintendent of the Eastern Division, with headquarters in New York, and later went to Chicago as Superintendent of the Western Division. His work as Business Manager keeps him in the closest possible touch with editors and publishers throughout the country.

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

# First in the United States

**T**HE NEW YORK TIMES prints more national advertising than any other newspaper in the United States.

The Times published in 1923 a total of 5,624,358 agate lines of national advertising, 721,925 lines more than the second newspaper in the United States and 1,511,004 lines more than the third newspaper.

In eight months of 1924, The New York Times published 3,748,844 lines of national advertising, 956,724 lines more than the next New York newspaper.

The New York Times is first in national advertising because of its unrivalled advantages in the greatest market in the world.

More than 800 national advertisers employed the columns of The Times in 1923. Of this number 200 used The Times exclusively among New York morning newspapers.

The circulation of The New York Times, 378,174 average daily and Sunday, represents a buying power not equalled by any other newspaper.

National advertisers find special opportunities in the Rotogravure Magazine Section which is a part of the Sunday edition of The New York Times (having the lowest rotogravure advertising rate per thousand in the United States).

The New York Times submits all advertisements offered for publication to its censorship and declines all false or misleading announcements.

Volume, quality, and responsiveness combine to put this circulation of The New York Times on the highest level of advertising value.

The Sunday edition of The New York Times (in which 2,577,540 lines of national advertising were published in 1923) has a total circulation in excess of 575,000 copies, of which 400,000 are in the area within 150 miles of New York. In the quality and the buying power of this concentrated circulation, and of subscribers in 8,000 cities and towns in the United States, The New York Times is without equal in the newspaper field.

# The New York Times

The New York Times is undoubtedly our greatest newspaper. From the news point of view every copy of The Times is a masterpiece of craftsmanship. And it is gratifying to record that it is as much the creation of the profession of journalism as may be found in New York today..... No newspaper in the country is freer from outside control, none more wholly divorced from other business enterprises, none with publishing standards of greater integrity.

*From "Can Journalism Be a Profession?" by Ernest Gruening, in the Century Magazine for September, 1924.*

The news in a newspaper is its reason for existence. All sorts of "features" are added to attract and hold the interest of this group and that...but if the news were omitted it wouldn't be a newspaper. The only genuine newspaper in all the large cities of America is The New York Times.

*From "The Continent" August 28, 1924.*

## NEWSPAPER MAKERS AT WORK



G. J. PALMER—Confessor to Texas Journalism.

THE editor who considers advertising a by-product or a necessary evil, or the business executive who considers editorial policy and news features simply a means of getting advertising, does not qualify as a real newspaper man, in the opinion of G. J. Palmer, recently engaged as assistant general manager of the *Houston (Tex.) Chronicle*. The real newspaper man, Mr. Palmer holds seeks a middle ground perspective through which he recognizes the legitimacy and importance of advertising as a business and at the same time appreciates the value and dignity of newspaper editing as a profession.

After 5 years during which he viewed newspaper operations "from the outside looking in," Mr. Palmer returns to the work in a position to get just the perspective he considers necessary for properly evaluating both the advertising and the news functions of a newspaper.

Mr. Palmer became business manager of the *Houston Post* at the age of 23 years, and retired at the age of 48. His long and close study of economic conditions connected with the business, his policy of co-operation between news and advertising departments, and his successful negotiations in matters arising between publishers and employees, fitted him for making acutely analytical observations during the time he was free from daily routine and could study situations as an observer instead of a participant.

During the 5 years in which he was not actively engaged in newspaper work, Mr. Palmer kept in touch with developments in the newspaper field as special commissioner of the Texas Newspaper Publishers Association. He was also a dollar-a-year man as head of the newspaper division of the War Industries Board, so that his point of view is national in scope, without losing sight of the problems peculiar to each publisher. He returns to participation in the solving of these problems with a clearer ideal of service to the public, an ideal that became more sharply defined while he was unincumbered with the details of the active worker.

Mr. Palmer would be considered a conservative who has kept fully abreast of the modern trend. He knows what is going on in the newspaper world, and he evaluates departures and experiments for what they are worth, but he shows little inclination to follow fads. He is strong on worth-while service to the

public as the policy that makes possible great newspapers.

His code of fair dealing, without favor to either employer or employe, has done much to stabilize working conditions in the mechanical departments of Texas newspapers, whose publishers frequently call upon him to assist in adjusting differences or in discussion of matters of policy. He is equally in demand as a counselor to employes.

"The old theory that the business and editorial departments of a newspaper must be practically divorced is my one pet aversion," Mr. Palmer says. "In my opinion, no newspaper can be completely successful unless all departments are in accord on the one basic principle of honest, active, worth-while service to the public.

"Unless the business department conducts its activities so as to give the reader through its advertising columns the news of the business world, it has failed to do its part. Good advertising is news to the buying public and advertising that does not carry a news value is poor advertising.

"In order, therefore, for the newspaper to give a maximum of service to the public, it is necessary for the editor to look upon advertising as the news of the business world, and not as a necessary evil. It is equally important that the business executive understand the importance of strong editorial policy and the value of the news columns as a medium for disseminating information about the world at large. He should look upon news features as an end in themselves, and not merely as a means of getting advertising."

### German Editor Honored

Louis G. Lamade, editor and owner of the *Altoona (Pa.) Volksfuehrer*, was honor guest recently at a dinner tendered by his office staff and personal friends in honor of his 70th birthday anniversary. During the dinner he was presented with a gold watch and chain. Mr. Lamade was born in Baden, Germany, and came to the United States when 13 years of age. In 1881 he assumed control of the *Volksfuehrer*.

### Chicago Agency Issues Booklet

"Four Square Advertising" is the title of a booklet just issued by the Mitchell-Faust Advertising Company, Chicago.

## DETROIT NEWS PLANS 9-COLUMN PAGE

Press Equipment Ready Against Demands for Advertising Space Requiring Too Many Pages of 8-Column Paper

The *Detroit News* is equipping its plant to print a 9-column page, in anticipation of further demands by advertisers for space. No date has been set for the change, as the new multi-unit press plant of the *News* is adequate for present requirements.

The proposed nine column page columns are two inches wide as are the present columns. Paper rolls will be 78, 58½ and 39 inches wide. Present widths are 70, 52½ and 35 inches.

"We have been concerned for some years during the rapid growth in advertising demands, as to how many pages could be satisfactorily distributed by an afternoon paper in a city of a million people," H. S. Scott, general manager of the *News*, stated to EDITOR & PUBLISHER this week. "The interests of the carrier, reader and advertiser are all involved, as anything that would disrupt a 100 per cent delivery system would immediately prove dangerous in its far-reaching effect on the advertiser, and it was to forestall this possibility that the *News*, in purchasing additional presses, decided on the 9-column page, and at the same time to replace all its older presses with equipment of similar capacity. This will soon be accomplished, as the last of the new press units are now being delivered.

"In this manner a maximum (9-column) page paper, carrying the amount of editorial matter, would accommodate 48 columns of additional advertising without increasing its bulk.

"Changes in composing room and stereotype equipment do not present any serious problems, and all can be taken care of within a reasonable time, which would be required for consumption of paper, storage, and the accumulation of tonnage of the new sizes which would be required for the 9-column page.

"Just what the next year holds in store for the newspapers of the country in the way of advertising, I suppose will depend largely on business conditions, but it is certainly comforting for us to feel that we are equipped to meet any emergency that might arise in the way of future advertising developments."

### Reporter Killed Covering Assignment

While covering an assignment for the *Boston American*, George M. Parker, editor of General and Mrs. James M. Parker of Newport, R. I., was killed by a fall from Commonwealth Pier, Boston, Sept. 17. He was a graduate of Middlesex School and Harvard University. During the World War, as first lieutenant in the Fourth Field Artillery, U. S. A., he was later as aide-de-camp to Gen. H. P. Cain at Camp Devens, Mass.

### Oklahoma City News Cuts Price

The *Oklahoma City (Okla.) News* after the Scripps-Howard chain has completed its return to pre-war circulation rates by reducing its carrier price to 6 cents per week. Some weeks ago it cut the street sale price from 2 cents to 1.

## No Stunts, No Schemes, But Just Honest Advertising, Honestly Merchandised

More and more, in days of cautious buying, vendors of advertising space adopt the same selling methods as those who have commodity merchandise to sell. There are as many schemes for building circulations as there are for selling kitchen cabinets, as many free deals disguised as "write-ups" and "readers" for filling the advertising columns as there are free deals and special discounts in the grocery or drug trade.

But the newspaper that has the complete confidence of its readers and of its advertisers holds to established policies with scrupulous regard for the quality of its circulation and the value of its advertising space. As with any other standard brand of merchandise the display advertising lineage of a really great newspaper is highest in proportion to the total volume of business when the curve of general business is at its lowest point.

The Cincinnati Times-Star during the depression of 1924 has increased its circulation and broken all past records for display advertising lineage. Absolutely as well as relatively it has forged ahead in its field without resorting to a single stunt or scheme. Sustained quality, complete coverage of its market, reader confidence backed by intelligent merchandising service, these are the only reasons for Times-Star leadership, a leadership that has been unchallenged for more than sixteen years.

Times-Star display advertising lineage has increased because it has increased the profitable business of its advertisers.

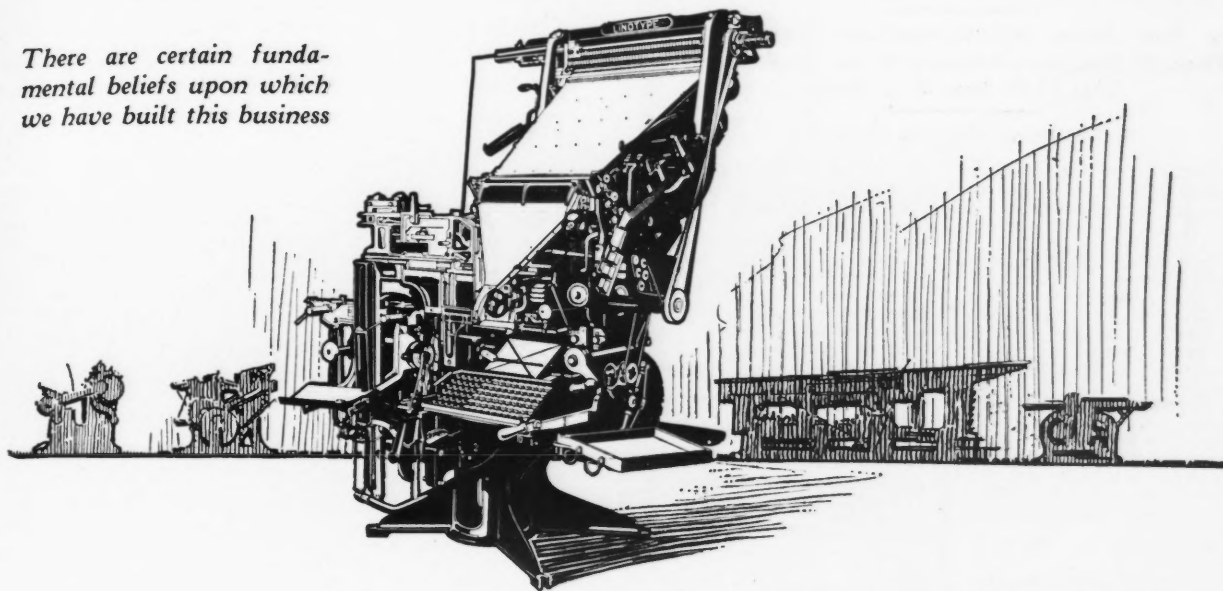
# CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

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



# SERVICE TO THE INDUSTRY

We are an integral part of the Printing Industry, and can prosper only as the Industry prospers. Therefore we devote time, and thought, and effort to making this a better business for every man engaged in it—and for his successors.

The Linotype Company has worked consistently for higher typographic standards, the advancement of trade education, more efficient production methods, and fair prices based on a knowledge of costs.



## Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



## DENISON'S FLASH GAVE N. Y. WORLD BEAT ON CAVERLY DECISION

Took Tip as Judge Read and Signaled It to Western Union Man—Gained Four Minutes on A. P.—Presses Waited With Prepared Plates

"IN choosing imprisonment instead of death, the court is moved . . . ."



LINDSAY DENISON

Thus Judge Caverly tipped off the news men on what the Leopold-Loeb verdict would be several long paragraphs before the end of his decision in Chicago. But only one newspaper man took the tip. He was Lindsay Denison, reporter for the *New York Evening World*. That newspaper was the first on New York streets with the news. Denison beat the A. P. flash by 4 minutes.

"Tuesday afternoon John H. Tennant sent me a message saying that he was informed Judge Caverly was going to give out his opinion in advance of pronouncing sentence, and for me to arrange to get it to the office to be released for an extra," Denison explained.

"Judge Caverly said he would read his opinion including the actual sentence before giving it out; but if we were getting out an extra on the verdict in New York, there was only the more need for being prompt in sending the flash.

"Mr. Forbes, commercial manager of the Western Union in Chicago, assigned to me Monday afternoon one of the 14 wires which had been strung to the court house. A few of the instruments—including those of the Associated Press, the United Press, the International News and the *Chicago News* and others were in the court room itself at the elbows of reporters. My wire was in a room across the corridor. The operator was on the job at 8 o'clock sending my advance scene story directly into the *Evening World* office. When I stopped writing advanced scenery, he held the wire open.

"The Chicago newspaper men were good enough to reserve for me the seat which had been occupied during the hearings by Dudley Nichols of the *Curtis* newspapers, who had reported back to the *New York Evening Post*. It was cut off from the door after the room was filled.

"With Mr. Forbes I wrote out 4 possible verdicts:

- "1. Life imprisonment for both.
  - "2. Death for both.
  - "3. Death for Leopold; life for Loeb.
  - "4. Death for Loeb; life for Leopold.
- "The last two look silly; nothing was silly in the atmosphere of rumors 'right from the judge himself' that were loose in that building. I really should have put in more alternatives, including the possibility of a minimum 14-year sentence to cover the Illinois murder law.

"Forbes had a carbon copy of my list, which I kept on the desk in front of me, as a 'safety first' check against getting rattled and having signal aphasia. We agreed that he would send the flash according to the number of fingers I held up; after repeating the finger signal back to me.

"But as the room crowded up Forbes got doubtful. He worked his way to me and suggested that if there were confusion and he could not see me, he get permission to repeat to the *Evening World* the flash of the *Chicago News*, which had an instrument right at the door—returning after sending it to get my verification. That suited me and the News man.

"The first part of Judge Caverly's opinion pointed to a death sentence. John Fay, the veteran who runs the World Bureau in Chicago, leaned over to whisper to me that I might as well write out a death sentence flash. I told him I had

already written it. He almost had a fit. He thought I mean I had sent it.

"Just then Judge Caverly reached the sentence: 'In choosing imprisonment, instead of death the court is moved—'

"I held up one finger. Forbes saw it and looked down doubtfully at the News instrument. I kept up the one finger. He held up one finger, nodded and made a ring around the figure '1' on my slip and pushed it through the crack of the door, left a bit ajar by policemen outside who were listening in. A messenger took it across the hall and it was in the *Evening World* office.

"The A. P. man, of course, could not flash until the actual legal sentence was pronounced, two and a half minutes later.

"Getting the jump on the full text of the judge's opinion was another matter. All of the judge's 20 copies were gone when I got to the bench. I saw one of them safely in the hands of the A. P. man and assumed the text was on its way. Mr. Forbes came to me as I was writing my lead and asked 'What about the text?'

"The A. P. is sending it,' I said. 'Why pay tolls for what they've already started?'

"Forbes looked a little queer. I ran back into the court room and asked the A. P. man if he had sent the text. He said he would send it when he had finished sending the bulletins.

"Back in the telegraph room a number of Chicago reporters were sending the text by telephone and telegraph. We got hold of a half-page already sent and kept on adding other half-pages. The *World* office had the text all in type when the first A. P. copy arrived.

"Like every other reporter, I am giving to kicking on telegraph service. But I find my kicks always start in the un-informed stupidity of counter clerks in offices where dispatches are received for tube or carrier transmission to an operating room. I've almost never had trouble with an operating man—and of all of them Forbes was the liveliest wire of them all."

Just as Denison had prepared separate sentences to be sent from Chicago, the *Evening World* staff strategy board, John H. Tennant, managing editor, Arthur Krock, advisory editor, Miles D. Stettenbenz, news editor and John M. Ramey, city editor, had prepared separate first page plates—one "life," one "death" and one "14 years imprisonment." The first two were put on presses; followed by Denison's "scenery" story up to 15 minutes of the moment of sentence. When the operator called the flash from the telegraph receiver, an open telephone carried the word to the press room and the presses carrying the "life imprisonment" plates started.

Denison has been with the *Evening World* since 1908. Graduated from Yale with the Class of 1895, he first was assistant to the editor of *Cosmopolitan Magazine*. At Yale he had been chairman of the *Yale Literary Monthly* and had tried for all the writing prizes and won a few of them.

After a year with *Cosmopolitan*, Denison resigned to join the staff of the *New York Sun*, remaining with that newspaper until 1906, when he became assistant editor of *Everybody's Magazine*, the position he was holding when he went to the *Evening World*.

### Baltimore American Cuts Price

Announcement was made Wednesday that the *Baltimore American*, morning, would sell in future for 2 cents instead of 3 and that the *Sunday American* would sell for 5 cents instead of 10. This is a return to the price for which the papers sold under the management and ownership of Frank A. Munsey, before their purchase late in March, 1923, by William Randolph Hearst.

Permanent roads are a good investment —not an expense

## How the Motor Industry Set the Pace for Highway Building

The "horseless carriage" of yesterday is now being produced as the modern automobile at the rate of 4,000,000 a year. The total number of motor vehicles registered in the United States is over 16,000,000.

And automobiles built today are more than ever capable of economically serving both business and recreation needs.

But there is an obstacle standing in the way of their maximum service to owners.

For while the automobile industry made paved highways an economic necessity, the mileage of such roads is today years behind the requirements of modern traffic.

Happily motorists everywhere are boosting for more and wider paved highways.

And extensive experience has taught them that Concrete Highways are one of the best all-around investments they can make—an investment that pays big dividends.

As one of our 16,000,000 motorists you know better than anyone else the need for more and wider Concrete Roads. Start now to help your local officials provide them.

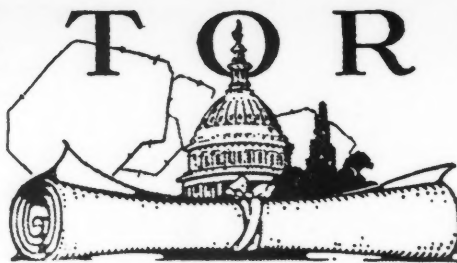
### PORTLAND CEMENT ASSOCIATION

111 West Washington Street  
CHICAGO

*A National Organization to Improve and Extend the Uses of Concrete*

OFFICES IN 29 CITIES

# EDITORIAL



## PRESS BLINDERS

**F**IRST we have newspaper men actually advocating blinders for themselves, rules for the limitation of their great function as public observers, restriction of court reporting in deference to a supposedly sacred institution. We hear a few newspaper men soberly discussing the "evil" portent of "trial by newspaper" and such nonsense.

What happens? Why, as night follows day, the legal profession takes up the matter. Naturally the legal profession is for blinders for the press, if not a dog muzzle with a gag in it.

Chief Justice Martin, of the civil courts of Montreal, is outspoken. He would have laws to prevent newspapers from publishing any news concerning a case before trial. The chief justice would not prevent newspapers from publishing news of the trial itself. The logic of his view leads on to complete suppression of news concerning the courts.

In other columns of EDITOR & PUBLISHER this week observe how the courts of England handle newspaper men who take their public service seriously and attempt to force efficient police activity by thorough and enterprising reporting. Fines are imposed upon the newspaper proprietors. They are jerked up as sinister offenders.

Do you want this system imported into our country? Do you want to take the formal announcements of police and court officials and rest upon them for your news? Have you such blind faith in the legal structure? Is it so perfectly developed, free from fault, beyond the criticism of the people who created it and so infallible as to merit a holy and unapproachable status in the scheme of life?

We believe in orderly court procedure. We want judges and juries to be free to find justice, unrestrained and unhindered. We do not palliate or excuse occasional instances of ignorant, impudent, or ill-advised court reporting and particularly do we condemn interference with the naturally secret operations of Grand Juries.

Nothing has happened which, by any stretch of the imagination, could warrant a sober discussion by newspaper men of laws or rules to limit the free flow of newspaper publicity concerning the everyday operations of the courts, and all of the courts, of the land. Lawyers and judges, from their highly developed sense of professional competency, may seek to discourage and limit press activity; it is an amazing anomaly for newspaper men to fall for it.

EDITOR & PUBLISHER repeats: The social danger is not that there be too much publicity concerning our legal system—the danger is that there be too little. Any man who has actively reported in the courts of the great cities of this country, dealing with lawyers and court attaches, knows that for one instance wherein justice has been menaced from the outside, there have been a thousand instances where it has been menaced from the inside.

Good reporters, stand your ground! Don't let lawyers or faint-hearted newspapermen talk you out of it! The stakes are higher than mock dignity.

*Mr. Advertising Manager: How many active local advertising accounts have your solicitors reported on in 30 days—how many inactive accounts have you queried?*

## WILDCATting

**S**EVERAL newspapers across the country, to gain political advantage, recently published news stories concerning certain alleged significant additions made to one of the candidate's speeches after the original text had been given to the press.

Both the original text and the "ads" were marked with the usual confidential release lines. EDITOR & PUBLISHER is asked if it does not consider news stories based on the mechanics of confidential releases as breeches of faith. We certainly do think so and deplore them.

In the interest of a fast and responsible press newspaper men for two or three generations have been working with public men to induce the practise of advance copy under confidential release notices and have gained an almost universal success, in this country. It is a pity to abuse so beneficent a privilege.

## PSALMS

Chapter XXXI—18-19

Let the lying lips be put to silence; which speak grievous things proudly and contemptuously against the righteous.

## NEWSPAPER-MADE

**T**HE sporting fraternity now call it a "newspaper frameup," that alleged boxing match between the "panther" and the "bull" (impudent libels on the animal kingdom) in Boyle's Thirty Acres. Sure enough, newspapers created it! The promoter needed only to put his feet into the pigeon holes of his desk and await the hour of his success. Some 60,000 gentlemen, lower instincts whetted by weeks of newspaper hammering, with words and pictures, stepped up to the box office and paid five or ten times the price of a theatre ticket for the privilege of seeing a sottish exhibition, not half so interesting or exciting to a normal mind as the act of a strong man laying a bridge I-beam.

The clergyman who so publicly sought to have one of the fighters deported for a violation of law now declares he was put up to that job by an anonymous newspaper man, and it is generally conceded in city slicker circles that the churchman was an easy "come-on" for a press agent in the back-ground. At any rate, it all went to pack the bleachers. All parties pulled harmoniously, no one thought of printing the true story of the plant, and the promoter counted \$800,000 receipts. For this staggering sum the "sports" got a chance to "boo" at a couple of third-rate scrappers.

Conceding that an element of society is interested in prize fighting and that newspapers should cover such events, is there any defense for those newspapers, particularly in New York, that lent themselves unreservedly to the promotion and then, when the fight disgusted even the confirmed ringside fanatics, published great gobs of extreme exaggeration, certainly repugnant to the ordinary citizen.

The amount of space given to the panther-bull "frame-up" exceeded all bounds of propriety and the enthusiasm with which it was published lent color to the common criticism that newspapers neglect many sober subjects in zeal to feature quick circulation-getting (but not necessarily circulation-holding) sensations appealing to the lowest tastes.

## NOTABLE MOVIE REFORM

**E**IGHT months ago EDITOR & PUBLISHER brought to the attention of Will Hays, dictator of motion-picture policy, facts revealed by Detroit News concerning indecencies and misrepresentations in advertising and publicity copy handed to newspapers. H. S. Scott, general manager of Detroit News, we had learned, had sent written notice to all local picture houses that objectionable matter must be cut from advertising copy intended for that paper. He said in this notice:

"The News will gladly forego the loss of the advertising of Detroit's motion-picture houses rather than publish pictures of women in a state of undress, suggestive poses, cut-lines intended to direct the mind to sex suggestion, or convey an idea of 'rotteness' that we find is never borne out on the screen itself."

Mr. Hays was asked what would be done to safeguard the newspaper press of the country. He did not reply in the concrete at the time, but indicated that the matter would be considered.

EDITOR & PUBLISHER is this week in receipt of a communication from Mr. Hays referring to our editorial stand and happily calling to our notice a set of resolutions which have just been passed by the Association of Motion Picture Producers, Inc., of California. Twenty-one of the great film-producing concerns are members of this organization.

The resolutions fit the situation admirably. They declare that, as a policy, the members of the association "exercise every possible care" to prevent the picture of the "prevalent type of book and play" that they avoid using titles which are "indicative of a kind of picture which could not be produced, or by their suggestiveness seek to obtain attendance by deception, a thing equally reprehensible; and to prevent misleading, salacious or dishonest advertising."

These clear-cut resolutions were immediately ratified by the Western Association of Motion Picture Advertisers at a special meeting held in Los Angeles, the association including among its members all of the advertising and publicity men of the great studios located in and around Hollywood.

We hope for speedy performance equaling promise, and the earnest newspaper men of this country gratefully will acknowledge this act as an ethical accomplishment of high public value.

*"Newspaper publishing is a business, not an up-lift," glibly remarks one cynic on the inside, but if press history teaches anything it is that newspaper publishing gets to be almighty bad business when the spark of public service has flickered out and the public realizes that fact.*

## WARNING GIRLS

**T**ELL young girls, fresh from schools of journalism, not to come to New York for jobs, unless they have friends here or have plenty of money to support a prolonged situation-seeking campaign!

The other day a young woman from the middle west, who had seen only a few weeks of service on a small town daily, following graduation from a journalism school, called at EDITOR & PUBLISHING office. Her small capital had dwindled to the vanishing point and her pursuit of a job had been met on every hand by surly rejections of office boy protectors of the "gate." She had just managed to get an interview with a Sunday editor who had, in genuine kindness, told her that she was not far enough advanced to write for his publication. She told us about it, and wept, as every school-girl has a right to weep in such circumstances. Do not think her a coward—she had been fighting the impossible job battle for weeks and was earning her meals in a restaurant.

Not long ago the city editors of New York estimated that more men and women were seeking jobs on Park Row than there were jobs existing in this city. A boy may sleep in the park, or even ask for a "hand-out," but New York is not the place for a young and unfortified girl to stand the gaff of breaking into newspaper work. Tell them, however talented they may be, to expect a hard battle when they come here!

September 20, 1924

Volume 57, No. 17

### EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER Co.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher,

J. B. Keeney, Business and Advertising Manager,

Fenton Dowling, Promotion Manager,

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

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



PERSONALS

**JAMES T. WILLIAMS, JR.**, editor of the *Boston Transcript*, was one of the speakers at the annual convention of the American Legion, St. Paul, Minn., this week.

**John Devoy**, 82-year-old publisher of the *New York Gaelic American*, returned on the President Harding this week from a trip to Ireland. It was his first trip to Ireland in 45 years. Irish bagpipers met him at the Hoboken pier on his return to the United States.

**Arthur H. Boyd**, principal owner of the *New Brunswick (N. J.) Daily Home News and Sunday Times*, has returned from a 6 weeks holiday in Canada.

**E. Lansing Ray**, editor of the *St. Louis Globe-Democrat* has returned from a brief trip abroad.

**F. G. Bell**, president of the *Savannah (Ga.) Morning News* concluded his 40th year with that newspaper Sept. 9.

**Philip L. Jackson**, associate publisher of the *Portland (Ore.) Oregon Journal*, has been appointed a regent of the University of Oregon.

**E. John Long of McKeesport (Pa.) Daily News has returned from a three months' trip abroad.**

**Pleasant A. Stovall**, editor and owner of the *Savannah (Ga.) Press* is preparing to sail for London to be present at the christening of his grandson.

**Eugene C. Pulliam**, editor and publisher of the *Lebanon (Ind.) Reporter*, accompanied by Mrs. Pulliam, is on a two weeks' tour of eastern cities.

**Frank C. Wallace**, one of the owners of the *Chester (Pa.) Times*, was recently run down by a truck, sustaining a crushed right leg.

**John L. Stewart**, president of the Observer Publishing Company, Washington, Pa., publishers of the *Observer and Reporter*, returned recently from a three months' tour of Europe. He was accompanied by Mrs. Stewart and their daughter, Miss Lucy D. Stewart.

**Hans Hackel**, president and editor of the *St. Louis Westliche Post*, and Mrs. Hackel, celebrated their silver wedding anniversary, Sept. 14.

IN THE BUSINESS OFFICE

**C. GLENN WINGER**, former circulation manager of the *Battle Creek (Mich.) Moon-Journal* and more recently with the *Detroit News*, is now home circulation manager of the *Baltimore Post*.

**Wade Finn**, business manager of the *Scranton (Pa.) Scrantonian*, recently entertained all employees of that newspaper at his summer home at Crystal Lake, Pa.

**Raymond Fuson**, formerly connected with the advertising department of the *Portland Oregonian*, is now advertising manager of the *Ashabula (O.) Star-Beacon*, succeeding C. G. Abbey, resigned.

**Joseph G. Bray**, formerly editor of the *California Journal of Development*, has joined the advertising staff of the *San Francisco and Los Angeles Argonaut*.

**F. R. Margeson**, at one time with the *Philadelphia Public Ledger*, is now advertising manager of the *Portland Oregon Journal*.

**L. J. Frankel**, who resigned as classified advertising manager of the *San Antonio Express*, to take a similar position on the *Atlanta Georgian*, has been succeeded by Miss Mabel Wilkin, formerly of the *Indianapolis News*.

**Sam B. Dunbar** has joined the *Baton Rouge (La.) News* as advertising and business manager.

**Charles A. Tucker**, formerly assistant classified manager, *Rochester Times-Union*, is now assistant advertising manager of the *Shur-On Optical Company* of Rochester, N. Y.

**Raymond Hannah** has left *Bemidji*

(Minn.) *Pioneer* to become advertising manager of the *Wyandotte (Mich.) Record*.

**Edwin Bertfield**, who was connected with the *American Press* some years ago, has been appointed Eastern advertising manager of that publication.

IN THE EDITORIAL ROOMS

**H. B. RATHBONE**, assistant makeup editor of the *New York Sun*, has resigned to join the staff of New York University as Professor. He is succeeded by Herrick Brown.

**Dudley Nichols** of the *New York Evening Post* has written a biography of Gen. John J. Pershing which is being run in 8 installments by the *Post* and the *Philadelphia Public Ledger*.

**Edward Day**, formerly city editor, *Denver Rocky Mountain News and Times*, is now news editor. William Beardshear succeeded him on the city desk.

**Charles S. Hand**, political reporter, has resigned from the staff of the *New York World*, and is now with the *New York American*. He had been on the *World* about 15 years.

**Arthur Joyce**, managing editor of the *Bayonne (N. J.) Times* has resigned to enter publicity work in Philadelphia.

**Herbert Reed**, known as "Right Wing," has left the sports department of the *New York Evening Post* to do publicity work for the United States Polo Association.

**William Hershey**, assistant sports editor, *New York Evening Post* has resigned to become sports editor of the *New York Evening Graphic*. Oland D. Russell of the *Post* copy desk has succeeded Hershey.

**Milt Saul**, formerly news editor of the *Houston (Tex.) Dispatch*, has resigned from the consolidated staff of the *Houston Post-Dispatch*.

**Carlyle Burrows**, assistant art critic of the *New York Herald Tribune*, returned to New York last week from a trip abroad.

**Russell Bangs**, son of John Kendrick Bangs, famous humorist, has joined the staff of the *New York Evening Post* on the copy desk.

**Magner White**, who won the Pulitzer prize of \$1,000 for the best news story published last year, has become editor of the *San Diego (Cal.) Independent*, a new weekly published by Franklin O. Schroeder.

**Harry E. McCamic**, former managing editor of the *Washington News* and also connected with the *Wheeling (Pa.) Intelligencer* has been appointed managing editor of the *Brooksville (Pa.) Telegraph*.

**Lawrence Sheppard**, sporting editor of the *Houston Dispatch* before its consolidation with the *Post*, has joined the *San Antonio Evening News* street staff.

**L. C. Bateman**, agricultural editor of the *Leicester (Me.) Journal*, who recently underwent an operation at his home in Auburn, Me., is improving.

**Warren Lowe**, editor-in-chief of the *Junior News* of the *Denver Rocky Mountain News and Times*, has resigned. Florence McKee, formerly assistant editor succeeds him.

**Jesse L. C. Sunday**, editor of the *Frederick (Md.) Post*, is seriously ill at Johns Hopkins Hospital, Baltimore, where he recently underwent an operation.

**Earl Williams**, reporter for the *Cleveland Times and Commercial*, has resigned and gone to his home in Connersville, Ind., to resume fiction writing. He is author of a novel, "The Court of Belsbazaar."

**John W. Love**, industrial editor of the *Cleveland Plain Dealer*, who with his bride has been vacationing in Montreal, will return to his desk Monday, Sept. 22.

**Charles B. McGhee**, sporting editor on the *Lynn (Mass.) Daily Item*, is spending a two weeks' vacation at Kennebunk, Me.

**James Shephard**, state editor of the *Cleveland Press*, will return Sept. 22 from a two weeks' vacation.

FOLKS WORTH KNOWING

**STUART OLIVIER** this week came to New York from Baltimore to become associated with Frank Munsey in an advisory capacity in the management of the Munsey magazine and newspaper properties.



STUART OLIVIER

Mr. Olivier was Mr. Munsey's personal representative in Baltimore for 15 years.

Born in Staunton, Va., Olivier was educated at the University of Virginia and soon after graduation in 1899 began his newspaper work as a reporter on the *Baltimore News*.

For 25 years he was associated with the *News*, for 15 years being its directing head. On March 1, 1923, he announced his retirement stating 25 years was quite long enough in newspaper work. Several years previously he had purchased the *News* from Mr. Munsey under a mortgage held by him and subsequently returned it to the owner.

"I feel I have in a sense earned my right to a measure of freedom from the rather exacting cares of newspaper management," Olivier declared in 1923 in regard to his retirement.

In 1917, while general manager of the *News*, Olivier was granted a year's leave of absence by Mr. Munsey and went to France as a volunteer worker for the Red Cross. He is author of one book, "Essays in Passing" and a play called "The Sport of Law." The play, written under the pen name of Stuart Fox was presented in Baltimore in September 1916. Olivier was at that time owner and publisher of the *News*.

**Eric H. Palmer**, former Brooklyn newspaperman, has been appointed promotion manager of the Hotel St. George, Brooklyn.

**A. E. M. Bergener**, for 10 years city editor of the *Cleveland News and Sunday News Leader*, has gone to Canada for a two weeks' vacation. During his absence Alan Slayton, chief re-write man, is sitting in on the city desk.

**William Boland** of the *Scranton (Pa.) Times* staff spent his annual vacation in Canada and northern New York.

**Herbert Empke**, for the last year an office boy with the *Cleveland Times and*

*Commercial*, has been promoted to a reporter on the sports staff.

**Miss Betty Martin Snyder** police court reporter for the *Hagerstown (Md.) Daily Mail* has returned to work after an illness of 7 weeks.

**A. J. O'Malley**, city editor of the *Scranton (Pa.) Times* is spending his vacation in New York.

**Wallis Reef**, staff member *Denver Rocky Mountain News and Times*, is spending his vacation in California.

**George D. Armistead** has resigned from the Texas State Highway Commission, to become a staff correspondent for the *San Antonio (Tex.) Express*.

**R. B. Larkin**, reporter for the *Cleveland Press* is off duty indefinitely because of illness.

**Henry M. Weidenthal**, assistant news editor of the *Cleveland News and Sunday News Leader*, is spending a two-weeks' vacation in the east.

PRESS ASSOCIATION NOTES

**L. G. FISHER**, manager of the Cleveland office of Central News of America, the *Wall Street News* and the *New York News Bureau*, will return this week from New York and Columbus, where he spent several days on business.

**Otis Swift**, cable editor, *United Press* is the author of "From Belgrad to Bagdad," a travel story in the current number of *World Traveler* magazine. Swift visited the Balkan Peninsula in covering the Greek revolution in 1923.

MARRIED

**MAJOR LESLIE G. NIBLACK**, Oklahoma publisher and oil promoter, to Miss Orlene Cope, of Corpus Christi, Tex., recently. The couple spent their honeymoon in the Bermudas. Major Niblack, is president of the *Guthrie Daily Ledger* and identified with several publishing and other industries in the southwest.

**William J. Peck**, editor and owner of the *Pittston (Pa.) Gazette* to Mrs. Lottie Protheroe. The bride has been employed at the *Gazette* for several years.

**Robert J. Rankin**, city editor of the *Halifax (N. S.) Herald*, to Miss Marguerite Buckler, Annapolis Royal, N. S., Sept. 10.

**Miss Mary Carter**, feature writer on the *San Antonio Evening News*, to Ralph H. Durkee, until recently publicity secretary of the San Antonio Chamber of Commerce.

**Edward A. Roth**, editorial staff of the *New York World*, to Miss Isabel Kelly, Sept. 15. Mr. and Mrs. Roth left on an automobile tour of New England and Canada.

**Richard Little**, son of Mrs. Jean Little, vice-president of the *Scranton (Pa.)*

The Haskin Service unquestionably provides the most economical distribution of beneficial information and helpful literature that has been devised in all the many efforts to improve living conditions in the United States.

Scrantonian, to Miss Lois Thomas of Glenburn, Pa., recently.

Miss Emily Higgs, copywriter with the L. S. Gillham Company, advertising agency, Salt Lake City, to Harold Bennett of Salt Lake City.

Frank Colley, sports editor of the *Hagerstown* (Md.) *Herald*, to Miss Mabel Dorothea Hale, of Martinsburg, W. Va., in Martinsburg, Sept. 10.

Myron Reed Huff, of the editorial department, *Altoona* (Pa.) *Tribune* to Miss Minnie B. Nelson of Gallitzin, Pa., Sept. 10.

Earl W. Thornton, advertising staff of the Lafayette (Ind.) *Journal-Courier*, to Miss Gertrude Tinsman, Sept. 4.

Miss Winifred Viola Bailey, until recently employed as an artist by the *Worcester* (Mass.) *Telegram-Gazette* to John Humphrey Williams of Providence Sept. 12, in Worcester.

Henry C. Fulcher, city hall reporter, *Austin* (Tex.) *American*, to Miss N. Elma Gunn, classified manager of that paper. The marriage took place Nov. 11, and has just been announced.

George E. Bolduc, a compositor on the *Worcester* (Mass.) *Gazette* to Miss Delia F. Phenix, of Worcester, Sept. 1.

#### WITH THE SPECIALS

**STORY, BROOKS & FINLEY, INC.**, publishers' representatives, have been appointed to represent the *Toledo Times*. C. L. Houser Company, publishers' representative, has been appointed to represent the *Flushing* (N. Y.) *Daily Times*.

#### WITH THE ADVERTISERS

**MISS MINNA HALL SIMMONS** has joined the sales staff of Powers Reproduction Corporation, makers of photo-engravings. Miss Simmons was formerly on the advertising staffs of the *New York Globe* and the *Evening Telegram*.

#### IN THE AGENCY FIELD

**KURTZ WILSON**, for many years the foreign representative of the *Philadelphia North American* and later associated with John B. Woodward, Inc., will join the sales staff of Walter C. McMillan, Inc., on Oct. 1.

Harry M. Lynch, Inc., advertising agency, is now Lynch & Wilson, Inc. There are no changes in the personnel or management of the organization.

James H. Lanyon, for 10 years a member of the *Cleveland Plain Dealer* editorial staff, and Miss Georgia M. Bowen, executive secretary of the University School, have formed a partnership under the name of the Lanyon-Bowen Service to do advertising, publicity and promotion work, with offices in the Discount Building, Cleveland.

Cotter Advertising Agency has moved to new offices on the eleventh floor of the Harvey Building, 52 Chauncy street, Boston.

Fawcett Advertising Agency and Hathaway Advertising Service, of Colorado Springs, Col., have been combined and will continue business as Hathaway Advertising Service, using the former offices of the Fawcett Agency. G. E. Hathaway will be active head. H. H. Fawcett, president of the former Fawcett agency, has left for California where he will enter business.

L. W. Ramsey Company, Putnam building, Davenport, Ia., has been incorporated with \$20,000 capital, to handle advertising services, catalogues, window displays and similar work. L. W. Ramsey is president, R. R. Root, vice-president and E. G. Naekkel, secretary.

Triple A Agency, 105 North Market street, Urbana, Ill., has been incorporated to engage in a general advertising business by Thomas Docker, Floyd D. Speedie and Edward C. Acuff.

#### ASSOCIATIONS

**LEAGUE OF ADVERTISING WOMEN**, New York, opened the fiscal year's sessions with a dinner, Sept. 16. Speakers were L. E. McGivens on "The Significance of Sweeney"

#### ASSOCIATION CHIEFS

**A**T 10 years of age, O. H. Woody, publisher of the *Okanogan* (Wash.) *Independent*, and recently elected president of the Washington Press Association started to learn the printing trade at Palmer, Kan., a knowledge, which has served him ever since in various ways.



O. H. Woody

When his parents, for instance, moved with him to Lynden, Wash., he was able immediately to obtain work on the local newspapers, which helped him pay his way through high school and the University of Washington.

Woody started newspaper work on the editorial side as reporter and later city editor of the *Bellingham* (Wash.) *Herald*. Not long after, he became owner and publisher of the *Ballard* (Wash.) *News*, and editor of the *Conconully Record*.

In 1904, Woody established the *Okanogan Independent* at Molson, Wash., and in 1907 moved the paper to Okanogan. He has made his bi-weekly one of the best paying country papers in the state.

Woody has been a member of the Washington Press Association 17 years.

and Kenneth Barnard, director of the National Vigilance Committee, A. A. C. W.

**The Magazine Club** is the new name chosen by the Representatives Club, New York, at a recent meeting. The constitution has been changed to read: "The object of this organization shall be to promote the interests, influence, and extension of magazine advertising, and to co-operate with other clubs and organizations in the development of better advertising." Gilbert T. Hodges of Munsey's Magazine is president.

**Inner Circle**, an organization of New York political reporters, elected Charles S. Hand, of the *New York American*, president, Sept. 15. Other officers chosen are: James L. Durkin, *New York Telegram and Mail*, vice-president, and Clarence C. Worden, *Brooklyn Standard Union*, secretary-treasurer.

**New York Newspaper Women's Club** raised about \$3,000 for its new club house at a concert by Paul White-man and his jazz orchestra given at the Earl Carroll Theater, New York, Sept. 14.

**Denver Woman's Press Club** recently purchased the George Elbert Burr studio, Denver, for permanent club headquarters.

**International Benjamin Franklin Society** took note of "Constitution Day," Sept. 17, by laying a wreath at the base of the statue of Benjamin Franklin in Printing House Square, New York. John Clyde Oswald, president, presided at the ceremony.

**Minnesota Associated Press Editorial Association** members will hold their fall meeting in St. Cloud, Oct. 4, as guests of Fred Schilplin, publisher of the *St. Cloud Daily Times*. Frank A. Day, publisher of the *Fairmont Sentinel*, is president of the association. Edgar T. Cutter, superintendent of the Central Division, Chicago, and other officials of the Associated Press will attend.

**Ohio Newspaper Women's Association** of which Mrs. J. W. Freeland, of Marion and Cleveland, is honorary president, is conducting a prize contest, the winner to be announced at the annual convention of the association, in Marion, Nov. 14-16. Prizes are \$100 for the best news story by any member of the association published in any daily paper and \$50 for the best story presented by a member appearing in a weekly, semi-weekly or non-daily periodical. Charles P. Taft,

publisher of the *Cincinnati Times-Star*, is donor of the prizes.

**Window Display Advertising Association** will review the year's best accomplishments in window display advertising at the first annual convention of the association at the Hotel Statler, Cleveland, Sept. 29-Oct. 1.

**Scranton (Pa.) Advertising Club** resumed winter meetings recently when delegates to the London A. A. C. W. convention submitted reports.

**Oklahoma City Ad Club** is planning a reorganization under the name of the Advertising and Salesmanship Club, with eligibility rules widened.

**Georgia Press Association** has appointed W. G. Sutlive, of the *Savannah Press*, chairman of the committee which is to raise an endowment fund in the name of the association, to be used in paying the college expenses of deserving men and women who wish to get an education.

**Screen Advertisers Association** will hold its annual convention at the Hotel Statler, St. Louis, Oct. 2 and 3.

**Advertising Club of St. Louis** educational program which begins Oct. 13, will include classes in principles and practices of advertising production, problems in advertising and dealers' service. The instructors will be A. E. Schanuel of Roeder & Schanuel, Advertising; Edward T. Hall, secretary and publicity manager for Ralston-Purina Company; Joseph P. Licklider, D'Arcy Advertising Company; A. W. Hobler, vice-president, Gardner Advertising Company, and John H. DeWild, manager merchants' service department, Ely & Walker Dry Goods Company.

#### CHANGES OF OWNERSHIP

**W. C. WASS**, formerly editor of the *Dell Rapids* (S. D.) *Times-Tribune*, has bought the *New Richland* (Minn.) *Star*.

**H. M. Calkins**, formerly on the *Fort Bragg* (Cal.) *Advocate*, has purchased an interest in the *Richmond* (Cal.) *Record-Herald*. Will act as night foreman on the *Record-Herald*.

Don and William J. McGiffin have purchased the *Shenandoah* (Ia.) *Sentinel-Post* and will take possession Nov. 1.

Harrison W. Mason, former publisher of the *Seattle* (Wash.) *Rainier Valley Times*, has purchased the *East San Diego* (Cal.) *News*.

*Childress* (Tex.) *Post*, published for 16 years by J. C. Thomas, has been sold to Sam M. Braswell and Fred Storey of Clarendon. Braswell is a former president of the Texas Press Association.

Lee S. Cole, Perryville, Ind., has bought the *Cayuga* (Ind.) *Herald* from A. Carter Hutchinson.

T. Paul Barron, mayor of Midland, Tex., has purchased the *Midland Reporter*.

L. R. Johnson, formerly in the banking business in Easton, Minn., has bought a half interest in the *Puyallup* (Wash.) *Herald* and *Tacoma* (Wash.) *Sun*.

#### ON THE MECHANICAL SIDE

**JOHN ANDERSON**, for 35 years employed in the mechanical department of Spokane newspapers and now with the *Spokane Review*, is a candidate for the legislature for the seventh term, his legislative career having begun in 1908.

Theodore Hays of the composing room

### 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.

#### CLIMBING

**JACK MASTERS** has been promoted from assistant city editor of the *New York Daily News* to editor of the "Pulse"



JACK MASTERS

Masters started his newspaper career in 1914 as secretary to Gareth Garrett, who was then managing editor of the *New York Tribune*. He left this work to enlist in the army, serving in France during the World War.

Returning to the United States, he again joined the *Tribune's* staff, this time as a reporter, later being transferred to the copy desk. On the same newspaper, he eventually was placed in the sporting department, and he was writing sports in August 1923, when he joined the staff of the *Daily News*.

of the *Cleveland Plain Dealer*, has retired on a pension by the management after 33 years of continuous service with the paper.

William Lycett, after 42 years' service, will retire Sept. 24 as foreman of the composing room in the printing offices of the Methodist Book Concern, 150 Fifth avenue, New York.

Joseph M. Hsieh, foreman of the composing room at the *Scranton* (Pa.) *Republican*, spent his vacation in New York



94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

#### Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH...13,659,283 lines  
SEC. PAPER...6,634,578 lines  
THIRD PAPER...4,762,473 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch  
OHIO'S GREATEST HOME DAILY

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## Rotogravure Screen Greatly Enlarged

Showing more clearly than words the reason for the beautiful soft effects in rotogravure. The rotogravure 150-line screen is almost invisible in the finished result because the action of acid in the etching process is so controlled as to permit the lines to be partly etched away so that the ink from one cell all but touches the ink in adjacent cells.

This enlargement was made from the clipping shown at left, taken from the regular run of a New York newspaper's rotogravure section, and though greatly enlarged the screen refuses to open.

## Half-Tone Screen Greatly Enlarged

This enlargement is from a coated paper proof of a newspaper screen half-tone—the actual copy size shown at right.

The camera, in enlarging the small copy, has opened up the screen, making plain that the effects in half-tone printing depend upon clearly defined dots and spaces.

Note that in this half-tone enlargement the tone values are lost, while in the rotogravure example shown above the shading is retained.



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

# ROTOGRAVURE

Prints Perfect Pictures - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

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

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

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

**Kimberly-Clark Company**

ESTABLISHED 1872  
Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 310 W. Sixth St.

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

# STICK TO YOUR HOME TOWN" IS GIRL REPORTER'S ADVICE TO HER SEX

Genevieve Calkins Spent Hungry Days on Park Row Before She Became "Jean Vernon" of the N. Y. Daily News Staff. Now Enjoys Her Work

By GRANT L. DAVIS

YOUNG women, go back to your home town, marry some nice young fellow and settle down!"

Genevieve Calkins, of the New York Daily News, just what advice she should give ambitious newspaper women was to take a fling at metropolitan journalism. The answer, quoted above, was a surprise.

Genevieve Calkins, whose real name by the

own column. It was with this newspaper, on the advice of Earl Deland, publisher, that she took the name Jean Vernon.

Her next jump was to the Worcester (Mass.) Telegram-Gazette, where she conducted a weekly shopping page.

"Now comes a terrible chapter in my life," Jean declared, becoming autobiographical.

with the work in that little New England town.

"You must have a sense of humor," Mr. Payne's secretary wrote back, arranging for an appointment for her to meet the managing editor.

She got a job with the News last December.

"How my knees quavered those first few days," Jean Vernon remembered. "The city desk seemed miles and miles away. My hands were like lead, and I could hardly make my typewriter go."

Now she has every right to call herself a newspaper woman.

"And one of the best," adds her city editor.

## NEW TABLOIDS IN NEW YORK AND MONTREAL

(Continued from page 5)

riders. It was also for the same reason stopped in New Haven.

The Graphic offers "\$10,000 awards for ideal Marriages" in another feature, which is believed to be unique in newspaper stunting. It invites ten American Apollos and ten Dianas, eligible for marriage, each in perfect physical condition, to enter a contest. When the 20 are located they will be invited to a dinner. If such acquaintance ripens into love and marriage the Graphic will pay \$1,000 to each couple, and an added \$100 for each child born within five years. Five prominent clergymen endorsed the stunt in signed appended stories.

In the first number the Graphic presented its "platform." There were 17 planks, among which were: Elimination of all intolerance, abolishment of governmental censorship, abolishment of graft in politics and business, repeal of legislation preventing ownership of firearms, annulment of "all prohibitory laws infringing constitutional rights," non-medical investigation of healing methods, registration of all citizens to detect crooks, compulsory suffrage, with fines for non-voters annulment of all inactive laws,

open-minded attitude toward all progressive legislation, etc.

"I am entering the newspaper field as a crusader. And I expect to make a few million dollars for myself and associates," was Mr. Macfadden's salutation. He said that money meant nothing to him, save power to serve, and he would not "give three whoops in Hades for all the social honors in the universe." He tells the story of his active and interesting career and says his newspaper motive is to reveal life's truth. "The Truth Shall Make You Free," is quoted throughout the paper.

The mechanical processes of the newspaper were not comparable to other New York tabloid effects, a difficulty to be ironed out. The type appearance, in general, was sprightly and the head-line treatment was novel, the lines being set flush to the right-hand column rule, giving the effect of a half inverted pyramid.

A substantial run of advertising was shown in the first number, including some medical which some newspapers have ruled out. The advertising policy was summed up in a box on page one, of the second number as follows:

The new paper was widely distributed and, whatever its technical faults or initial confusion as regards the publisher's pre-publication announcements of policy, nevertheless it "made 'em talk."

As the staff got its stride later in the week the selection of pictures improved and there was a marked improvement in press work and proof-reading. But the Thursday issue, first edition, has rarely been out-done for yellowness. An hysterical capital punishment picture and story, fit to create panic in the hearts of quiet home folk, was displayed. The artist left nothing to the imagination as regards the terrors of the death chair. The paper has a strong editorial policy against capital punishment and agreed with the sentence to life of Loeb and Leopold.

Two cents was the price of the daily, except Saturday when 5 cents was quoted for a paper to include a 16-page feature story section and an eight-page gravure section.



Jean Vernon, of the New York Daily News, takes the wheel of the U. S. Revenue Cutter, the only woman reporter ever assigned to cover a rum runner chase off Long Island.

is Genevieve Calkins, recently caused a considerable ripple in New York's journalism pond. Although she is only about 25 years old, and has done regular newspaper work in New York only since last September, she is already the only woman reporter who has spent a cold, spray-soaked night on a revenue cutter hunting rum runners off the Long Island coast. She has also hunted sharks with coast guard men.

When I talked with her in the News editorial room, she had just returned from a short vacation spent airplaning between New York and Dixville Notch, N. H. Jean wouldn't be content with an ordinary vacation. She exists on thrill.

Yet she is pleasantly feminine. Dressed simply in fall navy blue serge, with a blue linen waist, and hat with a rakish angle, she does not tempt the mannish pose. And she is in the least conceited. She would discount many of her exploits, which have earned her praise from editorial room editors.

"I wouldn't go back to the home town myself for anything," she admitted. "I didn't take my own advice—not for kids. I just adore my work."

But I do think it's the best thing for my girls. There's far too many hard ricks in newspaper work."

Airplane hops, chasing rum runners, sharking, these are adventures of only the last few weeks for Miss Calkins, as Jean Vernon, newspaper woman. Behind her are 3 years of hard fighting. She graduated from Syracuse University in 1921, she "narrowly escaped school teaching" to accept a position on the Syracuse Herald, where she spent a year, and possibly dull, year.

Then she went to the Yonkers (N. Y.) Timesman, and more interesting work, since she was put in charge of her

"I gave up work in Worcester to go on the craziest hunt. I wanted to run my own newspaper. Well, with some others, we started a newspaper in a little New England town, I wouldn't tell you its name for worlds. Our opposition was owned by 2 old spinsters, who had 19 cats.

"To make it short, I was just a little business fool. We didn't make our own salaries. And I found myself absolutely broke."

This was the plight she was in when Jean Vernon decided to make New York her newspaper mecca. She had enough money to pay her way to the world's largest city and that, with her ability to write was all. No assistance was forthcoming from her home. Of course she speedily came to know New York newspaper office boys well.

"I hate bread, but I made a point of eating all I could with the soup, which was all I could afford to order at restaurants," she recalled.

One day she wrote a letter to Philip A. Payne, managing editor of the News, which must have been a classic. In it, she told all her misfortunes, commencing

### LOS ANGELES HERALD

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

# "PREMIER"

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

## DRY MATS

The BEST DRY MAT on the Market

Because the Premier

- Gives Results.
- Requires Little Packing.
- Saves Time and Labor.
- Has Smooth Glass Finish on Face.
- Brings Out All Detail in Half Tones.
- Does Not Have to Be Steamed Out.
- Will Take as Many Casts as You Require.

The Progressive Publisher wants the best. The Premier will sell itself to you if you will send your trial order today, which we will bill at the case price.

Write us if you are using a tubular or one of the standard makes of Casting Boxes.

Samples are Free

## Premier Flong Company

KARL HAGENBACHER

P. O. Box 671, New York, N. Y., City Hall Station  
Sales Office: 258 Broadway

## TELLING FULL STORY BRINGS SALES IN USED CAR CLASSIFIED

Lack of Detailed Description and Use of Hackneyed Selling Phrases Hampers Effectiveness of Medium—Complete Ad Formula Suggested

By RALPH W. ELDEN and CHARLES O. CHATTERTON

HOW many Dodge touring cars are advertised today in the "Automobiles for Sale" sections of the papers of your city? Make it Buicks, Chevrolets, Studebakers, or Fords, if you like, but Dodges will do as well for our purpose.

Enough to make competition interesting? Enough to give any buyer a choice? Enough to make it safe to say no one buyer will see them all?

Very well! Here is a buyer:

He has studied his car problem and his mind is made up. He has a price limit. He knows he can buy a 1922 Dodge within his figure. There are 3 cars that have his approval, but he has centered on one—a Dodge. The money is in his pocket. He can pay \$250 down and carry the rest in monthly payments. It remains only to find the car.

Time is worth something. Our buyer follows the course of thousands. He resorts to the want ads for his first clues.

The classified section! Here they are: "Automobiles for Sale."

You know what happens now! Pencil and scissors, and in a half hour our buyer—your buyer, perhaps—has clipped for personal investigation 5 ads among 20.

What determined his choice?

Price was not a controlling factor. It may be later, but not yet. Age was not a consideration. These cars all are 1922 models. Condition did not determine the choice for no one of these cars has been seen.

"COPY."

There in one word is the answer.

A free agent, without prejudice or favor, this buyer has chosen to see 5 cars, and is indifferent to 15. Why? Because 5 ads impressed him and 15 did not.

And mark this! Among the 5 there are still other choices to be made. One dealer shall see this buyer before another, and it is likely that copy again will control each successive choice.

The uninteresting physical form of the want ad has dulled our imagination.

We have not sensed possibilities or relative values.

Rapid movement of the used cars is the crux of every car dealer's problem. Depreciation continues while the cars stand unsold. Sales mean more sales from unexpected and unsought sources. Every element in the situation points to the necessity of rapid action. It can be had by writing want ad copy that:

1. Satisfies the buyer's desire for information.
2. Impresses him by its strong yet reasonable statements.
3. Attracts him by its readable and interesting form.
4. Appeals to his imagination by suggesting the emotional by-products its possession will give.
5. Fixes itself in his mind by an unusual phrase or statement of whenever possible.
6. And makes easy the personal contact that must be made before a sale can be consummated.

Rules cannot be laid down for the writing of successful copy. Principles can be set forth.

Phrases cannot be suggested—universal use promptly would make them worthless.

Here are a group of used car ads clipped at random from a half-dozen papers. The dealers' names and addresses have been changed, otherwise the ads are shown as they appeared.

1920 OLDSMOBILE 6, just overhauled and refinished a beautiful maroon; this is a snappy light six and looks and runs beautifully; must sell today. 732 Grove Street.

FORD chassis, 1924 license, \$30 cash, balance monthly. 106 4th St.

1920 FORD roadster, starter, '24 license, car has inclosed box on rear for carrying samples; will sell on easy terms. 106-24th St.

1923 HAYNES 5 PASS. Sport; bargain SUNSET MOTOR CO., INC. Ransom at 24th West 5600 Distributors Marmion Haynes

These four ads all fail to recognize the importance of detailed description. No price is given in any instance.

The first 3 put upon the buyer the necessity of traveling to the address given and there hunting down "the man who has a car for sale."

"Easy terms," "bargain," "runs beautifully" carry little conviction when there are no supporting facts and the advertiser is unwilling to name his price. These ads in competition with others describing the same models in detail and naming the price, must inevitably be second, third or fourth choices.

Mechanics are likely buyers for older cars, and many times the ad may be pointed straight at a mechanic.

If any of these cars justify such a

### OUTLINE FOR USED CAR ADS:

1. Make
2. Year, model
3. Body style
4. Color and finish
5. If repainted, give details
6. Top—kind and condition
7. Wheels—disc, wire, artillery
8. Tires—kind and condition—mileage
9. Motor—condition, recent inspection, shop work or overhaul recently done
10. How far has car been driven
11. Regular servicing
12. City or country use
13. Lights—spot, tonneau reflectors
14. Mirrors
15. Bumpers—style and number
16. Speedometer and clock
17. Wind deflectors
18. Trunk
19. Other accessories
20. Tool equipment
21. Battery
22. Price and terms in detail
23. Guarantee, if any (for how long)
24. License
25. Free service, if any
26. Names, address, phone number
27. Whom to ask for

statement, the words "A lot of satisfactory service in this car yet" would be reassuring to a prospective buyer.

1922 CHEVROLET Finish like new, license, good tires and in good running order. \$125 Down PACIFIC AUTOMOBILE COMPANY Woodward and Sansom Cass Ave. and East 14th St.

Touring or roadster? Price? Mileage? Accessories? Repainted? Overhauled? Guaranteed? Telephone number?

### TODAY'S SPECIAL

1922 Hupmobile touring fully equipped, painted a beautiful grey, '24 license, 90-day guarantee:

\$850

HANSOM AUTO CO.

431 Jefferson East 1720

Open Evenings and Sundays

White space is good, but why squander it? Here is a car that would have justified warm enthusiasm and full details. "Your wife would appreciate it." "Hup character and dependability." "Compels admiration." "No shop or tire bills for months." "Striking beauty." "Modest refinement."

These are phrases that would have added appeal to the description. White space tells no story. It may effectively frame the picture but no more.

A display ad with too much of the cir-

SALE! SALE! SALE!  
HURRY! HURRY!

Price That Will Please You  
DODGES! DODGES! DODGES!

Bought to sell at present low market prices. Small payment down, balance by month on our easy payment plan; to include your license and insurance, etc. Those who come first will get best selections.

Other Standard Makes  
DODGE BROS.' DEALERS  
Woodward Avenue

cus barker tone. Business, like dignity, is always convincing—hot-dog talk repels.

Shun statements that are vague, superlatives that are meaningless, "come-ons" that are puerile; words worn threadbare in the snapper of the ad man's whip. Here are 3 ads written by outline:

1920—FORD TOURING—\$185

Motor is good. No work needed. New pistons and general overhauling last May.

Fabric tires (Goodyear) driven 3,000 miles. Top in sound condition. Good curtains.

Spot light, 2 bumpers, seat covers, new spare tire, all regular tools and many special.

Satisfactory service in this car. No immediate expense. Owner moving East.

MR. JENKS  
739 Broadway Atwater 0440

A long ad! Yes; but show me a buyer who has fixed his limit at \$200 and will not respond to it. Its length carries conviction. Here is a car that is worth advertising.

If quick results are no object, here's the ad:

FORD TOURING 1920—Owner must sell. Price reasonable. Good tires. Fully equipped. Atwater 0440.

Now a 1922 Hupmobile touring, white space wasted here.

1922—HUPMOBILE TOURING—

Appearance compels admiration. Performance inspires pride!

Careful use, regular servicing, and overhaul in our shops that reached over item, make this car as silent and powerful as a new Hup.

Repainted last month, \$60 job, and grey; Goodyear cords, 3,000 miles, spare.

Bumpers, spot, trunk, motor, tonneau lock, tonneau lights, spring boots.

1924 license and OUR 90-day guarantee. Years of pride and satisfaction in THIS car.

ELMORE MOTOR CO.  
739 Clay St. Mr. Burns

Now a Cadillac phaeton.

1922 CADILLAC PHAETON ELASTIC POWER! BEAUTY! COMFORT!

Repainted by Burnett, maroon. Has never saw a more beautiful car.

Valves ground 2 months ago by Cadillac Service Co. No other work necessary. Ask them—Mr. Gray.

Driven 18,000 miles. Two spares, one brand new.

Bumpers, 2 spots, stop signal and other valuable accessories. New Wilson battery. Should run 10,000 miles without shop or tire expense. Ready to start across continent today!

Will give immediate demonstration on phone call, if not sold.

Responsible party can buy with \$10 cash.

REEDY MOTOR CO.  
Bdy. 7703 441 Clay St.  
Ask for Mr. Blaine

These are long ads, but they are intended to sell these cars.

In New Orleans it's THE ITEM

## Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

# Think of Placing Your Message Before the Eyes of Over 5,000,000 People in Pennsylvania

AND consider their tremendous purchasing power. Over 58% of the total population is located in 170 cities of over 5,000 population. Your proposition placed before these people, through daily newspapers of the state, will meet with a ready response.

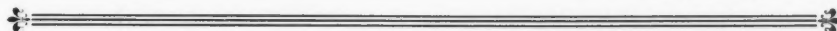
What a market awaits you!

The cooperation, distribution and sales promotion you desire, can be "tied up" successfully through advertising in this list of progressive dailies—and only through such means.

Pierce this market quickly—grasp the opportunity for sales where you have distribution—use the local newspapers in this giant state.

No advertiser has a right to expect maximum results from this territory unless he does use all the progressive newspapers and particularly the leaders that are so listed.

Concentration in newspaper space will produce results—that is the only way in which to sell your product.



	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
***Allentown Call .....(M)	30,627	.09	.09	†††Scranton Republican .....(M)	28,492	.12	.10
***Allentown Call .....(S)	19,595	.09	.09	†††Scranton Times .....(E)	41,544	.12	.11
†††Beaver Falls Tribune .....(E)	5,702	.025	.025	***Sharon Herald .....(E)	6,287	.0285	.0285
†††Bloomsburg Press .....(M)	7,130	.029	.029	***Sunbury Daily Item .....(E)	4,416	.025	.021
†††Carbondale Leader .....(E)	5,682	.025	.025	***Warren Times-Mirror .....(E&M)	9,090	.036	.036
***Chester Times .....(E)	15,547	.055	.055	***Washington Observer and Reporter .....(M&E)	17,042	.06	.06
††Coatesville Record .....(E)	6,097	.035	.03	††West Chester Local News ....(E)	11,090	.04	.04
***Connellsville Courier .....(E)	6,302	.02	.02	***Wilkes-Barre Times-Leader....(E)	23,690	.08	.05
***Easton Express .....(E)	20,815	.07	.07	***Williamsport Sun .....(E)	19,561	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05	†††York Dispatch .....(E)	18,317	.05	.05
***Erie Times .....(E)	26,820	.08	.08	†††York Gazette and Daily .....(M)	17,435	.05	.05
***Harrisburg Telegraph .....(E)	38,546	.095	.095				
***Oil City Derrick .....(M)	6,765	.035	.035	††Government Statement, Sept. 30, 1923.			
***Pottsville Republican and Morning Paper .....(E&M)	15,354	.08	.07	***A. B. C. Statement, April 1, 1924.			
				†††Government Statement, April 1, 1924.			

# EDITOR WOULD HAVE "VAUDEVILLE STUFF" REPLACED WITH VITAL NEWS

## Tom Finty Jr., of Dallas Journal Says Dailies Lisp Baby Talk When They Might Talk Sense—Discusses Newspaper Probe

THE failure of a large section of the American press even to attempt to interest their public in really vital affairs was condemned in no uncertain terms this week by Tom Finty, Jr., editor of the Dallas Journal and associate editor of the Dallas News.

Finty is no mere muckraking spell-binder. A veteran of the editor's desk, a position he reached after an up and down journey from telegraph bench, to lawyer, to reporter and thence upwards through the news and editorial rooms, he has ideals which he practices.

Of gray hair, he is no graybeard, mumbling of the "good old yesterdays." He looks forward to the time when the press will be rather an educator than mere vaudeville performer.

He is of the sort who does not tear down to leave only unsightly rubbish; he rebuilds on firmer foundations; and his condemnation, contained in conversation with the writer this week was followed by pertinent suggestions of lasting quality.

I had found him in an excellent mood for idealism. He had just come through a hard political campaign in Texas, backing the anti-Klan candidate "Ma" Ferguson. Reward for the task that had been his had taken the form of 3 weeks' vacation. He had had the power of the press graphically illustrated to him by this political campaign. That "grand an' glorious feeling" had been experienced on shipboard on the trip north from New Orleans.

Now as we sat together on easy chairs in New York, Finty, far from that exacting business of culling 600,000 words fit to print daily from a messy 6,000,000, could philosophize at ease.

"Newspapers," he declared, "are lispin' 'baby talk' to their readers, when they might talk sense to advantage.

"There is a preponderance of jazz in our newspapers. Too much attention is paid to frivolous subjects, and sense is delivered too frequently in the grotesque form of nonsense.

"Crime news is given exaggerated importance far too often."

I recalled at this point the saying, I think it is William Allen White's, that there are two publics, and in consequence there will be two forms of newspapers.

"Is there no room for both?" was hinted.

But Flinty belongs to the school that believes the public intelligence is grossly underestimated by the newspapers, and that there is less difference between the two publics than is generally accepted.

"Newspapers who cater to the moron class prosper for a while, but in adding circulation in one direction they offend the real stable and lasting element on the subscription lists.

"And really, I believe newspapers ought to publish news with interest to society in mind and not solely in regard to circulation.

"Take crime news as an example. I believe in giving crime space in the news columns, but it is how it is played that counts.

"It is a newspaper's privilege to print the proceedings of courts, because the officers are public servants and should be kept before the eyes of the people.

"This privilege is abused, however. Many newspapers are not content with giving fair, true and impartial accounts. Reports are exaggerated.

"Newspapers should quit 'trial by newspapers.' Every man is entitled to his



TOM FINTY, JR.

day in court, but no newspaper has a right to prejudice his case by forecasting what the testimony is going to be. It is abuse of the dangerous but necessary freedom of the press.

"The newspapers, I realize, are not alone to blame. Countless prosecutors have formed the habit of telling reporters what they intend to prove. This is hardly fair.

"There was a case in the federal court of Wisconsin which comes to mind. The judge called a newspaper publisher before him and reprimanded him for publishing an interview with the district attorney to the effect that the defendant in a certain case up for trial was guilty. He romped all over the publisher, but the really remarkable thing was that he didn't find fault with this district attorney at all."

After this diatribe of friendly criticism, Finty began constructive suggestions, after his fashion.

"How can the newspapers interest its public in really vital subjects?"

"It is only necessary to say one thing! Let newspapers put as much talent to work covering serious matters as they put on their sporting pages.

"There are plenty of worth-while subjects a newspaper can take up and not in the muckraking spirit either, which, if well written, are crammed with reader interest.

"The affairs of government, for instance, are being excellently treated today by such men as David Lawrence, Mark Sullivan, and many other well paid intelligent Washington correspondents.

"But on local problems newspapers are unwisely silent.

"Education is a vital subject, isn't it? Well, there is a tendency for newspapers to boost education in the abstract and to exaggerate formal education without inquiring closely into results.

"What we did in Dallas might well be followed elsewhere. We sent a very high-grade reporter, Chester T. Crowell, who has since become a successful magazine writer, to make a careful survey of the Dallas schools. He did not work in a muckraking spirit, but he worked thoroughly. He attended classes, went through the schools generally, and reported just what the Dallas children were being offered in the way of education. This idea originated with the late Caesar Lombardi.

"Last year we made a similar survey of the rural schools of Texas.

Then there are health matters, which a newspaper can delve into in an interesting as well as constructive manner.

"But in doing this sort of work, one must bear in mind that it cannot be handed to the public in a deadly way. It must first be well written to be read."

Naturally, while on the subject of idealism and the press, conversation turned towards the projected scientific investigation of the press, announced in last week's EDITOR & PUBLISHER.

This survey, Finty believes, is capable of doing both a great deal of harm as well as a great deal of good. It depends upon who puts it to work in his opinion.

"If the investigators believe ahead of

time that the press is venal and rotten they are likely to get just that for a verdict," he said.

"If they are open minded, their survey may result in eradicating some evils which do beset the publishing business.

"These evils are largely the result of very intense competition. I believe in healthy competition, but I do not agree to its taking a form manifested chiefly in a statistical marathon.

"The survey might do a great deal of good. An editor welcomes local criticism of his paper, why not, then, a general criticism?"

This philosophical Texas editor began his career as a country newspaper correspondent, reporting newsy gossip of the small towns for the Louisville (Ill.) Ledger. He was born at Xenia, Ill.

At 16, he left newspaper work and became a railroad telegrapher. In railroading, he was promoted to the position of freight solicitor, but he was thought too young.

Leaving this work, Finty went into the banking business for a while, then he studied law and moved to Texas where he began to practice. When he was 27, he gave up a good law practice to become a reporter on the Galveston (Tex.) Tribune at \$20 a week. This was in 1894. Within 2 months he was made city editor, which position he held for 3 years and then transferred to the same desk on the Galveston News. On the News he was made political editor, and continued in this department until the Dallas Journal was founded in 1914 and he was made its editor.

### U. S. News Men in Geneva

Among the American correspondents covering the League of Nations assembly at Geneva, Switzerland, recently were Wilbur Forest, New York Herald Tribune; Laurence Hills, New York Herald, Paris edition; Edwin L. James, New York Times; Arno Dosch Fleuret, New York World; Hudson R. Hawley, the Associated Press, assisting Joseph E. Sharkey, and Henry Wood, United Press.

### Chicago Tribune Writers Wed

Genevieve Forbes and John O'Herrick, both of the staff of the Chicago Tribune, were married at St. Luke's Episcopal Church in Evanston, Ill., on Saturday evening, Sept. 6. Robert M. Lee, city editor of the Tribune, was present as an usher.

# BABEL REPORTING AT LEAGUE ASSEMBLY

## London Daily News Reporter at Geneva Says Work Is No Joke—"Pool" of Shorthand Writers Takes Speeches

HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Sept. 8.—The sympathies of every newspaper man who has attempted to cover a meeting subjected to constant talk and interruptions will go out to the men who are trying to tell the world what is happening at the Assembly of the League of Nations at Geneva.

The difficulties under which they labor are told by the London Daily News representative, S. J. Jennings.

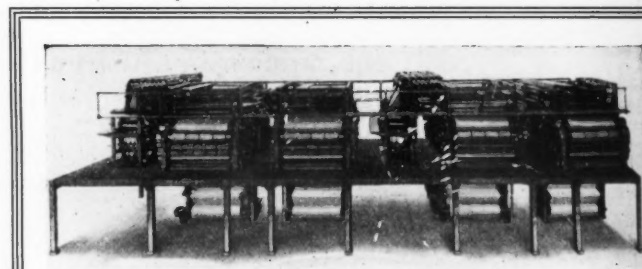
According to Jennings, the official reporting at Geneva is no joke.

The verbatim notes at all the plenary sittings are taken by a "pool" of shorthand writers taking 10 minute turns. A writer may be called upon to report any kind of speech, by an English, or French delegate, or by some delegate who speaks English or French as a foreign language. An Asiatic member often leaves one a doubt at the opening of the speech whether it is in English or French.

The whispered conversations going on both on the floor and in the galleries by people who are not interested or do not happen to understand the language being used increase the reporter's task. Sometimes he has to stand near the speaker and write, notebook in hand.

Taking down the interpretations is even more difficult. The interpreters are all fluent, fluency being one of the qualifications. This might be no drawback, but the majority of the audience, having understood the original, regard the translation as a formality and thus give themselves up to conversation. The reporter therefore finds himself standing beneath the interpreter in a storm of talk, notebook in hand, struggling to take down a speech rattled off at perhaps two hundred words a minute.

At the end of his term the writer dictates direct to a typist cutting a stencil for the copying machine, and he must be able to remove obscurities and correct errors of form as he goes along.



THE BOSTON HERALD, BOSTON, MASSACHUSETTS

## Use Two Scott Double Octuple "Multi-Unit" Presses

and are able to meet any condition that may arise, as they can print from four to sixty-four page papers and bring them out at one time, as they use Scott Presses with heavy duty folders.

### WE ARE PREPARED

to meet the demand for presses, and Scott "Multi-Unit" and "Straight-Unit" Presses certainly meet all demands made upon them. Extra Units and Folders can be installed at any time, so the days of scrapping presses are over.

### SEND US A PLAN

of your building, tell us just what you wish to produce and we will show you the most economical way to obtain it.—DO IT TODAY.

# WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street

The  
**Pittsburgh Press**  
 A Scripps-Howard Newspaper  
 Daily and Sunday  
**Has the Largest**  
**CIRCULATION**  
**IN PITTSBURGH**  
**MEMBER A. B. C.**  
 Foreign Advertising Representatives  
**ALLIED NEWSPAPERS, INC.**  
 New York Office—52 Vanderbilt Ave.  
 Chicago Office—5 North Wabash Ave.  
 San Francisco—Cleveland—Cincinnati



# MATTHEW TIGHE, DEAN OF WASHINGTON CORRESPONDENTS, DIES

## Government Officials Mourn Passing of Capital Veteran Who Was Friend of Presidents and Cabinet Members —Covered Spanish-American War

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)



M. F. Tighe

MATTHEW FITZSIMMONS TIGHE, recognized dean of the Washington newspaper correspondents and at once baiter and friend of all the Presidents, State, War and Navy Secretaries of the last quarter century is dead. Colonel Tighe, as he was affectionately known when addressed in the proper title of his rank as officer on the staff of Governor Ben Tillman of South Carolina, passed away at his Washington home Wednesday after an illness due to cerebral hemorrhage suffered early last March. The rally he made from the first attack led his friends to hope for recovery but a second shock several weeks ago brought him rapidly to his death. Mr. Tighe was 67 years old.

Until his last illness there had been only one short hiatus in Colonel Tighe's eventful career as a newspaper man,—that when he came to Washington from Charleston as secretary to Senator Tillman. The humdrum life of senatorial secretary soon pulled and Tighe went back to the newspapers, taking a job on the old *Washington Times*, beginning his long, brilliant, and picturesque Washington service.

Born in Charleston, Sept. 29, 1857, young Tighe received his early education in a private school. He was graduated from the College of Charleston and carried a real scholarly training into the office of the *Charleston News and Courier* when he became a feature writer on the staff of that paper. The Greek, Latin and French and the knowledge of literature he absorbed in college remained with him. He added to that knowledge throughout his career as active newspaper reporter, and while he became as proficient as the next in the touch and go of the old newspaper methods of the twentieth century he remained essentially a product of old school journalism. His tilts with Presidents and cabinet officers to say nothing of his discussions with as erudite a person as Newton D. Baker, formerly secretary of war, already have taken their places among Washington newspaper legends.

One story includes a question he directed at the austere Elihu Root, when Mr. Root was secretary of state. "Do you think Mr. Secretary there is any truth in the story I wrote this morning?" Colonel Tighe once asked of the solemn Mr. Root as he stood waiting before a group of rather tongue-tied reporters.

Philander Chase Knox, who followed Mr. Root as custodian of the State portfolio, was exceptionally fond of Colonel Tighe but had his own views of some of

the stories the Colonel wrote for the Hearst papers about foreign affairs. Mr. Knox thought some of them highly indiscreet to say the least.

Once Secretary Knox was discussing one of the stories with a group of newspaper men—remonstrating with them about it.

"But, Mr. Secretary," said one correspondent rushing to Colonel Tighe's defense, "he is the Nestor of the Washington corps."

"True enough," acknowledged Mr. Knox grimly, "one might almost say the mare's nestor."

Colonel Tighe's first big story was the Charleston earthquake and he wrote it sitting in Battery Park in the old Southern town, hoping that in some way the organization of the *Charleston News and Courier* might be reassembled to print it.

After a turn on the old *Washington Times*, he went to the *New York Journal* bureau in Washington in 1898, and was the first man assigned by Mr. Hearst to the opening phases of the Spanish-American war. He was rushed to Havana upon the sinking of the Maine and wrote some of the first stories of the report on the sinking of the vessel. He returned to Washington before the actual declaration of hostilities and played an important part in covering the news at the capital during the conflict.

He is credited with a beat on the sinking of Cervera's fleet.

The funeral was held at the Church of the Sacred Heart in Washington Friday and the body taken to Charleston for burial.

### "DOC" COHEN IS DEAD

Served 40 Years as New York Newspaper Man

Dr. Esdaile P. Cohen, known to New York newspaper men as "Doc", died in New York, Sept. 18. He was active in New York journalism 40 years, the last 20 being on the *New York World* staff.

Born in Philadelphia, Dr. Cohn was educated in private schools and at the University of Pennsylvania, where he took his A.B. degree in 1875; his A.M. degree in 1878 and his M.D. degree in 1879.

Following his medical education he served as interne in the Jewish Hospital, New York, and then engaged in 2 years of private practice.

He entered New York journalism in 1883 as a reporter on the *New York Herald*, where he eventually became city

editor. He was later city editor of the *New York Recorder*. Then he joined the *World* staff, where he has remained ever since.

## Obituary

HARRY VICTOR ANDREWS, 56, a member of the news staff of the *New York Times* for the past 10 years, died Sept. 15 at St. Luke's Hospital, New York. Two days before his death he was married to Mrs. Eva Nagel Wolf in his room at the hospital. Mrs. Andrews was the widow of John Wolf, an associate editor of the old *Philadelphia Press*. Mr. Andrews came to New York in 1891 and joined the staff of the *New York Tribune*, where for a time he was Sunday editor. Later he was on the editorial staff of *Leslie's Weekly*, leaving that magazine to join the *Times* staff.

EMIL OPFFER, 62, editor and publisher of the *New York Nordlyset*, Danish weekly, died in New York Sept. 12. He was the father of Ivan Opffer, newspaper cartoonist.

JOSEPH RAY BUCHANAN, 72, for 10 years labor editor of the *New York Evening Journal*, died at his home in Montclair, N. J., Sept. 13. A printer originally, Buchanan later became a labor leader, editor, and writer of articles on labor.

COL. JAMES W. STUART, 83, veteran editor and publisher of Texarkana, Tex., died at his home in Texarkana last week. Born in Ireland, Mr. Stuart came to America more than 50 years ago. After acting as publisher of the *Forest City (Ark.) Times*, he founded in 1889 the *Texarkana Courier*, now the *Four States Press*, of which he was editor and publisher until failing health forced him to retire in 1907.

TORREY E. WARDNER, one of the owners of the *Boston Traveler* in the early '90s, died in New York, Sept. 9. He and four other men purchased the *Traveler* in 1890 from Roland Worthington and

operated it for several years. Later he became connected with the *Boston News* and the *Boston Standard*. Of recent years he had been interested in rotogravure work.

CHARLES F. W. ARCHER, 73, veteran Massachusetts newspaper man, died in Salem hospital Sept. 15, after a long illness. He began his newspaper work on the *Worcester Gazette*. He later was on the *Boston Advertiser*, *Boston Journal* and *Boston Herald*. In the Spanish-American war he was correspondent for the *Boston Journal*.

FREDERICK GIBSON SPARKS, 45, secretary of the *Brookville (Pa.) Republican*, died at his home Sept. 7.

A. E. HART, 71, for 51 years a member of the typographical union in San Antonio, succumbed to a fractured skull after being struck by an automobile.

EDWARD McCaffery, 57, Pittsburgh newspaper man died in St. Francis hospital, Pittsburgh, after a brief illness.

"FIRST IN PUBLIC SERVICE"

**The World.**

The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

**The Evening World**

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

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 Washington Herald**  
Largest Sunday Circulation  
Any Washington Paper

**The Washington Herald**  
morning and

**The Washington Times**  
evening

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

**G. Logan Payne**  
Publisher and Gen. Mgr.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

**The BEAUMONT ENTERPRISE**

—AND—

**The BEAUMONT JOURNAL**

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

*Ask Beckwith—He Knows.*

On and after September 6th, 1924

**The New Orleans States**

Will be represented in the East and West by the

**JOHN M. BRANHAM COMPANY**

New York Office—Canadian-Pacific Bldg.  
Chicago Office—Mallers Bldg.  
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Over—

**200,000**

CIRCULATION

in less than 3 years.

—because Detroiters want it.

**DETROIT TIMES**

**America's Best Magazine Pages**

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET  
New York City

## STRENUOUS AMERICAN NEWSPAPER LIFE ASTONISHES FLEET STREET VETERAN

Trevor Wignall of the London Daily Mail Praises Our Facilities for Handling News—Covered Prince's Voyage and Firpo Fight

By NELSON PHILLIPS

FLEET STREET came to New York this week with a London journalist, Trevor C. Wignall, boxing expert of the *London Daily Mail*, fiction writer, and author of a history of the prize ring, hit Manhattan with a Welsh accent and a host of tales about "Dear Old Blighty's" journalistic row.



T. C. WIGNALL

Primarily in the United States to report the Prince of Wales' trip over on the Berengaria and secondarily to cover the Firpo-Wills fight, Wignall can tell a story of his rise from cub reporter in the Provinces to a comfortable position in Fleet street that forms an English edition of "A Book About Myself" by Theodore Dreiser.

Wignall is rather a traveler. He was a private in the Boer War, where he learned about South Africa. Only last January he spent considerable time in Southern France writing a series of articles for the Daily Mail on the sporting situation in that section. More recently he visited Vienna and Prague for the same purpose.

But, now, in America at last he is "more astonished than ever before." He is astonished particularly at American hospitality and American newspaper methods.

New York's newspaper club has had a hand in this astonishment; likewise Irving S. Cobb, Kecey Allan, dramatic reviewer for the Fairchild Publications; Tom Rice of the *Brooklyn Eagle*, and a host of other individuals.

I met him this week at his room in the Belmont Hotel, New York. It was after noon, but Wignall, in gorgeous bathgown patterned fantastically in a gold silk design was at breakfast, brought him from the hotel restaurant.

"My goodness!" he ejaculated, or words to that effect, between tea sips, "I've never seen anything like it in my life."

This gasp referred collectively to American hospitality and American newspaper methods.

"Here I've tickets to every show in town, all the polo matches, and already a fine night at the New York Newspaper Club to look back to," he continued.

"Nothing like it in London—nothing. And as for American newspaper methods, there is no comparison between England and America."

"Here newspapers seem provided with all conceivable facilities for handling news events, while in England it seems as though obstacles were always being put in the way of the press."

"In America the press comes first; in England the press comes last."

"Your telegraph arrangements are better than I have seen in any country in the world. You are furnished facilities by the government, business authorities, amusement promoters, and telegraph companies, while in England we have to make our own arrangements on every story."

"In all towns but six in the Provinces, the telegraph companies even close down after 7 o'clock and a reporter has to telephone his story in by long distance after that hour."

"But one thing I am very thankful for, there is not the hurry-skurry in English newspaper offices that there is in America."

"On the *Mail* the first edition is run

off at 10:30 P. M. with other editions following until 2 o'clock. One isn't asked to rush to make an edition. Typewriters are not commonly used, and it is a less toilsome life generally.

"Of course there has been a terrific change since I have been on Fleet street. In 1908 when I had my first job there I was paid only £4 a week. It was the custom then for reporters to have only one assignment a day, whether it took only 5 minutes or several hours to cover. They were not difficult jobs either; a lunch at the Savoy, say, an interview with some prominent man, or something of that sort."

"Newspaper work was horribly ill paid. But, due to Lord Northcliffe, and the National Union of Journalists, the standards of journalism have been raised very high. Now £9 per week is the minimum, with salaries ranging up to as high as £2,500 a year for feature writers."

"What chance has an American newspaper man in London?", was of course the next question.

"Well, qualified Wignall, "the average American newspaper reporter coming to England will probably suffer from the poor reputations of several decidedly second rate Americans who came to London and fell down badly on their jobs."

"But good newspaper men, if they do not patronize the pubs too frequently, can easily find work on some London newspapers, especially if they are specialists in something."

Wignall thinks the game in America is far too strenuous. Nothing would make him give up English newspaper work entirely. He recalls that he was even advised once by no less a person than Lord Northcliffe to give up newspaper work and devote all his time to fiction.

Lord Northcliffe's advice as told by Wignall is interesting.

"One thing a newspaper man ought to learn early," Northcliffe told Wignall, "and that is that it is impossible to do both newspaper work and fiction. Let him either stick to newspaper work completely or leave it."

"And," Northcliffe continued "there is one book every newspaper man should read, and that is 'East Lynne.'"

Wignall was given this advice in 1911. He quit a position of news editor on *Sporting Life* and started to write fiction and nothing else. He has continually drifted back to Fleet street, although he has established himself as a fiction writer, and now persists in doing both.

"The irony of it," he told the writer, "was that for 11 months I never even sold a comma."

He was about to return to Fleet street a failure as a fiction writer, when a magazine editor ordered a boy's story from him. He wrote it in a week and had it accepted. Since then, although he returned to Fleet street eventually, he has had continued success at fiction writing. He has written 16 novels, 500 short stories, and a book called "The Story of

Boxing," which has also been published in this country.

Wignall fell into newspaper work by accident. When he was little more than 16 years old, his father became temporarily blind, and he had to leave school to help his family. At first he was an errand boy in a draper's shop, and then in turn, barber's assistant, dock laborer and clerk in a labor union office.

He was 17 when the Boer War broke out and he joined the volunteer regiment in his home town of Swansea, Wales. He sailed for South Africa in January, 1900, the "youngest private soldier in the British Army." He was in the service a year and ten months, and during that time he wrote long letters home from the front. The editor of the Swansea newspaper, the *Cambria Daily Post*, got hold of one of the letters and began printing them in his paper.

When Wignall returned home he was offered a job as a reporter on the *Cambria Post* and accepted.

"My first assignment," Wignall recalled "was when a huge wall of sand fell and buried 6 men. I didn't know the first thing about newspaper reporting, but I wrote the story as though I were writing a letter, and I have continued this method ever since."

After 4 years, Wignall became quite a success in the Provinces. He was made chief sporting writer on the *South Wales Daily Post*. About this time Charles Watney, then news editor of the late *London Standard* offered him work on his newspaper.

Wignall went to London in "fear and trembling." He made an agreement with Watney that he would work one week for nothing and if he proved a failure in Fleet street, he would return to the Provinces.

His first assignment in London was of the "trial variety." Watney wanted to find out just what sort of a man he had brought in from the Provinces. He ordered Wignall to go out and find the exact number of unemployed men, women, and children in every London borough.

Of course Wignall didn't know London. He left the newspaper office despondently and spent a very bad day of homesickness in a cafe across the street. It occurred to him that the assignment was in the nature of a test and that everything depended upon the imagina-

tion he could bring to play in making an excuse. At 4 o'clock in the afternoon he made his mind he would quit Fleet street.

On his way to Paddington Station, he met an old friend of his father's who was connected with the Board of Trade Gazette. Then, as Wignall explains, "one of those things that never happens outside of fiction" occurred. This man had all the statistics that Wignall had been ordered to find. They were all prepared in galley proofs to be printed about three weeks in the Board of Trade Gazette.

"When I brought in the story," Wignall remembered, "the most astonished person I ever saw was the editor."

Wignall remained with the *Standard* about 2 years. Then he left with Watney to establish the *London Evening Times* a newspaper that lived about 12 months. Others in this enterprise were John Cowley, now chairman of the board of directors of the *London Daily Mirror*; Bernard B. Falk, now editor of the *London Weekly Dispatch*; Edgar Wallace, now a novelist; and J. S. Little retired. After this venture, Wignall became news editor of *Sporting Life*.

When the World War started, Wignall rejoined the army as a private, later receiving a 2nd Lieutenant's commission. Re-entering newspaper work following the armistice, he joined the *Daily Mail* as boxing expert, and has held this position ever since.

"I don't go out to report a prize fight from an expert's point of view," Wignall explained. "I write boxing for the man in the street, always bearing in mind that letter writing flair of mine, which started me as a newspaper reporter."

### Tracy Joins Printing Firm

M. E. Tracy, editor of the *Houston (Tex.) Chronicle*, and for 11 years connected with the newspaper, has resigned to become vice-president and editorial director of the Rein Printing Company, Houston.

### Tri-State Editors Hold Convention

The Tri-State Editorial Association opened its annual convention at Saint City, Ia., September 18. Sessions were scheduled to start Thursday morning and continue three days.

## Here is Additional Proof of Ludlow Speed

From Washington (D. C.) Post

"RECENTLY one of our Ludlow Compositors cast 636 display lines in 7 hours with only one error" writes George W. Brandt, foreman of the Washington (D. C.) Post. (On a regular run of work, an average of 91 lines per hour for setting matrices, casting the slugs and distributing the matrices.)

"In December, 1922, the Ludlow System was installed in The Washington Post, supplanting another system in use for ten years.

"Column cost has been shattered since its installation, and I can truthfully state that the Ludlow deserves 75 per cent of the credit for this saving.

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# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

CLARENCE W. WAGENER, who is connected with the Promotion and Publicity Department of the *Baltimore Sun*, after a careful study of the different phases of life found in towns of limited population, has made his analysis public through a volume entitled "What the Small Town Needs" (Fischer Printing Company, Baltimore). He is to be congratulated upon the way in which he has steered his survey between the Scylla of scarping criticism and the Charybdis of lauditudinous praise.

After a careful perusal of the volume one somewhat surprised that Mr. Wagener has overlooked the thing most needed—a good community weekly. Several years ago a New York periodical offered a prize for the best essay on "The Best Thing in Our Town." The prize went to a man who described a country weekly in a little town in Missouri. Similar conditions obtain in many other villages. Incidentally, Mr. Wagener sets those things which should have the active editorial support of local papers.

THE first attempt to answer nationally for the wood-using industry and for consuming public the question of an adequate permanent future timber supply will be found in "How the United States Can Meet Its Present And Future Pulp-Wood Requirements." Newspaper publishers who have not already received a copy of this government bulletin may obtain one gratis upon application to the U. S. Department of Agriculture, Forest Service, Washington.

THE latest volume in the Journalism Series published by the School of Journalism, University of Missouri has the title "Women and the Newspaper." It contains addresses and discussions originally given at the Fifteenth Annual Journalism Week.

Sara L. Lockwood, Assistant Professor of Journalism, contributes an introduction and admirably indicates the contents when she says:

The addresses given here make no attempt to cover all the opportunities for women writers, writing special interviews and features for Sunday magazine sections and periodicals; conducting children's pages or writing for children's magazines; political writing; conducting newspaper columns; organizing and keeping in working order a newspaper library; writing for or editing trade publications; teaching journalism in high schools or colleges—all of these things were brought out in discussions as offering opportunities for women journalists.

A copy of this pamphlet may be obtained from Walter Williams, Dean of School of Journalism, Columbia, Missouri.

THE death of H. W. Massingham, editor for many years of the *London Nation*, drew forth many tributes from American newspapers and periodicals. One of the best of these is that found in the *New Republic* for Sept. 10.

THE International Relations Section of *The Nation* for September 10 out-

lines somewhat in detail the attempts of Mussolini to gag the press in Italy. Action may be taken:

If the newspaper or periodical, by false or misleading news causes any interference in the diplomatic action of the Government in its foreign relations, or hurts the credit of the nation at home or abroad, causing undue alarm among the people, or in any way disturbs the public peace.

If the newspaper or periodical, by editorial articles, notes, titles, illustrations, or inserts, incites to crime or to class hatred or to disobedience of the laws of established order, or upsets the discipline of those engaged in public service, or favors the interests of foreign states, groups, or persons as opposed to Italian interests, or insults the nation, the King, the royal family, the Summo Pontifex, the religion, the institutions, or the authority of the state or of friendly Powers.

Before this issue of *The Nation* is put down one should glance at "Fashions and Newspapers Hoaxes" in which the story of the famous moon hoax of the old *New York Sun* is retold.

SEVERAL universities, not only in Europe but also in Asia, have selected "Deadlines," that newspaper classic by Henry Justin Smith, formerly news editor of the *Chicago Daily News*, as a text to be read in the classes specializing in modern English. From other sources come equally high praise for the book as one of the finest examples in which there is a charm of style combined with a force of expression. Smith has left the editorial rooms of the *Chicago Daily News* to go to the ivy-clad halls of University of Chicago where, at least on state occasions, he will wear the customary cap and gown.

THE *Washington Newspaper* for August, 1924, includes in its covers an article by James W. Fisk, Merchandising Counsel, the *Milwaukee Journal*, called "Service in Selling Retail Advertising." The *Washington Newspaper* is the official organ of the School of Journalism connected with the University of Washington at Seattle.

EDWARD P. MITCHELL continues his chat about Dana and his newspaper in *Scribner's Magazine* for September in an article entitled "Mr. Dana and His People." In it he tells a lot about the men who worked with Dana on the *New York Sun*. Personally, the chat is too brief about Frank Church, whom I regard as one of the greatest editorial writers in the history of American journalism. But this is only a personal impression.

The chat about Mayo W. Hazeltine, who was literary editor of the *Sun* under Dana, is a fine piece of character drawing. So little has been published about book-reviewing that I have yielded to

temptation to quote the following paragraph on how Hazeltine turned the trick:

M. W. H.'s general manner of reviewing was to bring out the best there was in the book under consideration, bestowing upon it his own resources of knowledge and judgment in a friendly, rather than a hostile spirit. If the thing did not seem worth while, or was bad enough to excite his contempt, he did not say so, but let it alone. No lack of the critical faculty was implied in this generosity of attitude, for the estimates recorded by Hazeltine, particularly in his earlier reviews—some of which were collected and published by the Scribners in 1883, under the title "Chats about Books"—have the subtlety and searching quality of Sainte-Beuve. But Hazeltine's tolerance increased as his reputation became more magisterial. Unexcelled in the art of paraphrase, his longer reviews, occupying a whole page in *The Sun* every Sunday, became more and more an exposition of the meritorious contents of the volume, without direct citation and interpreted at every point by the reviewer's fruitful, illuminating scholarship.

In another paragraph Mr. Mitchell adds:

Hazeltine's conviction was firm that the readers' interest was primarily in the book and its author, rather than in the personality of another writer, the reviewer.

I sincerely hope that the current issue of *Scribner's* will have a wide reading among literary editors.

Another one of Dana's people was Thomas Hitchcock, a prominent figure for many years in metropolitan finance and, in a certain sense, the financial editor of the *Sun* (in the ownership of which he came next to the "big boss.") Mr. Mitchell has some interesting things to say about Hitchcock but nothing more startling than:

It was to Mr. Hitchcock, in the temporary absence of Dana, that Sheriff Jimmy O'Brien submitted the Tweed Ring accounts and incriminating documents in the summer of 1871, when O'Brien decided to strike his blow of vengeance. Mr. Hitchcock was naturally unwilling to assume the responsibility, and the sheriff, unable to reach Dana, carried the Ring figures to George Jones of the *Times*, dumped the bundle and left without sitting down.

As a sort of postscript I want to mention one other individual listed by Mr. Mitchell—Mr. A—an old circus advance agent who found a comfortable chair in later years in the editorial rooms of the *Sun*.



## And down in Miami

—that hospitable southern city and resort where thousands of Northerners take refuge from ice and snow in America's most perfect climate, the *Miami Herald* and *News* keep tourist and resident alike supplied with complete local, national and international news.

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NEW YORK **EVENING JOURNAL**

## BRITISH DAILIES FINED FOR PRINTING CRIME NEWS BEFORE TRIAL

Held in Contempt by Judge and Warned that Imprisonment  
Waits Second Offense for Reporting Murder Case  
American Style

By HUGH J. HARTLEY

**F**INES approximating \$7,000 and a warning that imprisonment had been barely escaped were visited on 3 important British newspapers recently, because they had investigated a murder mystery in approved American newspaper style and had published detailed accounts of the case in advance of the trial.

The judgment given by the Lord Chief Justice of the Divisional Court was by no means extraordinary. It represented the usual practice of the British courts in dealing with newspapers which publish evidence in a criminal case, and are held in contempt of court because it is presumed they have interfered with the police and prejudiced the rights of the prosecution or the defense or both.

Such an attitude seems unbelievable to the average American who reads daily the details of criminal cases and wonders why the newspapers don't ferret out the wrong-doers and expose police bungling or negligence when the perpetrators are not brought to justice promptly.

It may seem less credible still to learn that some leaders of opinion in this country urge that the British censorship system should be placed in effect in the United States for the public welfare. The *Chicago Tribune* recently declared that too much publicity is given by the newspapers to crimes and to persons accused but untried. It urged the enactment of a law limiting the freedom of the press in this respect and forbidding more than a brief mention of crimes until those charged with committing them were brought into court. The general verdict of editors seemed to be for complete freedom. That some newspapers have exceeded the bounds of decency, is admitted. Some have unduly played up cases to make sensations, or have taken sides, viciously, in a case to come before the courts.

Seldom has an American newspaper been accused of obstructing justice or concealing clues to crime. Its efforts usually have been directed to the protection or acquittal of the innocent and the bringing of the guilty to justice.

The public generally has appreciated such service and has placed a sort of awe and reliance in the terrible power wielded by the press for the common welfare in the solution of criminal mysteries. Newspapers have gone far, too, in exposing corruption at the very bar of justice and have gotten away with it.

What a shock it would be, therefore, for an American reader to learn that his favorite newspaper had been accused of the heinous crime of "sending to the scene of the crime investigators—newspaper detectives—to make inquiries, house to house search for witnesses, in order to have them make statements of fact for publication."

That was the indictment of the Attorney General in the case of the King against the *Manchester Guardian*, the *London Evening Standard* and the *London Daily Express*, along with a number of other smaller papers which copied the articles printed in those publications on a bungalow murder mystery which became famous in England last spring under the name of the "Crumbles Case."

Patrick Mahon, a young married man of good family and comfortable income, had carried on an illicit affair for some time with a girl named Emily Kaye, beautiful, talented, and with a considerable competence. The couple met frequently, and as Mahon's ardor began to cool, many quarrels ensued. Finally, Mahon rented a bungalow some distance from London, named "The Crumbles." Later, portions of the girl's dismembered and half-burned body were found, and an investigation revealed a revolting murder and the gruesome fact that Mahon had entertained another young woman of his

acquaintance at the bungalow almost before the body of his murdered sweetheart was cold.

Here were all the elements of a sensational murder case. Police news on the case evidently was not plentiful or convincing, and so several big newspapers took up the case in American style, and their columns blazed with illustrations and headlines fit to scandalize conservative British tastes.

In due time the courts disposed of Mahon, who was sentenced to death, but meanwhile they also took up the case of contempt against the newspapers. Counsel for the defendant publications included many of the most distinguished counsel in England, but the horror-stricken recitals of the Attorney General of the articles which had been published made all their efforts fruitless. He placed before the court a full-page special article, entitled "The Tragedy of Mrs. Patrick Mahon. Full Story of Her Marriage Romance by a Personal Friend."

The Attorney General said that there was a fundamental principle of justice which was affected by all publications of any relevant matter during the course either of a trial or during the period in which the accused was under remand or arrest. It was impossible for any person to know to what extent the life-story of an accused man, either in relation to his wife, or in relation to any other person, might be even vitally relevant to the trial when it came on. It was not for a newspaper to make inquiries and publish matter of a sensational nature, and it was contempt of court for any newspaper to make such inquiries with a view to publication.

One exhibit was an article, entitled "Another Crumbles Puzzle. Was the Girl Dead When Her Letter Was Posted?" There was published a letter said to have been written by Miss Kaye to a friend in which she referred to being engaged to Mahon. The defense counsel admitted that applying a fair test it might be said that the publication of such a letter might tend to interfere with the trial of Mahon. Yet he said one could not shut one's eyes to developments in the case as they occurred.

The court was severe in its criticism of this article, and the defense counsel pleaded that newspapers could be prosecuted for libel under the law if what they said was incorrect or malicious.

Another complaint concerned Miss Ethel Duncan, the young woman who had been entertained by Mahon after the murder took place. It was alleged that Miss Duncan had been questioned by the police and warned not to make a statement, but that representatives of *Evening Standard* saw her also and obtained information and a promise not to give a statement to anybody but themselves. They were doubtful whether she would remain faithful against the wiles of other newspapers, however, and therefore arranged that she should stay with the wife of one of the sub-editors at a watering place. The defense pleaded that Miss Duncan had not told them that she had been instructed to secrecy by the police.

At that the Attorney General opened with his batteries in earnest. He said he viewed the case with the greatest anxiety. It was essential in the interests of justice on both sides that the police should have the unfettered power of making inquiries into possible evidence, and also that the defense should not be prejudiced by persons publishing statements which might at any time become vital to the defense. Publications like this might do irreparable harm. Counsel for the defendant newspapers had argued that what had happened was not a contempt of court. It was most unfortunate that it should be possible for such an argument to be put

### FORESHADOWED EVENTS

- Sept. 21-24—Tenth District A. A. C. W., annual convention, Galveston, Tex.  
Sept. 22-25—Advertising Specialty Assn., convention, Chicago, Ill.  
Sept. 27-30—Massachusetts Press Assn., annual outing, Whitefield, N. H.  
Oct. 4-6—Pennsylvania State Press Assn., annual joint outing to Delaware Water Gap and Pocomos.  
Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.  
Oct. 12-16—Financial Advertisers' Assn., convention, Richmond, Va.  
Oct. 13-14—National Industrial Advertisers' Assn., convention, Chicago, Ill.  
Oct. 13-16—Audit Bureau of Circulations, fall convention, Chicago, Ill.  
Oct. 14-15—Inland Daily Press Assn., annual convention, Chicago, Ill.  
Oct. 15-18—United Typothetae of America, convention, Chicago.  
Oct. 16-18—A. A. A., annual convention, Chicago.

forward. The deliberate policy adopted through these publications was to send to the scene of the crime investigators—newspaper detectives—to make inquiries. They made house to house search for witnesses to make statements of fact for publication. The Attorney General added that he hoped it would not be possible in future for any newspaper to come before the court and argue that such publications were not contempt of court. Their inquiries hampered the police and the course of justice, and he asked their Lordships to establish once for all that such a policy should not continue. It would be eminently desirable to find out who was responsible for the policy of sending down these investigators. In the future it might be well to ask the court to allow the cross-examination of editors who said that they did not see a particular article, with the view of finding out who was the person or body of persons responsible for this class of publication.

The *Manchester Guardian* pleaded that publicity of sensational crime was no part of its policy and that it devoted as little space as possible to matter of that kind. The paper did not have investigators who made independent inquiries, but in this case, as the woman was a Manchester girl, they sent down one of their ordinary reporting staff. Even Homer sometimes nodded, the *Guardian's* counsel said, and the newspaper humbly apologized for this temporary aberration of judgment.

A similar admission was made by counsel for the *Daily Express*, and he pointed out that the newspaper was a member of the Bar of 40 years' whose duty it was to go through the proofs, and in the mistaken belief that there was nothing to which attention could be taken, he had passed the matter. The Lord Chief Justice declared that it was apparent to the court that the matters complained of were likely to interfere with the administration of the criminal law. He did not propose, however, he thought it might be prejudicial, under the circumstances, to single out particular matters or particular phrases, and by reference exactly in what way they might be likely to affect the fair trial of the accused person.

It was clear, he said, that some of the newspapers had entered deliberately and systematically on a course which was described by some of them as "criminal investigation." It was urged by one of the defendants that it was part of the duty of a newspaper when a criminal case was pending to elucidate the facts. The Lord Chief Justice said such a suggestion led to some such like this: that while the police of the Criminal Investigation Department were to pursue their investigations in silence and with all reticence and reserve, the newspaper was to be careful to say nothing to prejudice the trial of the case, either from the point of view of the prosecution or the defense. It has come to be the duty of newspapers to employ a staff of amateur detectives who would bring to an ignorance of the law of evidence a complete disregard of the interests both of the prosecution and of the defense.

This was absolutely wrong and against the interests of justice, he said. Therefore, he fined the *Evening Standard*, which had shown a deliberate effort to conduct its own investigation of the case and publish the results despite the police and the courts, 1,000 pounds and costs. The *Manchester Guardian* and the *Daily Express* were fined 300 pounds apiece, and several other defendants were fined 100 pounds apiece. Under certain circumstances if they had been brought out in the trial, it would have been the duty of the court to employ the penalty of imprisonment, and if the practice were repeated the court would not again be disposed to adopt the merciful alternative of a fine.

Those who would restrict the freedom of the newspapers in dealing with such cases in this country point to the English law and cite the much lower crime rate, especially of murders, in England as compared with this country. The American Bar admit that criminal procedure in this country is in need of reform—should be speeded up and punishments made more stern and more nearly certain. The general feeling of fear that the innocent will be punished has permitted the admission of evidence which would be considered absurd or dishonest in English courts and simply would not be tolerated.

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***Davenport Democrat & Leader .....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital .....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.04
***Mason City Globe Gazette .....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .....(E)	13,375	.05
***Waterloo Evening Courier .....(E)	16,775	.06

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

†††Government Statement, April 1, 1924

"BUD" COUNIHAN, one of the *New York Evening World's* galaxy of cartoonists, describes his career in the following manner:

"My first experience as a newspaper cartoonist, was on the *Norwich (Conn.) Bulletin*, carving out sport events on chalk plates. After a year or so of spoiling a flock of perfectly good plates, I received an offer from the *Providence Journal* to do sports—worked a year on the *Journal*, then took on the *Brooklyn Times* for a year, covering sports, politics and banquets.

"I next broke out on the *Philadelphia Times*, as sport cartoonist doing a baseball strip called—'Luke M'Gloob, the Bush League Bear-Cat,' while resting.

"The *Washington Post*, was next on the list. While working on the *Post*, I received my real big chance—the same being an offer from Mr. John T. Tennant, managing editor of the *New York Evening World* to do a comic strip for the back page—and here I am."

### 'Twasn't a Cow—R. F. P.

To EDITOR & PUBLISHER: In your issue of Sept. 6, I observed an announcement by Bob Satterfield, artist of the Perry Service, that he was "kicked into art by a cow," which is tough on yours truly, who is no cow and who certainly did more than any mere cow toward putting Bob into newspaper art.

Bob's first assignments, on the *Cleveland Press*, 'way back in 1892 or 1792, resulted in pictures of a horse with a cloven hoof and a dog with leg joints bending the wrong way. It took more than a cow to kick those art ideals into him and I'll make oath that it took an entire editorial staff to kick them out of him. However, in those days, you didn't see many Press cartoons hung up in the salons, and Bob, with his anatomical weaknesses ironed out of his drawings, soon made a great "following" by the action of his product.

I recall that, on one occasion, a snappy political cartoon was in the making. "Fine, Bob, fine!" I said. "Now just put a little yellow dog under that wagon to represent Boss Blank!"

"Sat" bounded in his chair, in enthusiasm over the idea, but suddenly became quite sober and, looking up, quietly remarked, "I don't think I can draw a little yellow dog in black and white."

R. F. PAINE.

*Cleveland Press* Edition, 40 years back.

### Capital Golfers Challenged

Having decisively defeated Paris, at golf, the American newspaper men in London are now making plans to challenge the Washington correspondents, confident they can pick a team to lick the capital's best. The golf stars in London include Joseph W. Grigg of the *New York Sun*; Hal O'Flaherty, *Chicago Daily News*; Frank H. King, *Associated Press*; Arthur Draper, *New York Herald Tribune*; David M. Church, *International News Service*; J. P. Collins, *Boston Transcript*; Arthur Mann, *New York World*; and Robert J. Prew, *Universal Service*.

### Blethen Leaves Vanderbilt Organization

Joseph Blethen, who recently gave up his post as business manager of the *San Francisco Illustrated Herald* to become the personal representative of Cornelius Vanderbilt, Jr., in establishing a tabloid in Detroit, resigned from Vanderbilt Newspapers Inc., Saturday, Sept. 13. Neither Mr. Blethen or Mr. Vanderbilt made a statement regarding the resignation.

### Babson Incorporates Publishers' Bureau

The Publishers' Financial Bureau, Inc., of Wellesley, Mass., last week received a charter of incorporation from the Massachusetts secretary of state, to carry on a publishing business. The capital is given as 1,000 shares without par value. The incorporators are Roger W. Babson, noted statistician, of Wellesley, Nona M. Dougherty and E. Oakman Hodd, both of Wellesley.

### Wheeler Buys Into Kansas Daily

C. W. Wheeler, former commercial superintendent and publicity director of the United Light and Power Company of Abilene, Kan., and a well-known Kansas newspaper man, has purchased an interest in the *Salina (Kan.) Daily Union*, and has been made vice-president and general manager.

### Daily Teaching New Language

The *Winnipeg Free Press* is printing a course in Ilo, a new international language. When Esperanto was the best existing international language, the same newspaper gave its readers a series of lessons in Esperanto.

atures  
FEATURES  
ADVERTISING  
SCHOOL  
ic Story  
ages  
FEATURES

## NEW PLANT OF NEW ORLEANS STATES READY FOR OCCUPANCY



WHAT the management claims will be the "largest and most efficient newspaper publishing plant in the South," will be occupied, Oct. 1, by the *New Orleans States*.

Last November the States purchased the 4-story Fairbanks building for \$250,000, and necessary changes to meet newspaper needs are now nearly completed. The newspaper has furnished its new home with new octuple press, a new 4-color press, and additional linotypes.

Besides the present main building of the States, the paper leases two floors of the Tudor building and one of the Interstate. One floor alone of the Fairbanks building contains almost as much space as all the area The States now has in these three buildings. The measurements of the Fairbanks building proper are 158 feet 6 inches on St. Joseph street, and 145 feet 6 inches on Camp. Each floor contains 22,000 square feet.

The enormous size of each floor and the big drive way on the two inner sides of the block permit prompt handling of paper stock and the delivery of newspapers.

On each side of the main entrance are the general offices; on the left, the advertising department; on the right, the business office, the bookkeeping department, auditing department, and the cashier. In the rear of the advertising department is the copy service department with artists and copy writers. In the rear of the service department, the circulation department has very large quarters, opening out under the rear shed where newsboys and carriers are served.

To the rear of the business office is the press room, occupying one-quarter of the lower floor. Presses are mounted on concrete foundations in the basement, and extend up nearly to the ceiling of the first floor. Papers are delivered by conveyors directly to the circulation department where the newsboys and carriers are served. Adjoining the press room towards the center of the building is a spacious shower bath for the pressmen.

On the second floor to the front are the editorial offices, with the publisher's office at the corner of Camp and St. Joseph streets. Other editorial executives are placed on the Camp street front, and on the right is the general news room with Associated Press wires.

Back of the executive offices are the reception rooms, library, and file rooms. Then, comes the composing room across the entire building. In the extreme right, back of the composing room, is the stereotype room. To the left of the stereotype room is the photo-engraving department. Marble shower baths are also provided for the workers on the second floor.

On the fourth floor in a private office, segregated from the rest of the plant, are

the leased wires for the Universal and International News Service.

Robert Ewing is publisher of the States.

### WHAT OUR READERS SAY

#### The American Plan in Ohio

MANSFIELD, Ohio, September 2, 1924

TO EDITOR & PUBLISHER:—The article in your last issue, entitled, "N. Y. Papers Must Proofread 'Bogus' by New Arbitration Ruling," is interesting and also a source of pity for the publishers of New York who are bound, hands and feet, by the International Typographical Union.

Here in Mansfield, the *Mansfield News* has freed itself from this grasping organization and is operating on the American Plan, a situation that abounds in satisfaction to three parties—the publishers, the advertisers and the printers. We are not now a victim of that wasteful "bogus" law. The men and women of our composing room are not handicapped by the unjust laws of a labor union and the advertisers are not compelled to pay for something that they do not get.

It has been a hard fight, we both admit and take pride. But we are over the hill and are in a position in which we can give honest service, get honest service and also have that peace of mind of knowing that our satisfied co-operators in our mechanical department will be on the job tomorrow ready and willing and anxious to give a full 8 hours' work for their eight hours' pay.

The American Plan with us is not a wage cutting movement. Last year in our composing room our 5 highest paid men each made \$660 more than the five highest paid men under the union conditions. We borrow Maurice Ketten's expression—"Can You Beat It?" These men were paid higher wages because they deserved them. The drones have been weeded out. The producer is encouraged and, better than all, the apprentice is given his opportunity to learn the machine without the long period of apprenticeship which the union demands.

New York Magazine publishers are coming to Ohio. Why? They are seeking the Promised Land of Industrial Freedom. It is unfortunate that the newspapers cannot take the same course.

May I add that circulation is going up, that we gained 30 per cent in advertising over last year and two years ago and that our advertising rates are the second lowest in Ohio.

K. H. CRAIG  
Editor  
*Mansfield (O.) News*

### Noll Not With Vanderbilt

TO EDITOR & PUBLISHER:—In your issue of Aug. 30, you quote a news item that "P. N. Noll, who organized the *San Francisco Illustrated Daily Herald* for Cornelius Vanderbilt, Jr.," etc., etc., etc.

Mr. Noll did not organize the *Illustrated Daily Herald* in San Francisco, nor did he have anything whatsoever to do with that organization. Mr. Noll worked as a stock salesman in the brokerage firm of our fiscal agents and was one of two or three hundred men with similar occupations.

CORNELIUS VANDERBILT, JR.,  
President.

### Making Radio Sections

TO EDITOR & PUBLISHER:

In a recent issue you ran an article on "making a radio section" by Mr. Bragdon of the *New York Sun*. May I differ with him on some points? I believe there are three general types of copy necessary in a radio section or column: Current radio news, including programs; features, popular and technical; and correspondence with fans and amateurs on all phases of the art and industry.

Mr. Bragdon says syndicate material is of little value. Perhaps this is true of technical matter, but it cannot be true in the case of news and popular features. No paper can survive without a general news service, which is certainly a syndicate. Radio news services of national or international scope are necessary to the successful radio-editor of a daily paper.

The article states that few purchasers of radio syndicates are to be found. The contrary is the fact. The material furnished is neither technical nor theoretical; it is news, covering the activities of government, commercial, amateur, broadcasting, manufacturing and private interests and features on radio developments and its legion of followers. Radio news, like sporting, financial and automobile news, is now written and syndicated by specialists. Such services, covering national and international events in the radio world, as sports,

women's affairs and popular science are found in Los Angeles.

There was considerable radio news in the world fight, Defense Day broadcasts, political campaigns, the proposed trips of the *Shanley* and *ZR-3*, and dozens of other broadcasts. In the Nation's Capital there is seldom a dearth of special radio news, and these are announcements of national and international interest. The handling of such copy requires the service of a radio expert.

There is still considerable interest in technical data and "how-to-make-it" articles, as Mr. Bragdon points out, but only about one per cent of the family of newspaper readers is concerned with theory and practice, which is covered with radio magazines and text books. The rest of the home readers, the writer believes, are interested for items of news which back up the radio programs. After all, the chief object of radio is communication in its several forms. The average reader is curious about the future of broadcasting, new stations, inter-compatibility, making possible national broadcasts, arrangements described popularly and briefly, and in the industry, the artists they hear, and special events scheduled in other words, radio news. Mr. Bragdon comes nearest to the actual prime interest of readers, when he mentions the romantic and industrial phases of radio communications, but he has neglected to recognize the vital value of radio news.

Very truly yours,  
CARL H. BUTMAN,  
Washington Radio News Service

### New Home for Oklahoma Daily

Construction work was started Sept. 15 on the new \$50,000 home for the *Edwell* (Okla.) *Tribune*. The building will be two stories high, of brick and concrete construction, trimmed with stone. The first floor will house the newspaper. The second will be devoted to 8 three-room apartments. C. Robert Bellatti is president and editor of the *Tribune*.

Keep in touch with newspaper experience in EDITOR & PUBLISHER—\$4 a year

## Ask for Series No. 6

A new set of 52 ads to stimulate church attendance in your town has just been issued by the Church Advertising Department. These are non-denominational, addressed to the man outside all churches. They are similar to ads which have been used in all parts of the country.

Proofs sent on request.

To pay the cost of printing and promotion the low price of 3 cents per week per thousand circulation has been fixed.

Study these proofs and see if they can be used in your community.

Address Herbert H. Smith, 723 Wither-  
spoon Bldg., 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

ROCKEFELLERS DISCLAIM PRESS PROBE

(Continued from page 10)

embodied in any affirmative or definite action.

"Subsequent to the conference in May, one of the foundations of the country, not affiliated with the various Rockefeller institutions, tentatively suggested that \$25,000 might be available from that source to carry on certain phases of the work, if undertaken. Mr. Walter Rogers advises, however, that even that tentative suggestion could not be considered as morally binding, even if accepted, and it certainly has not been accepted by the committee, and no plans have been perfected for spending that or any other sum of money.

"This statement may be regarded as authoritative in so far as it states the acts and policies of either Messrs. John D. Rockefeller, Senior or Junior. As to what may be done in the further development of the plan referred to, or in subsequent conferences which may be held, the proper source of information is Mr. Walter S. Rogers, the Cosmos Club, Washington, D. C.

(Signed) "IVY L. LEE."

Informed that Mr. Lee had challenged the accuracy of his article in EDITOR & PUBLISHER, Dr. William T. Ellis, at Swarthmore, Pa., prepared the following statement:

"This is one of the occasions when careful reporting is openly vindicated. There is nothing to take back or to explain away.

"Every line of my story is substantiated by the written statements of Dr. H. A. Miller, of the Ohio State University, the man in working charge of the investigation, which he courteously made in response to my request for information.

"I send you herewith a copy of Dr. Miller's letter, written on the stationery of the American Sociological Society.

"It will be found to corroborate, in minutest detail, every statement of fact that appeared in EDITOR & PUBLISHER under my name. By the same mail I had a note from President Henry Churchill King, of Oberlin College, of whom I had also inquired, saying that he had talked with Professor Miller and could add nothing to what the latter had written.

"In case any reader should be interested in the origin of my story, may I say that my attention was first drawn to the subject by an editorial note in The Christian Century, a weekly religious publication which of late has been bitter in its attacks upon the newspapers, expressing the wish that some one of the foundations might investigate the press and its news sources. A few weeks later it carried another short editorial, announcing that a reader had informed the editor that the investigation it coveted was already under way. Dr. Miller's name was given as the responsible executive.

"Thereupon I sought fuller information, not having before heard of the movement. Upon receiving this, it seemed to me, as a newspaper man jealous for the good name of the press, and as a foreign correspondent who had had personal experience abroad of censorship and propaganda, that this investigation should proceed in cooperation with the newspapers, and not in antagonism to them: for the press is more zealous for full, free colored news than any body of outsiders could possibly be. This move by the scientists and educators appeared like a

rare opportunity for the vindication of the press.

"Therefore I laid the matter before EDITOR & PUBLISHER, and was urged to write the article that very afternoon. I did so: had I waited, the story would have had fuller corroborative details, but it would not have been one whit more accurate than when it did appear."

AD-TIPS

F. Wallis Armstrong Company, 16th and Locust Sts., Philadelphia, Pa. Placing advertising of Philadelphia Storage Battery Company, Ontario & C Sts., Philadelphia, Pa., manufacturers of "Philo" Batteries.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia. Placing advertising of the Graton & Knight Mfg. Company, Worcester, Mass., tanners, makers of leather belts and other leather products.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia. Placing account of Charles E. Hires Company, 206 South 24th Street, Philadelphia, manufacturers of "Hires," "Hires" Ginger Ale & "Hires" Household Extracts.

George Eatten Company, Inc., 383 Madison Ave., New York. Placing advertising of the Elliott-Fisher Company, 342 Madison Ave., New York, manufacturers of accounting machines.

Chambers Agency, New Orleans. Conducting advertising of the William Lumber Company, New Orleans, lumber concern dealing in cypress.

Collins Kirk, Inc., 752 N. Michigan Avenue, Chicago. Placing the account of the John E. Jelke Company, Chicago.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing advertising of American Tobacco Company, 111 Fifth Avenue, New York, manufacturers of "Herbert Tareyton" Cigarettes.

Erickson Company, Inc., 381 Fourth Avenue, New York. Placing account of the Duz Company, Inc., 521 West 23d Street, New York, manufacturers of "Duz," a washing compound.

Henri, Hurst & McDonald, 58 E. Washington Street, Chicago, Ill. Handling account of David Adler & Sons Co., 246 Broadway, Milwaukee, Wis., manufacturers of men's and young men's suits and overcoats.

Honig-Cooper Company, 180 N. Wabash Avenue, Chicago. Copy is being distributed to newspapers in the southwestern territory on the D. Ghiradelli Company, San Francisco, Calif.

Jacques Manufacturing Company, Chicago. Placing advertising direct with a general list of newspapers.

If the Armenians want to show proper enterprise in developing Mount Ararat as a pleasure resort, they'll find Noah's ark and put it up there.—Providence Journal.

1893 SERVICE 1924 as visualized by BENJAMIN & KENTNOR CO.

THIRTY-ONE YEARS of building friendships, establishing points of contact with men in the advertising business results in frequent orders that depend greatly upon the kind of solicitation made.

Being careful never to oversell either a market or a newspaper has resulted in our word going a long way.

This is one of the features of service that we have to sell.

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

BENJAMIN & KENTNOR CO. Advertising Representatives of Newspapers

2 W. 45th St. 900 Ma'lers Bldg. New York Chicago

401 Van Nuys Bldg. Los Angeles

The Desert News

SALT LAKE CITY, UTAH

74 years of absolute dependability leads the Evening Field in circulation and national advertising.

Foreign Representatives

CONE, HUNTON & WOODMAN

New York Chicago Detroit

Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON

Los Angeles San Francisco

Indiana

IS THE

Heart of the Nation's Population

THE heart of any national campaign determines the strength of results and the life of your advertising effort. To be sure of that "heart" you must first be sure it is in the correct place.

Indiana is right in the heart of things—commercially and geographically. It is the center of the nation's population with over three million people, having the highest percentage of native born whites—92 per cent.

No other state enjoys the peculiar advantages of Indiana. Within the state is also the geographical center of manufacturing. It is in the middle of the great corn belt and is located in the center of a belt of wheat. It lies across the path of great trunk lines and its own steam and electric lines spider web in every direction.

Indiana newspapers—especially those listed in this announcement—are stimulant for this great, responsive "heart" where life is at its height.

When you buy advertising in the dailies mentioned below, you deal in known quality and quantity—they are the undisputed leaders in business getting.

USE THEM TO TELL YOUR MESSAGE TO INDIANA.

Table with 3 columns: Newspaper Name, Circulation, Rate for 5,000 lines. Includes Decatur Democrat, Evansville Courier and Journal, Fort Wayne Journal-Gazette, Gary Evening Post-Tribune, Hammond Times, Humington Press, Indianapolis News, Lafayette Journal & Courier, La Porte Herald, Newcastle Courier, South Bend News-Times, South Bend News-Times, South Bend Tribune, Terre Haute Tribune.

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

†††Government Statement, April 1, 1924.

## WHAT'S WHAT IN THE FEATURE FIELD

AT the suggestion of William Allen White, the Cosmos Newspaper Syndicate, New York, has created what it calls "The World's Greatest Editorial Board," and what it claims is "something different" in syndicate service.

Cosmos is a newcomer in the syndicate field. Herbert S. Houston, publisher of *Our World*, is editor-in-chief and president; Myles F. Lasker, vice-president and general manager; Edwin Muller, treasurer, and Ethel Paine, secretary. It announces "The World's Greatest Editorial Board" as its most important feature.

Twenty-five leaders in American thought and 10 leaders in other countries constitute the Board, of which Mr. White is first member and chairman. Each member is to contribute one signed editorial of 300 words every month. Included on the board are Tagore, representing India; Prince Tokugawa, Japan; Nansen, Scandinavia; Paul Dupuy, of the *Paris Petit Parisien*, France, and Lord Burnham, England.

Other contributors to the new syndicate include Madame Emma Calve, opera singer; Paul Poiret, fashion authority; John Martin, children's features; Georgette LeBlanc (Mme. Maeterlinck); Dr. W. J. A. Bailey and Dr. W. H. Ballou, science series; Winifred Harper Cooley, "Woman's Life and Love"; Louise Davidson, daily cartoons, and Wells Hawks, New York Letter.

Calling attention to an alleged "wild scramble of imitation" in regard to football features for the coming season, the Christy Walsh Syndicate, New York, has issued a friendly warning to newspaper clients claiming it is the only syndicate authorized to offer signed articles by Tad Jones, Yale coach; Knute Rockne, Notre Dame, and Glenn Warner, Stanford.

Four other syndicates, according to Christy Walsh, claim to have these same football coaches under contract. The trio have signed a statement "disclaiming responsibility or authorization for any other articles bearing our signature."

Frieda Wyandt, a young New York girl, has written a series of articles for the New York World News Service, relating her experiences as an American working girl in European cities.

Herbert Corey's series "Real Workers at the National Capital," suspended during the summer, will be resumed shortly by the Associated Newspapers, New York. Corey will also continue his daily "Manhattan Days and Nights" stories about New York life.

Frank Murphy, treasurer of the McNaught Syndicate, Inc., New York, is spending 2 weeks' vacation at Fourth Lake in the Adirondacks.

"Al" Posen, creator of "Jingle Belles" for the United Features Syndicate, New York, has returned to New York from a summer vacation spent at Lake George.

Ed Brown, formerly with the McClure Newspaper Syndicate, is now connected with the Readers Syndicate, New York.

Clarence Gettier, who draws "From Sue to Lou" for the Bell Syndicate, New

York, has created a new 2 column comic, which runs under the caption "Girle Gags."

John Held, who draws "Oh Margy!" for the United Features Syndicate, New York, spent several days recently with the Spark Brothers Circus, collecting ideas for his feature.

"Bill" Roper, head football coach at Princeton University, is writing a twice-a-week football feature for the Bell Syndicate, New York.

Elsie Janis will shortly resume writing her weekly feature "If I Know What I Mean" for the Putnam Syndicate, New York. The feature was discontinued during Miss Janis' summer engagement in Europe.

John H. Millar, president of Associated Editors, Chicago, returned to this country this week from a 6 weeks' business trip abroad.

"Diana's Diary" is a new fashion comic strip announced by the Bell Syndicate, New York. Names of the creators are not disclosed.

A. C. Ring of the Reader Syndicate, Inc., New York, sailed on the Mauretania, Sept. 10, for an 8 weeks' trip abroad. He plans to sign up many new features while in England and on the Continent.

Miss Gladys Banner formerly society editor of the *Jacksonville (Fla.) Journal* has written a serial "Sally's Temptations" for the Publishers Autocaster Service, Inc.

Sidney A. Silberman of the National News Service has returned to his Philadelphia office after an extensive business trip throughout Pennsylvania.

Andrew T. Gump, famous statesman brought into prominence by Sidney Smith of the *Chicago Tribune*, formally threw his clay pipe into the ring as a candidate for the presidency when a huge bronze statue of himself was unveiled at the entrance to the Smith estate at Pridehurst, Lake Geneva, Wis., on September 6. The event was under the auspices of the Forty Club of Chicago and Richard Henry Little, "Line conductor for the Tribune, spoke in praise of the 100 per cent for the people candidate." More than 200 persons were present.

### Retiring City Editor Honored

Sixteen men from the news room of the *San Antonio Evening News* attended a farewell banquet which they tendered Webb C. Artz, retiring city editor, who has since left to assume his new duties as city editor of the *Houston Press*. Artz had been with the *News* 4 years.

## THE TACOMA NEWS TRIBUNE

### TACOMA

Population—112,000 people

355 Factories producing \$125,000,000 worth of goods annually; manufacturers' payroll, \$23,000,000 per year; 12,700 employees.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the *News Tribune*; A. B. C. Audited Circulation, 32,643.

Frank S. Baker President Charles B. Welch Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES  
David J. Randall Ford, Parsons Co.  
341 Fifth Ave. 360 No. Michigan Ave.  
New York City Chicago, Illinois  
R. J. Bidwell & Co.  
San Francisco and Los Angeles, Cal.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

## TRENTON (N. J.) TIMES

KELLY-SMITH CO.  
National Representatives  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

## EDITOR VACATIONS WITH CIRCUS

### Fred E. Sterling Returns from Two Weeks Tour with Ringling Brothers

Editors find novel ways of spending such vacations as they are able to snatch away from their desks.

Lieut. Gov. Fred E. Sterling of Illinois, editor of the *Rockville (Ill.) Register-Gazette*, joins America's largest circus when he goes vacationing.

Governor Sterling has just returned from a two weeks' tour with the Ringling Brothers-Barnum & Bailey circus as the guest of Mr. and Mrs. Charles Ringling. Joining the "biggest show on earth" in Chicago, he "made" Danville, Indianapolis, Terre Haute, Evansville, Mattoon, spent three days in St. Louis and then wound up at Springfield with the Ringlings.

It was not a new experience for Governor Sterling, however, for in many years past he has spent several weeks each summer touring various parts of the country with the "big tops."

For 25 years or more he has been an intimate friend of John and Charles Ringling, and has been their guest on numerous summer jaunts through the middle west. The Rockford editor made the trip in the Ringlings' private car, and there was plenty of time for an occasional side trip to the links or the bathing beach.

### TYPOS HOLD VICTORY DINNER

#### President Lynch Pays Tribute to Fred Cornell of "Big Six"

The victorious faction of the International Typographical Union celebrated its victory in the union election on May 28 with a testimonial dinner in the Hotel Alamac, New York, Sept. 14, to Fred N. Cornell, member of "Big Six," who managed the campaign which resulted in the election of James M. Lynch of Syracuse as International President, together with the entire Administration ticket.

## Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

## 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

President-Elect Lynch was treasurer. He gave Mr. Cornell full credit for "the return to power of those who in the past stood for conservatism and the upbuilding of the organization."

### New Los Angeles Agency

Grieg & Roark have established an advertising agency at 740 S. Broadway, Los Angeles, Cal. Carlisle N. Grieg, of the agency, was formerly with George E. ten, Lord & Thomas and Grieg & Ward and Linn O. Roark has had several years of advertising experience in Portland, Los Angeles and Cleveland.

### Opposes "Silent Policemen" Ads

The *Buffalo (N. Y.) Courier* has started a campaign against a proposed plan to sell advertising space on the "silent-policemen" on traffic moments on the streets of that city.

## A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The *Buffalo Evening News* financial and business pages are complete, interesting, promptly carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \*119,754 total net paid

Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

\*Present average circulation 126,700  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

## A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee Journal  
FIRST—by Merit

## 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.



# DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

## BUSINESS TICKLER



**"DO your Christmas Shopping Early"** posters were issued this week by the New York Retail Merchants Association.

New York has no corner on Christmas shoppers.

Thanksgiving turkey and all the fixings will soon be using newspaper space.

And remember plenty of stores will have Halloween novelties on hand to sell shortly.

Furs are being advertised extensively in New York newspapers nowadays.

As the birds fly south, men too, must go down in their cellars to overhaul furnaces.

Cold weather chases out the ice man's copy, but brings in ads for indoor swimming pools, hunting equipment, winter sporting goods, ice skates, etc.

**"FIRE PREVENTION WEEK"** is not far off. Get busy on a section for this occasion. A good idea would be to sell space to advertisers urging them to devote their space to fire prevention cuts and the copy in connection will express their thanks for the protection received from the local fire department. The edition could be made more attractive by using red ink in printing.—George C. Marcle, *Ogdensburg (N. Y.) Republican-Journal*.

Young girls and young ladies and older ones, too, are always interested in ornaments for their hands and arms and necks as well as ornamental things for wearing on dresses. Yet the jewelers don't advertise one half as much as they should! Bracelets, charms, rings, etc., ought to make good subjects for your jeweler to advertise. Take this suggestion around and tell him about it! You are sure to get more than one extra ad! R. John Gibler, 2100 Pine St., St. Louis.

A mileage contest for used cars can easily be made the basis of a spread for used car dealers. In the contest itself, every buyer of a used car is eligible to register the mileage reading of his car at the start of the week following purchase, with a \$25 cash award to the driver whose speedometer registers highest at the close of the week, the dealers sharing the amount of the award. Stunt attractive to dealers as showing the worth of the used cars sold by them.—B. A. T.

Shingle roofs, tin roofs, automobile tops, poultry houses and other small buildings are going to have a hard time this Winter if they are not protected against the coming bad weather. Paint them; paint protects. Make sure you

# WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

won't have leaky roofs this Winter. And that's a subject for the painters in your town. Go after them for some advertising. They will welcome more business.—R. John Gibler, 2100 Pine St., St. Louis.

As many furnaces and heating apparatus did not give entire satisfaction last Winter, this Fall the tinner and heating and plumbing men will want to correct these defects in a great many homes, and provide the families with great comforts. Can't you have them call attention to the fact that they will repair and re-condition boilers and furnaces by taking space and thus remind the public of a greatly prevalent delinquency?—C. M. Littelljohn, Washington, D. C.

At this time of the year dairymen are thinking of increasing their milk and butterfat production per cow. To do this it requires better stock in the form of purebred animals. A series of ads may be sold to the banks of a farming section on the value of purebred stock, emphasizing the fact that the bank will back such purchases.—Lincoln R. Lounsbury, Pullman, Wash.

Restaurants in small towns, where there is not much transient trade, should be induced to run their menus for Sunday dinner in Friday's newspaper. By Saturday night most people have their Sunday provisions purchased. Consequently the appeal of the Saturday night restaurant ad comes too late to influence them.—Robert B. Mills, *Marion (Ind.) Chronicle*.

There is an ever increasing popularity these days among noon-lunchers of sandwiches. People are showing more and more preference for sandwiches for their noon-time eating. Why not, therefore, get up a page of ads of local eating houses which make a specialty of sandwiches? With an appropriate heading over this page it shouldn't be very difficult to fill the page full of advertisements.—Frank H. Williams, Fort Wayne, Ind.

Combining a general "Trade Extension Sale" with a drive for circulation in suburban cities proved a good stunt for a Michigan newspaper. Dealers were advised that on a certain date, this newspaper would distribute free copies to every house in the various suburban cities, and that those who advertised special "trade extension offers" in those issues would profit accordingly. A special section of 8 pages was obtained for three days under the plan.—B. A. T., Springfield, O.

## what about the Japanese?

The question of Japanese-American relations is a vital one just now. Your readers who keep up with the times will be interested in the six important articles by

**J. N. PENLINGTON**

Mr. Penlington is thoroughly familiar with Japanese conditions. His articles will be regarded by many as semi-official news. A splendid Sunday feature. First release October 5th.

Readers' Syndicate, Inc.

799 Broadway New York City

## TRADE COMMISSION ACTS

### Three Companies Cited for Misleading Advertising

The Lexington Storage Warehouse Company of New York and the Nugrape Company of America of Birmingham, Ala., have been cited by the Federal Trade Commission for alleged false and misleading advertising in connection with their businesses. The New York company is charged with falsely claiming to be a factory sales agency and the Alabama concern is said to have represented its product as grape juice when its product was chemically produced.

The Commission this week ordered Katz and Davidson of New York to cease and desist from advertising shirts made in America as English broadcloth.

### Merger of Four Weeklies Planned

A new company, the Ottawa Printing Company, organized at Port Clinton, O., with \$100,000 authorized capital, has obtained options on the purchase of four weekly newspapers in that city. The merging of the newspapers will eliminate three of the publications and the remaining paper may be issued as a semi-weekly. The papers in the deal are the *Ottawa County News Democrat*, the *Ottawa County Republican*, the *Progressive Times* and the *Ottawa County Herald*. The incorporators are Walter H. Cole, Wilmington; Charles Graves, Oak Harbor; A. L. Duff, S. A. MaGruder, S. F. Mitchell, Port Clinton.

### A. C. Davenport Retires

A. C. Davenport, for the past 7 years manager of the *Chicago Drovers Journal*, and secretary-treasurer of the Drovers Journal Publishing Company, is retiring on account of continued ill health. He has disposed of his interest in the publication, and will shortly go to Florida to live. He began his newspaper work on the *Omaha Bee*. In the late eighties he became associated with the *Omaha Daily*

*Journal-Stockman*, where, with one brief exception, he served continuously, successively as reporter, editor and manager, until he came to Chicago in 1917 as manager of the *Drovers Journal*.

### Held Joins Muskogee News

Carl W. Held has been named managing editor of the *Muskogee (Okla.) Daily News*, an afternoon publication established two months ago by Muskogee business men. For the past 4 years Held has been managing editor of the *Muskogee Times-Democrat*. He began his newspaper career with the *Hamilton (O.) Sun* and has also served on the *Hamilton Republican News*, *Fort Smith (Ark.) Southwest American*, *Fort Smith Times-Record*, and the *Bisbee (Ariz.) Daily Review*.

Keep in Touch with Old Friends—EDITOR & PUBLISHER \$4 a year.

## Our Features:

Irvin S. Cobb  
Samuel G. Blythe  
R. L. Goldberg  
Roe Fulkerson  
Don Herold  
Ed Hughes  
O. O. McIntyre  
Penrod and Sam  
Nellie Revelle  
Will Rogers  
H. J. Tuthill  
Albert Payson Terhune  
and others

The McNaught Syndicate, Inc.  
Times Building, New York

## FEATURE FILLER PAGES

**"Edited and Illustrated to Perfection"**

—MAKE-UP—  
7 or 8 Columns—20" or 21"  
**THE WORLD COLOR PTG. CO.**

R. S. Grable, Pres.  
Est. 1906 St. Louis, Mo.

first!

- ~in circulation
- ~in lineage
- ~in reader interest
- ~in proved results

The Indianapolis NEWS

Over **ONE-THIRD** added

to the circulation of the Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

**HOLLISTER'S**  
CIRCULATION ORGANIZATION  
717-718 Commercial Exchange Bldg.  
LOS ANGELES, CAL.

## Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.  
New York

### OCT. 10 DEADLINE FOR HARVARD AWARD COPY

**Winners of Bok Advertising Competitions to Be Named Soon After that Date Business School Announces**

The time for submitting advertisements and plans of advertising campaigns for the Harvard Advertising Awards Competition will close at 5 p. m., Friday, Oct. 10, according to a statement issued this week by the Harvard Business School, under the jurisdiction of which Edward W. Bok placed his gift for stimulating interest in an improving advertising work. Material published between Oct. 1, 1923, and Oct. 1, 1924, in American and Canadian newspapers and periodicals will be eligible for the awards of this first year of the competition.

The awards fall under 3 classifications: a gold medal will be given to the individual who in the opinion of the jury has done most to raise the standards of advertising; a second group of 3 awards, carrying prizes of \$1,500 each, will go to the best advertising campaigns and researches during the year; while a third group of awards, carrying prizes of \$1,000 each, will be given for the best individual advertisements.

The Harvard Business School states also that announcement of the details of the competition for the second year of the awards will be postponed until recommendations by the Jury of Award, in the light of the first year's experience, have been received. The jury consists of Bruce Barton, president of Barton, Durstine & Osborn, New York; Dr. M. T. Copeland, Professor of Marketing and Director of the Bureau of Business Research, Harvard University; O. C. Harn, Manager of the advertising department of the National Lead Company and a past president of the Association of National Advertisers, New York; H. K. McCann, of the H. K. McCann Company of New York; Conde Nast, president, Conde Nast Publications, Inc., New York; E. W. Parsons, advertising manager of the *Chicago Tribune*; Stanley Resor, president of J. Walter Thompson Company, and president American Association of Advertising Agencies, New York; Harry Dwight Smith, of Fuller & Smith, Cleveland; Dr. Daniel Starch, professor of advertising, Harvard Business School; and Philip Thomson, advertising manager, Western Electric Company, and president of the Association of National Advertisers. The jury will meet soon after the closing date to consider the materials submitted for the first competition.

#### TO DISCUSS COST REDUCTION

**Topic Will Feature Industrial Advertisers Meet in Chicago**

With plans for the annual convention of the National Industrial Advertisers' Association to be held at the Edgewater Beach Hotel, Chicago, Oct. 13 and 14, practically completed, Keith J. Evans, advertising manager of Joseph T. Ryerson, Inc., Chicago, in charge of the program, has declared that the meeting will perhaps be the largest and most important gathering of industrial men and women ever held.

"Reducing the Cost to Sell from Industry to Industry" will be the central theme for all the meetings. Efforts are being made to obtain Secretary Herbert Hoover as one of the speakers. The members of the progress already obtained include several industrial authorities.

Ezra W. Clark, advertising manager of the Clark Trutractor Company, Buchanan, Mich., and president of the Engineering Advertisers' Association of Chicago, is preparing the exhibit for the convention, a complete showing of industrial advertising material.

#### Daily Launched at Plattsburg

The *Plattsburg* (N. Y.) *Clinton County News*, a new daily, printed its first issue Monday, Sept. 1. It was started under

the direction of John E. Judge, a prominent lawyer of Plattsburg. The News is housed in a new brick building. A large part of the equipment was purchased from the recently suspended *Utica Saturday Globe*. Charles S. Cantwell is city editor and telegraph operator.

#### Building New Newsprint Mill

The Newfoundland Power and Paper Company is erecting a plant at Cornorbrook, N. F. The first machine is expected to be making paper in April 1925. Four machines with an output of 120,000 tons yearly are to be in operation during next year.

#### Schaffer Pen Enlarges Campaign

The Schaffer Pen Company of Fort Madison, Ia., has placed its advertising account with the Glen Buck Company, Chicago, and has announced that its present campaign in newspapers will be enlarged.

#### A \$50,000,000 INDUSTRY

#### Amazing Growth of Engraving and Reproduction Plate Processes

An evidence of the growth of artistic and effective editorial and advertising material in this country is given by recently published statistics in the field of engraving and plate making, where in 1923 a total of \$32,000,000 business was done, an increase of nearly 12 per cent over 1921. In the same period electrotyping and stereotyping increased 18.6 per cent in value to \$20,000,000. Approximately one quarter of this huge industry centers in New York.

#### Pulitzers Entertain at Manhasset

Mrs. Joseph Pulitzer entertained a house party this week at the country home of her son Ralph Pulitzer, president and editor of the *New York World*, at Manhasset. Most of the guests arrived

a fortnight ago from England with Mrs. Pulitzer's other son, Mr. Herbert Pulitzer. They include Lord and Lady Milford Haven, Lord and Lady Zia Wernher, Major Wernher, Duchess of Westminster and Lady Wavertree.

#### Daily Presents Reading Medals

The annual presentation of medals to the *New Bedford* (Mass.) *Evening Standard* to school children, winners of the 1924 Standard reading contests, took place Sept. 13. A. B. Houghton, U. S. Ambassador to Germany, officiated. Benjamin H. Anthony, publisher of the *Standard*, presented the Ambassador with a medal as souvenir of the occasion.

#### Famous Weekly 103 Years Old

The *Lyons* (N. Y.) *Republican*, one of the best known weeklies in America, recently celebrated its 103rd anniversary

## SUPPLIES AND EQUIPMENT

FOR NEWSPAPER MAKING

**For Sale.**  
Scott flat-bed perfecting press, largest form 36 x 51 inches, hand or roll feed, motor and control. Been used for 3-column telephone books (in the South). For sale at a very low price. Baker Sales Co., 200 Fifth Ave., New York.

**For Sale.**  
Model E Duplex flatbed. New; eight pages; motor and all extra equipment, including sixteen narrow margin chases, and double truck chase. Best and fastest Duplex flatbed ever made. Ideal for big weekly or small town daily. Delivery in ninety days. Price right. The Sun, Spartanburg, S. C.

**Printers' Outfitters**  
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Corner, Fendler & Co., 96 Beekman St., New York City.

**For Sale**  
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

**For Sale Quick.**  
Complete daily newspaper plant. Attractive terms. Through consolidation of all newspapers in city of 20,000, and centralized publication in one plant, a fully equipped newspaper plant is available for quick sale. Equipment includes Goss 24 page straight-line press; full stereotyping equipment; 4 linotypes; Miller saw; motors and all accessories and miscellaneous equipment necessary to completely outfit offices and mechanical departments of daily newspaper in city of 50,000 or less. Everything in good condition; much practically new. Low price for quick sale. Only condition is plant must be removed from city. Address Appalachian Publishers, Inc., Johnson City, Tenn.


Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

### WASHINGTON OBSERVER

Washington, Pa.

We refer you to them for their opinion



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO  
EASTERN OFFICE: Marbridge Building, Broadway at 34th St., NEW YORK

## Don't "Pig" Metal

### It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

# MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

**Printers Manufacturing Co.**  
709-719 Palace Bldg., Minneapolis Minn.

## N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

# POWERS

NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

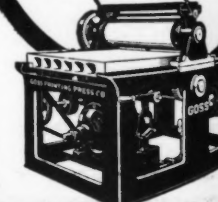
## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

# GOSS

## STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



## Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

### R. HOE & CO.

504-520 Grand Street, New York City  
7 South Dearborn Street CHICAGO, ILL. 7 Water Street BOSTON, MASS.

# THE MARKET PLACE OF THE NEWSPAPER

**3c** per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

**18c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

**6c** per word per insertion, cash with order for advertisements under any other classification.

**36c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising or Business Manager**  
or both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durmur, 236 Blaine Ave., Marion, Ohio.

**Advertising Editorial**  
Writer, with liberal equipment, fiction, feature, advertising experience, specializes fashions, food, theatrics. seeks opportunity editorial staff of magazine or advertising copywriting job where ability to visualize is chief requirement. B-837, Editor & Publisher.

**Advertising Manager**  
Handicapped in present position seeks new connection with magazine or newspaper. Knows how, where and when to get the accounts you want. Lowest salary considered \$3,600 year. Box B-836, Editor & Publisher.

**Advertising Man.**  
Young advertising man desires connection with New York institution. Three years' college training. Experienced, with New York special agency, and as advertising manager of Southwestern daily. Future more important than immediate salary. Very best references. B-841, Editor & Publisher.

**Business Executive.**  
Controller, executive accountant, credit manager. Highly rated ability in costs and analysis. Ten years one metropolitan publication. Now manager large transportation company. Age 38. Accustomed to salary of \$5,000.00 or better. B-833, Editor & Publisher.

**Business Manager or Assistant Publisher.**  
Middle western assistant publisher wants new connection. 18 years' experience, advancing from office boy to present position. Thoroughly familiar with circulation, advertising and mechanical departments, Finance and Service. Experience has taught me to watch the overhead while increasing business. Age 35, married. Box B-844, Editor & Publisher.

**Business Manager or Auditor**  
Desires to make connections with a good live paper. I am forty years of age, thoroughly familiar with all branches of the newspaper business formerly A. B. C. Auditor and recently auditor on a morning, evening and Sunday paper. Best references as to integrity and ability. B-821, Editor & Publisher.

**Cartoonist.**  
Cartoonist with photo-retouching and layout experience desires new position with paper in big-sized city; now employed. Box B-845, Editor & Publisher.

**Cartoonist Plus.**  
Also experienced in retouching, advertising art layouts, desires change where there's a future in the work for it. B-840, Editor & Publisher.

**Circulation Manager.**  
5 years' experience morning, evening and Sunday papers, at liberty now. Box B-842, Editor & Publisher.

**Circulation Man.**  
College education; age 23. Now employed, wants opening on Eastern Daily. Present salary \$3,500 a week. 30 days required. Address Box B-843, Editor & Publisher.

**Advertising Manager.**  
I have reached the limit here. My job as advertising manager pays me \$75 a week, but owing to limitations of field that is as high as I can go here. I want a situation where I can earn \$100 a week. Daily newspaper in California, Oregon or Washington. Am considered high grade man, with good record in business, advertising, editorial and mechanical branches. Thirty-five years old. Fourteen years' experience. Practical copy writer and layout man, good on writing publicity. Familiar with handling detail foreign accounts, and could add strength to merchandising department of newspaper. Excellent salesman. Intelligent worker. Neat appearance always, good address. Do not use liquor but not unreasonable with those who do. Will work with or without contract. Now in California. B-831, Editor & Publisher.

## PROFITABLE READING

will be found in the "Business Opportunities" section. These chances are too good to be passed up. Act now. Get in on these opportunities; they're just what you've been waiting for.

## Situations Wanted

**Circulation Manager**  
Desires to connect permanently with live paper in good town. Can cut costs to minimum and produce maximum efficiency and service. Have best of references. State proposition fully. Jake Killian, 524 Haymond Highway, Clarksburg, W. Va.

**Circulation and Promotion Manager.**  
Economical, progressive executive who will fit himself to your department. Maximum production at a minimum cost. Preference to New England, but will go anywhere. B-828, Editor & Publisher.

**Circulation Manager**  
wants connection at once. Past two years with chain organization. Handled two of their papers, Austin, Texas, American and Wichita Falls Record, during which time increased the subscription price plus largest percent of circulation gain in the state. Thoroughly experienced in large and small field. Want permanent connection as have family. Age thirty. Address W. P. Allen, 25t Fifteenth St., Milwaukee, Wis.

**Copy Editor.**  
Five years' experience on New York and Chicago dailies. Before that, editor of small daily. Young, forceful, original. University graduate. Now employed. B-823, Editor & Publisher.

**Eastern Special—**  
Which one needs "a go-getting fighter for business" on his staff? Newspapers or magazines. Box B-835, Editor & Publisher.

**Editorial Writer**  
who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

**Farm Paper Editor.**  
Many farm papers in the United States have large circulations but there is not only room but a crying need for a better farmer's journal that will be a real help. I have planned one along new lines that will appeal to every farmer anxious to make his farm a success and one that should attract substantial advertising support. I want to edit such a paper. I can convince a responsible publisher that I have the right combination of experience and training—agricultural, business, and journalistic—to make it a success. I want a responsible publisher to examine my idea, and if approved put his presses and business facilities behind it. Box B-839, Editor & Publisher.

**Newspaper Woman,**  
Experienced, desires position Sunday editor or special writer where ability to originate features and write them in an entertaining style will be appreciated. B-822, Editor & Publisher.

**Reporter**  
for a New York daily; college man will cover Metropolitan New York for out of town papers. General, feature and amusement. Space rate or straight salary. B-802, Editor & Publisher.

**Stereotype Foreman.**  
20 years' experience, desires charge of any size plant, experienced on Dry Mats. Thoroughly competent, reliable, married, union, best of references. Box B-838, Editor & Publisher.

**Syndicate Salesman.**  
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

**Wanted to Find:**  
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

## HELP WANTED

**Advertising and Promotion Manager.**  
Business magazine with 100,000 circulation wants promotion manager able to build its advertising pages and develop circulation. \$2,500 salary and percent of increase. Must be good solicitor and organizer. Location Chicago. Send full particulars as to achievements, education, etc. No investment. Address Box B-834, Editor & Publisher.

**Managing Editor.**  
Thoroughly trained and highly capable. Detail your experience and state salary expected. Staten Island Advance, Staten Island, N. Y. Wanted.

Young woman about twenty-four years old who is full of pep and personality and knows classified, especially outside solicitation. Wonderful opportunity for right party. Moderate salary to start. Position open at once. Write or wire Lewis M. Nachman, Classified Manager, The Chattanooga Times, Chattanooga, Tenn.

## Help Wanted

**Experienced Circulation Manager.**  
Several desirable openings as managers of local branch offices have recently been created through a further expansion of our large national circulation organization offering excellent opportunities to experienced, ambitious newspaper circulation managers seeking to go forward. We can place several men who have had experience in hiring and training canvassers. Must be over 30 years of age and have had at least five years' experience either as circulation manager or assistant circulation manager in charge of a daily newspaper canvassing organization. A large number of former newspaper circulation managers who found themselves in a rut with no future have been placed in the past five years and made good. Earning possibilities range from \$2,600 to \$3,000 and over per year. In answering please give full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

**Syndicate Salesman**  
Wanted. Commission 50% first three months' receipts from each sale. Advances made. Correspondence confidential. Box 1363, Washington, D. C.

## BUSINESS OPPORTUNITIES

**For Quick Sale—A Bargain.**  
Only daily newspaper in Eastern city in 40,000 community. Fully equipped plant. Can be made to earn \$30,000 a year. Address D. J., Room 823, 100 Boylston St., Boston.

**Official City and County Weekly**  
paper, located in one of the fastest growing towns in South Florida, is for sale to competent newspaper man with twenty thousand cash. No competition. Earned nearly thirty per cent net last year and is showing increase this year. For full particulars send financial references to "Owner," Box B-817, Editor & Publisher.

## MAILING LISTS

**National Newspaper Reading Service**  
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

## BOOKS, ETC.

**Breaking Into the Magazines**  
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 830 Butler Building, Cincinnati, Ohio.

## OSWALD YEAR BOOK EDITOR

**President, American Printer, Will Direct A. A. C. W. Publication**

Herbert S. Houston, chairman of the Publication Committee, A. A. C. W., announced a few days ago the appointment of John Clyde Oswald, of New York, president and editor of the *American Printer*, as editor of the 1923-24 Year Book of the Association.

The book, which will be published between now and the first of the year, will contain an account of the international convention held in July in London; also, digests of many of the speeches on both the general and departmental programs and statements of the leaders of the convention. In addition, the book will probably review some of the major accomplishments of the Associated Advertising Clubs in the first 20 years of its development.

## Cleveland News Men Play Golf

Allan Hinton of the *Cleveland Plain Dealer* defeated all editorial entrants in the annual newspaper golf tournament held September 15. His score was 85.

**Sales Appraisals**  
NEWSPAPER PROPERTIES  
**PALMER, DEWITT & PALMER** 350 Madison Ave., New York  
Pacific Coast Representatives  
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

**Successful Performance**  
This firm has a record of almost 15 years of successful performance in the difficult work of  
**PURCHASE, CONSOLIDATION, SALE AND APPRAISAL**  
of newspaper and magazine properties throughout the U. S.  
**HARWELL & CANNON**  
Times Bldg. New York

**WE CONNECT THE WIRES**  
CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.  
**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**SPECIALTY SPEAKERS NAMED**  
Henry J. Allen on Program for Chicago Ad Meet  
Several speakers of eminence will address members of the Advertising Specialty Association at its twenty-first annual convention at the Hotel Sherman, Chicago, Sept. 22 to 25. Henry J. Allen, former governor of Kansas, will be the principal speaker for the annual banquet of the members on Wednesday evening, Sept. 24.  
Among the other speakers will be Benjamin Mills, director of sales for the American Bond & Mortgage Company, Chicago, Bert Barnett, advertising manager of the International Shoe Company, St. Louis, Darby A. Day, Chicago manager of the Mutual Life Insurance Company of New York, and K. K. Bell, general manager of the Calumet Baking Powder Company, Chicago.

**SKINNER JOINS GROESBECK**  
Former President Skinner & Co., Now Associated with N. Y. Agency  
R. D. Skinner, formerly president of R. D. Skinner & Co. of New York, advertising service agency, has become associate in Groesbeck, Hearn & Hindle, Inc., New York advertising agency.  
Mr. Skinner is a Harvard graduate. He was originally associated with the *Boston Herald*. During the war he joined the American Air Service, acting as American Secretary for the Inter-Allied Aviation Committee, for which work he was awarded the Legion of Honor by the French government, and a citation by General Pershing for "exceptionally meritorious and conspicuous services."  
Prior to the formation of his own company he was associated with the Guarantee Trust Company.

# HUNCHES

ONE DOLLAR  
WILL BE PAID  
FOR EACH  
"HUNCH"  
PUBLISHED

THERE is crystalizing a feeling that presidential election year is not a bugaboo in business after all. What does the president of your local Chamber of Commerce or Board of Trade think about this overrated ogre and bad times symbol? Prosperity can be created by knocking him in the head now, and incidentally his exposition will create more advertising for the business office.—C. M. Litteljohn, Washington, D. C.

What's this? August displacing June as brides' month? This condition appears to prevail in some sections and a local investigation may serve to reveal a startling innovation. It is said that young office ladies who go away in June and July, to the mountains or seashore on their vacations, come back with diamonds. This is added a new peril to vacations. Better look into it.—A. C. Regh, Eau Claire, Wis.

Send one of your reporters to the railroad shops for an interview with several of the engineers on "The biggest auto boob I ever saw." Get fool stunts auto drivers pull when approaching a railway crossing with the train in full view. The engineers on passenger runs will be the most humanly interesting; and they're full of good stuff.—G. C. Terry, Waverly (Ia.) *Independent-Republican*.

No doubt you know that lots of folks try to repair the electrical wiring in the home themselves when anything goes wrong; that many are fixing it so the garage is a part of the house itself, but do you know that often these two things cause the home owner's fire insurance to be void? There are many other things that the householder is liable to discover to his sorrow in case of fire. Why not tell him before the loss occurs?—B. A. T.

There's a deaf and dumb man in your town who has been there for years and who is well-known in the community. He's been seeing and thinking all these years while most of the rest of the town has been talking and listening. An interview with him will make mighty good reading. What are his views and observations? What does he do for pastime? What are his likes and dislikes, his hobbies?—Yandell C. Cline, Columbus (Ind.) *Republican*.

The annual apartment hunt is on. With the hegira to the other parlor, bedroom, kitchenette and bath only a couple of weeks off, Mrs. Average Tenant undoubtedly is again tearing her hair in wonder if this year's chase is going to be as leatherwearing and brainwrecking as last year's. A good story on rents, higher or lower, demand for rentals, new homes, gas and electric meter installations is available. An ad might be pulled from moving firms, coal and utility firms.—L. J. Johnson, Dubuque (Ia.) *Times-Journal*.

Are bicycles still largely used in your

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United States"  
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Washington D. C.  
REG. U. S. PAT. OFFICE

city by men and women in going to and from work? It would be interesting to make a check at various large factories of the city of the bicyclists as they came to work and as they left work and to tell how many girl bicyclists there are among the number.—F. H. Williams.

It seems as though "the bobs" predominate, but do they? Post yourself on a prominent thoroughfare some afternoon and keep a record for an hour or two of the number of females that pass having bobbed hair and those who do not. The facts of the case can be worked into an interesting story that will undoubtedly be read by 100 per cent of the fair sex.—Robert B. Miller, Marion (Ind.) *Chronicle*.

The college and university students offer a new field for circulation, and one that can be handled easily. Your paper is like a letter from home. Put it up to the fathers and mothers to keep their children thinking of home ties by sending them your paper. Most newspapers print lists of students who go away to college each Fall. Use this for your solicitors or send out sales letters. A special student rate for the nine months they are in school will make your proposition the more attractive. If the news rooms haven't compiled a list of the students put a little box on page 1, announcing you want the names and addresses of those going away to college.—Yandell C. Cline, Columbus (Ind.) *Republican*.

As a feature, good for 500 words or more, a story of the things found in the pockets of clothing sent to the dry cleaner, has proven successful. The left hind foot of a grave-yard rabbit, two \$10 bills, rattle-snake rattles, queer pocket pieces, automobile parts, pens, pencils, pills, etc., are among the items found by one dry cleaner in one month's time. It makes interesting reading, and is a good puller for advertising for the dry cleaners.—Jack Hampton, Plymouth, O.

"Being a Newsboy Is Splendid Training, Business Man Says," is the title of a feature article used recently. Some business man should be interviewed for a story of this kind. Bring in the fact in your article that the carriers' work in distributing the paper to the readers is of the utmost importance. His job is to pass out the concerted efforts of the reporters, editors, pressmen, advertising men and many others. If the carrier fails in his part of the job then all the rest of the work of publishing the paper is lost. Rules about the proper delivery of the paper, collecting, etc., should also man on how this training fits the boy

for business should be incorporated.—H. M., Logansport (Ind.) *Pharos-Tribune*. The ideas of the business

"The Hardest Job I Ever Handled." Get policemen and firemen to relate experiences—run one daily. Stories told by policemen and firemen are circulation makers.—George C. Marcle, Ogdensburg, N. Y.

With the reopening of school an interesting story can be written concerning the graduates of the school who have become great figures. This article will be timely and be used with advantage to demonstrate to the present school children the possibilities of their future.—I. S., Washington, D. C.

## EDWARDS HEADS TEXAS GROUP

Elected President of the Northwest Press at Wichita Falls Meet

Will C. Edwards, editor and publisher of the *Denton* (Tex.) *Record-Chronicle*, was elected president of the Northwest Texas Press Association at its closing session in Wichita Falls recently. E. L. Covey, editor and publisher of the *Goree* (Tex.) *Advocate* was elected vice-president, and George Barber of Mineral Wells, secretary.

Mineral Wells was selected as the 1925 convention city.

R. H. Nichols, editor and publisher of the *Vernon* (Tex.) *Record*, retiring president, and E. A. Carlock, editor of the *Paducah* (Tex.) *Times*, were appointed by President Edwards as members of the executive committee.

More than 50 editors and members of their families attended the convention. The visitors were guests of the Texas-Oklahoma Fair Association for luncheon, and of the two local papers, the *Wichita Falls Record-News* and the *Wichita Falls Times*, at a banquet, at which Frank A. Baldwin, editor of the *Record News*, was principal speaker.

## 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  
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How Happy Are You?  
Booth Tarkington's  
article on this theme is  
the regular  
Pre-Eminent Article Release  
Sunday, Sept. 28th  
Some territory open on this  
Series  
METROPOLITAN  
NEWSPAPER SERVICE  
Maximilian Elser, Jr., Gen'l Manager,  
150 Nassau Street, New York City

Thomas W.  
Briggs  
Company  
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Originators of the  
Permanent  
Weekly Business  
Review Page  
Look us up in  
Dun or Bradstreet's

## CORRESPONDENTS ORGANIZED

Annual Picnic Gatherings of Correspondents at Peekskill

Annually, for five years, the county correspondents of the *Recorder*, Catskill, N. Y., are the picnic guests of the publishers of that flourishing newspaper. This year they gathered at a private residence and sang and played and gave speeches, and the newspaper awarded prizes for highest scores in regular correspondence service. These correspondents have organized a society, elected officers, and regard the *Recorder* as something more than an employer.

## Harriman Assumes Control

E. Roland Harriman, son of E. B. Harriman, took possession of the *Monticento* (N. Y.) *Daily Herald*, Monday this week. He is planning to spend a large amount of money on the paper.

## COTTON

is covered not only in the light of day to day price developments, but with an idea of securing the underlying factors that are responsible for the market movements. The minute repercussions which in volume total the forces which work out the destiny of the cotton are as interesting as any romance of land and sea, and it is these repercussions, the atoms of the market activity of which

## E. Walter Mockler

endeavors to have you see daily. Each month-end during the cotton growing season, he works out a table of conditions of the crop, volume of weevil and other insect depredations and prospects for the final outcome.

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# An Office Makes A Poor Reading Room—

- ☐ The telephone starts ringing—or maybe someone is waiting to see you. Possibly an important conference is started to decide who will win the pennant—or it can happen that you are up to your neck in plain, hard work.
- ☐ Distractions crowd one upon another—and a business office is no place for a thorough reading of a newspaper.
- ☐ The newspaper that is read in the home is the only one that can get and hold the undivided attention of its readers.
- ☐ In Baltimore the Sunpapers are the home papers. Morning, evening and Sunday they carry your message straight to and through the doors of thousands of home-loving and home-living people.
- ☐ Hit-and-miss methods of creating circulation have no part in the growth of the Sunpapers. Their sales increase steadily and naturally—and the larger part of the growing demand is served and satisfied not by street-corner sales but by Carrier delivery into Baltimore's homes.

### August Average Net Paid Circulation

Daily (M. & E.) . . . 241,570  
 Sunday . . . . . 176,873

*Everything in Baltimore Revolves Around*

JOHN B. WOODWARD  
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**SUN**  
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**Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"**

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SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

